

The image shows three round pies in aluminum tins, arranged on a burlap surface. The top-left pie is topped with a thick layer of crushed nuts. The middle and bottom-right pies have a smooth, golden-brown filling and are garnished with a diagonal line of dark, dried herbs. The background is a dark, textured surface with white speckles, possibly snow or a decorative pattern.

**P
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The Hull Pie Bakery
**WHOLESALE
BROCHURE**



PROPER PIES

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Proper Pies
Handmade
in Hull



INTRODUCTION

The Pie Bakery is a modern, fun, young company created by budding Hull Chef & Entrepreneur, Matt Cunnah, six years ago. In keeping with its name, our main business is in the creation of genuinely marvellous pies, and boy, are they popular!

Since first opening our doors in Trinity House Lane, Hull, in November 2011, The Pie Bakery has

become a fantastic story of success in Hull, a local-boy-done-good tale that has proven that the way to peoples' hearts really is through their stomachs. Since its inception, Hull & East Yorkshire has gone crazy for these pies; their appeal has spread far and wide as we now have firm customer bases across the region and into North and West Yorkshire and Lincolnshire.

In addition to our wholesale business, we have shops in Hull from which we sell hot pies to take away and we offer frozen pies delivered directly to our local customers' front doors. We regularly attend markets and festivals across the region selling hot and cold produce - we are a customer favourite at food festivals across East, West and North Yorkshire as well as at Freedom Festival and Sesh in Hull and the BBC Good Food Show in Harrogate. We also deliver high-quality corporate lunches, events and wedding catering across the North.

Recent years have seen us win top awards at The Great British Pie Awards, Remarkable Hull & East Yorkshire Tourism Awards (REYTA), the Made In Hull Awards, and we've received rave reviews and exposure in local and national press. Indeed, The Guardian's Marina O'Loughlin praised our 'dangerously delicious pastry-wrapped items', and a recent appearance on The BBC Breakfast Show had Presenter Steph McGovern Tweeting about how outstanding our BBQ Pulled Pork Pie is. We have built a strong social media following and use this to support our partner organisations.

More recently we've received critical acclaim for our new Gluten Free Pie range, winning the Yorkshire Post & Deliciously Yorkshire Taste Award for Best Free-From product, and following high demand from our customers for these products, we have opened a specialist gluten free bakery to enable us to grow this side of our business.

There is no real secret to Matt's success; the pies speak for themselves. True, customers love our brand image, but our cult-like following is purely due to the fact that they really are just incredibly tasty pies. Our wholesale clients also love the fact that our product range caters for vegans, vegetarians, coeliacs and includes dairy-free options too. But Pies are not all we're good at – to our wholesale customers we also offer a range of sides to compliment the pies as well as a selection of delicious handmade desserts, cakes and sweet treats. We have further developments in the pipeline so do get in touch with us to discuss your requirements.

We pride ourselves on our delivery of top-quality products and excellent customer service. We support local businesses wherever we can, reward our regular clients and customers and are environmentally conscious, for example using recyclable and biodegradable packaging. We already supply a selection of businesses in the Hull area, including the KCOM Stadium and the University of Hull Student Union, but as we grow the wholesale side of our business we are seeking further partnerships with businesses to whom our ethos and brand identity is suited.

If you feel we'd fit in well with your product range, we would welcome a conversation about how our products can add value to your business and be a hit with your customers.

Matt & The Pie Bakery Team



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A.E.





PIES

WINNING FLAVOUR COMBINATIONS

Succulent Steak

Filled to the brim with chunks of the finest steak in a rich and flavoursome gravy made to our recipe

Beef Brisket with Wold Top Headland Red Ale

Slow-cooked and stripped brisket caramelised over 8 hours in Wold Top's Headland Red

Roast Chicken & Sage Stuffing

A classic filling and one of our most popular options; perfectly cooked and roasted chicken breast encased in a soft sage and onion stuffing

Chicken, Bacon & Leek

Tender chunks of chicken with smoked bacon and gently steamed leeks

6 hour Slow Roasted BBQ Pulled Pork

Slowly roasted pork shoulder smothered in hickory-style BBQ sauce

Moroccan Spiced Vegetable & Falafel (vv)

Sweet potato, butternut squash and roasted peppers with a Ras el hanout spice and our own recipe flavoursome falafel – a real winner with vegetarians and vegans

Cauliflower & Broccoli Cheese (v)

Cauliflower florets and steamed broccoli with a classic creamy cheese sauce

OUR AWARD WINNING PIES
ARE MADE USING ONLY THE
FRESHEST INGREDIENTS.

PIES



Finest Steak & Chorizo

*One of our new special flavours;
mouth-watering chunks of top
quality steak in a caramelised red
onion and pan-fried chorizo sauce
– a real winning flavour combination*

Melanzane Parmigiana (v)

*Italian-inspired baked aubergine in
a rich tomato sauce with vegetarian
style parmesan*

Classic Meat & Potato

*The most traditional and classic pie
flavour. Ours uses three types of meat
and includes a soft hint of pepper*

Curried Root Vegetable (vv)

*Seasonal root vegetables in our
own delicious Balti-style sauce
with a delicate hint of coconut*

Creamy Garlic Mushroom (vv)

*Thinly sliced mushroom pan-fried
with garlic, immersed in a creamy
black pepper sauce*

PIE.

Farmhouse Mash

Designed perfectly to produce a wonderful fluffy buttery tasting mash straight from our freezer!

We swear by it!

Pie Gravy

Our customers rave about our rich gravy, and as incredible as our pies are, they just ain't the same without it

Gluten Free Chocolate Brownies

Melt-in-mouth and even better served warm with ice cream, these indulgent chocolate brownies will make your dessert options the talk of the town.

Half-Baked Brownies

Our delicious chocolate brownie recipe, with a cookie dough base and a secret Oreo cookie layer

Rocky Road

Rich tea biscuits and marshmallows smothered with a mixture of dark and milk Belgian chocolate

Giant Cookies

Large gooey cookies available as milk chocolate chip, double chocolate chip, smarties, raspberry & white chocolate, and oatmeal & raisin

Flapjack

Our own recipe flapjack made with Golden Syrup – we offer variants on this recipe such as lemon drizzle, orange zest and chocolate chip flapjacks

Cupcakes

Handmade cupcakes in a range of sumptuous flavours including Vanilla, Chocolate, Lemon, Red Velvet and Sticky Toffee, each with a secret middle and indulgent frosting

SWEET TREATS AND SIDES

Further Sweet Treat & Sweet Pie Options
Our product range is updated regularly and is available on request



GLUTEN FREE PRODUCT RANGE

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Chicken, Bacon & Leek

Tender chunks of chicken with smoked bacon and gently steamed leeks

6 hour Slow Roasted BBQ Pulled Pork

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Thinly sliced mushroom pan-fried with garlic, immersed in a creamy black pepper sauce



FAQs

What are your wholesale prices?

Please see the attached price list for details of our current wholesale prices. Should you not have a copy of this, please contact info@thepiebakery.co.uk to request one.

What's your RRP?

'We don't specify an RRP because we recognise that different outlets will have varied price points. In a pub or restaurant scenario, the price would be higher than in a deli or farm shop, for example. Most pubs can achieve upwards of £8.50 for this pie meal, offering you a great mark-up.'

Do you have a minimum order value?

Yes we do, we ask that wholesale customer place a minimum order of six boxes (12 pies in a box) in order to qualify for delivery. However, if you would like to place a smaller order and are able to collect this from our Bakery in Cottingham Road, Hull, then this would be absolutely fine. If you would like to start by developing your knowledge of our products, we can look at helping you start small and grow. Get in touch to discuss the options.

Do you offer Exclusivity Deals?

This can be discussed within certain geographical parameters, depending on your sales figures and our other existing clients in the area.

Do we have to use Pie branding?

Yes, we ask that all of our products are branded in your materials and on any blackboards or signage. We will provide materials and logos for you to use as needed.

How are they delivered?

We can negotiate this with you, depending on your requirement. We will be able to arrange delivery but depending on your location we may need to discuss delivery fees. Pies can be delivered fresh or frozen.

How do we bake them?

Cooking Instructions are provided with your first order, but in brief they can be baked in a Merry Chef/Meal Stream-style oven in 45-90 seconds depending on the capabilities of the machine or in a standard oven in 20-25 minutes if being heated from chilled. To bake from frozen in a standard oven takes 40 minutes. We do not endorse microwaving of the savoury pie products, only the desserts.

How will my orders and account be managed?

A Client Relations Manager will be assigned to your account to handle any questions or issues you might have. They will make contact with you regularly to take your order and receive any feedback on previous deliveries.

HOW TO ORDER AND INFORMATION

If you're a business based in Yorkshire or Lincolnshire then please contact us directly to arrange a convenient time for us to pop and see you with some product samples.

We accept regular orders or as a one off. However, during busy times of the year priority will be given to regular clients.

Orders must be placed at least 72 hours before the required delivery date.

We would welcome a discussion with you about your requirements.

T: 01482 342397

E: info@thepiebakery.co.uk

www.thepiebakery.co.uk

For all corporate enquiries contact us directly on 01482 342397 or email us at info@thepiebakery.co.uk

The Pie Bakery, 408 Cottingham Road, Hull HU6 8QE



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