

# KEPAK



**DISCOVER THE QUALITY  
AND CONVENIENCE OF OUR**

**HOT FOOD CONCEPTS**

# WE ARE KEPAK

At Kepak, our out of home hot-food concepts are built upon the pillars of quality, innovation and convenience. We understand the challenge of balancing good food quality whilst matching the growing demand for convenience. Our range of hot-food concepts are suitable for a variety of businesses and cater to all formats, capabilities, and consumer needs.

With meat at the heart of Kepak and over 40 years of food service experience, we are committed to delivering exceptional food products that are unmatched on quality, taste and performance. Our continual investment into state-of-the-art manufacturing facilities and technology gives us a competitive edge. And we take pride in our reputation as being the 'burger production specialists', working with some of the biggest burger brands in the business.

We're focused on being creative and forward-thinking, aiming to be more than just a food service provider, but a partner in your business. We work collaboratively with our industry peers on sustainability initiatives to produce and deliver food products in a more sustainable way. As food experts, we are dedicated to bringing the future of food to your business.



## HOW WE WORK WITH YOU

We sell concept solutions to your business. From marketing support to easy training and state-of-the-art equipment, we have everything you need to boost your hot food offering.





# THE BURGER SPECIALISTS



**5** BURGER MANUFACTURING SITES



**15.5K** IRISH AND BRITISH FARMING PARTNERS



BURGER PARTNERS WITH SOME OF THE **BIGGEST** BURGER BRANDS IN QSR



**500,000,000** BURGERS PRODUCED P/YEAR



**GRILLED TO PERFECTION OVER OPEN FLAMES**

## CAPABILITIES:



Frozen, Chilled, Raw and Cooked



Range of Shapes, Sizes and Fill Types



Variety of Cuts and Breeds of Irish and British Beef



# THE HOT FOOD TO-GO OPPORTUNITY

## THE FOOD TO GO MARKET IS VALUED AT

**£23 BILLION (2024F)**

and is growing ahead of the total eating out market.<sup>1</sup>



Hot food to go is driving this growth.

It satisfies consumer's emotive need state and is seen as more indulgent vs cold food options.<sup>2</sup>

## THE NEW VALUE EQUATION

Consumers are seeking value but this isn't all about price. They are looking for convenience, trustworthiness and elevated experiences.<sup>3</sup>

Hot FTG consumers are younger and more affluent.<sup>4</sup>

When deciding where to eat they consider:



Convenience



Value for Money



Familiarity



Choice<sup>5</sup>

## WHY BEEF BURGERS?

The numbers just stack up!

**BURGERS ARE THE**

**MOST POPULAR DINNER DISH BOTH OUT OF HOME & IN HOME.**

**2ND MOST ORDERED ITEM ON DELIVEROO'S 100 MOST POPULAR DISHES**

**NO. 1 MAIN DISH ACROSS LUNCH & DINNER OCCASIONS<sup>6, 6</sup>**

**BURGER SERVINGS HAVE 4.6% GROWTH YEAR ON YEAR**

**PIZZA AND CHICKEN SNACKING ARE ALSO FAVOURED & SEEING GROWTH YEAR ON YEAR.<sup>6</sup>**



**CAPITALISE ON THE GROWING HOT FOOD TO GO CATEGORY WITH KEPAK'S EASY TO IMPLEMENT HOT FOOD CONCEPTS**

Sources: 1. Lumina Intelligence 2024 2. 'OOH FTG Research' The Big Picture 2023 3. GlobalData 2022 Q4 customer survey 4. Lumina Intelligence Eating and Drinking Out Panel 52WE 19/02/2023 AND 52WE 18/02/2024 5. Lumina Intelligence eating and drinking out panel 52WE 19/02/2023 AND 52WE 18/02/2024 6. Lumina Intelligence 4 WE 21/01/2024, Lumina Intelligence Eating and Drinking Out Panel 5WE 19/02/2024



**INTRODUCING OUR**

# **FLAME-GRILLED** BURGERS

There is no big secret – we craft quality burgers with Irish & British beef from our trusted farmers and flame grill on a BBQ so that your burgers taste like no other.

**WHY CHOOSE**

# **FLAME-GRILLED BURGERS?**



**Authentic  
Unmatchable  
Flame Grilled  
Taste**



**Consistent  
Appearance,  
Taste & Quality**



**Reduced  
Health & Safety  
Risks**



**Minimal  
Staff Training  
Required**



**Quick to Heat  
Giving Speed  
of Service**



**Fully Traceable  
from Farm to  
Fork**



# UNMATCHABLE TASTE

Our flame grilled burgers are crafted with quality Irish and British beef and carefully cooked over open flames.

*"That Flame Grilled Flavour.. why does it taste so good?"*

It's called The Maillard Reaction!



## THE MAILLARD REACTION

The high heat of the flames caramelizes the natural sugars in the beef, creating a distinctive flavorful crust or sear on the surface of the meat. This sear also helps to trap in the juices of the meat, making the burger more tender and juicier! This gives a superior taste profile vs other cooking methods such as steaming or sous vide.

# CONSISTENT QUALITY

Our Flame Grilled Burgers are produced using tender-form filling process designed to deliver a distinctive tender bite that has all the quality and taste of a premium burger. This fill system enhances operations too as it allows for a more effective heat transfer and faster cooking time.

**WE'RE COMMITTED TO DELIVERING ONLY THE BEST BURGERS.**



41 product checks on the flame cooking line during production



260 burger taste panels annually



Analyzer systems ensure precise recipe and nutritional consistency

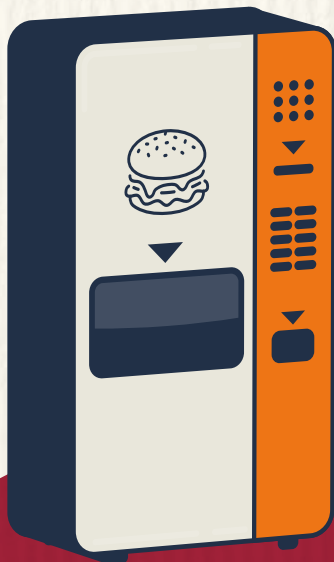
This way we can keep our promise on delivering a burger that has great taste and is consistent on shape, texture and performance.



# KEPAK

1.

**HOT  
VENDING**



2.

**AUTOMATED  
RETAIL**



**LOW INVOLVEMENT**

Minimal handling and preparation of products with levels of automation



**TALK TO OUR TEAM TO DECIDE THE  
BEST SOLUTION FOR YOUR BUSINESS.**

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## HOT FOOD FOR ALL FORMATS

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Recognising that one single solution does not fit the needs of every business, we have developed a range of concepts tailored to suit your specific requirements. Our offerings are designed with quality, innovation and convenience in mind, providing options that range from low to high levels of operator involvement.

We work closely with you to understand your challenges and objectives, enabling us to recommend the most suitable concept for your business. No matter your format, capabilities, or consumer demands, we are confident that we have the right solution to meet your needs.

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3.

### PRE-ASSEMBLED RANGE



4.

### HEAT, BUILD & SERVE



## HIGH INVOLVEMENT

Operator involvement required to heat and assemble the products



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**SCAN HERE TO GET IN TOUCH WITH  
US ABOUT OUR OFFERING OR EMAIL  
[hello@kepakfoodservice.com](mailto:hello@kepakfoodservice.com)**

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# HOT FOOD VENDING KIOSK

*Europe's first hot burger vending machine!*

Discover our highly convenient hot food to go vending concept. This state-of-the-art technology allows operators with limited space or capacity to tap into the growing food to go opportunity. Simply purchase or rent the unit and stock with our range of Rustlers Cook in Box products. With just the touch of a button your customers can have delicious hot food in 80 seconds!

**EUROPE'S  
FIRST EVER HOT  
BURGER VENDING  
MACHINE!**

## WHY CHOOSE A HOT FOOD VENDING KIOSK?

**CONTACTLESS**  
Touchless screen  
with card payment

**AVAILABILITY**  
Hot food-to-go 24/7,  
365 days per year!

**EFFICIENCY**  
Products delivered  
in 80 seconds

**OPTIONS FOR  
DIFFERENT SPACES**  
Standard & mini units  
with customised wrap

**FULLY AUTOMATED**  
No WIFI needed. 4G  
SIM card connection

**POWER**  
3 pin commando  
plug. 220v, 32amp  
single phase circuit

**FINANCE**  
Multiple options  
with low initial  
investment

**ART TECHNOLOGY**  
Fully supported by ART,  
Live sales data, data  
control & remote  
trouble shooting



### PRODUCTS INCLUDE:

**NEW  
PRODUCTS  
COMING  
SOON**

**SAUSAGE &  
MUFFIN**

**CHEESE  
BURGER**

**CHICKEN  
BURGER**

### HOW DOES IT WORK?



# AUTOMATED RETAIL

*A 'one stop shop' for hot food, drinks and snacks to-go*

From a standalone unit to a micro-market, this convenient concept can be tailored to your food to go business needs. We've established partnerships with suppliers across equipment, snacking and drinks to deliver a range of options from hot food to coffee and market leading snack brands. Hassle free for you and your customers, we manage the process from initial requests to final unit installation. Customers can access 24/7, 365 days per year, simply tap to pay.

## WHY CHOOSE AUTOMATED RETAIL?

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**AVAILABILITY**  
Hot food-to-go 24/7, 365 days per year!
- 

**CATEGORY SOLUTIONS**  
Full category solutions for any environment
- 

**EFFICIENCY**  
Products delivered in 2-3 minutes
- 

**POWER**  
Standard 3 pin socket
- 

**OPTIONS FOR DIFFERENT SPACES**  
Multiple options to buy/lease with customised wrap
- 

**SALES DATA**  
Connectivity with sales data available
- 

**MARKETING SCREENS**  
Enhances customer experience and can add Meal Deals
- 

**PAYMENT**  
Contactless card payment options



## PRODUCTS INCLUDE:

**NEW PRODUCTS COMING SOON**



**BREAKFAST SAUSAGE MUFFIN**



**PERI-PERI CHICKEN SANDWICH**



**CHEESE MELT BEEF BURGER**

## HOW DOES IT WORK?



# PRE-ASSEMBLED RANGE

*Grab and Go at it's finest!*

Satisfy those customers who are look to for hot tasty food options but are time poor and want something to grab and go! This range includes assembled hot snacking products that are cooked, assembled, individually wrapped and frozen. Simply de-frost and heat in an oven or high-speed oven in just minutes!



## WHY CHOOSE A PRE-ASSEMBLED RANGE?



**TIME SAVING**  
Pre-assembled & pre-packaged



**MINIMISE STAFF LABOUR**  
Cooked and simply reheat



**REDUCED H&S RISKS**  
Cooked and minimal handling required



**SERVING OPTIONS**  
Heat and serve or heat and hot-hold



**DAY-PART OPTIONS**  
From breakfast sausage muffins to flame cooked burgers



**FROZEN**  
Frozen means less waste and more profit



**SPEED**  
Heats in minutes. Fast speed of service



**TRACEABILITY**  
Fully traceable from farm to fork



## PRODUCTS INCLUDE:



**MORE PRODUCTS COMING SOON**

## HOW DOES IT WORK?



DELIVERED FROZEN



THAW



HEAT



HOT-HOLD/SERVE

# HEAT, BUILD & SERVE

## Full Flavour, Less Labour

Become a destination for hot food with our range of high quality, cooked & frozen products. Simply heat from frozen in minutes then assembled into hot sandwiches or snacking formats. Big Al's has a variety of snacking options from flame cooked burgers, to gourmet hotdogs, chicken snacking and Italian pizza twists. We offer you a full solution, from category insights to recipe and limited time offer SOP's and marketing advice.

## WHY CHOOSE HEAT, BUILD & SERVE?



**HOT FOOD DESTINATION**  
Drive incremental footfall with an easy hot food concept



**FROZEN**  
Frozen means less waste and more profit



**CONSISTENCY**  
Consistent appearance, taste and quality



**REDUCED H&S RISKS**  
Reduced health and safety risks



**MINIMISE STAFF LABOUR**  
Minimal staff training required



**SPEED**  
Heats in minutes. Fast speed of service



**TRACEABILITY**  
Fully traceable from farm to fork



**RANGE SOLUTIONS**  
Pre-cooked range including different product categories



## PRODUCTS INCLUDE:



## HOW DOES IT WORK?



DELIVERED FROZEN



HEAT FROM FROZEN



ASSEMBLE



HOT-HOLD/ SERVE



**KEPAK**

**FORWARD  
TOGETHER**  
WITH EVERY STEP

Kepak is dedicated to sustainability for the future, making concerted efforts to implement sustainable practices on the farm, in our operations and across our communities.



## ON THE FARM

Agriculture is a cornerstone of our sustainability strategy at Kepak.

As a business rooted in agriculture and reliant on a network of 15,500 farmers, we work collaboratively with to improve the sustainability of meat production in Ireland and the UK.

## IN OUR OPERATIONS

At Kepak we aim to do more with fewer resources. We're focused on optimising production and minimising the environmental impact of our sites by systematically reviewing four key metrics – Emissions, Energy, Water & Waste versus our 2018 baseline.

## ACROSS OUR COMMUNITIES

At Kepak, our People & Communities commitment extends to both our valued employees and the communities in which we operate. Our focus revolves around four key impact areas Health & Safety, Diversity, Equity, and Inclusion.

# ON THE FARM

Kepak's dedication to exceptional farming practices and sustainable agriculture not only guarantees superior meat quality but also promotes greater animal welfare and sustainability.

## KEPAK IS COMMITTED TO HAVING THE HIGHEST LEVELS OF ANIMAL WELFARE

Animal welfare on our supplier farms is paramount. We're committed to only working with dedicated suppliers who share our commitments on animal welfare.

We insist that high standards of farm animal welfare are met and maintained at all stages of the animals life – on the farm, during transportation and in our lairages and abattoirs.



### KEPAK FARMING CENTRE OF EXCELLENCE

Kepak Farm Located in Co. Meath, Ireland is where we host regular knowledge transfer sessions with our farmers and producer groups. The farm is a centre of excellence for sustainability focused research, working with a host of industry stakeholders.



### ORIGIN GREEN GOLD MEMBER

Kepak is a founding member of Origin Green; the worlds' only national food and drink sustainability programme. Operating on a national scale in Ireland, uniting government, the private sector and the full supply chain from farmers to food producers to the foodservice and retail sectors.

### KEPAK AFFILIATES:





# BETTER BEEF = **BETTER BURGERS**

*We take great pride in the beef we produce!*

**OUR BURGERS ARE MADE WITH 100% IRISH AND BRITISH GRASS-FED BEEF, AND WE'RE PROUD TO WORK WITH OVER 15.5K FAMILY FARMERS.**

All our beef is fully traceable from farm to fork. Our state-of-the-art IT traceability system enables us to trace meat origin faster than the industry standard time.



Meat is at the heart of Kepak. Our sites across Ireland and the UK process beef meaning we have a vertically integrated supply of the best quality beef. We can ensure sustainability of supply and have end to end quality control.



100% Irish & British beef



All our beef is raised on a grass-fed diet



Fully traceable from farm to fork



100% hormone free

# IN OUR OPERATIONS

At Kepak we aim to do more with fewer resources. We are focused on optimising production and minimising the environmental impact of our sites.



## EMISSIONS

### TARGET:

**50% REDUCTION**

of Scope 1 & 2 absolute emissions and 30% reduction of Scope 3 by 2030

### PROGRESS:

**24% REDUCTION**

of Scope 1 & 2 absolute emissions and 5% reduction in Scope 3



## ENERGY

### TARGET:

**2% YOY REDUCTION**

in energy intensity

### PROGRESS:

**15% REDUCTION**

in energy intensity



## WATER

### TARGET:

**7% REDUCTION**

in water footprint

### PROGRESS:

**19% REDUCTION**

in water footprint



## WASTE

### TARGET:

**50% REDUCTION**

in food waste  
**70% recycling rate**

### PROGRESS:

**63% REDUCTION**

in food waste  
**53% recycling rate**



**82T**

OF PLASTIC  
REMOVED IN  
THE LAST 12  
MONTHS



**24%**  
REDUCTION  
SCOPE 1 + 2  
EMMISSIONS



**3 WIND TURBINES**  
GENERATING **5,094,185 kWh**

**6%** OF GROUP  
ELECTRICITY



**ALL EFFLUENT  
WASTE & FAT  
CONVERTED INTO  
BIO DIESEL**

# WE'RE HERE TO SUPPORT YOUR BUSINESS

Our expert teams are here to help maximise the hot food to go opportunity in your business.



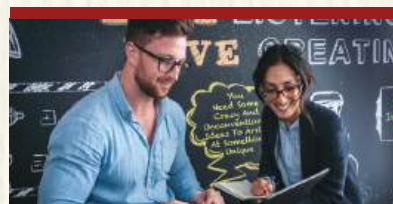
## COMMERCIAL TEAM

Supporting strong partnerships for continual growth.



## EXPERT CULINARY TEAM

Working with you to develop a trend led menu based on your operational needs.



## MARKETING TEAM

Delivering marketing campaigns and assets to drive awareness and purchase intent.



## CATEGORY & INSIGHTS TEAM

Sharing the latest market insights to future proof your food business.



## NPD TEAM

Unlocking the latest product innovations to keep your business competitive.

**TALK TO OUR TEAM TO DECIDE THE BEST HOT FOOD  
CONCEPT SOLUTION FOR YOUR BUSINESS**



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[hello@kepakfoodservice.com](mailto:hello@kepakfoodservice.com)

**KEPAK**