NOW FREE FOR DOWNLOAD ON YOUR MOBILE DEVICE



Speciality Food

abc

January 2015 £3.25

IN THIS ISSUE



38 Charlie Turbull
Shaftesbury Food Chain



39 Rebecca Williams
Best practice at Bodnant Welsh

2 Update
Essential fine food news

12 The Opinion Pages
Professional perspectives

14 Cheese Uncut
Dispatches from the dairy

16 Farmshop Focus
Fordhall Farm Shop

18 The Making of a Classic
Speciality Food goes to Gruyères

20 Selling Territorials
Make your cheese move faster

22 Renew and Revamp
Does your look encourage sales?

26 Chocolate Coins
Making money from chocolate

SCOTTISH SPECIAL

28 Land of Plenty
Scottish foods and retailers

30 Scotland's Speciality Food Show 2015
Scottish extravaganza previewed

31 Caledonian Culture
We talk to top Scottish cheesemakerss

32 Distant Drams
Scotland's vibrant whisky and beer scenes

34 The Land O' Cakes
Scottish baked goods



35 Bill Dean of Dean's Shortbread talks new directions

TASTE DIRECT 2015

Try a range of different products from 10 great suppliers

Free Samples at the click of a button

More information on pages 24 & 25

www.tastedirect2015.co.uk

Green Shoots



Hello and welcome to a new year of fine food and, I hope, prosperous trading. The last year has seen economists detecting more of those famous 'first green shoots of recovery' which are talked about whenever a recession appears to be winding down. Whether these will grow into strong and healthy plants or begin to wither again perhaps remains to be seen, but I'm optimistic that things are, at last, looking up. The years of the recent slump which kicked in during 2008 have seen a lot of small businesses, including several delis I knew myself, shut up shop, never to re-open. This, though, may not have been entirely because of the recession, but perhaps because their recipe for business wasn't all it might have been. I say this because other delis, farm shops and high-end food halls have actually prospered during these years. It may seem perverse that shops selling often epicurean foodstuffs should thrive when so many people have been feeling the pinch. One reason for this seems to be that customers have stayed in more, and spent their money of foods they enjoy, often buying smaller quantities of higher quality products.
Other explanations may lie in the fact that independent businesses have had to up their game to survive. Many premises are more attractive places to visit than they were a few years ago and owners have stocked carefully to preserve obvious points of difference from the supermarkets. It has not all been plain sailing, of course. Some businesses have had to tailor their operations to local needs and have relied more heavily on their café or takeaway sandwich sides, to the detriment of their ambient and other food sides, while others have found themselves having to compete with other businesses who have stretched the meaning of 'deli' to include all sorts of concerns which really have no claim to the title. But that was last year, and 2015 seems to offer a promising new start for us all. Speciality Food will be here to offer pointers to new stock and advice from traders who can offer help and ideas based on their own experience. So good luck, and good trading!

Ross Gilfillan

ross@aceville.com

When is deli not a deli?

Expansion and exploration into other forms of retail are all well and good, indeed often vital to keep independent food businesses afloat, but where do we draw the line? While some purists may claim that to be named a 'deli' a shop must be simply home to quality food and drink not found in supermarkets, a number of Speciality Food readers have expanded their offering to include a takeaway sandwich service, coffee bar or even sit-down meal offering. At what stage in this progression does the purpose of a 'deli' become blurred; is the title ripe for flexibility or should it be subject to a hard and fast definition? We speak to three differing delis to obtain their points of view.



Mark Kacary, The Norfolk Deli

I'm not sure when it happened or who it was who started the current trend for restaurants, coffee shops and cafés to redefine themselves as delis. Of course I am not saying that a deli cannot, or should not, offer facilities or space to sit down and eat, but how often have you walked into a 'deli' only to realise that the choice of cheeses, cold meats etc (things you may expect to find in a deli), have been replaced by a fully functioning professional kitchen, front of house and waiting staff?

Don't get me wrong, I am not against serving food. For example, we at The Norfolk Deli offer takeaway food in the form of sandwiches which are made to order using the wide range of produce on our deli counter. It makes perfect sense for a deli to do so, as it keeps the food we stock fresh and current and keeps wastage to a minimum. But what comes first for many businesses – is it the café or the deli?

There does seem to be a proliferation of cafés who all of a sudden are no longer cafés, but delis. How is this possible? Does selling a couple of different cheeses, a few chutneys and possibly a bottle or two of olive oil make you a deli? The word 'deli' clearly retains high retail value on the high street. Or is the distinction just that those who would like to be associated with the qualities of a delicatessen (knowledgeable staff, quality and range of produce), feel that by tagging the abbreviation deli to what they do will give them more credibility? Isn't it time that people had more faith in their own product and stopped watering down the essence of what a good delicatessen/deli is really all about?



Tom Hunt, Ludlow Food Centre

A quintessential deli is made by the people who run it. Their product selection and often the fact that they make food for their deli is what makes it unique and special. A deli should be an experience where you have to spend time, listen to advice, taste things and enjoy the experience of being surrounded by food. At our deli, Ludlow Pantry, we champion our own food and almost everything we sell is made at Ludlow Food Centre, so it helps to tell the story of the Food Centre from another location.

Ludlow Pantry was always designed to combine café and deli elements. We do not refer to it as a delicatessen, we see it as a café that sells food you can take home. The purpose of Ludlow Pantry is described by its strapline 'A taste of Ludlow Food Centre'. We wanted people visiting Ludlow town centre to have the opportunity to enjoy our food and we also wanted to tell them all about the Food Centre and encourage them to visit. In a small space and with a small local population, it is important to appeal to as many people as possible. People on their way to work will stop in for a coffee, and students at the college will pop in for a sausage roll or pasty. This market would not necessarily shop at a delicatessen, but when they come in to Ludlow Pantry they often see things they fancy. It might be a gift bag of jams for a relative or a pack of charcuterie and some cheese for supper. We have a café and a deli, and somehow we are doing it in 400 square feet!



Candice Fonseca, Deli Fonseca

Did you always plan for the business to combine a deli and sit-down cafe, or did one come before the other?
No, I had a romantic vision of deli open six days a week 9-6 and me standing behind my cheese counter chatting with regular customers. However, once I started doing my research it became evident that wastage is an issue that is hard to control without the outlet of at least a café so that products can be used rather than wasted.

Why did you decide to combine the two?
Because the research supported it in terms of minimising wastage. But it also made sense, as by opening a new deli in a city centre with no similar food retail provision, we were having to convince people to change their shopping habits. Sitting down and eating with us was an easier proposition than shopping in what could be perceived as a daunting environment by some. It worked well as when we first opened, the restaurant scene in Liverpool wasn't as vibrant as it is today and our restaurant quickly began to gain a reputation. Diners quite often browsed and then purchased.

What do you think are the must-have components of a deli?
For me, a full service cheese, charcuterie and antipasti counter is the heart of a deli. With items cut and sliced on request. A good range of quality store cupboard ingredients for the decent home chef. Also a decent take-away section of good sandwiches based around deli counter ingredients.

Do you think the word 'deli' is overused?
Absolutely! I named Delifonseca such because when I researched business names it advised that the name should the reveal what the business does. Hence the 'deli'. However, over time, I realised that in this city most people think a deli is just a sandwich shop. With that assumption, many people didn't bother visiting and certainly assumed that our restaurant was simply a daytime café rather than an award-winning restaurant listed in the Good Food Guide and open in the evenings!

Follow us on Twitter: @specialityfood
find us at www.specialityfoodmagazine.co.uk
or scan the QR code





The must-have components of a deli depend on what style you want to go for. If, like us, it is a traditional, locally-inspired deli then it's pork pies, quiches, salads, terrines and pâté. We combine these with the normal staples like coleslaw, olives and sausage rolls. We have always treated cheese as a separate part of our deli and at the Pantry we have most of it packed and ready to grab and go. We obviously put a greater emphasis on our own cheeses. We now have eleven of our own handmade cheeses so we want to draw as much attention to them as possible. The Pantry is predominately a fresh food area but we do have some jams, pickles and marmalades. We also have coffee which we roast ourselves so you can drink in the Pantry, take it away to drink or take it away in a packet to use at home. There aren't many delis that specialise in coffee!

Most words to do with food have been twisted and overused in the last ten years. 'Deli' now just means slightly upmarket food outlet. Interestingly, the larger brands such as Walkers have chosen to shorten the word and by doing so have given it a new meaning. When I think of delicatessen I still think of a quaint little shop that is packed full of interesting food. When I think of deli I think of manufactured foods such as the 'deli sandwich range' or Walkers 'deli' crisps. It is amazing how the big brands can change the meaning of words but keep the connotation that makes consumers think something is better quality or better value. However, it is still desperately frustrating for independent retailers and very misleading for consumers.

Diary Dates

Make a date with these key events

11th-13th January
Top Drawer Spring/Summer
Olympia, London
www.topdrawer.co.uk

11-13 January
Winter Fancy Food Show
San Francisco
www.specialtyfood.com

18th-20th January
Scotland's Speciality Food Show
SECC, Glasgow
www.scotlandsspecialityfoodshow.co.uk

19th-21st January
The Hospitality Show
NEC, Birmingham
www.hospitalityshow.co.uk

1st-5th February
Spring Fair
NEC, Birmingham
www.springfair.com

4th-5th February
The Source Trade Show
Westpoint, Exeter
www.thesourcetradeshow.co.uk

For more essential diary dates,see our events calendar at:
www.specialityfoodmagazine.com

News in Brief

OLIVE OIL PRICES SOAR

The price of Italian extra virgin olive oil has doubled over the past year due to the high temperatures and subsequent fruit fly infestation during May and June last year. During October and November the price increased by nearly a quarter, and it is expected that demand will outstrip supply in the coming months.

The news comes soon after regulations were put into place banning extra virgin olive oil, virgin olive oil, olive oil composed of refined olive oils and virgin olive oils, and olive pomace oil from being sold on-tap.

BATH BLUE WINS AT WORLD CHEESE AWARDS

A traditional blue from The Bath Soft Cheese Co was named World Champion Cheese at the World Cheese Awards, held at the BBC Good Food Show in London.

The handmade cheese, made with organic milk in Kelston, Somerset was the final cheese to be tasted by the 16 judges from nearly 2600 cheeses from 33 countries.

Graham Padfield, MD of The Bath Soft Cheese Co said, "It's a huge privilege to be the winner and we can't quite believe that we are now the makers of the World Champion Cheese. This gives us great confidence for the future as we have just invested in a new dairy building and we were taking a leap of faith, but this award confirms that we are getting our cheese right and that is a wonderful endorsement."

ALSO INSIDE...

4 Farm Shops Unite Against Supermarkets
FARMA supports anti-multiple scheme

4 MP Urges Northern Producers to Seek Protected Name Status
Liz Truss calls for boost to regional economy

6 New Look For Selfridges Food Hall
London retailer revamps food space

6 Minimum Wage Concerns at Windsor Estate Farm Shop
Living wage vs minimum wage

7 Meat School Launched in London
Charcuterers Cannon & Cannon announce classes

7 Coca-Cola Announces Milk Brand
Brand to release Fairmilk in US

7 Yorkshire Farm Shop Introduces Taste Boxes
Keelham offering customers take-away taste of region

7 Online Sales Tool Launched
We Deliver Local offers shops retail website support

8 £50,000 Confectionery Theft
Major losses at Harrogate confectioner

8 New Award for Ludlow Food Centre
Shropshire retailer wins The Midlands' Best Deli or Farm Shop title

Get the latest news directly to your inbox. Sign up to our newsletter at **www.specialityfoodmagazine.com**



OPEN For Business

Speciality Food focuses on this month's newest deli, farm shop and food hall openings and expansions across the country



PARTRIDGES LAUNCHES STARTISANS MARKET

Kensington-based retailer Partridges has launched an indoor food market to showcase, launch and support London's best start up food companies and offer consumers innovative foods and ideas.

Speciality products for sale include handmade confectionery, handmade British fresh pasta and sauces, French produce, tropical fruit and handmade Sicilian cannoli.

Breakfast and lunch options are available to take away, and traders are changed every day. Lunch options include Peruvian speciality dishes, Scottish haggis toasties, English pies, Lebanese falafel, duck confit, Jamaican speciality dishes and Thai speciality dishes.

John Shepherd, managing director of Partridges, said the idea of Startisans is "to create an entrepreneurial ecosystem where ideas are transformed into businesses."



VILLAGE STORE OPENS IN BOREHAM

A bespoke food and drink retail venue has opened in Boreham, employing 15 local residents. The site will combine a shopping area with an in-store bakery and a butchers counter.

There is also a dedicated selection of food sourced nearby including locally-produced cider, ales from Round Tower Brewery and superb wines from Dedham Vale Wine, plus smoked fish, olives and cheese from Hanningfield Smokehouse, and sliced and smoked meats from Dan Hull.

Ambient items include jams from Thursday Cottage and chilli jams and sauces from Jules & Sharpie, and award-winning handmade ice-cream from Hadley's Farm and flowers supplied by Blossom Hill Florists in Danbury will also be available to purchase.

A spokesperson said, "Our intention is to turn back the clock and offer some good old-fashioned customer service."



PAXTON & WHITFIELD LAUNCHES CHELSEA GREEN POP-UP

The UK's oldest cheesemonger, Paxton & Whitfield, has opened a pop-up shop in Chelsea Green, London. Located on Cale Street, the site will be open until early summer 2015.

On sale will be a wide range of artisan cheeses and accessories, fine foods and hampers. A 'Cheeseboard Service' will also be on offer at the shop, with customers welcome to bring in their cheeseboards to be dressed by Paxton & Whitfield staff.

Ros Windsor, managing director of Paxton & Whitfield said, "When this site was brought to our attention we decided that it was a really exciting opportunity. Chelsea Green is a great local neighbourhood food destination with an international, foodie clientele."



Farm Shops Unite Against Supermarkets

Independent retailers in the Midlands have partnered with FARMA to promote genuine farm shops and farmers markets in a fight against major multiples.

Lidl's recent adverts promoting its food in a farmers market-style scene has angered some small producers, who believe that doing so puts the authenticity of their products into question.

Independent retailers are recognised as offering consumers the face of local food, but some believe that such marketing ploys by supermarkets, designed to compete by promoting local foods, are aggressively imitating the work of independents.

Three Midlands retailers joining the fight are Ludlow Food Centre, Apley Farm Shop and Denstone Hall.

Sally Jackson, chair of FARMA said, "Farm shop owners are getting used to the supermarkets hitching a ride on the 'real farm' ethos yet no amount of slick advertising can replace the experience of buying real food at a real farm shop.

"Home raised, home grown, homemade and a love of all local foods are the characteristics of a great farm shop. Combine freshness and taste with few food miles and with so much more money going back into the local community – why wouldn't you support your local farm shop?"

Jeremy Jagger, leader of the Midlands group and owner of Battlefield 1403 said, "I believe that we are blessed with a particularly strong concentration of exceptional award winning establishments in the Midlands that we can be very proud of.

"Farm shops are very competitive with supermarkets in terms of price and shouldn't be considered as high end or exclusive in this way. We all offer quality local and homemade produce. Our staff are passionate about this region's food and they all provide outstanding service which we hope gives every customer a pleasurable shopping and dining experience."

Tom Hunt, marketing manager of Ludlow Food Centre said, "We are proud to have brought together so many farm shops in one area. It shows we are not in competition and that we are all working for a common goal.

"At Ludlow Food Centre we are farmers and food producers first and foremost. We live and die by quality of our food and we want our customers to understand that we are committed to sustaining local agriculture and local produce.

"The aim of this campaign is to help people understand the difference between supermarket advertising and the real thing. Our farmers need help and support if we are going to continue to grow and rear great food in Britain in the years to come.

"Farm shops and farmers markets are the best way for people to find, identify and buy local produce. When they do, the money they spend will go back in to their local economy, helping to employ local people and grow local businesses."

MP Urges Northern Producers to Seek Protected Name Status

Elizabeth Truss, environment secretary, has asked food producers in the north of the UK to seek protected name status in order to create new jobs and boost the regional economy.



There are currently over 60 protected food names in Britain, with only a small number in northern counties including Swaledale, Beacon Fell and Wensleydale cheeses, Yorkshire forced rhubarb, Cumberland sausage and Lakeland Herdwick lamb.

Elizabeth Truss MP said, "Given the amazing quality of food on offer in this part of England, I would love to see more producers coming forward to apply for this status.

"There are currently no protected names in the North East and I hope that can change. There are certainly some great foods like pease pudding, singing hinnies and Craster kippers, produced using 100-year-old smoke houses and acclaimed by many as the best kippers in Britain.

"Protected food name status provides a huge opportunity to promote high-quality local food, which is part of our identity and which consumers increasingly love. My department is very willing to help with applications.

"Local roots can lead to a global reach. Cheese producers like these show that the export market is not just for big companies."



the international food & drink event

22 - 25 March 2015 • ExCeL London

together with Waste-Works

pro2pac
the UK's only food & drink packaging event

#ife15
@IFEexhibition

IN THE WORLD OF FOOD & DRINK, IFE MEANS BUSINESS

22-25 MARCH 2015
ExCeL LONDON

REGISTER TODAY AT
WWW.IFE.CO.UK/SFM

THE UK'S BIGGEST FOOD AND DRINK EVENT IS BACK FOR 2015



IFE 2015 is an unrivalled opportunity to see the best new produce coming from the UK and overseas, keep up to date with the latest technology and trends, and be part of the global conversation.

VISIT WWW.IFE.CO.UK/SFM

BREAKING BREAD



Stephen Harrison of Farnley Bakehouse on artisan vs commercial baking

Tell us the history of Farnley Bakehouse

Around five years ago I was at an independent bakery in the Ribble Valley and saw a newspaper clipping about the amount of preservatives and additives in modern bread. This triggered an interest which I took forward. I did a lot of reading and a lot of experimentation, then followed that with some training at The Handmade Bakery in Flatwick and an advanced course at The School of Artisan Food in Welbeck. Earlier this year I decided to turn this interest into a business. I approached a local landowner, who allowed me to purchase one of his agricultural sheds, and I transferred it from a shed full of hay to a fully-operational bakery.

We've got to be seen as a destination because we're not on the high street, we're down a little farm track in the middle of a tiny little village on the outskirts of Huddersfield. We've had to do an awful lot of PR and marketing to get the word out, but what seems to be happening is that customers are spreading the world – leading to both repeat and new business.

How does it differ to other bakeries?

You've got to look at the UK market, and I can see three segments of that. Firstly, those businesses which call themselves bakeries but don't actually bake their bread on-site – a lot of village bakeries are now buying their breads from large commercial bakeries, and the quality of the product is awful. Secondly, the supermarket in-house bakeries. Very few of these go through the whole process of baking, instead they heat up partly-baked breads. We call them tanning salons for bread, as all they do is add the colour.

Recently I heard a story about a small Australian bakery which was selling bread made in Ireland – this is simply ridiculous! The commercial bread making process now means that a loaf of bread can be made in 90 minutes; if you take the basic bread ingredients of flour, water, salt and yeast, it's physically impossible to do so, so they throw a cocktail of chemicals at the bread to get it to perform at that speed which is destroying the quality. Instead, we make all of our bread freshly on-site, without additives or chemicals, using organic flours. We use traditional methods and long fermentation periods, and all of our products are hand-moulded and hand-shaped.

Why did you decide to sell everyday essentials?

I live half a mile from the bakery and often get frustrated if I run out of the milk or butter and have to travel at least three miles to get them. If I time it wrong you can get stuck in traffic and it can take a ridiculously long time to pick up the basics. It struck me that if someone comes here to buy a pint of milk they may buy a loaf too, and then come back as they can't find similar bread elsewhere. Also, I wanted to provide people with an outlet for fantastic, locally-sourced speciality foods. Everything we sell goes really well with bread, such as the cheeses, and charcuterie from a local producer located just three miles away. I make sure that whatever I sell, I've seen the whites of the eyes of the person that made it. I know them.

What do you do differently?

We're always keen to show people what we do, and we're going to run courses to teach people how to make bread properly. This isn't just for commercial reasons; if people understand what's gone into the items we sell, they'll appreciate them more and come back to us to buy them again. Recently a man came in asking about our sourdough, and we offered him some starter. He came back in a couple of days later and took some home with him, and took some notes while he was here. I know that man will be back and buying bread because I took the time to build a relationship with him.



New Look For Selfridges Food Hall

The renowned London retailer has unveiled its food hall's fresh new look, as well as nine new additions to its range of 'food concepts'.

London-based butcher Turner & George is the new face of the butchery counter and fishmonger Southbank Fish will host the store's fresh fish offering, while ramen will be provided by Tonkotsu and Sfilatino will offer visitors freshly-made Italian sandwiches using ingredients sourced directly from Italy.

Exmouth Market-based coffee purveyors Caravan will be selling coffee alongside alternative almond and hemp 'mylks' from Mylk Made Bar and cold-press juices from PRESS.

The Oyster and Champagne Bar will be replaced by Caviar House and Prunier, and Philippa Craddock will be selling fresh flowers and bouquets.

The story behind the products being sold will be displayed on blackboards, to give customers an insight into the producers and brands.

Nathan Herrmann, food and restaurants director said, "Selfridges as a business is constantly evolving and our FoodHall strives to be ahead of the curve with exciting first to market products that keeps us at the forefront of fashion.

"Our ethos hasn't changed; we will constantly and consistently live our brand ethics, sourcing when in season, harnessing the craft of traditional butchery and green grocers, creating a diverse and interesting offer whilst providing customers to the FoodHall the authentic and premium experience they expect".

Minimum Wage Concerns at Windsor Farm Shop

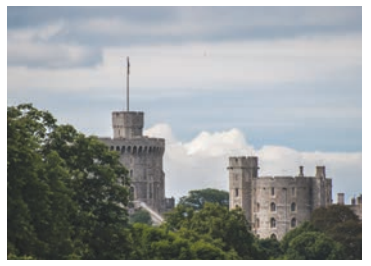
Windsor Farm Shop, which sells produce from the Queen's estate in Windsor, has come under fire for advertising two jobs paying less than the living wage.

The living wage – based on the amount an employee has to earn to cover basic living costs – is currently £8.80 per hour in London and £7.65 per hour outside of London, but pay for the new roles stand at £6.55 per hour. This is above the minimum wage.

A statement from Buckingham Palace said, "We do research on competitive salaries in the premier retail sector and the salary offered here matches the market median."

The statement also said that staff also received progressive salaries, free lunches and a 15 per cent non-contributory pension.

Do you pay minimum wage or living wage? How does it affect your business? Get in touch via holly.shackleton@aceville.co.uk







Coca-Cola Announces Milk Brand

The soft drinks brand has unveiled its first own brand of milk, which will contain 30 per cent less sugar, 50 per cent more protein than regular milk and no lactose.

The new Fairlife milk will retail at twice the price of regular milk and a spokesperson for the company stated that it will "rain money" for Coca-Cola.

Sandy Douglas, Coke's global chief customer officer said, "[Fairlife is] a milk that's premiumised and tastes better and we'll charge twice as much for it as the milk we're used to buying".

"We're going to be investing in the milk business for a while to build the brand, so it won't rain money in the early couple of years. But like Simply [Coca-Cola's juice range], when you do it well, it rains money later."

There are currently no plans to launch Fairlife milk in the UK.

If Fairlife milk was to be released in the UK, how would it affect your business? Would you stock it? Get in touch via holly.shackleton@aceville.co.uk





Yorkshire Farm Shop Introduces Taste Boxes

Keelham Farm Shop, the award-winning Bradford-based retailer, has added to its range of services with a selection of boxes full of independently-produced food.

The Taste Boxes are available to buy in-store and online for delivery across the UK, and contain hand-picked items curated to showcase the range of food and drink available in the shop.

Locally handmade chutneys and jams will sit alongside some of the best artisan food and drink from across Britain.

Prices range from £15-80, and options include Yorkshire Tea Experience, Yorkshire Pic 'n Mix and A Luxury Taste of Yorkshire.

Victoria Robertshaw, co-owner of Keelham Farm Shop said, "We pride ourselves on offering great tasting products by some of the best independent producers in the country – and luckily our location in Yorkshire means we have many right here on our doorstep.

"We always go that extra mile to try and do most of the thinking for our customers and make shopping with Keelham a unique and fun experience; the Taste Boxes are the latest example of this.

"We've created a range of some of our most delicious products and taken into consideration all the occasions when our customers are likely to get together and enjoy great food, great drinks and great company."

Charcuterie School Opens in London

London-based charcuterers Cannon & Cannon are set to run courses in charcuterie for retailers and consumers at its purpose-built facility in the capital's Borough Market.

The wholesaler will work in conjunction with British artisans to provide a range of courses and tastings, including cured meat production, butchery, terrines and pâtès, pie making and sausage making.

The classes will start in February. Sean Cannon, founder of the Meat School said, "We try to educate and showcase the versatility of what is possible. Retailers will not only get a better understanding of the work and skill that goes into British cured meats, but may be inspired to add value to the range they already sell in store.

"The knowledge gained at Meat School will ensure that retailers can discuss their product range with informed confidence."

For more information visit www.cannonandcannon.com/meatschool









Wogan Coffee automates with laser technology

Bristol based Wogan Coffee have just introduced a roasted coffee automated vertical packing line without the need for expensive end of line valve applicator.

Wogan Coffee is a family run business established in 1970. They are passionate about their beans and like to have full control over the whole coffee supply process. They work with farms from more than 40 sources around the world and every bean is still roasted by hand. Demand for the brand has grown and an automated packing line will release valuable time for their expert roasters to concentrate on the beans.

"The end of line applicator is very expensive but thankfully our packing machine supplier highly recommended National Flexible who has a film which has a laser valve pre-applied" said Adrian Wogan. "They were absolutely correct! We are incredibly happy with the result."

Wogan Coffee view coffee making as an art form and will create special blends for individual customers. They even have Michelin star chefs as part of their clientele.

T: 01274 685 566
E: Jacqui@nationalflexible.net
W: www.nationalflexible.co.uk

£50,000 Confectionery Theft

Harrogate-based confectioner The Serious Sweet Company has launched an appeal following the theft of £50,000 worth of Christmas confectionery was stolen from its warehouse.

Over 300,000 bags and boxes of award-winning fudge and toffee, boiled sweets and chocolate, which were destined for retailers across the UK, were stolen.

Products from the company's Ultimate English range – exclusively available to independent retailers – were also taken.

The company is asking consumers and retailers to look out for items branded Ultimate English, Ultimate Collection, Confection by Design or Serious Sweet Company being sold in unusual circumstances and report any instances to the police.

Rob Whitehead, MD of the Serious Sweet Company and Confection by Design said, "The theft has caused a lot of disruption which could not have happened at a worse time than in the run-up to Christmas. Obviously the value of the stolen stock is significant but what's more upsetting is the impact it will have on our ability to meet Christmas orders for our customers, particularly those who stock the Ultimate English range.

"We have spent the last nine months building up a strong base of fantastic independent retailers who have given us immense support in launching Ultimate English and we will do whatever we can to make sure we don't let them down.

"As a team we are working hard to produce and pack more products so we can fulfil our Christmas orders and still make show and event commitments. Although it might come in slightly different packaging, I guarantee our fudge fans won't be left without their sugar fix this festive period.

"Once again, we urge anyone who spots products bearing the brands Ultimate English, Ultimate Collection or Serious Sweet Company to contact the police as soon as possible and help us spread the word far and wide to catch these sweet-toothed offenders. I guess it just shows people really will do anything to get their hands on our delicious fudge!"

Anyone with information about the theft should email sam.harding@northyorkshire.pnn.police.uk





New Award for Ludlow Food Centre

The Shropshire-based retailer has added another title to its list of accolades: the Midlands' Best Deli or Farm Shop as awarded by The BBC Good Food Show.

The independent was described as "the ultimate food destination in the Midlands" by a judging panel made up of experts from The BBC Good Food Show and BBC Good Food Magazine, and received a free of charge stand at the show's Winter event which ran at the NEC in Birmingham from 27th-30th November.

Judges were impressed by the Food Centre's focus on locally-produced food, as well as its on-site bakery, butchery, deli, coffee roasters and cheese makers.

The retailer's loyalty scheme and regular community events were also complimented by the judges.

The judging team said, "They appreciate seasonality, source all their beef, pork and lamb from the estate on which the farm shop lies and also have their own post office and has just opened a new gift and cookware department."

Edward Berry, managing director said, "The team at Ludlow Food Centre work extremely hard to hand make more than half the food we sell. I am proud that their efforts have been recognised by the judges and that we can call Ludlow Food Centre the best farm shop in the Midlands."







Counter Sales

Jess Barnett of The Treat Kitchen in Nottingham talks about the value of innovation

What's the history of the shop?
My husband, Martin came up with the idea of opening a shop as he has a history of confectionery going back to his childhood. The Barnett family has been making confectionery here in Nottingham since the 1890s and they still have a factory here in Nottingham. Martin started selling that on a market stall with his dad, then became a buyer and merchandiser for general retail. We were invited to work in Australia for one of their big retailers, and it just so happened that he was given the department of confectionery – this brought back his passion for confectionery. He made a lot of good contacts over there and brought a lot of British confectionery over to Australia. When we came back to the UK it was relatively simple to set up a sweet shop utilising his family history and experience within the industry.

What do you sell?
We sell lots of local produce in the store. We're stocking all the traditional boiled sweets, plus the family's famous hand-crafted fruit and aniseed rock, plus one he's created exclusively for us, called Nottingham Rock, which is based on the Nottinghamshire flag in colours of red, green and white. We've been lucky enough to sell that to the tourist information centre and local garden centres too. We also sell 36 varieties of gourmet jelly beans – that's one of our key features, because we sell them separately so the display is very striking. In line with the current trend for upcycling, our sweets are sold in either milk bottles or jam jars – which can be reused – or in small bags if they'd prefer that.

What kind of customers do you attract?
The beauty of sweets is that there's such a broad attraction across the ages. We're getting a lot of students and younger people in, I think because we've strayed from the look of a traditional sweet shop. We're still getting older customers – Martin recently had a customer who was 104! We've hopefully brought the sweet shop into the 21st century thanks to the look of the store and the packaging. Rather than staff weighing out sweets from glass jars, customers can help themselves to the sweets they want.

Do you have any presentation/packaging tips?
Our theory is to let the confectionery be the star, especially in terms of colour as a lot of sweets are very vibrant. As much as we can get away with, we like to keep things clean and simple. It also brings the factor of added value to our offering – down the road from us there's a Lakeland, which is selling bottles for more empty than we sell them for full! Our local retirement village is making us little wooden crates to keep the bottles in, so they make a great gift.

What makes a good sweet shop?
It's got to have all the favourites because people expect that, but in this day and age you've got to be constantly moving with trends and doing what the customer wants. An example would be the fudge which we make in-store; we're currently working with a micro-brewery to create beer fudge which is quite different!





UK Consumers Say No to Fake Sweets

Recent research has shown that British consumers are becoming increasingly discerning about the ingredients in their confectionery.

A Europe-wide survey conducted by Innofact AG on behalf of GNT Group has found that confectionery containing artificial ingredients is avoided by 27 per cent of UK consumers, while 37 per cent of consumers from other European countries choose non-artificial options over the alternatives.

91 per cent of consumers across Europe state that they do not accept artificial colourings in food, and the majority claimed that they would be willing to pay more for additive-free options – a larger number than would be willing to pay more for an organic or Fairtrade label.

Paul Collins, managing director of GNT UK said, "Less than 17% of British consumers approve such an ingredient. The majority, instead, believe food and drink should only be coloured with other foods, such as fruit and vegetable concentrates. With colouring foods, manufacturers can fulfil consumer demands and offer vibrant confectionery coloured in a completely natural way, providing a natural choice for every season."

Do you make a point of selling additive-free confectionery? How do your customers react to this? Tell us your story via holly.shackleton@aceville.co.uk



PRIME CUTS



Ieuan Edwards, MD of Edwards of Conwy, on the past, present and future of butchery in the UK

At the age of 20 I bought my first butchers shop, and it was a steep learning curve. I was a first generation butcher, which is a lot harder than being from a family of butchers. If you're the second, third or fourth generation of butchers you have a depth of knowledge behind you and I dare say a bit of money too. But you can also be shackled by the past, "that's how your grandfather used to do it, and if it's good enough for him it's good enough for you," sort of thing. I didn't have that, which meant that I looked at things in a different way.

How do you do things differently?
I decided to look outside the box and travelled to Holland and Switzerland to see what training they did in the colleges over there, and came back and decided that things had to change. I started doing things differently and had a massive refit, and overnight the business grew by around 30%. All I'd done was alter my image, and that's when I realised how important image and marketing is.

What do you sell?
The vast majority of what we sell is sourced locally; we sell vast amounts of lamb here, and start the season off in April with lowland lamb, in May saltmarsh lamb from Anglesea hits the shop until the end of September, then in October the Welsh mountain lamb will start coming down. We also sell a lot of indigenous breeds of beef here, like Welsh black cattle and Hereford beef. We also sell local free-range rare breed pork.

When looking for new suppliers, first of all we look for honesty and integrity. Some of our suppliers have been with us for 30 years. I work with a man who personally purchases all of my lamb, beef and pork for me and has done for over 20 years. It's a matter of continuity; he knows what I want and what I don't. For example, we only sell female meat, as the muscle tissue is softer.

What's next?
We've starting to get involved in the community and are to cross market. For example, across the street there's a fantastic wine shop, and we recently held a farmyard and vineyard evening together which was brilliant. We chose five unusual cuts which we prepared in front of our guests, and while our chefs were cooking the meat, the wine staff were handing out the glasses and giving presentations. It was good fun, and a great way to make the most of our local community.

Taste Direct Launches Baking Agent Scone Dough

Frozen bakery supplier Taste Direct has added a unique product to its range: a butter flavour scone dough.

The dough will make eight scones, and is convenient for consumers who want to bake but do not have the time to do it from scratch.

Taste Direct have used only top quality ingredients, natural flavourings and no preservatives or artificial colours to produce the dough.



Lisa Martin, director of Taste Direct said, "There is no other product like this on the market today in frozen. We wanted to offer a baking range that people would be proud to pass off as their own. Which is why we spent a great deal of time making sure the product tasted delicious."

Products are delivered directly, and there's a minimum order of six cases.

www.taste-direct.com

Natur Boutique Produces Super Tea

Following the popularity of antioxidant-rich beverages, Natur Boutique has created a tea which combines the antioxidant powers of green tea and lemongrass.



The green tea used in the drink is sourced from the highlands of Vietnam and grown using natural methods of cultivation, with the help of local communities.

The tea is certified organic by Ecocert and contains no preservatives, artificial flavourings, colourings or other additives, and no GMO.

Anton Le Khak, MD of Natur Boutique said, "Whist the benefits of our organic Lemongrass and Green Tea are fantastic, it is its taste we are most proud off. The way in which the green tea is grown at high altitude gives it a purer, longer lasting flavour which is perfectly complemented by the subtle citrus flavour of the lemongrass."

www.naturboutique.co.uk





Bottlegreen Creates Enjoy Hot Cordials

Bottlegreen has added three Enjoy Hot flavours to its soft drink offering, including Spiced Berry, Ginger & Lemongrass and Blackcurrant & Coffee.



The new cordials are ideal for consumers looking for a warming, caffeine-free alternative to tea and coffee.

Amanda Grabham, marketing director of soft drinks at SHS Drinks said, "This cordial provides speciality food retailers with the opportunity to drive sales well beyond the summer months, when they traditionally peak by offering a warming alternative to tea and coffee."

www.bottlegreendrinks.com

Lupetta Announces Expanded Offer & Distribution



Lupetta has made five additions to its range of authentic Italian ingredients: four pasta varieties and an extra virgin olive oil.

The bronze-died pasta range is sourced from a long-established producer in Lombardy, and the new extra virgin olive oil is sourced from a producer in Umbria, and is a blend of Sicilian and Puglian oils which gives a grassy and fruity taste with a hint of pepper.

Simon Bell, CEO of Donantantonio said, "We have deliberately combined different colours with the clean, modern, Lupetta design to help the packs stand out from the conventional, old fashioned look of many pasta brands. The aim is to position them as a modern, premium quality Italian product.



"We are trying to offer an excellent-tasting oil which is priced sensibly."

The full Lupetta range is available to order exclusively through Cotswold Fayre.

www.lupetta.co.uk

Devilishly Delicious Unveils Cake Mixes

Devilishly Delicious has created a new range of cake mixes to capitalise on the rapidly growing home bake category.

The mixes are available in four variants: Lemon, Stem Ginger, Chocolate Orange and Strawberries & Cream, each containing pockets of juicy pieces, and with the addition of just water and oil each pack makes 12 cupcakes, eight muffins, one loaf or one sponge cake.

Ellie Adair, consumer brands marketing manager of Macphie said, "With our Devilishly Delicious brand now firmly established in the speciality food sector with our Desserts, Sweet Sauces and Fruit Coulis ranges, it is an opportune time for us to be thinking about range extension and brand evolution.

"We are very excited to be launching Devilishly Delicious Cake Mixes, available from January onwards. With the home back category burgeoning, we have identified a gap in the market for a premium range of mixes which are consistent, versatile, easy-to-make and offer something completely different to the consumer whilst not compromising on quality."

www.devilishlydelicous.co.uk





Wholegrain Popcorn Range Now Available

A new gourmet popcorn is available to stock, made from wholegrain corn and handmade using traditional artisan methods.

Love Popcorn is available in Salty Sweet, Salty Sweet, Cocoa Crisp, Sea Salt & Cracked Black Pepper and Fiery Salsa, containing tomato, chilli and cumin.

Catherine Furze, co-founder of Love Popcorn said, "Unlike some manufacturers, who use flavourings extensively to provide a flavour kick, we only use totally natural, kitchen cupboard ingredients in our recipes. That way our popcorn is as close to home-made as you can buy in the shops.

www.lovepopcorn.co.uk

Luscombe Releases Damascene Rose Bubbly



Devon-based soft drinks producer Luscombe Drinks has added to its award-winning range with Damascene Rose Bubbly, a champagne alternative for non-drinkers.

The new beverage is 'a celebration of the majestic rose of the Orient', combining Muscat grape juice, Sicilian lemon, Damascene rose water and spring water in an embossed glass bottle.

Gabriel David, managing director of Luscombe Drinks said, "We are constantly innovating, whether it's production techniques, ingredient suppliers or new flavours. The aim is to continually push boundaries to capture more of the nuances of the fruit ingredients we use.

"We are confident that the Damascene Rose Bubbly will be hugely popular, notably amongst women looking for a refined and elegant soft drink."

www.luscombe.co.uk



The **Opinion** Pages

New retail perspectives from industry experts

EXPERT EYE



Bruce Langlands, Director of Food at Harrods on the future of food

Let me preface this by saying I haven't got a crystal ball tucked away or a gypsy rose outfit, so don't blame, me if I get all this wrong. Don't come back to me in five years time with a waggy finger demanding I cross your palm with silver. That said, my version of the future of food is entirely based on the trends I've seen emerging in Harrods – not just in food and restaurants, but across the board in all departments.

The emerging generation customer is significantly different from what has gone before. There are four key changes: firstly experience is increasingly important – customers want more from a shopping experience than, er, shopping; secondly, customers want a speedier service; thirdly, the provenance of foods and ingredients is increasingly important to the customer; and finally service, in all its various forms, is valued more than ever before.

The restaurant industry has long been an advocate of 'theatre' as part of the eating out experience. The future of that industry will rely on sharing the kitchen action all the more, not just for the fun of it but also because the fact that you can see your meal being prepared brings an authenticity to the entire event. Food retail will learn from its counterpart and, where time and space allows, bring experts (or the notion of experts through focused signage) to the counters. Food demonstrations accompanied by sampling add intrinsic value to your brand because they reinforce a quality/service message as well as adding a bit of excitement. Who doesn't love a cube of Stilton for heaven's sake?

Speedy service isn't just for the sake of it. The emerging generation of food customers has realised that the most valuable commodity in life is… time – for restaurants that translates to quick delivery. In food, I believe that pre-prepared gourmet meals made with organic or locally-sourced ingredients will become increasingly sought after. There will be no shame in heat and serve and, despite the amount of cookery shows on TV, cooking from scratch will become more of a weekend activity.

Is it the proliferation of farmers markets that has driven an increased desire for farm to table products and organic groceries, or was it the other way around? Now that even supermarkets are drawing on the authenticity that comes along with a street market (Lidl's genius commercial is said to have increased sales by 35%), there is increasingly an expectation among new generation food customers that fresh meat, fish and vegetables have been sourced fairly and locally from suppliers who have integrity. These customers believe that provenance matters. Which of course it does. However, that doesn't stop them having the occasional splurge on something a little more exotic. The Alphonso mango season – you don't want to miss it. French truffles – we can't wait for November. Plus, this new generation likes to try out new things – so speciality cuisines or unusual combinations of foods will entice them out of the ordinary.

Service used to be easy – it just meant being efficient, having the right stock and selling it swiftly. The future of food relies on all different kinds of service, some of it virtual and some of it real. Our new generation customer wants to book online when he wants to book online, when he's time and groceries-poor. He wants a good selection and a next day delivery in a time slot that suits his often anti-social hours.

The opposite is true when our new generation customer is after experiential retail – then he wants a personal service above and beyond efficiency. This requires staff training with brass bells on. He wants to know where a product comes from, and the name of the farm and the farmer will impress. He wants to know how to chop it, how long to cook it for and what wine would work best. And most importantly he expects to be told if it ain't gonna work, for whatever reason. The loss of the sale is the gain of his trust – he'll come back again and again.

For some food shoppers, brand names will always make a difference and that will remain true in the future. Similarly, there are healthy eaters out there who will continue to swear by cooking everything themselves. And when it comes down to it, the food customers of tomorrow will continue to want value – even the wealthiest customers don't want to actively throw money away.

The bottom line will always be flavour. And let's face it, if we forget about that we may as well all go home for a take-away.

Charles Campion

"Happy snappy"



Once, the invitation to "come round and see our holiday snaps" was a surefire way to send a shiver down the spine. The slides would come back from Kodak in a little yellow box and then be projected onto a screen so that everyone could ooh and aah at snaps of that darling Majorcan donkey wearing a hat. In those bygone days, cameras exerted a nerdish fascination and there were more than enough dials to twiddle, settings to set and lenses to focus. Then came the mobile phone, which kicked the photography industry sharply below the belt. Now everyone has a camera with them at all times, and technological advances not only mean impressive picture quality but also the ability to circulate your photos widely at the touch of a button. Your phone will happily save you from out of focus shots, add a flash when it is needed, and banish those demonic red eyes from your group smile.

On the downside, the genie is well and truly out of the bottle. Everyone takes pictures of everything, so millions and millions of images linger on memory sticks and in cameras. In the old days, when shooting on film, you had to pay for the shots you printed and that made snappers more cautious. It's routine to hear chefs grumbling about their customers' desire to photograph each course and then put those images on the internet. As anyone who has worked on a foodie television show will tell you, while they are faffing around with the presentation and the lighting, the food goes cold – which is no bad thing for a sorbet but isn't much fun when you're tucking into a congealed stew. Some chefs are getting so irritated by customers snapping away as their food gets chilly that they put a 'no photography' note on the menu, where it is ignored by all and sundry because now we are in a world where the new media rules the airwaves.

At a recent trade show there was a forum centred on social media accounts and how businesses could use the new media to best advantage. One of the points made was how useful it was to have somewhere that disgruntled customers could air their grievances – always providing that there was a speedy and apologetic response from the company concerned. Digital media expert Karen Fewell (managing director of the company Digitally Blonde) has just completed a piece of research looking into the motivation of people who take snaps of every plateful they encounter. 40 stalwart eaters who were also snappers were invited to sit down to a seven course tasting menu. Each course sought to evoke a different emotion and the object of the research was to quantify that reaction by measuring the social media traffic generated. Lessons were learnt. People turn to social media more when they feel positive about something, and those interest levels are higher when both text and pictures are featured. So it looks like taking pictures of platefuls is here to stay. Surprisingly, the study also showed that the 'end of the scale' emotion – disgust – scored the second highest level of interest, particularly when this was turned into surprise, indicating that it may yet be possible to manipulate responses to the social media.

Pictures are here to stay, but shockingly (if you are an ageing Luddite like me) there are signs that camera snaps are being displaced by the latest big thing – short videos. Jolly useful if you can pack everything you want to say into six seconds.

The Town Crier

Justin Tunstall of Town Mill Cheesemonger

"Ho Ho Ho? Too soon to be hearing a reminder of Christmas Just Past?"



But before the twinkling lights and tinsel go to the back of the POS/display storage shelf, I think it's vital to take stock of just how well we did in the late December flurry.

Christmas is so significant in the shop's calendar that we need to learn as much as possible from what went down if we are not to repeat mistakes next time around. My checklist includes reviews of three particular areas of concern – hampers, wastage and 'seasonal items'.

Many of our customers visit us just a couple of times a year, while on holiday visits to the area. They like to send gift hampers to their friends and family and to order their Christmas cheese board from us. We fulfil these via 24 hour courier – and of course, almost everything needs to go out in the 10 days immediately prior to Christmas Day. Did the couriers do their job? Do we need to look for a better service or a cheaper deal? Did we get our suggested hamper selections right this year? Bespoke hampers are fun to create, but take longer to pick and pack than our own selections. Did we promote them too early or too late? Did we manage to pack everything in that short time window without undue stress? We're fortunate that during the winter months we are closed in the early part of the week, so can be uninterrupted as we use the full 22 square metres of the premises to create a packing line. It still requires a proper system to get the hampers ready with chill packs around the cheese only just in time for the courier to collect.

At Christmas we find wastage to be more important than turnover. Sure, we want to grow and to maximise market share, but not at the expense of profitability. In 2010 our small seaside town was cut off by snow from the outside world on the Saturday prior to Christmas – we were also unable to attend a Festive Food Fayre that I had (perhaps foolishly) agreed to attend on the same day. On New Year's Day we still had over 30 kilos of quality blue cheeses to shift – Colston Basset, Dorset Blue Vinny and Stichelton. While we can't predict weather, we can look at how much of each key line we managed to sell each year and make a timely note of what we should order for the following year. We're very happy to run down our stock to almost zero as Christmas Eve goes by, though we do hope to have at least one variety of Cheddar, a blue and a soft white rinded cheese to offer even the tardiest shopper. We then get a second bite of the cherry as holiday cottagers arrive for the New Year break and we do need to have something to offer them. We then close for 6 weeks – visitor numbers are low, the majority of the population is on a diet and thus of no use to us! There's no ready restaurant business to take our wastage at this time, so we throw a party at home (the Charmouth Cheese-Up) to clear remaining stock.

Wastage also relates to staffing levels – were there enough people to keep the queue moving and to upsell at the till, or did we constantly struggle to keep on top, dashing twixt till and cheesewire? Alternatively, were there any days when the team had little to do, other than to catch up on vital texting duties and Heat magazine?

My final area for review is of the special items that we order solely for Christmas. Over the last five years I've noticed that customers weary of seeing the same 'novelty' items year after year. We prefer to shift small numbers of the jolly snowmen, Santas and Christmas pud-shaped cheeses early on, rather than have to pop them as freebies into regular customers' bags at 3:30pm on Christmas Eve. One year I had so many left over that I was reduced to dishing out these novelty items at the Christmas Day Charity Swim!

The Olive Branch

Giles Henschel of Olives Et Al:
"Looking after number one"



First, you have to work out who is number one. Take a look in the mirror. It's not you. Sorry. Saturday dawned cold, wet, miserable, damp and very uninspiring, and none of the producers arriving for the Great Big Huge Dorset Feast looked very happy to be there. In fact, most were positively dis-chuffed and the overall mood was less than buoyant and more lead balloon-ish than anything else. Now, with close to a thousand shows, craft markets, exhibitions and various other events under our collective belts over the last 20 odd years, I know damn well that grumpy exhibitors make for a bad event.

We've observed, over the years, that the best events are the ones where the organisers clearly understand that their primary customers are the exhibitors and the exhibitors' primary customers are the visitors who come through the door. If you look after the long-suffering, mile-weary, show-slogged exhibitors from the moment they get on-site to the moment they leave then they will smile, which, in turn, makes the visitors smile, which, in turn, generates a far happier atmosphere conducive to talk, chat and purchase which, in the end, leads to happy exhibitors, organisers and visitors. So that's what we do. Look after number one. The exhibitor.

Tea and coffee on free flow, plenty of bods to cart stock in and help everyone get set up, followed by free bacon sarnies all round all helped to make even the hardest bitten show stalwart determined to have a bad time melt to the point of grudging acceptance and the atmosphere began to thaw nicely.

The Great Big Huge Dorset Feast is our version of a giant pop up farm shop – for one day only. It's like an extension of our deli downstairs. We hire a big marquee, put it up on our car park and invite around 25-30 producers of the things we stock in the deli to come and join us for the day. Then we send out around 5000 personal invites and make sure the word gets out that the Feast is on. The critical difference is that the producers do not take any money themselves. Instead, we operate one pay station where we take the money. Free of the need to make sales individually, producers are able to talk about their products, enabling a much more personal and intimate experience for both them and the visitor. We make no charge to the producers and they provide their goods to us at their normal trade price. We charge the full retail price, the difference going to pay for the marquee, extra staffing costs and so on. Commercially this is a little avant garde and takes a little getting used to. However, average sales are far in excess of a "normal" food show or craft market, and everyone benefits.

So, as the clock ticked past 10 the flood gates opened, and within minutes the place was heaving and stayed that way right up to the end – fuelled by free mulled wine and mince pies, the visitors shopped like there was no tomorrow and the producers smiled. A lot. Comments from visitors and producers alike were resoundingly positive. So, work out who's number one and look after them. It doesn't make you a number two.

The Cheese Lady

Juliet Harbutt AKA The Cheese Lady:
"Trade shows – which, what and why to go?"



Research shows that many have attended shows that are irrelevant or largely unnecessary. I've done it and realised that visiting my competitors was a far more effective use of my time.

However, I recently attended two very different shows which prompted me to write this piece. During the Slow Food showcase Salone del Gusto in Turin, I stayed in the old Fiat building next door with the legendary racetrack on the roof, and then attended the World Travel Market at Excel – a great venue but hideous location.

I went to Salone del Gusto specifically to find Italian cheeses for the second edition of my World Cheese Book and to look for new deli products, not just cheese, and new ways to display and market food to inspire my retail clients.

So first I registered in advance to save time on the day – the worst system ever – four attempts and at least four hours later I succeeded only to stand in the Advanced Payment queue for an hour on the morning of the first day before discovering you just had to push to the front and flash your ticket!

I knew from previous visits that, like most shows, the first day was the quietest, 2pm-6pm were the busiest times, and school groups were actively encouraged so I headed straight to the back of the farthest away hall and had a very relaxed two hours before meeting the snatch, grab and space-hogging crowds.

Obviously you need to plan – blindly going where thousands have gone before is unwise, so download a map, put the postcode in your sat nav so you know exactly where it is, how to get into it and where exactly to park. Which brings me to talks, demos and presentations. Don't think 'been there done that, got the tee shirt' – we can always learn something.

Last but not least, go with an open mind, look out for ideas on stands that don't sell what you want, work out key questions to ask to eliminate exhibitors who aren't worth spending time with (do you have an agent? Are you licensed to sell to the EU? etc), make a few – not loads – of appointments, and put the following day aside to follow-up, record, contact or action the ideas you gathered.

Alternatively, like 75% of us, the bag of ideas, flyers and contacts will still be sitting there giving you the evil eye when you book your ticket the following year!

Michael Mack of FARMA: "Everything is awesome when you are part of a team"



The phone rings, "Hello, FARMA?"

"We are looking to add a café to our farm shop and wondered where we should start?"

This is not an uncommon call for us to get in the FARMA office – our members were once just farmers, however now they are shop keepers and farmers, and the skills, knowledge and information needed has changed. Add into the mix a new enterprise and a new set of skills, and more knowledge is needed.

Farming businesses have been great at working in partnership together, and it is very common for neighboring farms to help each other out by purchasing equipment together, and sharing staff or the latest information. This camaraderie has also continued to infiltrate and develop into the farm shop businesses.

As the managing agent for FARMA, I see that the role of trade associations is to make the process of working together and sharing as easy and simple as possible. On my first day in post I was asked by a member if we had plans to benchmark the members businesses. Sharing benchmarking information for a business is a difficult proposition, however I am pleased to say that we have just completed the first year's benchmarking of our members' shops.

Sharing the financial information of any business is not a simple decision because of the sensitivity of the data being shared. It's therefore pleasing to see the FARMA members stepping up to the mark. The benchmarking has enabled members to identify how they are performing in areas such as staffing ratios, turnover per m2, average transaction spend and the impact of trade and costs throughout the year against other similar businesses.

Members have not only shared this information through confidential data collection systems but they have also been willing to discuss results and how they relate to their business in open member meetings.

To encourage greater communication and improved partnership working, one of the first changes made to FARMA was to establish regional discussion groups. Each group is led by local members and the topics are decided by the members. Participants have embraced this approach and each group is now developing its own identity. Meetings are generally held at a member's own business and include a guided tour around the site, and when possible also look at and discuss an element of the business. Members have also been willing to open these meetings up to non-members.

Reducing costs is an ideal area where business can accomplish a great deal by working together. As a small rural business, reaching a negotiation position to reduce, for example, how much you pay for electricity or merchant services, is not always easy. However, when working together as a group of businesses it is far more achievable.

The first challenge the members set me was to establish a merchant service offer for them. Merchant services appeared to me to be full of challenges, inconsistencies in pricing and contracts, and a real headache for small businesses. The value of working together quickly became apparent, as I had a pool of members who were happy and willing to provide information on how much they were being charged. With rates ranging from 1% to well over 2.5% for comparable businesses with a host of hidden costs to boot, I was able to set a target rate and also identify the businesses which we did not wish to work with.

Step two was to join forces. Closely working with Anglia Farmers, one of the country's biggest agricultural buying groups, helped ensure members of FARMA had a greater chance of securing a quality service at the best price. Anglia Farmers did not have a merchant service offer in place, so through recommendation from our members we were able to identify and negotiate a rate for which most farm retail businesses would benefit from adopting. Through openness of sharing information and by working collectively, members can now achieve a rate of 1.04%.

So how did FARMA advise the member who wanted to set up a new farm café? We introduced them to successful farm shops and prize-winning cafés and restaurants. It's always good to learn from the best.



CHEESE ICON

In the first of a new series, we explore the past, present and future of Godminster – one of Britain's best-loved cheesemakers with its head of sales and marketing, Deborah Chambers

Tell us the history of Godminster

People have been living and working the Godminster land around Bruton for over a thousand years. Bruton was listed in the Domesday Book and was a centre of the wool trade in the middle ages. From the 18th century the silk trade took over, and in the 21st century farming and education have become the mainstays of the local economy.

Local records show that there has been dairy farming at Godminster farm for over a century, and the recipe for Godminster's Vintage Organic Cheese is over seventy years old. While modern dairy farming has evolved significantly over the last one hundred years, the recipe for our best-known cheese is still based on the original.

How have you developed in that time?

In 1999 Godminster was certified organic and at that time it was decided that our milk would be used entirely for our Vintage Organic Cheddar. In the last decade we have broadened the range of products we offer beyond our Vintage Organic and Oak Smoked Cheddars to include vodkas flavoured with elderflowers, blackcurrants and fiery horseradish, our famous Bloody Mary kit complete with Bloody Good Mary mix, rosemary water biscuits and digestives, fruit cake and our rich Beetroot & Apple Chutney, and in the last year we have launched a selection of three Somerset Bries.

In the last twelve months Bruton has also enjoyed a rise to prominence with the opening of the Hauser and Wirth art gallery next door to Godminster Farm. Several of Godminster's products feature in the gallery's restaurant menu and we are looking forward to the anticipated 60,000 visitors to Bruton taking a piece of Godminster back home with them.

Why choose Godminster?

Godminster works hard to farm sustainably. Over the past fifteen years the Godminster Farm team has created and restored several natural habitats and reintroduced several native species to our farmland.

At the same time, Godminster has become increasingly well known for the quality and flavour of its food and drink. Starting in the Godminster kitchen and using homegrown and locally-sourced ingredients we experiment with traditional recipes to create unique products. Our award-winning chutney, fruitcake and flavoured vodkas are the tasty results of this process. We are always ready to try new ideas, too.

What's the latest?

2014 was the year of the Godminster organic brie. Recently we launched three new creamy bries: Traditional, Garlic & Chives and Black Pepper. These three cheeses are handmade from Godminster Farm milk in our new facility and they have been a great success.

Recently, Godminster has created a new heart-shaped Brie, perfect for Valentine's Day. This will be sold on its own and in the Heart to Heart gift pack with our



well-known 200g heart-shaped Vintage Organic Cheddar.

2014 has also been a year of awards. Godminster won two gold medals at the International Cheese Awards, the cheese makers' 'Oscars' for our Oak Smoked Vintage Organic Cheddar. Our Vintage Organic Cheddar won a silver and our Garlic & Chive Brie a bronze medal.

The extended Godminster range has also found new fans in the business world as special and affordable corporate gifts for Christmas. In 2015 many newlyweds will be enjoying Godminster's Cheese wedding cakes, growing our presence in this market.

What's next?

Last year was a year of strong growth for Godminster. As well as an increase in trade sales and through delis and farm shops, online sales continue to grow with the new range. Godminster has ambitious plans to build on this growth in 2015 and beyond. The team will be working with our existing range to reach new markets and spread the word about our tasty products to all those people who have yet to enjoy them.

Quickes: Looking Back on 2014

Leading Devon-based traditional Cheddar producer Quickes has enjoyed a year of success thanks to its rigorous selection process and open door policy. Tom Chatfield, sales and marketing manager explains why.

"Over the past twelve months the Quickes team has really developed its selection process for assessing the truckles that are matured to a greater age. Our cheese is graded 1-100 by an external auditor and in recent history we have achieved 85% of stock at a score of 90 or above which is exceptional both in terms of quality and consistency. This is really all thanks to our cheese dairy manager, Malcolm Mitchell, who has celebrated his 31st year on the farm.

"In addition to considering the technical marks that our cheese is awarded by external assessors, we now also implement a rigorous process that considers the different spheres of flavour, aesthetics and the exact characteristics of each cheese, much like the Continental affineurs. This means that as specially selected truckles mature from 12 to 18 months to 2 years we can enhance the complexity of certain flavours – making them more appealing to our customers and judges at cheese competitions such as the World Cheese Awards. We are also select profiles for specific customers or a sector of the market according to what best fits their requirements."

Owen Davies, category manager at Cheese Cellar said, "In my role, I regularly visit cheese producers all over the country, and it is always refreshing to meet companies such as Quickes, who continue to pioneer new methods for creating the best cheese possible. It's exciting to have experienced this process first hand and this level of commitment has been rightly rewarded. I'm delighted by Quickes' much deserved success."



SALSA
Safe and Local Supplier Approval
The food safety certification scheme of choice for the smaller food or drink producer
SALSA offers:
- An independently audited food safety certificate
- Recognition by ASDA, Waitrose, Ocado, Elior, NHS and more
- Growing online library of core guidance and materials
- Access to mentoring support
- Practical interactive HACCP courses
- New for 2015! Food labelling workshop & label checking service

Approval in achievable and affordable steps. Join us today!

SALSA APPROVED MENTOR · SALSA LABELS · SALSA HACCP · SALSA APPROVED AUDITOR

T: 01295 724248 E: info@salsafood.co.uk W: www.salsafood.co.uk

GODMINSTER®



Perfect for Valentines

Godminster Vintage Organic Cheddar
and hand made heart shaped Organic Brie
Available individually or as a gift pack

For more information or samples of our heart shaped range, please contact
sales@godminster.com or call 01749 813 733

www.facebook.com/godminster @godminsterfarm



Wensleydale Enters Convenience Market

Yorkshire Wensleydale, PGI-accredited producers of Wensleydale cheese, has launched a range of taster packs to cater for the consumer demand for convenience.

90g blocks of the cheesemaker's top-selling blended cheese, Yorkshire Wensleydale & Cranberries, will be paired with Yorkshire Wensleydale with Apricots & Peach and Cheddar with Caramelised Onions.

David Hartley, managing director at the Wensleydale Creamery said, "Consumers are increasingly demanding convenience and requesting a more accessible format, evidenced by the driven expansion of retailers in this sector and the growth in smaller household size. Our new taster pack range in three of our most popular flavours will cater for this growing demand and are an easy indulgent option for consumers.

"The smaller 90g packs are perfectly placed to fit the market, whilst also encouraging trial, which will grow the £90m category further, being the perfect 'easy to use' option for both snacking and cooking."

Britain Loses Out On Top 10 Spot

According to recent research carried out by the International Dairy Federation, Britain hasn't made it onto the list of the top ten consumers of cheese in Europe.

The top spot was taken by France, where the average consumer eats 25.9 kilograms of cheese in a year, and the second was taken by Iceland where 25.2 kilograms is eaten per year.

Although Britain produces more varieties of cheese per member of the population than any other country, its consumers eat 11.6 kilograms each a year.

Justin Tunstall of Town Mill Cheesemonger said, "What we need to remember is that in the top ten cheese-consuming countries of the world, cheese forms a large part of the diet anyway. For example, in some countries in Europe cheese is eaten in large quantities for breakfast, whereas we wouldn't dream of doing that in Britain.

"We eat a lot of meat in this country, which excuses this a little, but I think the great sorrow is that people don't realise what a vibrant array of different cheeses we have in this country and that we produce more cheeses than France. Viewing cheese as more of a central part of some meals rather than just as a bolt-on at the end would certainly help."



WINTER OF DISCONTENT

Dairy Debate

In that usual way of two year cycles, the dairy world is on a rollercoaster descent in price

The reasons why don't really matter, as all are built on that same equal and opposite reaction that first saw milk prices hurtle towards 40p and then plummet in quick succession to today's levels.

Certainly, benign weather conditions conspired in 2014 to enlarge and extend the spring flush and kept the grass growing to late autumn; how many times have we cut the lawn this year?

The buoyant milk powder markets of the past two years cooled rapidly and reduced the milk demand in a very quick time. The Russian market closed, and although that had relatively limited impact on the UK cheese trade, it diverted European-made cheese and other ingredients against the UK market here and elsewhere.

There have been record milk outputs and some substantial rises in Cheddar making, which have not been taken up by the major retailers in the previous past years of non-stop promotions and giveaways, leaving more untapped products on the market seeking a home.

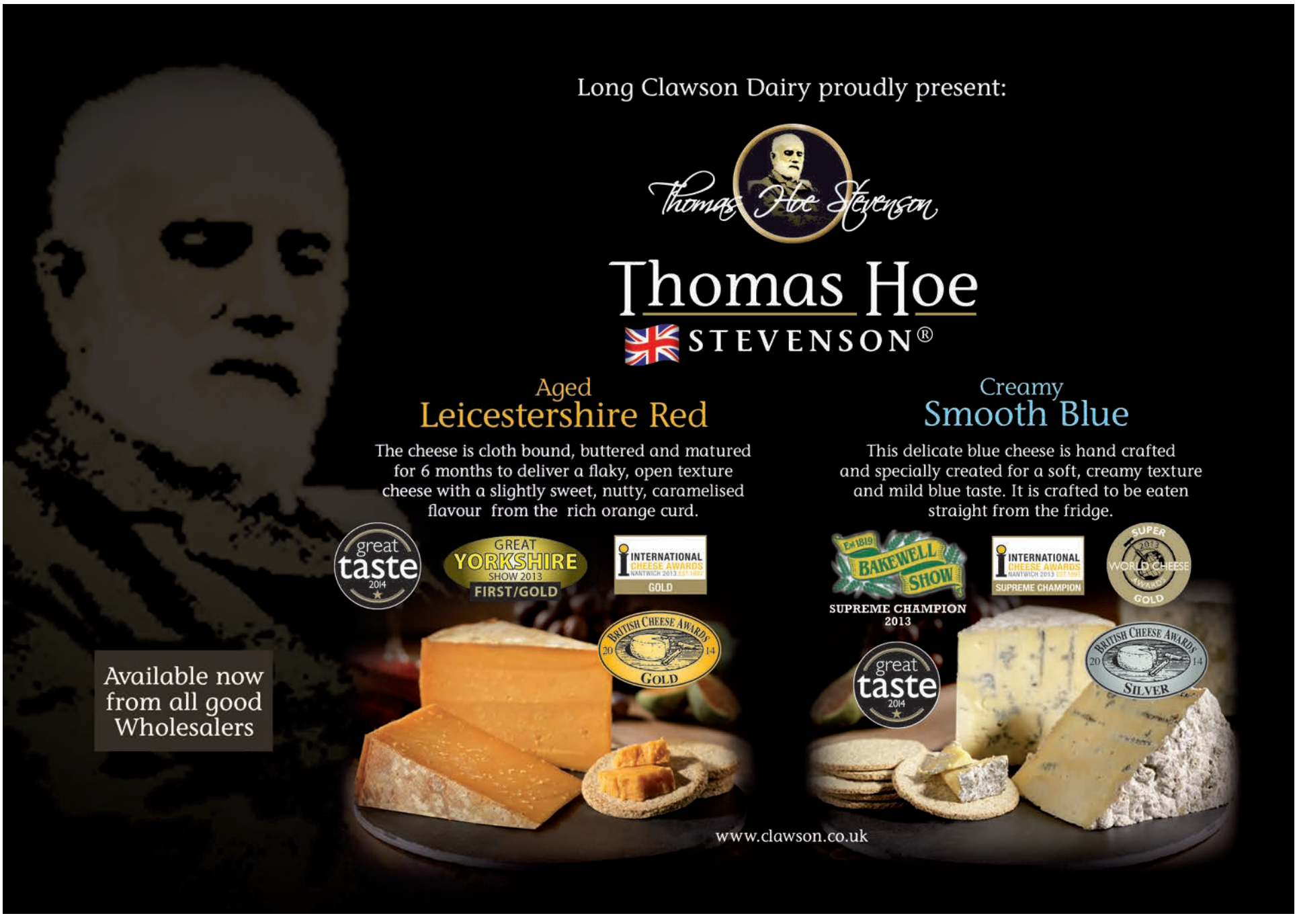
Traditionally the consumer is both cautious and challenged in the months of January and February, as finances catch up with the Christmas junketing and waistlines rebel against more indulgence. I believe that the commercial difference between large makers and artisan makers will stand in marked contrast.

Where the main dilemma falls is with those who use all or some of their own milk and have reasonably used rising milk prices to advance prices in 2014. Now the compelling and equitable logic is of a reduction, or at least no further advance in cost increases.

However, as some dispose of surplus milk they see a fall in income, and the irony has been that a number have given an indication of further price increases. This in effect causes cheese to subsidise the milk issue elsewhere, meaning that the shopper is the one who will pay in full, and the retailer/distributor will be the unfortunate messenger.

The partnership between artisan maker and speciality market retailer needs to ride the storms of short term changes in which patience is needed to maintain a strong home base. In my lifetime I've seen foot and mouth wreck all export sales and bring ruin to many. Good business is good balance and the strategic protection of all market sectors.

A strong winter quarter retail performance will require all to be active, resilient and consistent towards the consumer in product and especially in price, to avoid trade away and trade down to lesser outlets and lesser products.



FARM SHOP Focus

The Fordhall Farm Shop near Market Drayton has solidly organic roots and a diverse offering for its customers. Fordhall's Charlotte Hollins takes you inside



Describe your farm shop and farm to someone who has yet to visit.
The farm shop, which is open six days a week, is situated in our eco-renovation on the farm. We're an organic farm and have been organic since the war, rearing cattle, sheep and free-range pigs and selling everything from the farm direct to the public via the farm shop, online and farmers' markets. We have our own butchers and butchery counter, so you can order what you want or come and collect on the day. The farm is now community-owned by over 8,000 people, of which a number are based outside the UK. In 2006, we became Britain's first community-owned farm.

Tell me about your location.
We are right next door to Market Drayton, with good access from a main road (the A53), which passes just outside the entrance.

What sort of clientèle does Fordhall attract?
It's a mix of passers-by, regular local supporters and sometimes people who travel from further afield. Some people come from up to an hour away, to collect a large order.

How many visitors do you have?
We hold a lot of events at the farm and so we attract about 25,000 visitors to the farm as a whole?

How did you decide to open a farm shop?
In 2004, my brother Ben and I took on a dilapidated farm that had been left to run down over 15 years while the family faced eviction. When we took on the tenancy, we had to rebuild the business with 11 cows, six pigs, six sheep and no money. The only way we were able to do that was to sell everything we had direct to the public. Our first farm shop was a tiny building with only enough space for a chest freezer, a little cash tin and a small chalk board at the end of the drive. We started selling our sausages and we slowly built it up from there.

You were 21 and your brother only 19. What can being young bring to such a project?
It can be an advantage because at that age, you have the naivete of youth and believe that everything is possible. You can conquer the world, or at least have a good go at it. You don't necessarily know about all the pitfalls out there, and so they don't put you off.

The building housing the farm shop has a yoghurt connection?
Yes, we're in the old dairy, where yogurt production was pioneered back in the 1950s. My late father, Arthur Hollins, was England's first yogurt producer and created a market for yogurt. He turned the farm organic just after the Second World War and it has been chemical-free since then.

What other facilities are offered to visitors to the farm?
We've got free farm trails for people to walk around the farm, glamping, educational visits, events and we have a café on site.



"We had to rebuild the business with 11 cows, six pigs, six sheep and no money"

LUPETTA

"There is no such thing as Italian cuisine: each of Italy's twenty regions passionately believes that their dishes are the best because of the quality of their special ingredients."



For anyone interested in cooking, and in particular in creating regional Italian dishes, the Lupetta range is an essential addition to their store cupboard – whether they wish to make a quick weekday supper more special or cook something more elaborate at weekends for friends and family.

email: sales@lupetta.co.uk
www.lupetta.co.uk

Full range available to order now exclusively through Cotswold Fayre

COTSWOLD FAYRE*
-EST 1999-



Sponsored by







A well as meat, what other foods do you sell?
We sell local poultry and organic cheeses, and we have a small deli counter. We have a whole range of local goods, jams, chutneys, organic flours, organic vegetables, milk and yoghurts.

What foods do you make on site?
We make our own pork pies, pasties and sausage rolls from scratch, all from the produce of the farm.

What factors influence your stocking decisions?
Local is important, but we also like the cottage industries, people who are just starting up and are making products with real provenance. Our favourite suppliers are local and organic. Our philosophy is to source what we can locally, and that might be from within a 30 to 40 mile radius. If we can't get it locally, we might go a bit further afield, but then we prioritise it being organic.

How quickly did you get your stock right?
It's always evolving, because sometimes producers get too big and there are always new people starting up which we try and support where we can. Sometimes you get things in which you think are fantastic, but they don't sell. For us it's a juggling act, because the shop is not huge. It's a matter of displaying effectively, so people can easily see what we've got.

What are your best-selling items?
The meat sells well, then the vegetables and cheeses. A lot of people come for the pork, steak and vegetarian seasonal pies, mushroom and walnut for example. Also selling well are the light bites such as the bread, jams, chutney, oils, dressings and mueslis. Our best-selling cheeses include ranges from local cheesemakers Mr Moydens and Staffordshire Organic Cheese.

Why is it important to sell direct to the public?
It's vital for us to sell direct to public because the livestock are outdoors all year round. It's called foggage farming. The cattle and sheep are 100% grass-fed, which means that we have more native breeds like the Aberdeen Angus and the Hereford. These animals have a slower rate of growth and eating only grass means we can only have as many livestock as we can grow grass. Everything we produce on the farm goes through the shop, farmers markets or the online shop. We don't sell anything through the normal supply chains.

How's business just now?
It just keeps getting stronger and stronger. We've just been keeping up with demand, which is really encouraging. The demand for grass-fed produce is almost greater than it is for organic meat. It's a matter of flavour, but it's also about the quality of the produce. Because our pastures are organic, there's a diversity of herbs in the grass, which produces a different quality of meat. This meat has been proven to contain higher concentrations of Omega 3 fatty acids: this is in the clover which the animals eat. Because of this, we've attracted a lot of custom for health reasons. The meat has flavour and provenance, too. Our customers have the security of knowing where their food is coming from, something they don't always get at the supermarkets these days.

You continue your father's educational programmes?
Yes, that's now done by the community trust which owns the farm, who I personally work for. (Ben is the tenant farmer and runs the farm shop). We have over 65 classes a year. The trust organises a lot of events for the local community too, allowing them to engage and enjoy the farm.

Why is this important to you?
If people don't understand where their food comes from and if they don't appreciate and understand how a farm like ours is run, then there is no stability for the future. The best way of adding stability to farms and farm businesses is by engaging with the local and wider community, helping them to understand what you are doing, and also by sharing your journey with them.

How important is it to get the right staff and what do you look for in a good staff member?
Staff are crucial. You can have all the ideals and visions in the world but if you haven't got the right staff to pull it off, it's not going anywhere. Sharing that journey with your staff is just as important as sharing it with your customers. When choosing staff, it's very much about aligning values and finding those individuals who support the values which you are trying to promote through your business. We are lucky to have a fantastic staff base at Fordhall.

What is difficult about owning or running a farm shop?
You don't have the same power and clout that some of the big boys do. You're not buying in bulk like they do, so you can't always achieve the same prices. However, I think that the benefits far outweigh the struggles and these struggles pale into insignificance when you have a loyal customer base, because they understand the quality of what you are producing.

What do you most enjoy about running a farm shop?
For me, it's the interaction with the customers. Seeing their appreciation for all your hard work makes you want to continue working hard and making their experience better.

How important is online trading?
We're just in the process of relaunching this. At the moment this accounts for around about a third of our trade.

How do you promote your farm shop?
Any way and every way we possibly can. Face to face, email lists, loyalty cards, Facebook and Twitter. We have a website and we also send out press releases.

What is the secret to running a farm shop successfully?
Engage with your local community, but also listen to your customers, never be scared of doing something a bit different, stay true to our principles, and never stop evolving.







A **Making** of a **Classic**

Ross Gilfillan heads for Switzerland to witness the production of AOP Gruyère

Dawn has not yet broken. The monolithic foothills of the Swiss Alps are blackly serrated against the early morning sky. As well as being pitch dark, it's cold and I'm wondering if what I'm here to see will make the long trip worthwhile. We were roused in the early hours and seem to have travelled for miles, swooping up and around rolling hills where the only lights to be seen are those from the dairy farms, whose owners must already be up and milking their herds. It occurs to me that some may be producing the milk for the cheese I'm scheduled to see produced today.

I'm in Switzerland at the invitation of Le Gruyère, whose way of working has often piqued my interest, and whose invitation is timely, fitting in well with Speciality Food's plans to look more closely at the Continental cheese market. The magazine has long been a keen promoter of great British cheese but I do sometimes think that we could do a little more to remind people of the huge number of



fascinating artisan cheeses produced all over the Continent, from cheeses that are all but unknown here, to the well-established names that feature on cheeseboards all the way from Berlin to Bologna.

Le Gruyère, both Gruyère AOP Mild and Gruyère AOP Reserve, falls into this category, having been made in Switzerland for around 1,000 years and since exported all over the world. It sounds like a huge operation and, given the ubiquity of the product, you would be forgiven for thinking that Gruyère cheese is turned out in big factories capable of meeting this kind of demand. But the small farmyard we're pulling into now looks anything but industrial. This, I'm told, is a medium size Gruyère producer, and big it ain't.

Rigorous standards

There's a little light now, though it's no warmer as our party, (which includes a well-known chef and Laure, a representative from Gruyère) loiters in the yard, waiting for I don't know what. An eerie jingling sound breaks the silence – cow bells, someone says. I'm looking over at the creamery, which is not much more than a large shed with a loading bay at the front. This is lit by the bright interior, which is insulated and made fly-proof by heavy strips of translucent plastic hanging from the doorway. The youngish man in the white overalls who greets us is Vincent Gapany. He's the cheesemaker we've come to see, but he's not letting on why we're stuck here in this dark and cold yard.

He doesn't need to, because no sooner has he joined us than a Land Rover bumps into the yard, pulling a silver tank on a trailer. Then a flat-bed truck clatters in, loaded with milk churns and only just beating an SUV pulling something metal-shiny and spherical. The morning's milk has arrived and Vincent and his team of only two are soon unloading the ingredients for their day's production. Laure tells me that the milk, (delivered twice daily, apparently), doesn't come from one large dairy farm but from lots of little, local ones, which may have herds of between 20 and 40 cows. One of the rules stipulated by Le Gruyère, she says, is that the milk must not be sourced further than 12.4 miles from the creamery where the cheese is to be made.

I should perhaps say something more about rules such as these, as rules are what the Gruyère system of cheesemaking is all about and which makes the cheese a consistent product, despite being produced by 170 small creameries. Each of these cheesemakers must work to Le Gruyère's rigorous standards if he wants to sell his product through Le Gruyère. Cheeses are graded using a points system: the higher quality the cheese, the more the cheesemaker is paid. These and a lot of other rules – and, of course, the product's AOP – have helped the cheese maintain its character and fend off attempts made by cheesemakers in some other countries to copy the product and sell counterfeit copies as Gruyère. I'm told that Gruyère decided more than 15 years ago to go with a PDO (equal to AOP) system, and that this is why the cheese is at its present quality standard. The rules are fixed, and if the cheesemaker wants to be a Gruyère producer, then he has to respect those rules. A PDO system is also in place, in order to keep work in the region of origin. "The 'terroir' is very important," Gruyère says, "as is having knowledge of our artisan makers." Checking provenance is particularly easy with this cheese, because each wheel is marked with the number of the dairy and also the date of production.

Wooden paddles

Inside the dairy it's warm, very warm, in fact, and when I've cleared the steam from my glasses, I can see two copper vats which are already filled with strained and sample-tested milk. This is now being agitated by mechanical means, but some of the 52 small-scale makers of the mountain-produced Alpage Gruyère still use wooden paddles to do the same job. We watch, all a bit spellbound, as the milk separates into curds and whey. It's not something you see every day. A few

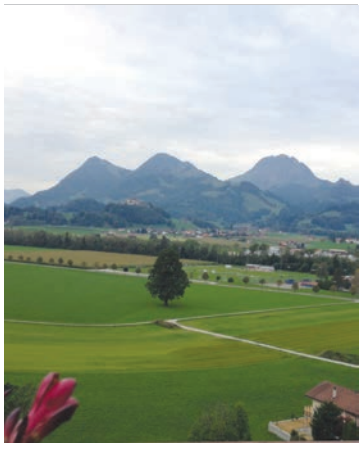


"We watch, all a bit spellbound, as the milk separates into curds and whey. It's not something you see every day."











hours later, (after a very late breakfast of coffee and croissants thoughtfully provided by Vincent), we're back in the shed to see those same curds poured into round moulds and machine-pressed to remove moisture. It's hot, hard work, but Vincent and his assistants turn out 14 big wheels of Gruyère every day, 4,500 wheels every year.

But the cheesemaking process doesn't finish here. The wheels are now taken below the creamery floor to a temperature-controlled storage area where they are immersed in a salt bath. Here they will stay for a day, weighted down to prevent them from bobbing up in the 20% saline solution. In a cool, rather dank room next door, the salted wheels are stacked on rows of spruce shelves where they are turned and brushed with water and salt daily. Until recently, turning the heavy wheels was done by hand, but recently, Vincent has invested in a small robot which does the same job, but doesn't complain about its back.

The cheeses will stay here for three months, Vincent explains, slowly maturing and gathering flavour, before being collected by the affineur. This is where Vincent's job ends. His cheeses will now spend up to 12 months in an extraordinary warren of man-made tunnels which has been continuously excavated by the affineur used by Le Gruyère since 1932. No matter what size your cheesecounter, you haven't see a lot of cheeses until you've seen some of the 160,000 wheels of Gruyère which are stored on miles of shelves under this Swiss hillside. Forklift trucks zip about the caverns, taking away wheels of cheese to be turned and salted and returning them to their niches on the racks. The place would be an ideal headquarters for a James Bond villain, I think, as I lurch from the path of another speeding truck. I gather that it's in these tunnels that the cheese is tasted and graded by cheesemasters, and decisions taken about the length of maturation which will best suit the character of the wheel.

Cobbled streets

Western Switzerland is Gruyère country. The cheese is made in the cantons of Fribourg, Vaud, Jura, Neuchatel and also in parts of Berne,



and reminders of the importance of the product, whether through the familiar Le Gruyère logo, cheeses offered for sale or just Gruyère on menus, abound. Nowhere, though, is the cheese's presence felt more keenly than in the village of Gruyères itself. This tourist honeypot of cobbled streets and medieval houses overlooked by a fairytale castle (which also offers the incongruous and quite bizarre attractions of the Alien artist H.R. Giger's museum) is unmistakeably Gruyère central.

In between meals of Gruyère fondue and Gruyère rostis, I visited the Maison de Gruyère, a facility designed to promote and explain Gruyère cheese to the hordes of tourists who pass through the town every year. As well as a cheese counter and restaurant, the centre houses a real, fully-functioning creamery. Here can be seen, from glassed-in galleries above, people making cheese in the same copper vats that Vincent had used, and producing wheels of Gruyère in much the same way. Audio-visual aids describe the process in full. It's a slick, well-mounted operation, and perhaps the only way for people to satisfy their curiosity about the cheese-making process. People are indeed fascinated, but perhaps this isn't so surprising: 99% of Swiss are said to eat Gruyère.

Gruyère Alpage is available in very few UK outlets, the big sellers here being Gruyère AOP Mild and Gruyère AOP Reserve. Each has its attractions and a distinct character and both are popular inclusions in Continental sections of British cheesecounters. As I've discovered on my trip, the cheese has solidly artisan foundations and Le Gruyère itself is the glue that might be said to hold its 170 small makers together. The Continent is full of interesting cheese stories such as Gruyère's. In the future, we will be looking a little harder at the huge variety of Continental cheeses which are as much fun to discover as they are to bring to the attention of your customers. France is a treasure trove of cheeses, of course, but other countries have a wealth of cheeses waiting to be brought to a wider public. Spain and Italy, for instance, have a great many small producers whose marvellous cheeses can be just the thing to make your cheesecounter stand out and give you another important point of difference from the supermarkets. Look out for more on interesting and little-known Continental cheeses in upcoming issues.



The casein mark on each wheel of Gruyère is used for traceability and, with the name and dairy number on the heel, guarantees the authenticity of the cheese.





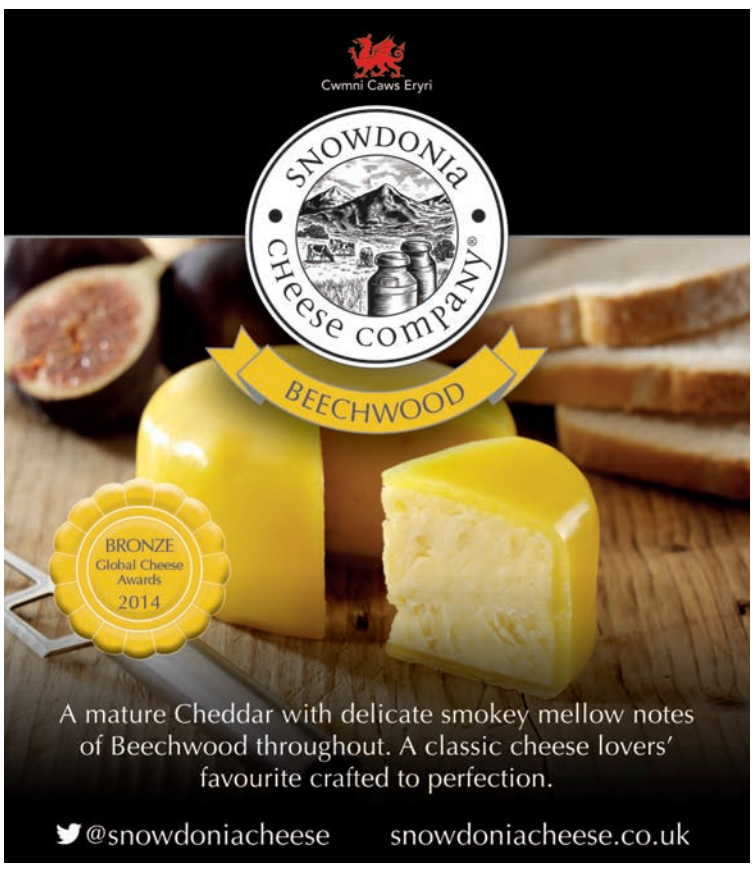


Selling Territorials

British territorial cheeses are the cornerstones of any good cheesecounter. Here's how to increase their sales



A strong showing of British cheeses at the Stamford Cheese Cellar





Play to their strengths

British territorial cheeses are just that, 100% British. You don't have to pin a Union flag on the cheese, but putting a reminder on your helpful information label will help. These cheeses are fantastic examples of something Britain does very well, foods of which we can be justly proud. British territorials are also, of course, cheeses with strong links to their places of origin, and emphasising their provenance adds layers of interest. As well as ensuring that customers know the county of origin, adding the name of the cheesemaker personalises the cheese too and establishes a connection between the producer and the consumer.

Your cheeses are different

Make sure that your customers are clear in their minds that these cheeses are a world away from those they will find in the supermarkets. There is clear blue water, and a lot of it, between the taste of Appleby's Cheshire and Red Fox, and the pre-packaged blocks of Cheshire and Red Leicester sold in supermarkets, and it's more than likely that the same can be said of your own range of territorials. Once customers know this and appreciate it, they'll be more likely to think twice about buying their cheese anywhere else.



Stories sell cheeses

British territorials are essentially traditional cheeses, most of which have long histories, even if their production may have wobbled during the middle years of the twentieth century, when industrially-made block Cheddar was encouraged at the expense of farmhouse cheeses. Not surprisingly, with such long pedigrees, these cheeses have accrued a wealth of stories which can be used to increase the degree of customer interest in the product you are selling. The more you learn about the cheeses, the more of a useful resource you will appear to your customers.

Cooking with cheese

While some great cheeses are routinely used in cooking on the continent, all too often it's the cheaper, blander cheeses which end up on plates here. This is such a wasted opportunity: most of us know how well a Tasty Lancashire toasts and this is the sort of information which should be passed on to your customers, along with a recipe for the perfect cheese on toast. Good British territorials are nearly all suited to cooking and it's worthwhile digging out recipes which call for specific





examples and trying one or two before recommending them both orally and via recipe cards to your interested customers.

Labelling

Good labelling is an immensely valuable selling tool. The more information offered, the more interest the customer will have in your product. That said, labels should be informative but concise; a lot of information conveyed briefly is the objective. Customers don't always want to ask the cheesemonger about the cheese, and rather than engage in such a conversation, they may pass over an unfamiliar cheese if it means having to wait their moment and perhaps show a little ignorance when they ask about it. Make sure that your cheeses offer the following information: name, place of origin, type of milk, animal or vegetarian rennet, and price. Adding a single line which sums up your thoughts about the cheese adds an attractive personal dimension.

Cheeseboards and gift packs

Who plans a cheeseboard without including British territorials? Farmhouse Cheddar, crumbly Cheshire, tangy, vintage Red Leicester or a buttery Creamy Lancashire are perfect complements for a good blue, a goat's milk cheese and soft Continentals. As well as recommending these cheeses for occasional cheeseboards, always including portions of your best territorials on the cheeseboards will go a long way towards developing people's tastes for these cheeses. Exactly the same thing applies to your gift packs.

Pre-wrap some cheese

Not everyone likes to pre-wrap cheese, but offering blocks in handy sizes means that customers know not only the price they will pay before they approach the counter but also the amount of cheese they will end up with. It also saves staff time. It's not something which will or should replace the traditional way of buying cheese but a basket of pre-wrapped





cheese can be a useful addition. Pre-wrapping cheese also deals with irregular shapes and offcuts.

British Cheese Board Secretary Nigel White shares his opinion of British Territorials:

"Although Cheddar continues to dominate the market, the regional cheese category continues to evolve. Many consumers are looking for something that looks and tastes different from their everyday Cheddars and here the key driver is flavour. The Modern British category of hard cheeses, which includes varieties such as Cornish Yarg, Lincolnshire Poacher, Tasty Lancashire, Red Fox, Sussex Charmer, St Giles and Shropshire Red, continues to grow alongside more mature variants of the traditional regional cheeses such as Cheshire, Wensleydale, Red Leicester and Double Gloucester. If your customers are looking for recipes, then www.britishcheese.com is a good place to start."

For Paxton & Whitfield's managing director Ros Windsor, "Territorials are not as popular as they used to be. This is a real shame, as the artisan versions of these cheeses, like Mrs Kirkham's Lancashire as well as many others, are superb cheeses with subtle and complex flavours. Customers are buying more stronger-flavoured cheeses, as they are looking for bigger, more immediate flavours." It's important that independent retailers stock territorials "such as Sparkenhoe Red Leicester or Appleby's Cheshire," Ros says, because they are delicious, award-winning, handmade cheeses that use traditional recipes." British territorials, Ros says, "have wonderful, subtle flavours which, when sampled and explained to customers in store, win over new followers and make recruits." If it's a point of difference that the retailer wants, this sector supplies that, too. "Artisan territorials are handmade in small batches, shaped into truckles that are cloth bound, carefully matured and then sold to people who know how to bring the cheeses on in their shops."

THE source TRADE SHOW 2015 Taste of the West expowest



The Source Trade Show: Inspiration and Opportunity on a plate

Retailers looking for the best and brightest products and services in the speciality food and drink sector will find their perfect match at this year's The Source, taking place 4th-5th February at Westpoint Exhibition Centre in Exeter.

Hailed as the South West's 'super show' for professionals within the fine food and drink, hospitality and catering sectors, this year's event combines two established trade shows: the Source & Taste of the West Trade Show and the Expowest Westcountry catering show.

Following the success of The Source's 2014 show – which saw 50% more exhibitors than in 2013 – the 2015 event will be 20% bigger, and is now co-located with the farm diversification event FARM&MORE and the Westcountry Tourism Conference.

Attendees looking to diversify their farm businesses can look no further than FARM&MORE, where they will learn all they need to know about farm retail, artisan production, livestock and tourism, while the Westcountry Tourism Conference will host industry experts and leading tourism businesses during two half-day events.

Over 2000 trade buyers are expected to attend the show, to discover the most exciting new trends and products to hit the market courtesy of over 200 exhibitors. Attendees will be given the opportunity to make contact with suppliers for the upcoming months, and uncover the stories behind quality food – ready to be relayed to passionate consumers. As well as finding out all about the finest food and drink the region and beyond has to offer, attendees can learn about other matters which will round-out their business, including EPoS systems, packaging, catering, menus, crockery and linen.

The range of attending exhibitors showcases the best local and national food and drink producers, catering and hospitality businesses, and includes Hunters Brewery, Coffeewest, Regency Wines, Kernow Confectionery and Aspen Maintenance Services.

Businesses with a penchant for staying ahead of the curve will particularly appreciate The Newcomers element of the show, where local producers which have never before exhibited will be doing so to help you get ahead of the market and create a point of difference from your competitors.

Meanwhile, the event's Demo Kitchen will see leading chefs and industry experts share their ideas and insights to help you expand your menus and add value to your business.

Whether you're looking to expand your business, enliven your product offering or develop your hospitality services, this collection of food and drink industry events will provide the inspiration you need to grow your business.





"We've very excited about this year's Source trade show. Not only will we be hosting more exhibitors than ever before, we have also formed a fantastic collaboration with The Farm & More trade show, bringing a whole new range of products and services to our visitors. Our show partners are Taste of the West, the UK's leading food group, and around 100 of their members will be displaying the best regional food and drink products which will inspire and delight the senses!"

Mike Anderson, managing director, Hale Events



"This show features the very best food and drink that can be offered to the retailer, restaurant, pub, café, or caterer. We have just hosted our biggest ever regional awards, and we are developing new opportunities in which our members can sell into more markets. It is a great time to be part of the South West food and drink sector – why not come along and see what all the fuss is about?"

John Sheaves, chief executive, Taste of the West

KEY INFORMATION

WHAT: The Source Food & Drink Trade Show

WHERE: Westpoint Exhibition Centre, Exeter, EX5 1DJ

WHEN: 4th-5th February

GETTING THERE:

BY CAR: located one mile from Junction 30 of the M5

BY TRAIN: hourly service to Exeter from London Waterloo

BY AIR: Exeter airport located three miles from the exhibition centre

CONTACT INFO:

To find out more about the show, book a stand or register to attend, see the website **www.thesourcetradeshow.co.uk**

SHOW HIGHLIGHTS

- Discover the latest and greatest products and services to hit the industry
- Meet producers and suppliers and build relationships face-to-face
- Uncover the stories behind the UK's best independently-produced food and drink







Installation by SRDS

Renew & Revamp

The thin months of the New Year are ideal for rethinking the look of your shop

New Year is, of course, traditionally a time when people think about making new starts. It's a chance to reassess methods and put right anything which didn't go so well in the year just ended. For owners of many delis and farm shops, the new year can be a flat time, when customers are realising the extent of their Christmas overspend and tightening their belts. Some independent food retailers, perhaps including those which have spread their stocking beyond speciality items and can provide a weekly shop for their regulars, manage to carry on through the thin weeks of January and February, while others prefer to concentrate on their hot food and online sides or use this relatively fallow time to take stock, re-stock and put new systems in place. Many more, of course, will see these weeks as an ideal time to carry out improvements to the shop, to refurbish, redecorate and even expand, adding floor and shelf space, the long-awaited new café or a commercial kitchen.

Whether you are starting up, opening a new shop or have decided on a refresh, then there are all kinds of considerations, some involving a degree of investment, others just a little ingenuity, which will allow you to sell with confidence. Most obviously, the new year is an ideal time to assess the effectiveness of your shop's layout. There's a good chance that you shifted around display units to cope with Christmas, and before you put them back in their places, it can be worth considering whether your past layout was really the best possible configuration. Put yourself in the position of the customer who enters your shop for the first time.

Right stock

What will be that customer's first impressions? What are the first items of stock they will see? Is the impression one of abundance, or polished minimalism, or is the eye led to a bare wall or something more unsightly? Is the right stock occupying your hot spots? Is there a promising new line which deserves highlighting here? Do you want to take a tip from the supermarkets and move stock around to invite fresh inspection, or is it more important that customers know just where to go for their favourite condiment?

Think too about whether your display furniture and accessories give out the right message. Companies supplying fittings for delis and farm shops can offer a huge array of interesting boxes and baskets and card trays as well as artisanal furniture, if that is the look you want to adopt. Once your layout is adjusted to offer maximum sales potential, consider adding a little theatre with the careful use of spotlighting. Lighting is a much underrated element in achieving a shop's look and it can be worth getting expert advice on lighting – the dramatic use of directional spotlights can turn a functional space into something with a little more excitement. And what about window displays? Removing the Christmas ones is a perfect opportunity to rethink and plan your windows for the year. Seasonal themes are probably the easiest to prepare and chime well with customer moods. Customers like to see dry brown and red leaves in autumn as much as a snow and holly in winter. Decide on your themes and make diary dates to remind you to change them.

Fresh look

Other displays that will benefit from change are your counters. Cheese counters can be moved around so that winter cheeses are to the fore with lighter cheeses behind, and new groupings tried out. Instead of Continental, you may like to try a grouping of Spanish or Swiss cheeses. Cheeses can be grouped by type, flavour, county or country, and ringing the changes occasionally will encourage your customers to take a fresh look and perhaps try other cheeses. This is also a good



Cheese displayed with impact at the Fine Cheese Company

LOOKING GOOD

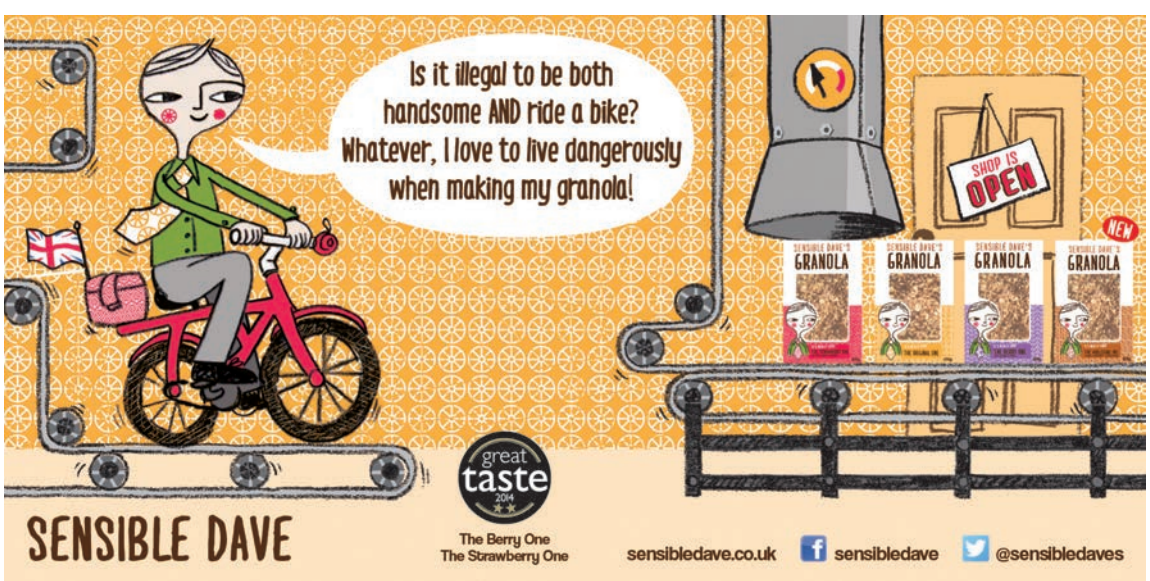

The Tenby Deli

Over the past year, Speciality Food has talked to a number of owners about the sort of looks they have opted for and found that each had approached the business of creating an eye-catching retail outlet in a different way. At The Tenby Deli, David Guy bought second-hand chillers and boxed them in to produce an artisanal effect and then "looked on the internet to find pretty things to put in the windows". Paul Denham, CEO of Walsingham Farm Shops, described his main outlet as a "traditional sort of building fitted out in an industrial and contemporary way" to create "a clean industrial, funky look." At Snape Maltings Food Hall, Alesha Gooderham wanted to remain true to the industrial origins the building and used "reclaimed wood for the counters and old beer barrels and crates."


Clean lines at Snape Maltings Food Hall







EXPERT PROFILE: **SRDS**



Smiths Retails Design Services Limited is a leader in its field. Speciality Food talks to owner, Mark Smith

When was the company established?
Smiths Retails Design Services Limited has been trading for five years, but was previously known as Bailey & Smiths Ltd, which was established in 2003.

What are the issues that retailers should consider before deciding on their display requirements?
Retailers are encouraged to do their homework – assess how much a refit will cost and identify how long it will take to recoup the costs through marginal increments on products, marketing and attracting new customers with a higher spend.

What sort of questions do you ask clients?
Do your current counters help to attract new custom? Are you simply reliant on loyal customer base? Do your current counters do justice to the quality of the products displayed?

What are the main units which owners of delicatessen and farm shops starting up from scratch should consider fitting?
When starting up from scratch the main units required would be the serve-over counters, and self service counters for those are afraid to approach the serve-overs. Depending on budget, our meat hanging, meat maturing, cheese and charcuterie tall display counters are becoming more and more popular, but these are not a necessity when starting up.

How important is getting the layout of the store right?
Displays and counters are a very important part of the business. Clean, well organised counters show that the business is doing well, and with careful layout and branding, can entice customers in and persuade them to spend.

Can you advise on this?
Absolutely, yes! With 90% of our work being bespoke, this is where a meeting with the customer is vital. We can discuss exactly what the customer wants to achieve and work together to come up with the best possible layout achievable in the given area.

What have been your biggest and smallest installations?
Our biggest installation is currently under way at Bents Garden Centre, Cheshire. Prior to this, it was Woodlands Garden Centre, Hinkley, in 2012. We have done quite a few 'small' installations, such as a small window bed for a fishmonger in Scarborough.

What is the benefit of investing in bespoke display units?
Bespoke display units allow the customer to achieve exactly what they want with regards to the length, depth, height, type of glass, type of frontage/finishes, etc. The quality is second to none and we believe that bespoke units significantly increase the value of their business, attract new customers, and build growth through profits.

How long should they last?
Bespoke display units should last a lifetime! Typically, bespoke counters will last 20 years and off- the-shelf counters, five to eight years.

When would you buy off the shelf and when bespoke?
Off-the-shelf units are usually bought when the customer's budget does not allow for bespoke units, or when the customer is starting up from scratch.

How can this affect the image of the store?
As previously mentioned, the image and layout is a very important part of the business. If the products are not displayed to their full potential then they will not retail as well, resulting in loss of sales. A clean, organised and well planned layout will entice customers in and this in turn will increase profits.

How effective are the units in the preservation of food?
There are too many variables to accurately answer this question, as most of it depends on the client as to how quick their turnover is and whether they look after the product correctly and store it correctly overnight.

You offer service and maintenance – what does this usually involve?
We offer a one year parts and maintenance warranty with all of our counters. After this period, will make an arrangement through their local engineer to keep their costs down after this period. We offer an exceptional standard of after-care maintenance backed by brilliant customer service.

time to make sure your signage is working as hard as it might do. An effective sign names the cheese and its maker, says where it is from, and shows its type and price. A few words describing the cheese adds a welcome personal note, too. If your signs aren't doing this, or if they are only discoloured or faded, replacing them now will pay dividends later.

You can, of course, utilise this time to review your performance over the past year and make sure you know which products sold well and at which time of year. And, of course, you will need to identify which lines did not. If you are going to have a cull, now is a good time to do it. Be ruthless, too. Are there any products whose life on your shelves may have been extended because you enjoy a friendly relationship with their producer? Is this a relationship which is likely to pay dividends in the future and does it mean more to you than your bottom line? Have you seen items which are clearly better than yours at other shops or at recent food shows? If you have time, a tour of local delis, farm shops and food halls will, as well as giving you a diverting break, give you the chance to see (and sometimes taste) all sorts of products from local suppliers or items you've only seen in the wholesaler's catalogue and for you to spot anything which appears to be a more saleable product than a comparable item on your own shelves.

New ways

Installing new systems may well involve training and a little time for staff to become familiar with them, so whether you are putting in a new EPOS system, payroll software or simply putting a new staff rota into place, the new year is a great time to introduce new ways of getting things done. It's also when you can take time to think afresh about how you can attract and retain more custom, perhaps by trying something new, such as introducing a loyalty card. These have worked well for a number of independent food retailers and can give customers the impression that they are getting something extra from you. You might also like to review security issues, door and window locks, CCTV and burglar alarms, if you have these, anti-theft mirrors, computer and banking passwords. These are all important concerns and probably tasks you may be too time-pressed to attend to in the rest of the year.







TASTE DIRECT 2015

Taste Direct brings free samples of new & exciting products directly to your store. To take part and get tasting, simply fill in the form or visit

www.tastedirect2015.co.uk

Taste Direct returns to bring free samples and new flavours directly to your store.

Don't miss this fantastic opportunity to sample products you may not have seen before or always wanted to try! The Taste Direct scheme enables retailers to discover new products and tastes as well as make new industry connections. Last year, hundreds of retailers tasted and trialled new products in store and this year, Speciality Food has brought together another ten great food and drink suppliers to offer you free samples.

You could be enjoying a cup of ground Brazilian coffee one day and cracking bottle of sparkling Cawston Press the next.

Below you'll find a round-up of this year's suppliers, the products they make and, most importantly, what they are offering. So sign up today and let the products come to you.

Captain Tiptoes Snacks

Enhance your snack offering with CAPTAIN TIPTOES and THE OCCASIONAL SNACK COMPANY. A world where seriously splendid snackage meets complete and utter buffoonery – all impeccably delivered with wit, charm and a dash of sophistication…

Five thoroughly modern flavours of roasted nuts and snacks in two sensible pack sizes suitable for pubs, impulse buy, retailers, shops and sharing. Eye-catching, engaging pack design for fast sales and repeat business, all backed up with witty point of sale and plenty of support.

NEW – The Spaniard's Nuts: The Captain's neatly buffed and neatly waxed manservant, Alfonso, popped out and, with the aid of Fernando, his singing pony, rounded up these brand new snacks... A mix of roasted broad beans, soft corn, salted and chilli peanuts, these tasty little numbers are perfect for when one (or Juan) is hasta los cojones and in dire need of seriously crunchy satisfaction.



FREE SAMPLE TRY THE WHOLE RANGE LIMITED TO 200!

Sparkling Cawston Press

At Cawston Press we're all about pressed juice. We pick our apples at the peak of their ripeness and press them to create our award-winning drinks.

It's at the heart of everything we do – for our sparkling drinks, we've kept it as simple as possible, using only natural ingredients, which let the full flavour of the pressed fruit shine through.

Our sparkling Cloudy Apple uses the tastiest varieties like Cox's Orange Pippin and Braeburn paired with sparkling water for a drink that's refreshingly crisp, whilst the Rhubarb is the perfect blend of naturally sweet apples and deliciously tart rhubarb.

FREE SAMPLE LARGE SPARKLING TASTING BOX



Ooh! Chocolata

FREE SAMPLE MIXED TASTING BOX

Ooh! Chocolata gives you its heart!
And that's not all…

Do you own or manage a food retail business? Fancy enjoying the benefits of buying direct from a friendly UK manufacturer that offers a wide and growing range of fast-selling handmade chocolate goodies? If yes, we would love to send you some of our range: one of our 70g Chocolate Hearts; a bar from our impulse-size 50g range, plus a selection bag of our handmade, chocolate D'Ooh! Dahs. Then, of course, we would love it if you decided to join our list of fabulous stockists!

We are an independent, family firm on a mission since 2012 to make chocolate treats for everyone to enjoy. See what else we do at loveooh.co.uk, receive some samples– and prepare to be tempted.



FREE SAMPLE PACKET OF GROUND BEAN COFFEE



Krypton Coffee

Krypton Coffee is a gourmet speciality coffee of the highest quality: it's character in a cup! We ensure these high standards by having direct control over the complete process. We source the green coffee beans direct from the farms and these are then roasted locally by our head roaster.

The characteristics found in our specialty coffee are a reflection of terroir, sun, altitude and processing. In roasting filter coffee, we build a complex flavour, working with our green beans to achieve the desired balance of sweetness, acidity, body and flavour in the cup. By sourcing the finest coffee we can roast an exceptional gourmet espresso! At Krypton's we only employ people who are passionate about coffee. Our aim is to give a friendly and personal service to our customers, while providing them with a coffee that they will always want more of.



Scott Farms Sweet Potato

Scott Farm's Sweet Potato Chips are a 100% gluten-free product, pan-fried in pure sunflower oil and suitable for vegans and coeliacs. Additionally, they have no artificial additives, colours or preservatives and just a pinch of sea salt. The sweet potato chips are prepared for us in the UK using only our own sweet potatoes grown on our farm in North Carolina. This means we are able to guarantee the quality of every crisp inside every packet, with full traceability back to the actual seed batch of every sweet potato used, giving our crisps total product provenance.

FREE SAMPLE MIXED SAMPLE BOX

Garofalo Pasta and Grangusto Sauces

Garofalo has been making pasta since 1789 in Gragnano near Naples, the home of Italian pasta. Pasta Garofalo is made from only robust durum wheat (high in protein) and shaped through a bronze die, resulting in a pasta with a superior taste and al dente texture customers appreciate. Our packaging is clear, as we are proud of the colour and cuts of pasta we offer. There are over 76 different shapes and four ranges to fit all occasions and customer tastes.

Grangusto range of stir-in Datterini pasta sauces are produced by Finagricola, an Italian producer of fruit and vegetables. The fragrant, sweet red and yellow tomatoes are combined with only basil or chilli. The sauces just require stirring into pasta with no further cooking, so all the fresh flavours are retained for an excellent meal.

Garofalo pasta ranges include Traditional Pasta, Organic Whole Wheat, Gluten Free pasta and Kids Organic Pasta.

FREE SAMPLE PASTA & SAUCE TASTING PACK LIMITED TO 300!



Corkers Crisps

FREE SAMPLE GRESSINGHAM DUCK TASTING BOX

Quintessentially British, our crisps are made from our delicious Naturalo potatoes, grown here in the rich fenland soils of Cambridgeshire. Our family has been growing them since the 1800's, so we have seen many British icons come and go! One that hasn't is our tasty British Spud. Hand-cooked in sunflower oil, we're sure you'll agree that Corkers Crisps are another great British tradition in the making.

Our Sea Salt crisps are essential to your sampling guide to the natural British crunch. These quality handmade crisps are rich in potato taste, fresh and crunchy. Alternatively, try our newest flavour to the range, Gressingham Duck and Hoisin Sauce. It's a really homegrown flavour. Having reared Gressingham ducks here on the farm for the past 15 years, we teamed up with the Buchanan brothers for this remarkable flavour.

Predominantly stocked in Britain's delicatessens, farm shops, and independent trade our crisps are the perfect answer to helping start 2015 as you mean to go on. Register for your sample of Corkers Crisps and speak to our sales team for more information.





Urban Grains

FREE SAMPLE BLACK & GREEN KALAMATA OLIVES

All olives are the same, aren't they? You tend to think that all olives are the same, and most are a lot alike.

Urbangrains' Kalamata olives differ in 7 points!

Let us PROVE to you why Planet Organic, Partridges and other delis in the UK & abroad prefer Urbangrains when selecting olives.

Our olives are certified Organic and preserved in extra virgin olive oil that can be reused and marinated using a secret recipe of herbs and lemon. No brine is used and they can be preserved outside the fridge. The olives are suitable for no-sodium diets, harvested by hand and carefully prepared without any kind of processing. The packaging is sustainable, with less plastic and recycled paper.

Available in organic green or organic black 230g, retail packs of 16pcs, or in bulk quantities of 1kg in various combinations.

Sensible Dave's Granola

FREE SAMPLE 600G BOX OF BEST-SELLING GRANOLA

Sensible Dave has been busy making friends with speciality retailers all over the country. If he's not yet made your acquaintance, then please drop us a line and we'll send you a 600g box of granola in the meantime.

Joining the Original One, The Strawberry One and The Berry One, Sensible Dave has created a no-added sugar granola – The Wholesome One. Then, tapping in the burgeoning grab-and-go market, we're pleased to introduce two 50g Baby Dave single serve pots. These charming little fellas are perfect for retailers, delivering a convenient, fuss-free breakfast. The Baby Daves will be available in The Berry One and The Wholesome One.

Sensible Dave is making a name for himself with his quirky branding and high quality ingredients. This is luxury granola that really delivers on taste and has the awards to prove it.





Ten Acre Hand Picked Popcorn

FREE SAMPLE TRY THE WHOLE RANGE LIMITED TO 200!

Ten Acre are the innovative creators of premium hand-cooked crisps – and now, handpicked popcorn! Fresh from the Popperley orchards where popping trees bloom and grow, Ten Acre premium popcorn is available in five exciting varieties. From Captain Theodore's Lime & Sea Salt, Ambrose Popperley's Wasabi and Cousin Maisie's Fennel & Lemon to Cornelius Popperley's Sour Cream and Chive and Aunty Winifred's Sweet & Salty. Gluten, dairy and MSG free, vegan and vegetarian, each flavour is brought to life in Ten Acre's fictional village, where there is a story behind every variety.

Ten Acre popcorn is available in 28g bags – Sweet & Salty is available in 30g bags – and all are fewer than 80 calories per serving. Made with love – full of flavour and fun!

Terms and conditions of all offers

- Offers are only open to potential stockists of the products and are fulfilled at the producer's discretion
- One order per customer
- Offers may only be available to new customers, however it is at the producer's discretion
- There are no cash or credit alternatives to any of the offers
- The producers reserve the right to withdraw the offers at any time
- All orders and offers are fulfilled and dispatched by the producers, therefore Speciality Food Magazine is not responsible for any disputes over delivery, eligibility etc
- Offers available until 6th February 2015

Photography produced by our photography service – CliQQ
for more information please contact www.cliqq.co.uk

TASTE DIRECT 2015

Getting your hands on free samples could not be easier. Simply fill out your details below or save yourself a stamp and visit www.tastedirect2015.co.uk

Taste Direct is only open to retailers and potential stockists of these products

YOUR DETAILS

Name:

Job Title:

Business Name:

Phone Number:

Mobile Number:

Business Type (Deli, Café etc)?

Delivery Address:

Postcode:

Email:

Company Website:

PLEASE SEND ME THE FOLLOWING SAMPLES

- [ ] Sparkling Cawston Press
- [ ] Krypton Coffee
- [ ] Garofalo Pasta and Grangusto Sauces
- [ ] Captain Tiptoes Snacks
- [ ] Ooh! Chocolata
- [ ] Scott Farms Sweet Potato Chips
- [ ] Corkers Crisps
- [ ] Sensible Dave Granola
- [ ] Urban Grains Olives
- [ ] Ten Acre Hand Picked Popcorn

PLEASE RETURN THIS FORM TO:

Speciality Food Magazine
Taste Direct 2015
21-23 Phoenix Court
Hawkins Road
Colchester
CO2 8JY

Alternatively, sign up online at www.tastedirect2015.co.uk



Chocolate Coins

Vastly popular with children and gourmands alike, the possibilities of chocolate are well worth exploring



The Original Candy Co Ltd
Confectionery Corner, 4 Wessex Road
Bourne End, Bucks. SL8 5DT
01628 520927
enquiries@originalcandyco.com
www.chocca-mocca.com
www.originalcandyco.com

CHOCCA MOCCA® CHOCOLATES

Since the eighteenth century days of the Georgian chocolate houses, one thing's been certain: Britain loves chocolate. Everyone has a preference, whether it's for the relatively cheap and everyday allure of the bar of Dairy Milk or Galaxy or the exclusively artisanal reserve of fine food halls and delis, but to become a confectionery destination stay true to the quality tastes you're known for.

Britain's palate has come to adopt ethical chocolate as a firm favourite, earning industry stalwarts such as Divine a secure place on shelves across the nation, and relative newcomer Seed & Bean a confidence to explore tastes and textures – all while flying the ethical flag.

The love of chocolate spans generations, so it makes sense to offer an option for each age of customer you serve. An individual 10p bar just out of the reach of little hands could soothe tantrums, while an indulgent one costing 60p and upwards could be an indulgent and spontaneous treat for adult shoppers.

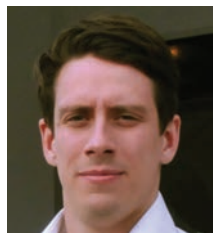
As with any quality food, flavour is key, and you'll find it in the spadeful within the fine chocolate industry. No longer is the choice to be made just between dark, milk or white; these days the variations are endless. Real fruit pieces, cocoa nibs, artisanal salted caramel and even Bombay mix (thanks to confectionery pioneers Duke of Delhi) are now to be found within chocolate bars, but which should you go for? We speak to chocolate experts to discover top-sellers at their establishments, what customers are looking for, and how they do it differently.

Emma Murphy, Confectionery Buyer at Selfridges tells the story behind the retailer's iconic chocolate library

We are approached by new brands almost daily,. Some suppliers are large and established with extensive ranges, but some are smaller, niche companies who may have less breadth of range available. Having two or three bars of chocolate in a retail space that is over 4,200 ft sq causes challenges for these ranges as they can become quite lost.

It is this problem that led us to the concept of a creating a space dedicated to the highest quality chocolate which would become a destination within the department. The chocolate library gives the customer the option to buy an affordable indulgence while learning its story.

We strive to be first to market with many ideas and products and the library is just that. It is a UK first, hosting over 400 different global brands of chocolate in one area. Our two expert 'Chocarians' offer customers the opportunity to explore chocolate from new regions of the world, experience the different qualities of cacao bean and the flavour profile of each of type of bean, and gives them an understanding of their personal preferences for true chocolate.



Aaron Linch, director of The Food Company extolls the virtues of a fresh chocolate counter

A chocolate counter is a must. The counter is as important as any fresh counter we have, as chocolates appeal to anyone and everyone. Having fresh, local chocolates on offer all the time is something that we are proud to sell and something that our customers buy into. We are very fortunate to sell locally produced bespoke handmade chocolates, and they really are the best that can be bought at this price range.

The first reaction is often 'WOW!' The chocolate counter is situated in a prime location in our store, so it's the

DANIEL JONES OF LUDLOW FOOD CENTRE

Explains the value of hands-on expertise



What?

We sell a wide range of chocolate at Ludlow Food Centre and we are always looking for something new and unique. Brands that we currently stock include Marou, Favarger, Nom Nom, Artisan du Chocolat, Rural Foodies, ChocOnChoc and South Devon Chilli Farm. We also make our own real hot chocolate on site – just chocolate and a little sugar!

As a trained chocolatier and patissier, I often do chocolate tastings on the shop floor, as well as chocolate workshops and demonstrations at our on-site events. These prove very popular as I talk about the history of the cacao bean as well as showing techniques and show people how to make their own truffles and bars.

Why?

We try to cater for everyone so we have a wide range of milks, whites and flavours as well as high cocoa and single origin darks. My strong interest and passion in chocolate means that I am always looking for new and interesting chocolates, and all new chocolate products and samples get tasted by me before hitting the shop floor.

Top-sellers?

My personal favourite, and the one that I use when I do chocolate demos and workshops at Ludlow Food Centre, is Marou. This really is a fantastic chocolate. Made in Vietnam, using some of the finest beans in the world, each bar has its own distinctive flavour notes, depending upon which region the cacao was grown. Whenever someone tastes this at a demo they will always buy a bar to take home!

DIVINE IS FRESH AS A DAISY FOR SPRING 2015!

Divine Chocolate is delighted to present its Spring Collection, with a beautiful new look and great new products for Easter 2015. NEW for spring are the 70g eggs featuring our acclaimed milk chocolate caramel bar, and introducing a **new dark chocolate caramel bar**. And perfect for Valentine's, Mothers Day and Easter gifts – Divine's new collection of adorable chocolate boxes.

All high quality chocolate - Fairtrade, natural and farmer-owned

For sales enquiries contact Wendy Rowan on wendy@divinechocolate.com

Divine CHOCOLATE





And presenting a cheeky new Easter treat – a special collaboration with best loved CBBC character Shaun the Sheep, to celebrate the Shaun the Sheep Movie out next spring!! A fabulous milk chocolate Shaun the Sheep egg complete with exclusive Shaun the Sheep headband.

WENDY ROWAN, NATIONAL SALES ACCOUNT MANAGER AT DIVINE

tells SF why independents should stock the ethical brand



The way we run our business is actually quite different to other chocolate companies in the UK. We're a social enterprise, which means we're driven by a social mission, explicitly aiming to deliver a more sustainable and equitable deal to cocoa farmers. In practice this means 45%, the biggest share of the company, is owned by the cocoa farmers of Kuapa Kokoo who supply our Fairtrade cocoa, they have two representatives on our Board, close collaboration with Divine, and the ability to invest in all their own improvement programmes.

What's in it for indies?

Independent retailers like to offer their customers a good range of independent brands, as well as a selection of the more obvious brands from the multinationals. Divine has a unique profile, a really appealing and varied range of products, and so by stocking Divine retailers feel they are offering something distinctive and special.

What's new for 2015?

We are delighted to be bringing out the dark chocolate version of our sensational caramel bar – a must for those who prefer darker chocolate. We also have a splendid newly extended and redesigned Easter range coming out – along with three Belgian chocolate collections in beautiful spring packaging, perfect for Valentine's and Mother's Day. There's another cheeky addition to our range – the Shaun the Sheep Easter Egg, complete with a Shaun ears headband, the result of our partnership with Aardman, to coincide with the Shaun the Sheep Movie launch in February.

first thing the customer sees once they enter the premises. This generates a lot of impulse purchases, especially as the customers can choose any amount from a small sampler to have with a drink, up to large selection boxes for special occasions.

The most popular ranges are the salted caramel cups and the champagne truffles. Following that, the cerisettes in both light and dark chocolate sell very well. Coming up to Christmas, the big sellers are the twelve chocolate selection boxes, as they make ideal gifts for people to give to others.

The range has expanded by working closely with our local chocolatier. We have a constant flow of ideas, recommendations and feedback that allow both sides to refine and improve the counter and its contents.

We also welcome suggestions from customers and staff, and we even ran a competition that had customers suggesting new flavours for Maxwells to create especially for the Food Company. It resulted in exotic combinations such as lobster bisque & coconut, lime and pecan, and walnut with cinnamon.

We also have expanded into offering our chocolates to party planners and organisers. We often get brides-to-be wanting our chocolates as the wedding favours, or families wanting to give out chocolates as a 'thank-you' gift for christenings. We also offer same services to our corporate clients for any functions they may host.

PAUL A YOUNG

shares his sensory advice

Sight

You could present chocolate products in so many forms – individual chocolates, wrapped bars, counters etc. It entirely depends upon the type of product you are displaying as to how it is best presented. With loose chocolates, colour is very important as it draws the eye.

Smell

In my opinion, smell is key. It's the one sense that starts the digestive process, as the mouth waters and the urge to buy increases. Customers will want to eat and fulfil the craving brought on by the smells and aromas. Chocolate smells and aromas result in guaranteed sales.

Touch

I'm not a fan of glass counters, simply because they can act as a barrier between you and your customer - some are so high that only the head of the sales assistant can be seen! Wrapped products can be handled by the consumer, so the touch and feel of the product influences the buying process are an upselling dream.



" As former food retailers ourselves, we know we have to offer shop-keepers exactly what they need: excellent products, beautifully presented at sensible prices. By keeping control of the process – from manufacture to dispatch directly to shops – we can ensure that the service our customers receive is also second to none. There' s something for everyone: large and mini bars, seasonal treats, all-year-round gifts in the shape of our new D'Ooh! Dahs"

Ruth Yard of Ooh Chocolata

Stock Check

Summerdown Peppermint Creams



Made using rare, single estate English peppermint oil, these chocolates offer a cool, creamy fondant centre and rich dark chocolate coat.
www.summerdown.co.uk



Baru Fleur de Sel Caramel Marshmallows

Our honey & vanilla bean dark chocolate marshmallows made even more delicious with a topping of burnt sugar caramel with a dash of Fleur de Sel sea salt from Guérande.
www.baru.be

Seed & Bean Cornish Sea Salt & Lime



Plunge into this creamy, fruity, sweet and slightly salty rich milk chocolate bar, with connotations of exotic fruits and drinks.
www.seedandbean.co.uk

Divine Caramel Dark Chocolate Bar



A darker take on our very popular milk chocolate version, contrasting the intense richness of the dark chocolate with the smooth, silky caramel inside. The caramel is made with Fairtrade sugar and is palm oil-free.
www.divinechocolate.com

Ooh Chocolata Very Jelly Do'Ooh Dahs



These beautiful handmade chocolate discs from Ooh! Chocolata come in 11 different flavours from Sea Salt Caramel Fudge and Fig & Orange to these fun 'Very Jelly' D'Ooh! Dahs.
www.loveooh.co.uk

Chocca Mocca Strawberries Covered in Creamy White Chocolate



A perfect entanglement of real strawberries and smooth creamy white chocolate. A best seller throughout the year.
www.chocca-mocca.co.uk

Booja-Booja Almond & Sea Salt Caramel Chilled Chocolate Truffle



Melt-in-your-mouth chocolate truffles made with roasted almonds and chewy sea salted caramel.
www.boojabooja.com









Land of Plenty

Held in high regard across the world, Scotland's natural larder is ripe for celebration

The past twelve months have played host to a raft of big events for Scotland. Nobody across the UK could have failed to have witnessed the wave of patriotism across both sides of the border which came with the Scottish independence referendum, and Glasgow and Gleneagles saw an influx of international visitors when the Commonwealth Games and the Ryder Cup came to town during the summer.

Key to these events was showcasing the best that Scotland has to offer, its exciting blend of tradition and world-class innovation across the board. Of course, food played a large part in this, with Scotland Food & Drink heralding the country's array of consumables to an audience of international food lovers.

As the proud home of such iconic comestibles as whisky, shortbread and – some would argue – the best salmon available anywhere, it's no wonder that Scotland is recognised across the world as one of the finest resources of food and drink across the world.

With a culinary heritage boasting thousands of years and a number of original recipes still in use today, this reputation is perhaps not surprising. From porridge and flapjacks which find their heart in the country's centuries-old oat fields to traditionally-reared Scotch beef and lamb, the country offers a huge number of ingredients and dishes which with very little persuasion can become staple stocking items.

Whisky is, of course, one of Scotland's most iconic exports. A number of counties can boast an array of distilleries within spitting distance of each other; Perthshire, for instance, is home to six distilleries including the iconic Famous Grouse Experience. Combined with the county's impressive range of top quality delis and restaurants, this helps to make Scotland one of the UK's food destinations worth shouting about.



James Withers, chief executive of Scotland Food & Drink, on this 'golden era' of Scottish fare

Scottish food and drink is enjoying a golden era. With industry turnover at a record high of £13.9 billion, our food and drink is exported to 200 different markets with the value of exports enjoying a 50% increase since 2007. At the same time our UK have increased by over a third over the same period.

Scotland's unspoilt environment boasts fertile land, cool water and clean air which give rise to a diverse natural larder of quality products. We are rightly recognised as a Land of Food and Drink and are enjoying a growing profile and success as a result.

Scotland Food & Drink follows a unique collaborative model working in partnership with government agencies and industry organisations. This alliance has led to the development of numerous projects and plans that fall under the SF&D industry strategy.

Scotland has a great story to tell and now is an exciting time. Innovation is thriving in what is now the country's best performing industry. Collaboration is at the heart of our culture with new groups emerging for rapeseed oil, craft beer and craft distillers, to name just a few.

2014 has been a tremendous year, with the eyes of the world on Scotland as we have hosted the Commonwealth Games and the Ryder Cup. We have embraced the opportunity to highlight our strengths in food and drink and will enjoy the resultant economic boost and profile. 2015 has been designated the Year of Food and Drink in Scotland, and this celebration will build upon the momentum gained by efforts to showcase the industry this year, inspiring the people of Scotland and its visitors to celebrate the country's outstanding natural larder. Monthly themes have been developed to focus on seasonality, industry development, provenance and reputation, across which we can further highlight our strengths.

"We're in a golden time for the sector in Scotland and whilst the success of recent years is exciting, it is merely a foundation for greater opportunities ahead"

Scotland Food & Drink: developing the country's fastest growing export sector

Scotland Food & Drink is a not-for-profit organisation that was created to guide food and drink companies of all sizes to increased profitability. Created in 2007, the organisation essentially has two inter-linked roles; it is the industry leadership organisation for food and drink, designed to develop and deliver a strategy to grow the sector, and a membership organisation representing the voice of the industry in Scotland and supporting its growth.

As the fastest growing export sector and one of the strongest performing sectors in Scotland's domestic market, the Scottish food





FROM THE **RETAILER**



Beth Edberg, owner of Cranachan & Crowdie – a Scotland-centric fine food retailer on Edinburgh's Royal Mile – tells Speciality Food what consumers are looking for in a Scottish fine food establishment

Who are your customers?

We initially expected our customers to be 75% visitors to Edinburgh and 25% local Edinburgh residents. It turns out that the breakdown is closer to 95% to 5%. We chose to be located on Edinburgh's famous Royal Mile because there was a gap in the market and we wanted to share with visitors what is now Edinburgh's widest range of Scottish-made food, drink and gifts. Visitors don't always look at the small writing to see where a product is made, but we are able to speak first-hand about all our producers because we've met them, been to their farm or studio or at the very least, tried their product ourselves.

What do you sell?

We sell traditional Scottish food products such as shortbread, tablet (like fudge, but crispier), biscuits, jam, marmalade, chutney, porridge oats, oils and vinegars, oatcakes, Tunnock's tea cakes, gluten-free versions of the items listed above, whisky, beer, gin, vodka, fruit wine and liquors. We also sell chocolate, smoked salmon, venison, lots of haggis and black pudding, Scottish cheese, Scottish fizzy drinks with natural ingredients, and great dairy ice cream. Many of our items are Great Taste Award winners.

Our non-food items come from mainly very small producers located all over Scotland and include original Harris Tweed designs, ceramic cookware and houseware, hand-turned wooden bowls, hand-blown whisky glasses, whisky barrel furniture including whisky glass and tea light holders made from whisky barrel staves, spurtles (the official Scottish porridge stirrer) hand-turned on a lathe powered by a waterwheel, slate trays, a modern range of designs on tea towels, aprons and cushion covers, cookbooks (often signed by the authors), and Scottish soaps.

What do consumers look for in a Scottish independent retailer?

Our customers are discerning and looking for products they won't find anywhere else. They know what they can get at home or in the large retailers but they are interested in the experience of being in a small shop where the owners and staff can speak about our Scotland-based producers because we've met them, tried their products ourselves and have on occasion visited their workshop, studio or kitchen. We intentionally seek out the small producers who may only sell at local farmers markets and introduce their products to our visitors from around the world who become fans. Independent shops like ours are able to provide individualised customer service and this sets us apart from larger stores.

Does this differ between locals and tourists?

We find that more and more locals are as interested in the personal stories behind our producers as visitors are. For locals, they've come to know they can count on us to stock the hard-to-get traditional products like black bun, clootie dumpling, Ecclefechan tart, Stornoway black pudding, Crowdie cheese and Moffat toffee.

What's the future for independent food retail in Scotland?

This is a difficult question as it is extremely hard to operate in an arena dominated by major supermarkets. Supermarkets create the illusion that food is cheap. Handmade food and drink (organic or not) from sustainable sources and small producers is and cannot be cheap – that is a huge hurdle. It is really difficult to crystal ball gaze but we hope there are enough locals and visitors interested in authentic and tasty food and drink experiences at realistic prices.

and drink industry is a fantastic sector to be part of. Targets originally set by the industry in 2009 have been surpassed six years early, as Scotland's food and drink sales have excelled to a record high.

Following beating the original target, Scotland Food & Drink set a new target of growing the industry to a value of £16.5 billion turnover by 2017. This figure includes the ambitious export target of £7.1 billion by 2017 that was set in 2012. This is an ambitious but achievable goal, and Scotland Food & Drink will work to support business growth across all sectors to reach this target.

Scotland Food & Drink is also the umbrella under which a wide range of industry development projects are delivered. Together these projects create a family of activity, all of which is being delivered as part of the Land of Food and Drink vision. The organisation's ongoing Access to Markets activity develops business opportunities for food and drink companies within the UK through Meet the Buyer events, Learning Journeys and attendance at key events. Business growth is underpinned by the market intelligence and information provided by the SF&D INSIGHTS team. Further projects under the SF&D umbrella cover reformulation, supply chain development and a nationwide Food & Drink Network.

www.scotlandfoodanddrink.org

NEED TO KNOW **SCOTTISH RETAILERS**



Valvona & Crolla

A blend of the finest Scottish and Italian produce is on offer at Valvona & Crolla, a revered business with food halls and restaurants located across Edinburgh. A blend of the very best artisan food and drink from native and Italian producers and fruit and veg sourced from a market in Milan ensures must-visit status.

Ardross Farm Shop

Winner of 2014's Deli of the Year title at the Farm Shop & Deli Awards, Ardross is a fine example of a traditional farm shop. Set in breathtaking surroundings in the East Neuk of Fife, this business combines the farm's own traditionally-reared beef with produce from artisan producers across the UK.





Gordon & Macphail

This Elgin-based retailer has grown exponentially from its roots as an eighteenth century "Family Grocers, Tea, Wine & Spirit Merchants" to become one of Scotland's finest whisky producers and purveyors. Pairing top quality spirits with fine cheeses and groceries has made this a destination retailer.

Ardardan Estate

Located in an impressive walled garden on the banks of the river Clyde which it shares with a garden nursery, tea room and woodland walk, Ardardan Farm Shop combines deli classics such as fine cheeses and olives with homebred Highland beef and lamb to create a popular site for tourists and locals alike.









Don't Miss Scotland's Speciality Show 2015

which kicks off Scotland's Year of Food and Drink

This year has seen Scotland thrust into the spotlight, not just for its fine food and produce, but for sporting, cultural and political events, too. Building on this new-found fame, Scotland is celebrating the Year of Food and Drink in 2015. Well known throughout the world for its high-quality produce, Scotland's Speciality Food Show (which takes place from 18th-20th January 2015) will be one of the first events of the year and will present to buyers the finest food that Scotland has to offer.

Having grown over 30% in the last two years, this trade show attracts both artisan producers and traditional Scottish companies, who all produce delicious products that appeal to retailers, restaurateurs and caterers alike. With over 140 exhibitors and over 4500 visitors, Scotland's Speciality Food Show is the only fine food trade show north of the border, making this a must visit event.

Held in conjunction with Scotland's Trade Show for gift, jewellery and textile retailers, it is an excellent one-stop buying platform for all types of independent and high street retailers. Located at the SECC in Glasgow, it is central, easy to get to, and with an improved layout, is a highly successful show.

Launch gallery

For young, innovative companies under two years old, the show gives special assistance with distinctive stands, financial help and marketing support. The line-up of almost all completely new companies includes Isle of Skye Sea Salt, Les Plaisirs d'Odette (French patisserie), The Chocolate Smiths, Tea Pot Pourri, Country Garden Company, The Hebridean Food Company and the Strathearn Distillery.

Foodie favourites

If this isn't enough to tickle those tastebuds, then the show stalwarts certainly will, such as Summer Harvest's award-winning rapeseed oils and dressings, Little Doone dressings, Laura's Chocolates, Walkers shortbread, Mrs Bridges jams and chutneys, Brodies Chocolates, Puddledub Pork, Cairn O'Mhor drinks, Kwan's Kitchens Chinese sauces and Gardiners of Scotland. The UK's fine food distributors – The Cress Company, Cotswold Fayre and Hider Foods – will have a huge range of products on display.

Orkney Aisles

Orkney has spawned many highly innovative and interesting producers, from fine food to gifts and jewellery. This year they are coming in force to the 'Orkney Aisles' with Orkney Creamery, Jolly's of Orkney, Barony Mills, Argo's Bakery and Orkney Islands Smokery.

The reasons to visit...

As well as sourcing some truly excellent food and drink, the show has an exciting Seminar programme which includes talks about social media and retailing, trends, e-commerce and web sales, advice on setting up in retailing from renowned industry experts and the importance of combining food and gift retailing from Scotland Food and Drink chief executive, James Withers.

The Best Product Awards will be judged on the opening morning and awards will be given for the best in the show. This year sees an excellent line-up of judges including Robert Thain, buyer of the Food Hall at House of Bruar, Alex Evans, food buyer at Westmorland Farm Shops and Anna Burnside, foodie and top food writer.

And finally...

Mark Saunders from Springboard Events, who organise the show, says, "Building on the rise in fine food sales this summer, we are expecting strong demand at the show from retailers looking for great new speciality food and drink products to stock in 2015. Scotland is currently in the spotlight worldwide, so let's capitalise on this focus and visit the show to source the finest food and drink available."

NEW TO THE SHOW FROM SCOTLAND

About one third of all exhibitors are new to the show, and there are some very high-profile and exciting products on offer. The entrepreneurship of Scottish producers is plain to see, with just over half of all exhibitors originating from Scotland. New Scottish exhibitors include:

- Audrey Baxter Signature range
- Eden Brewery from St Andrews
- Hamlyns of Scotland
- The Little Herb Farm
- Mara Seaweed
- Cocoa Chocolate
- The Arran Butcher

NEW TO THE SHOW FROM BEYOND SCOTLAND

Many fine food producers from around the UK and beyond are keen to get into the Scottish market, including,

- Deliwraps food wrappers
- Eliza Pepperpot
- Maine Soft Drinks from Northern Ireland
- The Gift of Oil
- Chain Bridge Honey Farm from Northumberland
- This Little Farmer from Northumberland
- Hada del Café

KEY INFORMATION

WHAT: Scotland's Speciality Food Show

WHERE: SECC, Glasgow

WHEN: 18th-20th Jan 2015

CONTACT INFO:
Scotland's Trade Fairs are organised by Springboard Events, tel: 01877 385772
www.scotlandsspecialityfoodshow.com







Caledonian Culture

Speciality Food meets two of Scotland's prominent cheesemakers


Gordon & Macphail's cheesecounter in Elgin

The Stone family, owners of Highland Fine Cheese, has been making artisan cheese in the Highlands since 1951. Who better to explain the charm of Scottish cheese than its owner, Rory Stone?

Tell me about the Scottish cheeses you make?
Traditional Scottish cheese was always made with skimmed milk. A cold, wet and miserable climate meant we required a fat store and something to cook with. As the Highlands was cattle country up until the Clearances, every small farm or croft had a house cow. The best way to preserve the milk was to skim off the cream to churn into butter, then allow the partially-skimmed milk to ferment by keeping it near the range in the house. After approximately 24 hours, you would have a lactic curd. No rennet was available to accelerate the set, which would then be scrambled like eggs and hung up to drain in a muslin bag or pillow case. A little salt would be added to flavour and preserve and there you had Crowdie. Further south, farms produced Kebbock, a kind of pressed Crowdie in the shape of a truckle of Stilton. It wasn't until much later that we produced the first sweet milk cheese, Dunlop.

What scale are Scottish artisan cheeses made on?
The vast majority of artisan cheesemakers in Scotland produce less than 100 tonnes per year, sometimes much less.

Which are your favourites?
The Scottish standard-bearers have always been the incredible Isle of Mull Cheddar and Lanark Blue, a delicious raw-milk ewe's milk cheese. A cheese that we desperately miss is the wonderful raw milk washed-rind Criffel from Loch Arthur Creamery. Look out for Ainster from Fife and anything from Connage Highland Dairy. Cream O'Galloway are new cheesemakers, but old dairy hands.

Is there any cheese you would avoid?
Caboc. 14th century nightmare that should never have made it to the 15th. An incredibly rich heart grenade of 70+% butterfat rolled in oatmeal. When it comes to coronary heart disease, there's nothing you can teach the Scots.

How are Scottish cheeses received south of the border?
Fear, disquiet, reverence, trepidation, resignation –– but satisfaction if washed down with a decent dram.

Jane Stewart, owner of St Andrews Farmhouse Cheese and maker of Anster, tells of how she turned a grass field plot into a thriving cheese business

How difficult was it to build your cheesemaking business from scratch?
In some ways it was easier, because there was nowhere on the farm to convert into a cheesemaking facility – the farmsteading was already fully utilised. Perhaps that was just as well, as we had to start with a completely new building.

You must have been confident to make an investment like this?
I think there's something easier about being gloriously naive. If you are fairly determined, which I think I am, and a little bit naive, it's amazing what you can do!

How much experimenting was needed to achieve the flavour you wanted?
Anster is made to a Cheshire-type recipe, and does loosely follow that kind of style, though it has its own peculiarities. It's a raw milk cheese and is therefore affected by the cows' diet, climate and the area of the country where we make it. These make it distinctive and unique. We didn't have to experiment too much but I would like to think we are a lot better at making it now than we were six years ago, when we started.

How important is the cows' diet?
We feed our cows well because we obviously want to maximise milk production and also ensure they are happy and healthy. This all contributes towards the flavour of the cheese. Even in the summer, when the cows are out in the grass, we still supplement their diet – it's not just grass in the summer and then mixed feed in the winter. To keep the milk production as even as possible, they have a buffer feed all the year round. As much as possible, we feed them from what we grow on the farm, our own grass silage and barley. Having the cows fed with crops which are produced here helps the distinctiveness of the cheese.

Tell me about making your creamery a local attraction, with a gallery and coffee shop.
We had always planned on this, because otherwise we would never have had the gallery and the shop, and would only have made cheese. But because we had to put up a building, it seemed mad to start with the cheese and add a bit on later. It's more cost-effective to do the whole thing. Because we were starting with a zero customer base and zero product, putting a building up in what had been a grass field would publicise the cheese, show what we were doing and create an attraction for visitors to the area.

Is Scottish cheese becoming better known and more widely in demand these days?
I think it is. We have a growing number of Scottish cheesemakers and they are all producing something different. In the shop, as well as selling our own cheese, we also stock a selection of other Scottish farmhouse cheeses, from farmers like ourselves who create their product with milk from their own animals. I like to think we are a shop window for Scottish cheese in general. There is a lovely variety – you have everything from the blues to the Bries, rind-washed, hard cheeses, goats cheeses and all produced in Scotland.

What is it like, being a cheesemaker in Scotland just now?
We are a friendly bunch, and we all know and consult each other, which is nice. We consider ourselves complementary to each other rather than rivals, because we're all producing product that is so different. For those people who don't know much about Scottish cheese, I would urge them to look out for it and try the many and varied types that are out there. I think they will be pleasantly surprised. Starting with my own St Andrews (Cheddar style); Anster (Cheshire style) and Red Anster (flavour added with fresh garlic and fresh chives)!


Jane Stewart, of St Andrews Farmhouse Cheese

Stock Check



Isle of Arran Oak Smoked
Delicious creamy Cheddar, smoked slowly over oak whisky barrel shavings.
www.arranscheeseshop.co.uk

Dunsyre Blue
Dunsyre Blue is made from unpasteurised milk and matured in old stone farm buildings for two to four months, creating a rich and creamy yet slightly spicy taste which lingers on the palette.
www.erringtoncheese.co.uk





Isle of Mull Cheddar
A much respected traditional artisan farmhouse Cheddar
www.isleofmullcheese.co.uk



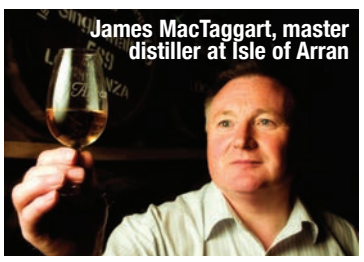



Oak barrels being made for Compass Box whisky by Speyside Cooperage, (Alloa).

Distant Drams

Scotland has long been the capital of whisky production, but Scottish spirits and beers are now much in demand, too

Think of Scotland and you may well think of whisky. Fine quality single malts and blends continue to provide licensed delis and farm shops with a spirit that's in particular demand at this time of year. However, Scottish brewing is on the upswing too. Before we look at this, James MacTaggart, master distiller at the Isle of Arran Distillery, explains the increasing popularity of Scotland's favourite tipple.


James MacTaggart, master distiller at Isle of Arran

You launched in 1995 – how has the world of whisky changed since then?
Whisky has been opened up to a wider audience over the past 20 years or so. It used to be seen as a drink that was mostly enjoyed by a more mature male audience – this is no longer the case. Whisky is starting to become more fashionable, with vibrant packaging appealing to a design-conscious younger audience.

New ways of promoting whisky are being employed by some retailers. Does whisky and cheese pairing work?
Whisky and food pairing is something that we have been doing for quite a few years now. It can be a fantastic way of introducing a new audience to single malt in a relaxed environment.

How important is location to a distillery and what is useful about your own?
Location is incredibly important to us. We are blessed with one of the softest, purest waters in Scotland and enjoy a micro climate which is very favourable for the maturation of our fine whisky.

How important are the vessels and casks which are used?
They are incredibly important. There's no point in taking such care and attention producing an excellent quality base spirit and then putting it in poor quality wood. The vast majority of the flavours found in whisky are imparted by the wood in which it matures, therefore it's very important to buy the best wood you can find.

Scottish Beer

A notable player in Scotland's beer scene is BrewDog, a company whose products and marketing techniques have spearheaded a renaissance in Scottish brewing. Speciality Food talks to co-founder James Watt.


Brewdog's James Watt and Martin Dickie

When did you set up shop?
BrewDog was born back in 2007. Martin and I were both sick of the insipid lagers and stuffy ales which dominated the UK market. We decided the best way to fix it was to brew our own beer, the kind of beer we wanted to drink.

How's business now?
Seven years down the line, we now have a state-of-the-art brewery in Ellon with a production capacity of 100,000HL, which we are expanding to ten times that next year. We export our beers to over 50 countries. We've definitely come a long way since we were just two guys and a dog.

Has BrewDog changed the way people think about Scottish beer?
When we launched there really wasn't a craft beer market in Scotland, or the UK for that matter. However, attitude towards beer has changed dramatically since then, with craft beer becoming much more popular both in Scotland, and around the world. People want to drink better beer, and there are countless breweries launching around the country each month.

How much of your success is the result of marketing and how much the taste of your product?
Beer is always king. We would never be where we were today if it wasn't for the quality of our beers. People may read about some of our antics and decide to give us a try, but it's the beer which has people coming back again and again. So things like making the world's strongest beer, End of History, is exactly that.

Is Scotland becoming better known for its brewing?
The Scottish beer scene has changed dramatically in the past few years. There are amazing Scottish breweries all over the country, which are getting more recognition and becoming increasingly popular, both at home and further afield. It is awesome to work alongside exciting new breweries like Cromarty and Alechemy to ensure more people know about the great beer Scotland has to offer.

What makes beers like yours good stocking items for farm shops and delis?
Our beers are artisinal products made with quality ingredients by talented and passionate brewers, which makes them perfect stock for independent retailers.

"New breweries are springing up all over the place," says John Mercer, marketing manager at the Lerwick Brewery. The first microbrewing revolution which swept Britain in the 1990s, "almost entirely focused on real ale." Scotland, he admits, "was somewhat left behind." This hasn't been the case this time around. The second wave, "craft beers inspired largely by developments in America," caught on North of the border in a big way. "Scotland doesn't have a clear brand image as a beer producer," John says, "but it does have a strong reputation for the quality of its produce across a wide range of the food and drink spectrum. Recent successful forays into key European, Russian, Asian and North American markets by the likes of Innis & Gunn, Cairngorm, Williams Brothers, Inveralmond and BrewDog have clearly shown that Scottish brewing is able to tap into that generalised reputation.

"But it's not only craft beers which are doing well just now. The other category in which Scotland is leading the way is in the production of craft lagers, with Harviestoun's Schiehallion and West's Saint Mungo being good examples, as well as our own 60° North, of course!"

Lerwick launched in 2013 and its first year "was a bit of a whirlwind," John says. "We started out with two products: 60° North, our lager, and Skipper's Ticket, our pale ale. We launched our third offering, Tushkar oatmeal stout, just before our first anniversary."




Behind the scenes at Shetland's Lerwick Brewery





Meet the Producer

The award-winning, Audrey Baxter Signature range, hand-crafted in Fochabers, Scotland, is bringing quality and vibrancy to the shelves of independent food retailers. Speciality Food talks to brand ambassador Euan Ross.

What's the history of Baxters?

In 1868, George and Margaret Baxter borrowed £100 to open a small grocer's shop in the village of Fochabers, where they produced jams and jellies. They started out with a mission to "be different, be better," and since then, we have endeavoured to do just that, ensuring each recipe created is one of which we can be proud. Baxters produces some of the UK's finest soups, preserves, condiments, beetroot and chutneys. Each recipe is carefully developed with the personal guidance of Audrey Baxter and our dedicated team.

What has been the idea behind the Audrey Baxter Signature range?

“Food has been our family’s passion for generations, so it seemed natural to translate our love for the very best ingredients into a truly outstanding range: quite simply the best recipes and finest ingredients we could find,” says Audrey Baxter. The range, which includes Great Taste Award-winning curds, includes conserves, marmalades, chutneys, relishes, jellies, soups and exciting limited edition seasonal ranges, currently comprises around 40 products.

What is the target market?

The target market is simply customers who enjoy great-tasting food, who are prepared to pay that little bit more and are always on the lookout for something different.

How deep is Audrey Baxter's involvement with these products?

Audrey Baxter embodies the brand and so is heavily involved in all matters of development. Audrey's expertise and passion for food discovery and innovation are part of what sets this brand apart. She is our master taster and plays a significant role in key areas, including recipe concepts, development, branding and direction.

How and where are the ingredients for this range sourced?

The guiding principles are to use quite simply the finest ingredients and combine them to make the best tasting recipes. Fortunately, we are situated in the bread-basket of Scotland, so whether it's a Scottish raspberry conserve or a hot smoked salmon asparagus with crème fraiche soup, we are close to the producers, with whom we have built long-standing relationships. The magic is in combining ingredients to make the best-tasting recipes, so where the recipe calls for more exotic ingredients such as passion fruit and mango for our curd or the ingredients for chipotle bean and chilli chutney, we have to cast our net wider. We source as close to home as we can, where possible.

How much testing and experimentation goes on before you are satisfied with the product?

This depends on the recipe. The quality of this award-winning range is entrusted to a small, passionate and dedicated team of eight, whose expertise over many years makes this brand unique and very special. This team of experts will develop recipes under Audrey Baxter’s direction and it's not unknown for a recipe to be tweaked over 30 times before Audrey Baxter personally endorses it.

Which are the strongest-selling products in this range just now?

They all sell well and provide an exciting opportunity for retailers. We plan to support the independents with a strong brand presence to ensure that shoppers do not miss out on this great tasting opportunity. All the products in the range are performing well, but our curds, chutneys, and relishes lead the way.

Which items would make effective stocking items in the chilly New Year?

The obvious ones to mention are our luxurious soups, for example Tender Beef & Organic Scottish Ale for starters on Burns Night. Also curds, for example, Scottish Raspberry for baking cupcakes to celebrate afternoon tea on Valentine’s Day, or



simply stirring into porridge on a dreary, winter morning. Red Onion Marmalade is perfect for adding the 'wow factor' to joints of meat. As for the chutneys, Tomato Piquante Pepper & Horseradish chutney is sublime for cheeseboards. The extraordinary Cucumber, Mint & Shallot relish makes a great accompaniment for a poached salmon and the Spicy Red Onion relish makes a very good dip for poppadums. Whatever the season, whatever the occasion, we have the tonic to supply your kitchen, family and friends with creative and lovingly hand-crafted accompaniments to bring joy to your home cooking and recipes.

How are you promoting the range?

We support the independent retailer with strong brand presentation and communication, including in-store sampling activities, and will be supplementing this with activity in speciality trade magazines and speciality trade fairs. We will also be supplying point of sale recipes and tasting notes, to enable independent retailers and shoppers to get the best out of our range and to cross- sell with partnering products. For further recipe inspiration and the chance to win a host of goodies to celebrate this fantastic range, go online to www.baxters.com

How have been sales so far?

Since 2006, having seen fantastic sales in our own stores, and have exceeded expectations. We have taken the decision to allow the brand to be shared with a wider nationwide audience, focussing on the speciality trade, home and abroad. To preserve the integrity of our handcrafted range, our target market is reserved to independent speciality retail trade only, so will not be available to the big four. Our aim is to support the specialist independent retailer; they place their trust in our brand, so we ensure we showcase it in the best possible light to appeal to their shopper profile. We have a very loyal support and it is that dedication and attention to detail that we look to grow.

How and where are the ingredients for the range sourced”

"We source as close to home wherever possible"

How best should farm shops and delis order the products?

To view the product range, please go to www.baxtersdirect.co.uk and for further information, please contact me directly at euan.ross@baxters.co.uk or call on 07900 801 550. For further information on Baxters, please go to www.baxters.com.



The Land O' Cakes

Home to iconic cakes, biscuits and breads, Scotland is a valuable source of popular bakes



Asked to recite Scotland's most iconic foods, it wouldn't take long before bakery items were added to the list. Thanks to a history rife with oats and wheat, foods such as porridge and oatcakes have become synonymous with the north of the border, and have gained the country's comestibles iconic status across the world.

As an ever-popular Scottish export, shortbread has gained fans from all four corners of the globe thanks to its delicious simplicity; a blend of just sugar, butter and flour, when done well it's a sweet treat of the highest order. These days, biscuits from brands such as Walkers have earned cult status with consumers thousands of miles away thanks to their strong patriotic branding, but it's well worth looking to the smaller producers for a more artisan take on this classic.

Some Scottish bakes, however, haven't quite made it onto the shelves of international retailers. Dundee cake and drop scones may be recognisable across the UK but have yet to boast of universal popularity, while items such as black bun – a fruit cake wrapped in pastry – and the infamous deep-fried Mars bar may well be destined to remain solely in the annals of Scottish history.

Whichever Scottish item you choose to stock, it's well worth remembering that the story behind it could well be one of its top-selling points. After all, bringing to mind images of craggy highlands and mystical lochs can only strengthen the sales from provenance-loving consumers.

The story of Hebridean producer Stag Bakery demonstrates the Scottish focus on heritage and innovation.

Stag's baking heritage on the beautifully unspoilt Outer Hebridean island of Lewis stretches back to 1885 and, although the bakery is now modern, many things have not changed since those early days.

Skilled people, attention to detail, traditional recipes and time-honoured methods are still at the heart of this artisan bakery and it shows in the products. Only the finest ingredients and lots of care go into the biscuits and nothing is rushed. Both the people and the doughs are given all the time they need to develop naturally, growing in flavour and character through the process. The business is family-run and owned by Charlie Macdonald who is the driving force behind Stag Bakeries and is enthusiastic about good food.

Stag's product range is built on provenance and all new product development showcases the brand's Scottish heritage and this really sets Stag apart from competitors.

The Stornoway Seaweed Range that includes Water Biscuits, Oatcakes and Shortbread typically depicts the bakery's location and provides a taste of the sea. They're made using a blend of red, green and brown seaweed that is sustainably sourced from the Isle's sea lochs, and also includes a sprinkling of Hebridean Sea Salt.

Stag's new all-butter cheese straws are made using carefully selected Scottish speciality cheeses. The four flavours in the range are Highland Dunlop, an organic, unpasteurised and traditional cloth-bound Scottish cheese, Smoked Dunlop which is traditionally smoked over whisky barrel shavings, Strathdon Blue, an aged flavoursome and aromatic Scottish blue cheese, and Ayrshire Bonnet, a hard-pressed goats' cheese produced on a family-owned creamery in Ayrshire.

Stag's latest launch is traditional Scottish smoked oatcakes. Continuing the policy to develop products with provenance, Stag has partnered with the last traditional smokehouse in the Hebrides, Stornoway Smokehouse, who gently smoke oats and butter over oak and beech to develop the ingredients for its new Smoked Butter & Walnut oatcakes.

Stock Check



Island Bakery Biscuits

Organically produced biscuits, including Oat Crumbles, Chocolate Gingers, Lemon Melts, Chocolate Limes, Shortbread Biscuits and Apple Crumbles.
www.islandbakery.co.uk

Walkers Dundee Cake



Individually wrapped Walkers Dundee cake is made with only the finest ingredients including raisins, orange peel, nutmeg and almonds.
www.walkersshortbread.com



Nairns Snackers

At around 100 calories per bag, Nairn's Snackers prove that you don't have to overload on heavy snacks to keep yourself feeling energised and satisfied. With the natural slow release energy from wholegrain oats and being baked not fried, Snackers are the perfect wheat-free snack.
www.nairns-oatcakes.com

"Provenance is the focal point of all product development here at Stag Bakeries. We offer a range of innovative yet delicious products that all reflect our Scottish heritage"

Jenny Burton, head of sales and marketing at Stag Bakeries





Meet the Producer

Dean's is bringing innovation and passion to an iconic Scottish product. Managing director Bill Dean explains the company's growth from a kitchen table business into one with healthy export sales



Dean's is now a force in Scottish baking – but it sprang from humble beginnings?

The business was launched by my mum in her kitchen in 1975. Prior to that, she had been baking shortbread to raise funds for the local pipe band – my dad was the band's drum major. Back in those days, wives would sell home-baked goods at fundraising events and in the summer months, when the band played at various towns, Mum would sell her shortbread to the local hotels. These were the fledgling beginnings of our business.

How did you develop from there?

After a lot of prompting, Mum set up on her own. This wasn't an easy thing to do just then. In the 70s, banks didn't throw money about – usually, you got a loan only if you had a professional career. In the end, we took an old grocer's shop off the town centre, which we converted into a small bakery. Mum started off with a second-hand mixing machine, an old wooden block to cut on and a handful of rolling pins and hand tools.

How easy was it to establish a business in those days?

The first two or three years were quite tough, as we tried to establish a network of distributors or small shops which would sell the product on our behalf. However, we got our first listing in William Low and started to become established in a number of stores throughout Scotland.

How much of a gamble was Dean's relocation to the present site in 1992?

The move came at a time when independent retailers were in decline and the power of the supermarkets was growing. And then, within two months of moving here, interest rates spiked to 15 per cent overnight. It was a scary moment, but thankfully, rates came down as quickly as they had gone up. To develop the business, we emphasized our various sectors, which include the gift and speciality sector, novelty tins and premium cartons.

Has the firm changed greatly from its kitchen-table origins?

It has changed surprisingly little. In essence, we're a scaled up version of Mum's old kitchen. Instead of mum's Kenwood Chef machine taking two kilos, our new mixer takes 200 kilos, but it's the same process, with much of it being handmade. Hand-cutting the corners of the biscuits makes them visually identifiable as being Dean's. While we can't actually call the biscuits homemade as such, there is a similar level of care throughout the manufacturing process, which is not rushed.

How does this differ from more automated manufacturing processes?

Highly-automated producers will take products from the oven, put them on a conveyor line and send them straight into a cooling tunnel. Would you take biscuits out of your oven and stick them straight in the fridge? Because of this, one of our shortbread fingers takes around five hours to make, while another producer will do the same job in just over an hour. Our objective is that the product will look different. When you look at the side of the biscuit, it's an even colour because it's had a long, slow, low bake. It's got an even consistency all the way down and you've got the prickle-dot marks you get from doing this with a fork on the kitchen table at home. All these little things add up to a home-style product, one which you might have made yourself.





How have you raised the profile of Dean's brand?

We've used various ways to increase brand awareness in the heartland of Scotland. Social media is very popular now in terms of connecting with your customer base and our community engagement includes staying true to our origins and sponsoring the local pipe band. We tried TV advertising, but we haven't got an unlimited budget, so we try to be quite selective in our methods.

How effective has this been?

As well as sales of shortbread, our food service is growing, as are exports, which now account for seven per cent of the turnover. New product development is an important factor in our growth and we are building our online sales, too.

How suitable are Dean's products for sale in delis and farm shops?

While our shortbread gifting lines are always a good fit with independent retailers, our Homestyle Biscuits range suits these outlets particularly well, because of their artisan appearance, taste and appropriate packaging. We've recently added to that range with Crème Caramel, Lemon Meringue and Golden Syrup varieties. These have proved very popular; everyone is looking for innovation, but the bottom line is that a product has to move quickly from the shelves to hold its space.

Are you seen as an essentially Scottish range of products?

Shortbread and Scotland go hand in hand, but we want to go beyond being recognised for shortbread. Rather, but we want to be seen as the home of great baking. To help us do that, we are dropping our Scottish cues for our biscuit and savoury ranges. We don't need to be tartan clad in those areas, because we are confident in our products.

What is your most popular product?

Firm favourites are the shortbread fingers and rounds, which will remain the backbone of the business. New products have done well; there's been fantastic feedback for the cheese nibbles, which are made by grating cheese, not a powder, into the mix. It's all natural and made in a very natural way.

And your future plans?

Dean's has lots of ideas in the pipeline, including adding cakes to the range. Importantly, we plan to have a stronger presence South of the border. We would like to partner an appropriate business to enable us to grow our market share in the South, perhaps by providing exclusive, tailored products for a chain or a group of stores. Meanwhile, we continue to innovate and to listen to what our consumer base is saying. We're an ambitious, passionate company and we will continue to innovate. Dean's has become synonymous with indulgence and we've got to deliver that, be it in biscuits, shortbread, savoury or cake.



SF FLAVOURS OF SCOTLAND

Uncle Roys Preserves

Uncle Roy's Finest Preserves collected another three Great Taste Awards in 2014 for its Elderberry Jelly, Lovely Lemon Curd and Fruity Pineapple Curd. This means that all four of Uncle Roy's Curds have won Great Taste Awards – but he is not content to rest on his laurels, and has now brought out two new curds that he believes are even better! The new arrivals are a lip-smackingly lively Lime Curd and a brilliant Blackcurrant Curd that, like the others, are packed in handy half pound hex jars with an RRP of £2.95.

01683 221076
uncleroy@uncleroys.co.uk
www.uncleroys.co.uk





Barwheys Dairy Traditional Cheddar

Barwheys traditional Cheddar is hand-made in the heart of Robert Burns country on the West coast of Scotland. Our beautiful herd of pedigree Ayrshire cows grazes on the lush pastures, and its unpasteurised milk gives the cheese a rich, creamy taste. Truckles are cloth-bound and carefully aged for 14 months to add complexity and subtlety. Barwheys is an essential part of a Burns supper cheeseboard, bringing the taste of Ayrshire to your celebration.

01655 750163
tricia@pmab.co.uk
www.barwheysdairy.co.uk



The Handmade Meringue Company Meringues

A small family business producing six pre-packed and ready to serve meringue products, suitable for all occasions. Made from local Ayrshire free-range eggs, each and every meringue is hand-piped. With a shelf life of 16 weeks, our products are ideal for garden centres, delis and farm shops and can be distributed nationwide.

0845 271 2077
sales@handmademeringue.co.uk
www.handmademeringue.co.uk

Briggs' Shetland Lamb

The terrior of the meat from these diminutive, indigenous sheep raised on their native Shetland Islands is distinctive enough for it to have been awarded EU Protected Designation of Origin Status. The succulence and flavour is attributed to slow growth rate, the presence of intramuscular fat and grazing a diverse native flora. This is a seasonal product available each autumn. We deliver Native Shetland Lamb PDO (freshly butchered, chilled and packed) direct to your home or restaurant.

07974 919664
richardbriggs060@aol.com
www.briggs-shetlandlamb.co.uk



Nairns Muesli Breaks

Nairn's new Muesli Breaks are an oatcake loaded with good things – wholegrain oats, seeds and fruit – which make a tasty and filling snack that provides plenty of slow release energy. Containing 41% less sugar than the average cereal bar, they are portion-packed so make a great on-the-go breakfast or snack for busy shoppers. The Muesli Breaks come in an attention-grabbing display case, which contains 32 packs of 25g portion packed oatcakes.

0131 620 7000
info@nairns-oatcakes.com
www.nairns-oatcakes.com





St Andrews Farmhouse Cheese Company

Robert and Jane Stewart began making cheese in 2008, and they are the only farmhouse cheesemakers in Fife. Their range of award winning raw milk cheeses includes Anster – a crumbly farmhouse; Red Anster – the flavour added sister cheese to Anster, incorporating fresh chives and fresh garlic; and St Andrews Farmhouse – a mature cheddar. Every cheese is hand-crafted, using milk from the Stewart's herd of home-bred Friesian Holstein cows. A real farm to plate experience!

01333 312 580
info@standrewscheese.co.uk
www.standrewscheese.co.uk



Gigha Halibut

We lovingly hand-rear our organically fed halibut on the beautiful Scottish island of Gigha. Our fish are nurtured there for four years, during which time we pump fresh Atlantic water into our land-based tanks to keep the growing fish happy and healthy and their flesh firm and lean. The combination of fresh sustainable Atlantic halibut, whisky barrel smoke and the expertise of our artisan smoker results in a truly delicious and exceptional product.

Tel: 01700 821226
amanda.anderson@gighahalibut.co.uk
www.gighahalibut.co.uk



Island Bakery Biscuits

It is said that the Isle of Mull's landscape is like Scotland in miniature. Mull has mountains, glens, spectacular coastlines and rolling pasture. The island also boasts some excellent food producers, including Island Bakery who bake a range of organic biscuits in Tobermory. Joe and Dawn Reade, who run the company, offer both traditional Scottish recipes, and more modern flavours. Their all-butter shortbread biscuits prove that very few ingredients are needed to create a marvellous product. Apple Crumbles and Oat Crumbles continue the traditional vein, while their Lemon Melts, Chocolate Limes and Chocolate Gingers add more zest to the collection.

01688 302223
organics@islandbakery.co.uk
www.islandbakery.co.uk



Mrs Bridges Preserves

The Mrs Bridges range is made the traditional way – using copper pans and time-honoured boiling, and is even hand-stirred during production to create a great tasting product. This range of fine foods incorporates everything from marmalades to preserves, chutneys to relishes, bakery, confectionery and more. The gifting range, most popular in the second half of the year, features stylish jute gift bags, hampers, gift trays and gift boxes.

01241 432500
contact@mrsbridges.co.uk
www.mrsbridges.co.uk



Walkers Shortbread

A byword for quality and excellence, Walkers Shortbread Ltd is a rare exception in the food industry, being a traditional family business with a global reputation. Walkers are proud to announce the launch of a new range of gluten-free products. The range is produced using a specialist flour blend and has received the certified accreditation from Coeliac UK, adhering to all regulated manufacturing processes and ingredient labelling, ensuring consumers, especially those living with coeliac disease, can be confident and assured. The products in the range are: Pure Butter Shortbread, Ginger & Lemon Shortbread and Chocolate Chip Shortbread.

01340 871555
enquiries@walkers-shortbread.co.uk
www.walkersshortbread.com

Mackie's Chocolate

Chocolate is a new product from ice cream makers Mackie's of Scotland – and the great taste of their familiar ice cream flavours has been deliciously transferred to chocolate. Mackie's chocolate has several home-grown ingredients, like the hint of malt in the milk chocolate and Scottish-grown mint, and Mackie's delicious homemade honeycomb. Mackie's selected cocoa liquor is from Ghana, which they refine and conche in Scotland to produce their own four flavour recipes including a 70% dark chocolate.

01467 671466
mackie@mackies.co.uk
www.mackieschocolate.co.uk



AD Rattray Whisky

We aim to delight the whisky enthusiast with our selection of exceptional single malt whiskies. Our award-winning brands include Stronachie 10 and 18 Year Old Single Malt Whisky, Cask Islay Single Malt Whisky and Bank Note 5 Year Old Premium Blended Whisky. We are also specialists in own-label products and bottling of exclusive casks of Scotch whisky as part of the A. D. Rattray Cask Collection.

01655 760242
info@adrattray.com
www.adrattray.com







Stag Bakeries Smoked Range

Stag Bakeries' latest new products once again draw influence from their Scottish island location. The new smoked range uses oats and butter that are smoked at the last traditional Hebridean smokehouse located near to Stag's Stornoway bakery on the Isle of Lewis. Two new flavours include a Smoked Butter Oatcake and Walnut Oatcake, delicately flavoured and packed into Stag's distinctive packaging. The Smoked Butter Oatcake won 2 stars at that the Great Taste Awards 2014.125g RRP £2.45.

01851 702733
sales@stagbakeries.co.uk
www.stagbakeries.co.uk



Inverawe Smokehouse

As Scotland's premium smoked food specialists, our aim is to consistently produce the best smoked salmon you will ever experience. Consistently award winning, we supply the very finest of smoked fish to independent delicatessen, farm-shops and niche retail outlets. The Inverawe brand is synonymous with quality, exclusivity and luxury. Succulent, full of flavour and with the perfect balance of oak smoke, it is everything classic smoked salmon should be. With a range to rival our competitors including pates, roast smoked fish, specialities such as smoked eel and halibut, we are the perfect supplier for your chilled food counters.

01866 822209
trade@inverawe.co.uk
www.smokedsalmon.co.uk

Ferguson's Chocolate

Indulgence has been high on the list of consumers for a very long time, and J&A Ferguson's hand-finished chocolate range offers this in abundance. This company is the oldest and finest chocolate name in Scotland – dating back to 1794 – and famous for its Chocolate Stem Gingers and Rose & Violet Creams, all beautifully packed to delight the consumer. This year, the chocolates have also gone online, which for a company dating back to 1794, is quite an achievement!

01475 721099
fergusons@goldencasket.co.uk
www.fergusonschocolates.co.uk

SF FOOD CHAIN



Last issue's subject recommended Turnbull's in Shaftesbury, Dorset. Ross Gilfillan talks to Charlie Turnbull

Who owns and runs the business?
CT: I do

Approximately how many customers do you have annually?
CT: Heaven knows: we have about 600-1100 customer transactions per week, so maybe double that come through the door. Our Gorgonzola Appreciation Society – our loyalty club – has 1300 members.

SF: How good is your location?
CT: We have a great location with a double bay window on the high street in a small market town of 8,000 people. I would like to be in a bigger town where I could stock more cheeses, but I won't leave Shaftesbury now.

What's special or unusual about your business?
CT: I am in it for the cheese – finding and finishing the best and most curious cheeses is what I enjoy most and what we are known for. It is the cheeses that bring people to us from the greatest distance. Our coffee house/bistro seats 50, providing the best coffee for miles, plus changing menus using local ingredients, freshly prepared in our small but perfectly formed kitchen. That keeps locals and our regulars coming through the door.

Tell me about the cheese you stock.
CT: The cheeses are my showpiece. Through the year we stock over 100, but hold only about 40-50 at any one time. We called our loyalty club after our best-selling individual cheese, our Dolceficato Gorgonzola, but as a class, Cheddars sell the most. Sheep's and goat's milk now account for about 25% of our cheeses, local and European. A mixed goat's and sheep's milk semi-hard Gascogne cheese brings people back, along with a wonderfully elegant Utrecht goats' gouda. Our cheese counter is a well of chilled air between the customer and me, and the lack of glass barrier allows the customers to investigate and experiment from week to week. I am at my happiest when I am showing off some new cheese the customer has never heard of and getting their feedback.

What do you stock apart from cheese ?
CT: Cheese has gone from 25% to just under 50% of my retail sales, as we specialised away from being a deli towards being a cheesemonger, and most of my extra sales are cheese associated or gift oriented, such as chocolates. On the cheese side, Bay Tree in our own livery, Peter's Yard, Fine Cheese Co biscuits and fruit cheeses, Global Harvest. Prestat, Chococo, Dorset Chocolate, Moredale (Cartwright & Butler) are good for gifts. We have recently brought in Chocolate Society, who have restarted locally under new management.

How important is pricing?
CT: Margin is more important than pricing. I only buy product I can sell at the right margin.

What are your hot sellers at the cafe?
CT: Our bread and butter is Welsh rarebit and sandwiches, hot chocolates and coffees. Our best earner is the full English breakfast. We have chef issues at the moment (who doesn't?) but our new menu is placing a firmer focus on light dishes for ladies.

Do you offer other facilities?
CT: Customer toilets? Emergency diapers?

What difficulties were encountered in setting up your business?
CT: Not enough money! Not getting margins right early enough. Too many staff to begin with.

How were these overcome?
CT: More money than I hoped to invest, raising margins and being more disciplined about them. Working out how to do more with fewer staff, mostly by concentrating on Turnbulls' core offer and not saying yes to everything.

How important to the business has been having another revenue stream?
CT: Critical. The cafe is solid enough all year and Christmas is a cheesemonger's roller coaster. However, even with that, I do training and consulting outside Shaftesbury in cheese and small business skills. Without that I would be chained to the cheese counter.

How do you plan to grow your business?
CT: My cheese consulting work is growing nicely, and I have other projects to flower next year. 2015 is going to be a good prospect.

What's the best aspect of running a business such as this?
CT: I love cheese, plus the people in our industry are considerably more relaxed than the chartered accountancy world I trained in. I am happy to call myself (and be) a cheese nerd, which I could never have said about accountancy. I am also probably addicted to being my own boss now.

What's your background before doing this?
CT: Chartered accountant, trained in a medium sized firm near Oxford Circus in London.

What's your daily routine?
CT: Can't say I have one. I have to run or swim a lot to keep the cheese off the waistline.

What are your interests, other than running this business?
CT: I have a baby due on Christmas Eve. I have been told "all other interests" are going into a box in the attic.

How do you relax?
CT: Eat, drink, run, swim, shoot when I can afford it, be with friends and family.

If you had to start over, what would you do differently?
CT: You can't start over. I like my deli and I like Shaftesbury. I wish I had stuck to my development budget and focused earlier on margins and staff costs, but I'm still standing.

For next issue's Food Chain, Charlie Turnbull recommends 181 Deli in Edinburgh.







Spice of Life



Of Mice and Men

I'm at a deli in North Norfolk, selecting jars of pickles to take home as holiday gifts, after an unexpected break in the region. I buy some local Binham Blue and some biscuits and, as I select a big apple to accompany the cheese, I find myself thinking something about the best-laid plans of mice and men and Speciality Food editors. The latest plan to go nipples northwards had been to spend a week's holiday in New York, a place I haven't visited and (every break in the food industry being an inevitable busman's holiday) one in which it would be more than interesting to note different approaches to the sale and consumption of fine foods. The speciality food scene is markedly different in the US, I gather. As I understand it, delis tend towards the sale of unfeasibly large quantities of food to consume on the premises, rather than dainty delicacies to take away. I don't recall being distracted by packed shelves of ambients or a well-stocked cheesecounter when I watched the only scene anyone remembers in When Harry met Sally (which, of course, was filmed on location at Katz's Delicatessen).

The last time I had been to the States was long before farmers' markets and artisan cheese and craft beer had shown that the country is more than capable of producing good food, when it puts its mind to it (although maybe more people need to know about the excellent alternatives to spray-on cheese). I was looking forward to seeking out the best the city has to offer and having the record set straight. However, it was not to be, not this time, anyway. I won't go into the litany of blunders which caused this trip to be postponed indefinitely, suffice to say that once I had mentioned the project, more family members wanted to come than it transpired had the cash to do so. Which is how I came to spend last week not in New York but in Norfolk, which I'm sure its denizens would say is the next best thing. And, having visited half a dozen delis and farm shops in the area, all of which are stocked with the best the county has to offer, I think I agree with them

The next issue of Speciality Food will include:-

- Essential Products 2015 (for Spring & Summer)
- Temperature Controlled Packaging
- West Country Special
- Speciality Teas
- Fairtrade



For more information please contact Aaron on 01206 505934

WEST COUNTRY SPECIAL

Taste of the West

For more information please get in touch

SPECIALITY FOOD PRODUCTION

Editor
Ross Gilfillan, 01206 505971
ross@aceville.com

Features Writer
Holly Shackleton, 01206 505981
holly.shackleton@aceville.co.uk

Group Editor
Charlotte Smith
charlotte.smith@aceville.co.uk

Group Advertising Manager
Sam Reubin 01206 505936
sam.reubin@aceville.co.uk

Senior Advertising Executive
Aaron Northcott 01206 505934
aaron.northcott@aceville.co.uk

Advertising Executive
James Pooley 01206 505240
james.pooley@aceville.co.uk

Accounts
Sue Carr 01206 505901

Graphic Design
Lee Whiteford

Design/Repro/Typesetting
Aceville Publications 21-23 Phoenix Court, Hawkins Road,Colchester, Essex, CO2 8JY

Publisher
Helen Tudor 01206 505970

Published by
Aceville Publications Ltd, 21-23 Phoenix Court, Hawkins Road, Colchester, Essex, CO2 8JY

Next issue available February 2015

Subscriptions
Andrea Dickson 01206 505961
andrea.dickson@aceville.co.uk

The BAR rate UK £29.25 Annual subscription UK £25.00, Overseas £40.00 Tel. 01778 392464

Disclaimer: The views expressed in this publication are not necessarily those of the publishers. Every effort is made to ensure the veracity and integrity of the companies, persons, products and services mentioned in this publication, and details given are believed to be accurate at the time of going to press. However no responsibility or liability whatsoever can be accepted for any consequence or repercussion of responding to any information or advice given or inferred.

Last Words

Sponsored by the speciality food wholesaler to the UK & Ireland
www.cotswoldfayre.co.uk

COTSWOLD FAYRE*
-EST 1999-

Would you like to comment on any industry trends, changes or developments? Please email: holly.shackleton@aceville.co.uk

Speciality Bites

Paul Hargreaves
of Cotswold Fayre

I recently had the misfortune to have to take an ex-employee to court, which is one of the few occasions in 15 years of running a business that I have had to engage the services of a lawyer. They don't come cheap, do they?! There has always been an account number within our accounts packages for 'legal fees', but thankfully it has generally been empty except for when we have moved premises and started a new lease. Fortunately we not only won but were awarded all our costs, so justice was done.

However, these events started me thinking about contracts and legal agreements, which exist very little in the world of speciality food. Generally, all our business over the years has been done over a cup of coffee, or occasionally something stronger, and a gentleman's (or lady's) handshake.

If we are going into an exclusive relationship with a new supplier, there should be some discussion around volume that is going to make the relationship worthwhile for both parties, what the supplier is going to do to help generate sales, and what the customer is going to do to hit the targets. Currently, too much is not talked about and expectations not attained, leading to disappointment, and this can result in activity on both sides that breaks the original gentleman's agreement. I have seen this happen time after time, and it can all be prevented by some honest dialogue.

By no means am I suggesting that we engage services of costly lawyers, and ask all our customers to sign contracts, but a single sheet of A4 paper with targets and activities for both customer and supplier may be helpful in developing a fruitful business relationship. Now is the time of year when we take on loads of new brands for 2015 and this year we are asking our new suppliers, most of whom are exclusive, to sign a document which outlines what they need to do for us in Year One and in return what we and our sales team will do. This document is completely unenforceable legally, but is helpful in setting expectations on both sides. It can then also provide a useful review document for a year's time.

It is clearly rude for a customer (whether retailer or wholesaler) to continue to make demands for discount or exclusivity without delivering a certain level of volume. It does annoy me when certain well-known retailers demand discount because of who they are, make no effort to drive volume and end up selling less than the local farm shop down the road. Most suppliers are then afraid to go back to that customer and renegotiate, which always has a positive result because it forces the discussion that should have been had initially. I would certainly have a lot more respect for a supplier that does this, rather than one bumbling along in a relationship that isn't working on either side.



Partnership and good communication are the key to all this – let's remember this into 2015.

Talking Point

Now that the peak holiday season is over, how do you keep up the pace of the summer sales boom?



Best Practice

Rebecca Williams, retail operations manager of Bodnant Welsh Food Centre, on what her role entails

I've always worked in retail, ever since I did my BTech in travel and hospitality at Coleg Llandrillo at Rhos on Sea, near where I grew up in Conwy.

I've worked for most of the big names in retail. I was a restaurant manager when I was 19, and then moved to run a new Bay Trading shop, followed by several years opening new stores for Arcadia, from Blackpool to Barmouth in Mid Wales. That included Top Man, Topshop, Wallis, Warehouse, Burtons, Dorothy Perkins and Outfit. I learnt plenty about planning, customer service and staff management.

I am essentially deputy to managing director Chris Morton, focusing on the smooth running of all the retail side of the business, including the farm shop, tearoom, cookery school and farmhouse accommodation, and also working closely with the Hayloft Restaurant and the maintenance teams. When I joined there were many here with a catering background but few with retail experience, and I've tried to bring a different approach.

I keep a close eye on figures and customer service, including things like mystery shopper feedback. I am keen to listen to customers and hear what works for them – and what doesn't.

I spend a lot of time in meetings with the different department heads but I also get time with our executive chef – always known as Dai Chef – sampling what's going to be on offer on the deli counter and the restaurant. Plus I take tours around the centre: small groups up to large coach parties. They get to see all the different aspects, from the dairy to the B&B accommodation, and then have a food demo with Dai Chef, before having a meal in the Hayloft restaurant. It's another good way to get customer feedback. For example, we recently had a group of women in farming. They were very interested in our dairy production and had a lot of helpful suggestions.

One of my proudest achievements is selling North Wales to the Americans as a great place to visit, all year round. In September I went to Las Vegas with Dai Chef – he's an official ambassador for Welsh food, and was invited to head a special event in Vegas bringing a taste of Britain and Wales. He cooked and at the same time chefs from the city replicated his dishes for groups of US tourist operators. I talked to the tourist companies during the event, and on a one-to-one basis afterwards, to highlight what a great place this part of the UK is to visit.

We have Snowdonia on the doorstep, along with castles, gold mines and Roman settlements (Americans love our heritage), railways and outdoor pursuits. Plus we're 90 minutes from Manchester and Liverpool airports, so easy to reach. They admitted they didn't see the UK as a food destination, but after seeing Dai at work, learning about Welsh produce and hearing what we can offer, they've changed their minds. We're now getting a steady flow of bookings from the people I met, through to 2016.

I've learned that it's important to hold your fire – don't dive into a project too soon, and make sure you've got all your planning right. Opening stores means you work to tight deadlines but it can be a mistake to try and launch a product, from a shop to a new marketing campaign, until you've thought about everything and make sure it's all set in place. It's important that the whole package is in place, otherwise it's impossible to deliver. Good planning is key to everything.

Don't assume that there's just one type of customer for your product. Here at Bodnant Welsh Food Centre it might be easy to assume our customers are locally-based, slightly older shoppers. But we get a wide range, including young couples from across the border who are looking for good quality products to try out in the kitchen. Others head here for a romantic break away, plus there's visitors from overseas who want to take a taste of Wales back home.

I've been working with both Visit Wales and Visit Britain to bring a wider range of customers to the centre. We are looking at how we can encourage visitors to stay longer – suggestions from staff so far include a gallery and a wider range of gift and home products, both new and heritage. We are planning events taking place in the New Year, with family activities during the Easter, May and main summer breaks.

Food made at Bodnant is one of the key reasons why our customers come here, so we are looking for introduce more products from our dairy and on-site kitchen, whether it's a new ice cream flavour, style of cheese or pie.

DO

- Do listen to customers: it's important feedback, and can help you tweak what you offer
- Do plan so you can spot any potential pressure points

DON'T

- Don't forget to take time away from day to day activities to allow you time to think strategically
- Don't assume you will only attract one type of customer, look at how you can widen what's on offer

"Spending a bit of time talking to customers is always important, because you can learn a lot from them"

COTSWOLD FAYRE*

JANUARY PROMOTIONS



RUDE HEALTH
Buy a case of Drinking Oats or Bircher Muesili and receive 15% OFF



VITA COCO
Buy any case from the whole range and receive 20% OFF



CAWSTON PRESS
Buy any case from the range of Kid's juices and receive 20% OFF



SCOTLAND SPECIALITY FOOD SHOW
18-20 JANUARY - STAND L25

VISIT OUR NEW WEBSITE
ORDER ONLINE 24/7
CHECK LIVE STOCK
SEE BEST SELLERS

SPRING SUPPLEMENT
OUT NOW, SEE ONE OF OUR NINE ACCOUNT MANAGERS

OVER 250 NEW PRODUCTS
REQUEST A CATALOGUE TODAY!

03452 606060
sales@cotswold-fayre.co.uk
www.cotswold-fayre.co.uk

FARM SHOP & Deli SHOW

20-22 April 2015 NEC Birmingham



AWARD WINNING MARKET LEADING SPECIALITY RETAIL MARKET

Are you passionate about food? Then visit the Farm Shop & Deli Show 2015 which will bring together over 250 speciality food & drink exhibitors, as well as safety & hygiene, packaging & technology suppliers.

FARM SHOP & DELI AWARDS

The Farm Shop & Deli Awards 2015 will be held at the show, on Monday 20th April.

GREAT NEW IDEAS

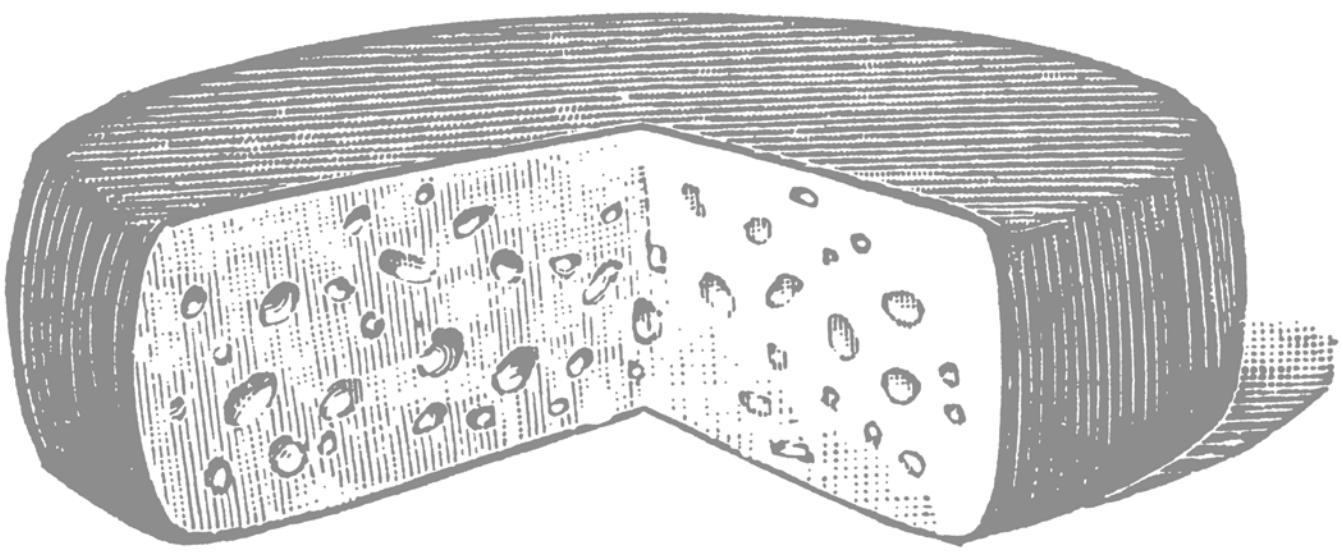
The show will play host to Great New Ideas launched within the speciality retail market.

EQUIPMENT & SERVICES

The show will be growing its machinery, packaging and equipment offering.

FARM SHOP & DELI LIVE

The show will see the return of the hugely popular Dragon's Pantry and live events.





TO FIND OUT MORE AND REGISTER TO VISIT FOR FREE

farmshopanddelishow.co.uk

@FarmShop_Deli #FSD2015

Co-located with:

Awards:

This is a trade event. No under 16s will be admitted.