



AUTUMN & WINTER 2011/12



Wiltshire Farm Foods

delicious meals to your door

Delicious recipes
& service you
can trust

FREE
NATIONWIDE
DELIVERY

MEALS
FROM ONLY
£1.95

20
YEARS

OF GREAT SERVICE

Delicious recipes
to make every day
a delight



245 Shepherds Pie
Page 27

This season our chefs
have been even busier.



From
breakfast...

To your evening
meal...

and everything
in between!



we've got mealtimes
covered!

See page 2 for details...

Satisfaction guaranteed

We're so confident you will love our range that if you are ever not completely satisfied with any dish, we'll replace it for free and give you another meal of your choice, with our compliments.

Ask your driver or call for details



790 Luxury Plum &
Morello Cherry Crumble
Page 55

Getting started is so simple

At Wiltshire Farm Foods we know the value of delicious, nutritious dishes that are easy to prepare, so we've set up our service to deliver just that.

We'll provide you with tasty meals and desserts that you can enjoy with the minimum of fuss, free delivery and a helping hand when you need it. Give us a try, and you'll never look back! See page 72 for details.



why our
customers
love us!

Dotted throughout this brochure you'll find five fantastic reasons to enjoy Wiltshire Farm Foods' delicious meals and great service – look out for the heart symbol!

Welcome to Wiltshire Farm Foods



"We've really pushed the boat out this season, with a feast of new dishes and desserts for you to enjoy. You'll discover that we've added a tempting breakfast range, a superb selection of puddings, and an assortment of tea-time classics that are hard to resist!"

Phil Rimmer
Wiltshire Farm Foods'
Head Chef

Welcome to our new Autumn & Winter brochure, which is bursting with over 245 delicious dishes and desserts. You'll soon find that ordering is easy, and that nothing is too much trouble for our trusted team.

We've got such a tempting variety of dishes, you'll never want for something tasty and nutritious to enjoy. You can order as often as you fancy – there's no commitment – and now that we offer everything from breakfast to afternoon tea, you can be sure of finding something delicious to suit your lifestyle. Plus, to make things even easier, our meals can be conveniently cooked to perfection in the oven or microwave in a matter of minutes.

As always, we've worked hard to maintain our reputation for quality and value, and we're sure that whatever you choose – be it an old favourite or a new recipe – you won't be disappointed. If you're ever not completely satisfied with any dish, we'll replace it for free and give you another meal of your choice, with our compliments.

We hope you enjoy browsing through all the fantastic meals and desserts on offer, and when you're ready to give us a try, follow the simple steps on page 73. Ordering is so easy with Wiltshire Farm Foods. You can order over the phone, with your driver, or online at www.wiltshirefarmfoods.com.

For more information
visit the website or call our
Customer Helpline 24 hours
a day, 7 days a week on:

0800 773 773
www.wiltshirefarmfoods.com



Autumn & Winter 2011/12

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Over 245 dishes

What's on the menu...

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234 Beef & Winter Vegetable Casserole
Page 15



178 Hearty Roast Chicken
Page 39



794 Luxury Stem Ginger Pudding
Page 55



790 Luxury Plum & Morello Cherry Crumble
Page 55



Award-winning service with a smile...

You'll love our tempting new desserts...

We've scoured the recipe books in our quest for pudding perfection, with 15 new hot desserts for you to try.

Over the past two decades, we at Wiltshire Farm Foods have built up a reputation for service that never fails to delight our customers.

You'll soon get to know our team – from the helpful customer service advisors who work around the clock to provide you with help and advice, to our trusted CRB police-checked drivers who are as committed to keeping you safe as they are to delivering quality meals whatever the weather. Our friendly service is just one of the reasons why so many of you stay with us year after year.

Our chefs have never been busier!



We've perfected all the recipes, made all the finishing touches, and we're finally ready to unveil our delicious new dishes.



new MENU

You'll find that we've got so much more to offer you this season, and it all begins at breakfast with tasty

favourites such as Omelette & Beans or our comforting, creamy Porridge. There are also some fantastic main meals for you to try, including the classic Cumberland Pie, and a Beef & Winter Vegetable Casserole that's hard to beat.

If you fancy something different, why not try our Lamb, Tomato & Bean Casserole, which comes with buttery mashed potato, green beans and caramelised red onions?

Or how about Chicken & Asparagus Bake, featuring tender pieces of chicken fillet with asparagus, peas and carrot batons in a savoury sauce topped with diced sauté potatoes?

For those with a larger appetite, our Hearty Roast Chicken is set to become a firm favourite, while our new Mutton & Rosemary Hotpot Mini Meal is just the thing for when you fancy something a little lighter.

Finally, we'd like to introduce you to our irresistible selection of hot new desserts. With highlights such as Luxury Plum & Morello Cherry Crumble and a rich, Luxury Sticky Toffee Pudding, you're bound to find something that will really hit the spot!

795 Luxury Bramley Apple & Blackberry Pie
Page 57
with 806 Portion of Custard
Page 60



Indulgent delights



new MENU

There's everything from West Country Bread & Butter Pudding to Bramley Apple & Timperley Rhubarb Crumble.

Go ahead and try them all! Our new desserts come without custard so you're free to add a scoop or two of ice cream, serve custard on the side or simply savour them just as they are. If that doesn't quite hit the spot, why not try something from our new delicious Afternoon Tea menu. Turn to page 52 to find out more.

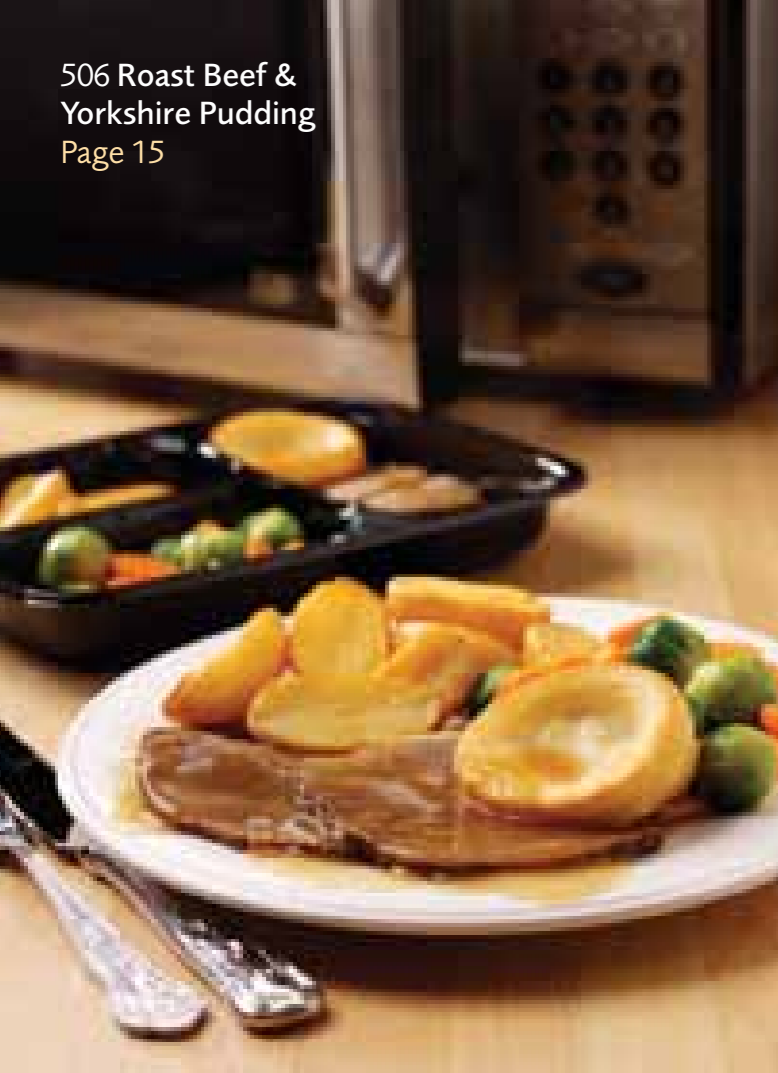


Helpful staff

Friendly drivers



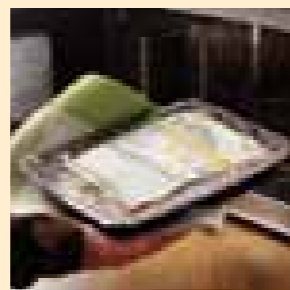
You'll find the details of your local Wiltshire Farm Foods team on the back cover of this brochure.



Make it easy on yourself!

Delicious, nutritious dishes with the minimum of fuss.

We freeze our meals the minute they're prepared to lock in the freshness, and the dishes are then delivered to you in handy plastic trays that will fit straight into your freezer.



Every dish we create comes as a single serving, and almost all of our main meals include a selection of vegetables, which means that you can eat exactly what you fancy, and it's only ever minutes away!

All you have to do is heat and serve for a perfect portion every time – there's no need to defrost, and most of our meals only take 8 to 12 minutes in the microwave, or 35 minutes in the oven.

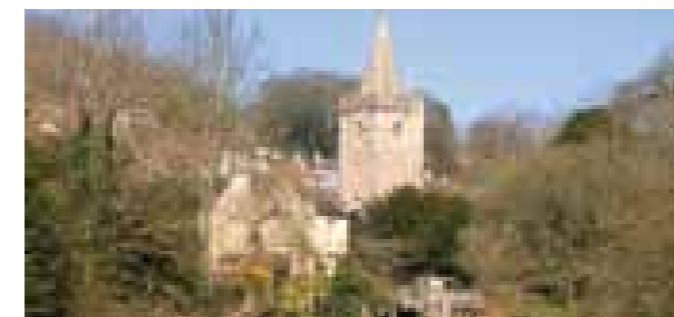
Your questions answered

Our tasty, nutritious meals are easy to prepare and can be ready in minutes, making them perfect for those who'd rather not spend hours in the kitchen. We'll deliver, so you won't have to tackle the supermarket, and our commitment-free service means that you can enjoy our meals as often or as seldom as you want.

Q Do you make your own meals?

A Our talented team of chefs create all our meal recipes in our Wiltshire kitchens for you to enjoy.

All our meals and many of our desserts in this brochure are made by us in Trowbridge, Wiltshire. Some of our desserts are produced for us by suppliers in the UK and Europe. We source our ingredients from a range of carefully approved suppliers in the UK, Europe and worldwide.



Bradford on Avon, Wiltshire

Q Do I have to sign up for regular deliveries?

A Not at all. You can order as often as you like. Our friendly, CRB-checked drivers deliver frequently, so you can enjoy our dishes now and again or on a regular basis. The choice is yours.

Q What if I have particular dietary needs?

A We cater for a wide range of special dietary needs. To help you choose the meals that are right for you, these are labelled throughout the brochure with the symbols below.

- D** Diabetic Diet
- MS** Moderate Salt
- LF** Lower Fat
- GF** Gluten Free
- R** Reducing
- V** Vegetarian

See page 71 for more details.

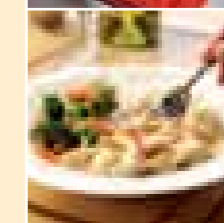
Q How large are your meals?

A We offer a range of portion sizes, so whether you're really hungry or just want a snack there's an option to suit you.



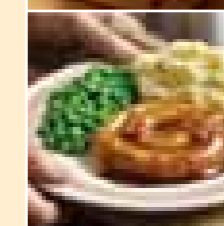
Mini Meals p46

Mini Meals are the perfect option for when you're after a lighter meal or snack.



Main Meals p6

Our standard size meals are great for every day of the week.



Hearty Meals p38

Hearty meals are ideal when you fancy a little bit more.

Q Do you take cheques?

A Yes, we are proud to take cheques from any customer who wishes to use them.

Q What happens if I'm not happy with my meal?

A We hope you'll love everything you order from us, but if you're ever not entirely satisfied with any dish, tell your driver or give us a call and we'll replace it for free AND we'll give you another meal of your choice, with our compliments.

Why not try our Chef's Favourites Pack?

New to Wiltshire Farm Foods and fancy trying our very best dishes? Try our selection of Chef's Favourites – all delivered FREE to your door!



Hunters Chicken Casserole p9



Roast Beef & Yorkshire Pudding p15



Beef & Dorset Ale Casserole p17



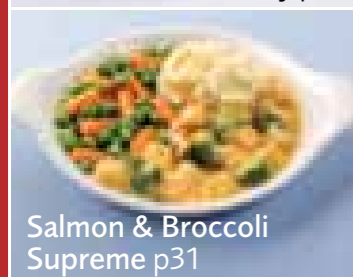
Pork & Leek Sausages with Somerset Cider Gravy p21



Roast Pork in Apple Gravy p21



Shepherds Pie p27



Salmon & Broccoli Supreme p31



NEW Victoria Sandwich p52



NEW Luxury Bramley Apple Pie p56



Blackcurrant Pie & Custard p58



Ready to order?

You're only a few simple steps away from your first order. See page 73 to find out how it works!