

# SPECIALITY FOOD

NEWS, COMMENT AND BUYING IDEAS FOR FINE FOOD RETAILERS



Trade  
Only



Meet suppliers



Artisan flavours



1,000s of new products



Latest trends



Speciality chocolate

## Speciality & Fine Food Fair 2016

4-6 September, Olympia London

**Explore the UK's leading showcase of fine food and drink.**

Register for free today at  
[specialityandfinefoodfairs.co.uk](http://specialityandfinefoodfairs.co.uk)

#SFFF16 #SCF16

Incorporating  
**Speciality Chocolate Fair 2016**  
4-6 September, Olympia London

Discover the UK's only dedicated trade event for fine and artisan chocolate.

NEWS

MATTHEW O'CALLAGHAN:  
ON LEAVING  
EUROPE  
P.3



INTERVIEW

CATHERINE MEAD:  
TELLS HER STORY  
P.10



RETAIL

JULIE HARBUTT:  
"MAKE A  
SPECTACLE"  
P.17



# This Issue

- 2 Update**  
Fine food news
- 10 The Interview**  
Catherine Mead of Lynher Dairies
- 12 Essential Products**  
Inspirational stock
- 16 Sweet Talk**  
Sugar: what's the alternative?
- 17 Cheese Talk**  
Views from cheese experts
- 18 Cheese Uncut**  
Latest dairy news
- 19 British Cheeses Awards 2016**  
Results in full
- 20 Farm Shop Focus**  
Chegworth Farm Shop
- 22 Cheesemonger of the Year**  
Mihaela Mercasi of House of Bruar
- 24 A World of Cheese**  
International cheeses trends examined
- 26 International Cheese Awards**  
Full show preview
- 28 A Winning Solution**  
Arthur Howells, Retailer of the Year
- 30 New World of Food**  
Food from the US available here
- 31 Make Christmas Plans Now**  
Early Christmas stocking
- 36 The 8: Seafood**  
8 of the best products on offer
- 38 Last Words**  
Whitby Deli

## EDITOR'S LETTER

### What's in a name?



**E**verything, the holders of PDOs and PGIs will tell you. Names – protected ones anyway – can safeguard industry and livelihoods and maintain the integrity of the product itself. Of course, this only applies in countries which have signed up to the scheme, and what effect Brexit will have on protected names remains to be seen. Perhaps we should look at what has been happening in the United States. In New York recently, I was bemused to see cheeses which had been no nearer to Europe than the East River, labelled Stilton, Camembert and, most egregiously, 'Cheddar & Gruyère', which is a vacuum-packed block calling itself 'a melange' of the two classic cheeses. I should say straightaway that this is no slight on true American cheese: cheese shops such as Bedford Cheese in

**Protected names maintains integrity plus safeguards industry and livelihoods**

usually include a small chiller counter, where it's possible to obtain smoked sausage and blocks of what looks suspiciously like processed cheese, but that's where the connection ends. Elsewhere, the term is used to denote the great, cheap lunch counters where you can get a wonderful corn beef sandwich which is slightly larger than your stomach.

Back in the UK, 'deli' or 'delicatessen' denote places to buy top quality, artisan-produced food and drink – but even here the word is under attack. Supermarkets play fast and free with it, and adding it to a bag of crisps further disconnects the word from the reality.

In this month's compendium of words, you'll find reasoned comment on the effects of Brexit, meet the winner of this year's Farm Shop & Deli Awards Retailer of the Year (Arthur Howell) and we have a preview of this year's International Cheese Awards. Also with this issue is the new *Snack Buyer* magazine, which brings you the latest trends and suggestions for successful stocking in this always-changing market.

Brooklyn offer a fantastic array of artisan cheeses.

It's not only names which are important. Another NYC usage we might have problems with is its use of the word 'deli,' which is emblazoned over the windows of the smallest convenience store – admittedly, the shops

## Hydropac

THE supplier of Ice Packs

+44 (0) 1494 530182 [www.hydropac.co.uk](http://www.hydropac.co.uk) sales@hydropac.co.uk

Manufacturers of insulated shipping boxes and ice packs

- 100% recyclable environmentally friendly materials

- Designed for all your cold chain requirements, mail order and carry home

- Bespoke packaging design service free of charge

- Lighter weight for lower shipping costs



cold boxes,  
chilled food,  
cool customer

Request the  
Christmas Brochure

For all our exquisite gifts & seasonal  
essentials

Early Bird Order  
DISCOUNT AVAILABLE



A range of over 100 handmade preserves free from gluten, nuts, GM & suitable for vegetarians.

[www.hawksheadrelish.com](http://www.hawksheadrelish.com) • 015394 36614



Keep it cool, keep it with Hydropac!  
Buy online at [www.hydropac.co.uk](http://www.hydropac.co.uk)

Manufactured  
in the UK

**I**mpact from the shock result for Britain to exit the European Union – by a clear majority of 52% to 48% – is being felt in the food and drink industry, a sector at the forefront of EU regulation for the past four decades. The immediate aftermath of the count saw the pound drop to a 31-year low against the dollar and an estimated \$3 trillion wiped off the value of global markets. In the deep uncertainty that followed Chancellor George Osborne emerged to confirm that the period of economic adjustment ahead will hold either further austerity measures or higher taxes. "The country is going to be poorer," he said.

Protracted negotiations are the inevitable upshot of a vote to re-instate British independence, but work to protect trade, maintain standards, retain a workforce and safeguard production must wait. With political upheaval on an unprecedented scale reshaping the leadership and opposition, and delaying the trigger of the infamous 'Article 50' to begin withdrawal from Europe, *Speciality Food* took a straw poll of reactions, and discovered divisions over the Remain or Leave debate are translating into mixed views on the likely events ahead.

**MATTHEW O'CALLAGHAN,  
UK PROTECTED FOOD  
NAMES ASSOCIATION**

I'm disappointed. I was at my local count and had a sense it might well be a tight result. As far as the EU's protected food names scheme goes, UK-made products within the scheme will see no effect in European markets. The problem comes if European law no longer applies in the UK; then our foods lose protection within the domestic marketplace. It's likely to be a two-year process to leave Europe so we feel Government should enact, as a matter of urgency, a law within the UK.



# Britain Chooses Brexit: Industry Reacts

So Britain voted for Brexit, but the arguments over what comes next for our industry and economy are just beginning...

Otherwise our members are worried that imitations will come onto the market. If so, retailers will have a role to play in sticking with their current suppliers to make sure their customers are getting the authentic article.

**ANTHONY DAVISON,  
DIRECTOR OF BIG BARN**

I voted to stay because I thought remaining in the EU was the lesser of two evils. Now we're out, I think in the long term it could be quite good for us. The powers that be in Europe have set an agricultural policy over last 30 years to suit all farmers in the EU, so I think we can do better by setting one to suit us.

Realistically I doubt much will change over the next two years, but I'm hopeful people will be looking for British produce more and more and supporting their local farmers.

**MELONY NICHOLS,  
THOMAS SHELLFISH**

I'm a bit apprehensive now Brexit is coming to fruition but I don't feel Brussels is democratic. Trying to expand the business we've hit the brick wall of EU regulations so many

times. Juncker and the rest say they know what's best for us, but 70% of fish stocks are in our waters and yet we're only allowed to fish for 17% of them.

I live in the South East but I grew up in South Wales during the miners' strike and go back for work. It's like moving between two different worlds. Working in fisheries has been a real eye-opener for me; I don't think the UK Government understands fishing but it's Europe that has hung Welsh industries out to dry for the greater good of the union.

**MARK KACARY,  
THE NORFOLK DELI**

When George Osborne came up with the idea that come next April small business rates would effectively be annihilated for the majority of businesses, I just knew we'd end up voting leave and have to kiss that goodbye because we wouldn't be able to afford it. And not only that, the existing chancellor and PM will

be gone and so that deal will be off the table.

I can't understand why people were ready to accept the view that this can be some form of amicable divorce, that somehow Europe won't want to let us go without giving us everything we wanted in the first place. What absolute poppycock.

**NICK ADAMS, ORGANIC  
LIVESTOCK FARMER,  
DERBYSHIRE**

I was surprised at the strength of feeling for exit, but as a farmer I've lobbied many times for change and constantly come up against the Commission. The regulations they pass seem trivial but for farmers they're our day-to-day worries. Am I ploughing too close to the hedge? Have I notified about the birth of a calf in time? I was one day late with a TB test – no danger to public health – and was fined £1,700. I never thought we'd come out, but when Cameron came back from negotiations with so little I realised

we could sort things out ourselves.

I'm positive, despite all the hysteria. We want a weaker pound so we can export; we need inflation to help the economy. They say it could trigger a recession, well we're already in recession – that's why our Government already has extraordinary measures in place. And I'm not sure we should be too worried about a few speculators in the city losing their jobs.

**ANDREAS GEORGIOS,  
ANDREAS VEG**

It's hard to believe what's happened; what's becoming very clear now is there was no plan [for Brexit]. There is huge uncertainty among my Italian and French suppliers. They want to know what's going to happen and I don't have an answer. If the pound continues to devalue some overseas companies may well become more selective about who they deal with. It might even come to pro-forma payments.

The effect straight away was that we were quieter on Friday and Saturday because people didn't want to spend money. Uncertainty is the key word; it's becoming obvious people didn't realise the severity of the effect if they voted for Leave.

**MEURIG RAYMOND,  
PRESIDENT OF THE NATIONAL  
FARMERS UNION**

The vote to leave the EU will inevitably lead to a period of uncertainty in a number of areas of vital importance to Britain's farmers. Our members will want to know the impact on their businesses as a matter of urgency. We understand that the negotiations will take some time to deliver, but it's vital there is early commitment to ensure British farming is not disadvantaged. It is vital that British farming is profitable and remains competitive; it's the bedrock of the food industry – Britain's largest manufacturing sector.

**“ If Britain is to stay in the EU then David Cameron must be clear. How will the UK's position within the EU's single market be made stronger? ”**

**inkREADible  
LABELS LIMITED**

Supplying bespoke labels to the food & drink industry since 1980



For your **self adhesive labels** and **swing tags** contact us on:

Freephone 0800 096 2720  
sales@inkreadible.com  
[www.inkREADible.com](http://www.inkREADible.com)

**Erin Grove PRESERVES**  
Sponsor of the great taste awards Award Winning



## Deli, farm shop and food hall openings and expansions across the country



### FINE CHEESE CO COMES TO LONDON

**The Bath-based purveyor of cheese and accompaniments has opened a flagship store in Motcomb Street, London.**

The new store sells 110 cheeses from around the world – with a focus on artisanal cheeses made in Britain – alongside fine charcuterie from Europe and a wine wall of premium wines from around the world.

The site will also host A Table, a restaurant concept which is open for breakfast, lunch, afternoon tea and high tea, featuring a pre-theatre menu including caviar for two.

Matthew Arnold, associate

director for asset management at Grovesnor said, "Motcomb Street is one of the most charming streets in London. It's absolutely stunning! We have a very strong statute, for this street specifically and the surrounding streets. We are about to embark on a £5 million investment to pedestrianise, resurface and improve all the forecourts outside the shops.

Ann-Marie Dyas, cheesemonger said, "We have found the dream location for our London shop. A charming, welcoming street that gives us the opportunity to be part of a real neighbourhood, just as we are in Bath. Cheese deserves a good home."



### JOHNS OF INSTOW OPENS CAFÉ

**Devon-based winner of Retailer of the Year at the Farm Shop & Deli Awards 2015, Johns of Instow, has added a café to its retail offering.**

Sue Johns, co-owner said, "The deli is one of the largest growth areas in our business, especially with the opportunity to extend our range of homemade produce in our deli kitchens and the wonderful array of local produce that we have available to us. Space had been too tight but with the expansion we are now proud to be able to stock an even wider range of homemade and local produce.

"We decided to open a café alongside our Instow shop for a whole number of reasons. Primarily, we have successfully run our award winning deli and café alongside each other in our Appledore location for four years so have a model that we

have tested well. Secondly, Instow did not have a café and the demand for one from the local community and visitors to the area was very high. From the start, we've both always wanted to have a café in the village to bring an even better shopping and eating experience to customers at Johns.

"Our deli and grocery is in effect our larder to service the café, meaning that customers really can try pretty much everything before they buy! We specialise in local and seasonal produce and use as many local ingredients in the items we make ourselves, for example our quiche special this month is using local seasonal asparagus with Cornish Gouda. Our deli platters are

very popular and showcase the best in local smoked fish, cheeses and charcuterie. We are also licenced, so local ales, ciders and wine all feature on the menu – the ales are incredibly popular."

"I would recommend introducing a café element to your business if you have quality produce available to you and a unique USP to differentiate you from others. Running a café is incredibly hard work though, so we should highlight that too! From our experience we still find that the deli is more profitable, but that is partly due to the fact that customers buy what they have eaten in the café so you reach sales in both departments!"



### SUTHERLAND WELCOMES FIRST FARM SHOP

**The first farm-based shop in Sutherland has opened its doors, attracting customers from across the north of Scotland and northern England.**

The Dornoch Farm Shop sells a selection of artisan and chilled products, as well as fresh vegetables, salads with edible flowers, organic oils, fresh eggs, teas and cakes.

Michelle Bowley, proprietor of The Dornoch Farm Shop and owner of Saladworx said, "It's great to meet so many customers of Saladworx products – dressings/marinades/dips and our fresh salads and vegetables every day. We should have opened the shop years ago!

It's so nice to be able to offer a different service in the area by stocking products that can't be purchased elsewhere.

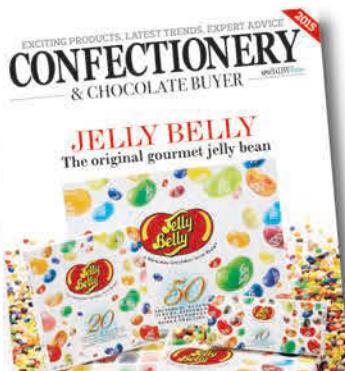
"We sell smoked cheeses and smoked salmon from Isle of Ewe Smokehouse, which have been popular, and lovely cheeses from Connage Dairy. We try to match our tasters up, for example one day we put out Connage organic Dunlop cheese, Saladworx Heather Honey & Arran Wholegrain Mustard and delicious seeded crackers from Highland Crackers, which proved to be a really good combination. Another day we had smoked salmon with Rysps, delicious sourdough "crisps" together with Saladworx Hebridean Seaweed & Lime dressing. Over the last few days

customers have bought something of everything including fresh vegetables, dirty carrots, mixed kales, salads with edible flowers, organic oils, free range eggs, various organic cheeses – including a fantastic smoked ewes brie, borlotti – a lovely Scottish barley risotto, gluten free pasta, unusual teas, delicious cakes and of course Saladworx dressings and lots more.

"We have asked customers to let us know what in particular they would like us to stock, so we can accommodate their needs.

"Always pushing the boundaries, we have opened the most northerly farm shop in the UK and the only one in Sutherland, which is something we are very proud of."

# CONFETIONERY & CHOCOLATE BUYER



**THE ONLY INDUSTRY SPECIAL ENTIRELY DEDICATED TO THE FINE CONFETIONERY & CHOCOLATE TRADE INDUSTRY**

**CONTACT AARON ON 01206 505 934 FOR MORE INFORMATION**



## Relocation Begins For Cotswold Fayre

Fine food distributor Cotswold Fayre is relocating both its ambience warehouse and office space over the next few months.

The office – home to customer service, marketing and accounts teams as well as an expanding telesales team – is to move to Theale, West Reading, in a few weeks, and the warehouse has already moved from Reading to West Berkshire.

Paul Hargreaves, chief executive of Cotswold Fayre said, "Business is doing very well at the moment and with a growing number of product SKU's our old warehouse space was proving to be a bit constrictive, particularly in peak seasonal times.

"This larger space will help us accommodate more orders, especially towards Christmas, giving us the flexibility to expand."

"Two years of improving our technology and ordering systems has eliminated our need to have the office and our warehouse in one location, and indeed, our chilled warehouse is based in a third location.

"Splitting up the warehouse and the office will provide two very distinct and dedicated functions, and will also provide the opportunity to grow the company through multiple warehouses."

## Farm Shop & Deli Awards Open Entries Early

The Farm Shop & Deli Awards has opened entries for its 2017 awards early, following feedback from previous entrants and in response to the quality of applications received.

Independent retailers selling regional produce or with a delicatessen counter can enter for free from Monday 4th July 2016.

The awards celebrate the very best standards in Britain's independent speciality retail market, and judges from speciality retail, fine food and media will be awarding titles to businesses which illustrate the highest levels of service, initiative, innovation, product knowledge and community involvement.

Category awards will be awarded

across 12 different specialisms, nine regional awards will be presented to each region's top rated retailer, and the title of Farm Shop & Deli Retailer of the Year will be awarded to the overall winner.

Finalists will be named in March 2017, and winners will be announced live at Farm Shop & Deli Show on Monday 24th April 2017.

Nigel Barden, chair of judges said, "The artisan food and drink market is particularly competitive and it's crucial that we recognise those who are championing the sector by leading from the front. It's important that they can be acknowledged by the public and their peers in the trade."

Enter online at [farmshopanddeliawards.co.uk](http://farmshopanddeliawards.co.uk).

## CHARLES CAMPION

### "Picnic perfection"

**I**t's no surprise that one of my favourite passages in the Wind in the Willows is the one where Ratty checks out the picnic that he has put together for himself and the Mole. The enticing list of goodies seems endless "coldchickencoldtonguecoldham-coldbeefpickledgherkinssaladfren-chrollsresssandwichespottedmeatgingerbeerlemonadesoda-water."

When you're masterminding a picnic, profusion is good. Readers of a certain age will recall the sad sight of a typical roadside picnic with the Ford Cortina parked up at the side of the road, the picnic table and chairs unfolded, and stewed tea dribbling from a vacuum flask, sandwiches with real sand. Meanwhile the participants struggled with both the noise of the traffic and the persistent whiff of exhaust.

Hugh Lowther, fifth Earl of Lonsdale, became known for his awesome extravagance towards the end of the 19th Century and he was properly wealthy. He knew how important the perfect setting was to a good picnic. When he had special guests staying he would be woken by his butler in the small hours and then (if the weather was kind) he would wake his guests and have them taken on ponies to a Lake District vantage point where a long table had been set up and a couple of dozen servants served a monster breakfast to feed the guests while they admired the sunrise. Meanwhile exactly the same feast was prepared in Lowther Castle. If Hugh didn't like the look of the weather when the butler roused him he turned over

and went back to sleep.

The question of what goes into the perfect picnic is a difficult one. We may be looking for items that are portable – a fine scotch egg; or a Melton Mowbray pork pie; or a ripe cheese – good strong flavours; perhaps a rich fruit cake, but there are no rules.

A number of years ago a fishing friend rang up and suggested that we spend a day on a chalk stream and if that were not enticing enough, Raymond Blanc, the third member of our party, would be bringing the picnic. As a line of form, having your picnic provided by a chef with two Michelin stars is pretty good. Somehow the picnic took over from the fishing prospects. What would Raymond bring? After setting up a table and chairs he delved into the kind of large wicker hamper that Ratty would have been proud of. First onto the table was a plastic box full of tomatoes ("from my garden"); then a trough of very rich terrine; an enormous loaf of sourdough bread (which he tucked under his arm whilst sawing at it with a long knife); finally a Livarot cheese at the oozy point of perfect ripeness. Add a couple of bottles of fine red wine and there you have it. This was an epic picnic. A few contrasting flavours and textures. Everything at its best. Enough of each component to satisfy even the greediest. It was also a refreshingly normal picnic, the kind of feast we could all aspire to. And isn't it nice to know that when out fishing even the most exalted chefs like just the same kind of picnic as you would put together yourself?

We pride ourselves in creating the finest selections of gourmet foods to delight your customers, time and time again...

[www.rendlesuk.com](http://www.rendlesuk.com)

THE BAY TREE™

[sales@thebaytree.co.uk](mailto:sales@thebaytree.co.uk)      01963 828020

GILES HENSCHEL OF OLIVES ET AL



## "Disturb the sound of silence"

The radio was on and I wasn't really listening until a cover version of Simon and Garfunkel's 1960s classic The Sound of Silence came on and, being completely different to the original, carved its way into my consciousness. It was a highly novel take on the track which was why it stood out so much. It turns out it was created by Disturbed, a heavy metal outfit who had genuinely created something new with refreshed interpretation of the lyrics and melody rather than a bland mimic of the original.

So what? Well it got me thinking about covers and the various reasons why people do them. Some add to the overall creative pool and some don't. There are the individually surprising cover versions that creatively enhance the original material – Disturbed and The Sound of Silence or Linkin Park with Adele's Rolling In The Deep for example. All add to the general font of creativity and, importantly, all give credit to the inspiration and intellectual property of the original makers, recognising the inventive genius that delivered it to us in the first place.

Then there are tribute acts that emulate their musical heroes as closely as possible in a bid to make their audiences feel like they are experiencing the real thing but everyone is in on the joke – the audience know that they are watching a genuine fake and everyone is happy. Some are magnificent and some are truly awful – but they are always a

good laugh because no one, including themselves, takes them too seriously.

Lastly, of course, there are those who earn their money by simply copying the original intending to pass it off to the casual listener as the original – very often these outfits are incredibly successful and very clever at what they do. K-Tel led the way in this – hugely successful but not original at all. They reproduced the original recordings having negotiated licences to do so from the original artists or labels. And there lies the rub. They negotiated licences to produce copies because the music industry recognises copyright and intellectual property and the need to protect it, value it and pay for it.

Shame the food industry doesn't. As written before, there is little that can be protected around recipes or products, which is why there are so many covers of similar recipes with competitor's copying products or recipes on a wholesale basis. Most are like the K-Tels of old – copying, reproducing and trousering profit, adding no creativity at all. The critical difference is they don't in any way pay for or recognise the IP they use. Instead they effectively steal it. To quote the lyrics, there is something of the sound of silence around this which no one seems dare disturb but it's time it was bloody disturbed. This theft of IP needs to stop lest the level of frustration from genuinely innovative producers who, seeing their work mercilessly ripped off and regurgitated, give up the ghost and themselves become The Sound of Silence losing all that creativity in the process. Time to get Disturbed.

# A Bright Future for Lancashire

**S**ome of the top food producers, growers and retailers in Lancashire have joined forces to brighten the future of the county's food and drink offering.

The sector is worth around £734 million to Lancashire's economy – having grown by £129 million over the past six years – and supports an estimated 12,937 employees.

Ruth Connor, chief executive of Marketing Lancashire said, "We have ambitious and exciting plans for Lancashire, and the food and drink sector will play a very significant role in our strategy to showcase the county."

"Lancashire is plentiful with authentic, quality food and drink sourced from the county's stunning coasts and countryside, and the sector is worth around £734 million

to Lancashire's visitor economy, accounting for 20% of tourism revenue and supporting nearly 13,000 food and drink-related jobs.

"Our aim is to promote restaurateurs, hoteliers, chefs, producers and retailers more than ever before, and for us all collectively to champion local produce and share our pride in the Lancashire food and drink offer on a local, national and international scale."

"The county currently attracts over 63 million annual visitors, and we are in no doubt that Lancashire's incredible food and drink will be key to establishing Lancashire as a world class visitor destination and to driving more growth for the visitor economy".

Ian Steel, Atkinson's Coffee Roasters said, "By bringing together the entire band of

Lancashire's Local Food Heroes under one roof, we ensure that our message about our greatest gastronomic delights gets across with a genuine tone of voice. By hearing from those who invest their time, energy and talent into keeping the many traditions alive in our county and those who innovate to ensure the future vitality of our food & drink sector, we are listening to one voice who believe in what they are doing. Intent on growing together to improve our world class offering in a generous spirit of collaboration, so typical of the Lancastrian approach!"

Matthew Fort, food and drink writer said, "Lancashire needs to be a brand and needs to stand shoulder to shoulder to achieve it. There's a history of co-operative working in Lancashire as well as authenticity and tradition, which can be built into strong food experiences that make a visit to Lancashire compelling."

"Lancashire needs to promote the things that happen here, are grown here, can be experienced and tasted nowhere else in the country. Revealing the unexpected about the county will give Lancashire standout appeal."

said, "We know the value of great design and communication in retail but it became clear to us that retailers increasingly didn't. They wanted more control to get quicker and cheaper results, but unfortunately this usually lead to a lack of brand consistency and fruitless in-store marketing. We've created a tool that gives retailers control over the production of all their retail materials through beautifully designed templates. Essentially, Createpose will save retailers time and money, and turn more browsers into buyers!"

## Create your own POS

**A design agency has launched an online tool which allows retailers to design and print their own bespoke signage, labels and marketing materials.**

Createpose has been founded by a retail interior designer, graphic designer and web developer to offer retailers the opportunity to create their own retail materials – from shelf edge and counter tickets to leaflets,

posters and bottle collars – in a design that suits their business's look and feel.

Janette Ralph, creative director at Createpose said, "You should think of your Point of Sale and signage as your silent salesperson. Because sales assistants aren't always around to help customers, you need to make sure your POS can do the talking, and do it well!"

Ken Corsie, director of Createpose

# Thank you Nature!

20% off  
In July/August from  
Your friendly wholesaler



We're going WILD for Mayonnaise!

NEW!

Wild Garlic Mayonnaise

Seaweed Mayonnaise

Try Something Wild

[www.wildatheartfoods.co.uk](http://www.wildatheartfoods.co.uk)

WILD AT HEART

[www.folkingtons.com](http://www.folkingtons.com)

# FARMA Creates Job Listing Site

**FARMA (The National Farmers' Retail and Markets Association) has launched a jobs listing website for its members.**

The site, [jobs.farma.org.uk](http://jobs.farma.org.uk), lists jobs with FARMA members across the UK.

Primarily focused on key and management positions such as shop and department managers, butchers and chefs, the site has been supported by HugoFox which will promote the jobs through its community network approach.

Michael Mack, managing agent of FARMA said, "FARMA aims to

support its members in a range of ways which helps them to run profitable and successful businesses. As the businesses develop so do the areas they need help.

"FARMA have been looking at ways of helping members in areas of staff and HR services, and this new jobs site is a step in that direction.

"Listing a job on the site is completely free for our shop members and as such we hope this will provide one more way in which our members feel supported."

## The New Fiver: Be Prepared

A report has been published by a committee of MPs about the 100% retention of business rates by local councils.

The committee was concerned that local councils are not fully utilising their discretionary rate relief powers to support their local independent retailers, businesses and infrastructure.

The report also suggested that Local Enterprise Partnerships are possibly not the best structure for determining when to raise business rates to fund infrastructure projects.

It suggested numerous issues for consideration including the introduction of a transaction levy for retailers who sell online.

James Lowman, ACS chief executive said, "We welcome the

committee's report and the ongoing debate about the structure of business rates system to enhance business growth and investment. ACS wants to see more councils using existing discretionary rate relief powers to support local businesses, and this must continue to be 50% funded by central government."

"Councils should not be given more powers to raise business rates, and local shops and other businesses cannot be left to pick up the tab as other sources of local authority funding decline.

"We welcome further debate about how internet retailers should pay their fair share, as they currently have a huge advantage over high street businesses facing big rates bills."

## DIARY DATES

### July

**8th**  
**COTSWOLD FAYRE SUMMER BALL**  
Wroxhall Abbey, Warwickshire  
[cotswold-fayre.co.uk](http://cotswold-fayre.co.uk)

**8th-10th**  
**ALLERGY & FREE FROM SHOW**  
Olympia, London  
[allergyshow.co.uk](http://allergyshow.co.uk)

**12th-14th**  
**GREAT YORKSHIRE SHOW**  
Yorkshire  
[greatyorkshireshow.co.uk](http://greatyorkshireshow.co.uk)

**26th-27th**  
**INTERNATIONAL CHEESE AWARDS**  
Nantwich, Cheshire  
[internationalcheeseawards.co.uk](http://internationalcheeseawards.co.uk)

### August

**27th-29th**  
**BBC GOOD FOOD FESTIVAL**  
Hampton Court Palace  
[bbcgoodfoodshow.com](http://bbcgoodfoodshow.com)

### September

**4th-6th**  
**SPECIALITY & FINE FOOD FAIR**  
Olympia, London  
[specialityandfinefoodfairs.co.uk](http://specialityandfinefoodfairs.co.uk)

**8th**  
**GLOBAL CHEESE AWARDS**  
Frome  
[globalcheeseawards.com](http://globalcheeseawards.com)

## JOHN SHEPHERD OF PARTRIDGES



## "Brexit or Beginning?"

**T**obe uncertain is to be uncomfortable. So runs half a Chinese proverb. As a retailer I can readily agree with that. Managing a business on a daily basis means any form of uncertainty is unwelcome and, depending on its nature, can seriously affect sales.

Once upon a time, we tried to sell one of our shops to a multiple. It seemed a good deal but it dragged on and a feeling of foreboding sprung up that it was not going to happen.

The moment arrived when the deal did actually break down, and there came a sudden sense of energy and relief. Stock levels returned to normal and so did the customer count, albeit rather more slowly than we had hoped for.

But life went on, and despite it all the shop did not close and the end of the world was postponed. And so it is with other uncertain events. Over the years we have had our fair share of floods, fires, road closures, extreme weather conditions (I am talking about central London here, so please indulge me) threats of terrorism, changes of government, VAT increases, staff shortages, rent increases, new competition, rogue contractors, refrigeration breakdowns, rampant shoplifters, street riots, transport strikes and several other horsemen of the apocalypse turning up unannounced. At various stages it has been thought "This is the worst problem we have ever had to face" and I have spent lots of money trying to avoid the likelihood of uncomfortable situations, often unwisely. In fact, looking back,

the periods of high uncertainty and anxiety are often followed by periods of energy and growth.

The best insurance policy of them all in my experience is to build good relations with as many people in your own organisation as possible. I am pleased to say that a number of our senior staff have been with us for a considerable period of time. (Although we are ready to acknowledge that we may not have treated them on every occasion as well as we should have done).

A mature management team may bring its own problems such as risk aversion, complacency and reduced energy levels, but in my view these are far outweighed by the positive effects of teamwork, trust, loyalty and camaraderie that many of us have experienced.

Only when this environment exists can you hope to build the same positive relations with customers. Of course, nobody is perfect, but it is generally better to work to improve the problems internally rather than resort to a parting of the ways.

Which brings me on to Brexit. By the time this article is published the EU Referendum will be over. The build up to it for those of us on the sidelines has been a not very pleasant experience. Both confusing and divisive. Whatever the result, the fear is that the genie is out of the bottle and the debate will rage on indefinitely. The Chinese Proverb above in its complete form actually goes: "To be uncertain is to be uncomfortable, but to be certain is to be ridiculous."

Request a copy of our  
**Christmas Collection**  
Out Now!

## Stock up for Summer

### Why buy from us?

- Online ordering
- Over 2500 lines stocked
- Competitive pricing
- Merchandising Stands Available

01473 284111  
[sales@springvalefoods.co.uk](mailto:sales@springvalefoods.co.uk)  
[www.springvalefoods.co.uk](http://www.springvalefoods.co.uk)

[@springvalefoods](https://www.facebook.com/springvalefoods)

01473 284111  
[sales@springvalefoods.co.uk](mailto:sales@springvalefoods.co.uk)  
[www.springvalefoods.co.uk](http://www.springvalefoods.co.uk)

[@springvalefoods](https://www.facebook.com/springvalefoods)

specialityfoodmagazine.com

# HEAVENLY

**Country Puddings**  
Made by the farmer's wife

Country Puddings Lodge Farm, Dacre, Penrith, Cumbria, CA11 0HH  
tel: 017684 80864 fax: 017684 80249 email: [info@countrypuddings.co.uk](mailto:info@countrypuddings.co.uk)

[www.countrypuddings.co.uk](http://www.countrypuddings.co.uk)

[f](https://www.facebook.com/countrypuddings) [t](https://www.twitter.com/countrypuddings)

# PRIME CUTS

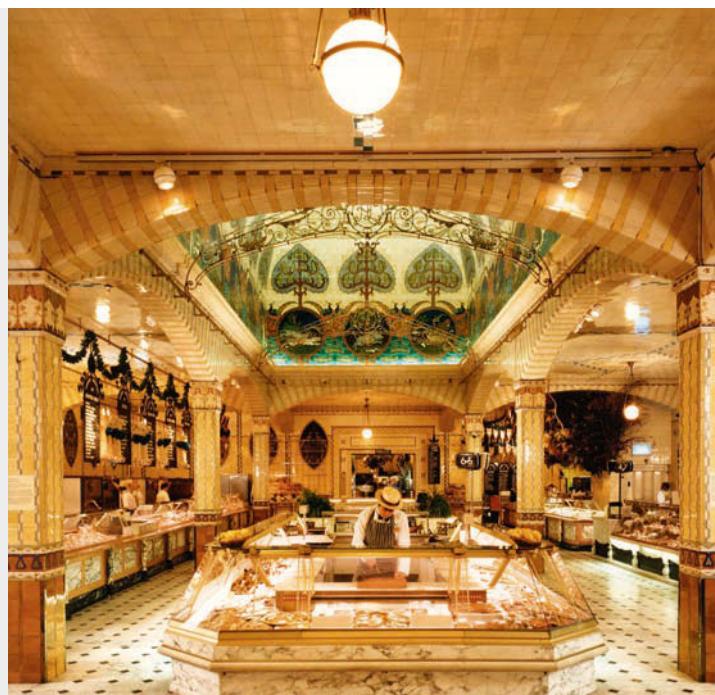
**Paul O'Shaughnessy, head of buying and concessions at Harrods shares the secrets behind one of Britain's most famous butchery counters**

The Harrods meat counter offers discerning foodies the absolute best in food and the widest range of premium quality meat and poultry. Whether that be products you would expect to find in your local counter like black pudding and varied sausages such as beef, pork and chicken; you will also find unusual like Kobe and Miyazaki beef, Ostrich, Emu and regional game.

We ensure that we source the best of British including Rhug organic chicken, which has an amazing provenance and incomparable animal husbandry, as well as the world famous Kobe beef. We work closely with our suppliers to ensure that we have the product to suit the need of our customers. We make it our mission to meet with our suppliers on multiple occasions throughout the year to ensure our product is 100% right for our diverse customer base. Such particular attention to the requirements of our customers is one of the key strengths of our meat counter.

**Our counter is a mix of traditional and classic cuts to accommodate the tastes of the discerning Harrods customers.** It is important that we provide our loyal customers with the products that they buy on a daily basis, as well as new to market products for the more discerning London foodie. For example, we will be launching new exclusives like Wagyu beef bacon and sausages (launching July), which are exclusive to Harrods in the UK.

**Here at Harrods we pride ourselves on providing the best product available on the market and this includes having products that are exclusive, trending and most**



importantly, we pride ourselves on our excellent customer service.

**We source special items from outside the UK** – for example, Kobe beef from Japan, which is some of the best and most premium beef in the world and it has amazing grading and marbling adding to the delicious flavour.

**Understanding the customer dynamics and expectations is absolutely key.** Keeping an eye out for innovative and new to market products will also ensure you are at the forefront of the market and customers' minds as a destination for food. We are also seeing an increase in a desire to fully understand the traceability and provenance of products so offering your customers this visibility is becoming paramount. **Product knowledge is fundamental.**

**“We make it our mission to meet with our suppliers on multiple occasions throughout the year to ensure our product is 100% right for our diverse customer base”**



## Bright Future for Indie Butchers

A new report by AHDB Beef & Lamb has shown that independent butchers have contributed a total of £555 million to the British economy, as well as contributed significantly to employment in the food and drink market.

The report, conducted by Trends Business Research (TBR) also found that the sector generated £2.3 billion in turnover in 2014 and has adapted to the changing needs of customers well, offering advice and convenient options to their customers.

In England there are 5,240 independent butchers, accounting for 2.2 per cent of all retail firms and 8.4 per cent of all food and drink businesses.

Michael Richardson, independent retail sector manager for AHDB Beef & Lamb said, "The report has not only underlined the significant role currently played by independent butchers in the retail sector, but pointed towards a bright future ahead.

"The perception of independent butchers' expertise among customers is also incredibly encouraging. Tapping into shifting consumer attitudes, such as the increasing emphasis on provenance, is a positive step forwards that the independent sector can continue to capitalise on.

"It's also good to see them meeting changing consumer demands, with an increasing emphasis on convenience during the week, and looking to try cooking something different and more adventurous at the weekend. Independent butchers are ideally placed to offer advice on what to try and how best to cook it.

"The outlook for independent butchers certainly looks positive and we will continue to work with the sector to help it continue to thrive."

## New Charcuterie Brand Hits Market

**Eversfield Organic has launched a new range of British charcuterie, available from 15th July.**

The range, named Roam & Relish, consists of 12 organic products including pastrami, salt beef, honey smoked streaky bacon and smoked ham.

Mark Bury, founder, owner and director of Eversfield Organic said, "We're really excited to be launching a new organic charcuterie range,

which we believe rivals the best that Europe has to offer. We only use the best grass-fed meat, produced at Eversfield and surrounding farms, using the highest animal welfare standards and care, cultivation and breeding methods.

"After the success of the initial soft launch, and the extremely positive feedback we have received, we have high hopes for Roam & Relish."



**Don't just wrap it,  
Deliwrap it...!**

**Speciality & Fine Food Fair 2016**  
4-6 September, Olympia London

**We're on stand L69**

To stay ahead of the game, savvy retailers need to take note of important trends. This way, they ensure they don't lose sales to competitors who understand changes in demand and stock accordingly. Of the various recent developments affecting the independent food retail sector, perhaps the most important is the explosion of the free-from sector. Not so long ago, free-from was considered a little faddy, or something solely for people who suffered from coeliac disease, or who were obliged to restrict their diets because of various other medical conditions.

This has changed dramatically. Independent stores across the country have experienced a steep increase in demand for all sorts of free-from goods, and gluten-free products in particular. Some farm shops have found that it pays them to devote areas of floor space to this purpose. Demand for gluten-free, wheat-free, lactose or dairy free and reduced sugar products is measurably rising. The free-from market actually doubled in size between 2009 and 2014, and is now worth somewhere in the region of £365 million. Mintel reports that there is someone with special dietary needs in nearly 40% of households, a sizeable market just waiting to be tapped.

However, what makes this spike in demand interesting is that it's not all down to people's dietary requirements. At least as many people buying free-from goods are doing so for other reasons. This is very likely a direct result of the media attention directed towards gluten-free and other free-from foods in the past couple of years and also, perhaps, of celebrity endorsement of such diets. Recent labelling legislation has enabled food buyers to more clearly identify the



## Speciality Food finds out why free-from foods are now essential inclusions for the shelves of farm shops and delis

constituents of their purchases, further raising awareness.

### Health-conscious

So who are the people who are driving this demand? Up until now it has not been the food producers. They, in fact, were quite slow to latch onto the possibilities of free-from ranges. Today's customer is much more aware of the food he eats and matters of provenance and high-quality ingredients have assumed much greater importance, especially for the sort of consumer who frequents independent shops such as farm shops and delis. He (or she) is also very health-

conscious. Both these factors have been central in the boom in sales of free-from products. For Jack Barber of Easy Bean, free-from ingredients attract three types of customer: "those with a general interest in food, its ingredients and provenance, those interested in nutrition and healthy eating, and lastly, those with a specific food intolerance." Dairy-free is becoming an essential sector for independents, with coffee bars now offering dairy-free drinks as a matter of course. Katja Thrane, marketing director of Rebel Kitchen, which makes dairy, gluten, nut and soya-free coconut 'mylk's', says

"going dairy-free is no longer just for people with intolerances; it's a long-term lifestyle choice."

However, there is more to do than provide foods which tick these boxes. It is no longer sufficient to offer your customers free-from goods in unbranded cellophane bags, as some health foods shops have done in the past. Customers now want the same attention to branding and packaging that they find with any other food product, and the food itself must taste as good as any other product of that type. As Clare Ramsey of Mrs Crimble's puts it, "whilst once it was enough to have gluten-free

equivalents of popular standard lines in fairly non-descript packaging, the consumer now expects a delicious-tasting product which is also appealingly packaged... the trick is never to compromise on taste. Great-tasting products will appeal to mainstream consumers. The gluten-free element is then an added attribute."

Despite their importance as dietary essentials for people with food intolerances, free-from foods should not necessarily be associated with health foods or described as such in point of sale or other promotional signage. Primrose Matheson, founder of Primrose Kitchen, sounds a warning note: "Many people buy gluten, dairy or fat-free products and, due to misinformation, assume they are healthy. Unfortunately, most are not and are just mass-produced foods with names of ingredients so long you couldn't pronounce, let alone recognise them! When you look at a list of ingredients, ask if this something that I could buy as a separate ingredient, like oats or sunflower seeds. If it is, you are eating something good. Free-from foods don't necessarily offer more nutritional benefits."

That said, stocking free-from serves the needs of customers with restricted diets and if it also satisfied the whims of the more fad-conscious, then this is all to the good for the retailer. With the free-from market set to grow a further 51% by 2019 (Mintel), this is an opportunity to be seized. Whether this is a sustainable market or a bubble that waits to be popped only time will tell, but for the moment stocking all kinds of free-from is a perfectly sound plan.

**“One of the lines that we have focused on and increased in the last couple of years is the free-from sector. This is very well suited to what we do. There are so many free-from products that supermarkets don’t want to bother with. It works very well when it is stocked right. Some lines work and some don’t; we chop and change until we get it right. We are now pulling in people who we weren’t reaching before.”**

ADRIAN SMITH, SMITH'S FARM SHOPS

food matters live...

Tuesday 22nd - Thursday 24th November 2016  
London, ExCeL

## Feed your imagination.

Discover the most exciting new suppliers in food and drink at Food Matters Live – providing you with everything you need to keep your business on-trend and ahead of the competition.

Join the conversation: @foodmatterslive  
 in f

Register for free entry  
[www.foodmatterslive.com](http://www.foodmatterslive.com)



**M**y background is in advertising. I was working for large agencies in London before moving to Cornwall in 1989, where I wasn't able to carry on in advertising in the way that I had done so became a freelance business consultant. I spent about four years working for a number of businesses, including a project in 1993 working on merger and acquisition possibilities for food manufacturers in Devon and Cornwall. I was looking at companies who might acquire and companies who might be acquired, what the challenges may be and whether it would be interesting conceptually. This was for a Government-funded organisation that was promoting export and investment in the food industry. During the course of that, I met with a chap called Michael Horrell. We had a chat about business, and he said he needed help to develop his business. He was very short on cash, and believed that he had a great opportunity but not the resources or capability to develop it. I agreed to help him take it to fruition, which I duly did, and interestingly, for the first few years I was very much focused on manufacturing which was not my expertise at all. I spent a huge amount of my time getting to understand the process and how it all came together to get a consistent product. It wasn't unusual for handmade cheeses to have inconsistencies, whether affected by the seasons, weather, or the person who made it. We took it from a 25 ton business to a 100 ton business by the year 2000. As we realised we were coming into a capacity issue we decided to take the business on as a joint venture, add a second processing unit and that I would run both of them. We also created a joint marketing company, and that was Lynher Dairies Cheese Company. This could become a vehicle to buy all sorts of cheeses, but we decided not to do that and to keep our own brand at the company's core. We've only recently added a new cheese to the range as a product extension.

It's important to me that as a business we keep our staff happy, only send out optimum products and support our community. We're a big firm in a rural area where there is not much employment, so my absolute core principles sit around the task of making our business attractive to staff. If we're attractive we will get good people, if we get good people we can keep good people, and if we get good people and keep good people we can make a really good product. If we break that chain at any point, the end product and therefore the business suffers. It's a closed loop. I don't think anyone would disagree with that concept, but I think we're different in the sense that we have an absolutely non-negotiable stance on product. Unless the product is at its optimum, it doesn't go out. I believe fervently that poor product loses customers for a long time, while good product grows your customer base. Cheese is a moving beast and tends to do its own thing, and 25 years on it still isn't always what we expect it to be – in which instance it goes out as ingredients as I believe it to not be



## THE INTERVIEW

**Looking after customers, colleagues and cheese is paramount to Catherine Mead of Lynher Dairies**

worthy of our name. We have developed huge systems which sit around supporting that core aim, and that is at the very heart of our brand value.

I protect my people very zealously and we have a very high rate of staff retention. People stay at Lynher Dairies, and that's good because it means we can invest in skills and the knowledge and therefore our ability to deliver the perfect product. Our growing team – we employ around 30 people now – is totally committed to our quality message, but of course they need to be supported themselves. We recognise that individuals have different reasons to be at work – some

want to build a career while some mainly want work for the here and now – we respect these opinions equally. We are signed up to apprenticeship programmes which allows us to bring young people in and ensure they become qualified and acquire exam skills as well as practical skills, and we've done that in management, cheesemaking and engineering. We've designed a cheesemakers apprenticeship scheme with Duchy College which is now a nationally-available scheme, and we're now onto our third cheesemaking apprentice – skills and development are very important to us, and we want people to feel that they're developing and progressing. I

believe in employees having opportunities for input, and very much operate an open door policy – people can come into any office at any time and ask questions, and they do. Staff welfare is incredibly important to me, so we offer flexible working as much as we possibly can. Anyone can apply to use for a one-month sabbatical to do the thing they've always wanted to do.

I try to be as supportive as I can of charitable endeavours, too; we contribute a lot to the Cornwall Community Foundation which is a charitable enterprise that puts money back into Cornwall, and if anyone is fundraising, we will match whatever they make for their charity. We host visits and talks in the local community, and consider that to be an important part of what we do. I'm always keen to share my expertise and that of the team – we're all cheese judges and I'm also vice chair of the Specialist Cheesemakers Association. I will always be very receptive of people who call up saying that they want to get into cheesemaking, and will happily show them around the site – I'm firmly of the belief that I and the team at Lynher Dairies have done much, seen much, learned much, and I am more than happy to share that knowledge with others – our open door extends beyond our staffroom to the outside world, and I will always do what I can to support people.

### QUICKFIRE QUESTIONS

#### INSPIRATION?

**Eurwen Richards**, the grand dame of cheesemaking, is a huge inspiration to me. She's always been very supportive and I've always felt that she has a slightly maternal role as she has such a fondness for the industry. What she didn't know about cheesemaking wasn't worth knowing. She was extremely helpful to us early on when we were trying to get our cheese consistent. She is a very special person. I had a fantastic business mentor who I've been talking to again of late, Ali Hannaford, who has a fish business in Devon. I was put in touch with her in about 1998, as her business was more developed than mine and she was quite a few steps ahead of me. She was incredibly helpful in some of my business decisions and challenges. She had been very innovative and dynamic, and thanks to her trialling lots of ideas I was able to borrow and trial them myself.

#### MANTRAS?

I've been trained in the importance of simplicity. Clarity of communication is key, and if you lose that it's very difficult to bring people with you. We are hugely honest in everything we do, and there's integrity in everything we do and say, so everybody knows where they stand. I will never compromise my product, and so there is a bond of trust held between customer and business

**“Our open door extends beyond our staffroom to the outside world – I will always do what we can to support people”**

#### MAKING IT WORK

**I have a reasonable but not incredibly high appetite for risk;** if you're setting up a business and investing your own money in it and putting yourself out there, you are taking a risk – that's something that has to be reconciled pretty early on – and I passionately believe that work has to be a happy place. We spend so much time at work

that we need to enjoy it, and going to work should never be something that someone doesn't want to do – if that's the case, that role isn't right for you. I carry that value with me and hopefully communicate and permeate it through the business. When I was relatively inexperienced in advertising, the boss of the agency I worked for always said three things: we must do good work, we must have fun, and we must make profit.

The doing good work ensures your market, the having fun keeps your team developing and supporting you, and the making profit allows you to reinvest and develop. If you're not doing those things it's so much harder. I've carried that for the past 20 or 30 years as a mantra. There are moments when one of those things isn't quite as present as I'd like it to be, but that provides an opportunity to take a step back and review it.

**I've worked very closely with Neal's Yard Dairy for many years now** – they manage all of our export and sell our Yarg wholesale and in their own shops. I've always had a huge respect for them because they shared my values about people and product – the idea that these two things could pull together – and, consciously or subconsciously I couldn't tell you, I've always been informed by the way that

they work. They're so very passionate about their own product and brand, but also my product and brand. They treat us as though we're special and stand apart, and at the same time they recognise that their own business hinges on the happiness of their people. They're really great people to work with, and their business is a huge inspiration.

# MEET THE PRODUCER

Owners of delis and farm shops looking for a top-class range of olives and Mediterranean supplies – and a level of retailer support to match – are turning to the Real Olive Company, which has been growing steadily since it was launched on a Bristol market stall by Karin Andersson and Ben Flight almost 20 years ago.

"When we began in 1998, there was really nobody else selling olives like we were doing," Karin says. "We sold olives loose, inspired by the way they were sold in French and German markets, where I had seen barrels and barrels of olives, offering a huge variety. We started by importing everything from France, marinating some olives and selling others loose at weekends in St Nicholas Market, in the old quarter of Bristol." It was not long before the venture was attracting considerable interest. "People came from all over the city to buy olives from us," Karin says. "In those days you couldn't buy them in the supermarkets."

The next step was to dip a toe in the wholesale market. This quickly proved successful and before long, the couple were distributing to local restaurants, shops and delis. This was driven by popular demand: "we had people coming to us and asking if we could deliver," she says. "We also set up a restaurant in an old warehouse on the docks, where there was a huge demand for fresh Feta cheese salads and similar dishes. At this point we were very interested in retail and also set up a bakery." Since those days, Karin says, The Real Olive Company "has moved into much more of a wholesale and production role. We now bring in raw olives which we ferment, cure and then marinade ourselves."

The present range is a large one, "anything from a 60g snack-pack to the three kilo boxes which are supplied to farm shops and delis. We do everything from organic, plain and marinated olives, (Wild Garlic & Basil is a great favourite) to sun-dried and

The Real Olive Company remains true to its ethos of supplying keenly priced, artisanally produced natural food



semi-dried tomatoes, pestos, Feta cheese and stuffed vine leaves." The olives are sourced from a network of growers in Greece, Italy and France, usually small family businesses with whom Karin and Ben have built long-lasting relationships.

#### Free samples

The Real Olive Company has come a long way from its market beginnings, and Karin attributes part of that success to her partnership with Ben and the energy of youth. "Because there were two of us, we were able to focus on different areas," she explains. "Ben was definitely more interested in retail and could

focus on the restaurant side of the business while I was dealing with the wholesale side. Also, I think being young and very energetic at the time helped enormously. If I got a call from a chef at 10 o' clock at night, I would still go out and deliver the olives."

The growth of the business has not affected its underlying ethics or the artisanal way in which the products are produced. "We are called The Real Olive Company because we want to provide real food, which is affordable for everyone." The Real Olive Company's olives are fresh and not pasteurized. "Olives change

in flavour throughout the year but when you pasteurize, you get a more uniform flavour. There is also much more goodness and natural anti-oxidants in unpasteurized olives." Being organic is important to the company. "We always use natural, unrefined oils," Karin says. "We are certified organic and we offer a large range of organic products."

While the company now supplies Waitrose, Ocado and Abel & Cole, key outlets it had set out to reach, "supplying farm shops and delis remains a big and much valued part of our business." With this market in mind, The Real Olive Company launched a snack-pack this April



"which are ideal for the counters of farm shops or delis," Karin says. "These fill a gap in the market for a healthy snack which can augment a quick lunch, be popped in children's lunch boxes or simply enjoyed with a glass of beer." The company is now offering free sample boxes to interested retailers. "You can sign up and ask for a free sample box of pretty much any of our products," Karin says. "We are sending out samples of the new snack pack, too." Owners of independent shops may be interested to know that The Real Olive Company can also supply serving bowls, wooden scoops and labels, as well as recipe cards.



## Healthy snacking grows on trees!



To request your free samples call 0117 954 7480  
[www.therealolivecompany.co.uk](http://www.therealolivecompany.co.uk)

TRY A WHOLE BOX OF 12 x 60g PACKS FOR FREE!  
**2 delicious blends**  
**2 shelf ready boxes**  
**12 trays in each box**  
**60g of ambient olives in each tray**

Offer your customers a totally natural, healthy and nutritious snack. No nasty business, just succulent, delicious olives marinated in cold-pressed oils.

Each sleeved tray comes with a wooden cocktail stick for easy and flavoursome snacking whenever and wherever needed.

Our brand new ambient, 60g snack packs come in shelf ready, point of sale, boxes containing twelve trays.

Delivering a little taste of the Mediterranean in each olive, these mighty little trays really are perfect for real olive lovers everywhere. Live, love, eat olives!



**Healthy snacking never looked or tasted so good!**

\*The first 50 enquiries will receive a retail case (12x60g packs) of the blend of their choice (Basil & Garlic or Chilli & Herb). Subsequent requests will receive one of our standard sample packs. Please quote 'SPEC16' when you call.

Our showcase of the hottest products this season



### Wild at Heart

Wild at Heart, award-winning makers of on-trend English wild foods, are delighted to announce the launch of their fabulously tasty, "wild" (and free-range egg) mayonnaises. There are now essential ingredients for Summer 2016.

Wild Garlic Mayonnaise contains handpicked wild garlic leaves from Kent which naturally turn it a delicate shade of green, and pack it so full of flavour that it really is marvellous with most things! It's perfect with new potatoes in a salad, in a sandwich with chicken, ham, or eggs – or just on its own, with a few crudités! Seaweed Mayonnaise is made with a special blend of red and green seaweeds, hand-harvested from Atlantic waters, giving this mayonnaise a rich, salty / sweet flavour, full of umami savouriness! Wonderful with fish or seafood, it is also great in a sarnie and fab with chips! Both mayonnaises retail for about £3.50 for 200g. Go on – try something wild!

[ginny.knox@wildatheartfoods.co.uk](mailto:ginny.knox@wildatheartfoods.co.uk)  
[wildatheartfoods.co.uk](http://wildatheartfoods.co.uk)

### Pasta Garofalo

Italian pasta maker Garofalo has been making high quality pasta since 1789 in Gragnano, the birthplace of pasta in Italy. Making handcrafted pasta for Garofalo does not mean having outdated machines or producing product by hand, but knowledge, modern technology and a sound philosophy of production. As artisans do, Garofalo carefully controls every single aspect of the process until the final result is what they consider the absolute best pasta.

Pasta is simply made with water and durum wheat semolina and you can't produce excellent pasta if the best wheat is not used. It is the

quality and quantity of gluten present primarily that determines the quality of the wheat and we only use high quality durum wheat semolina meeting strictly controlled criteria, the result a consistent, high quality pasta, which is always a pleasure to eat every time! Garofalo presents its premium product in transparent packaging, making it instantly recognisable on the shelf with the philosophy there is nothing to hide and everything to share, and with the belief that high quality pasta is beautiful to look at.

01438 813444  
[info@garofalo.co.uk](mailto:info@garofalo.co.uk)  
[pastagarofalo.it](http://pastagarofalo.it)



### Tim's Dairy

Tims Dairy, based in Chalfont St Peter, Buckinghamshire, has launched a new big pot 450g size version of their award-winning Bio-Live Greek Style Yogurt with Blackcurrants. This thick, creamy luxurious yogurt, packed with delicious fruit and made with fresh British milk and cream, and only natural ingredients, won a Great Taste Award Gold Star in 2012.

Great for sharing, great as a natural snack and excellent for your chiller cabinet – RRP £1.95. This completes the full range of big pot family-friendly sizes joining Greek Style with Honey, Greek Style with Raspberry, Greek Style with Vanilla and Greek Style Natural all in the larger format. Ask your wholesaler for more details or contact us if you are interested in stocking this yogurt.

01494 541890  
[graham@timsdairy.co.uk](mailto:graham@timsdairy.co.uk)  
[timsdairy.co.uk](http://timsdairy.co.uk)



### Breakfast Book Ltd

Hugo's Breakfast award-winning cereals, mueslis, granolas and porridge are hand-made in Cornwall. We have two mueslis – both with Tastes of the West 2016 Gold awards, and two granolas; Hugo's Granola awarded Gold and Fruit and Nut, gluten-free Granola has been awarded Silver. We also make a Blueberry & Apple porridge. Our range of Portable Porridge Pots (takeaway porridge), are produced for the winter months and consist of three flavours: Three Oat Porridge, Apple & Sultana and Pumpkin Seed & Cranberry.

The 85g pots are sweetened with natural organic sweetener called Jaggery and the creaminess comes

from organic full-fat milk powder. All our range is made with British and Cornish produce where possible, and mixed and packed by hand to ensure quality is controlled. All our products are packed in biodegradable card boxes, have vegetable cellophane inner bags, and are barcoded ready to retail. The shelf dates are from six to eight months to best before. Our local customers include The Eden Project, Rick Stein's Delicatessen and the new Great Cornish Food Store in Truro and national ones, Fortnum and Mason and Fenwick's.

01841 532 426  
[info@breakfastbook.co.uk](mailto:info@breakfastbook.co.uk)  
[hugosbreakfast.co.uk](http://hugosbreakfast.co.uk)



### field fare

A new look is planned for field fare ready meals. field fare, premium frozen food suppliers, has undergone a brand refresh with a new look for its freezers and, soon to launch, newly-designed packaging for its pre-packed meals. The new look will reflect the premium quality of field fare's range and will use colour differentiation on packs to make it easier for shoppers to select.

field fare's ready meals are high-quality recipes and consist of wholesome, hearty meals like Lancashire Hot Pot, Cottage Pie, Lasagne Verde & Steak & Kidney Suet Pudding and an enticing selection of traditional puddings e.g. Bramley Apple Pie and Rhubarb & Ginger Crumble. All meat dishes include Red Tractor meat, the finest ingredients and have on average 25% more meat per pack than other notable ready meal suppliers. There is NO minimum order quantity for any of the field fare ready meals – simply add from one case upwards to your usual field fare order.

01732 864344 [enquiries@field-fare.com](mailto:enquiries@field-fare.com) [field-fare.com](http://field-fare.com)



### West Coast

West Coast, the new brand launched earlier this year by Stag Bakeries to showcase products with contemporary flavours and unusual ingredients, has added dipping crackers to the collection. West Coast have initially launched three varieties of cracker which can be enjoyed as a snack, dip or accompaniment to a meal.

Lentil & Biryani is made with Mathia flour and spiced with traditional Indian flavours and works well with curry as an alternative to poppadoms. Inspired by North African cuisine, Green Bean & Ras El Hanout is made with Moong Dall Flour and Ras El Hanout spice and the houmous-inspired Chickpea with Garlic is made with Besan flour. Packed into eye-catching 80g resealable bags. RRP £2.30.

01851 702 733  
[sales@stagbakeries.co.uk](mailto:sales@stagbakeries.co.uk)  
[stagbakeries.co.uk](http://stagbakeries.co.uk)

### Divine Chocolate

Discover six fabulous flavours in a box of 12 little bars, all individually wrapped to cherish and share. The box opens like a book to reveal flavour notes, a fine quality chocolate tasting guide and the Divine story: Kuapa Kokoo cocoa farmers in Ghana co-own the company and so farmers receive 44% of the profits.

It is fantastic for foodies to explore seriously good chocolate – the best of the best Ghanaian cocoa, Fairtrade, 100% pure cocoa butter, natural, vegetarian and free from palm oil, GMOs, soya and artificial colours, flavours and preservatives.

Available from August 2016 as an all-year-round gift, it is the perfect addition to any luxury Christmas range and suitable to sell through for Valentine's Day and Mother's Day. 12 x 180g, single-facing SRP. 020 7378 6550  
[steve@divinechocolate.com](mailto:steve@divinechocolate.com)  
[divinechocolate.com](http://divinechocolate.com)





## Ballancourt Fine Foods

Ballancourt Fine Foods is a family-run company that specialises in quality French products. Our main strength, apart from the high quality products we sell, is the bespoke own labels we can produce, completely free of charge, and to help our customers we have no case sizes and small minimum orders, so customers can order what

they need to fill their shelves as we know store room space is often small. Our extensive range of ambient pâtés, terrines and rillettes is second to none and doesn't end there. We also offer a fantastic range of mustards, soups, vinegars and gourmet cooked meals including all the French classics such as Beef Bourguignon, Coq au Vin and Cassoulet. There's a trend towards some more obscure pâtés varieties, and we have recently launched an exclusive new range of artisan-produced pâtés prepared by former head chef Julien Quesneau. Pâtés include water rat (Coypu), frog legs with smoked bacon, snails with garlic & tomato, to name but a few. These are especially successful for the Christmas market.

**01604 891573**

[sales@ballancourt.co.uk](mailto:sales@ballancourt.co.uk)  
[ballancourt.co.uk](http://ballancourt.co.uk)



## James White Drinks

James White Drinks' new Zinger range offers something new and exciting - Four flavours inspired by strong natural flavours Organic Ginger, Xtra Ginger, Lime & Chilli and Turmeric Juice. Ginger Zinger offers something new and really different - a delicious caffeine-free alternative to an espresso to wake you up. It's organic and made with the real thing (26% pressed ginger, 57% apple juice (not from concentrate) and water. With a whopping 40% ginger juice content reinforced with extra zing from chilli, the Xtra Ginger Zinger is not for the faint hearted! This Zinger will invigorate the senses! Delicious, but not for those

that can't take the heat.

Combining the fresh sharpness of pressed lime juice, hot chilli and apple juice, Lime & Chilli Zinger packs a punch and a 100% organic punch at that. The Turmeric Juice Zinger is a novel and surprisingly delicious alternative to the turmeric products that are currently offered. James White press the turmeric in Suffolk and have added black pepper, lemon and a little chilli to give the zing. These pocket shots really hit the spot.

**01473 890 111**

[jameswhite.co.uk](http://jameswhite.co.uk)  
[info@jameswhite.co.uk](mailto:info@jameswhite.co.uk)



## A little Bit Food Company

Exciting foodie start-up, A Little Bit, champions the use of fresh herbs, with each recipe capturing a just-picked taste. Founder, Sophie Lane Fox, initially launched a range of four versatile dips, dressings and marinades. The collection is now being expanded with the introduction of A Little Bit Saucy. Continuing the herbalicious theme, the collection includes Rosemary & Tomato Ketchup and a Slightly Spicy Tomato & Sage Pasta Sauce. Inspired to deliver quick and simple mealtime solutions - the range benefits from the use of wholesome, natural ingredients and offers retailers an eye-catching collection of condiments.

For the festive season, A Little Bit is releasing a beautiful gift set containing 100ml bottles of each of the four original dressings - Balsamic & Thyme, Red Onion & Parsley, Raspberry & Mint and Lemon & Tarragon combination. Discover A Little Bit's delicious dressings and sauces that make meals a little bit more exciting.

**07747 116 905** [sophie@alittlebit.co.uk](mailto:sophie@alittlebit.co.uk) [alittlebit.co.uk](http://alittlebit.co.uk)



## Hawkshead Relish

Contemplating the festive offering during the hottest months of year is like drooling over summer sunshine on a December evening, but good planning is key to lucrative Christmas sales. The Hawkshead Relish Popcorn Party Pack is an essential 'pick up' gift offering a quirky and fun indulgence which incorporates our handmade sauces with do-it-yourself popping corn in a retro reusable box.

These are as attractive on your retail shelves as they will be in your customers' Christmas stockings. Handmade with the highest quality ingredients, gluten and nut free, they are completely natural and don't contain artificial flavourings, colourings or additives. Suitable for vegetarians and vegans. We are offering fantastic pre-order savings on these & other seasonal products, just request a Christmas brochure

**01539 436 614**

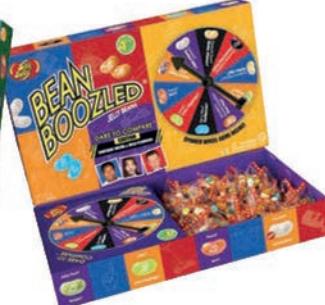
[info@hawksheadrelish.com](mailto:info@hawksheadrelish.com)  
[hawksheadrelish.com](http://hawksheadrelish.com)

## Jelly Belly

Retail feedback confirms what we already know: that the recently launched BeanBoozled 4th Edition Jumbo Pack will break all previous Jelly Belly Christmas sales records.

The phenomenon of the BeanBoozled Challenge - more than 18 YouTube videos - is growing daily. Is it the Spoiled Milk flavoured bean or Coconut? Dead Fish or Strawberry Banana Smoothie? You won't know till you try - every bite becomes an exercise in candy Russian Roulette, guaranteed to bring hilarity to everyone's family Christmas.

The Jelly Belly Advent Calendars are always sold out long before the Christmas countdown begins. This year the calendars are adorned by a



charming picture of Mr Jelly Belly and Rudolph enjoying a spot of festive ice skating. Behind every little window are pyramid bags of the best-loved Jelly Belly jelly bean flavours - a fabulous, delicious treat for all ages. Make sure your customers celebrate Christmas with Jelly Belly, and place your orders early.

**01727 829 010**

[uksales@bestimports.co.uk](mailto:uksales@bestimports.co.uk)  
[jellybelly-uk.com](http://jellybelly-uk.com)



## Peter's Yard

Peter's Yard has extended its range and launched three new variants made to authentic Swedish recipes and using all-natural ingredients. Caraway has a warm, sweet and delicate aroma and is recommended with strong, hard cheese. Pink Peppercorn adds a rosy hue and light peppery touch and perfectly partners a wide selection of cheese. Each 90g pack will retail at £2.50.

The new Selection Box includes Charcoal, Spelt & Poppy Seed and the 3 star Great Taste award-winning Original; named as 'the best biscuit for cheese out there'. The pack brings together differing colours, shapes and flavours and has been carefully designed to perfectly partner a wide choice of cheese and therefore be the ideal accompaniment to a cheeseboard. 265g RRP £6.00.  
[petersyard.com](http://petersyard.com)



## Mrs Bridges

The Mrs Bridges wooden gift range provides the ideal solution for retailers looking for a quality food gift contained within eye-catching, useful and reusable packaging.

The two hamper trays are themed, with the smaller of the two featuring afternoon tea products and the larger filled with a selection of items ideal for the festive period.

The RRP for the smaller tray is £19.95 and the larger £29.95. Both trays are embossed with the Mrs Bridges logo, and there are plans for an extension to the wooden range for Christmas 2015, to be unveiled in August.

The Mrs Bridges festive selection is available to ship to trade from Monday 24th August 2015.

**01241 432 500**

[contact@mrsbridges.co.uk](mailto:contact@mrsbridges.co.uk)  
[mrsbridges.co.uk](http://mrsbridges.co.uk)



## Summerdown Mint

Inspired by the success of its traditional award-winning peppermint chocolates, Summerdown has added two new darkly different Heritage boxes of peppermint chocolates to its range. Made with 70% dark chocolate and Summerdown's single estate English peppermint oil, these chocolates are truly distinctive.

Over the last twenty years, Summerdown has reintroduced traditional Black Mitcham peppermint to this country, relearning lost farming skills from America and combining them with the latest technology at our farm in the foothills of the Hampshire downs.

The oil, which is distilled on the farm, has a consistent quality and a soft lingering taste. It has a cooler, more intense flavour and scent than other varieties. So, it's no surprise at all that our chocolates have won so many awards. Bright, fresh and aromatic, this is a very different taste from the harsher, blended, imported peppermint of the past 60 years.

**01256 780252** [sales@summerdownmint.com](mailto:sales@summerdownmint.com)  
[summerdownmint.com](http://summerdownmint.com)



### Essential Cuisine

Essential Cuisine, known for making award-winning stocks and premium gravies, has launched a new Turkey Gravy for Christmas – a real Christmas treat for all cooking enthusiasts.

For the most important meal of the year, our super tasty new Turkey Gravy is the perfect partner for that magnificent turkey and all the glorious trimmings on the plate – a convenient way to get a professional chef's finish.

Perfectly seasoned with a hint of sage boosting its savoury goodness, our silky golden gravy can be made in advance then stirred into the delicious turkey juices, making Christmas dinner just that extra bit special.

RRP: £2.50 – each 76g pot of ambient gravy powder makes one litre of perfect gravy. Order via Hider, Cotswold Fayre or direct.

**01606 541490**  
**jennie@essentialcuisine.com**  
**essentialcuisine.com**

### Uncle Roy's

Uncle Roy's Edible Flower Petals are the perfect finishing touch for cupcakes, celebration cakes and to add a glamourous garnish to float on wine cocktails or champagne for dinner parties. As well as being popular for decorating chocolates and cakes, the sugared varieties have become popular to drop into sparkling wine, releasing colour and streams of bubbles.

While many varieties can be used in ice cubes, ice cream, meringues and other desserts, the latest addition to the range – a beautiful orange rose petal – will look stunning as a focal point on any well-dressed plate.

Also featured in the range are two hard-to-find traditional favourites – Angelica and Peel Caps, so all your cake makers will be very happy to see you stocking this range.

**01683 221076** [uncleroy@uncleroys.co.uk](mailto:uncleroy@uncleroys.co.uk)  
[uncleroys.co.uk](http://uncleroys.co.uk)



### Deans of Huntley Ltd

Helen Dean first began baking her melt-in-the-mouth shortbread in her Aberdeenshire kitchen in 1975. More than 40 years on, Dean's is now a household name across Scotland and exports to nearly 30 countries around the world. This year the business has re-branded, and now has a fresher, more contemporary look with great on-pack photography which really illustrates the deliciousness of the products. New to the range this year is Dean's

gluten-free shortbread which still maintains the light and crumbly Dean's texture, as well as the all-butter flavour. Also new is Dean's rich fruit cake steeped in Tomatin single malt whisky and presented in a unique whisky cask design tin. Dean's very popular Christmas gift tubes are back in the range for 2016, varieties include Cranberry & Orange and Spiced Mincemeat.

**01466 792086**  
[info@deans.co.uk](mailto:info@deans.co.uk)  
[deans.co.uk](http://deans.co.uk)



### Cottage Delight

Cottage Delight's brand new jam features the chuberry as the key ingredient in this exciting new sweet and tart preserve that packs a delicious punch.

With a sweeter flavour than the blackcurrant, this lesser-known dark and juicy berry is an intriguing blend of the redcurrant, gooseberry and jostaberry. This ruby red jam makes a delicious fruity topping for cheesecakes and a scrumptious filling for traditional crumbles, or simply enjoy with ice cream or Greek yoghurt for a simple dessert.

Lovingly made in small batches using traditional open copper pan methods to retain a traditional flavour, Chuberry Jam is a high fruit content preserve prepared using 40g of fruit per 100g without any artificial ingredients. Suitable for vegetarians and gluten-free, it carries an RRP of £3.30 and a unit cost of £2.21 per 340g jar.

A free Chuberry & Apple Crumble recipe card is available free of charge with all orders.

**01538 382020**  
[sales@cottagedelight.co.uk](mailto:sales@cottagedelight.co.uk)  
[cottagedelight.co.uk](http://cottagedelight.co.uk)

The latest product to be launched is can packaging for breweries, in line with the new wave of canned beer production hitting the UK. Advanced Packaging Materials has designed boxes to hold 4 and 6 cans which can be printed with the brewery logo and information, a first for the industry.

**01670 546677**  
[advpack@btconnect.com](mailto:advpack@btconnect.com)  
[advpack.co.uk](http://advpack.co.uk)



### The Curry Sauce Company

Experience the vibrant flavours of our range of delicious sauces from India, Thailand, Malaysia and Morocco and take your tastebuds on an adventure across the world.

Each of our sauces has been specifically prepared to be of restaurant quality and are truly ready to use. We also produce a selection of naan breads, chapatis and chutneys, so there's something to suit everyone's tastes.

The range is used widely in the production of sandwiches, sandwich fillings, pies and pasties and ready meals.

Our range is available to our trade customers in 475g pots in packs of 6 per flavour, or in an easy to handle 2 x 2.7kg catering format. The 2.7kg jars come in 8 flavours and have a shelf life of approximately 1 year unopened.

We supply regional retail and foodservice wholesalers and welcome further distribution enquiries for our retail and foodservice ranges. All our products are manufactured in the UK.

**01243 550045** [gk@currysauce.co.uk](mailto:gk@currysauce.co.uk) [currysauce.co.uk](http://currysauce.co.uk)

### Walkers Nonsuch

When Edward Joseph Walker created the perfect toffee recipe back in the 1890s, little did he realise what he had started! Using only the finest ingredients, like whole milk and butter, the family company now makes toffee bars, slabs and bags. Toffee Twin pack is a real favourite at Christmas time to share amongst family and friends. The pack contains two Original Creamy bars along with a toffee hammer. Instructions on how to break the bars into bite size chunks appear on the back of the pack and also a little history of the company. All the toffee is free from gluten, artificial colours, preservatives and hydrogenated vegetable oils. Emma Walker comments,

"There's something satisfying about breaking your own toffee and somehow it tastes better too!" Also available are Toffee Duo, which contains a bar of Brazil Nut, and Original Creamy. Packs retail from just £2.50 each. Stockists include Hancock's Cash and Carries and Hider Food Imports.

**01782 321525**  
[sales@walkers-nonsuch.co.uk](mailto:sales@walkers-nonsuch.co.uk)  
[walkers-nonsuch.co.uk](http://walkers-nonsuch.co.uk)



### Cheshire Cheese Company

The award-winning Cheshire Cheese Company has a unique range of contemporary flavoured and traditional cheese truckles, blocks and chutneys all produced in Cheshire, from best-selling and flagship Black Bomb Mature Cheddar and Traditional Creamy Cheshire to more quirky innovations like El Gringo (Lime, Tequila & Chilli), Caramelised Onion & Rioja and Sticky Toffee Heaven.

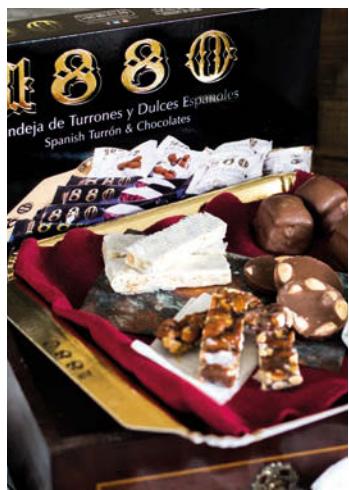
The newest variant is Cheshire with Garlic & Black Pepper. Seasonal variants include Wensleydale & Cranberry and Santa's Choice. All

variants are Vegetarian Society-approved. The cheeses are available in 200g truckles, 1kg half-moons and 2kg wheels and the chutneys are in 200g jars. Founded in 2011, the company has traditionally only sold at artisanal markets, shows, through its own small network of owned stores and online, but such has been the demand that it is widening its distribution.

It's the cheese that makes you grin! Visit us at [cheshirecheesecompany.co.uk](http://cheshirecheesecompany.co.uk) and the Nantwich Cheese Show.

**0808 189 0725**  
[sales@cheshirecheese.info](mailto:sales@cheshirecheese.info)  
[cheshirecheesecompany.co.uk](http://cheshirecheesecompany.co.uk)





### Delicioso

Delicioso is one of the UK's leading importers and distributors of gourmet Spanish food, including this premium range of turron and sweets from '1880'. This is Spain's most famous brand of turron, from Jijona in

Alicante. Turron is a sweet delicacy, a kind of almond nougat, originally brought to Spain by the Arabs. It is available as hard turron (also called Turron de Alicante), the classic crunchy version which is made using a mixture of whole roasted Marcona almonds and honey, bound together with a little egg white and covered with a thin wafer to make a bar and as soft turron (Turron de Jijona), where the hard turron is made into a paste (fabulous in an ice-cream!). We also have as well an almond brittle, marzipan, sugared almonds and various kinds of chocolate turron. As well as these different bars, we carry this assortment box, where individually-wrapped small bites of turron and chocolates are presented on a card tray, perfect for an after dinner selection of sweet Spanish delicacies!

**01865 340055**  
[info@delicioso.co.uk](mailto:info@delicioso.co.uk)  
[delicioso.co.uk](http://delicioso.co.uk)

### Gruntled

At Gruntled they source the finest Danish pork rind and cook it twice to give it a lighter texture than standard pork scratchings. They then season it with their special flavours, carefully selected to be all natural, gluten-free and with no nasties like MSG. They say the result is the finest pork crackling you will find, guaranteed to leave you gruntled!

Gruntled (adj.) pleased, satisfied, contented.

Gruntled is the creation of Dave Willis, co-founder of Salty Dog Brands, whose other snack products include Salty Dog and Darling Spuds hand-cooked crisps, as well as a range of nuts, popcorn, Cheddar biscuits and roasted corn. Dave says "I found that many traditional pork scratchings were rock hard tooth breakers! Our method of double cooking them makes them lighter and gives them a softer bite, which I think will prove very popular".

**01494 774 422** [hello@getgruntled.co.uk](mailto:hello@getgruntled.co.uk) [getgruntled.co.uk](http://getgruntled.co.uk)



### Teaforia

Matcha is a must have item in today's trendy yet health oriented specialty food shelves. Matcha is a type of green tea. However, it is different to regular green tea. The Matcha process involves shade growing green tea leaves for three weeks before, removing all veins and stems, then the leaves are stone ground into a fine, dissolvable powder. This results in the potently antioxidant matcha powder! Matcha has found fame of late with numerous prominent magazines featuring it in their pages. At Teaforia, we make matcha that tastes great! We specialise in pure matcha as well as blends, with a wide scope of RRP's suitable for any business and great profit margins and marketing support. Kyo Matcha Latte (Matcha with Milk) RRP: £5.00, Citrus Zen Matcha (Matcha with Lemon) RRP: £5.00 Ceremonial Matcha (First Flush) RRP: 20.00, Premium Matcha (Second Flush) RRP: £15.00

**02081 444150** [groundrules@teaforia.co.uk](mailto:groundrules@teaforia.co.uk)  
[teaforia.co.uk](http://teaforia.co.uk)



Taste like no other  
PURE Matcha  
Hand picked, stone ground  
Organic Japanese green tea

Taste like no other  
EXCEPTIONAL Matcha  
Hand picked, stone ground  
Organic Japanese green tea



### Three Little Pigs

Pigs Rule! A top drawer chorizo and salami range with a rich Yorkshire twist! Made by Jon and Charlotte Clarkson on their free-range farm, they use pork from their own herd of rare breed pigs. Their first sow 'Mavis' was a wedding gift and the wellbeing of their pigs is paramount. The pork is combined with the best ingredients, following recipes devised by Jon. This approach has resulted in a host of stars at the Great Taste Awards, the product being selected as a Defra Food Star and acquiring a string of celebrity fans. This is food made the slow way. It takes more than nine months of love and dedication to produce this chorizo and salami in the fresh air of the Kiplingcotes Wold. Embrace one of Yorkshire's best kept secrets, and use for either fine dining or sublime snacking. Available through distributors or direct. A SALSA accredited, ambient range.

**07910 315956**  
[hello@threelittlepigschorizo.co.uk](mailto:hello@threelittlepigschorizo.co.uk)  
[threelittlepigschorizo.co.uk](http://threelittlepigschorizo.co.uk)



### teapigs

This Christmas, teapigs introduces a new flavour to its family of tins of tea and it's the most festive of all. teapigs spiced winter red tea, containing a caffeine-free red rooibos tea with orange cloves and cinnamon, is like Christmas in a cup!

Unlike your average cuppa, teapigs teas contain only the very best quality whole leaf teas, whole herbs, and real, whole ingredients. The teas come in biodegradable tea 'temples' – a roomy mesh bag that gives the leaves lots of room to infuse. It's real loose tea without the fuss – that's why you get so much flavour. It's perfect for Christmas. The super-stylish tins of tea contain 20 tea 'temples' and are available in 11 of the best-loved flavours. You'll be spoilt for choice.

**02031 418485**  
[inf@teapigs.co.uk](mailto:inf@teapigs.co.uk)  
[teapigs.co.uk](http://teapigs.co.uk)

### Gruyère AOP

Made in western Switzerland, Gruyère AOP has been produced in the same way since 1115AD, using raw milk from cows fed on grass in summer and hay in winter. The skilled cheesemakers use 400 litres of fresh milk to make a single 35kg Gruyère AOP wheel. It is the only cheese that has won the title of Best Cheese in the World at the World Cheese Awards four times, which just goes to show how much work and skill is needed to create its unique and delicious flavour.

Gruyère AOP can be found with different maturities: the Classic is matured for six



### Macondo Chocolate Co.

The Macondo Chocolate Co. is a new range of handmade single chocolate bars from the owners of Kernow Chocolate; one of the South West's best known chocolate makers. Sourcing some of the finest chocolate from around the world, our new collection not only looks fabulous, thanks to our vibrant packaging, but tastes incredible.

Our journey begins in Cameroon with a sumptuous 30% milk chocolate and traverses the globe ending up with our strong, flavoursome 75% dark from Tanzania. Taking in Arriba, Mexico and Papua New Guinea along the way; our complete range is sure to whet the whistle of the most discerning chocolate aficionado.

All bars are handmade in small batches, each tempered by our skilled chocolatiers for that wonderful snap! We then bag and wrap each bar by hand to ensure the love and respect for our fine flavour cacao is retained throughout.

**01841 540536** [hello@macondochocolate.co](mailto:hello@macondochocolate.co) [macondochocolate.co](http://macondochocolate.co)



### Island Bakery

Offer your customers Island Bakery's range of all-butter organic biscuits from the Isle of Mull in the Hebrides. The biscuits are baked in a unique oven, fuelled by local and sustainable sources of wood, and all the electricity for the bakery is generated from the island's plentiful supplies of rain and wind.

The fun packaging tells the story of the island and its characters, presided over by the much admired highland cow, MacMoo! Luckily the biscuits can be found beyond the

months and has a delicate, nutty, creamy flavour. The Reserve is matured for ten months, and has a drier, more grainy mouthfeel. Then you can find an older Gruyère AOP, 14 months or more, giving it a much stronger flavour. The age brings a difference in taste, but the recipe always stays the same.

[gruyere.com](http://gruyere.com)

**E**ver since the great sugar debate made its presence known in the media back in 2014, sugar has been under intense scrutiny for the negative health effects it poses in the diet for both weight loss and for those affected by diabetes.

For the confectionery and chocolate market, this has profound implications on the public perspective on sweet treats; particularly with the fine food shopper, who is generally more health conscious than the average consumer. We've seen a rise in the use of sugar alternatives; everything from stevia and dextrose to agave syrup and coconut sugar.

Yet, while these innovative new sweeteners have become more readily available to manufacturers, according to food market researchers Mintel, the reduced and replacement sugar chocolate market in Europe is currently rather stagnant. This means 2% of chocolate products released in 2013 with low/no/reduced sugar claims in Europe, 3% in 2014 and 3% in 2015. Not much growth there at all. Does this mean that despite all the hype, replacement sugar does not have a hold in the market?

Not necessarily. But let's first look at why the figures of sugar replacements have not skyrocketed. One of the main reasons according to Mintel is that consumers are unwilling to compromise taste for health. According to Stephanie Mattucci, global food science analyst at Mintel, "concerns around taste appear to be a limiting factor when it comes to low-sugar chocolate variants. In the UK, a quarter of chocolate consumers believe that reduced sugar does not taste as good as regular chocolate."

This is perhaps one of the reasons why restaurant, ice cream parlour and retail outlet Bashall Barn, situated in the Ribble Valley, chooses to stick to traditional sugar products. Simon Barnes, managing director at Bashall Barn, said that while the sugar debate does remain prevalent, consumers buying sweet treats tend to cut down on sugary products if they suffer from conditions such as diabetes or are looking to cut out sugar for health reasons, rather than finding replacements and compromising on taste.

In addition, "to put a fake sugar or sugar replacement into sweet

## Daisy Phillipson asks, Sugar: What's the Alternative?



products, the production becomes quite complex. For example, with regards to our ice cream, sugar is a form of antifreeze, so it is quite difficult to swap such a significant ingredient for another," he added.

So what does this mean for the future of sugar alternatives? Will they sink like many food fads do? In short, no. According to Mintel, there is huge growth potential, particularly in the fine food market where customers are willing to pay a little bit more for their indulgent, high-

end confectionery and chocolate products. "In order to succeed, it is critical that products retain their indulgent appeal, and maintaining taste as well as other important sensory attributes, such as texture and mouthfeel, must be the priority," said Mattucci. Consumer responses showed that if sugar products can deliver on taste they could definitely enjoy future potential.

But what are the products that combine both natural or alternative sugar ingredients without

compromising on taste, and could these be the future of confectionery?

One of the biggest trends in 2016 is coconut and for sugar lovers, coconut sugar is the ideal ingredient as it is sweet, tasty, provides similar properties to regular sugar and has a lower glycaemic index, which helps to keep blood sugar levels stable. Ombar is one company that has utilised this sweet inclusion and we have been seeing these bars popping up in fine food stores around the country.

**“Concerns around taste appear to be a limiting factor when it comes to low-sugar chocolate variants. In the UK, a quarter of chocolate consumers believe that reduced sugar does not taste as good as regular chocolate”**

One of the reasons for their popularity in this sector is that they still have a nice flavour and are considered as tasty as their regular chocolate counterparts. By containing 100% organic cacao and a high level of flavanols, these bars appeal to a health conscious consumer and yet their rich taste and innovative flavours such as Coconut & Vanilla, Coco Milk, Cranberry & Mandarin and Raspberry & Coconut appeal to those looking for something tasty and indulgent.

Stevia still carries some consumer interest, although it has been known to have a strange aftertaste which can put customers off. Therefore it is important to choose producers who have used ingredient combinations to balance out the flavour. For example, Lily's stevia-sweetened chocolate offers all the indulgence but with no added sugar in tempting flavour combinations will draw customers in, such as Creamy Milk, Salted Almond, Crispy Rice and Coconut.

Another potential area for growth is with products using inulin and isomalt. Isomalt is a type of sugar alcohol derived from beet sugar used mostly in hard candies as it has a sweetness profile similar to sucrose but with half the calories. Inulin, which comes from chicory root, is used as a fibre and fat replacer and can be used in reduced sugar chocolate formulations.

Ingredients supplier Beneo, who develop these types of ingredients, state that the two replacements are closer to matching the taste and mouthfeel of sugar in chocolate. This would certainly meet the criteria of creating a lower sugar product that still match its counterparts in taste profile.

Whether inulin and isomalt have a strong future in the market is yet to be seen. One issue is convincing customers that it does not pose any additional health risks, as consumers are not trusting towards artificial or unfamiliar sweeteners.

What is certain is that consumers are definitely open to reduced sugar and sugar alternatives in their sweet treats so long as the flavour matches up. There is potential in the market and for a retailer, who must explore unique ingredient and flavour combinations to overcome taste and textural challenges that come from reducing sugar content.



**Speciality**  
Chocolate Fair 2016  
4-6 September, Olympia London

Explore the UK's only dedicated trade event for fine and artisan chocolate.



Incorporated within

**Speciality**  
Fine Food Fair 2016  
4-6 September, Olympia London

Explore the UK's leading showcase of fine food and drink.

Register Now [specialitychocolatefair.co.uk/sfm](http://specialitychocolatefair.co.uk/sfm) #SCF16

JULIET HARBUUTT

## "Making a spectacle of yourself"

**U**ntil a few weeks ago I was feeling rather smug about my move to New Zealand, basking in a four month-long near-drought with autumn temperatures rarely falling below 20°C. But when I saw a tweet showing Charles Campion presenting prizes at the British Cheese Awards in May I realised the enormity of my move. I would never again have over 1,000 cheeses in my care that I could taste at my leisure.

So I was very grateful to those who realised that after 21 years I was probably feeling a little bereft and sent emails, pictures and anecdotes of the judges, the judging and the dinner. All in all, I am glad I was here when they were taking place as it would be a bit like turning up at your ex-husband's wedding!

Apart from that and a bout of nostalgia and hankies waving brought on by the nativity episode of the Vicar of Dibley, I am loving New Zealand and Hawke's Bay. It's like living in Provence without the tourists or Tuscany without the traffic. Cool winters, sea breezes and long, warm summers make it a haven for fruit and vegetables alike.

Down country where I am, there aren't the variety of places to eat as many are only open in summer or at weekends, and oh, I miss my village pub and farm shops – they don't have either in New Zealand! But what they do really well, especially the cafés, bakeries, cake shops and café-delis is to display their food superbly (except cheese and charcuterie). The shop designs, colours and layouts are dynamic and feel very modern compared with the UK. Everything, from muffins to Marmite straws, looks fresh,

appealing, elegant and classy, and their signage, though rarely very informative, is fun, funky and tempts you to try new things.

I realised last week what it is about these shops that has this impact: the refrigerated display units. I was doing some research for a client who wants to create a spectacular cheese counter; we were looking at the various possibilities and I was absolutely blown away. They are so sexy, cool and stylish. Some of the best are created in New Zealand but most are made to order in China then shipped around the world.

But there has to be a downside to cabinets and living in paradise, I guess, and I blame the sexy counters for my gaining not losing weight since I landed in this fresh foodie heaven. Plus, NZ still hasn't had the anti-plastic grape revolution. But the thing I find hardest to get used to over here is the price of cheese!

The local cheeses are jaw dropingly expensive – I can understand Manchego being £45/kg as it has come a long way, but some locally-produced cheese is almost as expensive as the imported ones. Hopefully that is something our UK government, regardless as to whether we stay in the EU or not, will never introduce. And having campaigned in the UK for five years to raise the profile and understanding of the value and importance of the PDO system, I am at a loss to know how can call cheeses over here Parmesan, Emmental or Gruyère etc. when they are appalling replicates and made with milk that tastes the same from Northland to Bluff, but I am on the case.



BEST CHEDDAR  
British Cheese  
Awards 2014

GEORGE PAUL OF BRADBURY'S

## "Blues brothers"

**W**hen privileged to meet and listen to the cheesemaking fraternity of the UK, I am frequently surprised by the almost consistent desire of so many to make a blue cheese type, whether as a new line or an extension of their brand. What drives this desire is not immediately clear considering the challenges it poses; it may be the making challenge, it may be the perception that blue is the pinnacle of cheesemaking, or it may be the missing technique that they feel obliged to conquer.

There has been a rise in a whole array of different blues, each finding their own niche in the trade.

It's clearly a tough, difficult and challenging product to be able to make consistently, and all this plus the ever-present technical challenge, especially on a site that makes different cheese types.

There are, of course, those who are totally dedicated to blue making, and when on the blue tour it begins with Blue Stilton – why not, as it is the choice of many here and abroad. Colston Bassett and Cropwell Bishop are usually accorded the recognition they deserve, and of the bigger makers Clawson has committed to the widest range of new products to advance its franchise, but just a few are aware of the quirky Websters Blue Stilton made in its cute 17th century home, all by hand, with virtually no mechanisation and the 12 week maturity that Margaret Callow demands, making it buttery, piquant and distinctly different.

Cornish Blue, a long time challenger from its West Country home, has still to be accorded its rightful place on so many shelves, although it now has a neat prepack portion.

Less well known in this galaxy of blues are the likes of Bledington made at Daylesford, where the cheesemaker has made an excellent 350g mini cheese with a deep yellow buttery paste and a not-too-overpowering blue combination.

John Bourne too, a long-established classic Cheshire maker, has felt compelled to include the almost forgotten Cheshire blue in his range. Made in small 500g rounds, it is a really enjoyable combination, albeit its output is quite small so get in quickly.

The previously-mentioned Cropwell Bishop Creamery has also developed Beauvale, a seriously creamy, almost squidgy, softer-textured blue, almost Gorgonzola in style – in contrast to the former style it is more famed for.

Lancashire too has a whole range of blue champions making their presence felt. For many years now Dewlay have invested heavily to bring their own blue cheese to market, and Garstang Blue is a serious contender. A few miles up the road, Butlers has also made strong inroads into the major retailers with Blacksticks Blue.

Yorkshire as a rapidly growing food county has several serious entrants, some with a longer pedigree such as Yorkshire Blue and Mrs Bell's Blue from Shepherds Purse, while Wensleydale Creamery has created its own Wensleydale Blue cheese.

Lost for some time but now back are Buxton Blue, Dovedale Blue and Hartington Blue Stilton.

Scotland brings a wide range of established names like Erringtons Lanark Blue, and out of the north Strathdon Blue from Highland Fine Cheese.

There are simply dozens more from the south, the west, from

cheese talk

New retail perspectives from industry experts

Wales and the south east all adding to a rich tapestry of types and styles – a massive dedication to making a complicated and challenging cheese type, and each taking a small part of a growing market sector, with a few emerging as runaway winners.

This band of blues brothers do create interest and rich variety, but few are making that vital breakthrough that can propel them to fame and fortune and secure for them a lasting place in the consumer's affections.

Exquisitely flavoursome cheese, handmade and aged to perfection.

HOME FARM, NEWTON ST CYRES  
DEVON, EX5 5AY · 01392 851222

[www.quickes.co.uk](http://www.quickes.co.uk)

QUICKES  
DEVON  
ENGLAND

**JUSTIN  
TUNSTALL  
RETAIL  
CONSULTANT**

## MasterRind: The black chair at the British Cheese Awards

**W**hat qualities make a good cheesemonger? That's a question we were looking to answer recently at the British Cheese Awards, where a competition was run to identify Britain's Best Young Cheesemonger, sponsored by Anthony Rowcliffe & Son, now in their third generation of cheese specialist.

The first round of the contest challenged candidates to cut cheese to a specified weight (without the aid of scales!), and to wrap it neatly. The next round tested the contestants' ID and deduction skills: seven cheeses were selected from the 911 British Cheese Awards entries and put on a table; we asked for notes on what sort of cheese was on display and, if possible, the name of the cheese. The responses were very impressive; the cheesemongers giving their reasoning as to the type of cheese from the clues offered by rind, paste, texture and taste. It showed that each of the young cheesemongers has an excellent understanding of what goes on in their cheese counter – and how to assess a cheese that's new to them. We finished the competition with a quickfire round of trivia questions, where contestants sat in a black chair à la Mastermind – or MasterRind, as someone quipped. When we totted up the scores, there was just a handful of points between them – and the eventual winner, Mihaela Mercasi from House of Bruar in Pitlochry, pipped the runner-up by a single point. Michael Eavis, Royal Bath and West president, presented the trophy to the winner

and it's testament to the entrants' professionalism that none tried to tap him up for Glastonbury tickets!

Getting to meet the contestants gave me a real insight into the varied routes through which young people have entered the cheese business and learned their trade. One contestant had been shown the ropes by her grandfather. Another had been through a formal training scheme with her employer, who runs a small chain of cheese shops. Others had chosen to read cheese books, taste and learn as much as they could from talking to producers, wholesalers and of course, their customers. They had taken varied routes to their high level of proficiency.

Interestingly, at the overall British Cheese Awards dinner, we were given a short introduction to the Academy of Cheese, which looks to launch later this year. This initiative, suggested initially by Mary Quicke in 2013, will offer four tiers of qualification, the first level geared to appeal to amateur cheese aficionados as well as professionals, who will be encouraged to progress to the pinnacle as Master of Cheese. The goal is to demonstrate knowledge, professionalism and pride in cheese.

It's really exciting to think that there will shortly be a common route on offer to deliver higher levels of competence across the whole industry, where the prowess demonstrated by these young cheesemongers can be the norm rather than the exception.

News, opinion and comment from dairy insiders

## Yorkshire Makers Join Forces



The Wensleydale Creamery and Black Sheep Brewery have joined forces to produce Mature Cheddar with Black Sheep Riggwelter Ale.

The two well-known Yorkshire producers partnered to create a 'true taste of Yorkshire' – a combination of creamy mature Cheddar cheese with a deep beer flavour.

David Hartley, managing director of The Wensleydale Creamery said, 'Black Sheep Brewery shares our proud Yorkshire heritage and passion for tradition and craftsmanship. It's a privilege to partner with another award-winning Yorkshire producer to give cheese and ale lovers the authentic taste of the Yorkshire Dales we love so much!'

Jo Theakston, sales and marketing director of Black Sheep Brewery, said: 'We're delighted to be part of a collaboration that brings together two iconic Yorkshire businesses which are internationally-renowned for their quality produce. Our Riggwelter Ale perfectly complements the smooth taste of the mature cheddar. It truly is a match made in heaven, or in fact Yorkshire, which is God's own county!'

## UK Protected Foods At Risk

**British foods with PDO or PGI accreditations may lose their jurisdiction within the UK as a result of Britain deciding to leave the EU. This could lead to counterfeit versions of foods such as Farmhouse Cheddar and Melton Mowbray Pork Pies being exported to Britain from outside the EU, possibly damaging the domestic market for these items.**

Producers affected by this may learn something from the consortium of Parmigiano Reggiano, which has partnered with a brand protection agency to strengthen its reputation across the world.

The agency, NetNames, has been brought in by the consortium to scour the internet for counterfeit products in order to retain the integrity of genuine Parmigiano Reggiano.

Parmigiano Reggiano has been a Protected Designation of Origin (PDO) product since 1996, and Parmesan was ruled to be an evocation of Parmigiano Reggiano

since 2008, yet outside the EU the name Parmesan has been given to products similar to Parmigiano Reggiano as it is considered generic and not protected. As a result of this, Parmesan is the most imitated cheese in the world. The USA is the largest market outside the EU with exports worth \$150 million each year, which has incurred serious damage to the genuine Parmigiano Reggiano product.

Riccardo Deserti, director at Parmigiano-Reggiano said, 'Today, the internet is one of the main channels our product is marketed and sold through. The Consortium decided to engage in this important partnership with NetNames, one of the world's leading online brand protection and domain name management specialists, in order to execute a significantly more targeted defence and surveillance of our name against infringements on the main online marketplaces sites.'

'We hope that from this agreement we can protect our

dairies and consumers against counterfeiting, and therefore protect the reputation and integrity of our unique product.'

Jim Evans, general manager Northern Europe at NetNames said, 'Securing a contract with the Consortium of Parmigiano-Reggiano to protect the tradition and integrity of one of the oldest and most popular cheeses in the world is testament to NetNames' expertise and knowledge of brand protection, and leading position in this area.'

'NetNames has extensive experience of working closely with some of the largest and most-recognised food and drink brands around the world. Our specialist technology and expert analysts have the knowledge to identify the areas in which intellectual property rights are enforceable.'

'This expertise will allow us to protect Parmigiano-Reggiano's trademark against infringements in the most proactive and effective ways possible.'

*A New Range  
of Premium Gift Packs*

## Cornish Blue

sweet, creamy and artisan

Treat your Customers to a  
World Champion Cheese!

Call us now for sample pack details:

01579 362416

[cornishcheese.co.uk](http://cornishcheese.co.uk)

[enquiries@cornishcheese.co.uk](mailto:enquiries@cornishcheese.co.uk)



Now looking for new national wholesale partnerships please call Philip Stansfield on 07813 703933

# BRITISH CHEESE AWARDS: 2016

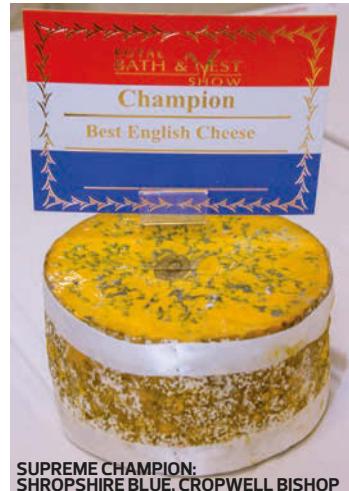
The ultimate champions of British cheese have been named

**T**he winners of the British Cheese Awards 2016 have been announced, with Cropwell Bishop's Shropshire Blue leading the pack as Supreme Champion.

Praised for its nutty, slightly spicy flavour, the judges were impressed by the cheese's creamy taste and attractive appearance – a distinctive combination of deep orange body and blue veins. Each of the cheeses produced by Cropwell Bishop Creamery, located in the Vale of Belvoir and run by the Skalles family for three generations, has proven themselves to be award-winning in those years, and have earned the creamery a well-deserved reputation in the fine food sector. Shropshire Blue was also awarded the Best English – Patrick Rance Trophy and Best Blue Cheese title.

The Reserve Champion title, as well as the award for Best Goat Cheese award, was presented to St Thom from Lightwood Cheese. The Worcestershire-based cheesemaker has perfected this unpasteurised, lactic cheese made by cooling curd slowly overnight in order to acidify gradually before being moulded, salted and matured. The judges praised St Thom's smooth and runny texture, as well as its subtle goats' milk flavour.

Entrants to the country awards also impressed the judges, with Cropwell Bishop's Shropshire Blue claiming the English title, Golden Cenarth from Caws Cenarth being named Best Welsh, Lockerbie Vintage by Arla Foods being



SUPREME CHAMPION:  
SHROPSHIRE BLUE, CROPWELL BISHOP

awarded Best Scottish and Wicklow Blue taking the Irish medal.

Other highlights of the show included Traditional Double Gloucester from Wensleydale Dairy Products being presented with the Best Territorial – Non-Cheddar award, and Bath Soft Cheese winning the Best Organic Cheese title for its Wyfe of Bath.

The winner of the new cheesemonger competition was Mihaela Mercasi, deli manager from House of Bruar in Scotland, whose story you can read on page 22 of this issue of Speciality Food.

The British Cheese Awards took place at the Royal Bath & West Show which ran from the 1st to the 4th June at The Royal Bath & West Showground in Shepton Mallet, Somerset, and next year's judging will take place on 31st May 2017.

## AWARD RESULTS:



### Supreme Champion

Shropshire Blue,  
Cropwell Bishop Creamery



### Best Dairy Product

Whey Butter,  
Batch Farm Cheesemakers



### Best Fresh

Rosary Ash,  
Rosary Goats Cheese



### Best Modern British

Medium Goats Cheese,  
Delamere Dairy



### Best Semi-Soft

Golden Cenarth,  
Caws Cenarth



### Best Blue

Shropshire Blue,  
Cropwell Bishop Creamery



### Best English

Shropshire Blue,  
Cropwell Bishop Creamery



### Best Flavour Added

Smoked Lincolnshire Poacher,  
Lincolnshire Poacher



### Best Goat Cheese

St Thom,  
Lightwood Cheese



### Best New

Brefu Bach,  
Cosyn Cymru



### Best Irish

Wicklow Blue,  
Wicklow Farmhouse Cheese Ltd



### Best Territorial

Traditional Double Gloucester,  
Wensleydale Dairy Products



### Best Welsh

Golden Cenarth,  
Caws Cenarth

“We attracted nearly 1,000 entries from 54 counties covering the length and breadth of the UK”

ALAN LYONS, HEAD OF SHOWS



[www.petersyard.com](http://www.petersyard.com)

The perfect host for cheese



Introducing 3 new packs  
of sourdough crispbreads:

Caraway, Pink Peppercorn,  
and a Selection Box featuring Original,  
Charcoal & Rye and Spelt & Poppy Seed



PETER'S YARD

## Recently opened Chegworth Farm Shop in Tunbridge Wells is the third urban shop opened by Chegworth Valley Farm

**I**t's not often that Farm Shop Focus features a shop that has only been open a few weeks and one that's in the middle of a town, too. But the Chegworth Farm Shop which has recently opened on The Pantiles in Tunbridge Wells is actually the third city-based food outlet to be launched by Chegworth Valley Farm.

"One of our two other shops is a full farm shop in the heart of Notting Hill, bang in the middle of London, and it works very well there," says Vickie Eames, marketing manager of Chegworth Valley, "so when we got the opportunity to open on The Pantiles, we said 'yes', we would give it a try."

Previously to this, Chegworth experimented with "a six week pop-up at Bluewater. The response was amazing – people don't expect to see a farm shop right in the middle of a shopping centre." The new unit has opened in an area which is perfect for what the shop does, Vickie says. "The Pantiles is a lovely area right at the bottom of Tunbridge Wells. It's full of independent restaurants, pubs, coffee shops and lots of nice, high-quality, independent companies selling everything from clothes to hardware shops. It has a very strong community spirit and everyone who lives there is very proud of it. We have been welcomed by all of them – the support from the local community

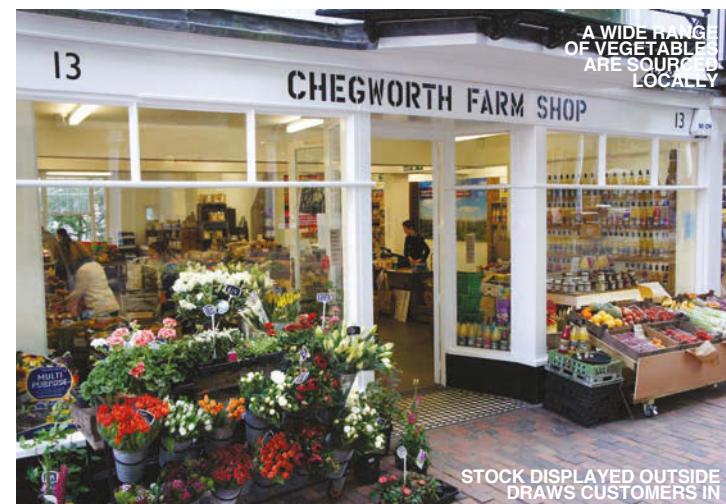
has been amazing. There is nothing like our shop down here, and we fit in very well. Location is important to us. We need to be in a place where people are really interested in where their food comes from and in how it is grown."

What makes Chegworth Farm Shop special, Vickie says, is that "we are a farm ourselves. This means we can deliver fresh produce daily from the farm, direct to the shop. We are also working with the local baker, who supplies us with bread daily. As much as possible, we are trying to work with local regional, organic and specialty producers so we can offer something a little different from the supermarkets just up the road."

The chosen opening date was not an auspicious one – Friday 13th. "Our unit is number 13 as well," Vickie says, "but we wanted to make sure that the doors were open in time to tie in with the Pantiles Food & Drink Festival, which is held twice a year on The Pantiles. The opening went really well. The shop was full for the whole weekend, which was wonderful, and has continued being full. This has been great and we have had so many positive comments, both from people coming into the shop and from people on social media. Locals are really excited to have the shop there."

### Taste amazing

The farm and the business is owned by the Deme family and its newest outlet is managed by Ben Deme. "Linda and David Deme moved out to the farm in 1983 after owning news agencies," Vickie says. "They wanted a change of life so they decided to buy the farm, where they learned everything as they went along. They started by planting apple trees, with advice from as many people as possible. They built up the farm and originally supplied to supermarkets, but switched to the



STOCK DISPLAYED OUTSIDE DRAWS CUSTOMERS IN

independent sector for the usual reasons. There was a lot of pressure to grow apples which were a certain size and a certain shape, but which didn't necessarily taste amazing. This wasn't what the family wanted to grow. They wanted to grow fruit that tasted fantastic. They wanted to be able to supply direct to the customers, get feedback from them and see what it was that they wanted. It has helped the business that the couple's background had been in retail."

The produce, which is sold today at all three shops, is grown at the farm, and what is produced there, Vickie says, is "led by our customer base. We started making juices because people asked us to." In the beginning, Chegworth Farm made "a batch of about 150 bottles as a trial, which we took to the local May Fair where it sold out in a couple of hours." The family began selling their product at farmers markets, she says, "after which they had the chance to take the shop at Borough Market, which Ben was very much involved with setting up and running. Since then, he has been based on the farm here,

growing that side of the business. Ben is now once more involved in the retail side and the new shop on The Pantiles is really his project."

Chegworth Valley has had a presence at Borough Market for 15 years, Vickie says, and the second, Notting Hill, shop – which was set up and managed by Linda and David's daughter Charlotte – has been



TOP SELLER OWN FRUIT JUICES

# Sensational SMOOTHIES

All of our freshly frozen fruit mixes are ideal for smoothies

NEW green Superfood Kale & Spinach Smoothie mix

Help towards your 5-a-day  
Packed with antioxidants, vitamins & minerals

100% natural – no added sugar

No food waste

**field fare**  
a fresh approach to frozen food

For more information visit [www.field-fare.com](http://www.field-fare.com)



For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

For more information visit [www.field-fare.com](http://www.field-fare.com)

Sponsored by



running for almost nine years. The speciality of Chegworth Farm itself is apples. "The home farm is 100 acres, but we farm just under 300 in total, and probably 250 of that is apples. Within that we grow about 30 different varieties which are either a little less well-known or the very traditional English types that you don't see in the shops any more, varieties such as Cox, Russet, Barton and then smaller varieties like Crimson Crisps, Chegworth Beauty and other, quite rare varieties. We sell these in our own shops and through the wholesale we do, and we also sell at 13 farmers markets."

The new shop sells "everything you would expect to see in a farm shop," she says. "We have organic fruit and vegetables, which come from our own farm seasonally, and then we work with partner farms in the UK and as well as in Spain in order to get the produce that we can't grow here. The food is as fresh as you will get it. We order it, they pick it for us and it comes straight across to the farm. There is no travelling to market or anything like that. We have dairy, local Kentish free range milk and Kentish Blue from Kingcott Dairy, Ashmore cheeses from Canterbury, Ellie's Dairy goat's cheese, charcuterie from Moons Green Charcuterie and meat from the butcher just over the road from us. We are also working with The Hungry Guest for baked goods (they have juices from us) and we stock Hodmedods British pulses and grains. Another organic companies we use is Mr Organic."

### Strongest sellers

Pride of place is given to the 15 varieties of juice which are pressed and bottled on the farm, and these are displayed on purpose-built shelves. "Our real selling point is our



fruit and veg and that's what we pride ourselves on," Vickie says. "We would like this to draw people in and, once they are there, they can pick up everything else they need to put a meal together. Ideally, our strongest sellers will be the fruit and veg and whatever the main seasonal items are. Obviously, we are just starting the berry season too, so we have strawberries, raspberries and blackberries which are all available at the moment."

Setting up the Pantiles shop was "very smooth," Vickie says. "We were quite lucky as we were able to come straight from our Bluewater shop and brought all our stock and furnishings. We got set up and running in two or three weeks. Time was probably our biggest obstacle. We are still finding out who our customers are. We are in an area where a lot of people drop in on the way to the office or on their way home from work. There are people who are the main buyer for the house, who will pop in and do their whole shop with us, and then others who just drop in to pick up odd bits, a jar of

this or a bottle of that. Already in the two weeks we have been open, we have seen regular customers coming back and shopping regularly with us."

Having two other shops has taught the family valuable lessons. "The Pantiles has quite a similar demographic to our Notting Hill Shop, so we have managed to bring a lot of our existing suppliers. A huge selling point, which works well in the other shops, is that the produce is coming direct from our family farm and there is a really tight story around it and how fresh it is. It's a big, important draw for people that we are not just another chain on the high street. I think the secret to running a farm shop successfully is probably listening to customers and finding out what they want. We have our set of products which we know sell well, but if someone comes in and asks for something we will always do our best to find that product and have it in stock for them.

"It's important that we are adaptable and make sure that we are there to service our customers rather than trying to prescribe to



them. At the moment we have new products coming in every single day, and we will add to our stock weekly, depending on what people are asking for. At the moment, we are very pleased because we have a lot of people coming in and asking for one thing or another and generally we are able to say yes, we have got it. There are a few things that we will be getting in in response to requests, but on the whole, people are really pleased with our selection. When they take their very first step into the shop, what they see should be what they are expecting to see and that everything is well displayed and fresh."

The Chegworth Farm Shop has been taking on staff "who have an interest in food and drink and who like talking to people," Vickie says. New staff may find the work stimulating. "The Pantiles has its own events, jazz evenings and foods

and drink festivals, all of which we will be part of," she says. "We will be extending the opening times to take these events into account." It will be a year or more before they know whether this third venture will be a successful one, "because everything is so seasonal with us. It will be interesting to see as we go into winter whether the people who are with us now but will stay with us when there is less of the exciting summer English fruit and vegetables and more of the winter produce."

There is reason to hope: Chegworth won "the Slow Food London Best Greengrocer award for two years based on public vote" and it does what farm shop owners everywhere demand of their farm shop. Says Vickie, "We deliver fresh, high quality produce to the shop every day. Everything tasty, healthy and grown organically, without the use of pesticides."

“ Our real selling point is our fruit and veg and that is what we pride ourselves on ”

**LE GRUYÈRE AOP  
BORN IN  
SWITZERLAND,  
1115 A.D.**

*And remains the only cheese that's 100% Natural, 100% Traditional,  
100% from Switzerland and 100% Le Gruyère AOP*

\*AOP = PDO (Protected Designation of Origin) – must be traditionally and entirely prepared and produced within the region, thus acquiring the unique properties of Gruyère AOP cheese, to bear the name Le Gruyère AOP.

**SWITZERLAND NATURALLY**

**AOP**



The uniquely smooth, savory flavour you'll find only in Le Gruyère AOP is a product of its upbringing – where the cows that supply the milk are grazed, the way the cheese is aged and cared for, and the recipe that's remained, unchanged, for centuries. For a smooth and mild yet extremely satisfying taste, Le Gruyère Classic is aged 5 months minimum. Le Gruyère Reserve, which has been aged for 10 months or more, has a smooth but more robust flavour. Both varieties are great in recipes, or sliced as a snack. Either way, we're sure you'll enjoy the only cheese that can call itself Le Gruyère AOP.

- + only in the villages of Western Switzerland
- + slow-aged in the region's cheese cellars and caves
- + hand-made, in small batches

**LE GRUYÈRE®  
SWITZERLAND AOP**

PURE • MATURE • ORIGINAL  
Visit  
[WWW.GRUYERE.COM](http://WWW.GRUYERE.COM)  
for recipes and more.

Cheese from Switzerland.  
[www.switzerland-cheese.com](http://www.switzerland-cheese.com)



## BEST BRITISH CHEESEMONGER

The young winner of Best British Cheesemonger at this year's British Cheese Awards is House of Bruar deli manager, Mihaela Mercasi

This year's British Cheese Awards at The Royal Bath & West saw five young finalists all under 30 competing for the Best British Cheesemonger Award. This competition, organised by Anthony Rowcliffe & Son, was won by 26 years old Mihaela Mercasi, delicatessen manager at The House of Bruar, in Blair Atholl, Perthshire. An unusual contest format featured three stages. The finalists, who had previously been nominated by customers of independent food retailers, had first to estimate a given weight of cheese and perfectly wrap the cut piece. "In the second stage," Mihaela says, "we had to identify seven different cheeses, and name the cheeses and the dairies they came from." 'MasterRind', the final round, quizzed the contestants on

their cheese knowledge. "This was a lot of fun," Mihaela recalls. "Some questions were easy to answer, but there were others which asked for the names of specific cheesemakers or dairies, and for someone who has not been doing this for such a long time, this bit was tricky."

In fact, this year's Best British Cheesemonger has been selling cheese for a little over a year, but her brief career has been little short of meteoric. "I am from Romania, where I was a customer service analyst. I came to Scotland two years ago," Mihaela says. "I began working at the House of Bruar in the food hall as a sales assistant doing a bit of everything and then I started covering days off and holidays in the deli, before becoming a full-time member of staff there. I enjoyed

working in the deli but to be honest, it was a passion I discovered by doing the job. I had no idea I was going to like it as much as I do. I worked my way up, becoming a supervisor and then, three months later, the manager of the deli. It all happened superfast, in less than a year.

"I discovered I liked it and became interested in all aspects of cheese. I liked to make sure that the cheeses

were doing well and that the temperature was neither too high or low, in which case it either dries or becomes too full of moisture. It seemed to come naturally to me. I started reading and Googling and it was really interesting to arrive at the British Cheeses Awards when the cheeses were being judged because there were so many familiar faces. I seemed to know these people, but I had never met them before. Of course, they were all faces I had seen in my magazines."

Mihaela admits to knowing very little about cheese before starting at The House of Bruar. Her present proven knowledge of cheese is based on the "around 100" British and Continental cheeses which feature in the extensive counter she manages. The counter features "cheese from France, Italy and Switzerland," she says, but the range of British and Scottish cheeses is particularly strong. "Something I appreciated hearing in Britain," Mihaela says, "is that people are very, very fond of local produce. We have customers who won't buy a cheeses if it is not Scottish or British, even if it is the best French Brie."

Good product knowledge is extremely important for a cheese seller, Mihaela says. "They should know where the cheese comes from, what is in it, how is it made and how long it has been matured. Every single detail is important, if you are to sell more and sell better. People like to be educated about the food they are going to eat." A good cheesemonger, she adds, must love every aspect of cheese. There is magic in cheese, and a lot of love from the people who make it."

"I like British cheeses very much. I fell in love with Cheddar first. I have

a new favorite, which is Double Gloucester from Wensleydale, which won the territorial award. I also like Godminster very much. The four cheeses I would not want to be without are Black Bomber, Isle of Mull, Dunsyre Blue and Cropwell Bishop Stilton." Mihaela's win was enthusiastically greeted by colleagues at The House of Bruar, she says. "Everyone very happy, and they greeted me with a lot of cheering the moment I walked in. This was an emotional moment. More young people should come into cheese, definitely," she says.

### MIHAELA MERCASI'S IDEAL CHEESEBOARD

**Fresh goats cheese:** Rosy Ash

**Ewe's milk:** Pecorino Toscano Blue Strathdon Blue or Cropwell Bishop Stilton

**Hard:** Montgomery's Cheddar

**Soft:** Brie de Meaux. The best Brie in my opinion, though I love Scottish Clava as well!

**Rind-washed:** Époisses or Stinking Bishop



*Stock our cheese!*

Register now for **FREE** samples and tastings

[WWW.SHEPHERDSPURSE.CO.UK](http://WWW.SHEPHERDSPURSE.CO.UK)

**SMITHS RETAIL DESIGN LIMITED**

Daylesford Organic, Pimlico, London

Meadow House, Tunstead Milton, High Peak,  
Derbyshire, SK23 7ER  
Contact Mark Smith: 01663 719133 / 07739 677769  
info@smithsretaildesign.co.uk www.smithsretaildesign.co.uk

# Norseland

innovative cheese specialists

Captivate your customers with these four  
*Premium* award winning cheeses



Gudbrandsdalen®



## 2016 Promotion

Try these delicious cheeses for free!\*

Simply email your details to: [enquiries@norseland.co.uk](mailto:enquiries@norseland.co.uk)  
and our sampling team will arrange to come out and visit you.

\*Until stocks last.



Gudbrandsdalen®

FOR SALES ENQUIRIES PLEASE CONTACT:  
Oliver Scott-Harden: [oscott@norseland.co.uk](mailto:oscott@norseland.co.uk) 07889 536760

[www.norseland.co.uk](http://www.norseland.co.uk)

### Vintage Applewood®

Exquisitely smooth, rich and smoky.  
Specially selected 12 month matured  
West Country farmhouse cheddar.  
Enjoy with a glass of Argentinian malbec,  
seeded flatbreads and friends.

### Jarlsberg® Reserve

A mouthwatering experience made from  
the purest Norwegian milk and aged for  
a minimum of 12 months. This gives  
a delectable full-bodied, sweet and  
nutty taste with fruity overtones.

The combination of traditional  
cheese-making and modern technology  
gives the cheese an edge, appreciated  
both by world class and amateur chefs.  
Perfect for cheese platters, for cooking  
and snacking - turn everyday dishes into  
culinary experiences.

### Gudbrandsdalen

Classic Norwegian brown cheese made  
from the best quality Norwegian goat's  
milk and cow's cream. It's rich, caramel  
flavour makes it an excellent addition to  
desserts and cheeseboards.

### Snøfrisk®

Finest Norwegian Goat's Cheese  
with a pure, delicate and fresh taste.  
Made with the highest quality milk  
from goats that live amongst Norway's  
fjords and mountains, Snøfrisk® has  
won many awards, including  
"Best Scandinavian Cheese" at the  
International Cheese Awards.

# A WORLD OF CHEESE

Interest in cheeses from beyond these shores appears to be on the increase. So what's exciting retailers in the know just now?

**F**or most cheese shops, not having a strong showing of Continental cheese would be unthinkable. In the mid-twentieth century, while the British farmhouse cheese industry shrank to become a mere shadow of its former self and mass-produced Cheddar was the order of the day, people who retained a love and appreciation of good

cheese could still turn towards the Continent, where the long tradition of high quality artisan cheesemaking somehow managed to survive the depredations of war and post-war austerity. These days there is a whole new generation of people who have travelled on the Continent and like what they have eaten there and, despite the inroads into the market

made by British cheeses aping French styles, for many consumers it has to be the real thing. British cheese shops have generally stocked a solid core of Continentals – for examples, Brie, Camembert, Roquefort, Gorgonzola and Gruyère – and now, as the British wise up to the enormous variety of cheese available just over the Channel, have been stocking all sorts of lesser-known cheeses too, from small, fresh Italian cheeses to hard Spanish sheep's cheeses. More recently, the UK market has seen an influx of cheeses from Eastern Europe and examples from all over the Continent are now easily obtainable. We have become aware, too, of cheeses from North America and the Antipodes, although it may be some time before demand makes it economical to import them.

"Retailers need to stock good brands, or small makers of the classic European cheeses, to ensure their customers don't stray to the local supermarket for their cheeses," says cheese expert, Juliet Harbutt. "If you want to offer something a little different, the places to look for up and coming cheese outside of Britain are Spain, Portugal and Eastern Europe." And as usual, she says, "the only way to compete with the supermarkets is to offer a diverse range of cheeses that are lesser known, from small producers that you can actually tell a story about."

Rhuaridh Buchanan, owner of Buchanan Cheesemonger, feels that the last 10 years' big swing towards British cheese has levelled out to some extent. "Continental cheese now makes up about 50% of our sales, perhaps even a little bit more," he says. "In my early days you were probably talking about an 80/20 split of locals to Continentals but I think it began to level off after that. This, I



should say, is based on my gut instinct and the part of the market I work in. I suspect that a more rural retail focus than this might not see as even a split as that. I would imagine they would sell a little more British and local cheese than someone with a business in the middle of the capital."

## Swiss tradition

If you want to offer a tried and tested classic Continental cheese, consider Gruyère. This is readily available as Le Gruyère AOP, which is aged for at least five months, and Le Gruyère AOP Reserve, a deeper-flavoured cheese which is aged for at least 10 months. These are both cheeses which will attract interest if put out on taste;

although the name will be familiar with buyers, it's surprising the number of cheese eaters who have yet to discover their distinctive flavours, which range from floral to nutty, depending on the age of the cheese. This Swiss cheese is well-established in the UK but has been attracting increased interest, says Helen Daysh, head of UK marketing for Le Gruyère AOP, as retailers promote not only its flavours, but its versatility, too.

"There is definitely a trend for cooking and baking with classic Le Gruyère AOP," Helen says, ascribing this to the cheese's ability to be cooked without splitting. Also, Helen says, "more people are discovering the mature flavours of the Reserve."

# lunch!

The contemporary food to go show

21-22 September 2016  
Business Design Centre | London

Your leading trade show for food-to-go

"A key event for our buying team. The quality of suppliers makes it the destination show for our industry."

HELEN HIGGINS, HEAD OF FOOD, EAT

Register for your FREE trade ticket at [www.lunchshow.co.uk](http://www.lunchshow.co.uk) quoting priority code LUN22

@lunchexhibition #lunch16

**Nonno Nanni**

*Nonno - ITALIAN FOR GRANDFATHER*

**Soft Fresh Italian Cheese Fresh to the UK**

**Enjoy the incredible versatility of traditional Italian favourites Stracchino, Robiola, Caprino & Squaquerello.**

Now available to British retailers, this family run business is committed to creating premium authentic cheese. It's the secret of their success at home.

For UK sales please contact:  
AJA Portfolio Brands Ltd  
Email: [james@portfoliobrands.it](mailto:james@portfoliobrands.it)  
T: +44 (0)20 8817 5285 M: +44 (0)745 4500001

[www.nonnonanni.it/en](http://www.nonnonanni.it/en)

INTERNATIONAL  
CHEESE AWARDS  
VANCOUVER 2013 GOLD AWARD

WORLD CHEESE  
AWARD 2013

Refined palates seem to prefer the stronger flavours." The cheese has a lower fat content than most hard cheeses, but "the largest increase of interest", Helen says "comes from people who are lactose intolerant. Le Gruyère AOP is naturally lactose-free, so people who think they cannot eat cheese can eat cheese again. Most lactose is lost when the whey is discarded in pressing but because of the length of Le Gruyère AOP's maturation, any residual lactose converts to lactic acid."

To sell Le Gruyère AOP effectively, it's important to know the facts behind it and so be able to offer a little story to interested customers. Despite its penetration of markets worldwide, this centuries-old cheese is not factory-made. First recorded as being produced in 1175 AD, Le Gruyère AOP is made to a strict set of rules administered by a controlling body, the Interprofession du Gruyère, which achieves an extraordinary degree of standardisation, given that the cheese is actually made by 170 small dairies in the cantons of Fribourg, Vaud, Neufchatel, Jura and parts of Berne. Each dairy might produce no more

than 12 or 14 wheels of cheese daily. Among the ways in which this degree of conformity is achieved is having the fresh milk provided by approved farms no more than 12.4 miles from the dairy, ensuring that the manufacturing process follows the same steps at each dairy, and performing inspections of the cheese throughout each stage of its production and maturation.

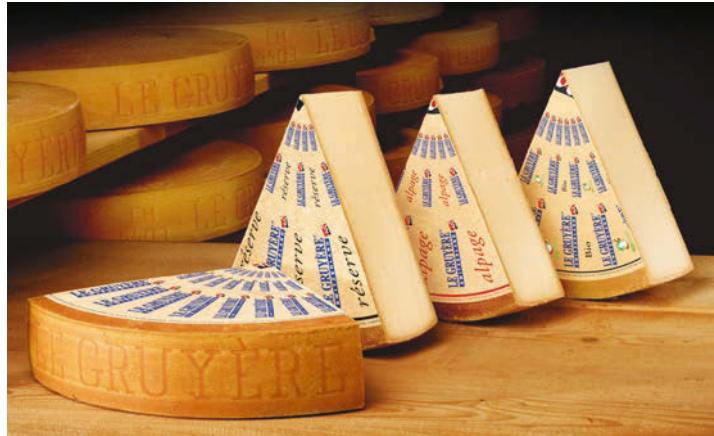
### Swedish mystery

Le Gruyère AOP will be a familiar name to customers. A cheese which has made a similar impression on its country of origin but may be something quite new to British consumers is Västerbottensost, which has been enjoying a high degree of popularity in Sweden since it was invented (accidentally, by an amorous dairymaid, legend has it) in 1872. Västerbottensost is a hard cow's milk cheese which has a fine perforation of holes and a hard, granular texture. Its taste has been compared to that of Parmesan, but with more bitter notes. The cheese is something of a Swedish national treasure, being a traditional constituent of Sweden's traditional summer crayfish parties

### JULIET HARBUTT'S MUST-STOCK CHEESES

**Mozzarella di Buffalo**  
Halloumi  
**Barrel-aged feta**  
Crottin de Chavignol or Sancerre or St Maure  
**Brie de Meaux**  
Raclette or Fontina  
**La Serena or Torta de Caesar, or Serra de Estrela**  
Parmigiano Reggiano or Grana Padano  
**Manchego**  
Le Gruyère, Beaufort or Comté  
**Farmhouse Gouda**  
Gorgonzola  
**Roquefort**  
Oszczypek (smoked Polish cheese)  
**Idiazabal**

and being of sufficient standing to be included on the menu at royal weddings and Nobel Prize dinners. Like Le Gruyère AOP, it has plenty of story to satisfy curious customers. For one thing, the cheese can only be made in the village of Burträsk in Northern Sweden. Attempts have been made to reproduce the same flavour at another location but without success. Quite why this might be is a mystery which has defeated investigators. Among the theories seeking to explain it are the local spruce shelves on which the cheese matures, the microflora of the dairy building, the long summer days in that region, and there is even one concerning the impact of a meteorite long ago, which made the soil rich in calcium. Whether the piquant flavour of this fragrant cheese owes anything to any of these theories is open to debate, but a traditional Swedish cheese could be just the thing to add a little difference to your cheesecounter.



## From the heart of Brittany

Traditional butter produced in the heart of Brittany, from the finest local milk and cream.



Add some gold to the chiller

jreignier@entremont.com • (+44) 07929 418672

### Speciality Food meets Helena Ahlgren, brand manager of Västerbottensost

**How would you describe Västerbottensost?**  
It has a slightly yellow colour, and its consistency is firm, sliceable and somewhat granular. The taste is slightly bittersweet with a background Parmesan tang.

**Do you see a gap in the UK market for this cheese?**

We see an increasing demand in Continental premium hard cheese with an exciting story behind the brand. We believe that Västerbottensost will be able to fill this gap. With a similar look and consistency to extra mature Cheddar, it will be well accepted by the UK cheese consumer.

**How has Västerbottensost been received in Sweden?**

It is called the emperor of cheeses and is the most popular choice for festivities and bringing something special to the table; it's an everyday luxury. It's traditional in Sweden to serve Västerbottenost Paj, a type of cheese quiche with a very sharp, mature cheese flavour at Midsummer and other festivals throughout Sweden.

**How much do you produce annually?**  
2000 tonnes per year. It sells out every Christmas time. Production capacity is being increased to take into account the cheese's rising popularity in European markets.

**How important is cheese in Sweden?**

We Swedes love our cheeses. We eat 18kg/person annually which is one of the highest amounts per person in Europe. Brits eat about 13kg/person.

**What sizes and formats?**

The whole wheel is 18kg. We also provide pre-packed formats of 2kg, 1kg, 450g and 165g. The grated versions are 2kg, 500g, 300g and 150g.

**Is it available at different ages?**

Normally we offer Västerbottensost cheese "when it's ready" which is between 14–17 months. We are also launching an extra mature version which is matured for 22 months. We have some other formats and variations in the pipeline.



Importers

Maturers

Wholesale distributors

We go further to please.

Tel: 01977 703061 | Fax: 01977 599359 | info@finecheesesltd.co.uk | www.finecheesesltd.co.uk | Fine Cheeses Ltd, Unit 9 Lister Park, Green Lane Industrial Estate, Featherstone, West Yorkshire, WF7 6FE



# SHOW PREVIEW: INTERNATIONAL CHEESE AWARDS 2016

The world's biggest cheese show promises 4,500 entries from 31 countries

**E**very July a key event in the cheese lover's calendar takes place in a field just outside the sleepy, picturesque market town of Nantwich in deepest south Cheshire. A huge marquee bigger than a football pitch is brought over from France and after three weeks of sweat and toil, is ready to house thousands of samples of the finest cheese and dairy products from all around the globe. Last year saw a record number of entries totalling 4,615 cheeses from 31 countries competing for some 200 trophies and the ultimate title of Supreme Champion.

Now in its 19th year, The International Cheese Awards is firmly



established as the biggest cheese show in the world and attracts entries from large-scale cheese producers to the small independent artisans, all competing on an even playing field hoping for approval and recognition of the quality of their products from some 200 independent judges. Dairy products are entered from every category imaginable, including cheese made from goat's or sheep's milk, smoked cheese, and all the usual varieties but with endless savoury additives such as ginger, garlic, mustard, whisky and even tequila!

The winner of last year's coveted title of Supreme Champion was Greenfields Dairy Products with its Farmhouse Traditional Crumbly Lancashire cheese. MD Steven Procter with his father, grandfather and great-grandfather, had been making prize-winning Lancashire cheese at their dairy in Goosnagh near Preston for over 100 years. Steven's father Peter likened their achievement to 'winning the World Cup of cheese.'

Last year's Reserve Supreme Champion was E.M. Treur en Zn.BV with their Jerseyhoeve Dieken (extra Belegen) from the Netherlands. Treur Cheese was founded in 1955 by Evert Treur. The family-run business specialises in sourcing and aging premium Dutch Gouda cheeses. Account manager Gert van Leeuwen commented, "It was a great show."

At my stand the attention for Dutch Gouda was excellent and winning the title of Reserve Champion was amazing! We are proud to be part of the chain together with the cheese maker and the farmer."

This year's Trade Day is to be held on Tuesday 26th July, when over 200

volunteer cheese experts descend on Nantwich from all over the UK to judge the cheese and dairy products. The judges work in pairs and each pairing is allocated a steward and specific classes of cheeses for judgement. On the day the judges will be looking for a number of qualities that the cheese of a particular variety is expected to meet. Cheeses will be judged on their colour, texture, consistency, and flavour. Sometimes it's a fine line between the best and other cheese in the same class so there is a referee on hand who will help when required, should the judges fail to agree. Each class winner is presented to the top table whereby a team of experienced, specially selected judges will select the best section winner and from there, the Best UK and Overseas Cheese, and then the Supreme Champion.

## Trade Day lunch and Nantwich Show Day

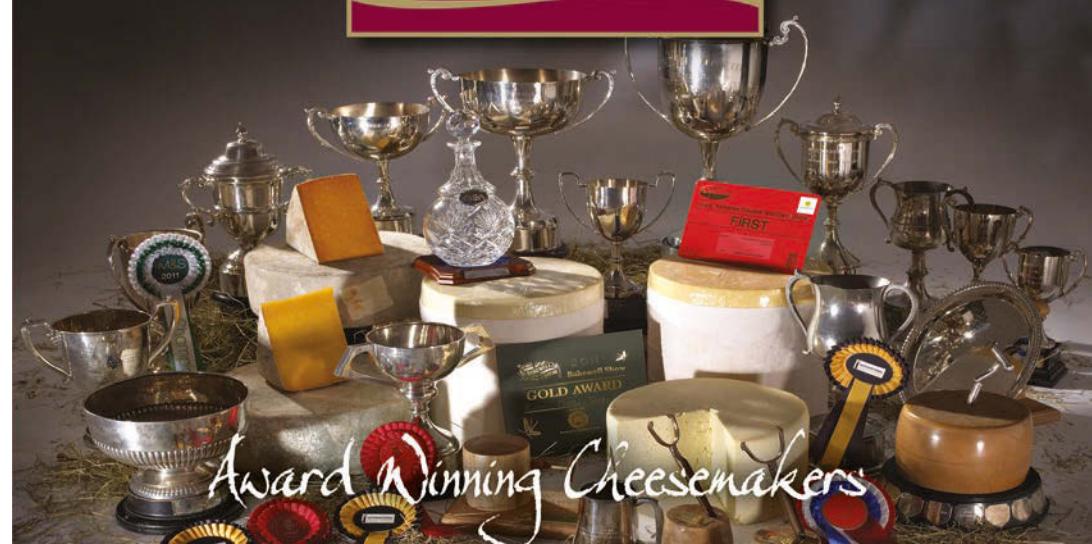
Besides being judgement day, Trade Day is when over 1,200 dairy industry professionals from all over world get the chance to meet up and enjoy the



## THE CATEGORIES

- Farmhouse/Traditional Cheese
- Creamery/Block Cheese
- Cheddar
- Territorials
- Modern British Cheese
- Stilton
- Other Blue
- Cheese with Additives
- Goats Cheese
- Sheep's Milk Cheese
- Speciality
- Soft or Cream Cheese
- Smoked Cheese
- Cheese with Health Benefits
- Organic Dairy Products
- Vegetarian Cheese
- Home Internationals
- Best English/Irish/Scottish/Welsh Cheese
- International Cheeses
- Convenience Cheeses
- Butter
- Cream
- Yoghurt
- Quark
- Milk
- Ice Cream
- Novice Cheesemakers
- Student Cheesemakers
- Best New Dairy Product
- Cheese Board
- The DuPont Danisco Cheddar Grand Prix
- Packaging Classes
- Label Class
- Past Masters Class
- Catering & Food Service
- Cheese for Children
- Cheese Snacks
- Cheese Lover's Trophy
- Cheese Accompaniment Class
- ICA Retailer of the Year Classes
- Supreme Retailer of the Year Award

**BELTON CHEESE**  
*Handmade on the Farm*



*Award Winning Cheesemakers*

**Winners of 44 Golds and 136 Awards in 2015**

... with a range of Traditional English Regional and Organic Cheese made using milk from local Farms

**Belton Cheese Ltd**

Tel: 01948 662125 [www.beltoncheese.co.uk](http://www.beltoncheese.co.uk)

 [BeltonCheese](#)

 [@BeltonCheese](#)



**Create fresh interest with artisan Welsh cheese**



TRADITIONAL HANDMADE CHEESE MADE WITH THE CREAMIEST WELSH MILK

Bodnant's range of Aberwen, Abergoch & Abermwg cheeses are available direct from Bodnant Dairy, please contact us on 01492 651936 or email [dairy@bodnant-welshfood.co.uk](mailto:dairy@bodnant-welshfood.co.uk)

Bodnant Dairy, Bodnant Welsh Food, Tal y Cafn, Conwy LL28 5RP, Tel: 01492 651936

To find your nearest wholesaler visit [www.bodnant-welshfood.co.uk](http://www.bodnant-welshfood.co.uk)

**Bodnant**





Trade Day lunch served in the huge purpose-built hospitality marquee. The following day is Nantwich Show day which is the biggest one day agricultural show in England and this is also when the general public flocks to sample and purchase cheese from the many artisan stands and main cheese producers from all over the world. It is also the day when the Supreme Champion is crowned and the many trophies for the other categories are presented to the winners. There is an entry charge to the Nantwich Show but entry to the Cheese Marquee is free. There are also cookery demonstrations throughout the day in the Le Gruyere Cookery Theatre headed up once again by TV celebrity chef James Martin who is making his

sixth visit to the show. Other celebrity chefs demonstrating their favourite recipes will be Sean Wilson and Will Holland. Reserve seats for James Martin can be purchased online from the International Cheese Awards web site at a cost of £5, all other chefs shows are free of charge.

Last year Nantwich Show and the International Cheese Awards enjoyed crowds of over 36,000. It is a great day out for all the family, with over 450 Trade Stands, exhibitions of cattle, horses, poultry and sheep, dog show, countryside pursuits, food hall, vintage vehicles, fairground and ring attractions including the Bolddog Lings Freestyle Motocross show with their death-defying motorcycle stunts. All this is on offer including easy access

and free parking. For more information on how to get there, tickets for the Trade Day lunch or for James Martin's cookery demonstrations, visit [internationalcheeseawards.co.uk](http://internationalcheeseawards.co.uk)

#### IN DETAIL

**WHAT:** International Cheese Awards 2016

**WHERE:** The Showground, Nantwich, Cheshire CW5 8LD

**WHEN:** Tuesday 26th and Wednesday, 27th July

**WEB:** [internationalcheeseawards.co.uk](http://internationalcheeseawards.co.uk)

**CONTACT:** 01270 780306

**EMAIL:** [adrian@internationalcheeseawards.com](mailto:adrian@internationalcheeseawards.com)

**TWITTER:** [@icheeseawards](https://twitter.com/icheeseawards)

## Discover Džiugas at Nantwich

The annual International Cheese Show at Nantwich provides an unparalleled opportunity for retailers to view a comprehensive selection of UK and international cheeses. It also provides a unique chance to meet suppliers of unusual and internationally popular cheese such Džiugas, a best-selling cheese in the Baltics and across Eastern Europe too.

Demand for Džiugas is now established in the UK, with regular requests for stockist information being generated by an active social media and PR campaign. Retailers interested in tapping into this demand can meet the sales team at the International Cheese show on Trade Day (Tuesday 26th July).

The International Cheese Show is the ideal forum in which to evaluate Džiugas, since there is the chance to sample the breadth of the range. This includes four varieties: Džiugas Mild (12 months) and Džiugas Piquant (18 months) at the introductory level then Džiugas Delicate (24 months) and Džiugas Gourmet (36 months) which offers more advanced and complex flavours.

One of the biggest selling points of Džiugas is its versatility in cooking and serving. It is equally valued as a cooking ingredient in bakes, toppings and sauces, or as a seasoning – grated or shaved over salads, meat or pasta. Finally, it makes a wonderful cheeseboard cheese. In this way it provides excellent value in the kitchen, covering the territory from a mature Cheddar to a fine Parmigiano Reggiano.



**Inspiring through range, quality and innovation**

We are committed to delivering an extensive range of cheese at the highest quality to the retail, wholesale and foodservice market. By continually pushing the boundaries of choice and innovation we don't just want to supply our customers, we want to inspire them.

Call 01298 23180 or email [enquiries@bradburyscheese.co.uk](mailto:enquiries@bradburyscheese.co.uk)

[www.bradburyscheese.co.uk](http://www.bradburyscheese.co.uk)



# A WINNING SOLUTION

Speciality Food visits Arthur Howell of Wells-Next-The-Sea, Retailer of the Year in the 2016 Farm Shop & Deli Awards

**T**he worthy winner of the 2016 Farm Shop & Deli Awards ultimate accolade – Retailer of the Year – is Arthur Howell of North Norfolk. "Arthur Howell is a remarkable business run by an exceptional man," says Farm Shop & Deli Awards chair of judges, Nigel Barden. "Arthur is an exemplary employer who champions local produce and his influence on Wells and the surrounding area is huge. He's a sublime example of a modern retailer." It is worth noting that Arthur Howell beat off over 350 nationwide fine food businesses to win this coveted award. In addition to winning overall Retailer of the Year, Arthur Howell also collected awards for Butcher of the Year and Regional Winner East Anglia 2016.

This is high praise indeed for this fourth generation butcher, but he

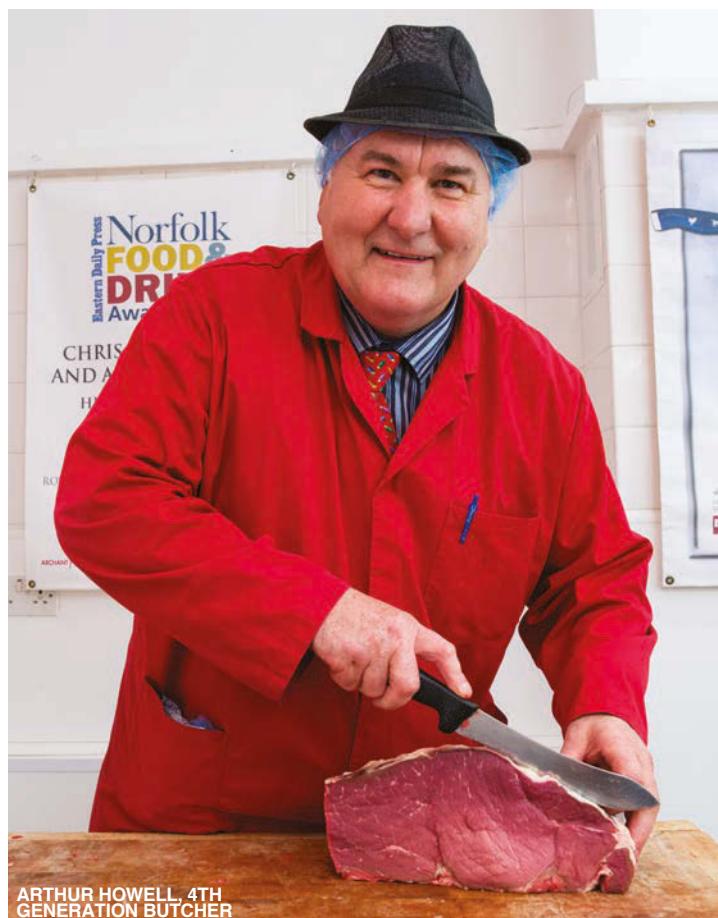
seems to deserve every word. The shops owned and run by the Howell family in Wells-next-the-Sea, which include a deli, fishmonger and bakery, can fairly claim to have kept this town free from the grip of the big multiples. In addition to the shops at Wells, Arthur Howell has a butcher's shop in nearby Burnham Market, which like the Wells outlet, specialises in high-quality, traditionally-hung meats.

There is also a smoke house in nearby Binham, where the original business was founded in 1889, by Arthur's great-grandfather (who also was called Arthur) and run as Arthur Howell Butcher and Game Dealer. Since then, there has been an almost unbroken line of owners with the same name. The first Arthur Howell was followed by his son, John, and then by the present Arthur Howell's father.

The town of Wells next the Sea, which is blessed with duny, sandy beaches and a generally blue sea, is one of the centres of tourism on this coast. Despite that, this is very much a working town, with a fishing industry operating out of a seaport which, thanks to silting of its harbour, is now a mile from the sea itself and accessible for boats by a regularly-dredged channel and to trippers by a miniature railway.

Where other towns might have given themselves up to lines of shops selling tacky souvenirs and a couple of big supermarkets, Wells retains a host of independent retailers and pubs selling local produce. Staithes Street itself is a long and narrow main thoroughfare which runs down a hill towards the seafront. It's a busy street even off-season and it's easy to see the Howell shops as drivers of the bustling trade enjoyed by the retailers who have premises fronting the street.

Arthur received his Retailer of the Year Award at this year's Farm



ARTHUR HOWELL, 4TH GENERATION BUTCHER

Shop & Deli Awards held at the NEC in April. Now, three months later, *Speciality Food* joined Farm Shop & Deli judges Nigel Barden and food writer Elaine Lemm to learn first hand what had brought this prestigious award to a butcher on the quiet North Norfolk Coast. Arthur Howell's centre of operations is his butchers shop, which, like the bakery and the deli, is situated on Staithes Street. Arthur has close

ties with these premises – he was born above them. The shop is, quite simply, everything that a good butcher's shop should be. When we crowded in, Arthur's team were busy serving customers they knew by name and chopping and preparing cuts of meat by the counter. Above our heads, I noticed, were prominently displayed poster portraits of the farmers who supply the cattle, a first indication of the



*All Butter Organic Biscuits*  
FROM THE ISLE OF MULL

**Island Bakery**  
ISLE OF MULL

[www.islandbakery.co.uk](http://www.islandbakery.co.uk)

# SINGH IS KING

of chilli sauces and pastes this summer

*“My customers keep buying the sauces and I love cooking with the pastes”*

James - Prawnbrokers Fine Fishmongers Craydon

500,000+ video views  
[@mrsinghssauce](http://mrsinghssauce.co.uk)  
[mrsinghssauce.co.uk](http://mrsinghssauce.co.uk)



close relationship the shop enjoys with its suppliers.

#### Original shop

Much of the meat is sourced from tenant farmers on the nearby Holkham Estate. These farmers can assure Arthur that the cattle have been properly treated before sale and – a point which is important to this butcher – that no antibiotics have been used in their feed or care. The vast majority of the meat available in the shop is sourced from within a 30-mile radius, sausages are made on the premises and bacon is smoked at the family's smokehouse behind its original shop in Binham, four miles away. The

beef, pork and lamb offered by the butchery are known for their deep flavours and it is thought that these may be produced by the nutrients given to the grazing lands by the rolling sea mists. Arthur Howells also supplies meat for catering, including game from the Holkham and Houghton estates. Unusually, the shop has its own abattoir which is located just behind the shop. This means that meat can appear on the well-stocked counters remarkably soon after the animal has been slaughtered.

Arthur's daughter Alex manages the bakery, which is to be found on the other side of the Staithes Street. Alex, who has worked alongside her father since leaving school, spent two years learning butchery skills before devising and launching the popular bakery in 2008, which specialises in home-baked bread and confectionery. Alex heads a team which produce a range of breads six days a week. Sandwiches, tea, coffee and homemade soup are served on the premises and a novelty stocking item which sells particularly well is a range of Pooch's dog treats. The shop also offers a lot of cakes made with low-gluten flour, cream cakes and seasonal specialities. Alex provides a wide variety of tempting confections for the tourists and sustenance for local builders, who

make a point of stopping at the shop before starting work. The shop was opened, Alex says, "because people were going out of the town to buy their bread. This meant they were often picking up their meat at the same time, so buying the bakery made a lot of sense to the business. I thought I would prefer running the bakery to being a butcher, too."

A short walk up Staithes Street takes us to the deli, where capable manager Matthew Higham offers a wide choice of picnic fare for beach-bound visitors, including spit-roast chicken, fresh-cooked meats, quiches and gluten-free brownies. Much of the food is prepared daily by Matthew in the kitchen behind the shop. The sixty or so cheeses stocked by the deli include some notable local varieties such as Binham Blue and products from Mrs Temple and Ferndale. Top-selling Continental cheese at the deli by the sea is French Brie. The shop also sells homemade breads, handmade Italian pasta, local preserves, juices and cordials, home cooked pies (which use Arthur Howells's meat) and locally-smoked fish. "Our stocking has evolved in response to demand from our customers," Matthew says. "Having a selection of locally-produced foods is especially important for tourists, who like to take home a taste of



suppliers. Good animal husbandry and close contact with the farmers who supply those animals is very important to him. "I select my suppliers as local as I can," he says. "This means I can easily go and see the farm where the animal is raised and form a bond with the farmer. He can then, if necessary, adjust his practices in line with what I need for my business." This applies to the smaller details, too. Arthur insisted that one farmer installed rubbing posts for his sheep. "They were enclosed by electric wire," he says. "And they can't very well rub themselves on that!"

Arthur could not be prouder to have won the title of Retailer of the Year. His fleet of smart red vans already sport the Farm Shop & Deli logo, the award itself is displayed in the shop window and the win has attracted a great deal of local interest. "This award is good for the business, and it's also good for the staff," Arthur says. He offers a little advice to future winners: "To get the most out of winning such an award," he says, "you need to exploit it for its potential publicity value. I would advise any future winner to find someone who knows how to help them make the most of it." This could be a public relations person or simply someone who has marketing skills, he adds. As can be seen quite clearly from Arthur's experience, Farm Shop & Deli Awards not only raise the profile of a business and draw custom but can be a tangible sign for owner and staff alike that the business is on the right track. A large entry is expected for the 2017 awards.



BEHIND THE SHOP IS ARTHUR'S ABATTOIR

**RECOGNISING & REWARDING EXCELLENCE WITHIN THE SPECIALITY RETAIL MARKET**  
**WIN 'FARM SHOP & DELI RETAILER OF THE YEAR' • WIN BY CATEGORY • WIN BY REGION**



**ENTRIES OPEN  
ON MONDAY  
4TH JULY**

TO ENTER ONLINE AND FIND OUT MORE VISIT  
[FARMSHOPANDDELI.SHOW.CO.UK/AWARDS](http://FARMSHOPANDDELI.SHOW.CO.UK/AWARDS)  
@FARMSHOP\_DELI #FSDA

WINNERS WILL BE  
ANNOUNCED AT

**FARM  
SHOP & Deli SHOW**  
24-26 April 2017 NEC Birmingham

# A NEW WORLD OF FOOD

Wondering how and why to sell American food? Three key distributors share their product picks, trend predictions and the history of US food in the UK

**A**merica has been supplying British shoppers with its food for years, offering us a taste of life across the pond much to the delight of consumers of all ages. Think of America and you no doubt think of confectionery, a sector which is thriving in the UK. From Mike & Ike's popular sweet snacks to the iconic Marshmallow Fluff, American-made sweet stuff has found a devoted audience here. But look a little harder at your shelves and you'll see America's influence elsewhere, too. Barbecue sauces has become a booming market in recent years, particularly during the BBQ season we're currently enjoying, and that's not the only condiment winning British



fans. French's mustard is as popular a hotdog-topper as any British-made mustard, and cola and root beer have long been mainstays of the retailer's shelf. It could be easy to write off American food as processed and mass-manufactured, but to do so would be to ignore the resurgence in artisanally-produced food such as McClure's pickles, supplied by Buckley & Beale.

Adrian Beale of Buckley & Beale says, "Consumers are looking for the same thing they look for in British and Irish foods – great packaging, great ingredients, and something that looks great to eat. However, as with any imported food they will also be looking for points of difference, as there's no point paying more for something that can be compared to what's made here. It's therefore key to have products that stand

**Infinity Foods WHOLESALE**  
Organic & Natural Foods  
*Naturally good!*

An extensive and varied range of Infinity Foods own brand products.

An unparalleled range of branded goods.

Local, national and international delivery.

Info@infinityfoodswholesale.co.uk  
Tel: 01273 456376



out from the crowd and justify their price point."

Popular sellers right now? "We know from our own sales that products such as the New York deli pickles from McClures sell well (even at £8 per jar) because they are crunchier and more flavourful than anything produced here. We're seeing sales of lines such as Blueberry Syrup and Raspberry Syrup from a business called Blackberry Patch in Georgia doing

very well because customers are using them not only on desserts such as ice cream, but also on muesli, oatmeal, yoghurt etc, which taps nicely into the current trend for healthier eating. Our BBQ sauces have always done well, as customers love picking up something that looks American, to then discover it is indeed the genuine article. Likewise our Grade A maple syrups from Vermont have a distinct flavour difference over Canadian. To me

they are more 'mapley', rather than just being sweet and in some cases quite sickly. I think our best seller at the moment though has to be our Cream Nut Peanut Butter from the Koeze Company in Michigan. Sales of nut butters have gone through the roof in the last couple of years, and despite trying them all, we've yet to find anything that matches the authentic nuttiness that Koeze create using just the finest Virginia peanuts and sea salt."

**"Customers are more than happy to pay for quality, and remain incredibly loyal to products they know to be the best. These points of difference not only help the product stand out as different, but in turn help the deli stand out as different from local competition "**

## BBQ GOURMET

**Stock up Now for Summer**

Get into the fast-growing market for the flavours of real barbecue with Championship-winning BBQ rubs & sauces from the United States

**From these great products...**

**...come these great results**

**For more information, contact BBQ Gourmet on 01666-829-200 or email info@bbqgourmet.co.uk**

## FROM THE DISTRIBUTOR...

### Speciality Food speaks to Marion Lebreton of Empire Bespoke Foods

#### What do you stock?

At Empire Bespoke Foods, we are passionate about sourcing and distributing specialist food products with authenticity and provenance from around the world, but particularly from the USA. We have been successfully launching and developing US-branded products for the UK market since 1998...

#### From BBQ sauce:

- Stubbs – the number one premium sauce from Texas
- Jardine's – a range of award-winning sauces and chilli mixes from Texas to meet all barbecuing needs
- French's – the most popular American mustard brand in the UK
- Frank's Redhot – the original Buffalo wings sauce, created in Buffalo, New York in 1964

#### To spreads...

- Marshmallow Fluff – the well-loved American spread which is

becoming hugely popular with British bakers.

#### And confectionery...

Since 1998, we have been one of the UK's leading importers and distributors of American confectionery, supplying a full and exiting range of products. One of our best-sellers is the iconic brand Mike and Ike; these jelly sweets offer an assortment of delicious, mouthwatering fruit flavours. Shoppers love the intense burst of fruity and chewy deliciousness in every bite which is available in a number of flavours: Original, Fruits, Tropical Typhoon, Berry Blast and Red Rageous. Shoppers can also treat themselves with yummy Muddy Bear, the more-ish Jollytime Popcorn, Mallow Magic and Jalapeño, or the sweet and savoury snack that has taken the world by storm, Flipz – a delicious chocolate-covered pretzel snacks.

#### What makes American foods so popular in the UK?

All these products have taken the UK market by storm at various times of launching, because retailers are always looking for point of differentiation, and shoppers are looking for variety and different taste experiences. Anything that is that little bit different has appeal. People want to find in the UK the products they see in movies or social media posts from celebrities. These products are the perfect way to enjoy the "tastes of America" without expensive flights. They also appeal as an original gift for lovers of all things American!

#### What's new?

- The ever so tasty and fun Mike and Ike new flavour variants – Zours and Mega Mix
- A touch of velvety softness with new flavour Caramel to the Marshmallow Fluff range
- To bring even more variety to the market, we launched POST cereals, which have been part of Americans' breakfast for more than 100 years
- French's Relishes and BBQ sauces – brand new American flavours for Summer, will tickle everyone's tastebuds

### DAMIAN CURZON-PRICE, AMERICATESSEN



## "Americatessen, and how the West was won"

I was recently doing some research into my family history. We have always known that my Great Great Grandfather on my mother's side, William Johnston, was a wealthy Irish ship builder and owner of the Johnston Shipping Line. He lived in Liverpool from where he ran his business. His main trade was shipping cargo between England, Greece and Turkey, but in 1886 he built a ship to carry refrigerated meat from Boston to Europe. The American railroad companies were developing crude refrigerated wagons to transport beef across the country rather than the expensive and dangerous methods of cattle drives (with cowboys) to get the meat to market.

So, the family business of importing food from America actually started 130 years ago.

Having worked in the food industry myself for over 35 years now, been a kitchen designer for some years before that, and also a keen cook, I have seen a massive growth in our desire to explore new flavours and cuisine. I am still learning new tricks in my kitchen. The story of how Americatessen was started has been told many times. Briefly, back in the "olden days" in 1988 when a wave of Americans hit our shores, some marched into my delicatessen and insisted that I stock their home favourites. This was almost virgin territory. Some had gone before me, but the supply of staple American food products had never really taken off over here.

In 1993 I packed my bags and headed west, prospecting for gold, figuratively speaking. The mobile phone was the latest invention, and computers, laptops, internet, and emails were still Back to the Future. Times were tough!

For the next 10 years I was alone in the hills, panning for "gold", and with reasonable success too. The faster I produced the goods the greater the demand. It was a struggle to keep up. Initially, the top sellers were groceries, breakfast cereals, tinned goods, pickles

American producers are getting braver and bolder with their taste in food, and are now producing some spectacular products

10-12 Marino Way | Hogwood Industrial Estate | Wokingham | Berkshire | RG40 4RF  
Tel: +44 (0)118 973 0503 | info@americatessen.com | www.americatessen.com

[Follow us on Facebook and Twitter](#)

# SHOW PREVIEW: BELLAVITA EXPO LONDON 2016

Taste the best of Italy. Sun 17th – Tues 19th July 2016 at the Business Design Centre.

**I**t has been said that Italy produces more great food and drink than anywhere in the world, that the land between Piemonte in the North and Calabria in the South, is a veritable cornucopia of top-quality produce. From Parmesan cheese to Parma ham, pasta to Prosecco, balsamic vinegar to full-bodied Barolo wine, Italy is a land of opportunity for food-lover and food retailer alike.

If you want to find out just how true that is, visit Bellavita Expo London. Held at the London Business Design Centre, 17th–19th July, this is the largest made-in-Italy food and beverage trade show in the UK. Dedicated to promoting interaction between Italian producers and top buyers, Bellavita Expo London brings the very best of Italian food and drink together under one roof, allowing retailers to taste the produce and in many cases, to meet the producers. This is Bellavita Expo's third year in London.

The cuisine of Italy is very special and steeped in centuries of tradition. Artisanal techniques in the production and preparation of food have been passed down through the generations and Bellavita Expo London offers visitors the chance to make a gastronomic tour of the *Bel Paese*.

## Special events

This year's show features some very special events, including The Bellavita Best UK Sommelier competition. Organised by the Italian Sommelier Association, this event is held in Bellavita's own wine theatre and hosted by BBC Radio presenter and food expert Nigel Barden. The entrants, who must have been working as a sommelier in the UK for at least one year, will face a tough panel of judges which will include the



Master of Wine and iconic VIP guests. The three contestants scoring highest in written exams will exhibit their skills before a panel of VIP wine experts and wine media before being judged in a real life setting, serving wine to guests of importance in the world of wine and hospitality. The contestants include one from Michelin-starred Dinner by Heston Blumenthal and another is

from Locanda Locatelli.

A touch of glamour will be imparted by this year's top chefs and restaurateurs. Demonstrating what can be done with first class Italian ingredients in a series of masterclasses will be Francesco Mazzei, Theo Randall, Joe Bastianich, Ollie Dabbous, Phil Howard, Alessandro Grano and Carmelo Carnevale. These



luminaries of the food world will also be participating in industry-focused live talks. The Industry Live Panels taking place on Monday 18th and Tuesday 19th July will see chefs, distributors and importers discussing food trends and the growing demand for authentic Italian food and how to succeed in the UK market.

For many people, the most important part of a visit to Bellavita will be the opportunity to meet producers and find out about their products. No other Italian food show attracts such a great number of top producers and among those exhibiting this year are Di Molfetta Pantaleo & C snc (olive oil), Acetaia Marchi S.r.l. (vinegar), Euroalimenti Fratelli Costanza (Sicilian Olives) and Evangelista Liquori ('Punch Abruzzo'). There is wine-soaked cheese from La Casearia Carpenedo, traditional salami from Salumificio Mainelli and even 'Indie Ale' from Elav Brewery. The list goes on – at last year's 2015 show, 208 exhibitors showed their food and drink to 7,300 visitors. The show has a well-earned

reputation for hosting unexpected, innovative and surprising products, such as Blue Potion (cold brew coffee made using coconut water) or an exceptionally rare anchovy syrup. This means that Bellavita Expo London is also a great place to come and find inspiration, whether it's ideas for stock to fill your shelves or dishes to serve in your restaurant.

## The Bellavita Awards

The Bellavita Awards 2016 will be taking place at this year's show. Up to 250 high-profile food and wine experts will judge products in the first international awards programme entirely dedicated to recognising authentic Italian food and drink. The makers of the product earning the highest score will receive the Bellavita Platinum Award, together with £5,000 worth of their product bought for the Bellavita online shop.

So, whether you are hunting for an innovative Italian food or drink product to stock in your shop, need to learn more about Italian food trends or want to find out how to sell more Italian produce, don't miss this year's Bellavita Expo London. Register for your free trade pass using code SPECIALITYFOOD at [bellavita.com/expo-events/london/](http://bellavita.com/expo-events/london/)

## IN DETAIL

**WHAT:** Bellavita Expo London  
**WHERE:** London Business Design Centre, 52 Upper St Islington, London N10QH. Two minutes walk from Angel Islington tube station  
**WHEN:** Sun 17th – Tue 19th July  
**WEB:** [bellavita.com](http://bellavita.com)  
**CONTACT:** 020 7183 4511  
**EMAIL:** [info@quirismedia.com](mailto:info@quirismedia.com)  
**TWITTER:** [@bellavitaexpo](https://twitter.com/bellavitaexpo)

## Discover the taste of South Italy

The Italian Trade Commission has the pleasure to present a masterclass on Southern Italy Cuisine with Francesco Mazzei

on Monday 18th July at 15.15 on Bellavita Expo Food Academy Theatre

For further information: [londra@ice.it](mailto:londra@ice.it)



# CHRISTMAS PLANS

Getting Christmas right requires thought and planning. Making those plans now will pay dividends later

**A**t the height of summer, Christmas can seem a long way off, but canny retailers are already planning how they will make the best of it. With careful planning, that last-minute chaos of finding the right goods – which by then may be in short supply – can be averted. This means that you can cruise through autumn serene in the knowledge that every eventuality has been provided for. Whether you use an app, a spreadsheet or paper and pencil, it's important you list the changes you need to make and, using last year as a guide, plan for as many outcomes as possible. When it comes to placing your first Christmas orders with your distributors and producers, there are some obvious areas which you will need to cover. Here's how some retailers approach their plans for Christmas stocking.

## Meat

Strong sellers at the Finzean Estate Farm Shop, says owner Catriona Farquharson, are "local chipolatas and bacon, turkeys and geese and our Finzean roast beef. Venison sells particularly well at this time of the year, including diced venison for casseroling. Smoked meats – venison and duck – and pâtés go well too." It's all too easy to over-order or over-produce at Christmas, and to avoid this, Fiona says, "we freeze meat products that we haven't sold and this we will sell from the freezer after Christmas, but with the very seasonal items such as the geese and turkeys, we'll mostly take in orders for them and not stock many on the shelves. We



encourage staff to promote the slower items where possible. With the more seasonal items such as the turkeys, we'll use them in the tearoom, making turkey and ham pie for example, or serve smoked duck salad as one of the items on the menu."

## Pickles & chutneys

Pickles and chutneys are Christmas essentials. At Craighie's Farm Shop, owner John Sinclair sells "a lot of our cranberry sauces. We have a Classic Cranberry & Port, Cranberry & Orange and Spiced Cranberry. Classic Cranberry sauce is always the best seller, but this year spiced cranberry has done really well." These seasonal items are made available from November, he says, and are also sold in the farm shop's café and kitchen. Making your own pickles and chutneys offers freshness and obvious provenance. The Hungry

Guest's Petworth food shop produces "an entire range of pickles and chutneys in our kitchens around the festive period," says Kirstie Knott, team leader. Best-sellers last year, she says, were the Hungry Guest's piccalilli, Cranberry & Orange Sauce, Pear & Date Chutney and its Boxing Day Chutney." A reliable seller at Christmas for Jeroboams is Plum Chutney and Fig Relish.

## Cheese & biscuits

Sales of cheese will see a good spike every Christmas, but how should you make the most of this opportunity? At Craighie's, John Sinclair says, "we don't change our range, but we do pre-pack cheese selections, which are very popular." It's no surprise that he sees healthy sales of blue cheeses during the season, and doing well now, he says, are Scottish alternatives to the traditional Stilton. A strong seller last Christmas, he adds, was Isle of

Mull Blue. Jeroboams, deli manager Kathy Hodgekinson says, stocks up on "Cropwell Bishop Stilton in all sizes and we fill our own Jeroboams jars with Stilton, and these go in our gift hampers and in our cheese fridge." There is also greater demand for truckle Cheddars, she notes.

"Increasingly, producers like Appleby's and Berkswell are doing small truckles which look good and are ideal for gifts to send abroad and to take as a dinner gift." Some cheesemakers offer products ideally suited for Christmas selling. "The Godminster core range of Vintage Organic Cheddar, Oak Smoked Vintage Organic Cheddar and the range of three Bries are all favourites at Christmas," says Deborah Bradfield. On top of a core Stilton and Cheddar Christmas offering, Jeroboams will increase stocks of certain other lines, too. "Brie de Meaux is one of the more popular cheeses that we sell during the holiday period," says Kathy. "Montgomery Cheddar, Lincolnshire Poacher and Cropwell Bishop Stilton are staples, along with Vacherin Mont D'Or which comes into season around this time."

Accompaniments are especially important at Christmas as the cheeseboard tradition encourages people to buy more of the cheeses they may not touch the rest of the year. The variety of different cheeses on a cheeseboard means that all sorts of accompaniments are useful, from sourdough crackers and oatcakes to seasonal chutneys and pickles. The Finzean Estate Farm Shop does well with "cheese straws and Parmesan biscuits, mini canapé oatcakes and boxed biscuits for cheese selections." Christmas tastings of cheese, biscuits (with chutneys) and wine can ensure that several of your products are tried at once. Ticketed wine and cheese Christmas evenings can be convivial relationship-builders and a good way to recoup any costs.

## Cakes & sweet biscuits

Christmas is the time for fruitcakes and, of course, Christmas puddings. Both of these have long shelf lives and the fruitcakes can be sold right

down the year. People will expect to see both on your shelves at this time, together with gifting tins of shortbread. The artisan market has plenty to offer in the way of fancy biscuits and many of these are packaged attractively, allowing them to double as acceptable gifts. Now is the time to make plans for any extra baking you will be doing this year. Customers at Craighie's appreciated its own-made mince pies last year, and a homemade Christmas cake can "fly off the shelves," says John Sinclair. "This year we made our own black bun which also did really well, especially in the period between Christmas and New Year." At Finzean Estate Farm Shop, Catriona orders especially for Christmas, "whisky fruit cakes, Christmas-themed iced gingerbreads, stollen, chocolate florentines and shortbread in pretty tins."

## PRICE, STOCK, MARKETING

Offering a point of difference, says Deborah Bradfield, head of sales and marketing at Godminster, "is probably less important than offering products at a range of price bands to suit all budgets. The competition for people's attention and a share of their discretionary gift spend is never higher than at Christmas. Giving them a choice is vital. The next important aspect is to make sure that the range on offer is communicated effectively to the shoppers likely to be interested in your range of Christmas gifts. Particularly effective are the print and online gift guides that start coming out from mid-November." In order to be properly prepared for Christmas, Deborah says, retailers should consider "price, stock levels and marketing. Having a range of products to suit all budgets is worthwhile. Make sure that your shoppers know what you are selling for Christmas. Consider offering a small discount if they bring along a new customer next time they buy."

NOW HIRING
  
 for details go to [www.thecressco.co.uk](http://www.thecressco.co.uk)

DELIVERING  
FINE FOOD

**CHRISTMAS  
CATALOGUE  
OUT NOW!!!**

**CRESSCO**

contact us  
[thecressco.co.uk](http://www.thecressco.co.uk)  
0845 643 1330

## Charcuterie

Plates of charcuterie make good Christmas nibbles with aperitifs, and cured or dried meats can be paired with drinks or cheeses for tastings. At The Hungry Guest, says Kirstie, "we like to ensure our customers have a good choice of products, so an increase is seen across the range, and production of our own cured



Sussex Dry Ham certainly increases. Customers can buy this by the slice or order whole hams. Prepacked chorizos are popular so we always order more of these – it's such a versatile product. We start to stock for the festive season from mid-November, which coincides with our festive tasting evening where we launch our Christmas range to customers with an evening event where they can sample all the products." Last year's top sellers in charcuterie, she says, were "Bellota Jamon, Pancetta and San Daniele ham and chorizo."

## Soft drinks

Independent retailers need to promote themselves as the place to go to provide something really interesting for nominated drivers, tee-totalers and those recovering from seasonal over-indulgence. A few original alternatives to supermarket fare will lift your offering and get people talking. The soft drinks market has been experiencing a lot of NPD of late. New on the shelves this last year has been

birch water, which has yet to match the success of coconut water, but has been well received all the same. Cordial makers have continued to produce quality drinks made with home-grown fruits and are adding more presses to their ranges. These and spritzes and posh tonic waters can provide quite sophisticated drinks options in the non-alcoholic line. Fruit juices have been joined by vegetable juices, some of which can provide you with options for vegetarians and vegans.

## Alcohol

There is no getting away from the fact that Christmas is fueled by alcohol and offering a strong selection is essential if you don't want customers to begin – and then continue their Christmas shopping – at the local supermarket. Thus means that you need to cover all the main bases. As always, it will strengthen customers' perception of your shop as the place to go for originality if you can stray from the big name makers. These days, there are plenty of new or small-scale distillers and countless micro-brewers who will be pleased to bring something off the beaten track to your shelves. There's English whisky, for instance, and gin-making has exploded, giving you plenty of options there. Bloody Mary gift boxes are available from Godminster, which also offers a range of infused vodkas. You will need wine and fizz, and English vineyards have been upping their game, with sparkling English wine enjoying notable success this year. Craft beer has seen an increased take-up by supermarkets, meaning that a taste for these strong, highly-hopped beers is on the increase too. English breweries have been quick to see the threat posed by such American-style beers and many have produced their own versions.

## Gifting

Gifting will bring you increased footfall as customers see you as a place to come to find stocking fillers and solve gifting problems, and it can also help you move more stock. Not only will you move more of the Christmas lines you would expect to sell during this season, but you will also be able to combine all sorts of items as gift sets, and in this way, up your sales of a particular line. Three jars of preserves in an attractive gift tray or box is an attractive proposition to both customer and retailer and – while you will try to keep your prices reasonable – you can bear in mind that customers will expect to pay a little more at this time of year, especially when the product is pleasingly presented as a seasonal gift.

## Hampers

At the Hungry Guest, Kirstie Knott and her team "introduced a new range of lime washed wicker hampers last year which were very popular." Hampers

are offered at varying price points, she says, "from a Christmas essentials through to a luxury option. We also offer different sets for chutneys and condiments: The Christmas Chutney Collection and The Christmas Condiment Selection." Last Christmas, the option for customers to create their own hampers proved especially popular, she adds. Finzean Estate Farm Shop finds that hamper products move quickly at Christmas, eg "local chutneys and jams and shortbread." Some lines are added to hampers to reduce waste, Catriona says. Gifting is an important consideration for independent food retailers, says Kirstie Knott. "People love the option of the gifts because they are already packed and gift wrapped and are a good way to offer local products to foodies." Gifts also provides people with seasonal ideas and can turn your store into a source of inspiration. Gift items start to appear on the shelves of The Hungry Guest from "mid November as part of our festive season launch."

## 5 EARLY PLANS FOR A SUCCESSFUL CHRISTMAS

- 1 Displays** You will want to give prominence to obviously seasonal produce and any which won't be current after Christmas Day. Moving stock from its regular position will encourage shoppers to give it a fresh look.
- 2 Promotion** How will you advertise that you are the place to go for gifting solutions? Use small signs now, bigger ones nearer the time. Keep your regulars up to date via social media and inform local press of any upcoming events.
- 3 Events** Plan now for producer appearances, wine and cheese evenings or Christmas tastings which pair and promote seasonal specialities.
- 4 Windows** Christmas windows work. A great window stops crowds and draws custom. If it's not your thing, get help from an art student or someone who knows what they are doing.
- 5 Stock** Build your stock around a core of last year's best sellers, but bear in mind current trends, new products in the public eye; consider too award winners and food show stoppers.

"The difference is in the taste!"

[www.mrsbridges.co.uk](http://www.mrsbridges.co.uk)

# GODMINSTER®

The Christmas  
Gift Range

For more information on any of our products please contact our team on 01749 813 733 or email [sales@godminster.com](mailto:sales@godminster.com) [www.godminster.com](http://www.godminster.com)

[@godminster](#) [@godminsterfarm](#)

**'O**ne of the leading suppliers of gift packaging and retail display to the speciality food sector." That's WBC, says Andrew Wilson, director. The company, which is now widely known throughout the independent food sector, was launched 26 years ago, Andrew says, "by myself and Tim Wilkinson, with whom I was at college in France. After college, we started importing champagne and branding it for corporate events, with help from the Prince's Trust. The Trust got us low interest loans and, most importantly, a mentor who helped us to get through the first three years. We are still involved with the Prince's Trust and now through them, we support two businesses and are happy to lend our own assistance as mentors."

When their wine trade customers "started asking if we could do gift packaging for the champagne," the fledgling company "got into gift packaging. We soon realised that this was a more sustainable business than importing champagne. In those days we were known as the 'Wine Box Company' and we used card, wood and anything else which wine could be gift-packaged into." For the first twenty years, WBC specialised in gift and transit packaging for the wine trade. But as the speciality food sector grew, Andrew says, "it became increasingly important for us, especially with its demand for wicker hampers. At this stage we mainly supplied gift-wrapping solutions, but about five years ago we started getting requests for wooden or wicker products that were for display rather than for gifting. Looking at that market more seriously, we developed a much broader range of retail display products, again to suit the speciality food and drink market. Of course, there are markets outside of that which it appeals to, but our focus has always been on speciality food and drink."

# MEET THE PRODUCER

For gift packaging and retail display requirements, WBC is a one-stop shop, says founder director Andrew Wilson



Andrew says that WBC's aim "has always been to be a one-stop shop which can offer retail resources and high levels of service across the board. Retailers want to know that you have got the stock they need. Nowadays, nobody wants to hold stock but ourselves – they don't want expensive packaging sitting around waiting for someone to come in and buy it. We have huge stock holdings, so that when our retailers have a good order from a customer, they can come to us and get next day delivery on exactly what they need. We consider ourselves to be very competitive in matters of service, quality and price."

WBC's range is enormous, Andrew says. "We've got 900 products and we introduce around 100 new additions each year, some to replace old products but around 60% are entirely new lines. From basic transit packaging for wines and spirits to very expensive, well-finished leather and wicker goods, we supply everything a customer might need to create a gift in their store."

This is all aimed at providing gifting and display solutions for owners of delis, farm shops, food halls and cheese shops, he says. "We don't chase work with the large multiples, preferring to support the

smaller customer. This doesn't mean that they can't have five, six or 10 shops, but our customers do tend to be specialists. That's the market we know and understand, and which we want to support and work with."

WBC can create a particular look for a shop. "There has been a designed engineered look for the last couple of years," Andrew says, "so a lot of our products are either industrial or rustic looking. That said, there are some more contemporary products coming through now: people are looking for simpler, lighter woods. The speciality food market, though, is quite a traditional one, so the look of a vast majority of these shops feature

artisan characteristics. A farm shop isn't necessarily going to be ultra-modern. We respond to demand and listen to what our customers say."

Signage and communication are important parts of the company's range. "In the last 18 months we have added around 60 products to our signage and ticketing range, in a variety of sizes and styles," Andrew says. "Our best-selling lines are wooden boxes for wine, wicker baskets mainly for the food trade and vintage apple crates for retail display. Also popular is our BRIX Modular Display System and our Kingsley range of shelving and furniture." Bags For Life sell very well, he adds, "whether it's a six bottle wine or beer bag, or just a branded shopping tote for a farm shop."

WBC supplies products designed for cheese and meat counters and all other aspects of speciality food selling and can personalise products, too. "Around about 40% of our products can be overprinted with the name of the business or company logo," Andrew says. "This can work well with bespoke corporate gifts, too. For biggish orders, we can make something from scratch. We do a lot of work in this line with Fortnum & Mason, Whittard of Chelsea and Clipper Teas. With a larger order, we can either do the design ourselves or work with an agency to make a desired product." A growing sector for the company is hospitality and catering, he says. "We are invited more and more to make static sites in schools or office buildings look more like a café that you would see on your local high street. Uniquely, WBC also has a retail school, where Eve Reid from visual merchandising and brand delivery specialists Metamorphosis runs useful courses including one on window dressing. "Retailers can also learn about store layout," Andrew says, "and how to plan a customer's journey through the store."



## CRAFTY PROFITS

New range of beer carriers,  
beer glasses & beer boxes

@WBC | [WBC.CO.UK](http://WBC.CO.UK) | FREEPHONE 08000 85 85 95

# THE 8: SEAFOOD

Britain's shores are teeming with delicious fish and seafood – we've selected eight of the best



## 1 BIG FISH: Salmon with Garden Mint

Grimsby-based BigFish are true salmon specialists. Founded in 2000 by Andy and Louise Coulbeck, the business has grown to become one of the most recognisable in the industry – not to mention respected by retailers and consumers alike for its strong offering of delicious salmon products which range from classic to spicy marinated fillets, to fishcakes and salmon 'pearls'.

BigFish Brand's Salmon with Garden Mint has recently won its fourth award, being named a 2016 Winner in the Meaty and Fishy Ready Meals category in April's

FreeFrom Food Awards in London. The product also won a Deliciously Yorkshire Award in 2010, was a finalist in The Grocer Magazine's New Product Awards in 2014 and took a Great Taste Award last year.

"We are immensely proud of BigFish Salmon with Garden Mint," says Louise Coulbeck, director of JCS Fish, parent company of BigFish, "which has been a consistent award-winner since we first introduced it in 2009. Our signature product, it offers delicious, top quality fillets of Atlantic Salmon, gently marinated in a Garden Mint dressing. And like all our BigFish Brand salmon fillets, it cooks from frozen in just four minutes."

[bigfishbrand.co.uk](http://bigfishbrand.co.uk)

## SORBAFREEZE refrigerant pads

Practical temperature control packaging



Temperature control packaging you can trust

- SorbaFreeze never leaks or melts
- Use in direct contact with food
- Available in rolls or sheets

Call 01224 894417 for a trial  
[www.sorbafreeze.com](http://www.sorbafreeze.com)

## 2 CHAPMAN'S: East Coast Crab Cakes

Over the past 50 years, Chapman's has earned a reputation for excellent seafood thanks to its experience and expertise in selecting the very best fish from the local fishermen it sources from.

This focus on provenance continues in its famous fishcakes, which combine locally-caught fish with locally-grown Maris Pipers, of which the business has the pick of the best from local growers.

Justyna Podsiadzik, sales manager at Chapman's explains, "All our products are handmade in Great Grimsby. We only use fresh and good quality ingredients and our crabs are locally-caught.

"Our best-selling East Coast Crab Cakes with potato, red peppers and rocket in a light breadcrumb coating are a delicious, super, easy and ready to cook summer product. We love them with a fresh and zesty tomato salsa, but you could also serve them with lemon wedges or cocktail sauce. As for accompaniments, think french fries, coleslaw or any simply prepared green vegetable."

[chapmansfishcakes.co.uk](http://chapmansfishcakes.co.uk)



## 3 FINDLATER'S: Smoked Mackerel Pâté with Coriander Leaf & Lemon

Findlater's Fine Foods began life as a deli and restaurant in Linlithgow, Scotland in 2004, which means that they're sensitive to the needs of independent retailers and ensure that their products always reach their customers in perfect condition.

Their pâtés are still made by hand in small batches to create the perfect taste and texture, using the finest quality ingredients – no wonder so many of them are award-winners.

Findlater's Smoked Mackerel Pâté with Coriander Leaf & Lemon is a light and creamy pâté with forked pieces of smoked mackerel, gently balanced with fresh coriander and lemon juice. "This one has always been one of my personal favourites," Martin Findlater Henderson, founder and MD says, "and I know a lot of our retailers agree, with many saying it is their best-seller."

[findlatersfinefoods.co.uk](http://findlatersfinefoods.co.uk)

**JBP**  
JB PACKAGING



UK Manufacturer

## temperature controlled packaging

Keep Food Deliveries Fresh  
in Transit With Our Range  
of Insulated Boxes



Polystyrene (EPS) Boxes, Deluxe Reusable Boxes, Waxed Cardboard Boxes, Ice Sheets and Sundries.  
(box samples available for purchase)

UK Delivery from Torpoint & Livingston

buy online: [www.jbpackaging.co.uk](http://www.jbpackaging.co.uk) call: 0800 285 1339

## 4 KINGS FINE FOODS: Royal Belgian Oscietras Caviar

Kings Fine Foods is a truly family-run affair – run by husband, wife, daughter, brother and sister – and this homespun approach reflects the fine artisanal products it sells. The business started with a passion for caviar, and from there the business grew to encompass an expansive range of the world's finest foods, including the popular Royal Belgian Oscietras Caviar.

"Royal Belgian in our opinion  
[kingsfinefood.co.uk](http://kingsfinefood.co.uk)



## 5 THE POTTED FISH COMPANY: Crab Thermidor

The Potted Fish Company is based in beautiful South Devon, and was founded by young entrepreneur Jonathan Bailey. At the age of 22, he started the company in a small farm kitchen on Dartmoor. The business was created from Jonathan's love of seafood and the unexpected gift of a live crab.

The company has grown over the last five years and now produces a range of easily prepared seafood products, which are already a big hit with local pubs and restaurants. The company is proud to use only sustainable ingredients which are additive-free, including locally-caught crabs.

The latest addition to the range is Crab Thermidor – certainly an indulgent but, grilled and served with crusty bread and crisp white wine, it makes a superb lunch when paired with some sunshine and a sea view.

"Many people eat crab when they are on holiday," Jonathan says, "and we have noticed it is being talked about more as people are interested in the provenance of food and the 'staycation' is evermore popular." But, as Jonathan found out, suddenly being presented with a crab means that you have to know what to do with it. "All of our products are intended to be what you'd make at home but save you the washing up and frustration of missing one ingredient. Everything we sell is made very simply using the best ingredients and to my recipes," he says.

[pottedfish.co.uk](http://pottedfish.co.uk)



produce one of the finest farmed Oscietras available. Used by some of London's top restaurants, it has a good sized egg and the caviar has a wonder golden sheen, which is typical of Oscietra," says Laura King, owner of Kings Fine Foods.

Popular with people in the know, it is well worth tasting to fully appreciate its quality, as Laura explains: "This caviar is often picked as a favourite in blind tastings and used by Michelin star chefs. Its taste is very subtle with a real hint of cream on the palate. This caviar will always impress."

[kingsfinefood.co.uk](http://kingsfinefood.co.uk)



### RETAILER'S CHOICE

## 6 THE CORNISH FISHMONGER Fresh Lobster

Renowned for their quality and flavour, Cornish lobsters are the finest in the country, and thanks to the good work of the National Lobster Hatchery in Padstow, Cornish lobster stocks are on a healthy rise. The Cornish Fishmonger donates £1 for every lobster bought online to the Hatchery's stock enhancement programme, helping them to conserve and monitor lobster population and protect the coastal bio-diversity of Cornwall and the Isles of Scilly.

Local fishermen and shellfish wholesalers donate egg-carrying female lobsters to the

hatchery, and the lobster larvae are then reared under artificial conditions until they develop into juvenile lobsters. Around one in ten thousand lobster larvae are likely to survive to become juvenile lobsters in the wild; under hatchery conditions these survival rates are dramatically improved, giving young lobsters a head-start when they are released back into the sea.

This is the first time a member of the fishing community has worked with hatchery conservationists in this way to help protect a vital fish stock – because after all "we've been investing in Cornish fishing for many years and want to see it continue for generations to come," says Rob Wing, The Cornish Fishmonger himself.

[thecornishfishmonger.co.uk](http://thecornishfishmonger.co.uk)



## 8 WOODCOCK SMOKERY: Hot-smoked wild Albacore tuna

"Woodcock Smokery hot-smoked wild Albacore tuna is sourced from Irish vessels fishing off the west coast of Ireland in late summer," says founder and owner of Woodcock Smokery, Sally Ferns Barnes.

"We have 'trained' our fishermen to chill the fish down as quickly as possible to ensure the best quality possible, and prefer working with line-caught fish. The fishery has been approved as 'sustainable' by Friends of the Sea, taken from the annual Irish quota for this species."

"The process is time-consuming – we remove the dark muscle from the fillets, leaving just the delicate flavour of the white meat. It is carefully salted, then slow-smoked for some hours before we begin the cook-smoke process. This primary process ensures a sealed surface on the exposed flesh, so when the hot-smoking starts, that seal helps prevent all the precious oils (full of omega-3, -6, and -9) from escaping into the kilns, keeping the flesh moist and succulent."

"Such a fine fish needs only the simplest of treatment, and the care and time we give to it."

[woodcocksomkery.com](http://woodcocksomkery.com)



## 7 INVERAWE SMOKEHOUSES: Smoked Mackerel

For over 40 years Inverawe has been perfecting its slow smoking process on the banks of the River Awe in Argyll. Consistently award-winning, this family-run firm has built an enviable reputation as one of the finest traditional smokers in the UK.

The key to Inverawe's success is its unique brick kilns and open oak-log fires which create an exquisite cool, dense smoke to gently preserve and envelope every mouthful. Once tasted the Inverawe flavour is unforgettable; its smoothness and deep tones combine to create an exceptional taste experience.

Inverawe's smoked mackerel is award-winning, juicy, full of smoky punchiness and simply melts in the mouth.

The brand's range combines classic and organic smoked salmon, cold smoked trout and value-added products such as pâtés, layered terrines and timbales. Lucy Burke of Inverawe explains, "We are passionate about the way we smoke and committed to following our own unique style. We believe it will continue to lift our products out of the ordinary."

[inverawe.co.uk](http://inverawe.co.uk)



## MEET OUR GLUTEN FREE RANGE!

### POACH IN THE PACK, BAKE, GRILL OR ZAP!

## Award Winning Salmon Fillets in a Freezer to Table Format



[www.bigfishbrand.co.uk](http://www.bigfishbrand.co.uk) Tel 01472 355217

[contact@bigfishbrand.co.uk](mailto:contact@bigfishbrand.co.uk)

@BigFishBrand

[bigfishbrand.co.uk](http://bigfishbrand.co.uk)

## COTSWOLD FAYRE\*

-EST 1999-

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

# Words Last

the final word  
of fine food

## The Whitby Deli

**Owner:** Catherine Cook **Opened:** October 2014



### HOW'S BUSINESS?

I opened the deli in October 2014 and had a baby in June 2015, so you could say the first year at the deli didn't quite go as planned, but in the best possible way. Now I'm back and focused I am pleased with how the deli is performing. We're always looking for ways to diversify and for the deli to grow in as many ways as possible. I'm excited about the future.

### DESCRIBE YOUR DELI

Laid back deli, vibrant seating area with 23 covers serving homemade food using local, quality, artisan products. We have a deli counter, ambient shelving area and café. Our brunch menu offers up staples like bacon rolls (using Ripon back bacon from Farmison) to Nduja and smashed potted peas on toast.



### WHO ARE YOUR CUSTOMERS?

We have built up a good local following along with repeat visits from returning holiday makers and we also get the tourists who stray away from the cobbles.

### WHAT DO YOU SPECIALISE IN?

We have a great reputation for cheese – we are very fortunate to have Botton Creamery in the area, who produce some fantastic cheeses. We really do serve the best coffee in town and are known for that. Our own branded products are going from strength to strength, and we are increasing the range all the time.

### HOW IMPORTANT IS YOUR LOCATION?

Very – when setting up the deli it was very important for me to be accessible to local people. I could have gone to a different part of town with substantial tourist footfall. However, I chose to go to a lesser-known part of town where the locals hang out: this an up-and-coming area with vibrant new businesses and it's growing in tourist footfall, allowing me to attract locals, tourists and day trippers alike.

### WHICH LOCAL FOODS DO YOU SELL?

Three Little Pigs Yorkshire salamis and chorizos, Rosebud Preserves, Just Jelly, Baytown Coffee, Birdhouse Tea Company tea,

Yorkshire honey, Botton Creamery cheeses, cheeses from Shepherds Purse and The Courtyard Dairy, beers from Whitby Brewery, Ilkley, Saltaire, Thornbridge, Sam Smiths and Wold Top breweries, Masons Yorkshire Gin, Sloemotion gin, Farmison's bacon, sausage and pork pies, Proper Nutty peanut butter, Lottie Shaw's baked goods, Yorkshire crisps, Nib Nibs, Yorkshire Rapeseed Oil.

### HOW DO YOU ATTRACT AND KEEP CUSTOM?

We listen to our customers, and always endeavour to stock requested products – or a close alternative. We want everyone to have a good experience when they come in. We don't care if someone doesn't know what a meat or cheese is on the counter – we just want them to try it and we encourage this. We also have a coffee loyalty card: buy four and get you fifth free. This is quite generous, but it brings people back time and again. We change the menu regularly and offer something different to the standard panini and jacket potato.

### WHICH FOODS ARE YOU PASSIONATE ABOUT?

Anything that's great quality. I wouldn't necessarily choose a local product if I was aware of a better quality alternative that was non-local.

### HOW IMPORTANT IT TO SELL ALCOHOL?

This is an area that we have identified that we really need to promote. I would like to see more people having a drink in the deli. I don't think people expect us to be licensed, but you have to be a one-stop shop, if you are encouraging people to use you instead of a supermarket. We have looked at our wines and have identified that anything over £10 is too pricey for us. Our core range consists of good quality table wines, with a smaller selection of well-chosen premium wines.

### THREE THINGS TO GET RIGHT

Aside from all the legal tasks which are a given, stocking the right products is number one. We've had products that have flown off the shelves initially but when we've reordered them they've ended up sitting on the shelves. Having the right team in place is absolutely crucial, and last but by no means least, customer service/experience. Extensive product knowledge is king.

### WHAT ARE THE REWARDS OF RUNNING A DELI?

We moved to an area where we didn't know anyone, and the deli has really helped us get to know the locals quickly. Being able to share my passion for great products and offer good customer service is good and there's the buzz you get when someone says how much they loved a product you've recommended.



## SPECIALITY FOOD MAGAZINE

The next issue will include:

- Speciality & Fine Food Fair Preview
- Chutneys & Pickles
- Christmas Drinks
- Christmas Cheeseboards
- Christmas Cakes & Seasonal Desserts

Get in touch with Aaron on 01206 505 934  
for more information

Speciality & Fine Food Fair 2016  
4-6 September, Olympia London

6,000 extra copies at  
The Speciality & Fine Food Fair!

### Editor

Ross Gilfillan, 01206 505971  
ross@aceville.com

### Deputy Editor

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 Account Manager

Aaron Northcott 01206 505934  
aaron.northcott@aceville.co.uk

### Account Manager

Samantha Giles 01206 500240  
samantha.giles@aceville.co.uk

### Business Development Executive

Nathan McLean 01206 505901  
nathan.mclean@aceville.co.uk

### Accounts

Sue Carr 01206 505903

### Art Director

Lee Whiteford lwhiteford@btconnect.com

### Illustrations

Louise Abbott

### Publisher

Helen Tudor 01206 505970

### Published by

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

### Next issue available

September 2016

### Subscriptions

01206 505965  
subscriptions@aceville.co.uk

The BAR rate UK £29.25.

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 accuracy 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.

I suspect this may be just me, or a type of person like me, but I am constantly driven to try and do things differently! Looking for new ideas and "ways of doing" is what makes me tick, and this sometimes goes against the established modes of "same old, same old". Whatever we are doing in life and work, we should strive to be fresh as creativity is what human beings are made for. To get stuck in a certain "way of doing" can be sometimes be our downfall.

Consider many social and religious movements from history. Generally, they start off with passion, drive and achieve a huge amount in their first few years but then considerably less in the years thereafter. I was pleased to see a Salvation Army band playing in the marketplace of my home town last Saturday. This group is viewed as a slightly quirky part of the church in the UK.

However, when the Salvation Army started they were a far more radical group, popularising church

# SPECIALITY BITES

Paul Hargreaves of Cotswold Fayre



music and making it more relevant to normal people. They also worked with a passion to see poverty relieved. These aims they still have, but they have lost their cutting edge. Each generation needs to re-think and re-calibrate to be relevant to society.

It is the same in business. Through my long involvement within the speciality food sector I have seen many businesses grow rapidly and others stay much as they were 10 or 15 years ago. Perhaps they want to stay that way, but I am sure there must be many that want to grow their businesses, work less and play more golf (or whatever floats their boat). What's the main distinguishing

feature between these two different types of businesses? There is one factor above all else: innovation. Whether that is products, ways of running the business or marketing, fresh ideas are key to the growth of any business.

Whilst there is no doubt that copying business models can achieve success (just look at the number of crisp and popcorn brands or wholesalers!) – the larger and more successful companies are those that are innovating, which also means not being afraid to fail. People say that there is more of a culture of entrepreneurship in the USA because they don't have the fear of failure that we do in the UK. You

Fresh ideas are  
key to the  
growth of a  
business

## Richard Fox

"Be a BBQ king"



**T**is the season to be merry' – and no, I'm not talking about that two week window at the end of December when we seem to have carte blanche to wear silly jumpers and eat our body weight in turkey. I'm talking about what I consider to be the longest season in the UK calendar: barbecue season. I appreciate that this may sound a tad strange given our weather's rather sketchy reputation. But, with a little basic knowledge, this most sociable of all our eating experiences can continue throughout summer and well into autumn.

The secret to making the most of your barbecue is to start changing your perceptions of what the barbecue experience actually is. We have a tendency in the UK to regard al fresco cooking as a time-consuming indulgence to be preserved for that handful of weekend, med-style summer scorches. In fact, armed with a few basic principals, you've got a recipe for months of fun, fast and tasty spontaneous dining. Essentially, the right barbecue is a one-stop hob and oven, which means that the barbecue can become your default destination for a quick midweek meal, as much as throwing an all-day weekend party.

Now, at the risk of inducing cries and shouts from the traditionalists amongst you, that smoky flavour generated by charcoal can be replicated on a gas barbecue – as long as you have, in the first place, vapour bars on your gas grill, which most modern models now have. The fact is, the majority of that unique barbecue flavour, which is perceived

as being generated by the coals, is simply a result of the vaporisation of meat juices, marinades or fat hitting the heat source and going back into flavouring the cooking food. The smoke generated by briquettes largely comes from their filler, and is not actually particularly desirable, while the smoke generated by lump charcoal is essentially wood smoke and can be perfectly replicated using wood chips placed over the burner of a gas barbecue. Okay, I appreciate that this myth-busting phenomena may take a little time to marinate, but I have been cooking on gas for the last couple of years, and no one has yet suggested that there is a lack of true barbecue flavour which would be further enhanced



I wish you all a very long and merry barbecue season, and remember: the barbecue can be your sunshine, even when skies are grey!

“

## COTSWOLD FAYRE\*

### LOOK OUT FOR



### NEW PRODUCTS



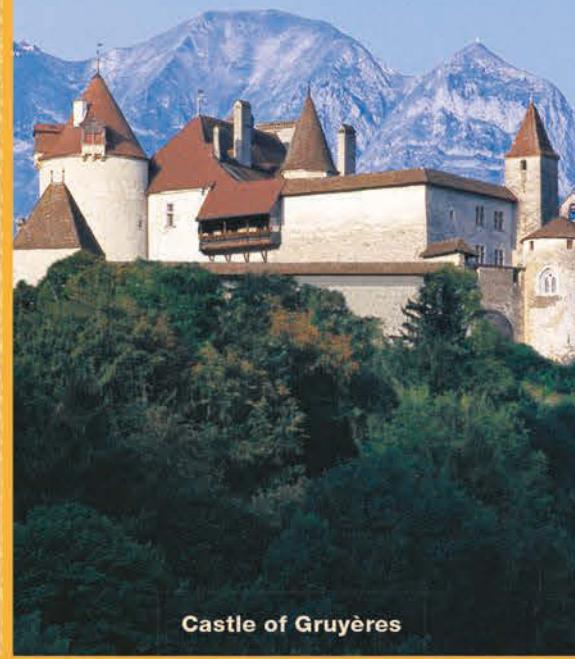
### COMING SOON...

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

# LE GRUYÈRE AOP\*

## BORN IN SWITZERLAND, 1115 A.D.

*And remains the only cheese that's 100% Natural, 100% Traditional,  
100% from Switzerland and 100% Le Gruyère AOP*



Castle of Gruyères

\*AOP = PDO (Protected Designation of Origin) – must be traditionally and entirely prepared and produced within the region, thus acquiring the unique properties of Gruyère AOP cheese, to bear the name Le Gruyère AOP.



When you're looking for the uniquely smooth, savoury Gruyère flavour, there's only one cheese that fits the bill: Le Gruyère AOP, since 1115 AD. The fact is, the flavour in any cheese is a product of its surroundings – the fields (**only in the villages of Western Switzerland**) where the cows that supply the milk are raised and fed, the way in which the cheese is produced (**hand-made, in small batches, with fresh raw milk**), and, of course, the centuries-old recipe (**slow-aged in the region's cheese cellars and caves**). This is what creates the unique characteristics found in the only cheese that can call itself Le Gruyère AOP.

**LE GRUYÈRE®**  
**SWITZERLAND**

Born in Switzerland in 1115.  
[www.gruyere.com](http://www.gruyere.com)



Switzerland. Naturally.



Cheese from Switzerland.  
[www.switzerland-cheese.com](http://www.switzerland-cheese.com)

