



Introduction

Alaleke Catering Services is delighted to introduce Alaleke Deli to the UK mainstream.

Alaleke Deli is a Rice based concept aimed at taking Afro-Caribbean authentic meals out of the blanket of obscurity into the limelight and finding a proper positioning. It is simple and based on the understanding of the fact that Rice as a staple fast, healthy and nutritious food is consumed universally, adding credence to this is the fact that, every continent around the world had one stage or the other introduced to the Europe and the West, their own version of rice dishes.

The United Kingdom as a multicultural Society with food diversity at peak and quantum of trendy concepts has witnessed the revolution of Chinese meals, the emergence of Japanese Sushi, Thai Fragrant Rice and the evolution of Indian Curries, Pilau and the Biryanis, The invasion of Wagamama, Tiffinbites, Momura, Wasabi and host of other food to go concepts that are Rice based. The irony of this is that as tasty and healthy as African Cuisine is, not much of this is known in the West especially its versatility as a potential Deli product and its revenue earning potentials and capabilities in the food to go Market.

The introduction of Alaleke Deli is coming at a time when African Meals are gradually gaining popularity at International Events in the UK and the rest of

Europe and finally bringing something new into the already saturated British Culinary atmosphere.

Alaleke Deli is ideal for chains with presence in Airports, Train Terminals, Teaching Hospitals, University Colleges, Conference Centres, the City and the West End of London, In-Flight Catering Companies and big retailers with food to go concepts.

Welcome to Alaleke Deli.

Welcome to African Cuisine.

Welcome to Cuisine A La Leke.



Adeleke Adedoja, MIH, MBA,
Cuisine a la Leke.



About Us

Cuisine A La Leke is an Afro-Caribbean Hospitality Company that was established in the United Kingdom in 2002. Our business portfolio includes restaurants, event catering and management consultancy.

Our Food Safety Policy

Our policy in respect of food safety is to comply with all legislations and maintain the highest standards to ensure that our Products are safe at all times.

We place high emphasis on best practice with respect to hygiene practices and management control of our production and preparation processes.

Our total quality management approach, with emphasis on continuous improvement ensures that every stage of our catering processes conform to the requirements of the 1990 Food Safety Act, EC Hygiene Regulations 1995 and 2006, 852/2004 and 853/2004.

Customer Service Statement

We are committed to helping our clients provide consistent and unique catering experience to their customers. We aim to achieve this through processes that consistently achieve a fit between our products and services and their needs.

Our Awards

Good Eating Guide Quality Award: 2005 & 2006-2011
Good Food UK: 2005, 2006.

Supplier Accreditations

Hilton Hotels Worldwide: 2005 - 2012
Thistle Hotels: 2006
Excel Conference Centre: 2008 - to date
Principal Haley Group: 2008 - 2010
The British Sandwich Association: 2012



What benefit does our company bring to your organisation?

Providing authentic African meals as Deli product has been unprecedented in United Kingdom Mainstream.

We are optimistic that, availability of these unique products for your highly diversified customers will add value to the overall customer experience across your chain and could overtime be a source of competitive advantage.

Secondly, the products has a great potential in revenue earnings and could be a cash cow within the product portfolio, and with positive impact on the bottom line.

Our Products

We have developed 2 products that could be served as Deli Meals each with either Stewed Grilled Beef or Chicken as accompaniments:

1. Jollof Rice
2. Rice & Peas (West African Style)

Every meal comes standard as vegetarian, and could be upgraded into non vegetarian with addition of either Beef or Chicken as accompaniments.

The products could be supplied chilled or frozen between temperatures range of + to -3 degrees Centigrade with 84 hours shelve life when supplied chilled.

Packaging

Our standard meal comes in individual ready to eat transparent microwavable plastic container (with temperature threshold of -40 to +120 degrees Centigrade).

It could be supplied in 4kg plastic container. This could be delivered to your Central production Kitchen/Depot for re-packaging.

We can also package meals your branded containers to specifications.

Product	1st Component	2nd component	Total Estimated Weight gm(e)
Jollof Rice with Stewed Chicken a la Grilla	Rice: 200gm	Stewed Grilled Chicken:100gm	300gm(e)
Jollof Rice with Stewed Grilled Beef	Rice: 200gm	Stewed Grilled Beef:100gm	300gm(e)
Rice & Peas (West African Style) with Stewed Chicken a la Grilla	Rice: 200gm	Stewed Grilled Chicken:100gm	300gm(e)
Rice & Peas (West African Style) with Stewed Grilled Beef	Rice: 200gm	Stewed Grilled Beef:100gm	300gm(e)



Production Capacity and Logistics

Our production facility located at Charlton, London SE7 is in prime location to Central London and the M25 Area and has a capacity of up to 1,000 meals per day.

Our logistic partners, Eskimo Express has over 20 years of experience in temperature controlled delivery service.



Finished Product Specification

Product Name: Jollof Rice

Product Description: American long grain easy cook rice - *Oryza Sativa* cooked in stew mix with vegetable seasonings, onions, fresh spices, mixed herbs, tomato puree and a touch of vegetable oil.

Commodity Group: Rice Dishes.

Product Presentation: In plastic ready to eat microwavable container with matching plastic lid.

Ingredients List: American Long grain rice, Red Capsicum peppers, Fresh chilli Peppers, Spices, Plum tomatoes, Vegetable seasoning, mixed herbs Tomato Puree, Vegetable oil and Salt.

Appearance: Light Satsuma glossy colour with evidence of chopped tomatoes, Tomato Puree and Vegetable oil.

Aroma: Spicy aroma predominant with herbs and vegetable seasonings.

Flavour: Mild flavour with onions & peppers adding own flavours.

Suitability: For Vegetarians & Vegans? Yes.

Storage: Between 0-5. Keep refrigerated.

Can be frozen? Yes.

Hazard Warning: Keep refrigerated between 0-5, reheating temperature > 68. Not suitable for storage after reheating.



Finished Product Specification

Product Name: Rice & Peas (West African Style)

Product Description: American long grain easy cook rice - *Oryza Sativa* cooked in mix with organic Black Eyed beans *Virgna unguilata*, vegetable seasonings, onions, fresh spices, mixed herbs and a touch of vegetable oil.

Product Presentation: In rectangular plastic microwavable container with matching plastic lid.

Ingredients List: American Long grain rice, Spices, Vegetable seasoning, mixed herbs, onions Vegetable oil and Salt.

Appearance: Light brown glossy colour with evidence of fresh herbs,

Aroma: Spicy aroma predominant with herbs and vegetable seasonings.

Flavour: Mild flavour with onions adding own flavours.

Suitability: For Vegetarians & Vegans? Yes.

Storage: Between 0-5. Keep refrigerated.

Can be frozen? Yes.

Hazard Warning: Keep refrigerated between 0-5, reheating temperature > 68. Not suitable for storage after reheating.



Finished Product Specification

Product Name: Chicken a la Grilla (Grilled Chicken)

Product Description: Fresh Chicken Breast, seasoned, and grilled and marinated in a mild stew.

Product Presentation: Marinated in Stew mix and as a meal component.

Ingredients List: Fresh Chicken Breast, Spices, Garlic, Ginger Seasoning, mixed herbs, onions puree.

Appearance: Smoky colour with evidence of grill effect.

Aroma: Spicy aroma predominant with herbs and seasonings.

Flavour: Mild flavour with onions adding own flavours.

Suitability: Not Suitable for Vegetarians

Storage: Between 0-5. Keep refrigerated.

Can be frozen? Yes.

Hazard Warning: Keep refrigerated between 0-5, reheating temperature > 68. Not suitable for storage after reheating.



Finished Product Specification

Product Name: Stewed Grilled Beef

Product Description: Fresh Leg of Beef, diced into chunks, seasoned, grilled and cooked to tender in a mild stew mix.

Product Presentation: As a meal component.

Ingredients List: Fresh leg of beef, seasoned, with mixed herbs, Salt.

Appearance: Light brown glossy colour with evidence of fresh herbs,

Aroma: Spicy aroma predominant with herbs and vegetable seasonings.

Flavour: Mild flavour with onions adding own flavours.

Suitability: For Vegetarians & Vegans? No.

Storage: Between 0-5 -Keep Refrigerated.

Can be frozen? Yes.

Hazard Warning: Keep refrigerated between 0-5, reheating temperature > 68. Not suitable for storage after reheating.



Finished Product Specification

Product Name: Mild Stew

Product Description: A cocktail of peppers in a blend of tomato plums and onions fried in a low heat vegetable oil

Product Presentation: As a marinade for meal accompaniments

Ingredients List: Mixed Peppers, Spices, Vegetable seasoning, mixed herbs, onions Vegetable oil and Salt.

Appearance: Reddish glossy colour with evidence of fresh herbs,

Aroma: Spicy aroma predominant with herbs and vegetable seasonings.

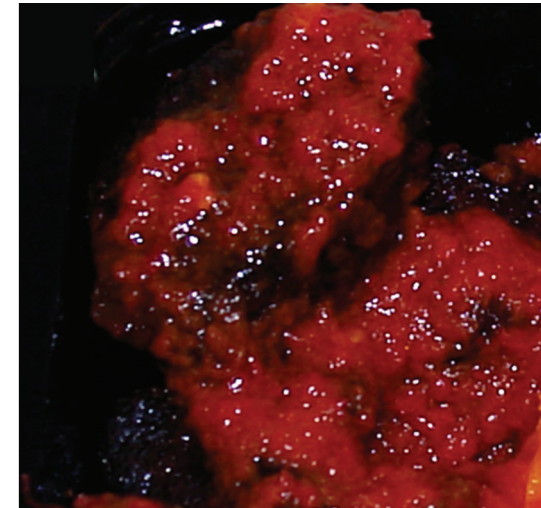
Flavour: Mild flavour with onions adding own flavours.

Suitability: For Vegetarians & Vegans? No.

Storage: Between 0-5 -Keep Refrigerated.

Can be frozen? Yes.

Hazard Warning: Keep refrigerated between 0-5, reheating temperature > 68. Not suitable for storage after reheating.



A seasoned Caterer in search of Excellence

Adeleke Adedoja studied Agriculture at the Nigeria's Premier University The University of Ibadan and graduated in 1987. After a brief spell in the Nigeria's civil service, he migrated to the United Kingdom in 1991 and has since been engaged in practical catering.

His passion for food and his ability to take pride in whatever he does, made him excel in different capacities in major catering companies in the United Kingdom rising from a Kitchen Porter to a Multi-site General Manager.

Among the companies he worked for included, Sutcliffe Catering, Sodexo, High Table, Everson – Hewitt, Avenance, Granada Retail Catering and Compass Group. He was involved in achieving a turn-around in some major catering contracts like, Lazard Brothers, Wills, Price Water-Coopers, University College of London, Highway Agency, Logica UK, The Natural History Museum, The Millennium Dome, where he won an OSCAR Award for Customer service in year 2000, and lately, the Lambeth College. He resigned as a Multi-site General Manager for Compass Group in 2002 and established Cuisine a La Leke Catering Services.

Adeleke Adedoja, holds a corporate membership of the Institute of Hospitality, a Post-graduate Diploma in Management Studies and a Masters degree in Business Administration.





Contact Us Today

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