



PUKKA

Baking since 1963

The Piefect Serve

Our story

PUKKA

Where it all began...
...in the bakery



Founded by Trevor and Valerie
Storer in 1963



A family owned bakery in the
heart of Leicestershire



Expert bakers taking pride in making
great tasting, good quality pies



Pukka is a Hindi-derived word for all
things genuinely, properly good

...in the chippy and the pub



Fish and chip shops have been Pukka's bread and butter since 1963



A direct delivery service to customers within 90 miles from Leicester - from horse and cart to a fleet of vans delivering to 1,200 shops and pubs



Catering for a variety of needs with an extensive range of savoury pastry products



Proud sponsors of the national fish and chip awards and members of NFFF

"There is nothing better than a Pukka pie from the chippy. I take the top off the pie to dip my chips into the oozing gravy... Delicious."

Pukka Pies Customer

The People's Pie



The Nation's Number 1 pie brand, baking and selling over 60 million pies each year



PUKKA

Baking Since 1963



New



Easy steps to a Piefect serve



Select your deliciously
tasty pie range



Order your pies



Store your pies



Heat your pies



Serve your pies



Market your pies

Cheese Leek & Potato



Our award winning vegetarian-friendly Cheese,
Leek & Potato pie is available to stock in fish & chip shops

PUKKA

A pie for everyone



Must stock range

Chicken & Mushroom
All Steak
Steak & Kidney
Minced Beef & Onion
New: Veggie Cheese,
Leek & Potato

Other favourites

Steak & Ale
Chicken & Gravy
Meat & Potato
Potato, Cheese & Onion
Chicken Balti
Veggie Tikka Masala

Order your pies

Want to know how to get your pies to your door?
Just get in touch and we'll arrange the best option for you!

#1 Direct delivery

We have our own direct delivery team delivering pies to fish and chip shops within a 90miles radius of Leicester. We'll tell you if you are on one of our delivery routes, and then get you set up for delivery.

#2 Distributors

There are over 80 distributors who sell our pies nationwide. We'll tell you which ones are available to you and hook you up.









 info@pukkapies.co.uk







 0116 264 4004 / 0116 264 4000

Store your pies

Golden rules



-  We deliver chilled products within approx. 90 miles from Leicester, if you are outside our direct delivery area – don't worry you can still get frozen Pukka Pies from our wholesalers / distributors
-  The chilled pies have a five-day shelf life and a perfect, just-baked taste
-  To protect this delicious taste, store the pies with care in a fridge between 0°C to 5°C (40°F) and far, far away from strong smelling goods!
-  Legally our pies must be tucked into before or on their 'Use By Date'
-  As tempting as it may be, this date cannot be amended
-  But don't worry about waste – we offer low order quantities and twice weekly deliveries to help you manage peaks and troughs

-  We provide over 80 distributors with a range of frozen baked pies to ensure that chippies all over UK can sell the nation's number one!
-  Our frozen baked pies have all the wholesome flavour of chilled, but with a 12-month shelf life
-  Keep them freezing cold, at a perfect storage temperature of -18°C
-  We advise all our customers to serve up the frozen baked pies on or before their 'Best Before Date'
-  If thawing the pies, do so in a fridge overnight and never at room temperature
-  And don't forget - once thawed, use straight away and do not refreeze

#1 Stay away from the microwave

Pukka are serious about making great tasting, great quality pies so don't make the pies lose their goodness by heating them in microwaves... uneven heat distribution and soggy pastry is not what's made us the nation's favourite pie brand, after all.

#2 Place the pies side by side & the right way up

Serving perfect pies means not damaging the pies, ensuring thorough heating and avoiding contact between the pies and unsuitable materials. Heat each pie individually the right way up and you're on to a winner. If you stack them on top of each other or heat them upside down you are sure to disappoint a customer sooner rather than later.

#3 Dig out the temperature probe

Getting pies nice and hot is key for your customers' enjoyment and safety! It's good practise to initially heat a Pukka pie to a core temperature of 75°C. In fact in Scotland it's a legal requirement to initially heat pies to a minimum core temperature of 82°C. Once heated, turn the heater/oven down a bit but always keep the pies at a minimum core temperature of 65°C ready to be sold.

#4 Dispose of unsold pies

We know Pukka pies taste too good to throw away... but a pie that's been heated up and not sold should never be reheated and sold later. You must dispose of the pies before leaving your shop – or enjoy them yourself of course!



Heating your pies



Chilled
pies

Pre-heated fan assisted oven/ Gas oven 20 min 170°C/ Gas mark 5

Pre-heated Pukka pie heater 1hr 15 min On full

Heating times will need to be extended if heater is full.

Turn heater down when pies are hot to prevent burning or boiling out but remember to keep at a minimum core temperature of 65 °C.



Frozen
pies

Pre-heated fan assisted oven/ Gas oven 40 min 160°C/ Gas mark 4

Pre-heated fan assisted oven / Gas oven after thawing overnight in a fridge 20 min 170°C/ Gas mark 5

Pre-heated Pukka pie heater after thawing overnight in a fridge 1hr 15 min On full

Pre-heated Pukka pie heater from frozen 1hr 30 min On full

For best results heat from frozen. Heating times will need to be extended if heater is full. Turn heater down when pies are hot to prevent burning or boiling out. Individually wrapped products may be heated in wrappers.

The **PUKKA** Serve

With over 50 years of pie experience Pukka has seen its pies served in a number of ways.

The favourite, however, remains plonked upside down on a big pile of chips, ready for the customer to lift off the bright foil casing and dig in.



Looking for a heater?

We sell Pukka branded heaters in various sizes – if you are interested in a quote contact info@pukkapies.co.uk



The People's Pie

Don't leave things to chance - make sure everyone knows that the nation's favourite is on your menu with our new refreshed range of Pukka point of sale, including signage, posters, and other materials.

Head to our website for information on how to order: www.pukkapies.co.uk/trade



PUKKA

Baking Since 1963

Look for our stamp of quality
on the bottom of our foils



PUKKA

Get in touch



facebook.com/pukkapies



[@pukkapies](https://twitter.com/pukkapies)



www.pukkapies.co.uk/trade



0116 264 4004 / 0116 264 4000



info@pukkapies.co.uk