# Caterforce boosts UK reach with Woods Foodservice as 10th member, targeting £900m turnover



Caterforce, the prominent foodservice buying group, is set to expand its influence within the UK foodservice sector by welcoming Woods Foodservice as its tenth member from 1 August 2025. This strategic partnership is anticipated to boost Caterforce’s annual turnover beyond £900 million, marking a significant milestone in the group’s growth trajectory.

Woods Foodservice, a well-established London-based wholesaler that has operated independently since the 1960s, supplies premium products to hospitality venues across the UK. Its addition promises to complement Caterforce’s existing network by providing full national coverage, particularly strengthening its presence in central London. Gary Mullineux, managing director of Caterforce, described Woods as a “perfect addition” whose forward-thinking approach aligns seamlessly with Caterforce’s vision for future development.

Darren Labbett, managing director at Woods Foodservice, expressed enthusiasm about joining the group, noting Caterforce’s deep expertise in the hospitality market. He highlighted the opportunity to leverage the group’s buying power to support Woods’ ambitious growth plans and enhance the variety and quality of products offered to customers.

Caterforce has been actively expanding its supplier network, having onboarded 18 new suppliers in the early months of 2025. This expansion grants members access to over 46,000 independent foodservice customers, enabling a wider product range and more robust supply chain partnerships. The group’s commitment to supplier relations is further demonstrated by hosting bi-monthly Supplier Presentation Days, where suppliers and key buyers directly engage to foster collaboration.

In parallel with membership growth, Caterforce is also focusing on product development by planning the launch of 50 new own-label products. These additions will enrich an existing portfolio of over 400 items, spanning multiple ranges tailored to meet the evolving demands of foodservice operators, including the premium Chefs’ Selections and Premium Collection lines.

On the technological front, Caterforce has introduced ‘Price Hub,’ a new digital pricing and promotions platform developed in partnership with TWC. This tool aims to streamline pricing management and reduce administrative burdens by providing accurate, real-time product and pricing information through integration with the Erudus data network. This innovation is designed to enhance profitability and decision-making efficiency for members.

Caterforce’s growth has been notable, with an 8% year-on-year increase in turnover to an estimated £800 million in 2025, representing a 41% rise since 2019—outpacing market growth overall. The group remains selective in its expansion, continuing to welcome new members who align with its strategic goals.

With Woods Foodservice joining the fold, Caterforce not only broadens its geographic coverage but also reinforces its position as a major player in the UK foodservice wholesale market. This latest development underlines the group’s commitment to fostering strong partnerships, expanding product offerings, and continuing its upward growth across the sector.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.grocerygazette.co.uk/2025/07/09/woods-foodservice-caterforce/), [[2]](https://www.grocerygazette.co.uk/2025/07/09/woods-foodservice-caterforce/)
* Paragraph 2 – [[1]](https://www.grocerygazette.co.uk/2025/07/09/woods-foodservice-caterforce/), [[2]](https://www.grocerygazette.co.uk/2025/07/09/woods-foodservice-caterforce/)
* Paragraph 3 – [[3]](https://www.betterwholesaling.com/caterforce-adds-18-suppliers-to-wholesale-network/), [[5]](https://foodanddrinkmanufacturinguk.co.uk/caterforce-extends-supplier-network-to-add-value-for-members/)
* Paragraph 4 – [[4]](https://www.thegrocer.co.uk/news/caterforce-to-launch-50-new-own-label-products/704150.article)
* Paragraph 5 – [[6]](https://www.caterforce.co.uk/news/price-hub-launches-across-the-group/)
* Paragraph 6 – [[7]](https://www.betterwholesaling.com/caterforce-reports-8-yearly-growth/)
* Paragraph 7 – [[1]](https://www.grocerygazette.co.uk/2025/07/09/woods-foodservice-caterforce/), [[2]](https://www.grocerygazette.co.uk/2025/07/09/woods-foodservice-caterforce/), [[7]](https://www.betterwholesaling.com/caterforce-reports-8-yearly-growth/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.grocerygazette.co.uk/2025/07/09/woods-foodservice-caterforce/> - Please view link - unable to able to access data
2. <https://www.grocerygazette.co.uk/2025/07/09/woods-foodservice-caterforce/> - Caterforce has announced that Woods Foodservice will join the group as its 10th member on 1 August 2025. This strategic move aims to expand Caterforce's reach and influence across the UK foodservice industry. The partnership is projected to increase Caterforce's annual turnover to over £900 million. Gary Mullineux, managing director of Caterforce, expressed enthusiasm about the addition, highlighting Woods Foodservice's alignment with the group's vision. Woods Foodservice, a London-based wholesaler operating since the 1960s, supplies premium products to hospitality venues across the UK. Darren Labbett, managing director of Woods Foodservice, expressed pride in joining such a well-respected foodservice buying group and aims to leverage Caterforce's buying expertise to enhance their product offering to customers.
3. <https://www.betterwholesaling.com/caterforce-adds-18-suppliers-to-wholesale-network/> - Caterforce has expanded its supplier network by adding 18 new suppliers since the start of 2025. This expansion provides suppliers access to over 46,000 independent foodservice customers, allowing Caterforce members to diversify their product offerings. Peter Saunders, head of buying at Caterforce, emphasized the commitment to fostering strong partnerships and enhancing the supply chain for members. The group hosts six Supplier Presentation Days annually at Edgbaston Park Hotel in Birmingham, facilitating direct interactions between suppliers and key decision-makers from the Caterforce membership.
4. <https://www.thegrocer.co.uk/news/caterforce-to-launch-50-new-own-label-products/704150.article> - Caterforce is set to launch 50 new own-label products over the coming months, adding to its existing portfolio of over 400 products across five ranges. This initiative reflects the group's commitment to product development and meeting evolving consumer demands. The new lines will be incorporated into Caterforce's own brand portfolio, which includes the Chefs’ Selections original range and the new Premium Collection, curated to provide higher-quality products with visual appeal for foodservice outlets.
5. <https://foodanddrinkmanufacturinguk.co.uk/caterforce-extends-supplier-network-to-add-value-for-members/> - In the first quarter of 2025, Caterforce successfully expanded its supplier network by introducing 18 new suppliers to its foodservice wholesale membership. This strategic move grants new suppliers access to a market of over 46,000 independent foodservice customers, significantly boosting their visibility and growth potential across the UK. Peter Saunders, Head of Buying at Caterforce, highlighted the importance of this expansion in providing members and their customers with a wider selection of high-quality products to meet evolving consumer demands.
6. <https://www.caterforce.co.uk/news/price-hub-launches-across-the-group/> - Caterforce has launched 'Price Hub,' a new pricing and promotions platform developed in partnership with TWC. This custom-built solution aims to streamline pricing and promotions management, ensuring a more profitable, data-driven future for wholesalers. Price Hub provides members with a centralized digital platform, reducing administrative burdens and minimizing errors. The platform integrates with Erudus to offer accurate, centralized product and price information to buyers, suppliers, and Caterforce members, facilitating quicker and more accurate decision-making.
7. <https://www.betterwholesaling.com/caterforce-reports-8-yearly-growth/> - Caterforce managing director Gary Mullineux announced that the group's turnover is set to grow by 8% year-on-year to £800 million. This equates to a 41% growth since 2019, compared to the foodservice market's 25% growth. Mullineux highlighted the group's sector-leading average member turnover of £83 million and noted that Caterforce, which added Q Catering to its membership in 2023, remains open to new members if they are the right fit.