

# DWE

Direct Wholesale Foods

March 2024  
PROMOTIONS

ALL NEW

2+1  
DEAL

PREMIER  
FOODS



ALL NEW



ALL NEW

MARCH  
MADNESS



0208 550 4486

[www.directwholesalefoods.com](http://www.directwholesalefoods.com)



DISCOVER  
THE FULL RANGE

NEW

kinder.  
bueno

NOW  
20%  
OFF



SO CREAMY!

SO CRISPY!

SO bueno!

kinder.



FERRERO  
ROCHER



Lotus  
Biscoff®

Biscoff's gone frozen!







BUY ANY 3 AND GET  
A CASE OF VIENNETTA  
**FREE!** CASE PRICE WORTH  
£13.50

MARCH DEAL

BUY ANY 5  
AND GET  
A CASE OF  
VIENNETTA AND  
TWISTER MINI  
**FREE!** CASE PRICE WORTH  
£28.44

**3+1  
DEAL**

**5+2  
DEAL**

BUY ANY 9 AND GET  
A CASE OF VIENNETTA,  
TWISTER MINI AND  
CALIPPO MINI  
**FREE!** CASE PRICE WORTH  
£43.44

**9+3  
DEAL**



## MARCH PROMOTION



**BUY ANY 5  
GET 1 FREE**

**WORTH  
£40.00  
AT RRP**

**OR**

**BUY ANY 9  
GET 2 FREE**

**WORTH  
£95.20  
AT RRP**

**OREO**

All promotions are correct at the time of publishing. Froneri reserves the right to withdraw or alter promotion at any time. Not to be used in conjunction with any other offer. Pricing is at the discretion of the retailer.

**FRONERI**



**REMEO**  
 PRODOTTO IN ITALIA

**4+1  
 DEAL**

Buy any 4 from



Get FREE



worth  
**£41.94**  
 @ Rsp

**CARTE D'OR**

**NEW** Carte D'Or Mini Indulgence!

Indulgence for every occasion  
**48% POR**

PROMO  
 PRICE  
**£13**  
 NET



**Vanilla Caramel Pecan**  
 Vanilla flavour ice cream  
 with caramel sauce and  
 caramelised pecan pieces



**Chocolate Cookie**  
 Cookies & cream and chocolate  
 flavour ice creams with a  
 chocolatey sauce and cookie



**Eton Mess**  
 Strawberry and vanilla flavour  
 ice cream with a strawberry  
 sauce and meringue pieces



# FREE CASE OFFERS 4+1 AND 6+2!



**4+1** Buy any 4 cases and get a FREE case of Snickers or Mars worth £48 at MSRP

**6+2** Buy any 6 cases and get a FREE case of Snickers AND Mars worth £96 at MSRP



## New from Häagen-Dazs





MARCH PROMOTION  
**BUY ANY 3  
 GET 1 FREE**

**WORTH  
 £24  
 AT RRP**



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**FRONERI**

**STOCK THE BRANDS CONSUMERS LOVE**



**SAVE  
 £2 PER  
 CASE!**





# little moons

MOCHI ICE CREAM

Continue to inspire,  
try them!

Reduced by 20%  
Now only £30.39 + Vat



No need for  
Spoons with  
our lovely  
Little Moons!

# HACKNEY GELATO

SMALL BATCH • BIG FLAVOURED  
ITALIAN GELATO

Carefully crafted in East London by Italian chefs, we use traditional slow churning techniques and **real ingredients** to create supremely smooth, **big-flavoured gelato**.

We've won **46 Great Taste stars** in just 6 years and we're proud to be served in several **Michelin Star** restaurants.



Also Includes all 460ml lines





**100% PLASTIC  
FREE COMPOSTABLE  
PACKAGING!**

**FREE SAMPLES  
AVAILABLE**



**SEASON STARTER DEAL**

STOCK UP THIS MARCH!

**BUY ANY 5  
AND GET  
1 CASE FREE**

CASE PRICE  
WORTH  
**£33.60**  
RRP £3.90



Available from  
Friday 1st March to  
Sunday 31st March 2024

**5+1  
DEAL**

**BUY ANY 9  
AND GET  
2 CASES FREE**



CASE PRICE  
WORTH  
**£84.80**  
RRP £9.42

**9+2  
DEAL**



**CORE RANGE**



All Wall's impulse lines are included in the promotion

\*RRP is recommended retail price. Pricing is at the sole discretion of the retailer



**Deliciously  
Creamy.**



2851

**Like our  
Devon Custard.**

**2+1  
DEAL**

**soft & fluffy  
ice creammmm**



7312

5207

**EXCEEDINGLY  
GOOD  
ICE CREAM**



4381

9355

2417

**PREMIER  
FOODS**

**2+1 Deal across entire range. £20-49 TLP & Rsp £5-39**



**BEN & JERRY'S**

TLP:  
**£22.50**

RRP\*:  
**£5.99**

**44% POR**



Promotion available from:  
Friday 1st March to  
Sunday 31st March 2024



©Ben & Jerry's Homemade Inc. 2022 Cows: ©Woody Jackson 1997. \*RRP is the retail recommended price. Pricing is at the sole discretion of the retailer.



**Jude's**





March Promotion: **Retail Exclusive Offer**

**BUY ANY 3 - GET 1 FREE**



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**FRONERI**



## Häagen-Dazs Mini Cups

**12's - £2.00 Off Per Case**

**95 ml**



## Häagen-Dazs Mini Cups

**24's - £4.00 Off Per Case**







**4+2  
DEAL**

**Buy  
any 4  
FROM-**



**Get  
2 cases  
FREE**



**MARCH PROMOTION  
SAVE £2 PER CASE**







Buy any 2  
from -



Worth  
**£16.50**  
@RSP

Get 1 of these  
**FREE**

**2+1  
DEAL**

BirdsEye

Aunt Bessie's

**FREE STOCK!**



**2+1  
DEAL**



Worth  
**£13.50**  
@RSP

Buy 1 x case of Aunt Bessie's  
Mashed Potato, 1x case of Birdseye  
Garden Peas 375g £1.79 PMP

and get 1 x case  
of Birdseye Beef Pie  
£1.35 PMP  
**FREE!**





Was ~~£16.25~~  
Now  
**£14.50**



Sell for £3.49 RSP  
and get 30% POR  
Now only  
**£16.29 Per case**



**Aunt Bessie's**  
*Profit enhanced in March!!!*







# A Dinner for every Occasion



## Chicken from the Ranch



A Great Tasting Chicken





Was ~~£16.79~~  
Now only  
**£14.99**



Was ~~£43.88~~  
Now only  
**£42.89**



Was ~~£32.79~~  
Now only  
**£29.99**



Was ~~£16.25~~  
Now only  
**£13.99**



Was ~~£16.99~~  
Now just  
**£13.99**



# CROSTA & MOLLIKA



## quality pizza,

## a taste



## of Italy



Beautiful Food, Beautifully done,  
and a Beautiful 20% Off  
the entire range...







Extremely Healthy Discounts...



Was ~~£18.29~~  
Now  
**£12.99**

6001



Was ~~£18.29~~  
Now  
**£12.99**

4917



Was ~~£17.99~~  
Now  
**£12.99**

5166



Was ~~£22.99~~  
Now  
**£17.99**

1774



Was ~~£33.99~~  
Now  
**£29.99**

5396

Was ~~£11.39~~  
Now  
**£8.99**

7003



5278

Boneless  
Chicken Box  
Was ~~£22.45~~  
Now only  
**£19.99**

Chicken  
Dippers  
Was ~~£13.75~~  
Now only  
**£11.99**



6797



MARCH 2024 Promotion

CARTE D'OR

ONLY £17 PER CASE  
OF CARTE D'OR 5.5L AND 2X2.4L VEGAN VANILLA

NET PRICE



COOKIES & CREAM  
COOKIE AND CREAM FLAVOUR ICE  
CREAM, CHOCOLATE SAUCE AND  
CHOCOLATE COOKIE PIECES



SPAGNOLA  
ICE CREAM WITH SOUR  
BLACK CHERRY SAUCE



VEGAN VANILLA V  
VEGAN VANILLA ICE CREAM



STRACCIATELLA  
ICE CREAM WITH CHOCOLATE SAUCE  
AND MILK CHOCOLATE PIECES



BANANA SPLIT V  
WITH CRUNCHY CHOCOLATE  
FLAVOUR PIECES



BLUE CANDY FLOSS  
CANDY FLOSS AND VANILLA



MARSHMALLOW  
BUBBLEGUM ICE CREAM  
WITH MARSHMALLOWS



PISTACHIO  
TOPPED WITH ROASTED  
CALIFORNIAN PISTACHIO PIECES



BROWNIE  
CHOCOLATE ICE CREAM  
WITH CHOCOLATE SAUCE  
AND BROWNIE PIECES



STRAWBERRY CHEESECAKE  
WITH STRAWBERRY SAUCE  
AND BISCUIT PIECES



VANILLA  
VANILLA ICE CREAM WITH  
MADAGASCAN VANILLA EXTRACT



TRIPLE CHOCOLATE  
MILK CHOCOLATE ICE CREAM  
WITH CHOCOLATE SAUCE AND  
WHITE CHOCOLATE PIECES



MINT CHOCOLATE  
WITH CRUNCHY CHOCOLATE  
FLAVOUR PIECES



CARAMEL  
TOPPED WITH  
CARAMEL PIECES



STRAWBERRY  
STRAWBERRY  
ICE CREAM

APPROX. 55 SCOOPS PER CASE\*

\*ONLY APPLIES TO 5.5L CASE. DOES NOT APPLY TO 2X2.4L VEGAN VANILLA.



1 x  
4.5L

KELLY'S  
CRAFTED IN CORNWALL

March Promotion BUY ANY 5 GET 1 FREE

LIMITED OFFER  
W I G I G  
When it's gone it's gone!



NEW  
Coconut  
Choc Cookie



NEW  
Cherry



Mint Choc Chip



Salted Caramel



Strawberry



Honeycomb  
Caramel Swirl



Cornish Vanilla



Chocolate



Caffé Latte



Millionaire  
Shortbread



Rocky Road



Bubblegum



NEW  
Clotted Cream & British  
Raspberry Ripple



Clotted Cream  
Vanilla Bean Seed



Lemon Crunch



Blueberry



Rum & Raisin



Banana Split



Candy Floss



Toffee Fudge



Mango



Vegan Vanilla



Cookies & Cream



Eton Mess





# WALL'S 2024 CABINET BUNDLE DEALS

Call 0208 550 4486 Or e-mail. [sales@directwholesalefoods.com](mailto:sales@directwholesalefoods.com)

## SLIM MAXIVISION

12 BASKETS



802mm (W)  
875mm (D)  
1363mm (H)

Deal price:  
**£1629** **£600**

Comes with  
ice cream  
worth over

## MAXIVISION

18 BASKETS



1253mm (W)  
875mm (D)  
1363mm (H)

Deal price:  
**£1729** **£800**

Comes with  
ice cream  
worth over

## VISTA 6

6 BASKETS



680mm (W)  
650mm (D)  
880mm (H)

Deal price:  
**£539** **£450**

Comes with  
ice cream  
worth over

## FREE STANDARD DELIVERY

3 YEARS FULL PARTS & LABOUR WARRANTY

### WALL'S TOP SELLING ICE CREAMS



PLEASE PLACE YOUR  
ORDER VIA PARTICIPATING  
WHOLESALEERS



## VISTA 12 LED

12 BASKETS



1000mm (W)  
650mm (D)  
880mm (H)

Deal price:  
**£699** **£620**

Comes with  
ice cream  
worth over

## VISTA 18 LED

18 BASKETS



1500mm (W)  
650mm (D)  
880mm (H)

Deal price:  
**£849** **£800**

Comes with  
ice cream  
worth over

# DWF

Direct Wholesale Foods

# Freezer Deals

### LGF7500

Triple  
Upright Freezer

**£3199**+Vat  
With  
**£1140**  
Free Stock  
@ RRP

### LGF5000

Double  
Upright Freezer

**£2199**+Vat  
With  
**£1140**  
Free Stock  
@ RRP

### LGF2500

Single  
Upright Freezer

**£1599**+Vat  
With  
**£790**  
Free Stock  
@ RRP

Model	Description	Dimensions (mm)				Kg	Gross Int. Volume	No. of Shelves	Next Day
		Ext.	H	W	D				
LGF2500	White Glass Door	Ext.	2055	690	800	120	496ltr (17.51 cu.ft)	4	✓
		Int.	1520	565	640				
LGF5000	White Glass Door	Ext.	2055	1382	800	190	1108ltr (39.12 cu.ft)	4 Per door	✓
		Int.	1520	1262	640				
LGF7500	White Glass Door	Ext.	2055	2079	800	240	2050ltr (72.39 cu.ft)	4 Per door	X
		Int.	1520	1959	640				

**FREE Frozen Food & Ice Cream with every freezer Purchased!**

Includes delivery:  
unpack, position &  
removal of packaging



scan me with your smartphone

# DWF

Direct Wholesale Foods



# 0208 550 4486

e-mail. [sales@directwholesalefoods.com](mailto:sales@directwholesalefoods.com) [www.directwholesalefoods.com](http://www.directwholesalefoods.com)  
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