



# New Covent Garden Food Market

## What you need to know:

> 124

Number of specialist food companies at NCGM

> 40%

% of London's food service sector supplied by NCGM

> 15,000

Number of visitors per week

## About the Market

**New Covent Garden Market (NCGM) is the UK's leading wholesale market for fresh fruit and vegetables and also boasts the highest concentration of catering distributors in the country.**

NCGM serves many of London's best restaurants and hotels, cafés and bars, schools, hospitals and work places as well as independent retailers and street markets. Conveniently based at Nine Elms, just south of Vauxhall Bridge, NCGM's central location gives easy access to the City and the West End.

There is a strong organic sector trading on-site and also specialist products including ethnic produce. The Market has the highest levels of service and a wealth of knowledge and passion for food. With a growing number of specialised food service companies based at NCGM the range of added value, niche products and unusual seasonal varieties is increasing.

Whatever the size of your business there is a company at NCGM ready to help you. Whether you're a multinational company, a family run restaurant, the Houses of Parliament, a Michelin star establishment or a market stall holder, there is a company on-site that will be able to meet your needs.

For more information, take a look inside...



# The Fruit & Vegetable Wholesalers

## about

New Covent Garden Market is the leading market for quality fresh produce. Thousands of tonnes of fresh fruit and vegetables from all corners of the world are delivered to the Market each day. During the course of the year some 160 different types of fruit are available and over 180 varieties of vegetables. From samphir to mangos, mizuna to courgette flowers the Market has the pick of the world's finest produce.

## local food

In line with national trends, some 70% of produce sold in the Market is imported, however there is an increasing focus on locally sourced produce. NCGM is dedicated to supporting British growers and driving more local produce through the Market. With dedicated Business Managers working to promote British produce, NCGM has never been in a better position to supply your local needs.

## seasonality

As well as local food, NCGM is very keen to support eating in season. The knowledge and expertise of traders means that they know what is available, when and from where.



“We pride ourselves on delivering the highest quality and service and never letting the customer down”  
NCGM Trader

“I've been buying here for 35 years, so they must be doing something right!”  
NCGM Buyer

“[We're] a business pro customers' and needs the forefront”  
NCGM Trader



# The Wholesale Distributors

## about

NCGM has the largest number of wholesale catering distributors on one site in the country, with over 71 specialist companies serving London, the South East and beyond. With the UK's leading wholesale market on its doorstep, these companies have direct access to the finest produce from around the world and, of course, the UK. The Market is often the launch-pad for new varieties and is always in the forefront of food trends.

With temperature controlled warehouses and delivery vehicles as standard, most companies offer a second delivery to their customers every day. Some even offer a third delivery and many offer an extended product range including frozen, dairy, morning goods and dried goods.

## adding value

Many wholesale distributors will slice, dice, chop, peel, juice, mix and prepare any of the produce to fit your needs. Most of the companies on site are Small and Medium-sized Enterprises (SME's) and many are family run, who pride themselves on exceptional service levels and flexibility.



family getting our satisfaction for quality at nt”

“We understand the importance of quality, customer care and competitive prices in a fluctuating market”  
NCGM Trader

“We put every effort into ensuring our clients' requirements are met daily. No order is too big or too small”  
NCGM Trader

# The Other Food Companies

## about

Food at NCGM is much more than just fruit & vegetables. With now over 25 companies specialising in other foods, the choice is extensive. We currently have companies on-site specialising in ice, cheese, meat, fish, sandwiches, dairy, wine and much, much more.

## entrepreneurship

NCGM is also an incubator of new start-ups with companies growing from small beginnings to award winning enterprises such as Fruit For The Office and The Pure Package.

## flower market

NCGM is also home to the UK's largest wholesale flower market. With over 30 wholesalers stocking a vast array of inspirational product, New Covent Garden Flower Market is the market of choice for many of London's top florists. If you're looking to decorate your restaurant, café, hotel or shop window then take a visit to the Flower Market and be inspired by the fantastic variety of flowers, foliage, plants and sundries on offer.



The Pure Package

# How the Market works...

## core opening hours

The Wholesale Market is open for trading from 3am to 11am Monday to Friday and 4am to 10am Saturday. The distributors tend to operate 24 hours and can be contacted anytime night or day, Mon - Sun.

## how to find us

New Covent Garden Market, London, SW8 5NX. If you're driving, the Main Entrance is located on Nine Elms Lane. If you're coming on foot then the nearest tube is Vauxhall, on the Victoria Line. The pedestrian entrance is located just off Wandsworth Road and a free Shuttle Bus service operates within the Market. Please see map below.

## how to get in

There is an entry charge of £4 per vehicle to visit the Market. However, if you visit NCGM more than once a week then it is cheaper to buy an annual entry permit. To buy a permit call **020 7720 2211** between 8am and 4pm and ask for the 'Permits Team'.

## where to park

There is plenty of parking at NCGM, but please make sure you park in designated areas only (see map below).

## The Wholesalers - how they work:

### face-to-face

Buying from the wholesalers is done in person, face-to-face on the Buyers' Walk.

### prices + quantities

Prices are not displayed and will vary day to day depending on supply and demand. You will always find that there is a better price for volume. When buying from a wholesaler you must buy by the box.

### payment

Payment is generally by cash or cheque (with a banker's card), or on account for established customers. Some traders do take credit/debit cards.

## The Distributors and Other Food Companies - how they work:

### phone, fax, email...

Ordering from a distributor is usually done over the phone, by fax or by email. Orders can be placed anytime during the day or night! Distributors deliver directly to you and offer multiple deliveries.

### prices + quantities

Prices will vary day to day depending on supply and demand. Distributors are able to break down boxes so you can order smaller quantities.

### whatever you want...

Whether you need dairy products, dried goods, morning goods, meat, fish, the distributors will find a way to get it for you. The service you get at NCGM is always first class.

## Contact Us

CGMA is the team that manages NCGM. If you would like any more information please contact us on the details below.

### How?

t: 020 7720 2211  
f: 020 7622 5307  
e: [info@cgma.gov.uk](mailto:info@cgma.gov.uk)  
w: [newcoventgardenmarket.com](http://newcoventgardenmarket.com)

### When?

Mon-Fri 8am - 4pm

### Address

Covent Garden Market Authority  
Covent House  
New Covent Garden Market  
London SW8 5NX

