



This just Spring!

Our shop's brimming with the widest selection
of organic bits & bobs like never before...



Abel & Cole

Introducing Club Zero

NEW

Be an early bird at abelandcole.co.uk/club-zero

The climate emergency has gotten us thinking about ways we can make our shop even more eco-friendly and sustainable. Presenting Club Zero: a trail-blazing, refillable delivery service, cutting out single-use packaging from a selection of pantry faves.

Over the last few years we've made it our mission to be as sustainable as possible. Naturally, that's led us down a path of reducing packaging, and cutting out single-use plastic wherever we can.

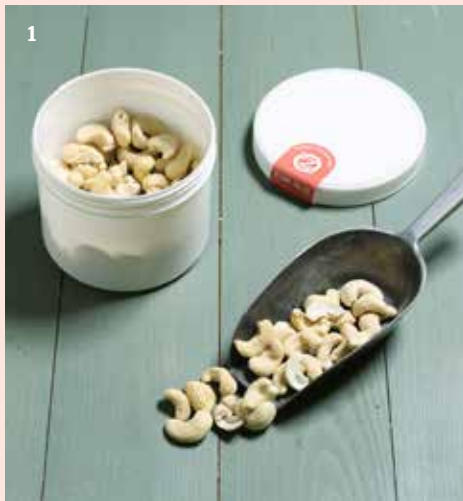
But then we thought, why not get rid of single-use packaging altogether? So after a lot of hard work behind-the-scenes, and close collaboration with the brilliant zero-waste boffs Unpackaged, Club Zero came into being. It's a first-of-its-kind refillable delivery service with a selection of pantry faves, from pasta to chocolate buttons.

Club Zero heroes will receive their organic goodies in reusable, returnable VIPs (Very Important Pots). We'll then pick the VIPs up the following week along with our usual boxes, to be reused again and again. And again.

If there was ever a way to make your weekly shop even more convenient and a whole lot more sustainable, this is it.



1. Whole Cashews Refill, Abel & Cole (175g) £4.55
2. Red Lentils Refill, Abel & Cole (600g) £2.70



Step into an organic paradise

We've always prided ourselves on our fruit & veg boxes. They've been with us from the beginning, after all. And while fresh, seasonal fruit & veg will always have us jumping for joy, there's so much more these days that gets us giddy with excitement.

We're so excited about what's in store right now that we just had to show you. There's newbies, revamped oldies, and everything in-between!

We've searched far and wide (and we'll never stop!) to track down the finest organic food, from passionate people who adore lovingly-made organic delights as much as we do. And we'd hate for you to not be part of this taste bud party.

Have a gander through the pages of this here little book and we're sure you'll agree that your weekly shop will be better than ever.

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All info correct at time of printing. Honest!

Let's start with the fruit & Veg

Find them all at abelandcole.co.uk/fruit-veg

Our fruit & veg boxes show up like magic every week, filled with the absolute best that the seasons have to offer. Well, we've gone and made them even better...

We reckon our returnable boxes have saved roughly 60 million plastic bags through the years. And when we did a comparative study, we found that they had a brilliant 92% less plastic than the supermarket alternative, something that makes us proud as punch. But there's always room for improvement.

How, you ask? We took a long, hard look at our boxes, waiting for that eureka moment. What if we tried taking out all the packaging together?

With much brainstorming here, and much tinkering there, we're delighted to present our small and medium Packaging-Free Fruit & Veg Boxes. No plastic. No punnets. Not even a rubber band. Just fruit & veg, naked as the day it was plucked from the ground.

And since only hardy fruit & veg can handle full-frontal nudity, we still have our range of consciously packaged boxes for those who like to personalise to their taste.

Packaging Free Fruit & Veg Box, Small £14.25, Medium £19.95



From the weird and the wonderful to seasonal stars, add some extra-special extras to go with your box.

Clockwise: 1. Kalettes® (300g) £2.75 2. Leeks (600g) £3
3. Strawberries (250g) £4 4. Purple Sprouting Broccoli (300g) £2.50
5. Asparagus (200g) £4 6. Blood Oranges (1kg) £3.50
7. Blueberries (125g) £3.50 8. Baby Leaf Spinach (100g) £2.50



Now for dreamy dairy

Fill your fridge at abelandcole.co.uk/dairy

The milk for your cuppa. The eggs for your weekend fry-up. Even the halloumi for your Med-inspired dinner. It'd be quicker for us to list all the things you couldn't find in our tremendous dairy range. Whether you're after your staples, or something a tad more luxurious, you'll find it here.



Luxury Dairy Box £8.50



Essential Dairy Box £7.50



1



2



3



4



5



1



2



3



4



5



6



7



8

Opposite page, left-right: 1. Milk, Semi-skimmed (2 ltr) £2 2. Guernsey Milk, Whole (1 ltr) £1.40
3. Salted Butter (250g) £2.75 4. Natural Yogurt, River Cottage (475g) £2.95
5. Blackcurrant Yogurt, River Cottage (160g) £1.75

This page, left-right: 1. Kefir, Nourish (500ml) £3.15 2. Baked Milk Kefir, Bio-tiful Dairy (500ml) £2.95
3. Fleet Valley Blue, The Ethical Dairy (150g) £4.70 4. Mature Cheddar, Abel & Cole (350g) £4
5. Eggs, Organic Free Range (6 med) £2.60 6. Greek Style Natural Yogurt, Yeo Valley (450g) £1.85
7. Goat's Milk Greek Kefir, Odyssey (330ml) £1.95 8. Halloumi, Abel & Cole (150g) £4.50

Make a meal of marvellous meat

Cook them up at abelandcole.co.uk/meaty-meals

All of our meat is organic and reared to the highest standards of welfare. Get your hands on it all with our revamped range of convenient meat boxes. And our two shiny new boxes make whipping up speedy and crowd-pleasing dinners a doddle.

NEW



Quick 'n' Simple Meat Box £21

Three cuts of meat, weekly changing contents

If time is of the essence, our Quick 'n' Simple box is just the ticket. You won't need longer than 30 minutes to cook up any of the top-quality cuts in this box.

NEW



Family Favourites Meat & Fish Box £18.50

Two cuts of meat, one fish, weekly changing contents

We know how much you love staples such as beef mince, chicken breasts and salmon fillets. So we've whipped up a box with these crowd-pleasers and more in mind.

Curry Bundle (chicken, lamb or beef) £10

Make the most of your veg box with our clever curry bundle. With a meat of your choice, pre-portioned ingredients, a handy recipe card and veg from your box, supper has never been easier.

NEW

JUST ADD VEG + SIDES!



NEW

Plain Naan Bread (2 pack) £1.15

Or a spot of fantastic fish?

Reel them in at abelandcole.co.uk/fish

With the help of responsible suppliers and the guidance of the Marine Conservation Society, we reel them in sustainably. From extra-special cuts to our Fantastic Fish Box of weekly faves, you're sure to find your catch of the day.

It's a great time to dive into our school of flippin' fresh fish. It's bigger than it's ever been. We're proud partners of the Marine Conservation Society, so all our fish is caught with the oceans' well-being in mind too.

That's now more important than ever, with 90% of world fish stocks either fully or over-exploited from fishing. So much for plenty of fish left in the sea, then, eh? But it doesn't have to be a case of cutting out fish altogether.

Instead, we all just need to shift our eating habits somewhat. There are 150 commercial fish species in UK waters, but most people routinely eat just five.

That's something we want to change, and it's where our Fantastic Fish Box comes in. Each week you'll have two types of raw fish to prepare, and one that's ready to eat. Putting sustainably-caught fish back on the menu has just become an absolute breeze.

Make a saving of 10%*



*Compared to buying the same fish individually

Fantastic Fish Box £16.50

*Three cuts of fish,
weekly changing contents*

Enjoy a variety of our most sustainable catches, and put superb fish on the menu. Each week there'll be two types of raw fish to prepare however you please, and one that's ready to eat.



Got an extra-special dinner planned or feeling adventurous in the kitchen? Our stars of the sea have got you covered.

1. Gurnard Fillets (300g) £11.50
2. Hand Dived Scallops (6 pack) £12.99
3. Wild Alaskan Sockeye Salmon (260g) £11.75
4. Lemon Sole Fillets (320g) £9.50
5. Hot Smoked Salmon, Severn & Wye (200g) £12.50
6. Rope Grown Mussels, Fowey Shellfish (1kg) £6.95
7. Wild Sea Bass (260g) £12.50

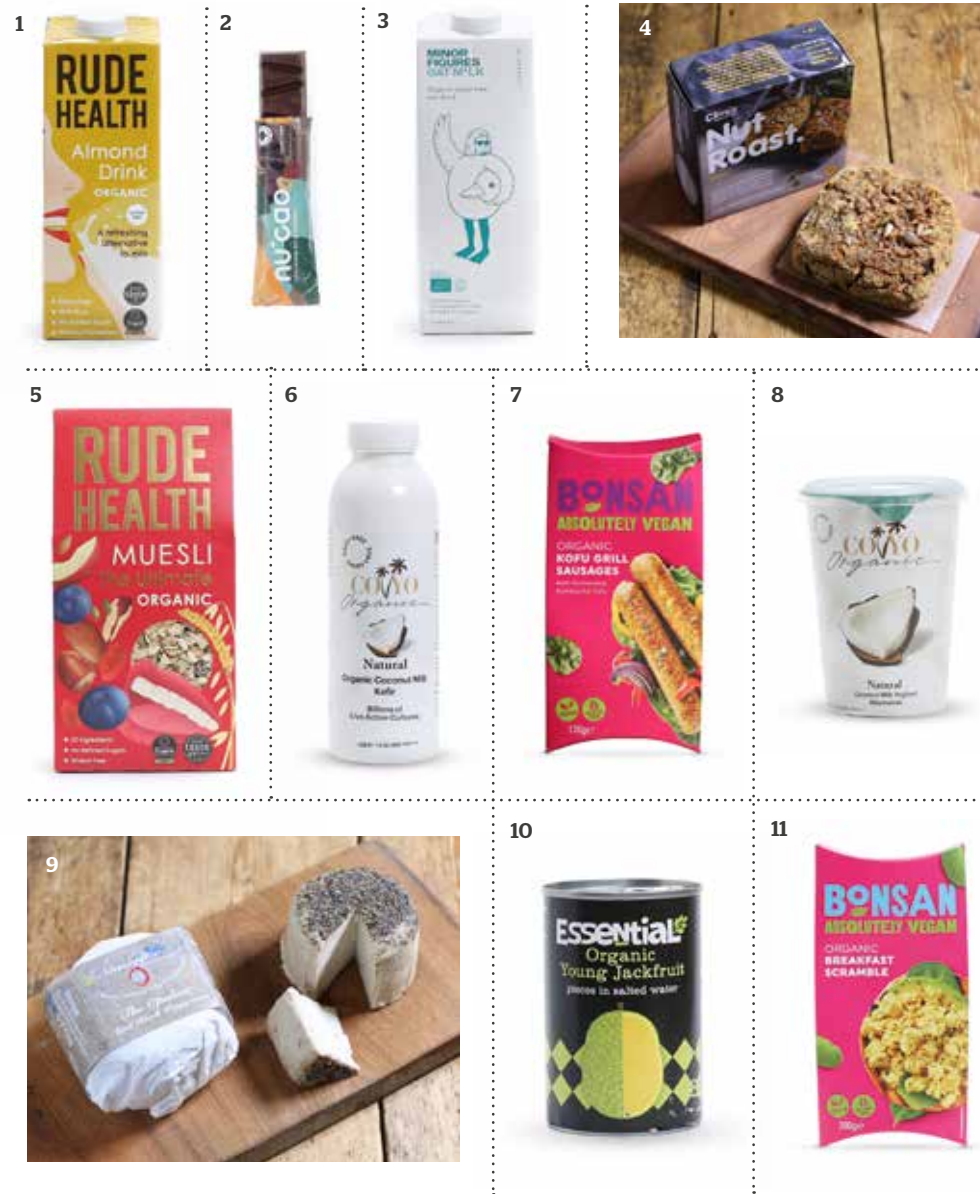
Give vegan a go

Find more at abelandcole.co.uk/vegan

Going plant-powered isn't just a great way to give your body some green goodness; it can be a delicious way to be eco-friendly too. Our vegan range has plant-based delights as far as the eye can see, and it's just the place to be whether you're a full-time vegan or an occasional dabbler.



WE'VE OVER 700
VEGAN DELIGHTS
TO DISCOVER



- Left-right:** 1. Almond Drink, Rude Health (1 ltr) £2.25 2. Roasted Hazelnut Chocolate Bar, Nu Cao (40g) £2.35
3. Oat M*lk, Minor Figures (1 ltr) £2.10 4. Nut Roast, Gluten Free, Clive's (280g) £5.25
5. The Ultimate Muesli, Rude Health (500g) £5.25 6. Coconut Milk Kefir, COYO (500ml) £3.50
7. Kofu Grill Sausages, Bonsan (170g) £4.45 8. Coconut Yogurt, COYO (400g) £5
9. Aged Black Peppercorn Cashew Cheese Alternative, Nutcrafter Creamery (170g) £6.95
10. Tinned Jackfruit, Essential (400g) £3.25 11. Breakfast Scramble, Bonsan (200g) £4.25

Time for a speedy supper

Grab them at abelandcole.co.uk/speedy-suppers

We're not just for the cook-from-scratchers. Our collection of traditionally-made organic pies and ready meals are perfect for double-time dinners. Made by experienced hands with fresh ingredients, they're simple, hearty and ready in a flash.



Beef Bolognese,
Daylesford
(550g) £8



Wholesome Vegan Moussaka,
For One, Pegoty Hedge
(380g) £4.75



Red Thai Chicken
Curry, Daylesford
(550g) £8



Fabulous Fish Pie,
For Two, Pegoty Hedge
(800g) £8.50



Sweet Potato Dhal,
Daylesford
(550g) £8



Rich Beef Lasagne,
For Two, Pegoty Hedge
(800g) £8.50



Pastry delights from Lodge Farm Kitchen

Top-bottom:

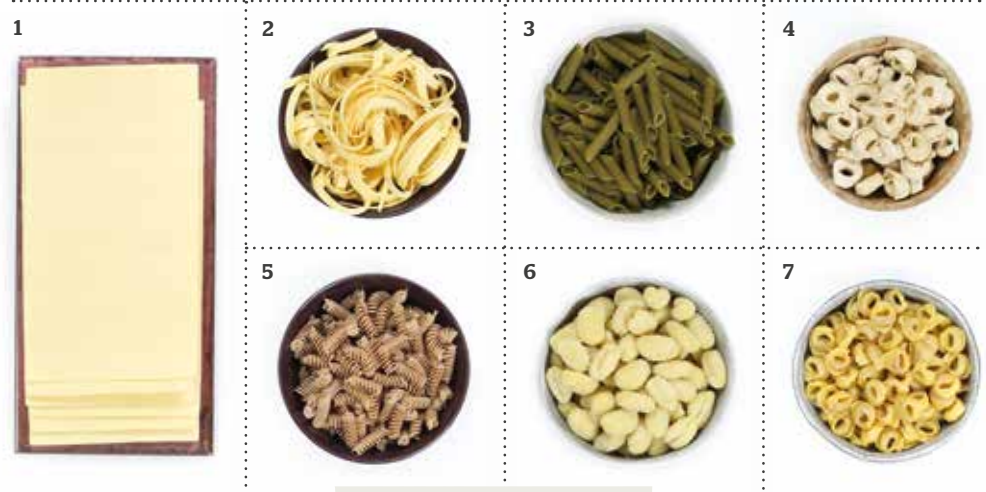
1. Sweet Potato, Spinach & Chickpea Pie (230g) £4.30
2. Sausage Rolls (12 pack) £6.95
3. Chicken, Ham & Leek Pie (230g) £4.30
4. Beef & Ale Pie (230g) £4.30



Or a taste of Italia?

Dream up dishes at abelandcole.co.uk/italian

Whip up a taste of Italia in the comfort of your very own kitchen, with our batch of ready-to-go organic pasta and sauces bursting with Med-y freshness. Simple, delicious - every dish is your own private trip to Italy. Mangia, tutti!



Choose your pasta

- Left-right: 1. Fresh Egg Lasagne Sheets, Rossi (250g) £2.95 2. Fresh Egg Tagliatelle, Rossi (250g) £2.95
 3. Green Pea Penne Pasta, Pro Fusion (250g) £3.10 4. Vegetable Tortellini, Mr Organic (250g) £3.95
 5. Brown Rice Fusilli, Gluten Free, Doves Farm (500g) £2.55 6. Gnocchi, Biona (400g) £3.95
 7. Tortellini with Cured Ham, Rossi (250g) £3.80



Choose your sauce

- Left-right: 8. Bolognese Pasta Sauce, Mr Organic (350g) £2.55
 9. Tomato, Olive & Caper Pasta Sauce (Puttanesca), Mr Organic (350g) £2.55
 10. Basil Pesto with Tofu, Abel & Cole (180g) £4.95 11. Chilli Arrabiata Pasta Sauce, Mr Organic (350g) £2.55
 12. Tomato & Basil Pasta Sauce (Basilico), Mr Organic (350g) £2.55

A pantry fit for a shelfie

Fill your shelves at abelandcole.co.uk/pantry

There's nothing worse than opening your pantry cupboard and being greeted by empty shelves. Keep them forever filled with organic delights, from A to Z, with our nifty 'set it and forget it' subscription. It's a real no-brainer.



Opposite page, left-right: 1. Colombian Coffee Filter Ground, Abel & Cole (250g) £5.25
 2. Digestives, Doves Farm (400g) £1.80 3. Tamari Soy Sauce, Sanchi (150ml) £2.95
 4. Lentil & Turmeric Pâté, Bonsan (140g) £2.85 5. Raw Coconut Oil, Nutriseed (500ml) £8.95
 6. Wildflower Honey, Littlelover Apiary (340g) £3.80 7. Cola Drink, Sparkling, Whole Earth (4 pack) £3.50
 8. British 'Red Fox' Carlin Peas, Hodmedods (500g) £1.95 9. Baked Beans, Mr Organic (400g) £1.20

This page, left-right: 1. Red Lentil Spaghetti, Pro Fusion (250g) £3.10
 2. Maple Syrup, Shady Maple Farms (250ml) £7.95 3. Smooth Almond Butter, Biona (170g) £4.65
 4. Extra Virgin Olive Oil, Abel & Cole (1ltr) £12 5. Cherry Tomato Passata, Abel & Cole (330ml) £2.45
 6. Riserva Bio Balsamic Vinegar of Modena IPG, Mengazzolli (250ml) £13.50
 7. Ghee, Happy Butter (300g) £8.50 8. Light Tahini, Meridian (270g) £2.60
 9. Coconut Whipping Cream, Biona (400ml) £2.95 10. English Breakfast Tea, Clipper (40 bags) £2.80
 11. Esmeraldas Milk 42%, Silky Milk Chocolate, Original Beans (70g) £3.75

Clean up your act

Scrub up at abelandcole.co.uk/bathroom-essentials

In our push to go greener, it's in the bathroom that we're making some changes to really shout about. We've given our toiletries range a squeaky-clean make-over with brand-new shampoos, soaps, toothbrushes, and so much more. Now you can give your body the TLC it deserves without costing the earth.

Hair care from Urtekram

1. Nordic Berries Conditioner (180ml) £4.75
2. Nordic Berries Shampoo (250ml) £5.45

Dental care

3. Minty Cool Toothpaste, Green People (50ml) £4.50
4. The Truthbrush, Medium Bristles £4.50
5. Tiny Truthbrush for Children £4.50

Treat yourself with Pinks Boutique

6. Wild Peppermint & Eucalyptus Body Balm (90g) £24
7. Rose Crystal Bath Soak (200g) £26

Cleansing cloths from Greenfibres

8. Cotton Terry Face Cloth £2.60
9. Flannel Make-up Remover Pads with Drawstring Bag (pack of 8) £18
10. Cotton Muslin Face Cloth £2.60



Toilet Roll, Greencane (4 pack) £2.75

Bloomin' lovely

Get planting at abelandcole.co.uk/flowers-plants

Whether gifting a green-thumb or taking your veg patch to the next level, we've tons to keep busy bees busy. Our bloomin' marvellous friends at Organic Blooms and Vital Seeds will have everything coming up roses.



1. Muscari Planter, Organic Blooms £22 2. Bridal Crown Narcissi Planter, Organic Blooms £20
3. The Home Grower Vegetable Seed Selection, Vital Seeds £16

Savings of the season

Keep your eyes peeled for our deals. More organic goodies for less!

20% off Nom bars

Get 20% off our range
of Nom bars

Online from 24th February

20% off Fish 4 Ever

A tasty 20% off our range
of Fish 4 Ever products

Online from 24th February

15% off Mr Organic pasta

Enjoy 15% off our Mr Organic
pasta range

Online from 2nd March

2 for £4 on Cherry Tomato Passata

Buy two jars of Abel & Cole
Cherry Tomato Passata for £4

Online from 2nd March

10% off Daylesford Cakes & Puds

Receive 10% off our range of
Daylesford cakes and puddings

Online from 2nd March

Beer & Pie for £5

A selection of beers and pies for
£5, for the Six Nations Rugby

Online from 2nd March



Abel & Cole

abelandcole.co.uk  03452 62 62 62



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