



SURREY
CERAMICS

Surrey Ceramics, Distributors and You: How we Make Life Easier for Restaurant Managers

At Surrey Ceramics, we understand that restaurant managers have a lot on their plate. Ensuring the smooth running of a restaurant is no mean feat and keeping on top of things can be a challenge. With one task no less important than the next, we're helping restaurant managers save time on choosing crockery one plate at a time, so you can divert your attention to more time-consuming matters.

So how do we do it?

Usually choosing new tableware for your restaurant is a slow process. Discovering which companies might sell the type of crockery you're looking for, browsing their websites, ordering samples and finally placing an order is a time-consuming activity.

We're slashing the time that process takes by working closely with distributors.

Working alongside reputable distributors, we're bringing crockery right to your doorstep. In fact, the distributor will bring a range of crockery, so you can compare, contrast and get a real life feel for the products without having to go through the usual tiresome process.

If you're a restaurant manager looking to purchase new crockery, working with a distributor could bring you a whole host of benefits, including:

- **Saving you time** - the distributor will bring a variety of crockery options to your establishment, so you don't have to trawl through website after website
- **Seeing the products in the flesh** – you'll get to see the products in person, enabling you to get a feel for what you do and don't like without having to order tonnes of samples or visit lots of showrooms
- **Brand comparisons** – you'll be able to directly compare one company's crockery to another
- **An understanding of your needs** – by getting to know the distributor, they'll gain a clearer insight into the needs and wants of your establishment, allowing the distributor to tailor the samples they present you with to your requirements

Using distributors to find a middle ground

We've listened to our customers, and we've come to realise that when restaurant managers are tasked with finding new tableware, it can be hard to find a balance that pleases both the chef and the finance team.

Using a distributor can get both your chef and finance manager on side.

When using a distributor, you will be able to:



"After visiting their production line and seeing how each individual plate is hand crafted, dyed and finished; we couldn't have walked away without an order! Thank you, guys, so much!"

John Klappas, The Olive Tree



"All the team at Surrey Ceramics have been nothing but helpful and versatile with our crockery development. Chris has helped design and mould our line of crockery; exceeding all expectations."

Ross Matthew Gailer, Oblix





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- **Find a middle ground** – having crockery bought to your establishment means you can have both your chef and finance manager involved in the choosing process. That meeting will allow for discussions that enable you to come to a solution which pleases both, rather than having to back and forth between the two for months
- **View a variety of samples that match your requirements** – by talking to your distributor about yours, your chef's and your finance manager's requirements, they'll be able to source crockery for that matches your exact needs

Working with distributors - Howard Bedford

At Surrey Ceramics, we're lucky to work with many distributors. One of our longest relationships lies with Howard Bedford. A great distributor to work with, Howard has extensive knowledge of the catering sector and has many years' experience working in catering environments.

In fact, he began his journey working in kitchens as a chef, so he is very familiar with the requirements of restaurants, hotels and even cafés.

As such, he's well versed in understanding your needs and will bring new tableware samples, tailored to your requirements, to your establishment; saving you time and money.

Howard has become extremely knowledgeable of Surrey Ceramics and our tableware designs, finishes and capabilities over the many years of working together and will be more than happy to discuss your requirements.

One of Howard's most loyal customers and Surrey Ceramics fan, Connor Lowery, commented:



"The constant compliments we get from our customers is overwhelming and amazingly, we get very few breakages. Despite being so beautiful, they are definitely fit for purpose. I would unreservedly recommend Surrey Ceramics!"

David Orme, The Find



"I've used close friend of mine, Howard Bedford, for quite some time. Having a strong relationship with a distributor built on a solid understanding of my requirements means we're on the same page when it comes to choosing crockery.

As a result, Howard can provide me with the best plates from Surrey Ceramics, tailored to my personal taste! This inevitably speeds things up. I like to work closely with Surrey ceramics as they share the same passion and treat their products as art just like I do. And when two artists collaborate, brilliant things happen."

Connor Lowery, Stuart Inns



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Our relationship with Howard:

We've worked with Howard over many years. His understanding not only of our products, but also of the wider industry, never fails to impress us. During our time of working together, Howard has also provided Surrey Ceramics plates to numerous clients within the industry.

Start saving time today!

If you're looking for new tableware but don't have time to source crockery that matches your requirements, get in touch with Howard who will happily source tableware that matches your requirements and present them to you at your establishment.

Howard Bedford, Crosby's Southern Sales Manager

howard@crosbys.co.uk



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At Surrey Ceramics, we produce bespoke crockery for the hospitality industry. With over 30 different glazes and 200 different shapes, you choose a combination that complements your restaurant.

Based in one of the last working potteries in the south of England, we don't use a production line to create your crockery. Instead, we hand press and glaze your products; ensuring quality and durability in everything we create.

For more than 60 years we have been creating bespoke crockery for the catering industry. We produce tableware for large chain restaurants such as Wagamama right down to small independent cafes such as The Find.

If you'd like to find out more about our products and service, please get in touch by ringing 01428 604 404 or by emailing us on sales@surreyceramics.com. Make sure to check out our website too at www.surreyceramics.com!

The Surrey Ceramics Team

For bespoke crockery solutions, designed to complement your restaurant and tailored to your budget:

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