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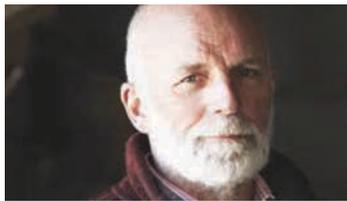


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EDITOR'S LETTER



It's fair to say that the food and drink industry – not to mention Britain and the wider world – has seen a few twists and turns in recent weeks. In a matter of days, Britain voted to leave Europe, lost and gained a Prime Minister, witnessed a pretty drastic Cabinet reshuffle under new PM Theresa May, and both swelled and broke sport-loving hearts during Euro 2016 and the Olympics.

In less dramatic news, but exciting nonetheless, I'm delighted to introduce myself to you as the new editor of *Speciality Food*. I've spent the past few years beavering away as firstly news & features writer and most recently deputy editor, and couldn't be prouder to now be at the helm of the fine food industry's leading publication.

Our features will continue to inform and entertain, our industry experts will still be here to provide top notch advice for you to apply to your own business, and our news coverage will keep you informed when it comes to the local and nationwide changes that affect you and your enterprise, but there'll be a few exciting updates. Taking just one as an example, turn to page 79 to read the first column from Jimmy Doherty, our newest columnist.

In order to do this, to make *Speciality Food* the very best it can be, your input is vital. If you've got an opinion on anything to do with the

“Do you have ideas, suggestions or expertise to share? Get in touch”

food and drink industry, get in touch. If you're opening a new shop or launching a new product, tell us about it. And perhaps most importantly, if there's anything you'd like to see more of in our pages, drop me a line. After all, this magazine is here to inform, advise and inspire you all, and, ultimately, act as a medium for us to share our appreciation of the wonderful world of fine food.

Speaking of which, in this issue we are welcoming the festive season with our advice on how to create the ultimate Christmas cheeseboard; offering masterclasses on staffing and running a successful farm shop; sharing the stories of some of the most renowned Royal Warrant-holders; and introducing our guides to *Speciality & Fine Food Fair and Lunch!*

Holly

holly.shackleton@aceville.co.uk

TWITTER POLL

Will the price of food you sell/produce increase as a result of Brexit?

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No
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Don't Know
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What's next for food farming?

In July, Andrea Leadsom was appointed Environment Secretary after the former holder of that position, Elizabeth Truss, was named the new Secretary of State for Justice in Theresa May's Government. "Nothing is more important than the food we eat," she stated in a letter to *Farmers Weekly* following her appointment, continuing: "Food and farming generates more than £100bn/year for our economy, while managing nearly three-quarters of the UK's land. The sector is a bedrock of our economy and environment."

With food and the farming industry of such key importance to her, what can we expect from Andrea Leadsom's Defra going forward? We speak to a producer/farmer and a farm retail co-operative to find out what they believe needs to be done.



ALEX ALBONE,
FOUNDER OF
PIPERS CRISPS
AND ACTIVE
FARMER

I was pleased to hear the Chancellor recently promise that EU funding for farmers, scientists and other projects will be replaced by the Treasury after Brexit. But it appears that this guarantee for agricultural funding only applies up to 2020 which isn't really far enough ahead for long-term planning. If farmers and businesses can't plan then they won't invest, so we would welcome greater clarity, certainty and stability going forward.

I'd like to see the return of strong regional support for rural food producers to help build the

strength, depth and diversity of the UK food and drink sector. Many of the previous grants have now disappeared. At Pipers Crisps we used to enjoy grants for marketing initiatives and support for business growth which has helped us grow from 'one man and a van' in 2004 to where we are now; a significant business in rural Lincolnshire employing over 75 local people.

Thanks to our high standards of food production and animal welfare, the British food industry has an excellent standing on the world stage. This makes our produce highly desirable, so we would like to think Defra will continue to develop and highlight these standards, as they are likely to be an excellent bargaining chip in our trade negotiations.

Since Brexit, the drop in the value

of Sterling has certainly helped our export position and we need to capitalise on this advantage quickly, while it exists.

Strategy-wise, it would be very helpful for us to understand what kind of trade deals Britain envisages they will be able to negotiate with the EU and across the globe. The outcome of these deals will be critical to any export plans we make, and Defra should be at the centre of these negotiations making sure our industry's needs are met.

It's not just about Defra; every Government department needs to support exporters, particularly during uncertain times like this post-Brexit period we now find ourselves in. I would like to see continued trade support on many levels; in the past we've been involved in successful overseas trade delegations, had embassy and consulate help and we've had access to invaluable market research. Without central Government help this would be very expensive, perhaps impossible, for small businesses to fund on their own.

The quantity and quality of this support must continue. For example, the UK Pavilion at ANUGA 2015, supported by Government, was head and shoulders above any other national presence at the show.



MICHAEL MACK,
FARMA

The Princes Countryside Fund and the CPRE

have both issued

reports in the last month highlighting the importance of farm diversification in strengthening the rural economy and communities. With farm retailing being a very important element of the rural economy, we at the National Farmers' Retail and Markets Association (FARMA) have been thinking about the key challenges facing farmers who are diversifying into retail.

Firstly, we are very pleased to hear that the government has committed to all schemes and contracts under the current CAP and Rural Development Programmes until 2020. This has provided reassurance to farmers currently developing projects or trying to establish budgets going forward.

Looking forward to the next programme period, one important element which we have concerns in is creating a platform which sees long term delivery programmes. By moving decision making to the UK government, there are concerns that the programme will be heavily influenced by the shorter cycle of UK politics.

It's too early to look at specific activities, but we feel there are two important scheme elements we would like to see included in the decision making. Recent years have seen a lack of support at national level which makes collaborative projects significantly harder to implement; opportunities for specific training programmes or collaborative marketing project would be very beneficial for farmers. Secondly, the schemes at a national level needs to be simplified and an application process created which sees decisions made in a timely way.

We are getting a lot of enquiries from farmers looking to set up farm shops. The challenge of entering the retail world (one of the most competitive sectors) are not small, and many businesses struggle with managing margins, recruiting the correct staff, selecting the best products, attracting customers and ensuring supply of produce from the farm.

The big issue is always staff; getting the correct staff, training these staff and maintaining their enthusiasm. FARMA is working on a number of elements in regards to staff, such as the launch of the new jobs listing website: farma.jobs.org.uk. But there are a number of issues which government support is needed. For example many farm shops struggle with attracting staff due to poor public transport in many areas. If a village loses its buses, the shop can lose its staff.

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RETAIL OPPORTUNITY AT BELVOIR CASTLE

A unique opportunity to sell local produce has arisen at the new Engine Yard development on the Belvoir Estate, Leicestershire.

The aim of the development is to create a rural retail destination, including a farm shop and café, garden centre, furniture store, spa and a mix of small rural retail units.

The building set to house the farm shop and café is over 2,000 sq ft in size, with a large arched window and a decked roof terrace.

Grace Milham, commercial director said, "This is a truly unique opportunity. Set over a three-acre site, the development offers over 12,000 sq ft of prime retail space converted from charming early Victorian estate buildings in the heart of rural England. Being a stones throw from Belvoir Castle and capitalising on the tourist destination it already is, this is truly a chance to be part of something amazing in the beautiful Vale of Belvoir."

"We are looking for ambitious, driven tenants keen to adopt a

new kind of business venture through this exciting and unique opportunity to be part of the Belvoir Family and associated with the Belvoir brand. We are looking to attract a high calibre farm shop and café/bistro tenant to provide beautiful local produce to the castle visitors, walkers, cyclists, locals and holidaymakers alike."

"The small county of Rutland is a gem in the heart of the East Midlands with rolling countryside. Belvoir Castle is the pinnacle of heritage in the region and the engine yard will help to provide a variety of choices to locals and tourists to make it a beautiful destination showcasing great food and local produce."



RETAIL CONCEPT OFFERS TASTE OF KENT

Eat17 has opened on Whitstable High Street, aiming to offer customers the very best food and drink produced in Kent.

The shop is on the site of a former Morrison's convenience store, and its creators, step brothers James



Brundle and Chris O'Connor, were able to secure the jobs of the 12 staff who were employed by the previous owners.

The pair are looking for local suppliers and produce in order to present customers with the true taste of Kentish food and drink.

Chris O'Connor said, "A big part of

our success has been championing local producers. We want to hear from Kent producers and suppliers in order to stock their products in our store.

"We are planning on making a selection of ice creams inspired by local ingredients, and are excited by the future possibilities."



NI RESTAURANT LAUNCHES DELI

A restaurant group in Northern Ireland has opened a deli selling premium food and drink based on the ingredients used in its dishes.

Based at The Vintage Rooms in Hillsborough, County Antrim, the deli is owned and managed by the three brothers at the helm of The Plough Group, one of which is a respected chef.

The deli sells a number of ingredients sourced from Northern Ireland, including meat from Hannan

Meat and fish from Glenarm Organic Salmon.

Derek Patterson, co-owner says, "The deli is also geared at people seeking to pick up quality ingredients such as steak and a bottle of wine on their way home from work or a day out."

"We believe they'll be attracted to the deli because of our reputation for original and quality dishes. We'll even provide advice on how best to prepare the dishes. They'll also have access to our extensive wine store."



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CHARLES CAMPION



"Weather"

September is an agreeable month. There's often an interlude of decent weather in the US which has become known as an "Indian Summer" (allegedly because the Native Americans needed autumn sunshine to ripen the maize that was their staple diet). September is also the month to sharpen your sales techniques because that faint drumming of the rails means that Christmas is barreling towards us and leaping out of the way is not an option. Brexit dominated the spring and it's exceeding obvious that there isn't a simple way out of troubled times. But we can take heart from some very British strengths...

Brits are particularly good at coping. Whatever the problems thrown at us, we cope. We've coped with a couple of World Wars. We've coped with joining the European Community and there's no reason to suppose that we won't cope with moving out of it. Look at the positives: when we went in there were casualties, ask the fishing fleet. But in those years as Europeans the public standpoint on food and drink has changed radically. Now UK customers ask about provenance and welfare when buying meat. They buy – and are knowledgeable about – several kinds of cheese; it's no longer a choice between Mousetrap and Danish Blue. The acclimatization of chilli has warmed dishes up a bit. Coffee has stopped being powdery instant and become fine Arabica ground in your kitchen. Surely it is easier to sell to a customer who is interested?

And then there's the Meerkat factor – if you are prepared to

buy your motor insurance via the comparison website running those ads you will get a Meerkat Doll. Yes, you're about to part with the best part of £1,000 and this company's response is to pop a small cuddly toy in the mail. These guys are sophisticated marketeers and wouldn't punt the grotesque dolls if they weren't popular. But it's troubling to see how effective dolls can be in our very sophisticated market place. It goes to show what a perverse and difficult business selling can be.

When Christmas is upon us it is time to bring out a plan. Even more alluring than a Meerkat is the feeling customers have when they notice that they are getting something for nothing. Those slivers of cheese to taste; a nibble of salami; a pack of biscuits to go with the cheese; a taste of that rather good Burgundy; three for twos...these obvious ploys should not be left to supermarkets. They are old-established techniques and that is because they work. Every good sales person knows the importance of making the customer their friend – establish a good relationship in September and it will still be working for you at Christmas.

September is the right time to broach the subject of Christmas to the customer in a quiet way. Not via Christmas posters months early and Yuletide deals in September, but by making the customers feel that they are part of special relationship. Meanwhile, across the country, otherwise sensible consumers will be asking their small Meerkat doll whether they have the right levels of household insurance. The question is, will they be able to trust any answer they may be getting?

OPINION: Andrea Leadsom Named Defra Secretary of State

What does the industry think of Andrea Leadsom, MP for south Northamptonshire and former Minister of State for Energy being named new Environment Secretary? We find out.

Meurig Raymond, president of NFU said, "I would like to congratulate Mrs Leadsom on her appointment as Defra Secretary of State. The NFU hopes it can work with her in a similarly productive manner as it did with her predecessor Liz Truss.

"Following a period of uncertainty we are now entering a significant time for our nation following the Brexit vote and the NFU and farming industry is looking forward to working closely with Mrs Leadsom as we together help forge the future of farming and food production in this country.

"At the forefront will be a new domestic agricultural policy. This should encourage growth, innovation, productivity and profitability."

Dr Judith Bryans, chief executive of Dairy UK said, "We congratulate Mrs Leadsom on her appointment as Defra Secretary of State and we particularly look forward to building a strong working relationship with her and continuing our constructive collaboration with Defra officials.

"The dairy industry has serious challenges ahead but also many opportunities and we ask Mrs Leadsom and her team to ensure a smooth and seamless transition for our industry throughout the Brexit negotiations."

Nick von Westenholz, CEO of the Crop Protection Association said, "I would like to congratulate Ms Leadsom on her appointment at this crucially important time.

"Farming, more than any other sector, will be enormously affected by the result of the EU referendum and the new Secretary of State has a key role to play in the forthcoming negotiations on the UK's future relationship with the EU and the rest of the world.

"For the crop protection industry it is vital that the UK continues to promote a science based approach to regulation in Europe while the UK remains part of the EU.

"Longer term there must be a smooth transition to life outside the EU where we can continue to incentivise and support the crop protection sector whilst promoting modern, productive agriculture and a competitive UK farming sector."

Andrea Leadsom, Environment Secretary said, "I'm delighted to have been appointed Defra Secretary. Nothing is more important than the food we eat, the air we breathe and the water we drink.

"From Scotch whisky to Cornish dotted cream, British food is renowned globally for its quality, innovation and tradition.

"Last year we sold £18bn in food and drink across the world and I'm determined to build on this success in my role as Environment Secretary and cement Britain's reputation as a global food nation."

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Celebrate Your High Street

British high streets which work together to create a healthy and vibrant economy are being awarded in The Great British High Street competition, headed by high streets minister Marcus Jones.

Last year's competition saw over 230 entries and nearly 200,000 votes for the 21 high street finalists, and this year's event aims to be even bigger with new categories to enter.

Alongside the competition, the High Street Pledge is seeking signatories to help grow Britain's high streets and the job opportunities

they offer.

Marcus Jones, high streets minister said, "With a record number of entries and 200,000 public votes cast, last year's competition was a massive success. This year's Great British High Streets Competition is going to be even bigger and better, with new categories and a simplified entry form. I'd urge everyone to get involved to showcase the hard work of your community, in keeping high streets the life and soul of our towns, villages and cities."

To enter the competition visit thegreatbritishhighstreet.co.uk

DIARY DATES

September

4th-6th
SPECIALITY & FINE FOOD FAIR
Olympia, London
specialityandfinefoodfairs.co.uk

8th
GLOBAL CHEESE AWARDS
Frome, Somerset
globalcheeseawards.com

9th-11th
LUDLOW FOOD FESTIVAL
Ludlow, Shropshire
foodfestival.co.uk

12th-14th
GLEE
NEC, Birmingham
gleebirmingham.com

22nd- 23rd
LUNCH!
Business Design Centre, London
lunchshow.co.uk

October

16th-20th
SIAL
Paris Nord Villepinte
Paris, France
sialparis.com

21st-23rd
WELCOME ITALIA
Royal Horticultural Halls, London
welcome-italia.co.uk

RICHARD FOX

"Fishy Business"

When it comes to top tasting fast food, rammed with flavour and devoid of a nutritional downside, fish hits some pretty lofty heights. Why is it then that the cities, towns, villages and hamlets of our sea-locked nation are not awash with the little critters flinching and twitching on expansive beds of crushed ice, like little mermaids on luxury ocean divans?

It's not as though our European neighbours haven't embraced this concept to the nth degree; visit any standard French or Spanish supermarket and the fish section looks like The London Aquarium next to our static, sparse and sad displays. Go and visit the fish hall one of the undercover markets in any continental city and you will be regaled by a buzz of consumer and retail activity; sights, sounds, tasting and retail opportunities that assail the senses with such intensity and fervour it practically makes your head spin.

Why do we have this disparity? If it was simply that as a nation we just don't like fish, I could accept it – albeit reluctantly – but understand it nonetheless. But this is not the case: Youngs Fish Pie has had the dubious accolade of being Britain's most popular frozen ready meal; fish and chips is the nations favourite dish; and let's not even start on prawn cocktail crisps. From a foodie retail point of view, there is definitely a perception that dealing in fish is a specialised business that only a lifetime spent in a white coat, wellies and wading through fishy pools of melted ice can tackle. And

while setting up as a full-on high street fishmonger may well require such credentials, a scaled down (sorry, couldn't resist it!), version is certainly doable – especially when you look at the variety of artisan, jarred and vac-packed cured products that are now available. Add to that the opportunity for pre-prepared products such as fish cakes, fish pies and kedgerees and it all starts to look a lot less scary.

It is my fundamental belief that the adventurous farm shop/deli who is truly in touch with their customer base – both on a literal and cerebral level – can truly capitalise on the dismal supermarket and high street offering. I know a number of medium sized towns across the UK that no longer even have a fish monger within their boundaries. The reasons for this are far too complex socially and economically to say that it's simply the basic forces of supply and demand. If that were the case, those places who have truly embraced the retail fish business – whether more savvy high street fishmongers or specialist deli style outlets – would not experience the enthusiastic and overwhelming customer response that they do. You only have to look at the inspiring work of Iain Hemming with his hugely successful Tyme and Tides Farm Shop and Deli in Stockbridge to see how the highly perishable world of fish retailing can be hugely successful.

Time to take the plunge, my adventurous fish lovers, and make the most of a great natural resource our little isle has to offer.

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JOHN SHEPHERD OF PARTRIDGES



“What's so good about summer?”

For all my working life in speciality food, we have yearned for the balmy, sunshine days of summer when customers seem in a happier frame of mind and have the delightful tendency to spend a little more money in a short space of time prompted by the lure of the al fresco lifestyle. It has become conventional wisdom. During the summer, drinks of all descriptions, salads, teas and coffees, ice creams and a lot of products on the deli counter, all have their moment of prominence, and with every one degree rise in temperature invites a corresponding rise in takings.

There is no doubt that for us better weather equals better sales, but when studying the facts over the whole of the summer period, is this a somewhat shallow conclusion? Does summer benefit our shops as much as we think?

Certainly the summer of 2016 will be remembered as a tempestuous one, at the very least in political circles. The Brexit vote, terrorist attacks in Europe, the rise and fall of Sterling, England's brief sojourn at Euro 2016 and gloomy weather up until late July have not been national mood enhancers to put it mildly. Several of these issues are also likely to run and run into the future so no sign of a quick fix on the horizon. When summer finally did arrive for us – it was on July 20th to be precise – the temperature hit 30 degrees and what happened next? What happened next was that our air conditioning system spluttered, a couple of fridges broke down and the gallant staff were working in difficult conditions in excess of the temperature outside. Sales of our hot food stopped and we ran out of ice cream. In addition, by then the summer holidays were kicking in and a lot of our regulars had left town. Whenever a heatwave occurs I am reminded of the stirring words of Shakespeare's Henry V:

panels seems to be able to prevent fridges from breaking down. There are few things more dispiriting to a shop keeper than seeing an empty fridge in the summer, and the category of dispiriting things to a shop keeper is quite a large one.

Dividing our sales figures into the cooler months of January, February, March, October, November and December, we can see that in actual fact 52.5% of our sales take place in 'winter' as opposed to 47.5% of sales in the summer months. That is even bigger than the Brexit majority! Perhaps our customers are voting to leave summer?

Of course the decisive factor in this "as any fule kno" is Christmas, to quote that great social commentator Nigel Molesworth. The Christmas Quarter accounts for over 30% of our annual trade, whereas the January to March Quarter accounts just around 22%. What also does not help our summer is that Easter is a temperamental performer in terms of sales, and the annual holiday season deprives us of a lot of regulars and families, and indeed corporate customers which subdue the overall figures. In addition, we do not benefit from tourists to counteract it all. In fact, for us August only just beats February, and that's with three extra days.

Of course summer is a much more pleasant time to run a business and the applications to have a stall at our market rise exponentially, but a lot of speciality food shops depend on the winter months just as much as summer, if not more so. In fact, it is probably the diversity of seasonal change that makes our job so much more interesting. It is not just about "cakes and ale." A reminder of this occurred on a programme I was watching recently about the summer of 1966. England's victory in the World Cup was very much against a familiar backdrop. The national mood going into the tournament was not great. There were political



Dean & DeLuca is Coming to the UK

Mount Street in London is to welcome Europe's first Dean & DeLuca store in early 2017.

This is the brand's first venture into Europe. The American fine food retailer, famous following appearances in books and films including Hannibal and American Psycho, has 11 sites across America and six across Asia and the Middle East.

It is thought that the shop will open on the site where Allens of Mayfair was previously based.

The 1,900 sq ft shop will be located next to luxury brands including Christopher Kane – a good placement for the deli, which calls itself "the world's leading purveyor of fine food."

Post-Brexit Support for British PFNs

Elizabeth Truss has told MPs that she hopes to introduce a "Protected British food name status" in place of the current EU scheme.

She has described the protection of iconic British foods as an "extremely important issue" following the decision to leave the EU, which may lead to foods such as Stilton and Melton Mowbray Pork Pies losing their PFN status across Europe.

The status guarantees place of origin and authenticity for certified products; 74 British food and drink products are currently protected by the scheme.

Elizabeth Truss, Environment Secretary said, "Now the British people have made the decision to leave the EU, the Great British food unit is even more important.

"We already have missions planned to the Gulf, China and Japan to open more markets for fantastic British food, and I'm going to be increasing the resources into the Great British food unit to make sure that we turbo charge our efforts to export more British food right around the world."

Dr Matthew O'Callaghan OBE, chairman of UK Protected Food Names Association said, "I am delighted the Secretary of State has reacted so quickly to producers' concerns about potential loss of Protected Food Name Status for our products. She has, more than any other recent Secretary of State for Defra, been at the forefront of promoting our food heritage and protected products.

"It will be a relief to many producers to know that this will now be a Government priority over the coming months and the UK PFN Association looks forward to working with her Department on developing the scheme."

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Want to put your business in the spotlight? Entry is officially open for the prestigious Farm Shop & Deli Awards – and judges are seeking out ambitious artisan retailers just like you.

Now in its fourth year, the awards showcase the best of the UK's vibrant local and independent food and drink businesses.

Categories are designed to highlight quality across nine regions and 12 specialisms including best Baker, Butcher, Delicatessen, Food Hall, Greengrocer and Online Business. Plus, there's the coveted Farm Shop & Deli Retailer of the Year award.

Respected food and drink broadcaster and journalist Nigel Barden will once again be chair of judges, guiding an expert panel towards a decision based on key criteria like community involvement, customer service, product knowledge, initiative and innovation.

After devising a shortlist, the judges will undertake secret visits to each store before deciding on the finalists. Winners will be announced live on stage at the Farm Shop & Deli Show at the Birmingham NEC on Monday 24th April 2017.

Business benefits

Entering the awards may be free, but the benefits of winning can be priceless.

"Being named Retailer of the Year 2016 has given my business a fantastic boost," says successful Norfolk butcher, fishmonger and deli-owner Arthur Howell.

"I've recently seen a 20% increase in the number of local hotels and restaurants I supply and I believe that extra business has been generated as a direct result of the award. I have the Retailer of the Year 2016 logo incorporated on my delivery vehicles. It's been a real talking point and I think the award has made my customers even more assured of the quality of the produce I provide."

Entering these awards doesn't just give you national exposure. It can provide a positive talking point for PR and social media channels, as well as offering the opportunity to network and connect with like-minded businesses to share ideas and success.

The level of competition gets higher every year – but if you're doing something special in speciality, there could be a space on the shortlist waiting just for you.

Sample, see, succeed!

As well as the driving force behind the Farm Shop & Deli Awards, the Farm Shop & Deli Show, held at the Birmingham NEC on 24th–26th April 2017, is a must-attend event for the speciality sector.

Every year independent retailers flock to the show floor for a unique

snapshot of what's new and exciting in the industry. First and foremost, this means the latest in food and drink.

A range of suppliers, from forward-thinking start-ups with innovative ideas to established foodie favourites, will be on-hand to provide you with artisan products which give your store a point of difference. Come and sample top produce, meet the people behind the products and select your next in-store superstars.

Expect fresh approaches to ambient produce, coffee, charcuterie and food to go – all with perfect provenance and producer stories you can share with your customers. And the show goes further than just outstanding food and drink. You'll also



discover kitchen solutions to help you prepare, chill, cook, package and cut for a more profitable offer. There'll be leading technology and furniture specialists as well, to keep every part of your business on track.

Live and direct

As ever, an extensive menu of live content is there at the show to stimulate, engage and entertain. Take your seat and you can enjoy informative practical masterclasses from sector experts, have your say in cutting edge panel debates and pick up tips to take your shop forward in 2017. And when the curtain comes down, there's plenty of opportunity to socialise with old friends and meet new industry contacts.

We know that as a busy professional it can be difficult to leave your store, even for an afternoon. But invest that time to attend the show and you'll return with insights and techniques to make your shop stand out in a thriving sector. Plus, if you've entered the awards, this might be your year to get on stage and accept a trophy in front of your industry peers.

"The show has been really good. We've already made contact with a couple that are going to send us samples and at least three or four that I can safely say we will be going forward with in the future."

Dave Ward, manager, Jamie Ward Butchers

"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."

Nigel Barden, chief judge

Find out more and register today to visit the Farm Shop & Deli Show at farmshopanddelishow.co.uk



5 REASONS TO ENTER THE FARM SHOP & DELI AWARDS

1 Entering is an easy, free way to boost your business

2 In addition, you can gain invaluable national and local PR exposure

3 Winners, finalists and many entrants will be highlighted on the Award's 8,000-strong Twitter feed so you can share your success through social media

4 You can use the prized Farm Shop & Deli Awards logo to endorse your products in-store

5 Sharing your entry with customers and staff celebrates the pride you take in your shop

What would it mean for your business to win an award in 2017? Take your first step towards finding out by entering today at farmshopanddelishow.co.uk/awards. The deadline is 16th September 2016 – don't miss out!



“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”

NIGEL BARDEN, CHAIR OF JUDGES

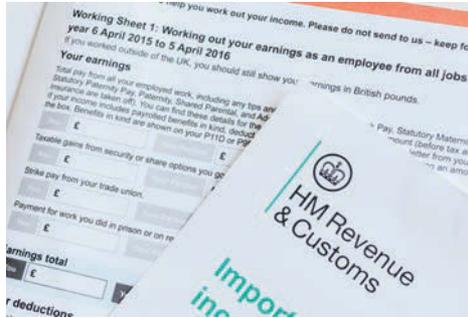
COMMENT: National Living Wage to Rise?

Contender to the Labour leadership, Owen Smith has pledged to raise the current Living Wage to £8.25 per hour in what he describes as the largest payrise "in a generation."

The current Living Wage, introduced by George Osborne, is £7.20 per hour for all adults over the age of 25.

Smith's pledge will extend to all adults from 18 years of age upwards. James Lowman, chief executive of ACS said, "The National Living Wage and National Minimum Wage affect thousands of businesses and employees, and they should be set based on a dispassionate assessment of all the economic, social and business factors, rather than being a political football.

"Unfortunately the current government has politicised this issue and greatly limited the powers of the independent Low Pay Commission, and it is not surprising that other political leaders are now quoting suggested minimum pay rates."



CREDIT: D PIMBOROUGH / SHUTTERSTOCK.COM



Farming Unions Unite Post-Brexit

The farming unions of England, Scotland, Wales and Northern Ireland will work together to strengthen the future of the farming industry post-Brexit.

The presidents and directors from NFU, NFU Cymru, NFUS and UFU have met to discuss issues the industry currently faces, including domestic policies, access to labour and the affect of Britain's exit from the European Union.

The attendees represented 76,000 farm businesses and 460,000 farm workers across the UK.

Meurig Raymond, president of NFU on behalf of the presidents said, "UK farming is a strong, dynamic sector that already contributes so much to society and the economy. But the industry has huge potential. That is why the coming months and years are vitally important to develop the right policies that enable our great industry to prosper.

"We have committed to providing

a united front for the 76,000 farm businesses we represent and the 460,000 people who work on farms across the UK. We believe this will provide us with the best chances of working with Government departments on the policies that will impact UK agriculture.

"The working areas we've just identified are the building blocks to the strong, collective and influential voice that we want to achieve for the industry. In the uncharted waters that our government finds itself, we want to be the consistent, reliable and representative body to look to for expertise in these working areas.

"Agriculture is the bedrock of the UK's largest manufacturing industry, food and drink, worth £108 billion. The presidents of the farming unions have made it our mission to ensure that this value is matched with an ambition to shape a profitable, productive and progressive future for food production."

Industry Bites Back Over Fake Farm Branding

Following the results of a YouGov survey commissioned by the NFU, the industry body has formally complained to National Trading Standards Institute over the 'fake' farm branding used by some retailers.

The survey found that three in five consumers would be disappointed if the foods they thought were British has actually originated from another country.

Tesco has come under particular scrutiny for the brands it has created such as Woodside Farms (pork) and Boswell Farms (beef), which imply a British heritage.

NFU President Meurig Raymond said: "The NFU's legal team has looked at this carefully and as a result we are asking Trading Standards Institute to look at whether 'fake' farm branding complies with the relevant legal requirements.

"I have spoken to senior management at Tesco to highlight our members concerns about the use of these fake farm brands. I urge all retailers to consider seriously the results of our survey which show that mixing imported product with British product under the same fictional farm name can be misleading to many of their customers.

"British farming is proud of its high standards and the NFU would be delighted to work with retailers to ensure that customers are given clear and unambiguous information about where their food comes from."



Belvoir Castle is looking for a Farm Shop Café enterprise to be part of their exciting Engine Yard Rural Retail Village.



We are looking for ambitious, driven tenants keen to adopt a new kind of business venture through this unique opportunity to be part of the Belvoir Family and associated with the Belvoir brand. We are looking to attract a high caliber, Farm Shop and Café / bistro tenant to provide beautiful local produce to the castle visitors in a charming building with an outside decked roof terrace and over 2000 sq ft of internal space.



The Farm Shop Café rent will be £35,000 per annum.

If you are interested in opportunities at the Engine Yard please contact Grace Milham on: gmilham@belvoircastle.com | 07824567736

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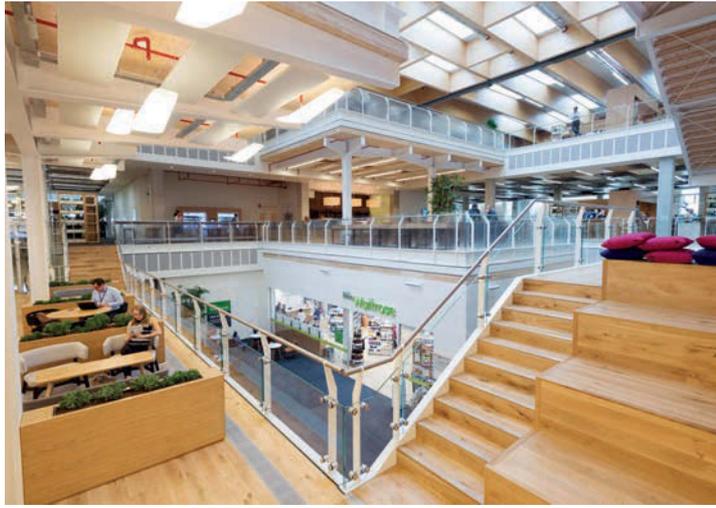
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Waitrose Opens Cashless Store

Waitrose has opened its first cashless store, the first of the big four multiples to do so.

The store, 1,400 sq ft, is located at Sky's flagship head office in Osterly, and workers will pay by card or through their mobile devices at self-service checkouts.



Consumers Demand Sustainability

The British public has stated in a recent survey, carried out by Globescan, that avoiding child and slave labour, food safety and safe working conditions for producers should be a priority for the government going forward.

74 per cent of consumers agree that more steps need to be taken to ensure sustainable food production, with 43 per cent connecting this with future food availability and 58 per cent willing to pay more for food which has been produced by farmers and workers who have been paid a

fair wage. 53 per cent are willing to pay more for food produced using environmentally-friendly methods.

Michael Gidney, CEO of Fairtrade Foundation said, "British people are giving a strong message to companies and the government about the kind of trade we want to see and now, more than ever, they must prioritise fairer, greener, more sustainable food production. Therefore progressive, responsible businesses will want to respond to their customers' desire to see them treat farmers and workers fairly."

"And the public's views on the importance of ensuring the human rights of farmers and workers is a clear sign to the government to prioritise these issues and improve working conditions across supply chains."

Abbie Curtis, senior project manager at GlobeScan said, "This research shows very clearly that British consumers expect businesses and government to take action to ensure the fairness and long-term sustainability of food production, both here at home and in developing countries. It is important for retailers and food companies, alongside government, to respond to this and take appropriate steps towards meeting these expectations."

Embrace Organic September

Independents are being invited to work together with the Soil Association to boost consumer support of organic food and drink. Retailers can get involved by promoting products using the Soil Association's branded stickers, organic events, sampling and range promotions.

Benjamin Woodgate, UK marketing director of Whole Foods Market says, "Whole Foods Market will have a significant number of events, price promotions and product launches for Organic September. In addition, our concierge shopping and delivery will allow Londoners to have their organic goodies delivered to their doors in under two hours. The point of sale material produced by the Soil Association is the best I have ever seen for the campaign – we will be using this in store and would encourage other retailers to do the same with the goal for the industry to attract and educate more shoppers to eat, drink, use, choose organic products this September."

Kellie Bubble, co-operative grocer from Unicorn Grocery said, "Organic September is a brilliant campaign for independent retailers and we're

really excited to be involved. We're going to be celebrating the benefits organic growing gives back to us all – the insects, the bees, the birds, the healthy soil for future generations to live off! The free marketing materials are really helpful for independent outlets like us and we'll definitely be using them to make more people aware of organic produce and the wider benefits it brings. Ethical principles are at the core of our business and Organic September is a great opportunity to promote them."



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lunch! 2016

Explore the booming food-to-go market in London on 21st-22nd September

£16.1bn – that's the value IGD analysts say the UK's food-to-go market is set to reach by the end of 2016, with sales up nearly 7% from 2015. Food to go has never been more popular, and speciality food and drink retailers looking to take advantage of this significant growth will find plenty of new product innovations and fresh industry insights at lunch! 2016.

The UK's biggest and multi-award winning show for the food-to-go trade, lunch! returns to the Business Design Centre in London on 21st-22nd September 2016. Annually attracting over 6,000 attendees, lunch! may need little introduction. It's frequently cited as a 'must-attend' for discovering innovative new ideas and concepts, with Helen Higgins, head of food at EAT, calling it "the destination show for our industry."

What's new for 2016?

In addition to predicting a 6.8% growth in the UK's food-to-go market, the recent IDG survey findings also revealed that around 70% of shoppers had purchased their lunch 'to go' in the preceding month, whilst almost a third (28%) had 'bought something on-the-go for breakfast'. Such numbers make it a hugely competitive marketplace. To keep customers interested, operators have to identify key trends and keep their menus ahead of the curve. Innovative sourcing is one proven way to do just that. And there's a comprehensively eclectic choice of 350 innovative exhibitors – from big brand names to emerging start-ups – at lunch! 2016.

"lunch! is an exciting date in the diary to see new ideas from innovative companies, it not only showcases the best but allows us to share knowledge across the industry. Don't miss it!" says Caroline Cromar, group director of food at Pret a Manger.

Around a third of lunch!'s 350 exhibitors are new to the show for 2016. Among them are Bord Bia (Irish Food Board), Nestlé Waters, Major International, NüDEST, Coconut Merchant, Skoulikas Bedford (UK agents for Isola Bio), Booja Booja,

Nomadic craft yogurt, Italia Formaggi (specialist cheese importers and owners of the Divo Italiano brand), Wessanen, Dragonfly Foods (organic Tofupots), Pukka Herbs, Moo Milk, and Demetra Srl (fine Italian foods). Plus, there will be 19 companies (who've been trading for less than a year) making their lunch! debut in the show's new Start-up Zone.

The Innovation Challenge Gallery also offers a good vantage point to see what's new. Designed to promote the best food-to-go innovations over the last twelve months, it's expecting record entries this year. Companies hoping their products will come away with a coveted Gold Award include Ape Snacks, Europastry, Excelsior Technologies, eXpresso PLUS, Florette UK & Ireland, Frank Roberts & Sons, Freaks of Nature, I Love Snacks, Karma Cola UK, Mr Lee's Noodles, Nutmeg and Hive, NutriPot, Pack'd, Pocket Enterprises, PRESS, Pure&co, Silvina's Nature, TaimTaim, Tao Family, The London Tea Company, The Tofurky Company, Tri-Star Packaging Supplies, Up & Go and Upwards.

Visitors are being encouraged to head to the show's Upper Feature Level to vote for their favourites on opening day. They'll decide the shortlist of exhibitors who will then go on to live pitch their products to this year's judges, including top buyers from Tossed, Costa Coffee, En Route International, Elixir UK and EAT.

Of course innovation isn't limited to just one area at lunch! – it's down every aisle, across all three floors of the BDC. Returning food and drink exhibitors – many of which will be launching new products at the show – include Rombouts Coffee, URBAN eat, Drink Me Chai, Tyrrells Potato Chips, Divine Chocolate, St Pierre Bakery, Tanpopo Japanese Food, Tideford Organic Foods, The Soho Sandwich Company, Mom's Fabulous Foods, Propercorn, Crown Foods, Frobishers Juices, Cawston Press, Devonvale Bakery, Galeta, Lick Frozen Yoghurt, Innocent Drinks, Twinings, Simple Simon Foods, Cakesmiths, Matthew Algie, UCC Coffee UK & Ireland, Magrini, and Wine Innovations/Lyme Bay Winery.

Free-from focus

With the free-from food market forecast to grow 13% to £531 million in 2016 (and reach £673 million by 2020, according to Mintel), natural alternatives to meat, allergen-free products, as well as eggs, dairy, cheese and chocolate for vegans remain a priority for many buyers that visit the show.

Nana Nice Cream, Rebel Kitchen, MightyBee, MiIRO, Pulsin', Savvy Foods, Chika's Foods, Emily Crisps, Koko Dairy Free, First Quality Foods,

Gococo Drinks/Nudie Snacks, Ohso – Probiotic Chocolate, Halo Coco, Taste of India, Lucy's Dressings, MOMA Foods, Oloves & The Protein Ball Co, Panacea Drinks, PERKIER Foods, The Primal Pantry, Snact, Superfoodio, The Handmade Cake Company, RaRa, and Yossi Foods are just a selection of 2016 exhibitors who tick many (although not necessarily all) of the free-from boxes.

Whilst no added sugar/sugar-free drinks – another key market continuing to gain increased momentum – are available from Breckland Orchard, Berrywhite Organic Drinks, Scheckter's Organic Energy, Bio-tiful Dairy, U Fit, Nuva, ZENDO Calm + Focus, Sibberi Tree Water, Roots Collective and Wobblegate Juice among others.

"If you are looking for innovation in a crowded food market, lunch! is the place to visit," says Andrew Holden, purchasing director at The Eden Project, echoing the sentiments of many of lunch!'s repeat customers.

For further information and to register free in advance, please visit lunchshow.co.uk.



WORKING lunch! THEATRE HIGHLIGHTS

With its full Keynote seminar line-up now confirmed, a raft of high-profile brands – including Starbucks, LEON, bartlett mitchell, Pret A Manger, Costa Coffee, Welcome Break, EAT., Tossed, Benugo and Rapide by Café Rouge are preparing to share their expertise at lunch! 2016. This year, there'll be 20 free business seminars – including exclusive Keynotes, interviews, research updates and panel discussions – in two dedicated theatres. Highlights include:

Caroline Cromar, group director of food at Pret A Manger
Rod McKie, CEO of Welcome Break
Luke Johnson, chairman of private equity firm Risk Capital Partners
Wendy Bartlett MBE, CEO and founding owner of bartlett mitchell
Sara Bruce Goodwin, VP research and development, quality and regulatory at Starbucks Coffee Company
John Kerslake, operations director at Costa Coffee
Kirsty Saddler, brand director at LEON
Rory McEntee, head of retail marketing at Benugo
Andrew Stephen, CEO of The Sustainable Restaurant Association
Mark Palmer, group marketing director at Pret A Manger
Richard Morris, managing director at Tortilla

IN DETAIL

WHERE: Business Design Centre, Islington, London

WHEN: Wednesday & Thursday, 21st-22nd September

WEBSITE: lunchshow.co.uk

TWITTER: @lunchexhibition #lunch16

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Take stock with our new food and drink round-up



Pipers Unveils New Flavour

Award-winning crisp producer Pipers has launched its first new flavour for four years: Atlas Mountains Wild Thyme & Rosemary.

The versatile new flavour is gluten-free and suitable for vegetarians and vegans, and partners well with sandwiches, soups, pasta and salads.

Pipers will be launching the new flavour in 40g pack size and 150g sharing bags on 1st September.

Alex Albone, founder said, "We were looking for a flavour to accompany sandwiches, soups, pasta and salads in the fast-growing light lunch/food to go sector. We also recognised the trend for herbal flavours, as well as the growth in vegetarian, vegan and gluten-free diets. We believe our new Atlas Mountains Wild Thyme & Rosemary flavour meets these criteria perfectly and so will prove a big hit, not just in this sector but also in pubs, cafés and other foodservice outlets.

"We also believe Wild Thyme & Rosemary is a unique flavour combination in the snack world, giving outlets a strong USP. Like all our products, it's a grown-up flavour with strong provenance; it's a great addition to our premium crisp range and we're confident it will be very popular."

piperscrisps.com

Wilkin & Sons Introduces Gin Liqueurs

Essex-based fruit farm Wilkin & Sons has created a range of Tiptree Gin Liqueurs.

Available in Strawberry, Raspberry and Damson varieties, the liqueurs have been made by steeping fruit in London Dry Gin made by local gin distillery Hayman's.

Scott Goodfellow, director of Wilkin & Sons said, "We are delighted by the feedback on our new Tiptree Fruit Gin Liqueurs. Gin has made great strides over the last couple of years, and fruit gin might just be the next big thing. Our artisanal Tiptree range offers authentic, deep fruit notes with a crisp background of juniper.

"It was a natural partnership to team up with original English Gin makers, Hayman's Gin who share a similar family heritage to us."

Liz Baker, marketing manager at Wilkin & Sons said, "We initially produced a small batch of our Fruit Gin Liqueurs, which we 'trilled' locally by introducing them to customers in our shop and Tiptree tea rooms; we are pleased that we now have stockists in London and East Anglia and look forward to extending distribution to independent stores across the country."

tiptree.com



Polish Bread brought to UK

A traditional Polish bread has been launched by Smakosz Traditio, a London-based start-up keen to offer customers a unique and healthy alternative to conventional bread.

The bread is wheat, yeast, preservative and additive-free and contains superfoods such as quinoa and chia seeds as well as oats, sunflower seeds, flaxseeds, rye grains, quinoa, spelt, pumpkin seeds and sesame seeds.

smakosztraditio.com

Rowcliffe launches Exclusive Pasta Range

Anthony Rowcliffe & Son has launched an exclusive range of pasta and pasta sauces from its olive and antipasti supplier, Castellino.

The pasta range includes Profumo Di Grano-Gemeli, Spinach Profumo Di Grano-Conchiglie, Tomato Profumo Di

Garno-Fusilli, Chilli Pepper Profumo Di Grano-Gemeli & Beetroot Profumo Di Grano-Fusilli pastas, each of which is made with entirely natural ingredients and no preservatives, and produced using bronze dying methods for an authentic texture. The sauce range includes Green Pesto, Red Pesto, Basil & Tomato, Olive & Tomato and Spicy Arrabiata sauces, made using sun-ripened tomatoes, extra virgin olive oil, parsley and fresh garlic.

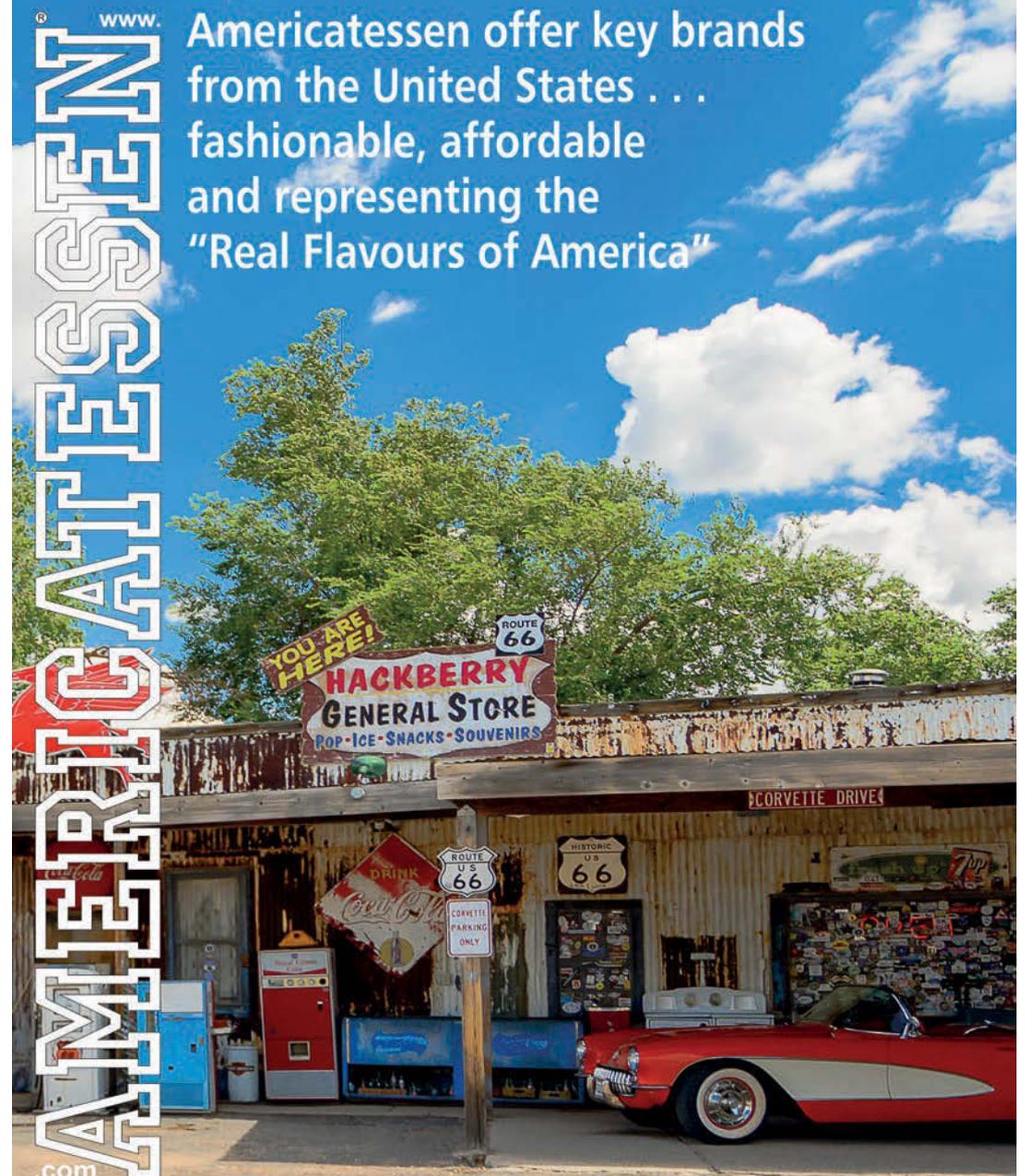
Tim Rowcliffe, chairman of Rowcliffe said, "Castellino have built a legendary reputation for quality and innovation and this new range of pastas and sauces is simply irresistible."

rowcliffe.co.uk



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Hans Sloane Introduces Chocolate Baubles

Hans Sloane has extended its drinking chocolate selection by creating Hot Chocolate Baubles, which are ideal for gifting.

Well known for the high cocoa content in its products, with this new product Hans Sloane has targeted chocolate lovers shopping for festive gifts.

Each pack contains two rich dark chocolate baubles and one smooth milk chocolate bauble, each filled with the brand's unique chocolate beads, and recipes for an indulgent hot chocolate and a chocolate martini.

Brian Watt, managing director of Hans Sloane said, "Much of the Christmas ideas in hot chocolate market have been the same old, same old – stick in a bit of ginger or a cinnamon and that is your Christmas. Not much thought and not much creativity.

"We wanted to people to have something that would make them go 'wow' so we made a chocolate Christmas Bauble and then we filled them with our unique chocolate beads, so when you shake them you can hear the beads inside.

"So come Christmas morning, rather than chocolate powder going everywhere, you simply put the bauble in your cup pour over the hot milk and watch the bauble melt and then whisk or stir to enjoy a delicious hot chocolate."

sirhansloane.co.uk



New Flavours at Peter's Yard

Peter's Yard has extended its selection of Swedish-inspired crispbreads with two new flavours.

The new varieties are Caraway, containing caraway seeds which bring a warm and delicate aroma to the crispbread and ideal for partnering with a strong, hard cheese, and Pink Peppercorn, which works well with a wide selection of cheese and pâté and boasts a pinkish hue and light pepper flavour.

Wendy Wilson-Bett, co-founder of Peter's Yard said, "Like all of the Peter's Yard range, the new varieties follow an authentic Swedish-inspired recipe that uses all-natural ingredients and a precious, naturally

fermenting sourdough starter which develops over 16 hours. Each batch of dough is rolled in rye flour, cut to shape and hand-baked until golden, taking care to preserve the characteristic bubbles and curves that come from using a natural sourdough starter. The result is a light, crisp texture that makes them the perfect host for cheese and the natural choice for many Michelin starred chefs."

"We are delighted to extend our range using the same high standards and philosophy and bring retailers new flavours that perfectly complement the existing core range." petersyard.com

Fairfields Creates Lentil Lites

Fairfields, the East Anglia potato farm and award-winning crisp producer has added to its range of savoury snacks with Lentil Lites.

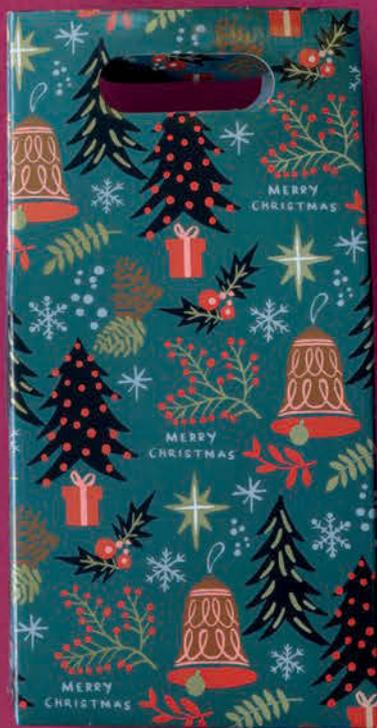
Available in three flavours: Blue Cheese, Jalapeño Chilli & Lime and Tomato & Herb, the snacks are gluten-free and suitable for health-conscious consumers as they are significantly lower in fat and calories than traditional snacks.

Laura Strathern, a founding owner of Fairfields Farm Crisps said, "Lentil Lites are light and tasty and make a great dipping snack for any occasion. We hope our customers will love them as much as we do!"

fairfieldsfarmcrisps.co.uk



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Food and drink containing sugar alternatives abound in our industry right now, with consumers welcoming 'healthier' versions of their favourite sweet treats – from confectionery and baked goods to soft drinks – but what affect is this having on traditional sugar-based confections? Flavour and naturalness are two factors oft quoted by the producers sticking to their guns; could this be enough to keep conventional confectionery's strong place in the market?

According to food market researchers Mintel, 2 per cent of chocolate products released in 2013 claimed reduced, low or no sugar content, which grew to 3 per cent in 2014 and stayed at this point in 2015. Perhaps a surprising stagnation considering the direction in which the market appears to be moving. Innovative new sweeteners as well as more natural sugar alternatives such as coconut sugar and Stevia have become increasingly available to manufacturers, yet this market has not witnessed as much growth as could have been expected.

Flavour is key

Why is this? Stephanie Mattucci, global food science analyst at Mintel, puts it down to taste. Traditional ingredients used in confectionery such as cane sugar and real dairy butter have earned their stripes when it comes to great flavour, and even though this flavour comes with a reputation for being relatively unhealthy, it seems that consumers are happy to enjoy a less-than-healthy treat so long as it tastes good. "Concerns around taste appear to be a limiting factor when it comes to low-sugar chocolate variants," says Stephanie. "In the UK, a quarter of chocolate consumers believe that reduced sugar does not taste as good as regular chocolate."

Flavour is also of paramount importance to Jacqueline Champion, co-founder of Champion & Reeves, who says great flavour comes only from using real ingredients. "Our initial aim is to bring back the taste of confectionery as we remember it

Sugar alternatives are growing in popularity, but are traditional ingredients fighting back?



when we were children," she explains. "The only way we could revive those wonderful flavours was by using real butter, cream, honey, sugar cane and natural sea salt."

Satisfaction could be another reason why some consumers opt for sweet treats made with traditional ingredients rather than modern, 'healthier' alternatives. "I am not sure that people feel properly sated when eating products made with artificial sweeteners, flavours and flavour enhancers, and they may then tend to eat too much at one go," says Jacqueline. "My concern is that most children and people below the age of 40 do not remember how delicious 'real' confectionery is. I hope the introduction of traditional sugar

confectionery will have a similar impact on consumers that artisan dark chocolate has had over the last few years."

Tradition sells

Tradition has also been key to the success of Cornish confectioners Buttermilk. Tracy McGoold, managing director explains, "We have been making our treats since 1964 using traditional methods, and this has resulted in the high quality confectionery we make today. Our customers love that we use kitchen cupboard ingredients to make our fudge, honeycombs and brittles, and ensuring we use high quality ingredients has ensured our products retain their taste." This dedication

to quality transcends ingredients; this maker goes so far as to use traditional methods to create its product: "We still use copper pans over open flames as that gives us the best results," Tracy says, "as we don't want to compromise on quality. Although there is a big focus on health at the moment, people still look for an occasional treat, and we are there to fulfil this."

Shortened ingredient lists play their part in boosting the popularity of products made using traditional ingredients, according to both Tracy and Jacqueline. Will artificially-sweetened, 'healthier' confectionery lose its appeal in time? "It is hard to say," says Tracy. "People are becoming more health conscious

and therefore companies are using sweeteners, but a lot of the research shows that consumers want products that are made from natural ingredients so they know exactly what is in them, it is reassuring when people read ingredients and understand what all of them are. At the moment hidden sugar is a focus, but in time artificial sweeteners may also be focused on."

Jacqueline believes that "consumers are increasingly looking at the ingredients and will be heartened by the short ingredients list our confectionery has," and that, ultimately, flavour will win out. "The taste of traditional, artisanal confectionery is fabulous," she says, which leads to greater satiety. "Confectionery made with good quality, natural ingredients allows the consumer to satisfy their appetite quickly and pleasurably. They are therefore less likely to over-eat products and consume excessive calories. This is why we package our products the way we do, so that you can enjoy a piece at a time and savour the rest."

Perhaps unsurprisingly considering growing customer awareness, provenance is also playing a part in making confectionery produced using real ingredients and traditional methods strong sellers. Tracy finds that "to produce the most tasty treats we need to use the best quality ingredients, including real butter, and maintain our traditional methods." Traditionally, producers would have sourced ingredients from the local area so, "wherever possible, we like to use local produce so we include dotted cream from Trewithen Dairy, salt from Cornish Sea Salt and gin from Southwestern Distillery."

Consumers across all sectors are unquestionably becoming more conscious of health, but that's certainly not to say that they're no longer looking for a 'naughty' treat every now and then. Butter and unrefined sugar, in as natural a form as possible, will continue to be two of the finest things in life; consumers are simply finding their feet when it comes to a healthy, satisfying balance.

“ Although there is a big focus on health at the moment, people still look for an occasional treat, and we are there to fulfil this ”



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MEET THE PRODUCER

Findlater's produces high quality pâtés with an upmarket range of flavours ideal for customers of delis and farm shops

Offering a touch of luxury and indulgence is important for the independent food retailer, and is one more factor which can distinguish his offering from that of the supermarkets. Pâtés and dips can fulfill this requirement, particularly if they are of premium quality and available in varieties which appeal to this market. Findlater's produces just such a range, says Martin Henderson, its managing director. The quality of Findlater's range of pâtés and dips is achieved by the use of first-class ingredients and by making the products by hand in very small batches, without the use of big machinery. "It is restaurant kitchen-style production but on a larger scale. This is what makes the range special – these are restaurant-quality goods produced for commercial retail."

Findlater's expansive range is a direct result of that production process, he says. "Because we don't use large production lines and everything is handmade and bespoke, we can offer many more lines than might be produced by a traditional factory."

Topping Findlater's expansive and often imaginative range is the Chicken Liver Pâté with brandy and port. "This is our best-selling pâté," Martin says, "probably because people recognise chicken liver pâté." Also selling well are the Duck Pâté and the Roast Smoked Salmon Pâté. "We roast the salmon to bring out the flavour and caramelisation within the pâté," Martin explains. "We also do a smoked mackerel pâté and we make vegetarian pâtés such as our lentil pâté, which includes coconut and a touch of honey. Then there is an Avocado Pâté with cashew nuts and a Stilton & Pear Pâté. We do a fabulous Mushroom Pâté, which is made with wild mushrooms and truffle oil."

When considering NPD, says Martin, "I start with a recipe

idea and work away until I have something which is reproducible, and most importantly, carries the shelf life of 15–20 days without losing its quality. This is very important. You can't produce a product without having the necessary shelf life – you may have a great product, but if it is not available to the customers to sell over a couple of weeks, then it's not much use. I will create the recipes pretty much from scratch, inspired by interesting flavour combinations I might have come across when eating out. I have a never-ending list of ideas – the problem is finding the time required to develop them."

Using the finest ingredients "is a foundation of what we do,"

he says. "We try to use local, sustainable sources because that is more important to us, not necessarily the price. The inconsistencies in suppliers' products tend to be minimised when you use a local supplier who you can go and speak to, and so maintain your specification. If you just import from wherever is cheapest, you can never be certain of the quality and so your end product can vary. Customers like our consistency. It's not only high restaurant-quality but it is consistently high. They know that when they buy a pâté it will taste brilliant every time. We have extremely tight quality control procedures, so anything that isn't absolutely flawless won't even go

what I am most excited about is the turn in the marketplace away from carbohydrate and sugar-based products," he says. "People are beginning to realise that foods overloaded with sugar are bad. They are also realising that straightforward, natural fat products and things made from liver are actually very healthy and are good for you. The Chicken Liver Pâté, for example, has no additives, no preservatives and no colourings. It's just honest, chef-style pâté and is essentially very healthy. Pâté is now being seen as a healthy food and people are turning to it."

Independent food outlets look for their products to excel in taste, too. "I am sure there are no finer-tasting pâtés on the market," Martin says. "Our standards of production mean we make the product at a different level from other producers and our quality keeps customers coming back." A high profit margin is an added inducement for farm shop and deli owners to stock the ranges. "The price that we sell our lines to the shop owners leaves them with nearly 70% mark-up, which of course keeps them very happy," he says. "Not only does our range sell and repeat sell and give good returning customer sales, it provides a high profit margin. All our products offer broadly the same mark-up."

Findlater's range offers impeccable quality and consistency of quality, together with "really great customer service, no matter what the size of your business. We have great sales back-up and lots of help so people can get selling it, because, after all, people aren't doing this for fun. Everyone has to make a living. Combining our sales support with the good margin we offer and the great quality of the products themselves is a winning combination."



out of the door. Quality is premium for us."

Findlater's pâtés and dips are ideal for farm shops and delis on a number of levels, Martin says. Firstly, they respond to current concerns about sugar. "Right now,

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Think confectionery can't be healthy? Speciality Food looks at the free-from producers proving the naysayers wrong

It will come as a surprise to few that British consumers are becoming increasingly interested in their health and wellbeing, and that the power of free-from is ever-growing. Gluten, dairy and sugar-free versions of a number of popular confections are now available to stock, with the snacking market in particular experiencing exciting growth in this arena with new launches being announced all the time. As well as gluten-free products being an ever-expanding market, sugar alternatives abound – coconut sugar, agave syrup and stevia are

just three examples of the natural sweeteners being used to create confectionery for health-conscious consumers.

These days, all sorts of shoppers are looking for a healthier alternative to conventional confectionery for all sorts of reasons – from fitness lovers looking for protein-rich chocolate bars to fuel them on their next run or ride to chocoholics investing in healthier ways to satisfy their sweet tooth. Even consumers who are happy to opt for the conventional sweet treat may be swayed by the promise of a free-from and healthier option,

particularly if it can demonstrate healthy credentials by incorporating superfoods such as chia seeds and goji berries into its ingredient list.

According to research carried out by Mintel, the popularity of sugar alternatives will continue to grow in the future – particularly within the fine food industry. Consumers shopping at delis, food halls and farm shops are willing to spend more on confectionery boasting health benefits than conventional. It is important, says Stephanie Mattucci, global food science analyst at Mintel, for such confections to be considered indulgent. Taste is

a major part of this, as are "other important sensory attributes such as texture and mouthfeel." If a chocolate bar or other sweet treat is unpleasant to eat due to its taste, it's natural that consumers will not buy it more than once.

Coconut has been one of 2016's most popular products, and so confections including coconut sugar have an innate selling point. As well as being sweet and tasting delicious, it has a lower glycaemic index to the cane sugar often used in conventional confectionery which helps to keep blood sugar levels stable.

One producer making the most of the trend for coconut products is Ombar, creator of chocolate bars containing 100% organic cacao and high levels of flavanols. Available in a range of flavours including Coconut & Vanilla, Coco Milk, Cranberry & Mandarin and Raspberry & Coconut,

these bars offer the great flavour and health credentials today's consumers are looking for as well as the rich, indulgent taste chocolate lovers crave.

Stevia has been around for a while now, with a number of producers utilising its healthier-than-sugar credentials, but its aftertaste has proven to be offputting for some consumers. To avoid this, today's producers are partering the sweetener with careful flavour combinations in order to bypass the unpleasant taste. For example, Lily's offers chocolate bars sweetened with stevia in flavours such as Creamy Milk, Crispy Rice, Coconut and Salted Almond – all popular flavour combinations for a number of years, now with a healthy twist.

Another sweetener showing possible signs of growth is isomalt – a type of sugar alcohol from beet sugar, frequently used in hard sweets with half the calories of sucrose. It's also worth keeping an eye out for inulin, sourced from the chicory root, which is used as a fat and fibre replacer in food with reduced sugar content.

Protein-rich foods have been experiencing a surge in popularity in recent times, as fuel for sport-loving consumers as well as a filling snack option. This sector has welcomed a number of new products over the past couple of years, including Crobars – convenient sweet snack bars made using protein-rich cricket flour.

How can retailers cash in on this trend? By keeping an eye on the market, independents can stay ahead of the curve and become the go-to destination for health-conscious snackers. Innovation is rife in the health and free-from sectors right now, so by keeping an ear to the ground you can attract new customers to your door as well as offer your regulars an exciting variation on their favourite confections.

“ Consumers shopping at delis, food halls and farm shops are willing to spend more on confectionery, particularly if it can demonstrate healthy credentials by incorporating superfoods such as chia seeds and goji berries into its ingredient list ”

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MEET THE PRODUCER

Passion, provenance and a taste for adventure set Wiltshire Chilli Farm apart from the crowd

A food brand which comes into the fine food retail sector with an already-sizeable customer following isn't something you see every day, but that's just one of the things that sets Wiltshire Chilli Farm apart from the competition. Run by a collective of food and horticulture-loving professionals, the brand has been travelling the length and breadth of Britain for six years educating consumers about the wonders of chilli.

Founded by Jamie Sythes after his love of growing chilli plants led to a glut of produce being transformed into the brand's first chilli sauce, the company has developed an impressive range of products spanning sauces, jams and seasonings – each of which are designed to open the door for customers to experiment with uses, flavours and heat levels. This experimental, open-minded nature is echoed by each member of the Wiltshire Chilli Farm team.

Martin Bond, director explains, "The size of our team and the fact that our passions are so diverse helps us stand out from the crowd – for example, I'm a food snob and definitely like the finer things in life, while other members of the team are particularly interested in horticulture or cooking. Because of this, we know that we will never cut corners and are therefore making the best product we can. It's like a collective – everyone brings their own passions, experience and skills to the table to create the ultimate chilli sauce."

"One member of the team is really into horticulture so looks after the growing of our own chillies. Having control of our product from the very beginning means that we can ensure that we're using the best ingredients; in the case of our chillies, we know exactly how they've been treated, that there were no pesticides used when they were growing, and that they were produced as naturally as possible."

Martin is particularly passionate about opening consumers' eyes to the world of chilli. "I host chilli-



eating competitions at events and love sharing my excitement with customers," he says. "Our aim is to educate people about chilli, and people have been very receptive to that – particularly so in the past few years." Not all customers are immediately attracted to chilli, but that is changing. "A lot of the time," Martin says, people think they don't like chilli, but as soon as I offer them a taste of our sweet chilli sauce they say 'oh, actually, I like sweet chilli sauce!' Once they've tried and enjoyed that, it's easy to get them to try the next hottest sauce, then the next hottest. Generally they go a bit hotter than they thought they would."

This increase in customers' capacity

for chilli heat is demonstrated by the growing popularity of hotter items in the brand's range, Martin explains. "The interest in chilli has definitely grown in recent years; five years ago we did the Great Dorset Chilli Festival and entered their hot sauce awards, which is generally accepted as the most prestigious in the UK. We entered our Mango sauce in the hot category and won. This year we entered it into the mild category instead, and our hottest sauce – which is hundreds of times hotter – won the hot category." According to Martin, it's simply a case of toughening up your tastebuds – "You can train yourself to be able to eat hotter chillies; within



a matter of weeks someone could go from a low tolerance to being able to handle really hot chilli heat – and being open-minded to the possibilities. "The first time you try chilli jam you have it with cheese and biscuits and may not be able to think of any other ways to use it, but you'll come to learn that it's one of the most versatile products we do. It works in stir fries and gravies... Our Cranberry Kick flavour is particularly good with porridge! Our Mango sauce is the most popular one we do and pretty much always has been, and our Fruity sauce has always sold well too."

When it comes to your customers' taste for heat, Martin has found that



age is a contributing factor. "Our really hot products sell tremendously well, particularly well at events with people aged between 25 and 50." Location also plays its part: "a Cotswolds village may not have as many chilli lovers as one in London or other big cities, where consumers love me to challenge them!"

Things are heating up for Wiltshire Chilli Farm, with a listing with one of the UK's largest distributors, Cotswold Fayre. "We're proud to be able to say that we're one of the biggest chilli sauce brands in the UK, and we've done that almost exclusively by selling direct to consumers at events. Less than 1% of our trade has come from wholesale, so this is our first real adventure in that market. Apart from a few local retailers, we're completely new to independent retail – we're new to this market, but already have a strong presence which means that delis, food halls and farm shops have a ready-made customer base for our products."

Retailers after support when it comes to selling the brand will be well looked after: "We're spending a lot of our time doing tastings at events," Martin says, "so would be more than happy to do these at retailers too."

“ Everyone in the team brings their own passions, experience and skills to the table to create the ultimate chilli sauce ”

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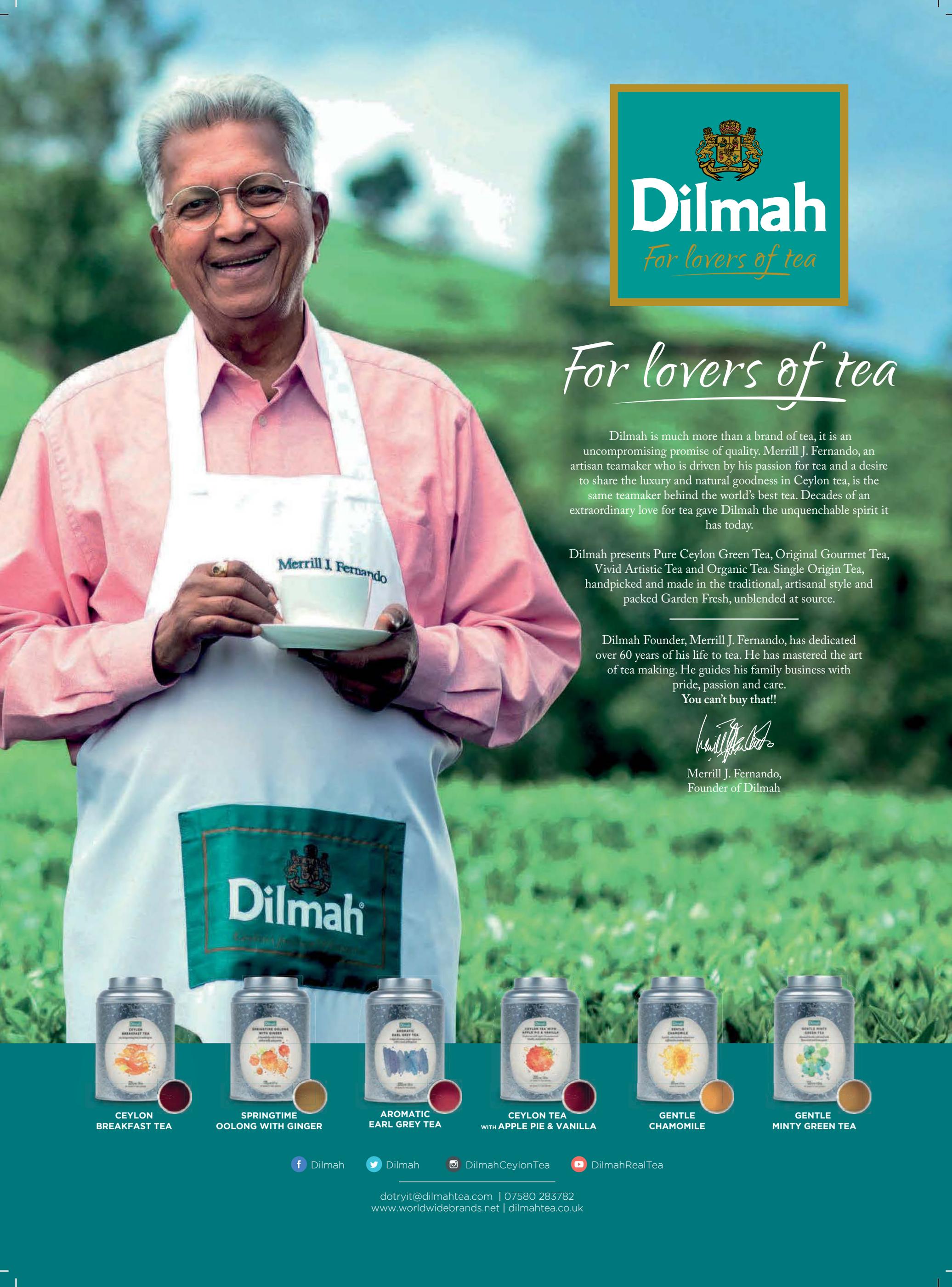
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WHY GO ORGANIC?

Lee Holdstock of Soil Association Certification explains why consumers are increasingly concerned about the way their food is produced

Animals are at the centre of organic practices. Organic farming is all about working with nature not against it, and animals have a crucial role in building fertility in the land and maintaining the natural ecosystems of our environment.

As well as requiring that animals are genuinely free-range, Soil Association organic standards cover living conditions, food quality, the use of antibiotics and hormones, as well as transport and slaughter. These standards mean that all organic animals have a good life – enjoying the very highest welfare standards of farmed animals.

Organic certification applies to the whole supply chain. From the farm right up until the point of slaughter and through to packing, each step is inspected so customers can be sure they are getting a genuine organic product.

Health credentials

The way animals are farmed really does affect the quality of their meat and dairy. In February, Newcastle University published new research finding clear nutritional differences between organic meat and dairy compared to non-organic.

The findings were part of the most comprehensive scientific meta-analysis – the gold standard for scientific evidence – that has ever taken place on organic meat and dairy, and drew together the results of hundreds of individual research projects reported in published scientific papers. The researchers found organic milk and meat contain around 50% higher levels of beneficial omega-3 fatty acids and slightly lower concentrations of saturated fats than conventional products.

Organic animals, due to their free-range lifestyle, enjoy a diet high in grass and clover. This impressive consumption of clover is linked to the nutritional differences found in the meat and milk produced from this way of farming. Not only does clover have the potential to improve our own health, but it benefits our soil as a nitrogen fixing crop and works together with nature to create a

pesticide free environment – better for us, better for animals and better for wildlife.

Growing sector

Organic food is in steady growth – up 5% according to new figures from Nielsen (to 18 June 2016). Soil Association symbol recognition is also good and steadily increasing, according to the latest report from England Marketing (survey on symbol recognition 2016). We know that one of the reasons people choose organic products is because they care about animal welfare. These customers will

search out the products they need, as we've seen in our Organic Market Report. In February, new figures revealed that shoppers were turning to independent retail, online and box schemes for their organic purchases. We're seeing shoppers moving away from that typical £100 weekly shop to smaller, more specialist shopping in indies, through online and specialist stores.

There is a good opportunity here for independent retailers, as customers clearly want to know more about their food, where it comes from and how it is produced. Smaller scale stores

are perfectly placed to engage with consumers and make an obvious link with the food chain, from field to shelf! This is why Soil Association Certification has developed a range of tools to help indies sell more organic – from posters and shelf talkers to marketing support and even training days to help share the organic messages with staff.

Get involved

Organic September is another way we're helping support increased sales of organic. A month long celebration of all things organic, we're working

“ 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 ”

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“ Organic certification applies to the whole supply chain. From the farm right up until the point of slaughter and through to packing, each step is inspected so customers can be sure they are getting a genuine organic product ”

with businesses, retailers and farmers across the supply chain to help share the reasons why organic is different, and drive sales. This Organic September, for the fourth year running, the Soil Association is teaming up with Good Energy, the 100% renewable electricity and green gas supplier, encouraging everyone to think about where their food and energy really comes from. From solar panels on the roofs of schools to biofuels generated from waste organic cheese at Wyke Farms in Somerset, Good Energy buys, sells and generates sustainable, local electricity like this, helping to support our environment and the land around us.

Encouraging people to think more about the wider impact of where their food comes from is a key part

of Organic September and this high profile digital and marketing campaign will help get the organic message out to an even wider range of consumers. Through the Soil Association website we're sharing real stories about organic food and farming alongside information about where people can buy organic. Telling people how they can make a difference to an animal's life is a huge part of the campaign and we will continue to push for change throughout our food environment.

To find out more about Organic September and how to get involved, visit soilassociation.org

50%
THE RATE ORGANIC
FOOD HAS GROWN
IN PAST 12 MONTHS



AT A GLANCE...

- The Soil Association's organic standards cover living conditions, food quality, the use of antibiotics and hormones, and transport and slaughter
- In February 2016, Newcastle University published new research finding clear nutritional differences between organic meat and dairy compared to non-organic
- Organic milk and meat contain around 50% higher levels of beneficial omega-3 fatty acids and slightly lower concentrations of saturated fats than conventional products
- Organic food has seen steady growth in recent years; the past 12 months have seen a 5% increase in sales
- Soil Association Certification has developed a range of tools to help indies sell more organic including posters, shelf talkers, marketing support and staff training days



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AHDB SEASONAL SPECIALS

BEEF & LAMB



Consumer demand for particular beef and lamb cuts varies vastly depending on the season. AHDB Beef & Lamb's independent retail sector manager, Mike Richardson,

explains how added value beef and lamb cuts are the ideal choice for a variety of warming dishes such as roast dinners, casseroles and pot roasts, as slow cooking methods become increasingly popular during the colder months.

Budget friendly options

As we get closer to the winter months, consumers are looking to cook up tasty, wholesome meals on a budget which is why slow cooking methods are a good option. However, following our 2014 research in the casserole and braising category, AHDB Beef & Lamb discovered some consumer's encounter issues on inconsistency with cheaper cuts which can be attributed to the cooking time they have used. This is where independent butchers' knowledge and expertise can really shine through, as they can recommend alternative cuts and suggest cooking times to their customers

There are a number of profit opportunities to be gained by supplying a selection of beef and lamb cuts from the forequarter and other underutilised parts of the carcass. And as we move into the winter months, farm shops and butchers should think about promoting cuts from the rump as demand for steak typically eases around this time and the margin potential increases.

Consider convenience

Ensuring today's consumer has a convenient beef or lamb dish is also becoming an increasingly important factor to think about when we're looking at meal solutions for customers. Convenience is becoming an important factor to customers when deciding what to eat during the week, so make life easier for them by stocking appealing solutions.

The traditional roast dinner retains appeal for many of today's consumers, however the pressures of modern lifestyles has meant cooking and preparing a Sunday roast is no longer a convenient option. Mini roasts, however, are an ideal meal solution that can be enjoyed any day of the week.

The beef and lamb mini joints in our Carvery range are easy to prepare and versatile enough to be enhanced with a selection of rubs and marinades, so butchers and farm shop should consider offering pre-prepared options that customers simply have to place in the oven.

Demand set to soar

Consumer demand for beef and lamb mini roasts is set to soar this autumn as a new consumer marketing campaign commences. The 'Midweek Mini Roast' advertisement will promote Quality Standard Mark (QSM) beef and lamb and will air from 24th October around the country.

For butchers looking for more beef and lamb cut inspiration this winter, AHDB Beef & Lamb's Meat Purchasing Guide is an ideal place to look. It provides a comprehensive specification and coding system for almost 500 beef, veal, lamb and mutton cuts and features an image, description and unique identifying code for each cut.

Further cut inspiration is available for butchers to view online by visiting qsmbeefandlamb.co.uk



For further information about the QSM Scheme and the benefits available to members, including advice, yield and costing information and free promotional materials, visit qsmbeefandlamb.co.uk, call the hotline on 0845 4918787 or feel free to give me a ring on 07790173625.

AHDB Beef & Lamb is the organisation for beef and lamb levy payers in England and is a division of the Agriculture & Horticulture Development Board.

I never expected that Cottage Delight would take off in the way that it has. At the age of 25, with two young children and a not particularly high income from my full-time job working for a margarine brand, I started making fudge at home. I spent one night a week making fudge and utilised contacts from my role to make inroads. The manager of my local Co-Op store asked for samples, and he ordered 100 packs of fudge which I packed in a good old fashioned bread tray. By the next week it was all gone and the manager was asking for more. In time I was supplying lots of other stores, so my Saturday mornings were spent packing my kids and fudge into the car and delivering to my customers. I was working on the fudge business seven days a week – making the fudge every night when the kids went to bed – as well as working full time at my other job. Soon I became an agent for a hand-baked biscuit brand too, and this independent work started to take up even more of my time; much to my wife's disapproval, I once cancelled a holiday and hired a van to travel into neighbouring counties to open new accounts – it went so well that in a few weeks I had left my corporate job.

It was in 1974 that I went self-employed and was earning around £400 a week, the same amount that I was earning at Unilever, and I was happy. I'd acquired some knowledge about other artisan foods – jams and marmalades as well as other biscuits – and began to think about how the makers were doing their marketing. I had become bored with shopping in supermarkets; everything they offered was very bland and mass-produced. I was in contact with a good selection of artisan producers and was selling biscuits, jam and lemon curd from suppliers, as well as my own fudge which was under the Cottage Delight brand. People would give me their products to try and I would enjoy them, but their packaging and labelling didn't make them stand out from the products available in supermarkets. How would shoppers know that this was a quality, homemade food? I found that I could fit all of the information needed onto a mop top on the top of the jar; nobody was selling jams without front labels so they flew off the shelves of independents because they looked and tasted homemade.

From 1974–87 I learned a lot about the speciality food market and wholesaled other people's products. My range looked a bit jumbled with different labels and different jars, so I decided to bring them together under one corporate image. The products looked so great and homemade that I didn't want to mask them with a label, so just used a mop top, and in the end I had all of my supplier's products under my very simple branding. All of a sudden I was selling a lot more. I had all the knowledge I'd learned over 30 years and



THE INTERVIEW

Passion, dedication and teamwork have helped Nigel Cope build Cottage Delight from a kitchen table project to one of our industry's best-loved brands

a huge selection of artisan producers who were happy making the food in their kitchens but had no marketplace. They were all based within a 100 mile radius, and then two of my employees asked why I didn't go national as I was doing so well locally. I wasn't sure how I could deliver all of these products further afield as my whole thing was about quality

but also value for money, so looked into the cost of carriage and found that it didn't offer value for money. Thankfully, a contact who dealt with a competitor came to see me and offered to put me on a 1000 case a week rate, even if I did 10 or 100 cases a week – I told him that if he could do that I could create a business! I went to an international food

exhibition – it cost about £1,200 which was about all I had in the bank at the time – with 40 products which were actually in stock plus 60 products which were just ideas so I only had about six jars of each. Each of these could go into production if the show went well. I had interest from Harrods, Selfridges and farm shops across the country, all of whom asked if I was going to work with supermarkets; I believe that the multiples decide what we eat and what we pay, so told them that I wanted to support the independent trade by supplying them with something that the supermarkets didn't have. I had no choice but to cease supplying my local Co-Op.

The business took off very quickly in three or four months, which meant that my suppliers were massively increasing their production but it was affecting the quality of their products. I'd created a demand but couldn't meet it. A preserve business was supplying me but struggling, so I bought their equipment and expertise, and within six weeks we were making jams and marmalades ourselves, packaging and labelling them by hand.

I've learned to never be afraid to innovate. I've always followed my gut – if something feels right, go for it. People are afraid of competition but I think it keeps you on the top of your game. The fine food and drink market is very exciting, and I think it's wonderful that there are so many fantastic foods which have been brilliantly marketed – it makes me proud to be a part of the industry. I'm now 68 and throughout my career I have learned to surround myself with some really talented people. I now only visit the factory once a week – everything is very well looked after and efficiently done thanks to the great people who are working for me. I'm now doing the fun stuff, trying all the new ideas and working on packaging. Gradually I've delegated roles out to a great team of people so I have a very nice life. Maybe one day it will be time for me to take a little more time out; I think my team is becoming strong enough to take things forward on their own.

QUICKFIRE QUESTIONS

INSPIRATION

My inspiration comes from a lot of foodie people I work with, including colleagues and customers – I love their passion, but could still bore them to tears by talking about food non-stop!

MANTRAS

I tell people often that I know my strengths and my weaknesses – you need to be able to see those in yourself, and work with a team to bring together different skills to make your venture a success. I'm obsessed with quality and will not cut corners.

“ Creating new ideas, new packaging, new tastes and new flavours is what drives me – it's certainly not just the money. Just creating something very different to what's already out there and seeing people enjoy it is what keeps me going ”

MAKING IT WORK

Creating new ideas, new packaging, new tastes and new flavours is what drives me – it's certainly not just the money. Just creating something very different to what's already out there and seeing people enjoy it is what keeps me going. I'm very much involved in creating new products and travel a lot to discover new ones. I've been awarded at least 160 Great Taste Awards so far, and I still absolutely love what I do.

I'm very much a stickler for the quality of the product and

don't make something to a price.

Rather than wanting to produce a jar of something for £2, I will make something the best it can be and sell it for £3 if needs be. Quality is number one – I'm obsessed with it and always will be.

We're always looking to innovate; I oversee the product development team and have to sign everything off – I taste everything, which my waistband is proof of! Some people think that you put products into a store that they will sell, but we now have a lot of competitors and put a lot of emphasis on sampling our

products – they're not the cheapest, but when they try them they will see that it's worth it and come back to try our other products. You have to spend the time in that outlet telling people what makes Cottage Delight special.

There are around 700 speciality food products within our range now, and for some retailers it's easier to work with a supplier with one corporate image as it helps to sell other things. We're constantly working to improve our products, and do a lot of blind tasting at the factory to ensure we're always

making the most delicious product. We'd been selling a plum jam for years which wasn't the best, so we weren't afraid to change it. Our sales team will do demonstrations and sampling, and I invest a lot of money in helping retailers sell our products.

In dealing with the independent market I'm working with people who are equally as passionate. They're also business owners so naturally care a lot about what they do. As well as sourcing many of our ingredients locally, we also take inspiration from products and flavours from around the world.

I like to think that my passion rubs off on people, and it's wonderful to work with professionals with great ideas. I always say that I'm not a clever person but that I work with clever people. I believe that one should come to come to work to enjoy it or not at all. I have a lot of loyal staff – there's a lot of banter when I walk around my workplace; my staff are a happy bunch of people with passion. I've had people working with me for 30 years and I couldn't have done it without them – Cottage Delight is not just about me, it's very much a team effort.



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HOW TO: RUN A FIRST CLASS FARM SHOP

With the help from some leading experts, John Bensalhia presents a farm shop masterclass for some of the key fields in business..

Good morning everyone. Sitting comfortably? Now pay attention at the back: it's masterclass time. There are a number of key points that any farm shop worth its salt should know for a prosperous, thriving future. Whether it's standards of excellence, promotion or reaching out to the local community, the following article looks at some of the best practices to use. "Farm shops play a role in keeping the countryside vibrant," says Michael Mack, business consultant/associate, Food & Farming, Savills, and managing agent, FARMA.

"Farm shops pump income in to a network of local businesses, many of which are micro enterprises. For every pound spent in a farm shop we have estimated that at least 36p heads off to support local food businesses. Farm shops also helping to support the rural jobs market; out of that same £1 approximately 23p will pay wages."

"We major on great taste and sourcing local," says Emma Ward, general manager of Uncle Henry's Farm Shop, Butchery & Café. "We are proud to support over 45 Lincolnshire producers; our local food heroes!"

"We see ourselves as a hub of local food and an outlet for local food businesses to showcase their products. This in turn provides local customers with the opportunity to

see all of this fantastic Lincolnshire produce under one roof!"

Jon Edwards, managing director of Ludlow Food Centre, explains that the primary reason that the centre was established was to secure a sustainable future for the rural communities linked to the Earl of Plymouth's Oakly Park Estate. "The Estate's farms are our largest supplier: providing meat and dairy to the Food Centre. Over 50% of the food we sell is reared, grown or handmade on-site with much of the other produce being carefully sourced from approved suppliers within the surrounding rural counties."

"I believe that farm shops have a really important role to play in the countryside: providing our customers with the best of local, seasonal produce, lower food miles and offering them a greater connection to the food they eat and how it is produced."

"Farm shops can be very important," says Victoria Holland of Washingpool Farm Shop & Restaurant. "Often they are the only way that a farm can stay financially viable. They are an important link between how/where the food is grown and the consumer."

Community service

Farm shops are also a great link with the local community, and building up

a good rapport is a crucial factor in future success.

"Uncle Henry's is the heart of the local community," says Emma Ward. "There is no village hall in Grayingham village and therefore we are able to offer local people a place to meet and hold events such as the annual harvest festival supper."

Uncle Henry's works closely with local charities. "Our twice yearly gift fair is held in conjunction with Grimsby Leukaemia & Lymphoma



Research. It successfully raises funds for this worthy cause and also gives local crafts people an opportunity to market their products. Our annual Open Farm Sunday attracts both young and old, with over 5,000 attending this year. It is a free event and a fantastic opportunity for our customers to learn more about how their food is produced. We run the event in conjunction with our local Rotary Club and all proceeds go to their chosen charities. Our final charity

total for this year was £7,500!"

"It is important to welcome the community to the farm (we are on the edge of a town with good footpath links)," says Victoria Holland. "We host school visits, talks and tours for local groups, get involved in the local carnival and agricultural show and talk to a lot of people. Farmers are important to their local community, but historically are not seen as essential. We need to encourage greater understanding about where our

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food comes from and how we have to look after our soil and land."

Michael Mack says that farms have always played a key part in the rural community. "As farming has become harder, businesses have amalgamated just to keep their heads above the bread line. Farm shops have helped many of these rural communities to connect back to the place which has made them possible.

"It's always pleasantly surprising to see how farm shops extend a hand to the community. One common approach is to open the farm and business up to the public through one-off educational days or through co-ordinated events such as Open Farm Sunday. This year, we have had more than 50 FARMA members opening their doors as part of Open Farm Sunday, helping farms across the UK to attract over 260,000 people."

Michael adds that community engagement impacts business in various positive ways. "Not only is there the direct benefit on the day of the public being on-site, but this helps the business to grow customers, improves opportunity for business

development and enables better staff recruitment and retention."

High standards

Because all retailing is competitive, maintaining a level of excellence is critical to success. "The first step for a farm retailer is understanding that they are there to add value to the experience for their customers. Farm retailers must provide a level of service which goes beyond that offered in the mainstream supermarkets," says Michael Mack. He explains that many shops adopt training programmes and secret shopper strategies which enable them to independently analyse and improve customer care. Others link with programmes such as the FARMA awards to show off their service skills.

Michael advocates a few simple steps to achieve excellence: "Firstly, walk through the business on a daily basis to ensure that the product, shop and staff are shown off to their best.

Secondly, each day, share with staff the number of transactions achieved, the average basket spend and talk about why they may be up or down on expectations. Finally, take time to sit down each week with different customer groups to listen about their views about the business. Make sure to capture the feedback and talk to the team about it."

At Uncle Henry's, all of its 30 staff members come together to provide a first class, dedicated service. "We recruit for people who are passionate about food and our business," says Emma Ward. "We invest heavily in staff training and development and make Uncle Henry's an enjoyable place to work. Training requirements are tailored to the individual at management level and all of our front of house team have this year achieved an Institute of Leadership and Management Level 2 qualification in customer service."

"We also have a monthly mystery shopper, a large part of which

is focused around staff product knowledge and customer service. This keeps us all on our toes!"

Victoria Holland says that a key element is a positive approach from both manager and staff: "Always be happy and helpful and make sure your staff do the same. Build up a good relationship with your customers and suppliers so you can answer (or find out the answer to) any questions. Goodwill goes a long way."

"It is important to achieve these standards as customers have a lot of choice about where to shop. Why would they want to go to a substandard shop unless it has another incentive (cheap, etc)."

Finding solutions

Of course, farm shop owners must prepare for potential problems. As Victoria Holland comments, sometimes these problems come from outside sources: in particular, the competition. "The biggest problem we face is unfair competition (shops that call themselves farm shops but have no farm, and supermarkets that brand their food from farms that don't exist). Other problems can include staffing (finding/recruiting, keeping up with legislation etc), dealing with perishable stock, trying to run a farm and a retail business at the same time!"

Competition is everywhere, as Michael Mack explains: "With Tesco's fake farms, Iceland's 'Farmers' Market' bananas and Aldi's 'Farmers Market', farm retailers are pressurised into trying to compete in this very competitive market. Farm retailers must ensure they focus on what makes them special and that's their connection to the product and the farm. No supermarket has that."

To maintain this position, Michael says that two key areas must be ensured: keeping integrity and making sure that quality is second to none. "The first area of quality we must maintain is in the products we sell. Customers want to believe in the values of a farm shop, they want to understand the connection to the farm. If we don't have a clear connection to the farm through our products then customers quickly see through the business. This does not mean that farm shops can't have other grocery products on

SIX OF THE BEST WAYS TO ATTRACT MORE CUSTOMERS

1 STRONG LEADERSHIP MEANS QUALITY

"Most people place location as the most important element for a successful farm shop," says Michael Mack. "However, I have reached the conclusion that the best shops and therefore the ones which attract the most active customers are the ones who have a strong leadership team."

Strong leadership ensures that there is attention to detail in all areas. "For example, ensuring the marketing strategy matches the customer profile, the product mix is in line with customer needs and that the staff throughout the business understands these values."

When a business lacks leadership and vision from the top, the service and quality drop. "This leads to poor customer satisfaction and feedback. Poor reviews quickly lead to a declining footfall. Driving customer footfall has to start from the top for any retail business."

2 COME UP WITH A MARKETING PLAN

"Word-of-mouth recommendations are one of the most effective ways to draw in new customers," says Jon Edwards. However, in order to share the customers' positive experience with friends and family, they must be completely satisfied by the quality of your products and equally, the standard of service that they receive.

"Unfortunately, you can't control or monitor recommendations so it is also advisable to implement a coherent marketing plan to help spread the word to the wider community in a targeted, strategic manner."

3 MAKE SURE POTENTIAL CUSTOMERS KNOW WHO YOU ARE AND WHERE YOU ARE

Victoria Holland says: "If, like us in Dorset, you are unable to have brown signs pointing the way, then social media, a good website and branded vehicles are an excellent way of letting people know without costing too much money."

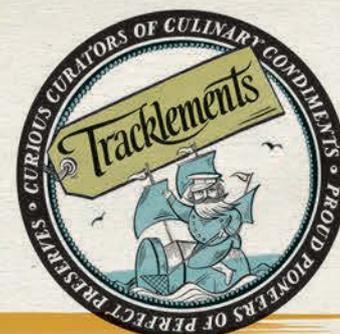
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SIX OF THE BEST WAYS TO ATTRACT MORE CUSTOM

4 DEVELOP RELATIONSHIPS

"One of your objectives should be to encourage existing customers to shop more frequently at your farm shop," says Jon Edwards. In order to do this, developing relationships is vital.

"Good communication is key: from having knowledgeable and enthusiastic staff on the counter and informative in-store POS, through to delivering compelling eshots, newsletters and targeted promotions that appeal to your customer base."

5 ENSURE GOOD INTERACTION IN ALL QUARTERS

Good interaction on all levels is another key to success, as Jon Edwards explains. "We aim to establish links between departments to drive footfall: this can be through promotions that highlight suggested pairing ideas."

6 ACHIEVE THE RIGHT MIX OF INGREDIENTS

"Retaining a regular, loyal customer base is essential," says Emma Ward. "And for this to be achieved, high standards of customer service, product quality and pricing is key. We find that if we can get these key ingredients right, then word of mouth is our best source of attracting new customers."



the shelves, but these need to be considered and complement the home-produced products."

Inevitably, some problems can be beyond the farm shop's control. Emma Ward cites one such example: "Issues of staffing levels versus customer demand and how it is sometimes impossible to get this right despite our best efforts. It can be as unpredictable as the weather sometimes but we try our best to provide high levels of customer service during these times."

Another potential issue is that of planning permission for farm shops. As Michael Mack says: "Planners have a simple job, but there are a lot of processes and faff to get through."

"In its simplest form they need

to make sure there are no more accidents on the road, you are not upsetting the neighbours and that you are not destroying the landscape or important buildings. Make sure from the start of the process you have considered how you can address these three points."

Michael raises an important point, with respect to the local council. "Your local council is a critical partner to any farm shop. They can deny your planning, upset your business through environmental health visits or hit you heavily for business rates, so make sure they are on your side. Start by talking with the local Economic Development Office. Most councils will have one, and their job is to create businesses and jobs in their area."

“ Two key areas must be ensured: Keeping integrity and making sure that quality is second to none ”

"As a general rule of thumb, a farm shop selling only unprocessed goods from the farm will find planning very simple (they may even get this through on a permitted development approval) while if you are buying in all of your produce, planning will be very difficult. So carefully think about what you can offer to sell from the farm and from the local area."

Ready for promotion

Today, one of the best practices for a farm shop is promotion. More resources are available for farm shop owners, whether these are newspaper advertisements, websites or social media outlets like Facebook, Twitter or Instagram. "Word of mouth, reputation, social media, a good website and being involved in outside events are just some of the ways in which you can promote your farm shop," says Victoria Holland.

"Social media, e-marketing and our new website are our main means of promotion," says Emma Ward. "But we also advertise in nine village newsletters and magazines to ensure we reach people who aren't necessarily online. Local radio and newspapers are also a great way of reaching a wider audience in your area."

"The best way to promote the business is to create stories, content

36p OF EVERY £1 SPENT IN A FARM SHOP GOES TO LOCAL BUSINESSES

and interest around the things which are special about your shop and business," says Michael Mack. "A farm shop should have some products which they are most proud of, those things being from their farm. Build stories around these. For example, if you grow pumpkins, create stories, events and interest around this. Taking this simple approach has seen some farm shops create pumpkin festivals which sell over 60,000 pumpkins."

Michael adds that when you have identified what makes you unique in the eyes of your customers, keep telling those stories and keep them fresh, new and moving. "Customers are bombarded by messages from shops trying to sell their produce. You need to ensure that you don't fall off their radar. A great way to do this is to attract third party endorsement though engaging with food bloggers."

"Farm retailing is sexy – supermarkets want to copy us, online businesses want to copy us and the media loves what we stand for."

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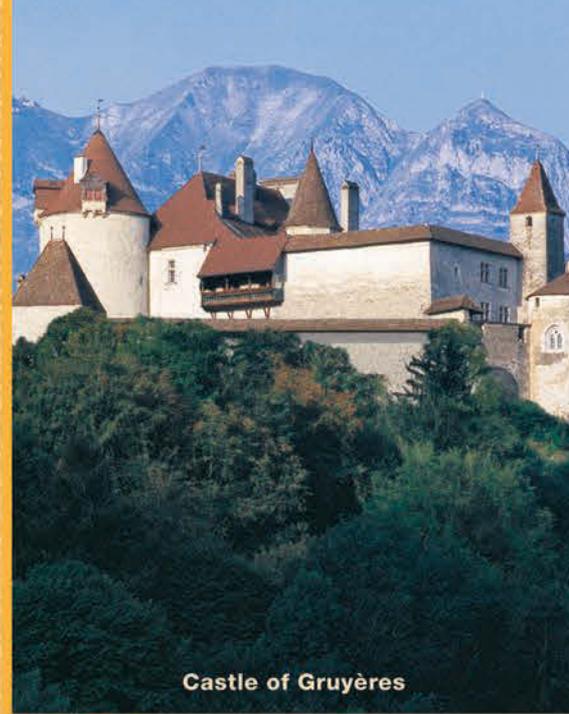
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GET STAFFING RIGHT

Whatever the repercussions of Brexit, the speciality food and drink sector will continue to rely on people who understand and can promote the value of artisan products. In this two-part feature, Robin Goldsmith investigates the ways in which businesses in this sector can choose and retain the best workforce for a successful future

Charlotte Gurney of White House Farm explains the overall benefits of having great personnel: "Good, efficient customer service, a smile and a friendly welcome are what make a farm shop experience different to a supermarket. There is an immediate sense of community and regulars like to feel welcome. The more people feel welcome, the happier they are, the longer they spend with you, the more often they come, and the more money they spend." Rod Marsh of Middle Farm defines some essential

character traits: "Staff should be presentable, consistently reliable and enthusiastic – glass half-full types who come to me with a problem to which they already have a solution. I want to feel confident in my staff's ability to deliver in every situation when I'm not there."

He also highlights how the right mix of employees can enable the business to gain a competitive edge. "It is the overall chemistry within your team that is key. You need some members with big personalities and driving ambition, some with a specific passion

for a particular aspect of what you do and some who are always content to carry out every task given to them to the very best of their ability. All need to understand that 'average'

is not an option." Mark Billington of Billingtons of Lenzie agrees: "We try to hire staff who are passionate foodies, who are self-assured, intelligent and able to work alone, as well as being part of a team." John Sinclair of Craigie's Farm deli and café stresses that shoppers want help and not a pushy sales person. "Our staff are problem solvers, not sales people. Team engagement with the customer is our USP. Most of the products we sell can be bought online or in supermarkets at a reduced price, so we have to communicate why ours are better, which can only be done through the team." Michelle Steele of Earsham Street Deli adds that "good staff members can also suggest sensible quantities, e.g. for a cheese board, rather than some places which might push for a bigger sale, leaving the customer with a large bill and too much food for their guests!"

So is there a magic formula in finding the right people who possess these 'ideal' attributes? Gurney remarks that the best candidates are "the ones that get in touch and say 'I love what you're doing and I want to be a part of it'. They've observed your business and have already thought about it before applying." Sinclair values personality above everything else: "If someone comes in with great qualities, we will find a role for them! It is imperative to hire the right team members who get our business values." Whereas his customer network remains a primary source, he uses online resources too for attracting personnel, but advocates the following: "Always try to avoid paying too much for recruitment! We have had many great staff, including some of our best, who have come via recommendations through other members of the team. We pay a

finder's fee and a top-up if they last!"

Jon Edwards of The Ludlow Food Centre explains his company's approach: "In terms of recruiting, we advertise vacancies on our website. Additionally, we have in the past produced posters to display in the Ludlow Pantry, our satellite deli in Ludlow town centre, in order to promote our apprenticeship scheme run in conjunction with County Training. A key part of our recruitment strategy is ensuring that we recruit the next generation of artisan producers as well as first-class hospitality staff. Occasionally, we'll use a local recruitment agency and when the MD role was advertised at the end of 2015, this was promoted in the trade press and managed by a specialist consultancy."

Rod Marsh offers some useful advice for when you are trawling through CVs: "Start by assessing how much information is provided and then drill down in increasing depth. It is all too easy to be cynical, but it is equally all too easy to take information at face value. Achieving the right balance in your approach only comes with experience." Gary Mercer of Holwood Farm Shop & Deli suggests looking for gaps in employment, number of job changes and transport options. "With us, how they can get to work is important, so I look at how long it will take." Edwards mentions the relevance of social media. "A personal profile can be quite useful for providing an insight into someone's character. The information is in the public domain, so can help us recruit the right people."

Once you've picked out your candidates, what is the best way of conducting interviews? For many, such as Marsh, the answer is as informally as possible, "because a relaxed candidate will show more



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STAFFING

of themselves than a nervous one, but with really developed, incisive questioning to determine core values." Sinclair advocates a mass interview approach. "We do mass interviews where we invite everyone along, set some speed-dating style tasks and watch how they interact with the rest of the applicants when they think they are just waiting!" Mercer advises interviewing in pairs. "When you interview, you often don't fully listen to an answer as you are partially getting ready for the next one. A colleague who can listen and ask questions may have a different perspective. Everybody has a tendency to admire the same qualities they have themselves but you actually want to hire people that fill gaps."

Edwards notes the value of testing practical skills: "As we produce more than 50% of the food we sell on site, we are often recruiting for specialist skill sets. It is slightly different for production staff – depending at which level they join the business. We offer everyone training, but candidates have to be able to demonstrate a passion for their chosen career path, whether a trainee baker, butcher, cheesemaker. We recently recruited for a new baker and the shortlisted applicants were asked to prepare a cake that they'd made at home to show off their skills. Successful recruits have gone above and beyond what was asked of them, to truly demonstrate passion and ability!"

Post-interview, following up references can be invaluable. However, Marsh finds this of limited usefulness given the rules on what can be included, although he mentions that sickness records can be helpful indicators. Some businesses will try staff out in the shop. At Craigie's,

Sinclair brings successful candidates in for a trial shift so that the rest of the team can offer their opinions, while at White House Farm, Gurney similarly finds this "a great way to see what someone is like and if they enjoy working with you, which saves time in the long run." At The Ludlow Food Centre, everyone begins with a three month probation period, which is fairly standard practice across most industries. "This is helpful for both the employer and the employee to decide whether they're in the right role", says Edwards. "Moreover, it gives us an opportunity to thoroughly assess their abilities and see if they have transferrable skills that may be better suited to another area of the business. Additionally, we have regular mystery shoppers who provide feedback on staff performance."

One factor to consider is whether there is benefit in having staff from the same areas where products are sourced. Caroline Muir of Spanish specialists Brindisa comments: "Having retail staff selling products from their own region can be an advantage, as it brings authenticity to the response to a customer



asking about a particular product, or a response to a request for recommendation. We also find that amongst our buyers there is an inevitable pride in regional products from their homelands." Nevertheless, whereas language and cultural factors are advantageous for some, this is not of primary importance to everyone, so a general ability to communicate effectively is key. Rod Marsh explains: "The only culture that matters in your business is the one you create. It is an absolute minimum that your team communicates clearly with each other, with you and with your customers. Whatever else they bring to the mix can only be a positive. Loneliness in a crowded world is rife, so a kind word and a smile from a helpful stranger will always be fondly remembered."

Sinclair sees advantages in employing under-18s: "We have been very successful at bringing in young members of the team and training them up so that when they go to university, they come back to us in the holidays. Additionally, we have had a number of staff with us from the age of 15, who are now in their mid-20s and working full time." Gurney describes a similar scenario, although she adds that with an alcohol license, employing under-18s can present problems during periods of staff shortage. Edwards notes: "We have had some excellent interns when there has been enough work available. Primarily, these come about because of the individual being a motivated self-starter who has actively enquired about potential work experience opportunities."

In part two, we look further at how to retain staff, issues of skills training and what to do when things go wrong.

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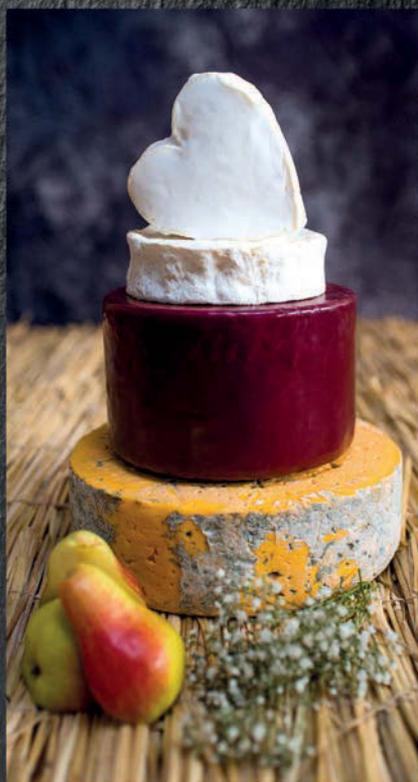


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Talk Cheese

New retail perspectives from industry experts

GEORGE PAUL OF BRADBURY'S



“New days and new ways”

Since the momentous decision of 23rd June, rarely a day has passed without someone examining the consequences, outcomes and impact of that Brexit vote.

So much has been negative in its output, and whatever an individual's views of whether it's best or not to be in the EU, I sometimes wonder where the British sense of ability, independence, creativity and courage disappeared to?

Maybe it's the mentality of interdependence that the EU creates, maybe it's the internationalism of trade, especially in the dairy conglomerates, and the tedious disruption this causes them, that has led to this outpouring of fear and a default to blame.

It's my experience that in change there is always something to be gained, and usually by the nimble and alert. The thought then follows about who could be winners here in this moment of change?

Personally, I have the wishful desire that trade will be kept out of politics, after all that's what we joined for, an economic union. However, seeing and

hearing the views and behaviour of the EU spokesmen to date, I doubt it will be that easy, albeit we are a bigger customer to them by far than they are to us.

Winners could be in British Cheddar, since there may be a tendency to wrap ourselves in the flag, and those “buy British” slogans will roll out again. That trend to the preference of British cheese has been in mainstream retailers for some years now, and with the declining milk supply in recent months now nudging a staggering 9% fall, there may well be a rapid rise in milk prices as UK cheese becomes in greater demand, and milk for cheese is low in the pecking order for the integrated mass dairy produce makers.

Simultaneously the decline of sterling creates a barrier to imports, especially Irish Cheddar, which frequently has filled that vacuum, and from their point of view they have not been idle and expanded markets elsewhere very successfully and may not be in a position to supply low cost Cheddar options in any event.

At the time of writing a new idea is being put forward, and it may well

affect the UK too in the immediate term. The EU, with amazing timing, is allegedly looking to spend €500m from late autumn to encourage farmers not to overproduce milk.

So in this fairy dairy Euroland, if I read this right, we already have milk supply falling as commercial imperatives have driven out farmers, as well as reduced herds, as a consequence of those killer low milk prices.

Nows as milk output falls through brutal commercial reality, there will be payments not to overproduce. So doesn't that mean further price increases for the milk that is produced? And as it's nearly winter when volumes are at their lowest, their timing could not be designed better to disturb what has already been a painful exercise. The words ‘pouring’, ‘petrol’ and ‘fire’ come to mind, but this time for other sectors.

So at a stroke there is no need to invest for efficiency or drive out uneconomic production, just the dependency culture revived and a wait for the EU dairy cheque to arrive, whilst not making anything. You couldn't write a script like it.

The artisan sector may also quickly get a superboost, as the inexorable rise of the Continental premium sector over the past 10 years may find itself coping with the double whammy of price increases and exchange rate increased cost, and we might speculate that to be 15% or more. So shoppers too may look at UK-based alternatives even more favourably.

Customer reaction is a potential major factor throughout the EU. Especially if individuals are influenced by the negative comments of wounded EU politicians' pride and

it begins to become anti-British sentiment made obvious in the media or on TV, we must expect that a backlash will follow in the UK.

Let hope not, as there are few winners here, but politicians rarely have any commercial sense – otherwise they would be in business!

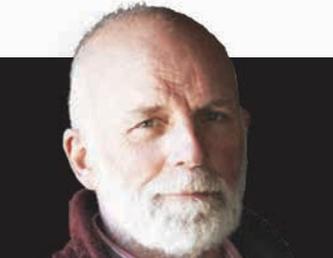
Elsewhere export opportunity may appear on the horizon, albeit some of this will be several years in the future. Many markets are restricted as a response to EU protectionist levels applying to their dairy exports. North America is the most obvious one, and President Obama's comments of being at the back of the queue may not be as real as they seem.

Allied to this may be renewed market quid pro quo access for buying from countries such as the USA, Australia and New Zealand which have been restricted by heinous EU import levies which destroy their competitive edge. Value cheese from Wisconsin is far cheaper than EU makes it, but in truth it does have some way to go on quality dimensions to meet standards we might accept. However, the USA has a thriving artisan maker groups and lots to offer.

In the end, much will depend on economics and politics as to how this plays out. Like many, I accept the status quo has much to offer if it can be achieved in the Brexit environment, but if for any reason it is not realised, then I also see many opportunities for home makers, exporters and importers in new directions.

So as we make our way through the changes of the coming years, for those that will inherit the future it's time to recognise new days and think of new ways to be at the forefront of cheese and dairy.

CHARLES MARTELL



“Don't sway to populists”

With consumer demands continually fluctuating and markets changing on a yearly basis, it's almost impossible to predict what the new craze or sudden ‘loser’ will be. That's why I believe – and always have – that you should stick to your ethics and morals and never lose sight of why you started producing cheese in the first place. Stick to what you believe in and stay niche; the more diverse or non-specific you become as a maker, the quicker you lose sight of your focus and audience.

My first love lies within Gloucestershire breeds and it's been a dream to be able to live in this special county whilst producing handmade cheese for genuine cheese lovers. My connection to Gloucestershire stems back over 40 years and that's why it's

unthinkable for us to use any other ingredients to make our cheese that are not directly related to this area. Every aspect of making our cheese from the milk courtesy of our Old Gloucester cows, to the pears used to soak the Stinking Bishop rinds, giving it its unique smell – all come from our pastures and our orchards. This commitment and attention to detail is the crucial component to producing authentic cheese.

However, some modern cheesemakers today are quick to cut corners and make a profit – occasionally out of choice, but sometimes out of necessity. Cheese lovers will know: artisan cheeses are not a way of making good money quickly! A true artisan cheese cannot be produced in the volumes asked for by supermarkets and, with Stinking Bishop, we have

intentionally avoided stocking the supermarkets. We wanted to stay true to our roots and true to hand-produced cheese, which has been an unintentional strategic masterstroke... We produce cheese in relation to demand which means we can honestly retain our exclusivity in a competitive, but often fragmented cheese market. That's not to say you shouldn't make it easier for your audience to find and purchase your product. As a result of demand, we are now selling Stinking Bishop online! But these days, there is a fine line between those who appreciate real artisan produce and those who are swayed by trends and this line is becoming ever-finer. Despite what the ‘experts’ say or trends in the industry may suggest, I'm a firm believer that you should stand your ground and not sway to populists – consumers recognise a cheese which is crafted with authenticity and passion, no matter what the advertisers say!

We've purposely ensured Stinking Bishop is unique and almost

impossible to replicate by using our location and our own farmed produce. Everything that we use to make the cheese is here on our farm. We're linked to the land. It may not be to the taste (or smell) of everyone in the market – but that's okay. By creating a product which is entrenched in your core values and beliefs, such as our love for our provenance and how we treat our livestock, you produce a product your customers not only recognise, but truly appreciate and enjoy.

What you'll see today is that there is a very wide gap in the middle of the cheese market. There are only really two options: either stay small and specialist and understand your audience or sell to the mass market and lose your handmade element. For me personally, creating great cheese for a select audience that understands what they want has always been a dream and this is something that I'm proud of having realised. And that's why I'll never change. Honest, handmade and authentic cheese – you can't beat it.

“By creating a product which is entrenched in your core values and beliefs, you produce something your customers not only recognise, but truly appreciate and enjoy”



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CAVE-AGED. IN PEACE.

New 'Cheese Bible' Released

Fine food distributor Harvey & Brockless have created The Guide to Artisan Cheese, a 'dairy bible' containing in-depth information about over 300 British and Continental cheeses.

The publication features detailed descriptions of each cheese including tasting notes, advice on how to store, serve and match, and the story behind the cheese.

Owen Davies, category manager at Harvey & Brockless

said, "The Guide to Artisan Cheese has been a true labour of love. There is so much information to convey on the subject of cheesemaking!

"We felt that our customers deserved the chance to be able to digest all the wonderful cheeses that are available to them through Harvey & Brockless. By sharing our knowledge, we're helping to encourage people to be a little more inquisitive in their choices."



Two New Cheeses for Dart Mountain Cheese

Two new cheeses have joined the selection of cheeses handcrafted by Northern Ireland's Dart Mountain Cheese, part of Tamnagh Foods of Dungiven.

Dart Mountain Cheese is best known for its award-winning blue cheese, Sperrin Blue.

The range now includes a smoked cheese and a long aged cheese, both of which were created to represent the area in which the cheesemaker is based.

The new cheeses, in line with the rest of the producer's award-winning range, have been named to reflect the cheesemaker's local community. Ballydonegan (smoked) and Tirkeeran (long aged) have been named after local townlands in the Sperrin mountains, where the creamery is located.

The smoky flavour of Ballydonegan is created using a technique which sees smoke being bubbled through the milk during the production process, while Tirkeeran was named after an old barony which included all the townlands from the top of the Sperrins to the River Foyle.

Kevin Hickey, cheesemaker said, "We set out to try and create something unique that reflected where we were from.

"We launched our first cheese, Sperrin Blue, in June 2014." (The cow's milk blue won gold at the 2015 Irish Food Awards in Dingle, County Kerry).

The new cheeses join an Alpine-style cheese, an ash-coated cheese, a beer-washed cheese and the award-winning blue in the producer's range.

Cornish Blue Celebrates 15 Years

The Cornish Cheese Company, the Bodmin Moor-based cheesemaker, is celebrating 15 years of Cornish Blue by running a competition for one person to make their own cheese ready for Christmas.

The winner, Jo Franham-Parks, will be travelling from Sheffield with

three friends to produce their own Cornish Blue.

First produced on the Stansfield's farm in 2001, Cornish Blue was created as a response to falling milk prices and the lack of a blue cheese native to the county.

Cornish Blue has since won a number of awards, starting in 2004 with The Tesco Cheese Challenge which was followed by Supreme Champion at The Bath & West Show. The title of World Champion Cheese followed in 2010 and the business took off.

Jo said, "I'm so excited. We are really looking forward to meeting Phil and the team and making our own cheese."

Phil Stansfield, owner of Cornish Blue said, "It's hard to believe it's been 15 years. We would like to thank our customers, wholesalers and the Cornish Cheese team for their fantastic support. With production doubling in the last two years we very much look forward to the next 15 years."



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PETER'S YARD



Dutch Cheese Named Best in World

A cheese made in Holland has been awarded the accolade of Supreme Champion 2016 at the International Cheese Awards, held at Nantwich 26th–27th July.

The winning cheese, produced by Treur Kaas, is Jerseyhoeve Aged, an organic cheese created using 100 per cent jersey milk, which was commended for its full flavour and impressive creaminess.

Three businesses were involved in the production of this cheese: the Jerseyhoeve (meaning Jersey farm), which maintains the 80 Jersey cows

and their environment to produce the best organic milk; the Mekkerstee (goat farm), known to be one of the best dairies in the Netherlands, where expert cheesemakers produce the cheese; and Treur Kaas (Cheese), which ages the cheese to perfection.

Treur Kaas is a family-run business based in Woerden, the heart of Holland's cheesemaking region. Founded in 1955, it has become a specialist in the ageing of Dutch Gouda using sustainable practices.

Gert van Leeuwen, spokesman for Treur said, "We're very excited

to have won this award, not least because last year we came second place and this year there were more entries than ever.

"The whole process of producing this cheese is a team effort. It all starts with the farmer, who delivers fantastic milk to us every day having carefully cared for the cows and the milk, then the cheesemakers at the dairy who day after day utilise their expertise and equipment to produce a great cheese, then finally the Treur family – owners of the company – who mature the cheese with compassion and commitment."

Over 250 judges assessed more than 5,000 cheeses at the Trade Day on 26th July, held at Dorfold Hall near Nantwich.

Treur Kaas were also awarded the Best Organic and Best Speciality trophies, while Arla Foods – Taw Valley Creamery – was named the UK Overall Champion.

JUSTIN TUNSTALL RETAIL CONSULTANT



"Substitute"

When The Who's Roger Daltrey sings "I was born with a plastic spoon in my mouth," one might be forgiven for thinking that he came from a family of habitual deli sample-guzzlers. The title of Pete Townshend's song is, of course, "Substitute" and substitution is a skill that successful deli-owners learn to master.

Hardly a Saturday goes by without customers rushing into their local cheese specialist brandishing a torn out page from a colour supplement with a recipe from a celebrity chef. All too often the ingredient cheese that is specified is either overly general: "goats' cheese" or unattainably precise: "St Thingummybob's". The descriptor 'goats' cheese' is a particular bugbear of mine; no one would ever put 'cows' cheese' in a recipe, yet goats' cheeses come in the same variety; it would be helpful to have a few clues from which to work. These may lie in the recipe instructions – shaving indicating a hard cheese, spreading soft, baking something with a bloomy rind to contain the molten paste. If there's nothing else to go on, be it pictures of ingredients or the finished dish, then a slice from a log of plain Rosary or a white-rinded log will probably have been what the chef intended.

When the ingredient is very specific, it's a different challenge. It is impossible for any deli to stock, or even be conversant with every artisan product across the globe. This is where a talent for research needs to be applied. My first approach is always to consult one of the cheese books that we stock – the World

Cheese book by Juliet Harbutt or the one from Patricia Michelson. Other helpful resources include a pocket-sized guide to French cheeses, a similar one for the UK and, of course, wholesaler catalogues. Once we know what kind of cheese was being referred to, we can identify a close relative from our existing stock. Thankfully the systematic approach to categorizing cheese means that substitutes can be made with confidence. Washed-rind cheeses probably offer the greatest risk when 'subbing' – a cheese with a pungent alcohol wash of brandy, perry or cider will present very differently from a brine wash and this will be even more marked if the cheese is cooked. Rather than inflict these flavours where they may not fit, I'd always tend to offer a good brine example such as Francis.

I find that the so-called "Della Effect", where an ingredient is suddenly sought after and then unsourceable for a few months, has a comparatively short life when it comes to cheese. I ordered a dozen Chaurice after the Telegraph cited it as Britain's new favourite (and being asked for it about 20 times on the day of publication) only to have to slash prices below cost to shift them before the use by date. Within a week, customers had lost interest and moved onto the next thing.

I don't know if Roger, or Pete, would demolish my sample tray and pocket my plastic spoons – they've not been in. But a friend of theirs was a regular and bought Daltrey a bottle of Black Cow Vodka – gluten-free, and compared to the high street brand, a great substitute!



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This is a good time to be in cheese, says Caroline Bell of Shepherds Purse. "There's lots of innovation in artisan cheese, in part because the public has become more adventurous in its tastes and enjoys trying different types of cheese." The Shepherds Purse line of creamy, soft blue cheese made with ewe's and cow's milk, and its piquant varieties of sheep's milk cheese, seem perfectly positioned to take advantage of this new desire for diversity.

"Mrs Bell's Blue, a ewe's milk blue, is something we are really pleased with at the minute," Caroline says, "but that's true of all our cheeses. We have been concentrating on refining and improving and what we are really proud of right now is the consistency we have achieved across the range." Improving rather than constantly innovating means that Shepherds Purse doesn't lose sight of its original goals, and quality is not compromised.

The present range is both diverse and innovative, Caroline says. "We specialise in blue cheeses and ewe's milk cheeses. That's quite an interesting combination – if you were starting from scratch, that isn't necessarily what would suggest itself." Partly, the company has been able to produce such a combination because of its high standards of hygiene. "We focused a tremendous amount on cleanliness right from the beginning. I think that this comes from Mum's pharmaceutical background, and we have managed to maintain those standards throughout. That enables us to make blue cheese and soft-fresh cheese in the same dairy. I'm not sure if many people do that."

Shepherd's Purse currently makes "Yorkshire Blue, Harrogate Blue, Bluemin White and Blue Monday from cow's milk," Caroline says. "In the ewe's milk cheeses, we have Mrs Bell's Blue, Yorkshire Fettle, (which is our own version of Feta), Katie's White Lavender, and Olde York. The cheeses all vary in terms of taste, flavour and maturation." One of the

MEET THE CHEESEMAKER

Yorkshire cheesemaker Shepherds Purse has made giant strides since Judy Bell launched it in 1989. Judy's daughter Caroline talks about its ongoing quest for quality



distinctive signatures of Shepherd's Purse cheese, Caroline says, "is the soft, creamy and delicate texture and that comes from everything still being handmade. We are not completely tied to handmade, but we are tied to handmade where it makes a real difference. Making cheese by hand allows us to be delicate with the curds and helps us to make the right call at the right time. It is so important to maintain the integrity of the curds. It affects the whole maturation of the cheese. If you let too much moisture out at the beginning, then you end up with a completely different cheese. I think in terms of product, people know a Shepherd's Purse cheese because of its soft, creamy texture."

Achieving consistent levels of quality and flavour is an art, she says. "There are so many little elements that you have to get right. It's the

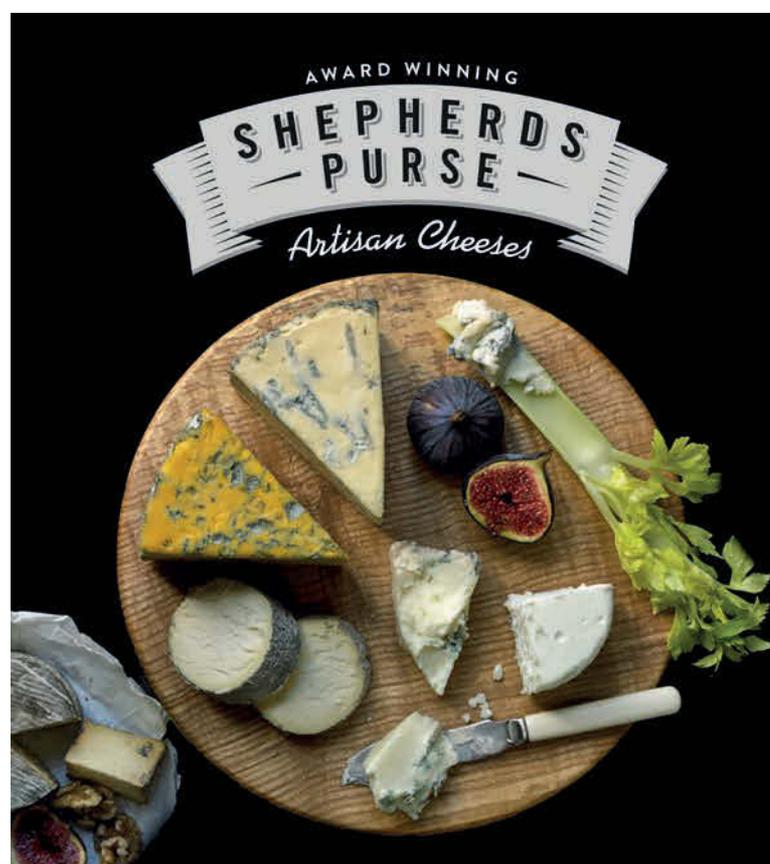
combination of all these factors that is so important. That starts with planning and the milk quality, and goes through to timings, moulding up and so on. The important thing is getting the whole process right, across the board; it can go wrong at quite a few stages. We have learned how to get things right through years of experience and making mistakes. Making cheese continues to be a learning curve; much of it has to do with the constant care and attention we give to the cheese as it matures. It has so many people looking after it throughout the process – Shepherds Purse is now a team of around 30 people."

Caroline knows her cheeses inside out, and to ensure that retailers are similarly knowledgeable, Shepherds Purse offers tours "so they can get a feel for the process and what

makes us unique. They can then see how much care and attention goes into our cheesemaking. They might not have realised, for example, that we hand-wrap every cheese, and

that doing this gives us another opportunity to check the quality and make sure all is well." Learning about the integrity of the cheese and meeting the family and team who make it with such care helps the retailer to sell the cheese, she says. Such levels of care and attention have garnered Shepherds Purse a number of cheese awards and also lots of feedback from consumers and retailers. "It's brilliant to get feedback and pass it onto the team, which works very hard on a family farm in the middle of nowhere." Direct feedback is appreciated, she says, but "it's also really nice to get feedback from people visiting the farm, or from our guys going out on visits."

Retailers are advised to use sampling to encourage sales, whether using the best-selling Yorkshire Blue or something a little less well-known, such as Mrs Bell's Blue. "Once people try the cheese, they taste the difference and understand what Shepherds Purse is all about." The run-up to Christmas will be the ideal time to promote the blues, Caroline says. Shepherds Purse offers plenty of retailer support, particularly from people in the North of England who will visit stores and do tastings and samplings, to recipe cards and other promotional materials. "These can give customers an idea of how they can use the cheese, if they don't eat it all immediately!"



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How often do you have the same customers asking for the same cheeses? It's a common complaint and one that isn't always resolved by offering tasters of other cheeses. Some people know what they like and stick with it. Left to themselves, this sort of customer may only vary his order at Christmas by the addition of a lump of Stilton. But at least Christmas has a trick up its sleeve. The Christmas cheeseboard is very often a selection of six very different cheeses.

Typically, the selection might include a blue, a soft cheese, one or two hard cheeses, a rind-washed cheese, a goat's milk or sheep's milk cheese and a flavour-added cheese. It is, of course, possible to offer a range of cheeseboards to suit various tastes, and advertise these possible combinations on boards or, nearer the time, as pre-packed, readily assembled items. Many customers will want to choose their own combination of cheeses, but it's not unusual for cheeseboard buyers to appreciate a little guidance once they have decided upon their blue and hard cheeses. This time of year is ideal for selling the boards themselves, whether wooden or slate, and cheese knives, too. But mainly, of course, you will be employing this hugely useful selling device to give customers experience of a wider range of your cheeses.

The Christmas cheeseboard offers so many opportunities to sell so many cheeses, often ones which would not get much of a look-in at other times of the year. Andy Swinscoe of The Courtyard Dairy finds that a well-chosen cheeseboard can help to "educate people about what is out there, and also offer groups of cheeses so they



THE ULTIMATE CHEESEBOARD

A well-chosen Christmas cheeseboard is the perfect tool for raising awareness of your range and selling more cheese

can picture them (soft and smelly, Italian, French selection). This way, you help people buy a complete cheese range other than just Stilton and Cheddar. It's better to encourage customers to buy no more than three to five types."

It also helps, Andy says, to suggest that they buy smaller amounts of

'wildcards' such as washed rind or goat's milk cheeses and larger amounts of crowd-pleasers such as hard cheeses. Don't encourage the customer to take too much cheese, because "it'll just go off, or they'll eat it in poor condition. This is not how you want them to enjoy cheese they associate with you."

To make people aware of the possibilities offered by a cheeseboard, he says, "have pictures of pre-set cheeseboards, and have a few made up and cellophane-wrapped. This helps if you are busy as people can grab and go. It also gets people thinking about cheeseboards, he adds. The best tool for raising awareness of cheeseboards, Andy says, "is good staff training." Staff should be trained to build a cheeseboard, taste it out, and they should know how to guide the customer the customer. "If they choose a couple of hard cheeses, taste out a soft next and lead them towards completing their cheeseboard."

The right accompaniments

The Christmas cheeseboard can sell more than cheese alone. It can even sell the wooden board itself. But in the main, the opportunities it offers are to sell all the accompaniments people might need to offer their dinner guests a complete and fantastic cheese course. It also offers you the chance to introduce your customers to the large range of chutneys, pickles, relishes and other products that make great accompaniments for cheese, but which your customers may not yet have tried. And, of course, you will be selling biscuits for the cheese on your board—at least two different types is recommended.

Wendy Wilson-Bett, co-founder Peter's Yard, knows what sort of cheeseboard she likes to see used for her range. "For me, the best cheeseboard should have a choice of contrasting cheeses, ideally sourced locally," she says. "I like to have a minimum of three large pieces of excellent quality cheese, with at least one hard, one blue and one soft cheese. Flavours and strength should be balanced to have a combination of fresh, light, tangy, salty and strong.

"Accompaniments should be relatively simple, which is why I think our crispbreads are the perfect host as they don't mask the flavours of the cheese. Apples, pears, grapes or celery help cleanse the palate between cheese, and a simple chutney, jelly or nuts offer variety and texture."

To use the cheeseboard to increase sales, Wendy says, "we recommend that biscuits and accompaniments are dual-sited in stores and should also feature alongside a cheese counter so that when customers are purchasing for their cheeseboard, they can easily choose their preferred accompaniments too. A store can showcase the best products to serve and offer seasonal suggestions. Ultimately, this will help increase the shopping basket spend."

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2 CRISPBREADS, PETER'S YARD

"Like all of the Peter's Yard range," says co-founder of Peter's Yard, Wendy Wilson-Bett, "The new varieties follow an authentic Swedish-inspired recipe. Each batch of dough is rolled in rye flour and hand-baked until golden, taking care to preserve the bubbles and curves that come from using a natural sourdough starter."

3 OXFORD ISIS, OXFORD FINE FOOD

Produced by the highly regarded makers of Oxford Blue, Oxford Isis is made by using a fresh cheese as the base product which is then sprayed and ripened with Oxfordshire Honey Mead. Over a period of time the cheese alters in character and matures on to a creamy consistency and develops a pronounced flavour and flowery aroma.

4 CHRISTMAS CAKE CHEESE, CROOME CUISINE

A festive combination of mature Cheddar, sultanas, raisins, citrus peel, currants, glacé cherries, brandy and honey sourced from Croome Cuisine's resident bees, founder Nick Hodgetts describes this cheese as "An absolute must-have on any festive cheeseboard, suitable for all vegetarian Santas and their little helpers."

5 CHRISTMAS CHUTNEY, HAWKSHED RELISH

Spiced apricots and succulent cranberries are combined in this rich seasonal chutney, delicious with a wide range of cheeses from strong to mild. "This is the perfect partner to the Christmas cheeseboard as well as adding festive flair to cold meats and leftovers," says Kate Nicholson, sales/marketing director.



6 DEVON SMOAKE, CURWORTHY CHEESE

"We have created Devon Smoake by cutting our Devon Oke into quarters and smoking it over oak chippings for three hours," explains Rachel Stevens, founder of Curworthy Cheese. "This retains the unique creamy texture of the Devon Oke. The outside edge takes on a wonderful chestnut brown colour where the flavour is more intense."

7 CHORIZO LOG, BATH PIG

An eye-catching cured sausage, inspired by traditional Spanish recipes and made using free-range British pork. Ian Cundell and Andy Dalton, co-founders said, "We absolutely believe that we can deliver British charcuterie that is tastier, more stylish and of similar price to that which is imported from lower welfare European suppliers."

8 YORKSHIRE BLUE, SHEPHERDS PURSE

"Its unmistakable creamy and mellow blue flavour has earned Yorkshire Blue a national and international fan base," explains Caroline Bell of Shepherds Purse. "Known to have converted even the staunchest blue-cheese sceptic, it is often promoted by friends and family to encourage trial of blue cheese."

9 BLACK BOMBER, SNOWDONIA CHEESE COMPANY

The iconic Black Bomber extra mature Cheddar has an intense flavour with a signature melt in the mouth texture. David Leadbeater, national sales manager describes it as "delicious on its own or with what we believe to be one of its best accompaniments – piquant apple orchard chutney."

Norseland UK produces some of the best-known names and strongest-selling cheeses on the British market, from the ever-popular smoky Applewood to the fiery Mexicana.

Norseland was formed in November 2008 when the leading Norwegian dairy cooperative, Tine BA Group, acquired The Ilchester Cheese Company in Somerset, England. Norseland's objective was clear – to create a platform of excellence, based in the UK, on which to drive the speciality cheese market forward both at home and abroad, using strengths from both parties. Somerset is where The Ilchester Cheese Company was born back in 1962, when founder Ken Seaton added beer to his Cheddar to keep it fresh on the bar of his pub.

Speciality cheeses

Norseland's current range of cheeses, he says, "includes a variety of brands selling in the speciality and fine food market including Norway's finest export, which is admired by leading chefs worldwide. Jarlsberg has a classic, creamy texture, distinctive round holes and a sweet, nutty taste. Jarlsberg, matured for three months, and Jarlsberg Reserve, matured for up to 12 months, maintain their flavour when melted, so they're the perfect ingredient for adding flavour when cooking at

MEET THE CHEESEMAKER

Norseland UK brings award-winning Applewood, spicy Mexicana, Ilchester's speciality cheeses and Norwegian classic, Jarlsberg to Britain



home." Jarlsberg has been growing quickly in popularity in the UK. "Norseland is a global speciality cheese business with innovation at its heart," says Nigel Meadows, Norseland's CEO. "Bringing together

Norwegian and British expertise in cheese production and manufacturing, Norseland has creativity, enthusiasm and industry knowledge at its core." Norseland is also proud to be able to offer the UK's best-selling smoke-flavoured cheese. Applewood has a 75% share of the market and 64% brand awareness. In the year preceding July 2016, the brand saw significant value and volume growth ahead of the market. This, says Nigel, is because "the delicate smoky flavour and smooth texture of Applewood appeals to every member of the family. As suited to a dinner party cheeseboard as a family pasta bake, Applewood is truly versatile and suits a busy family lifestyle and budget." While Applewood Cheddar Cheese is aimed at the family market and is available in its original

smoky flavour format, he says, "Applewood Vintage is matured for 12 months to give an exquisitely rich and strong flavour. Both varieties are finished with a distinctive dusting of smoky paprika." Also selling very strongly from British delicatessen counters is Mexicana, "the UK's best-selling spicy cheese brand, with 57% volume share of the market." Bucking category trends, Mexicana has seen value growth in 2016 and has increased availability with some important new listings in the last few months.

Snøfrisk, winner of a two-star Great Taste Award 2016, is a semi-hard goat cheese with a pure, delicate and tangy flavour produced in Ørsta, on the south west coast of Norway. "The area is surrounded by beautiful fjords and mountains," explains Nigel, "hence the goats live happily and

produce high quality milk. Its white and clean colour are the reasons we called it Snøfrisk, i.e. snow fresh. Snøfrisk has a pure, rich and slightly tangy taste."

Also popular is Gudbrandsdalen, "a classic Norwegian brown cheese made from the best quality Norwegian goat's milk and cow's cream," Nigel says. "Its rich, caramel flavour makes it an excellent addition to desserts and cheeseboards."

The Ilchester brand is set to relaunch this year with a new in-store format and new website. The well-established and highly successful brand began when founder Ken Seaton first created beer cheese. "Today we make a huge range of great-tasting cheeses tucked away in the beautiful Somerset countryside. We're passionate foodies and have developed blended cheeses with all sorts of ingredients. As the original cheese innovators, we pride ourselves on the quality of our British speciality cheeses. From our Wensleydale range, with apricot, cranberry or cranberry and orange, to our Cheddar specialities, with onion and chives, garlic and herbs or caramelized onion, we have something to suit any taste, whether traditional or a bit more unusual.

"Our brand new Ilchester Deli Roll offering is perfect for specialist food outlets with cheese counter facilities, and recently won Silver at the International Cheese Awards. Carefully hand rolled, with a firm but soft texture, both our Red Leicester with Smoked Black Pepper and our Mediterranean Roll (mature Cheddar with a blend of tomato, garlic, red pepper and onion), are a real hit with cheese lovers. Another eye-catching product is Five Counties cheese, formed of five British cheeses layered together. It offers something really special to be enjoyed as part of a ploughman's lunch or simply with crackers and chutney. We also specialise in gift packs and cater to the snacking market with our Ilchester Snacking Selection."



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NEW BRITISH CLASSICS

Cheese counter in need of a refresh?
The Courtyard Dairy's Andy Swinscoe shares
his modern must-stocks

Britain's artisan cheese industry is evolving so fast that it's hard to keep up. At The Courtyard Dairy we do 30 cheeses, and I think 25 of them have come about since 2005 – all farm-made from traditional makers. The revival of the industry is exciting to be part of and support, so here's my top tips for those that you should look out for!

Cornerstones of a great cheesecounter

CHEDDAR

Where would we be without Cheddar? And there is no doubt the long standing West-Country greats (Westcombe, Montgomery's, Keen's and Quicke's) make absolutely fantastic cheese. Essential to have at least one of them on your counter, but then mix-it up with a modern-day alternative. Personally I love Hafod or Barwheys – rich Ayrshire milk Cheddars, but it's also worth looking out for Winterdale Shaw, Lincolnshire Poacher, St Andrew's Cheddar. They're all good, mix it up! Rotate them round.

GOATS

There is a reason Ragstone is so famous on the British artisan cheese scene – it is really good. Nowadays you see more and more artisan goats cheeses pop up, but for me I don't think you can go far wrong with Ragstone's sister – Dorstone. Made by Charlie Westhead in

Herefordshire, this ashed goats cheese is light mousy and fresh, the perfect way to start a cheeseboard.

SOFT

Once upon a time it was Brie de Meaux and Camembert and nothing in Britain came close. Nowadays Baron Bigod and Tunworth should be rightly suited to any great cheese counter. They are fabulous examples of how good British soft cheese can be and how far it has come. Two very different cheeses, stock them both as they offer a great contrast in size, impact and flavour.



BLUE

Where would Britain be without Stilton? There is no doubt the great Colston Bassett and Cropwell Bishop hold worthy on any cheese counter. But for a different blue to push your customer's boundaries, try Stichelton or Young Buck; their small-scale identity and unpasteurised milk give them a talking point. And the flavours speak for themselves.



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THE MODERN TERRITORIAL

The Beckett family have been making award-winning cheese at Belton Farm in Shropshire since the early 1920s, and this tradition continues today with the creation of White Fox Vintage

Part of the Belton Fox family, this new edition White Fox Vintage is made using fresh, top quality, locally-sourced milk from cows who are free to graze in the lush pastures of the Shropshire countryside.

White Fox Vintage is made to a unique recipe using traditional cheesemaking methods and carefully selected cultures. This, combined with the experience and skills of the Belton Cheesemakers, has created a new modern British cheese.

White Fox Vintage is rich, nutty and intensely creamy. Slowly matured for around 18 months, the cheese develops a hint of 'crunch' which gives a rugged mouth feel and depth of flavour. The slow maturation process takes place under the watchful eye of the Belton Cheese Grader who ensures the cheese only leaves the dairy once he is happy it has been aged to perfection.

Belton are widely recognised as the champions of British territorial cheese, producing consistently high quality, award-winning cheese. White Fox Vintage has already earned itself a host of awards, winning medals at the 2016 British Cheese Awards and The Great Yorkshire Show.

White Fox Vintage is a modern British cheese offering a new experience to those cheese lovers who want something just that little bit different.

Available in 12kg Traditional rounds, 4 x 3kg or 8 x 1.25kg cases from wholesalers throughout the UK.

“ A new experience for cheese lovers ”

CRUMBLY

For me at the moment it has to be Gorwydd Caerphilly. The work that Todd and Maugan Trethowan have done improving their Caerphilly since moving back to Somerset means this cheese should grace any counter; young or mature it always tastes great – people may not instantly go for Caerphilly as their crumbly of choice so there is some work to be done to persuade them how great Caerphilly can be – taste it out, open their eyes!

Underappreciated British cheeses

LANARK BLUE

Humphrey Errington did his bit to put this cheese on the map in the 80s and once upon a time you'd see it on every good cheese counter. But nowadays it's rarely seen out of Scotland. And that's a pity as since Selina (Humphrey's daughter) and sister-in-law Angela took over the reins from Humphrey several years ago, the consistency and brilliance of this cheese puts it now on par with any brilliant blue.

COVERDALE

Wensleydale Creamery are slightly larger than the other cheesemakers listed here, and by jove they are fantastic cheesemakers (even making their own starter bacteria), and they source all of their milk from local farms in the Dales. Well-known for their top quality Wensleydales and Kit Calvert cheeses, it's Coverdale, a slightly different Dales recipe with a sweeter finish and moister texture that deserves a mention here. Not as popular as its famous Wallace & Gromit counterpart but fantastic tasting and a welcome addition to any counter.

People keep telling me to stop banging on about Lancashire. But good Lancashire is rarely found out of the region, and proper creamy



BARON BIGOD

Lancashire is a delight that should be championed and tasted out. There is a reason it is our best-seller, and that's because when it's good it's hard to beat – it should be soft to the touch, light and fluffy in the mouth to dissipate to a buttery-lactic finish. Graham Kirkham is the man to watch.

ROLLRIGHT

Relatively new cheesemaker Antony Curnow and David Jowett are making a fabulous washed-rind down in the Cotswolds which is supple, savoury and very easy to eat. More people should be stocking and promoting this cheese. It is counter-stable and its bulging texture means it always looks ripe so catches the customer's eye!

COTE HILL BLUE

Lovely people, lovely oozing cheese. An artisan blue-brie, it looks enticing and has a gorgeous texture when broken down, almost going to meet the customer. Rare to find outside of Lincolnshire – it shouldn't be.

Cheeses you may not have heard of... yet

CROOK WHEEL

Makers of the fabulous St James cheese, Martin Gott and Nicola

Robinson also make a tiny amount of hard sheep's cheese from their glut of milk every summer. Using their rich Lacaune sheep's milk from animals out at pasture, this cheese is made in Dales style so has that crumbly freshness, but with the savoury-farmy-umami flavours we've come to expect from this farm. Hard to find as production is so small but worth seeking out.

BERMONDSEY HARD PRESSED

What Bill Oglethorpe doesn't know about making and ageing cheese isn't worth knowing. This is my favourite of his, made to alpine recipe in a copper vat, only small amounts are made through the spring and summer. Coming into its best later in the year at maturity, it offers something different to the classic hard British cheeses – a nutty, sweet butterscotch richness and supple texture.

FELLSTONE

Tom and Clare Noblet are small dairy farmers in Cumbria and are using their unpasteurised milk to make a Dales-type cheese that is fresh and zesty. A classic-style of Northern of England and a small farm worth supporting.

SIR LANCELOT

Another one from the Errington clan. This cheese has only come about this year, and developed by Selina and Angela it is a small soft-lactic cheese that really shows the brilliance of their unpasteurised sheep's milk. Breaking down over 3-4 weeks it becomes spoonable, rich and gooey.

STANAGE MILLSTONE

A brand new bloomy-rinded (think Brie/Camembert) style cheese. Made in Derbyshire the cheese is still undergoing a bit of development and tweaking but is a definite one to watch for the future!



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MEET THE BUYER

The Mount Street Deli in Mayfair quickly found that Mayfair customers wanted a place to meet and eat

Central London's The Mount Street Deli, opened in 2010, offers produce principally from the British Isles. Its passion for sourcing good food means that it stocks a diverse range, from freshly-baked Viennoiseries, daily salads and meat dishes to freshly-baked cakes, aromatic Volcano coffees and teas from Postcard Teas. The deli is open all day and customers can eat inside or on the terrace. Food from the Deli's sister restaurants is available to take away either in individual portions or, with 48 hours' notice, as whole dishes.

"Location, décor, ambience and a great sense of belonging" are what make this deli special, says general manager Carolina Cavanzo. Mount Street Deli, she says, "has become a bustling hub in this little enclave of Mayfair. Its walls and shelving are fashioned in New England style, white tongue and groove wood; while giant copper industrial-style, naked-bulbed lights cast a warm light over the room. We have chalkboards laden with breakfast, lunch and general snacking menus, fridges and countertops bursting with freshly made and baked produce. The contrast between the warmth and cosiness of the darkened oak parquet floor, oak tables and high stools, and the huge airy windows is striking. There is a light and breezy ambience and the windows allow for some serious people watching.

"We love Mayfair and we have several restaurants in the neighbourhood – Le Caprice, 34

Mayfair, Scott's and Sexy Fish, not to mention private members' clubs (eg Annabel's & Harry's Bar, amongst others). Opening The Mount Street Deli seemed like a natural progression. It's been a wonderful sister establishment for the group, where guests can take it over for private dinner parties of 12 with chefs from The Ivy, Le Caprice, Sheekey's etc; they can buy signature dishes from the group (Ivy shepherd's pie, Sheekey fish pie etc) in take-away form for two (frozen) or in bigger quantities to cater to their dinner party needs – for up to six people. At Christmas, we sell hampers branded by the restaurants, plus Ivy mince pies; Scott's do eggs for us at Easter, and the list goes on."

The deli attracts premium-level custom. "We have a wonderful variety of guests from the nearby Connaught and Claridge's hotels, local office workers (hedge funds, property and luxury retail feature heavily), a smattering of familiar faces who live in the area and people looking for repose after the madness of Oxford and Bond Streets. We're on first name basis



with all our regulars," Carolina says. "At The Mount Street Deli, we're hooked on quality and consistency. Kayleane and the team work very hard on sourcing high quality, seasonal produce and the variety of what they cook every day from salads to soups to meat and fish dishes is extraordinary.

Fresh produce

"When we first opened, initial intentions were to sell fresh produce to take away, as well as

the dishes to eat there and ones to take home and heat up. However, it quickly became apparent that the locals were far more interested in having a place where they could meet, have a bite, read the paper with a cup of coffee, and they weren't taking home the Italian ham, French cheese and freshly-baked breads. So, we morphed into a place where much more eating and drinking takes place on the premises, and where, if you're in the market for a gift or for a special pot of jam, some Nocellara olives or

some mouthwatering chocolates, we are the place to come."

Mount Street opted to be licensed, Carolina says, because "we feel that it's good to be able to give people the choice. If they want to come to the deli at 5pm post work and have a cheeky glass of wine or a beer before returning home or going on for dinner at 6pm, then that's what they can do. The deli also serves as an intimate and unique venue for a private dining experience, accommodating up to 12 people where you get to choose from The Ivy, Scott's, J Sheekey or Le Caprice, and the head chef and one of the managers from your chosen restaurant will cook and preside over your dinner." Mount Street Deli's selection of drinks to take away includes "Picpoul de Pinet 2014 (Domaine Felines Jourdan), Valpolicella Classico 2014 (Lena di Mezzo), Gyéjacquot Brut NV, Sam Smith Organic lager, our sister club Mark's Club Chablis and Saint-Émilion."

Offering a picnic service is seen as essential, given the location. "Mayfair is surrounded by parks – Green, Hyde and, a little further afield, St James's – just sitting there waiting for people to visit, armed with a Mount Street Deli or Scott's picnic lunch or early supper before the Proms or endless concerts in Hyde Park. The deli picnic is quite a meaty affair, whereas Scott's picnic is more pescetarian. I think that, particularly at this time of year, picnic hampers are an integral part of the deli's offering."



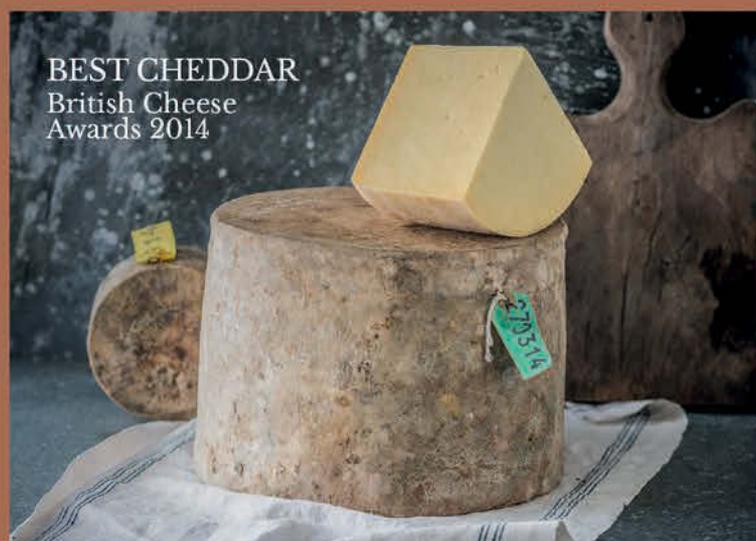
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The Good Life farm shop in Hampshire succeeds a speciality food store and one-stop shop for local customers

What makes this shop special for me personally," says Jemma Bentley, area manager for Cobbs Farm Co, "is that it was the first one I ever managed. We bought it and set it up six years ago and I ran it as my own shop. The farm shop is in a "really lovely location, which is ideal for us." she says. "We are right in the middle of the village of Kingsworthy near Winchester. We're surrounded by lots of houses so as much as we are a farm shop, we are seen as bit of a local shop as well. The farm shop sits on watercress beds, which is what Hampshire is renowned for. We aren't a destination farm shop; people come to us two or three times a week rather than once a week to do a big shop. It's nice for people to know that they can come in every day and get their freshly-baked bread, eggs and milk."

The last six years have seen major changes for The Good Life. "When we bought it in 2010, it was pretty much just a garden centre and furniture shop with a little bit of food," Jemma

says. "We sold off all the furniture and we turned that area into a massive farm shop. We then reinvented the garden centre and added on a gift room which was run by a local business. We now have a local florist who is outside selling her flowers. We have also had a revamp on the café, too. I think we knew it would be a success from the beginning. We had a lot of interest straightaway; people had already been coming to visit the garden centre or to buy furniture or to use the café. This was part of the reason we took it on; it was something we knew we could make really special."

For a shop that was opening in what people had known as furniture-sellers, getting the initial stock right was very important. "Most of the food side, the ambients and so on, we got right very quickly. Fruit and veg was a difficult one – because the shop had originally been furniture-orientated, we had to win people's trust. They had to believe that our food was going to be of exceptional quality, nice and fresh, and always

good. This took us about six months to get right. You always need to have a full display of fruit and veg, whether it is going to go to waste or not. We probably had quite a lot of wastage in that first six months but we started to win people's trust and they came to know that they could come to us to get good produce. Everything else we learned as we went on."

Although organic produce isn't essential at The Good Life, seasonality of fruit and veg is. "We have our own farm at Cobbs in Hungerford so we know how important seasonality is," Jemma says. "The farmers work extremely hard on our own farm, so it's important that we use their seasonal produce and make sure customers know about it. I also think it is important that customers understand that they can't always get strawberries when they are not in season. You can get asparagus pretty much all year round from supermarkets and I think that is a real shame because people won't enjoy it as much. If you can only get it in those few short months like we get it in the shop, then you enjoy it so much more. It's then a treat. We grow our own asparagus on the farm and it's back-breaking work to pick it, so we really shout about it when we have it in."

"A lot of our produce is local. We are constantly looking for more local



products. We are also really lucky to have Hampshire Fare in our area, which I think are real champions of local food. They are always seeing new people. We recently took on some new rapeseed oil and dressings from a local company. In Winchester we have food markets almost every weekend and as much as they might draw customers away from the shop, I still think they are great for promoting local food. Among our local goods we stock are pies in our deli counter, cheeses, eggs, bread, jams, chutneys and marmalades. Local honeys sell very well and we have two good local ice cream makers, whose products go



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We have customers as young as teenagers coming in for olives and French baguettes at the weekends, and being based around the corner from an old people's home, we get a lot of people of that age coming in." The shop also attracts people who might otherwise have shopped in Winchester, "where you have to pay to park so we have this added advantage. We have a lot of people coming to use the café or the shop because they don't have to pay for their parking. They can do all their shopping and then go for a coffee."

Jemma began in this business as a watercress (we sell an unbelievable amount of this) and our own, homemade sausage rolls. We just have one variety, but we can sell hundreds a week. Deli, fresh produce and cheese feature strongly in our best-selling items, but the top-selling ambient is our sugar mice which we place at the tills. Children love the novelty of this product and parents enjoy the nostalgia. Our stock cannot always be British. We want to be able to have good pasta from Italy, for instance, and stock Indian and Thai sauces. We need to have a full range for everyone to do a weekly shop, or get everything they need for one meal. If we haven't got something, we make sure we go out and buy it."

Jemma has noted one or two changes in buying habits. "People are becoming a lot more health-conscious. It may be a fad at the moment, but coconut oil, for instance, is popular now. This is one of those products which isn't local but we have to get it in because the rise in interest in this sort of product. We are starting to buy a lot more dry goods, pulses and grains too, because this is what people want. They want to be making their own food but the want to make it the healthy way and from scratch. This trend is great for us in the farm shop world."

The Good Life farm shop currently attracts about 3,000 visitors a week, Jemma says. "The average basket spend is around £14. The sort of customers we get are varied.

"Constantly adding new lines keeps people interested, they want to buy something new. Holding tasting sessions works well. We have just started stocking a local product, chocolate-covered pork scratchings. This product has become a talking point and some people have expected them to taste terrible. But they are absolutely delicious and when we put them out on taste, we sold stacks of them. I'm not sure if this product will be around for ever but for the now, it is something new." The benefits of a career in farm shops outweigh the long hours and hard work, Jemma says. "I love the food, I love choosing the products, I love finding new products, and it's exciting. It's nice to be able to sit down and try new food all the time. How lucky is that?"



down well too. Our beef and lamb now comes from Hampshire and Berkshire farms. We have recently taken the butchery in-house and we are so proud of the beef, which we hang ourselves. We have at least 10 local cheeses. The majority of our cheeses are British and then we have a handful of European cheeses. Our best-sellers are Snowdonia Black Bomber Cheddar, Brie de Meaux and Somerset Brie."

New producers

When it comes to sourcing other stock, Jemma says, "we have a good relationship with Cotswold Fayre. I think they are very good. They update their products constantly, which is brilliant. A lot of wholesalers stick with the same thing, but Cotswold Fayre try to get another 10 new suppliers and producers every six months and they don't just do that, but follow it up with a producer day. They get all the

new producers together who are to appear in their new catalogue and you can go along and taste all the products yourself and meet the producer. It's worth investing the time to go along to these events. We go out and find our local products ourselves, at the Winchester market or by scouting around on Hampshire Fare.

"In the last year, across the board, our top three sellers have been large free-range eggs, bunches of

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HOW TO: GO ECO

From bee hives on your roof to compostable coffee cups in your café, Sally-Jayne Wright looks at how you can make your business greener

England's plastic bag charge – a year old in October – reduced bag use by 85%. Most importantly, it reminded us all that throwaway habits have consequences.

A Nielsen survey suggested a quarter of British consumers would take the ethical green option even if it cost them more, and that this proportion had risen. However, we all saw organic sales plummet in the recession of 2007/8 and post-Brexit, we may be heading for another slowdown. Price will always be a factor in the buying decision as will quality, and surveys show consumers will buy a more expensive, greener product such as washing-up liquid only if convinced it's as good as the non-green equivalent. The good news is that the price difference between green options and their traditional rivals has fallen a little, making it easier to 'do the right thing'.

What about your bottom line? It costs money to go greener and the energy savings are hard to quantify and often years down the line. For some businesses, like The Organic Farm Shop in Buckinghamshire, it's a question of ethics. Owner Ray Marzec dreamed of having a rare breeds farm and eco centre for 38 years.

Today, everything from the local, sustainable beef served in the eco-centre restaurant to the toilets flushed by rainwater, promotes his green living message.

Family spices business, Steenberg's, claims carbon neutral status. Owner

Axel Steenberg said: 'There's no cost benefit to us. That's the kind of business I want.'

Vegbox supplier, Riverford Organic is another business where eco-friendliness is part of the mission statement. Solar panels produce a fifth of the Devon site's power and they plan to increase that proportion to three-quarters. Heat produced by the commercial fridges which store fruit and veg is recycled to heat their offices, canteen and restaurant.

If you can afford, like them, to design in energy-saving features, choose natural, hard flooring materials such as recycled wood or cork. Don't fall so in love with sustainability that you end up shipping, from Japan, wood-effect flooring made from recycled plastic bags. Use common sense. Choose renewable, locally sourced construction materials and paints with low volatile organic compounds; include trees and native plants in exterior landscaping. Go for metal over fibreglass ductwork and when buying appliances, compare energy and water efficiency ratings.

Buy second-hand

Check out used or reconditioned freezers, fridges, washing machines and cookers; make sure you know what you're buying or ask someone who does, to buy on your behalf. Older, reconditioned appliances may not be as energy efficient as recent models so you'll have to weigh up short versus long-term cost savings.

You could also consider salvaged

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THE HUNGRY GUEST, ECO-CONSCIOUS WINNER OF DELI OF THE YEAR 2016

fixtures – ideally made of natural materials rather than metal or petroleum-based plastics. Think outside the box. For example, you could reuse a fish fridge as a cheese fridge.

If you plan to display food on the fixture, you'll need to satisfy hygiene regulations. A deli owner we spoke to was delighted with his attractive wood-and-metal French bread stand but when he sold baguettes from it, but the environmental health officer was not impressed.

Switch to energy-efficient lighting

Trade incandescent or older fluorescent light bulbs for light-emitting diode (LED) or compact fluorescent (CFL) lights. If you have five years left on your lease, the savings could pay for the project before the lease ends. Riverford Organic has had auto-switch-off for ten years in the office and plans LED lighting and sensor lighting for their new office build.

Go green

It pays to know the eco-credentials of the products you stock. Are they local? Do they use minimal or recycled packaging? Is your fish Marine Stewardship Council (MSC)-certified? A good green story provides fodder for your website, newsletter, tweets, Facebook page and even local papers. When UK deli of the year, The Hungry Guest in West Sussex, introduced a new range of honey and honey beers, it spread the news. The maker of the honey, Plan Bee Ltd, works to protect dwindling honeybee populations and

has returned more than 10m bees back to the natural environment. They claim their honey is one of the most environmentally-friendly products around.

This inspired The Hungry Guest's press release: 'The UK's deli of the year just got a whole lot sweeter, and a whole lot greener.'

Consider a bee hive

Fortnum & Mason's in Piccadilly has had four colonies of Welsh black bees up top since 2008 and sells the honey in store. Without bees, we would not have any produce to sell, so any bee-friendly initiative you can take – even

planting lavender outside the store – is worth doing and great for self-promotion.

Have you considered providing a drop-off point for your customers' recyclable materials, anything from plastic bags to Christmas cards? The big advantages of this are goodwill and increased footfall.

Greener menus

IKEA launched vegetarian meatballs alongside the Swedish meatballs served in its cafes, because of concerns about greenhouse gas emissions from the production of beef and pork. Could you introduce meat-free Mondays? If this is a step too far because you pride yourself on your meat, promote the idea of buying the very best quality. Educate customers on how to cook it carefully and use every bit of the animal. Sell the idea of eating first-rate meat in smaller quantities with plenty of local, seasonal vegetables.

What about the washing up? Riverford Organic uses eco-friendly cleaning products in all kitchens and in its restaurant, The Field Kitchen. You'll find greener supplies at ethicalsuperstore.com.

Are your takeaway cups and containers fully recyclable? As campaigner Hugh Fearnley-Whittingstall pointed out to Starbucks, their paper cup-holder is, but their plastic-lined cup is not. Reward customers who bring their own cups

if it's practical. Consider a supplier like Vegware whose cup lining is plant-based. They offer a package where cup, lid, stirrer, sugar stick and any food residues can all go into food waste recycling. The downside may be cost.

Talking of drinks, it's pointless buying an eco-kettle if office staff fill the kettle to brew just one mug of tea. Make it your mission to engage, educate and inform everyone about your policies for cutting energy use. Have written guidelines.

"Think about it," says Axel Steenberg. "It's not the big things, it's the small things we can all do to make a difference."



10 WAYS TO LOWER ENERGY USAGE

- 1 Keep open fridges and freezers well stocked; this prevents the cold air 'falling' out and being replaced with warmer air that then must be chilled. Better still, get fridge doors
- 2 Keep the lights in fridges off until they're needed in the evenings
- 3 Pull the covers down on open drinks chillers as you close up each night
- 4 Keep fridges and freezers efficient by servicing and defrosting regularly
- 5 Switch empty, back-up freezers off
- 6 Consider motion-detecting and sensor-activated lighting and plumbing for loos, store rooms and shop display cabinets. Time display units to light up after dark so they don't waste energy during the day
- 7 Shut cash registers, computers and other devices off every night
- 8 Optimise natural light by installing skylights or sun pipes
- 9 You don't need bright lighting everywhere, for example, in warehouses or areas near windows
- 10 Recycle everything you can and reuse display materials

FOOD FOR THOUGHT

Most customers judge your overall greenness by your stance on bags: Whole Foods Market uses paper; Spill the Beans health food store in Dorset offers plastic; and online retailer frenchclick.com delivers in biodegradable plastic. Which is greener?

There's no easy answer.

The production of both plastic and paper bags consumes lots of resources and energy, and effective recycling requires considerable diligence from consumer, waste collector and recycling company. An Australian study concluded that reusable canvas bags were the solution. Canvas is 14 times better than plastic and 39 times better than paper, assuming canvas bags are used 500 times during their lifecycle. As you can see, we can

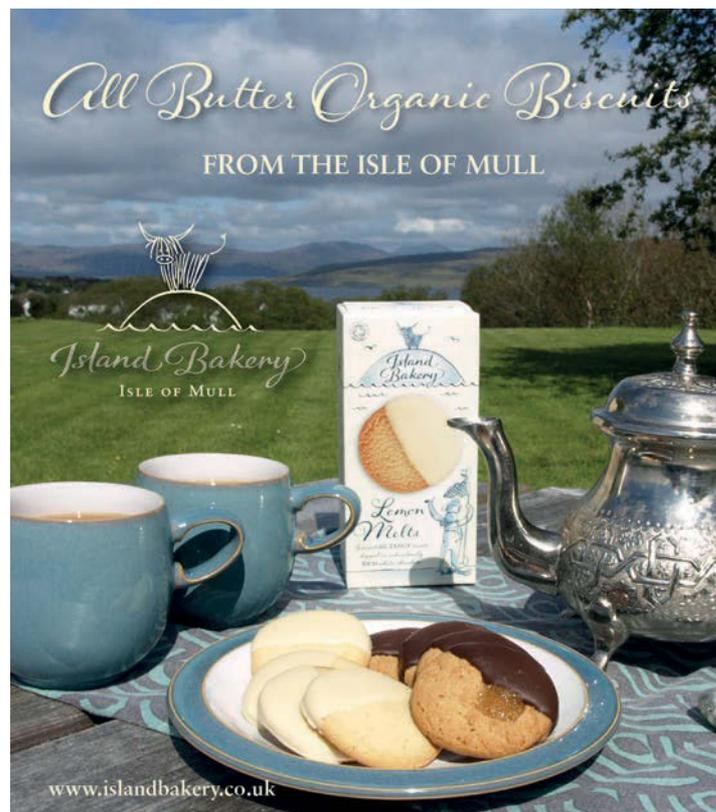
only aim for improvement, not perfection.

WHAT'S WRONG WITH BIODEGRADABLE PLASTIC BAGS?

To degrade, they need oxygen and sunlight. Buried in landfill, there is little difference between them and standard carrier bags. Tesco introduced them then withdrew them for just this reason.

DOWNSIDE TO NOT ISSUING BAGS

It may deter some shoppers and increase breakages. If a customer smashes a bottle of olive oil on the way out, the cost far exceeds that of a plastic bag and your staff have to clear it up. Mess is also the downside of refills. Shop assistant, Lin Wyatt, at Spill the Beans told us: "We used to do honey in refillable jars but it was messy and took too long."





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THE RISE OF VEGANISM

Think you know vegan food? Think again, says Abby Driver

Once dismissed as mung-bean-munching-hemp-wearing-hippies, today's modern vegans are an ever-growing population. And most of them aren't happy with plain old mung beans. Over half a million people in Britain now follow a vegan diet and that number is constantly rising, so stocking your shop with some vegan-friendly items could be a shrewd move.

Veganism has grown 350% in Britain over the last decade, making it one of the fastest-growing lifestyle choices. The report by The Vegan Society and Vegan Life magazine found that there are now over half a million vegans in the UK; typically aged between 15–34 and motivated by ethical and compassionate reasons.

But, you might be wondering, what exactly is a vegan? Vegans exclude all forms of exploitation and cruelty to animals as much as is practically possible. All sorts of people are vegans – from junk food vegans who exist on Oreos, to raw food vegans who favour carrots over chips. All of them, however, avoid all animal food products including meat, dairy, eggs and honey.

Many celebrity sports stars have also recently adopted the lifestyle, which may have bolstered its popularity among fans. World tennis No 1 Novak Djokovic says a vegan diet has boosted his health and fitness levels. In fact he's so taken with veganism he's even opened a vegan restaurant in Monte Carlo! Former world heavyweight boxer David Haye went vegan after watching documentaries on the subject, and Wimbledon champion Venus Williams calls herself a 'cheagan' (predominately vegan but sometimes cheats!)

Vegetarians, too, are starting to think about taking the next step. Of the 1.68 million vegetarians in the UK, half say they want to reduce their consumption of animal products (such as cheese, milk and eggs). Even chain restaurants are starting to offer clearly marked vegan options, JD Wetherspoon has rolled out a vegan menu across the UK and Italian chain



Zizzi now offers a vegan cheese pizza! Heck – the world's very first vegan butchery has just opened!

Stocking up

So you've decided to add some extra veggie delicacies, but what exactly should you stock? This can broadly be broken down into two areas – foods that are naturally plant based and products which can be specifically designed as substitutes. Having a mixture of both will maximise your appeal. To make sure you don't miss any passing potential trade, it would be a good idea to make it clear you cater to vegans. Social media and signs are an effective way to do this. Inside, you could even have a 'vegan friendly' section if you have enough products to warrant it. A word of warning – it pays to do your homework and study the ingredients list. If in doubt, call the stockist and double check it is appropriate for vegans.

Super substitutes

Mintel, the global leader in market intelligence, included animal product alternatives in its Global Food and Drink Trends 2016 report. So if you're keen to stock up on some substitutes, faux meat isn't a bad place to start. These products can be made from a whole host of ingredients including soy, textured vegetable protein and wheat gluten, with the end results varying wildly. Mock meat products are similar to animal based meat with a chewy texture, comparable taste and even the way they look in some instance; take sausages and burgers for example. Whilst all sorts of meaty options are available, chorizo and slicing sausage would fit seamlessly into a deli or gourmet food shop.

If cheese is a big seller for you, consider buying some vegan cheese; the market has improved unbelievably over the last few years. From powdery, chalklike abominations to having so many delicious options you could make a vegan cheeseboard, these days you can buy in everything from Mozzarella and Gouda to smoked or soft.

Dairy free milk has become fairly mainstream in the last couple of



NATURALLY VEGAN

If you're not convinced you have any (or many) vegan customers then you might be reluctant to buy in oodles of substitute items which have a limited appeal. With that in mind, you could still accommodate vegan shoppers by stocking up on food that just so happens to be naturally vegan.

Protein is currently high on everyone's priority list and there are plenty of high protein vegan foods. Tofu and tempeh are soybean-based products revered for their high protein content. Instead of

purchasing them in their raw state, offer up flavoured artisan products which would be more appealing in a deli. Another option is seitan, also known as wheat gluten, which originated in China and Japan over 1,000 years ago. Again, the marinated versions will likely prove popular.

Nuts are a great source of fat and they are universally popular (except for those with nut allergies)! There are all sorts of gourmet nuts you could stock up on – from maple glazed pecans to Himalayan salted cashews. Nut butters, too, are usually suitable for vegans and it's not just the peanut variety that exists now.

Almond butter is proving popular and hazelnut spread is a great Nutella alternative for those avoiding dairy. Dried fruit is a tasty way to get some extra vitamins and minerals. You can choose from the good old classics such as dried apricot to the more trendy realms of dehydrated fruit leather.

If you have a chiller, you have extra options. With an Egyptian heritage and moreish nature, you can't go wrong with a range of hummus. While the original is more than tasty, you could trial a range of flavours from roasted garlic to smoky chipotle. Blushing sundried tomatoes,

years and supermarkets now sell a range of popular items such as Alpro Soya Milk and Koko coconut milk. Consequentially, offering something a bit different, such as hemp or chocolate flavouring, would be an attractive option.

Vegans might not consume milk, but that doesn't stop a large majority of them being self-confessed chocaholics! And while there are plenty of 'vegan' chocolates available, you could simply stock up on a range of dark chocolate – which in many cases are already naturally dairy-free. Raw chocolate is not only delicious but will also appeal to a range of health-conscious customers looking to get their sweet fix.





VEGETABLES ARE TRENDY

Veganism is a lifestyle (vegans also shun leather and products tested on animals, for example). However there has also been an up upward trend of plant-based eating; these people aren't vegan but they are worried about getting their five a day.

Baum + Whiteman, a global food and restaurant consultants group, included 'vegetables' on their list for the top 11 trends of 2016. The report states: "Relentlessly rising beef prices, horror over hormones, a scramble for ever-more antioxidants, health-and-diet concerns, growth of farmers markets, locavore drummers, increasing numbers of flexitarians... all the stars have nicely aligned."

The health concern is a major motivating factor for people cutting down on meat after the World Health Organisation classified processed meat as a carcinogen, something that causes cancer. Environmentalists, too, are keen to cut down on meat as research published earlier this year suggested widespread adoption of vegetarian diet would cut food-related emissions by 63%.

The upshot? Veganism is on the rise, so it makes sense to cater to them. In order to attract vegans and woo customers looking to occasionally swap meat for mangetout it could be worth up your veggie stock. Not only is this good for business, but plenty of everyday foods are naturally vegan so it's fairly straightforward, too.

WIDESPREAD ADOPTION OF VEGETARIAN DIET WOULD CUT FOOD-RELATED EMISSIONS BY

63%



plump olives and zingy capers are all delicious delicacies suitable for vegan shoppers.

Fermented vegetables are having a bit of a moment and they too are naturally vegan. Not only are they good for digestion but they make a fantastic accompaniment to many meals. Miso is a fermented paste (often made from soybeans) and can be used to make a simple soup or add a dose of umami to vegan dishes. Sauerkraut at its most simple is cabbage and salt, yet when left to ferment it turns into something magical. Check out its Korean cousin, Kimchi, which offers up a spicy take

on fermented cabbage. If drinks are popular in your shop, try Kombucha – a tangy, effervescent tea which was known as the Immortal Health Elixir in ancient China. It might not make you live forever, but it will make your customers guts happy! Speaking of vegetables, what about heading to the sea? Seaweed is a super popular product at the moment and can be sold in various from seaweed spiked salt to pasta made out the stuff. Many artisan crackers and bars will be naturally vegan too. Oatcakes are usually a safe bet, as are raw fruit and nut based bars.



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“The success story of the independent”

A treasured symbol of Britain's most highly regarded brands, the Royal Warrant is invaluable to its holders. We speak to a retailer and producer to find what it means to their business

Since the reign of Richard II, Royal Warrants have been a badge of pride for some of the UK's finest businesses. At that time the 'King's Wardrobe' was the department which looked at acknowledging the people and businesses who supplied goods and services to the royal household. It's at that time, in 1395, that we can find reference to a goldsmith as the first recognised supplier to the monarch;

in 1476, during the reign of Edward IV, William Caxton – who brought the first printing presses over to England – was appointed the king's printer.

Royal Warrants were the result of an evolutionary process. In medieval times, competition was fierce to have acknowledgement from the monarch and to get into the royal court. The granting of Royal warrants of Appointment,

were a way of acknowledging those who had demonstrated a special service, and in that sense were a form of patronage. Originally, holders were appointed a title, for example William Caxton was 'The King's Printer', and it wasn't until the 1700s that Warrant-holders began to display the royal arms to denote that they were Warrant-holders. The Royal Warrant is a document which appoints you in a trading

“ The first food supplier of note is the current longest serving Royal Warrant-holder is wine merchant Berry Bros & Rudd, which has held a Warrant since 1760 with George III ”

THE ROYAL WARRANT HOLDERS ASSOCIATION

capacity, and over time it has given permission for companies to display the Royal Arms.

The nature of Royal Warrants has evolved subtly throughout the centuries. For example, until around a decade ago, Royal Warrants were granted for 10 years, but this was changed to five years to allow for the nature of the world today – businesses change their suppliers more regularly than before, and this needed to be taken into account. Also, in the 1980s The Prince of Wales introduced an environmental criteria to make sure that companies were environmentally friendly. He was ahead of his time with this, and the Royal Warrant has now evolved to ensure that all suppliers can demonstrate a

suitable sustainability policy and are responsible businesses. It's worth noting there are very many suppliers to the royal household which do not have a Royal Warrant; those that do are businesses which the household is happy to acknowledge as suppliers and therefore allow to display the arms.

To be awarded a Royal Warrant, a business must have an existing trading relationship with the royal household. There'll be historic suppliers who the royal household has used for years, as personnel change new contacts may be brought in, and there are many suppliers who are the personal choice of the grantor, be it the Queen, Duke of Edinburgh or Prince of Wales.



FROM THE RETAILER...



John Shepherd, managing director of Partridges

WHAT'S THE STORY OF PARTRIDGES AS A ROYAL WARRANT-HOLDER?

We obtained our Royal Warrant in 1994 as Grocers to HM The Queen. Or rather, I did as the Royal Warrant is granted in the name of an individual not a company. That means if a business is sold the Royal Warrant does not automatically transfer to a new owner. This underlines that the nature of the Royal Warrant is about building a personal trading relationship with a customer rather than just a commercial transaction. On at least one occasion in the past a Royal Warrant Holder has been dismissed from his employment with the consequence that a business has unknowingly lost

its Royal Warrant in the process. We originally obtained our Royal Warrant partly through our close proximity to Buckingham Palace but also because we really appreciated the opportunity to supply the Royal Household and jumped at the opportunity. The Royal Warrant is reviewed every five years where the trading history, the environmental awareness and quality of service is taken into account.

HOW DOES IT AFFECT THE BUSINESS?

As a small family business we are always grateful for any recognition that we obtain from the wider world. To be granted a Royal Warrant is an honour held



by some of the most illustrious food companies in the country such as Twinings, Walkers and Baxters to name a few. Out of the many thousands of companies in the UK, only about 850 have a Royal Warrant. We are allowed to display the Royal Warrant outside our shop in Chelsea and put it on

some aspects of our packaging. Some companies are reluctant to advertise the Royal Warrant as they fear it may convey a message that they are high end and expensive. We have got over that concern! Another benefit is from being members of the Royal Warrant Holders Association.

The Association meets regularly to discuss business issues, celebrate events and through its official charity QEST donates a significant amount. It has been very beneficial to our company to have been a part of that.

WHAT DO ROYAL WARRANTS CONVEY TO CONSUMERS?

At the very least the Royal Warrant conveys that one customer, albeit a very special one, has been regularly purchasing items for a period of time from a specific business. It shows that there must be a level of customer service involved. It also represents the values of tradition and quality that we are proud to think represent Britain in the modern world, and this does help with visitors to Britain and the export market as well. At heart, the Royal Warrant Holders are a collection of family businesses that represent the trading backbone of the country.



FROM THE PRODUCER...

“The Queen is our top customer!”

One of the best-known Royal Warrant-holders is Musk's Newmarket Sausage, a PGI-accredited product which has royal links dating back centuries.

Musk's royal connection dates back to 1618, when James I was celebrating the 18th birthday of his son Charles (who later became King Charles I). The event was marked with a banquet, described in a letter thus: “The king brought a great chine of beef, the Marquis of Hamilton four pigs incircled [sic] with sausages, the Earl of Southampton two turkies, another six partridges, and one a whole tray full of buttered eggs so all passed of pleasantly.”

Due to the lack of refrigeration, the sausages would have been sourced locally from Newmarket's stable yards. During the 17th century pigs roamed freely within the yards, and these pigs were used by the town's dozen butchers to produce their sausages.

The connection between the Royal Family and Musk's is inextricably linked to the Newmarket races, where the brand's Newmarket Sausage was sold as a hot snack. It was popular with the horseracing fraternity –



which included members of the Royal Family – and the demand for the sausages grew to a great extent, with fans buying them to take home after the event as well as enjoying them while they were there.

The tradition of sausage making in Newmarket continues to this day, and the recipe has been unchanged since Queen Victoria's reign (1837-1901), containing 75% prime British pork shoulder meat, fresh breadcrumbs and a seasoning of black and white pepper, salt, thyme, parsley and nutmeg.

Musk's first Royal Warrant was granted by the Late King George V (then the Prince of Wales) in 1907. The next Warrant came in 1929 from the Late Edward, Prince of Wales, another was awarded in 1965 by the Late Queen Elizabeth the Queen Mother, and lastly – and currently – Her Majesty Queen Elizabeth II in 2000.

Chris Sheen, managing director of Musk's and holder of the Royal Warrant explains, “It's an accolade that we're very proud of; we've been supplying the royal family for over 100 years and so it's a standard which we want to maintain and tell the world about it by featuring the warrant on our packaging.

“The Royal Warrant is on all of our packaging and stationery including complement slips. I think it's a quality standard which is proven and recognised by the public. We can't discuss volumes, but I do like to tell all new customers that they will never be our top customer. When they ask why, I tell them that the title belongs to Her Majesty! I say that I hope they'll buy more than her, but they'll never be our number one customer!”



“ I do like to tell all new customers that they will never be our top customer. When they ask why, I tell them that the title belongs to Her Majesty! ”

HOW DO RETAILERS BENEFIT FROM STOCKING ROYAL WARRANT-HOLDING ITEMS?

We try to stock as many as possible because they are exactly the sort of products that our customers want to buy in a speciality food shop. Many of them are household names – Tabasco, Lea & Perrins, Schweppes, Robinsons, Frank Coopers, Angostura and Baxter's. And that is not to mention the alcoholic beverage sector – Gordon's, Moet, J&B and Laphroig to name a few. They are obviously unique in the sense that the Warrant is only awarded to a small proportion of businesses, but they exude both quality and tradition.

AND INDEPENDENTS IN PARTICULAR?

Most Royal Warrant Holders are smaller independent companies and may illustrious names in the past started as small independent food shops – for example Frank

Cooper, Thomas Lipton, James Chivas and John Cadbury. From their shops they created world-renowned brands, and I have always felt a community of spirit with the products that hold Royal Warrants. They started small, held on to quality and succeeded through perseverance. This is the success story of the independent.



DO YOU THINK ROYAL WARRANTS HOLD AS MUCH SWAY TO CONSUMERS AS IT HAS DONE IN THE PAST?

It might be easy to see them as something of an anachronism in the modern era – old fashioned and old fogeyish. However, conversely their appeal is in my view growing. Certainly the world wide reputation of the present monarch has been a factor in this but there has been an increased awareness of the success and opportunity that Royal Warrant-holding companies have. Some are major exports around the world and this is growing through online sales and more efficient distribution. As indicated above, nowadays it is all about the story when selling products, and the Royal Warrant is one of the best stories around.

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SPOTLIGHT ON: ENGLISH WINE

With its unique stories and flavours of the English countryside, it's no wonder English wine is surging in popularity. Robin Goldsmith explores the growth of one of Britain's fastest-growing markets

Now is an exciting time for the English wine industry. There are currently 503 commercial vineyards comprising 133 wineries spread over 2000 hectares of land. The 2014 harvest produced a record-breaking 47,433 hectolitres, or 6.3 million bottles, a 42% increase on the previous year and, although 2015 saw a cooler growing season, an encouraging total in excess of 5 million bottles was still produced. According to English Wine Producers,

hectareage planted in the UK has doubled in the last eight years and is set to grow a further 50% by 2020, producing around 10 million bottles.

Undoubtedly, sparkling wine has been the success story (66% of wine produced) with an increasing array of prizes in international competitions. In the latest International Wine Challenge (IWC) results, a record-breaking 120 medals were awarded to English wine producers, a 28% increase over the previous year,

including 10 prestigious Gold medals. 92 of these awards went to sparkling wine, so it is no surprise that the traditional Champagne grapes occupy three of the top five most planted varieties and already two Champagne Houses have committed to making sparkling wine in the south of England. Additionally, the end of May saw the first time that the International Cool Climate Wine Symposium (ICCS) took place on these shores, bringing together

leading experts in cool climate viticulture, winemaking, business and marketing. According to Julia Trustram Eve, marketing director of English Wine Producers, this event provided "a unique opportunity to show just why England is now one of the world's most exciting wine regions." So, given the increasing profile of English wine, what should the speciality food and drink sector do to take advantage of this growing phenomenon and keep up with demand?

Nick Fleming, wine buyer at Harrods, shares his thoughts: "Quality has improved considerably over the past few years, as vineyards mature and winemakers understand the terroir. With confidence in English wine regions attracting the attention of Champagne houses, this has had a positive effect on the market, allowing for increased investment and futureproofing." Chatsworth's Andre Birkett describes the importance of stocking

and promoting English wines. "We started stocking these back in the 1980s and now sell wine from four different English vineyards with two more in the pipeline. Furthermore, if a wine has been featured in the media or won awards, we often receive requests for that particular brand too. We love to feature local vineyards, and our exclusive Chatsworth English Sparkling Brut Reserve outsells all our other English wines. We encourage our suppliers to do in-store tastings, matching wines with other produce we stock."

Sam Lindo, winemaker at Cornwall's Camel Valley vineyard, reiterates how the speciality food and drink sector can build on English wines' success. "Here in Cornwall, we have had a good local following for a long time, but I see this happening around the rest of the country now. There has been an upturn in demand for sparkling wine from all around the world and English sparkling is benefitting, as it is seen as one of



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we do not need to look abroad for quality; we can still drink a fantastic glass of English sparkling wine while supporting local producers. It has definitely taken time, but people are getting behind their local vineyards and enjoying the fruits of the English terroir. Champagne is no longer the default choice when it comes to a celebratory glass of something sparkling. Prosecco is having its moment at a cheaper price point, but the popularity of quality English fizz is only going to increase. The future looks exciting and soon you will be surprised when you meet someone who hasn't tried and appreciated an English wine!"

While the focus is directed mainly at the sparklers, still wines should not be overlooked. Julia Trustram Eve explains: "English still wines tend to be fruity, light and refreshing, so are perfect as an apéritif but are also very food-friendly. This makes them a great choice for farm shops and delis, as their versatility means they can be used to create excellent food pairings, perfectly complementing the other quality artisanal produce on offer. It is also another way that these outlets can continue to highlight quality local produce. The latest round of competition results saw English still wines gain their highest number of accolades so far, further testament to our ability to make top quality still as well as sparkling wines, so there's really no excuse not to add some local still wines to your offering!"

Linda Howard, director of Gifford's Hall Vineyard in Suffolk and Mark Kacary from The Norfolk Deli in Hunstanton echo these sentiments. "So many people don't realise that East Anglia focuses on the stills as well as the sparklers. Why wouldn't you stock English still wines, especially if the deli/farm shop is trying to suggest that they offer the best of local produce? If customers enjoy a lighter style Beaujolais, why not enjoy a lovely English Pinot made with as much care and passion as our French counterparts?" Kacary emphasises the beneficial role outlets like his can play for the English wine industry in general. "As a food outlet for local produce, we believe it's just as important to get to know our local winemakers as it is to know about local cheeses. Through the support of an independent shop, we can help grow the market, not to mention the differentiation shops like ours offer over the supermarkets and specialist off-licenses."

“ 2014's harvest produced a record-breaking 47,433 hectolitres, or 6.3 million bottles, a 42% increase on the previous year ”

the best. However, with all the good press in the last few years, personal interaction in the retail environment is still needed to give customers confidence to take the plunge. Independent farm shops, delis and food halls offer this kind of shopping experience." Howard Corney, owner of East Sussex vineyard Court Garden, continues this theme. "English wine has now captured the imagination of the public. Farm shops appreciate Court Garden as it is local, while delis and independents love the story of a family-run single estate enterprise and they all relish the endorsement provided by a sprinkling of gold medals."

There is an undeniable confidence now in the ability of English wine to stand up on its own merits against the competition, to be recognised and enjoyed for its own character without the need to copy another style. Jenkyn Place is a boutique Hampshire vineyard that epitomises this approach. Winemaker Dermot Sugrue explains: "English sparkling wines have a unique taste profile and with so many high quality examples available, the signature style is becoming more recognisable. This means concentration of flavour due to naturally low yields, hedgerow/orchard blossom on the nose and, when the wines have sufficient age, a beautiful balance between crisp acidity, fullness and complexity

on the palate. The purity, length and elegance of these wines are well established now and, where once associated exclusively with Champagne, these have now become the identifiers for English sparkling wine too."

At Exton Park, French winemaker Corinne Seely has a similar outlook. She describes the winery's Pinot Meunier Rosé, a UK first, as "smelling like an English garden", a feature key to her philosophy of expressing English terroir. "During the years I have been a winemaker around the world, I have worked on many different terroirs, but I believe that the English terroir really does have something special to offer. It is a great challenge and I have seen through Exton Park that it is possible to produce something that can truly rise to the challenge of competing with Champagne by being something of its own, rather than a replica."

For Simon Bladon, owner of Jenkyn Place, changing attitudes towards UK provenance are heightening demand for English sparkling wine in particular. "Over the last few years, I have seen a clear trend of people preferring to eat local produce. Restaurants are announcing the proximity of their suppliers and British produce is championed even in supermarkets. It is not surprising that this same trend is finally happening with wine. People increasingly appreciate that



JENKYN PLACE BRUT CUVÉE 2010

This blend of the three traditional Champagne varieties shows an intense, flavourful yet refined character.
jenkynplace.com



NYETIMBER CLASSIC CUVÉE 2010

An elegant, delicate wine with great depth of flavour reminiscent of honey, almond, pastry and baked apple.
nyetimber.com



HATTINGLEY VALLEY BLANC DE BLANCS 2010

A classic 100% Chardonnay sparkler, partially fermented in oak, this would be delicious with hot smoked trout paté or charcuterie and will continue to improve for at least five years.
hattingleyvalley.co.uk



EXTON PARK PINOT MEUNIER ROSÉ

An IWC Gold-Medal winner, this is England's first sparkling wine made entirely of Pinot Meunier. Fresh, fruity and delicate, it would make a delightful addition to any wine portfolio.
extonparkvineyard.com



WISTON ESTATE ROSÉ 2011

A superb example of a dry, crisp and elegant sparkling wine, this exhibits a lovely fresh strawberry, green apple, delicate oak and cream profile – the perfect reminder of an English summer!
wistonestate.com



GIFFORD'S HALL BACCHUS 2014

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giffordshall.co.uk

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Supplying quality ingredients since 1917

MEET THE PRODUCER

Q: What does Franklin & Sons and the fine food consumer have in common?

A: An appreciation for provenance, heritage and excellent ingredients. Franklins was founded by three Franklin brothers in 1886 during the UK's first soft drinks 'boom.' The brand quickly established themselves from experimenting with tonics, lemonades and ginger beers in their father's shop on the high street in Rickmansworth, London, to a highly regarded wholesaler. "It's so lovely to work on a brand which has such a deep heritage," says Justin Horsman, senior brand manager.

"We spent a long time building on what the brand had created before, taking inspiration from the classics and creating new twists, for example adding star anise to our Dandelion & Burdock flavour," he continued. "We had found that there was an element of craft in every industry but that wasn't particularly strong in the soft drinks market. We decided to develop products with the finest ingredients. Each are handpicked at their best and include no preservatives, artificial colourings or flavourings."

The range was originally launched for non-drinking customers – 1 in 5 adults – who are not given much

A dedication to provenance and quality has seen Franklin & Sons become the go-to brand for drink connoisseurs

choice for a special drink to enjoy, whilst their companions have options from a range of craft beer or carefully constructed cocktails to choose from. With this audience in mind, "We wanted to make sure that all of our products work well as a mixer, whether in a mocktail or cocktail," says Justin. The drinks also pair brilliantly with food thanks to their "little twists" such as black pepper (present in their Strawberry & Raspberry variant).

Consideration also went into sourcing the ingredients, with each one used boasting a provenance of its own. "Using our Apple & Rhubarb as an example," says Justin, "we source the rhubarb from the 'rhubarb triangle' in West Yorkshire, the best place in the world for rhubarb. Our raspberries are from Scotland, and Dandelion & Burdock, one of our Great Taste Award-winners, contains plants picked from Ross on Wye, which are steeped for three weeks. The process takes longer than for some alcoholic drinks!" Franklins uses sugar beet from Britain to maintain its UK-centric sourcing rule and the water is sourced from Staffordshire, which is special thanks to its low mineral content. Only the lemons used in the brand's Sicilian Lemonade breaks this code as they are sourced from Sicily, but we'll let that pass as, according to Justin, "these are the best in the world!" The juice from the lemons is blended with wild handpicked English elderflowers and crushed juniper berries, making it "a great alternative to tonic."

More conventional mixers are available in the form of Natural Indian

Tonic Water, Natural Light Tonic Water, Sicilian Lemon Tonic and Original Ginger Ale. Most products in Franklins can lay claim to being gluten-free, as Justin explains: "Our Ginger Beer is the only product in the range which isn't gluten-free, and that's because we brew it with malted barley for about five days – before the sugar turns into alcohol."

Selling a varied selection of three or four tonics can boost sales of your spirits, according to Justin, and Franklin & Sons' three-strong offering would stand retailers in good stead. "You can't expect a bitter tonic to mix well with a delicate, floral gin so it's very easy to upsell in this sector," says Justin. "Our Sicilian Lemon Tonic works brilliantly with sweeter gins like sloe gin, and our Ginger Ale works well as an opener for whisky and even rhubarb gin. The only difference between our Light tonic and the Indian tonic is that we halve the sugar, so it works particularly well with gins that have a citrus element." 7 in 10 consumers will pay more for a high quality soft drink, and independent retailers are well-placed to cater for the current demand for premium soft drinks which demonstrate excellent ingredients with provenance, company heritage and versatility. If these retailers stock Franklin & Sons, they'll be in good company – the brand is currently sold at Harrods, Selfridges and Fortnum & Mason, and served at

Queen's Club, The Shard, Grosvenor House Hotel and the Mandarin Oriental.

Retail partners will be well catered for, says Justin: "We look after our customers by running bespoke tastings and offer POS and special purchase prices. Our packaging reflects the brand's heritage brilliantly – bespoke glassware with embossing and tactile labels which convey the provenance of the ingredients. The bottles look premium on-shelf and we'll soon be launching free-standing wooden display units which are very powerful. We're also just about to launch some new packaging formats and new flavours, so watch this space!"



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“WELCOME TO SPECIALITY & FINE FOOD FAIR 2016”

Discover the latest products and trends to hit the market at Olympia, London

For anyone who is passionate about the food and drink industry, September can only really mean one thing – it's time for Speciality & Fine Food Fair. As we prepare ourselves for this year's hotly anticipated event, I feel that familiar sense of nervousness, excitement and pride, all rolled up into one. Nervous – that we have a bigger event than ever before, with over 850 suppliers showcasing the widest range of delicious and diverse food and drink from the UK and beyond; excitement – that our line-up of inspiring, entertaining and knowledgeable speakers have collated a fantastic timetable of topics and are ready to share their insights with us; and pride – that our 'little' event, which started 17 years ago, has evolved into being the date on the food calendar that simply cannot be missed.

Evolution, inspiration and innovation

Back in 2000, we hoped and believed



that the trend for great, authentic food and drink wasn't a fleeting one. Not just so we could build the event the industry needed, but because we all love seeing, tasting and experiencing great food. Thankfully, we were proved right! Over the years, the Fair has been the must-visit event to provide passion, promise and potential, and while it has come a long way since it first launched, our ethos remains irrefutably the same. Great producers, great food and a great

atmosphere. This year is no exception – and is the reason why Speciality is so eagerly anticipated by producers and buyers alike. What is even more exciting is that we are building the Speciality brand by expanding into other markets, and next year will see the first ever Speciality & Fine Food Asia and Speciality Chocolate Asia in Singapore on July 18th–20th.

New kids on the block

As you would expect from Speciality & Fine Food Fair, the line-up of producers is as diverse and inspirational as ever, revealing that the artisan revolution continues at full throttle. With consumers readily recognising the contribution that artisan producers can make to their shopping baskets, it appears that small is indeed beautiful. This is such great news for this wonderful sector which is truly enjoying a richly deserved renaissance and this year we are welcoming more than 150 exciting start-ups to our Small Producer Village. This area

presents the perfect opportunity for buyers to seek out those truly unique products which will have their customers coming back for more. The Fair provides a wonderful platform for new companies to promote themselves, put their products 'out there,' generate new interest, garner feedback and help their businesses blossom. It is always our first section to sell out, proving that the consumer hunger for new, unusual and innovative flavours and taste experiences is a growing market.

Trend watch

Health and wellbeing are heavily influencing the new products that we are seeing this year. This shift towards more natural food and drink and functional foods has seen a steady

IN DETAIL

SPECIALITY & FINE FOOD FAIR

WHEN: 4th–6th September 2016

WHERE: Olympia National, London W14 8UX

WHAT: The UK's leading trade showcase of fine food and drink

WEBSITE: specialityandfinefoodfairs.co.uk

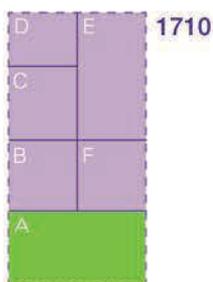
REASONS TO ATTEND

- Source the very latest speciality food and drink products
- Discover food trends
- See more than 850 producers
- Be the first to sample the Great Taste 2016 winners

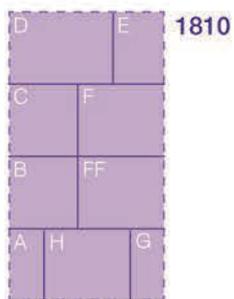


COTSWOLD FAYRE *

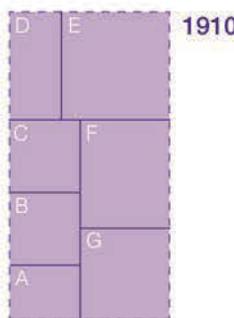
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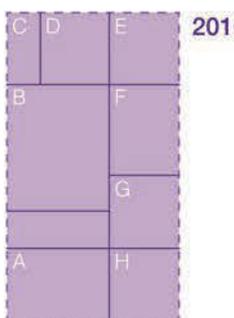
- A CF Christmas/New
- B Pip Organic
- C Aqua Carpactica
- D Stonewall Kitchen
- E Sowan's
- F Country Puddings



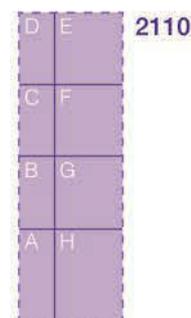
- A Acetomodena
- B Mash Direct
- C Serious Pig
- D Mr Filbert's
- E The Seasonist
- F Acropolis Olive Oil
- FF Coconut Collective
- G Lemon-aid
- H Wild at Heart



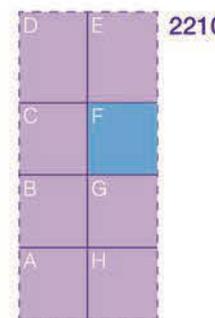
- A Easy Bean
- B Lavolio
- C Birba
- D Yum Cha
- E Prestat
- F Wiltshire Chilli Farm
- G Froosh



- A Beond/Pulsin Bars
- B Potted Fish
- C Belberry
- D Munchy Seeds
- E Ppura
- F Take A Bite
- G Delicious Alchemy
- H Foods of Athenry



- A TreeVitalise
- B Fin & Oly's
- C Thanks for Franks
- D Phrooti
- E Franklin & Son's
- F Manfood
- G Honest
- H Cho



- A Mighty Fine
- B Belgian Boys
- C Soda Folk
- D Green Lady
- E Shemin's
- F CF Chilled
- G Ramona's Kitchen
- H Naturally

YOUNG ENTREPRENEUR OF THE YEAR

Join us at the final where the remaining three applicants will be presenting their business ideas, products and vision to the audience in the **Small Business Forum** on **Monday 5th September at 12:15pm**. Our three finalists are:

Gabriella Block - Nut Blend

Olly Hiscocks - Olly's Olives

Rory O'Connor - The Good Blend



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MEET THE BUYER

Do you have any products you would like to show us? Come and see our buying panel, otherwise known as the 'Dragons' of Cotswold Fayre.

Meet in the **Small Business Forum** on:
Sunday 4th 4:15pm - 5:00pm
Monday 5th 4:15pm - 5:00pm
Tuesday 6th 3:15pm - 4:00pm

We will be happy for you to show us your products during the meeting, but please be aware that our buying team are unable to take samples away. Please email Tessa Evans with the product details using products@cotswold-fayre.co.uk.

PRODUCT HIGHLIGHTS



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Stand
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4263



increase in products made from insects, while superfoods such as kale, beetroot and avocado are proving popular ingredients. Ancient grains are also making their way back into our diet several hundred years after they were first introduced!

Of course trends also follow national, international and cultural calendars, so as you would expect, the Rio Olympics has sparked interest in fiery South American flavours which we think are definitely ones to watch. In addition, smoked foods are also enjoying a resurgence, with everything from ketchup, cheese, chocolate and yoghurt receiving the smoky treatment.

From chocolate wine to elderflower cider, the drinks producers are giving the food companies a run for their money too! Beverages to sample include a flurry of new 'super waters' encompassing flavours from birch sap to coconut, as well as floral cordials, botanical mixers, artisan coffees and fresh and fun tea brands guaranteed to add some va-va-voom to your morning brew.

Old friends and new flavours

We are always thrilled to welcome returning producers. They understand that Speciality & Fine Food Fair is a fantastic stage to announce innovative new product launches, as well as offering the ideal opportunity to impress buyers, nurture key business relationships and immerse themselves in all things 'Speciality'. They are what make the Fair such a special place. Whether it's catching up with contacts, sharing news and experiences, or simply being inspired by others, these producers 'know the ropes' yet will always unearth something new and exciting to take away from the event. More exciting yet is the varied range of international traders who bring a welcome dose of global flavour to Olympia, inspiring our own maker-producers with their tasty creations. Aside from the tremendously diverse range of exhibitors, The Great Taste Supreme Champion is being



announced at the show, and we have a packed schedule of attractions that aim to educate and inspire. The Business Mentoring Centre will be open ready to help companies iron out any queries they might have. Our mentors, who generously give their time and expertise, will be on hand to dispense one-to-one advice. Fine Food Live will be the place to see the chefs create their signature dishes, proving again what talent our food and drink sector possesses.

event – and as the UK's only dedicated trade event for premium chocolate – leading retailers, deli owners, pastry chefs and fine food buyers from hotels and restaurants are in for a treat! This celebration of luxury and gourmet chocolate sees some 70 fine and artisan chocolate producers from the UK and beyond come together in a melting pot of innovation, talent and artisan ingenuity. The pièce de résistance will be of our chocolate sculpture created by Philippe Wall, of The Academy of Chocolate. Within the Fair, Speciality Chocolate Live will host inspiring demonstrations and a line-up of top pastry chefs and chocolatiers – ideal for giving you ideas and inspiration to take back to your own business. There is also an enlightening and educational series of thought-provoking talks and tons of taste testing to be done.

The finest fair

Speciality & Fine Food Fair really is an Aladdin's cave full of glorious food and drink gems created by passionate producers that love what they do. What is clear is that customers are always looking for something to surprise and delight their taste buds. That's what Speciality & Fine Food Fair delivers. The only issue you will have is deciding what to try next!

Have a wonderful show!

Soraya Gadelrab, event director

announced at the show, and we have a packed schedule of attractions that aim to educate and inspire. The Business Mentoring Centre will be open ready to help companies iron out any queries they might have. Our mentors, who generously give their time and expertise, will be on hand to dispense one-to-one advice. Fine Food Live will be the place to see the chefs create their signature dishes, proving again what talent our food and drink sector possesses.

Cacao crazy

Our love for the sweet stuff is as strong as ever, judging by the increasing number of suppliers who want to be part of our growing Speciality Chocolate Fair. Bringing a taste of indulgence to the overall

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The aromas, the sights, the tastes and the sounds, Speciality & Fine Food Fair 2016 is a colourful feast for all of the senses. The UK's most exciting fine food trade event returns September 4th-6th at London's Olympia. An Aladdin's cave of delicious, unique and fine quality produce from the UK and beyond will be available to taste, test, sample and savour. Buyers, chefs, producers and industry experts will be vying to find those hidden food and drink gems that will be making it into the shops and onto the shelves of delis, independents, garden centres, restaurants and food halls across the country.

Thousands of artisan food and drink products will be showcased

at the three-day fair, heralded as the must-attend trade event for the speciality sector. The artisan extravaganza is the place to discover new products, develop new business, and unearth new trends.

A whole new world

This year's fair, which incorporates the exclusive Speciality Chocolate Fair, features more than 850 exhibitors waiting to introduce their edible innovations. A visit to this bustling, colourful marketplace presents the best and most vibrant arena to discover new artisan brands. The fair is somewhere to be inspired by the vast array of products on show, and the entrepreneurs that produce them.

“Speciality & Fine Food Fair is a calendar essential when it comes to sourcing new innovation in the food and drink industry. There are so many opportunities, not just for picking up on new trends, but meeting new producers, catching up with current partners – and of course being immersed in the vibrancy and passion of the fair”

ADRIAN BOSWELL, CHEESE, DELI AND LUXURY FISH BUYER, SELFRIDGES

A celebration of food, its heritage, and the innovation and passion that producers possess, Speciality & Fine Food Fair brings together an incredible line-up of businesses. An eclectic mix of respected fine food brands such as Joe & Seph's, Doisy &

Dam, Belvoir Fruit Farms, Pipers, Rude Health, Rococo Chocolates, Cawston Press, Duke of Delhi, Quicks, Snowdonia Cheese, Sheppy's, Delicious Alchemy, Manfood, Teapigs, Tyrrells, Chase Distillery and Ten Acre, and upcoming brands including Ozerlat, Wilding Snacks, Minioti, Crobar, RaRa, Naturelly, Green Lady, Tiggs and Jiminis.

Last year saw some of the UK's biggest retailers represented, with buyers enticed to go on a voyage of discovery and unearth some real gourmet treasures. From Selfridges to Waitrose, they consider Speciality & Fine Food Fair a unique and unmissable event in the annual food calendar.

The fair is also a springboard for businesses that are ready to take production up a notch and are preparing to increase volume and capacity. Interest from buyers gives them the confidence to take the next steps in business investment.

#Trending

One of the key reasons buyers, chefs and shop-owners attend the fair is to pick up on the trends and to see how markets are developing. There is the ever-expanding health foods category, the ongoing fever for organic produce and the trend for free-from foods, functional foods, superfoods – like avocado, kale and beetroot – and raw foods.

With more and more consumers looking to improve health and wellbeing through nutrition, Speciality & Fine Food Fair will see an increase in exhibitors from these sectors, with many new launches now listing gluten, meat, sugar or dairy-free credentials. Producers are also favouring the use of smoky barbecue flavours, continuing their love affair with elderflower and coconut, and with the Rio Olympics making headlines, fiery South American flavours are set to be hot, hot, hot.



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Stand
4112



Stand
2810

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01273 409 300
enquiries@hbingredients.co.uk
hbingredients.co.uk



BLAS AR FWYD

Blas ar Fwyd is a Welsh food manufacturer and fine food wholesaler, working with over a hundred Welsh producers and delivering to mainland UK. The Blas ar Fwyd range focuses on using high quality ingredients and traditional recipes, with their range including Welsh lobsouse, soups, chutneys and desserts. This year they continued their Great Taste success, receiving a further five awards, bringing their total number of Great Taste Awards to 35.

01492 640 215
criw@blasarfwyd.com
blasarfwyd.com

Stand
1430

CHAMPION REEVES

Our products for both snack and gift range includes Dessert Nougat, Butterscotch and Cream Toffee with Macadamia. We supply premium retail outlets, hotels, coffee houses and delis. We use natural ingredients resulting in a unique, delicious and indulgent experience. We have achieved Great Taste awards and recently won the Shropshire Business award for new business.

01743 363 888
JC@ChampionReeves.com
championreeves.com



Stand
1110

A launch pad

Gourmet producers from the UK and around the globe choose Speciality & Fine Food Fair as the launch pad for their businesses and their new food and drink gems. Those making their debut in 2016 include Abakus Hickory Nuts, Bam, Chocolala, Dragees Reynaud, Gustare Honey, La Saucy Salsa, Mighty Bee, Marie's Little Jar, Pop-corn Shed, Ozerlat, Saviour Beer, Skinny Dipping Dips, Northern Bloc, St Ewe Free Range Eggs, The British Quinoa Company and Tyga.



Around the world in 80 brands

Some of the hottest producers from around the globe are bringing their own unique twist to the fair. Visitors will be able to browse food and drink from countries as distant as Argentina with Don Gaucho – the creators of authentic gourmet food products. Closer to home, artisan biscuit makers, Handmade by Van Strien from the Netherlands, will be showcasing their delectable cookies. Sample a taste of Ireland with Honest Bread & Cakes and Aine's Chocolates, or drop into one of the various country pavilions that will be spread across the exhibitor zones. Anchovies Codesa from Spain, Baking Stories from Crete, there will be a truly international flavour running through the entire event. Sample wines from France, try chocolate cake and cheese from Italy, nougat from Spain, tempting cakes from Ireland and fish products from Portugal.

Fancy a Brut..?

It's not just about the food. From speciality teas and coffees to fruit syrups and frozen cocktails, drinks

in all guises will be gracing the aisles of Speciality & Fine Food Fair, ready to be sipped, swigged and sampled. For the latest tantalising tipples in the drinks sector, buyers need look no further than the Fair – with everything from chocolate wine, sorrel cordial and blue chardonnay, to elderflower cider, Turkish coffee and matcha green tea being showcased.

Shaken or stirred? The Fair will see a whole host of tempting toddies from sparkling brut beer

to original mixers and syrups. With the likes of Woodford & Warner, Cawston Press, Liberty Fields and newcomers Sekforde Drinks, there will be an abundance of choice to cleanse and refresh the palate.

The modern tea movement continues to be in full swing in the UK, with herbal teas, vitamin enriched blends and unique flavour combinations becoming hot.

Discover the latest drinks offerings from Matchaeologist's Matcha Green Tea to Ace Tea London's



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explosive range of flavours – to be enjoyed hot, iced or in cocktails. Even pop star Gareth Gates is getting in on the action, after launching his range of 'Coconut Tea' without the tea, Cuppanut.

So what's on?

The impressive line-up at the Fair continues with a host of attractions – including Fine Food Live, Speciality Chocolate, Live, Great Taste 2016, Small Business Forum – and a new Innovation Zone and Pitching Stage with The Grocery Accelerator.

Zone out

An exciting addition to this year's Speciality & Fine Food Fair will be a new Innovation Zone and Pitching Stage, delivered by The Grocery Accelerator. The aim of the Innovation Zone is to celebrate and showcase the next generation of innovation in food and drink products. It will be the 'go-to' location for exciting new products to be discovered, making it the perfect place for those visiting the fair looking for new ideas and inspiration. After running a national search, the Grocery Accelerator

team have found over 50 exciting new businesses who will be showcasing their products in the Innovation Zone. One of the new features to this area are the 'Power Tables', where new brands can show off their range in the same way if they were a point of sale display in a store. "The idea here is that retail buyers can see the different products displayed as if they were in their retail business,"

explains Rob Ward, director of Grocery Accelerator. "This new approach summarises the essence of why we are doing this new area at the show. It's all about the trade buyers quickly discovering new products."

The Pitching Zone will also be focused on busy trade buyers. Each category pitching session will be 20 minutes maximum and will be run twice a day, every day.



“ Every year the team here at Ludlow Food Centre ensure that one of the first dates circled on the calendar is for the Speciality & Fine Food Fair. The show is one of the most important for us to attend as new and emerging trends, innovative products and ideas aplenty allow us to keep our fingers on the pulse. The challenge for any independent is how you continually move your business on, and SFFF is one of those shows that help us do this with the sheer scale and breadth of the offer it presents every year ”

JON EDWARDS, MANAGING DIRECTOR AT LUDLOW FOOD CENTRE

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*free samples limited to one per business while stocks last



THE COCONUT KITCHEN

Preechaya, head chef and co-owner of Wales' Best Thai Restaurant is on stand introducing new branding across its range of retail curry pastes and sauces. The Coconut Kitchen is also launching their new Pad Thai Meal Kit and offering tastes of their just launched Thai Yellow and Red Curry Pastes – both of which won Great Taste Awards in 2016.

01758 740 474

enquiries@thecoconutkitchen.co.uk
thecoconutkitchen.co.uk

Stand
1530

MINIOTI

Introducing Minioti, a new brand of deliciously different premium ice creams made from pure Jersey milk. No sugar is added to these rich and creamy ice creams, just carefully selected live cultures for additional health benefits. They are sweetened naturally with Stevia and are also gluten-free.

The range includes the newly-crowned Great Taste 2016 award-winning Strawberry, Vanilla and Milky Chocolate, available in 125ml and 500ml tubs.

minioti.com
[@minioti_15](https://twitter.com/minioti_15)



Stand
V143

GIGHA HALIBUT

Gigha Halibut are hand-reared on the tiny Isle of Gigha. Smoked Gigha Halibut got 3 stars and the Golden Fork for Scotland at the Great Taste Awards. The combination of fresh, sustainable halibut, whisky barrel smoke and the expertise of our artisan smoker results in a truly delicious product.

01700 821 226

amanda.anderson@gighahalibut.co.uk
gighahalibut.co.uk

Stand
1510b



BANANA JOE

On their travels to Thailand this year the owners of The Coconut Kitchen discovered an amazing new brand of wafer thin savoury banana crisps called Banana Joe. They loved them so much they decided to add the brand to their range, and CK Food and Drinks Ltd is now the sole UK Importer of these very addictive, gluten-free chips. They come

in five great savoury flavours including Sea Salt, Sweet Chilli, Hickory BBQ, Sriracha and Gruyere Cheese. Head to The Coconut Kitchen stand for a taste!

01758 740 474

enquiries@thecoconutkitchen.co.uk
thecoconutkitchen.co.uk



Stand
1530

SPECIALITY CHOCOLATE LIVE



Our enduring love affair with chocolate is celebrated once again in all its sweet glory at Speciality Chocolate Fair 2016, the UK's only trade event dedicated to premium chocolate. This is the place to discover the secrets of chocolate making, unveil the latest in flavour innovation and unearth the most exciting new brands from the UK and beyond.

Chocolate heaven

Each year Speciality Chocolate Fair attracts artisan producers and makers of gourmet sweet treats in a delectable showcase of luxury chocolate and confectionery from around the world. Well-established international brands such as Sweden's Malmo Chokladfabrik sit alongside a plethora of exciting newcomers like Italian artisan

chocolatier, Bonieri, and Chocola, an innovative producer combining luxury chocolate with nature's flavours and Nordic design. Irish chocolatiers Bean & Goose will be showcasing their latest Sharing Slabs, using single origin chocolate and the very best seasonal flavours and ingredients, while Zotter Chocolate from Austria will be tempting visitors with samples of their latest mouthwatering creation, Hand-Scooped Chocolate.

Home-grown talent returning to showcase their latest delicious offerings include Rococo Chocolates and Doisy & Dam who are launching a new flavour for their range of vegan chocolate – Maple, Toasted Rice & Himalayan Pink Salt dark chocolate bar. First-time exhibitor, Petit Après, which fuses fine chocolate with superfoods, is also launching luxurious pocket-sized squares in flavours including berries, baobab, pistachio and matcha.

From flowers to vegetables, superfoods to ancient grains, the chocolate producers are pushing the boundaries of development and innovation like never before, and this year certainly promises an abundance of gourmet gems, just ripe for the picking. Whether visitors are interested in finding the latest flavour, are on a mission to source the freshest brands or simply want to learn more about chocolate from the array of experts at Speciality Chocolate Live, Speciality Chocolate Fair is the place to be.

Tantalising trends

As with the main event, Speciality Chocolate Fair will be the place to spot the newest trends that are gaining popularity with chocolate-loving consumers. Seek out the flavours in favour and the ingredients making their way into the burgeoning confectionery sector.

Raw chocolate is proving popular, with UK producers Enjoy! Raw Chocolate exhibiting for the first time this year and Rawchokladfabriken from Sweden also exhibiting with their own brand of organic raw chocolate filled with popped amaranth seeds. Offering organic, nut-free, soy-free, gluten-free, milk

free, vegan and all natural, they are also tapping into the free from trend.

Similarly, more producers are offering 'bean to bar' as a point of difference, setting them apart from the larger brands, with provenance and sustainability being part of the attraction for consumers.

Speciality Chocolate Live

Sweeter than ever, Speciality Chocolate Live is back. Nestled in the heart of Speciality Chocolate Fair, visitors can feast their eyes on live cookery demonstrations from top chefs, showcasing the latest skills and trends in chocolate. Hosted by Marc Demarquette, founder of Demarquette Fine Chocolates, the programme features a stellar line up of pastry chefs, chocolatiers and rising stars in the industry; from companies such as Pump Street Bakery, Boutique Aromatique and Academy of Chocolate.

Philippe Wall from The Academy of Chocolate and founder of The Chocolate Bond – a registered charity set up to manage and promote practical development links with chocolate producing communities in Africa – will unveil his latest stunning chocolate sculpture: a chocolate throne. This will be the centrepiece at Speciality Chocolate Fair, as were his previous sculptures – a life size chocolate baby elephant, and a giant chocolate saxophone. In addition, Philippe will be speaking on Cocoa's African Roots and sustainable supply chains in an Age of Austerity, which will delve into the origins of today's thriving chocolate trade.

With subjects covering many aspects of the chocolate making business, the enlightening and entertaining range of talks include; Nostalgia, Imagination and Chocolate – Rococo and Roald Dahl by Sam Smallman of Rococo Chocolates, Spencer Hyman's Why Chocolate DJs are at the Forefront of the Chocolate Revolution, exploring how cacao farmers and artisan makers have been pioneering a revolution in single estate craft chocolate, and Jane Parkinson's Chocolate & Wine: Making the Best of Both.

Presenters include:



SAMANTHA RAIN

Samantha has a number of impressive accolades to her name, not only did she scoop UK Junior Chocolate Master prize in 2014, but she was part of Mark Tilling's winning team on the BBC1 cooking show, Crème de la Crème. She works as a chocolatier for Paul Wayne Gregory Chocolates and is a Sosa Development Chef for HB Ingredients.

The Chocolate Journey to Success



DOM RAMSEY

Chocolate expert, writer, consultant and Academy of Chocolate award winning chocolate maker based in London. He is the founder of Damson Chocolate, founder and editor of Chocablog, founder of Bean&Bar, co-founder of Cocoa Runners and World Chocolate Guide and a board member of The Guild of Fine Chocolate. When he isn't making or writing about chocolate, he is a judge at the World Chocolate Masters, Academy of Chocolate Awards and International Chocolate Awards.

How to Make Bean-to-Bar Chocolate at Home with Dom Ramsey



HAZEL LEE

A creative and enthusiastic food scientist and product developer whose life revolves around food... particularly chocolate. Hazel has worked across multiple food industries, including chocolate, confectionery, bakery, free-from, beverages, snacks and dairy. She is a member of the Academy of Chocolate and judged the Academy of Chocolate Awards 2015 (Bean-to-Bar).

How to Make Bean-to-Bar Chocolate at Home with Hazel Lee



SHELLY PRESTON

Chocolatier who helps form the multi award-winning team of chocolatiers, patisseries and confectioners known as Boutique Aromatique. Producing natural, fresh and fragrant artisan chocolates, patisserie and confectionery from an open-air micro kitchen within Welbeck Farm Shop in Nottinghamshire, Shelly

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MARSH MALLOW

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also tutors artisan chocolate and confectionery at the School of Artisan Food in Welbeck.

Melting Point: the mysteries of chocolate in the mouth



BARRY JOHNSON

Award-winning chocolatier and patissiere as well as a chocolate lecturer at The National Bakery School. Barry's attention to detail and innovative flavours have won him honours including gold and silver medals at the 2013 Academy of Chocolate Awards and the 2013 International Chocolate Awards. He was also awarded the title of UK Pastry Open taste and overall winner in 2013 and captained the UK team to first place in the European Pastry cup in Geneva in 2014.

The Signature Series



SAM SMALLMAN

Chocolate expert and event manager at Rococo Chocolates in London. Sam is always on the hunt for new ways to savour chocolate and appreciate its versatility and complexity, whilst at the same time not forgetting the indulgence.

Nostalgia, Imagination and Chocolate – Rococo and Roald Dahl



CHERISH FINDEN

Executive pastry chef at The Langham, London. Cherish believes in breaking the boundaries and redefining the art of patisserie. Cherish's impressive resume includes being invited to cook for Glamour Magazine's Women of The Year awards, and experience working in some of the

world's most impressive hotels.

The Art of Chocolate



SARA JAYNE-STAYNES

Chief executive of the Royal Academy of Culinary Arts; food writer, prolific author and chocolatier. In 2005 she co-launched the Academy of Chocolate, a body created to encourage chocolate lovers to look beyond the label.



MARIE-PIERRE MOINE

Co-founder of The Academy of Chocolate.



GRAHAM HORNIGOLD

Executive pastry chef of Hakkasan Group. As an expert pastry chef whose skills have been refined in some of the best restaurants and hotels in London, Graham brings a delicate, refreshing touch to their restaurants' dessert menus. He also trains pastry chefs around the world in the art of delicate, beautifully flavoured patisserie.

Sugar & Spice



ISABELLE ALAYA

Founder of Melange Chocolate in Peckham, London, in 2008. Since then, she has built upon her business, establishing a reputation making speciality award-winning handmade chocolate bars

and truffles characterised by an eclectic combination of spices, herbs and fruits. In 2013 Isabelle founded The Chocolate Museum in Brixton out of her passionate desire to teach about quality chocolate and its history.

How to Choose Fine Chocolates for Your Shop



JANE PARKINSON

Award-winning UK-based journalist, author and broadcaster, who specialises in wine, and wine with food. International Wine & Spirit Competition Communicator of the Year 2014.

Chocolate and Wine: Making the Best of Both



SPENCER HYMAN

Co-founder of Cocoa Runners, a bean-to-bar chocolate sourcing company.

Why Chocolate DJs are at the Forefront of the Chocolate Revolution



DAVID GREENWOOD-HAIGH

Award-winning chocolatier and founder of Coeur de Xocolat with more than 40 years of experience in the food industry as a master chef member of the Craft Guild of Chefs.

Versatility of Chocolate in Savoury Dishes



CHRIS BRENNAN

Co-founder of Pump Street Bakery Chocolate, which makes small batch, handmade chocolate from beans imported directly to them from family farms and co-operatives around the world.

A Discussion about the Importance of Craft Chocolate in Particular Independent Stores – with Keith Lowe



KEITH LOWE

Managing Director of Zotter, makers of 'bean to bar' chocolate that uses the very best Organic and Fairtrade ingredients. Known for its imaginative and delicious creations, Zotter is the only chocolate maker in Europe to produce exclusively Organic & Fairtrade chocolate.

A Discussion about the Importance of Craft Chocolate in Particular Independent Stores – with Chris Brennan



PHILIPPE WALL

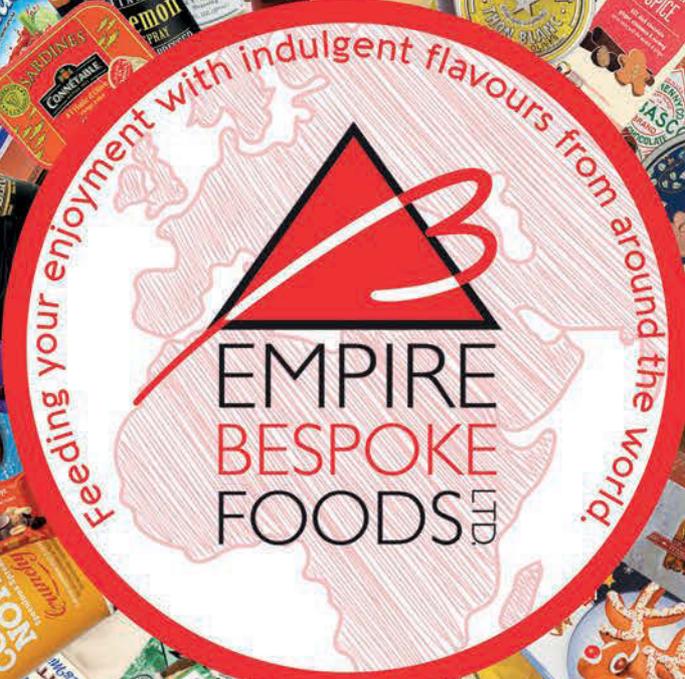
Academy of Chocolate. The creator of last year's stunning life-size chocolate baby elephant, who will be unveiling 2016's show-stopping centrepiece.



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Stand
1510A

BARU

New crafted luxury marshmallows join Barú's contemporary confectionery range that reflect current flavour trends. The new seasonal collection of 'non-chocolate' marshmallows includes boxed and bar varieties in six flavours: Vanilla Bean, Toasted Coconut, Sea Salt Caramel, Blueberry & Basil, Strawberry & Cacao and Raspberry & Mint.

Strawberry & Cacao has a retro feel, inspired by 'Neapolitan' ice-cream and poured three times to create a layered marshmallow.

Each mallow is handcrafted. 60g box. RSP £3.25.

info@baru.be
baru.be



Stand
4466

BUCKSHOT ORIGINAL SAUCE

Based on a family recipe which has been passed on through three generations, we're thrilled to announce that our Brown sauce is a 2016 Guild of Fine Foods Great Taste award-winning product. Our full range of small batch, handmade table sauces, including Tomato, Chilli and award-winning Brown are available in 500ml and 250ml bottles, 45ml jars and now two and five litre catering size packs.

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buckshotoriginal.com
 07809777001



Stand
V145

A LITTLE BIT OF FOOD CO LTD

Championing the use of fresh herbs and all natural ingredients, A Little Bit's range captures a just-picked, natural taste that makes mealtimes a little bit more exciting. Founder, Sophie Lane Fox, initially launched the brand in Spring 2016 with A Little Bit On Top's four dressings and marinades.

Classic sauces have been given a herby twist in the form of A Little Bit Saucy, available in Rosemary & Tomato Ketchup and a blissfully piquant Spicy Tomato & Sage Pasta Sauce.

01885 410 493
alb@alittlebit.co.uk
alittlebit.co.uk



Stand
V163

SMALL BUSINESS FORUM



Growing a small or medium-sized business in the competitive food and drink market is a challenge. At Speciality & Fine Food Fair business owners can gain invaluable advice, insight, tips and uncover practical solutions for all manner of burning issues in the Small Business Forum, sponsored by Cotswold Fayre.

Hear from the experts

Speakers will be on hand to dispense free advice and will offer useful tips on routes to market, product innovation and starting up your fine food business online, plus much more.

The talks will be held from 10:15am until 5pm Sunday and Monday and to 4pm on Tuesday, and this year's line-up of experts draws from all areas of the small business sector.

Visitors will be able to get hands-on instruction, hear inspiring stories from successful founders and learn how to approach different aspects of their own businesses.

Sunday kicks off proceedings with a talk from John Stapleton, the co-founder of the New Covent Garden Soup Co and Little Dish. Other experts will be delving into topics as diverse as bringing a brand to market with Paul Hargreaves of Cotswold Fayre and understanding the recent renaissance of mail order with Stephen Minall of Moving Food. Attendees can learn all about the resurgence in loose tea with Oscar Woolley from Suki Tea, and drill down into what millennials want to buy with Claire Brumby of Scrubby's Vegetable Crisps.

International development is also touched upon with Collin McCullagh, the director of trade for OCO Global, presenting his practical guide to exporting for SMEs. Social media effectiveness is explored with Martin Ballantine of PR and social media agency Piracy Corporation, and Wendy Richmond of communications agency By This River dissects the 5 Great Apps to Change the Way You Work.



Trends will be further explored too as Simon Wright from Granary Investments presents his must-watch list, co-founders of The Hardhood, Leah Garwood-Gowers and Daisy Payne will be jointly presenting on using superfoods to make raw desserts delicious, and media nutritionist, chef and author Christine Bailey looks at whether fermented foods are the next big thing.

One-to-one advice

Speakers from the Small Business Forum and other food and drink experts will also be on hand to dispense one-to-one mentoring advice in the Business Mentoring Centre, which will be open for the duration of the show.

Amongst others, Vhari Russell, The Food Marketing Expert, Edward Berry of food consultancy The Flying Fork and Emma Macdonald, founder of The Bay Tree will be giving business owners the opportunity to discuss any aspect of growing, selling, branding, marketing and funding SMEs in the food and drink sector.

"Each year the Small Business Forum is packed out with business owners wanting to hear from the experts. This year we have a fantastic line-up of speakers from all areas of the food and drink industry," says Soraya Gadelrab, event director. "Whether it's learning about a new

area of the trade, getting to grips with a particular problem they might have or simply needing a bit of feedback from someone who has been there and done it, the Small Business Forum offers both retail and foodservice business owners, as well as producers, the chance to develop, learn and grow their business."

FINE FOOD LIVE

See live cookery demonstrations from top chefs

SMALL BUSINESS FORUM

Learn from key industry experts in these seminars and talks

BUSINESS MENTORING CENTRE

Benefit from private 1:1 sessions, offering free personalised business advice

SPECIALITY CHOCOLATE LIVE

Get inspired by top pastry chefs and chocolatiers

INNOVATION ZONE & PITCHING STAGE

One-stop location to discover new products with Grocery Accelerator

GREAT TASTE 2016

Be the first to discover the 2016 Great Taste Awards winners

“ There is something so special about Speciality & Fine Food Fair - and the producers that exhibit here. There is a real treasure trove of artisan gems and stories just waiting to be discovered. The show provides an unrivalled and unique opportunity for buyers from independent retailers, delis and garden centres to meet producers, keep up with trends and source new and innovative products. It is an experience not to be missed ”

SORAYA GADELRAB, EVENT DIRECTOR

FINE FOOD LIVE

A firm favourite in the Speciality & Fine Food Fair calendar, the Fine Food Live demonstration theatre is back as the place to discover the latest trends, cooking tips and menu designs. Hosted once again by head of food for Ugo Food Group, Steve Walpole, the programme features an exciting line up of top chefs, all demonstrating their cooking skills to inspire and inform visitors. Themes this year include clean living, menu development and trends, convenience and the much anticipated Ready, Steady, Speciality cook-off.

Presenters include:



TANYA MAHER

Nutritionist and certified health coach. Tanya is the co-founder of organic raw food restaurant

Tanya's Café - which offers cutting edge, living plant-based cuisine, as well as serving superfood cocktails in its dedicated bar in the heart of Chelsea. **The Raw Truth**



NICKY CLINCH

Macrobiotic chef, teacher, nutritionist and counsellor who is deeply passionate about teaching the energetics of food and the physical, emotional, mental and spiritual effect it can have. Nicky teaches regular cooking classes and courses in East London.

Healthy Living Made Easy



STEVEN ROWE

Former athlete, personal trainer and founder of Leaner Living, a growing community of like-minded individuals looking to drop body fat and be active. A strength coach, Steven works with athletes, celebrities and those committed to improving their nutrition and fitness.

The Science Behind Nutrition



AMELIA SINGER

Renowned presenter, Jamie Oliver blogger and vlogger, and founder of Amelia's, an event business, Amelia has been in the wine industry for eight years and has gained a holistic appreciation of the wine industry. She is a media fixture on Jamie Oliver's Drinks Tube and is also now writing for Jamie Oliver's website.

Matching Food Trends with Wine



PETER SIDWELL

Chef, founder of Simply Good Food TV, judge on ITV's Britain's Best Bakery, and author.

Peter has developed a simple, fresh and innovative way of cooking that focuses on the importance of ingredients, cooking the right way to create food at its best.

Simply Good British Food



MICHAEL LECOUTEUR

Head chef at popular eateries Mews of Mayfair and the Mayfair Pizza Co.

Cooking - Going Round



EMMA SPITZER

MasterChef finalist in 2015, Emma now runs her own flourishing cookery business catering for private dinner parties, menu consulting, and running cookery seminars.

Convenience at its Best



JAMES STRAWBRIDGE

Founder of The Posh Pasta Company and sustainable living expert. James has been featured in several TV documentaries, most notably, the hit BBC2 series, It's Not Easy Being Green. James co-wrote Practical-Self Sufficiency: The Complete Guide to Sustainable Living with his dad Dick.

Identifying Regional Food Trends



ROBERT GRIEG-GRAN

CEO of Mindful Chef, creators of recipe boxes focusing on clean, delicious and nutritious meals.

Making Healthy Eating Quick & Easy



LOUISA MITCHELL

Head of product development chef at Mindful Chef. Louisa trained at Leith's Cookery School and now, together with the co-founders, creates delicious and nutritious recipes for their clients.

Making Healthy Eating Quick & Easy



STEVEN BENNETT

Executive head chef at multi award-winning Bistro The Lincolnshire Chef & The Comfy Duck.

Steven has years of experience gained from working in some of the region's top eateries including award-winning and Michelin-starred restaurants.

Ready, Steady, Speciality...



ANJULA DEVI

Runs catering business Authentic Indian Cooking and provides tailored, private lessons in Indian cookery. She also sells her own range of food products under the Route 207 brand.



HÜLYA ERDAL

Chef, writer, presenter and teacher. With clients ranging from Linklaters, Nestle, Allianz to Tesco, AXA and New York University, Hülya is a regular judge for many food awards including the free-from sector. She is always looking at ways to adapt menus in this evolving market of allergen-free cooking and healthy eating.

Ready, Steady, Speciality...

PRODUCT HIGHLIGHTS

DEVON DISTILLERY

DAPPA the first spirit of its kind to be made in the UK is distilled by hand in Devon, using an authentic Italian copper still. Only carefully selected grape skins from English vineyards are used to make DAPPA. Since 2013 Devon Distillery has focused on quality and innovation to produce an internationally award-winning product year after year. Dappa is ideally sipped as a digestif, often with espresso coffee. Dappa can be used in a variety of cocktails and recipes.

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Stand
V173

NEWTON'S APPL FIZZICS

Newton's appl fizzics is a curiously refreshing blend of apple juice and sparkling water. It is all natural with no added sugar or sweeteners. In fact it contains about 40% less sugar than apple juice on its own.

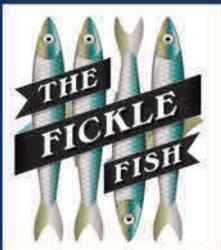
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TIMETABLES

Fine Food Live Timetable - SFFF 2016

| | Sunday 4th September | Monday 5th September | Tuesday 6th September |
|---------------|--|--|---|
| Host | Steve Walpole, Chef Consultant and Freelance Chef, Steve Walpole Ltd | Steve Walpole, Chef Consultant and Freelance Chef, Steve Walpole Ltd | Steve Walpole, Chef Consultant and Freelance Chef, Steve Walpole Ltd |
| 11:00 - 11:35 | Title: Simply Good British Food Presenters: Peter Sidwell Company: The Food Marketing Expert | Title: Showcasing the delights the Lombardy region Company: Lombardy | Title: Simply Good Content Presenters: Peter Sidwell Company: The Food Marketing Expert |
| 12:00 - 12:35 | Title: Clean Living Title: The science behind nutrition Presenters: Steven Rowe Company: Leaner Living | Title: Clean Living Title: The raw truth Presenters: Tanya Maher Company: Better Raw | Title: Clean Living Title: Healthy living made easy Presenters: Nicky Clinch Company: Nutritionist & Chef |
| 13:00 - 13:35 | Title: NPDM/Trends Title: Matching food trends with wine Presenters: Amelia Singer & Peter Sidwell Company: Wine Consultant | Title: NPDM/Trends Title: Cooking- Going round in circles Presenters: Michael Lecouteur Company: Mews of Mayfair | Title: NPDM/Trends Title: Seasonal menu development Presenters: Ellie Lewis Company: Jar Kitchen |
| 14:00 - 14:35 | Title: Convenience Title: Convenience at it's best Presenters: Emma Spitzer Company: Master Chef Finalist | Title: Convenience Title: Identifying regional food trends Presenters: James Strawbridge Company: The Posh Pastry Company | Title: Convenience Title: Making healthy eating quick & easy Presenters: Louisa Mitchell & Robert Grieg-Gran Company: Mindful Chef |
| 15:00 - 15:35 | Title: Ready Steady Speciality... Presenters: Steven Bennett & Steve Walpole Company: The Lincolnshire Chef | Title: Ready Steady Speciality... Presenters: Anjula Devi & Steve Walpole Company: Authentic Indian Cooking | Title: Ready Steady Speciality... Presenters: Hulya Erdal & Steve Walpole Company: Made by the Chef |

Speciality Chocolate Live Timetable - SCF 2016

| | Sunday 4th September | Monday 5th September | Tuesday 6th September |
|---------------|--|---|---|
| Host | Marc Demarquette | Marc Demarquette | Marc Demarquette |
| 11:00 - 11:35 | Title: Rising Star Title: The chocolatey journey to success Presenters: Samantha Rain & Mark Tilling Company: HB Ingredients & Squire's Kitchen | Title: Rising Star Title: How To Make Bean-To-Bar Chocolate At Home Presenters: Dom Ramsey & Hazel Lee Company: Damsen Chocolate & Devoted to Fine Chocolate, Tate & Lyle Sugars | Title: Rising Star Title: Melting point: the mysteries of Chocolate in the mouth Presenters: Shelly Preston Company: Boutique Aromatique |
| 12:00 - 12:35 | Title: Signature Title: The signature series Presenters: Barry Johnson Company: Consultant Chocolatier & Pastry Chef | Title: Signature Title: Nostalgia, Imagination and Chocolate- Rocco and Roald Dahl Presenters: Sam Smallman Company: Rocco Chocolates | Title: Signature Title: The art of chocolate Presenters: Cherish Finden Company: The Langham hotel |
| 13:00 - 13:35 | Title: Retail Title: Shape and Flavour Presenters: Sara Jayne-Stanes & Marie-Pierre Moine Company: Academy of Chocolate | Title: Retail Title: Sugar and Spice Presenters: Graham Hornigold Company: Hakkasan Group | Title: Retail Title: How to choose fine chocolates for your shop Presenters: Isabelle Alaya Company: Mélangé |
| 14:00 - 14:35 | Title: Foodservice Title: Chocolate and Wine: Making the Best of Both Presenters: Jane Parkinson Company: Wine author, journalist and broadcaster | Title: Foodservice Title: Why chocolate DJs are at the forefront of the chocolate revolution Presenters: Spencer Hyman Company: Coco Runners | Title: Foodservice Title: Versatility of chocolate in savoury dishes Presenters: David Greenwood-Haigh Company: Coeur De Chocolat Ltd |
| 15:00 - 15:35 | Title: Debate Title: Cocoa's Royal African Roots Presenters: Philippe Wall Company: Academy of Chocolate | Title: Debate Title: A discussion about the importance of craft chocolate in particular independent stores Presenters: Chris Brennan & Keith Lowe Company: Pump Street Bakery Chocolate & Zotter Chocolate | Title: Debate Title: Useful Chocolate Tips Presenters: Beverly Dunkley Company: Barry Callebaut |

Small Business Forum Timetable - SFFF 2016

| | Sunday 4th September | Monday 5th September | Tuesday 6th September |
|---------------|--|---|---|
| 10:15-11:00 | Title: How to build a successful consumer brand Presenters: John Stapleton** Job Title: Co-founder Company: New Covent Garden Soup Co & Little Dish | Title: Top tips for better negotiation Presenters: Richard Savage** Job Title: Negotiator Company: Scotwork | Title: A Practical Guide to Exporting for SME's Presenters: Collin McCullagh** Job Title: Director of Trade Company: OCO Global |
| 11:15-12:00 | Title: Moving Boxes (Modern MailOrder) Presenters: Stephen Minall** Job Title: Director Company: Moving Food Ltd | Title: The 8 Food Trends You Need To Know About (And Which Ones Work) Presenters: Simon Wright** Job Title: Founder Company: Granary Investments | Title: New Product Development in drinks Presenters: Melissa Cole Job Title: Beer writer, sommelier & Certified Cicerone Company: Let me tell you about beer |
| 12:15-13:00 | Title: Fermented Foods — Are They the Next Big Nutrition Trend? Presenters: Christine Bailey** Job Title: Media Nutritionist, Chef & Author Company: Christine Bailey Nutritional Consultancy | Title: Young Food and Drink Entrepreneur of the Year Final Presenters: Paul Hargreaves Job Title: Chief Executive Company: Cotswold Fayre | Title: You don't have to think small just because you're artisan Presenters: Sian Holt Job Title: Managing Director Company: Fudge Kitchen |
| 13:15-14:00 | Title: Punching above your weight Presenters: John Graham** Job Title: Managing Director Company: ADcreative London | Title: Millennials and the Speciality sector Presenters: Claire Brumby** Job Title: Founder Company: Scrubbys Vegetable Crisps | Title: 5 great apps that will change how you work Presenters: Wendy Richmond** Job Title: Director Company: By This River Ltd |
| 14:15-15:00 | Title: How to bring a brand to market within the Speciality Food Sector Presenters: Paul Hargreaves Job Title: Chief Executive Company: Cotswold Fayre | Title: 10 things every food startup needs Presenters: Kazlu Gill Job Title: Managing Director Company: Lime Green Accountancy | Title: Using Superfoods to make raw desserts delicious Presenters: Leah Garwood-Gowers and Daisy Payne Job Title: Co-founders Company: The Hardwood |
| 15:15-16:00 | Title: All about tea - loose leaf in pubs, tea as an ingredient in food and cocktails with tea Presenters: Oscar Woolley** Job Title: Co-Founder Company: Suki Tea | Title: Are you really using social media effectively? Presenters: Martin Ballantine Job Title: Managing Director Company: Piracy Corporation | Cotswold Fayre - Meet The Buyer |
| 16:15 - 17:00 | Cotswold Fayre - Meet The Buyer | Cotswold Fayre - Meet The Buyer | |

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YOUNG FOOD & DRINK ENTREPRENEUR OF THE YEAR 2016

Meet this year's competitors ahead of the final at Speciality & Fine Food Fair

Cotswold Fayre's search for the next talented young entrepreneur looking to crack the fine food industry is in full swing. Meet the three finalists that have impressed the judging panel this year, hear their stories and decide who will get your vote at this year's Speciality & Fine Food Fair.

Paul Hargreaves, chief executive of Cotswold Fayre and the mastermind behind the scheme thinks this is a positive sign for the fine food industry: "I remember walking around the Speciality and Fine Food Fair and being severely underwhelmed by the lack of young people trying to enter this fantastic industry. Fast forward three years and it is great to see so many ambitious young business people bringing new, innovative products to market."

This year the winning applicant will receive £1,500 in funding, but more importantly, they will win a year of mentoring from Paul and his highly experienced management team. Now in its fourth year, the scheme has produced another crop of promising finalists.

Meet the finalists...



RORY O'CONNOR,
Infustic

22 year old

Rory is a recent Accounting and Finance graduate from London School of Economics and Political Science who is hoping the young entrepreneur scheme will help him to launch his Infustic range.

Perhaps the most innovative product the start-up scheme has seen to date, his range of infusion sticks are made entirely from fruit and herbs. Rory explains, "Simply tear open the pouch, pop it in your water and let the sticks infuse the liquid with their complementary flavour combinations."

Unlike flavoured waters on the market which are riddled with sugar and flavour extracts, the sticks contain nothing but freshly picked fruit and herbs.

Rory adds, "I've always been interested in solving everyday problems using product design. Personally, I was focused on staying hydrated but got bored of



drinking plain water all the time. The product stemmed from wanting to find a way to making water a bit less boring. Following experiments with chopped fruit, a vacuum packer and people's positive reactions, I decided to launch my business."

COTSWOLD FAYRE*

-EST 1999-



GABRIELLA BLACK,
Nut Blend

A recent graduate from the University of Nottingham, 23 year old Gabriella is hoping her range of "indulgent" nut butters with "no added sugar – including sugar from fruit" will secure her this year's title.

Nut Blend was born out of Gabriella's combined passion for health and fitness and nut butter. After becoming a devoted fan of almond butter, the young entrepreneur decided to invest in a food processor and make it herself.

The range currently consists of three flavours: Perfect, Protein and Indulgent. Each flavour contains varying quantities of roasted

almonds and hazelnuts, vanilla, cinnamon and organic raw cacao powder.

Gabriella explains, "Perfect is my signature flavour; Indulgent adds organic cacao nibs for a richer taste; and Protein replaces hazelnuts and cacao nibs with both organic hemp protein powder and hulled hemp seeds – a natural vegan protein source."



OLLY HISCOCKS,
Olly's Olives

24 year old Olly pins his hopes on his range of marinated olives which, he says aims to "add colour, character and flavour some innovation to the olive market." As an olive fanatic himself, Olly turned down the opportunity to enrol in a post-graduate medicine course to start his lifelong ambition of transforming the olive market.

In 2014, much to his parents' dismay, Olly transformed his family home into one big olive mixing station. Two years on, and the young entrepreneur has developed a product portfolio of six variants all of which are "100% natural and ooze freshness."

Olly says, "We use plump and juicy Halikidiki olives that are hand-marinated by me with innovative,



fresh marinades. No preservatives, additives or other nasties here! Come and join the Olly's Olives Olivelution – it's a tastier a place to be!"

The winner of Cotswold Fayre's Young Food and Drink Entrepreneur of the Year 2016 is down to you. Head over to the Small Business Forum at the Speciality & Fine Food Fair on Monday 5th September 2016 at 12:15pm to hear more about the finalists and vote for your favourite.

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CHRISTMAS CHEERS

Christmas is when sales of drink, both alcoholic and soft, can substantially boost your end-of-year turnover, as long as you choose your stock carefully

For many independent food retail outlets, sales of drinks tend to be fairly steady throughout the year. There are, of course, those increasingly rare spikes in temperature which move soft drinks, light beers and white wines in summer. But on the whole, it is not this time of year, when the word Christmas can at last be spoken out loud, that those shelves stocked with alcoholic drinks in particular start to increase in importance and pay their way.

Now is the time to ensure that your stock is responding to demand and is in tune with current trends. It's also the time to visit supermarkets and see how their lines have expanded and so ensure that your lines and theirs don't clash. Supermarkets are stocking an

expanding range of craft beers, for instance, and it is worth keeping an eye out for locally-made brews and distillations finding their way onto their shelves. Some smaller supermarkets have already experimented with local produce aisles.

As with everything else you stock, difference is king. A strong showing of good, locally-made drinks will complement your food and create clear blue water between you and the multiples. With the expansion of both micro brewing and artisanal distilling, it's quite likely that you will be able to source high quality examples made in your own county or, if not, the region it is in. English wine is gaining in reputation and is no longer something to be treated with caution (as you

will find in Robin Goldsmith's feature in this issue). Currently fashionable gin is made beyond the environs of London and whisky is produced south of Hadrian's Wall. Some retailers have reported a new curiosity developing about mead. There is a whole world of interesting drink to be found here and, of course, there is no reason why you should not source your wine and beer

from places beyond these shores, especially if you can find interesting, high quality products that are made a scale small enough to escape the interest of the supermarkets and priced within the range of your customers.

"Christmas and gin go together so well," says Rupert Holloway of Conker Gin. "It's the perfect base spirit for cocktails, giving you a distinct flavour to play around with." Conker Spirit is a genuine small batch distillery that does it all, from gorse foraging to signing every bottle. "The Dorset Dry is a genuine alternative to the mob of London Dry gins on the market, whilst still being a classic gin led by Juniper."

Supermarkets often stock a wide variety of soft drinks, but this is market which is constantly growing, with small, artisanal producers trying out all sorts of drinks, products which might be tempting for customers looking for something a little different to serve to their abstinent guests over the Christmas and New Year period. Non-alcoholic drinks are enjoying new interest as people lead healthier lives and for the same reason, ones low in sugar should be considered this Christmas. Warming drinks such as ginger-based ones, and cordials featuring winter berry fruits, are likely to be popular. Slightly more offbeat but worth considering are bottles of birch water, fruit spritzers, coconut water and the other innovations which have been launched into this market of late.

Sell digestifs

As you would expect, Delfonseca reports a spike in port sales at Christmas. These "increase hugely at Christmas," Candice says. "We stock our namesake 'Fonseca's' and again we sell a wide range and have them open to taste. We do the same with a

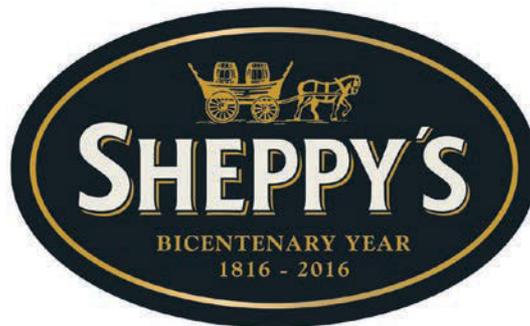
good selection of Madeira and sherry and we find that particularly the 'digestif' styles, which are aged and sweeter, are quite often a winning surprise with the punters and are often bought for the end of decadent Christmas dining. Similarly, more unusual products like plum sake sell well on tastings." Beer-wise, Candice advises, "stock up on all your local producers, as beer hampers are great 'male' presents. Make sure that you include some interesting 'wintery' darker beers. Christmas mead is also an interesting product to stock and a half bottle added to a Christmas hamper always goes down well."

Demand can vary, Candice notes. "Things change every year," she says, "for example, Spanish wines used to outsell other regions but now Argentinian Malbec is the most popular red varietal and Italian wines seem to be increasing in popularity, particularly the more expensive ones such as Barolo and Amarone. People are also becoming more open to trying lesser-known varietals such as indigenous grapes from say, Portugal or Sicily, than they used to be. We have also noticed that people tend to be drinking less overall but are becoming more choosy about what they drink."

In order to distinguish itself from supermarkets, Delfonseca concentrates on its standards of service, Candice says, "in that we are happy and available to talk with the customer to find them the right product for their needs. We have samples available with most of the spirits so that people can try before purchasing. In the festive season they are looking for treats or gifts, and it's always great to find a product that suits their palate. We can always take that single bottle and turn it into the centrepiece of a lovely gift hamper."

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alcohol can encourage buyers to do more of their Christmas shopping with you, rather than going to the supermarket for a bottle and shopping there. "We use that policy all year round," Candice says. "Our aim is to provide a shopping environment where the customer really doesn't need to go elsewhere. At Christmas we see an increased willingness for the customer to spend on more expensive items, as either treats for themselves or gifts for others. It's frustrating that they don't spend that way all year round!"

Drinks can also be used to drive Christmas events at which customers will spend money and get the chance to take a good look at what you have in stock. "We tend to hold a special 'invitation' evening on a weeknight on the run-up to Christmas where we invite producers and do a lot of sampling. But we also have producers in every Saturday in December doing in-store sampling. Once people try, if it's good, they buy," Candice says. Many of these customers, she adds, will place orders for their Christmas food and for gift hampers.

When it comes to ordering especially for Christmas, Candice "gets extra gift sets in November but then I track sales closely and order in frequently throughout December depending on sales. It's hard to shift spirits after Christmas as they are such a high value item. It is really something that someone needs to be watching like a hawk or else you could be sitting on a very large investment that you won't be able to sell until the following Christmas! I can't emphasise enough how important it is to have a staff member with knowledge and passion about the product available to 'sell' to the customer."



RETAILER VIEWPOINT...

Diane Brown, Provender Brown

WHICH ARE THE ESSENTIAL DRINKS TO CARRY AT CHRISTMAS?

Prosecco, lots of gin in all its manifestations, Santa's Swallie from Inveralmond Brewery, non-alcoholic Sparkling Elderflower from Cairn O'Mohr, cans of Birra Moretti, Fever Tree tonic.

HAVE YOU NOTICED ANY CHANGES IN DEMAND IN RECENT YEARS?

Demand for gin has just gone crazy! We're selling less wine; more people seem to be buying it online.

WHAT DO YOU DO TO OFFER SOMETHING DIFFERENT TO THE SUPERMARKET?

We offer a huge selection of artisan gins, few of which are available in the supermarkets, also lots of unusual liqueurs and spirits. It's very difficult to predict what customers will want but we're very reactive to requests

and can get most things in at fairly short notice.

HOW DOES YOUR FOOD STOCK ENCOURAGE SALES OF WINE?

We hope that while customers are in buying cheese, they'll also pick up a bottle of wine.

HOW CAN CHRISTMAS DRINKS BE USED TO DRIVE SALES OF OTHER ITEMS?

Once customers are in the shop in search of that special bottle, hopefully they'll be enticed by attractive displays to pick up a few stocking fillers or to come back for their cheese.

WHEN DO YOU NEED TO HAVE YOUR CHRISTMAS DRINKS STOCK IN PLACE?

We start building them up from November but the real rush is in the last 10 days or so.



SHEPPY'S MULLED CIDER
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sheppycider.com



KERNEL IMPERIAL BROWN STOUT
A complex beer which is black in colour and offers rich aromas and deep, full bodied flavours of figs, dried fruit, plums and chocolate, with herby notes.
thekernelbrewery.com



GLENGLOSSAUGH REVIVAL
The Glenglassaugh Revival is matured in a red wine and fresh bourbon casks, vatted and re-racked for double maturation in rich sherry casks producing complex flavours.
glenglassaugh.com



LYME BAY TRADITIONAL MEAD
A sweet, deliciously full flavoured honey-based wine which is a great accompaniment to strong cheeses and casseroles.
lymebaywinery.co.uk



GODMINSTER A BLOODY GOOD MARY
A beautifully packaged gift set of horseradish vodka spirit drink with five bottles of spicy tomato juice. The perfect ingredients for the perfect Bloody Mary.
godminster.com



BELVOIR SPICED GINGER PUNCH
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1 LILLYPUDS: Traditional Christmas pudding

Winner of a star in the 2016 Great Taste Awards, LillyPuds' traditional and gluten-free Christmas puddings rely on an abundance of fruit to sweeten the mix – as a result, they contain much less added sugar than similar products (just 4%). The East Anglia-based family

producer has produced a fruitier and lighter pudding which should provide consumers who are not fans of heavy, traditional puddings with a delicious alternative.

"A LillyPud will restore your faith in this great British pudding as a healthier, lighter alternative without losing those special Christmas flavours," says Alison Lilly, founder. "It's a delicious dessert to complement any Christmas meal." lillypuds.co.uk

2 COLE'S: Black Forest Christmas Pudding

New for 2016, Cole's Black Forest Christmas pudding is made with chocolate, kirsch, glacé cherries, sultanas and golden syrup for a unique and indulgent take on the traditional festive pudding.

"It's a modern alternative to the classic Christmas pudding; a rich, full-flavoured pudding which provides the perfect end to the best meal of the year," says Mark Jackson, sales manager. colespuddings.com



3 SIMPLY DELICIOUS CAKE COMPANY: Christmas Cake

"Christmas should always be a feast," says Archie Hunter, owner of the Simply Delicious Cake Company, "Christmas cake is central to a true Christmas feast, packed with raisins, sultanas, handfuls of cherries and almonds... rich, dark, soaked full of brandy and sumptuous icing to top it all.

"We the importance of this all too well. Using only the best ingredients we can lay our hands on, each cake is handmade and baked the traditional way with free-range eggs and butter plus a bit of old fashioned elbow grease in the bargain as well.

"Not wishing the cake to take all the limelight, we have been searching round for the right packaging to conjure up the feast in store but also makes the cake a delightful gift to enjoy and share. So we are very excited about the special painting that covers the cake this year called 'Feast' by Emily Sutton." simplydeliciouscakes.co.uk

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4 BURTREE: Gluten-free Christmas Pudding

Named the best gluten-free Christmas pudding by The Guardian, this pudding's flavour, fruit content and moisture makes it award-winning.

Made with brandy and cider with a fresh, citrusy taste, it is also dairy-free and suitable for vegetarians.

Robert Darling, owner said, "We have found that the lighter taste suits a lot of people, who try a small single serving size but come back for our larger family size for everyone to share. It is available by mail order from our website, some of our stockists or from one of the food festivals we attend from September onward."

burtreepuddings.co.uk

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RETAILER'S CHOICE: THE FOOD COMPANY

5 BERRIES ISLE OF MAN
Traditional Manx Christmas Pudding

"Christmas is always a busy time for us at The Food Company," says Aaron Linch, general manager. "We're known for quality and whilst we source many of our lines direct from producers abroad, our Christmas puddings are very much home grown."

"Our ethos of stocking artisan products from smaller suppliers means that we had a great range from Berries on the Isle of Man. They won a Great Taste Award in 2013 and their Traditional Manx Christmas Pudding was beautifully packaged in a damask napkin and wooden Christmas tree adornment. It was our particular favourite because we sourced it ourselves and like to help smaller producers, and it also tasted fabulous!"

berries.co.im



6 ROOTS & WINGS:
Mince Pies

"At Roots & Wings, our artisan bakers make the very finest Christmas provisions made from pure organic ingredients," says Olivia Williams, marketing and communications. "The Mince Pies are made of sumptuous and zesty mincemeat encased in divine, rich all-butter pastry."

"Our mincemeat is made using pure West Country butter, fresh apples from orchards in Herefordshire, plump raisins and a generous dash of warming Cognac. It positively zings with flavour. Our craft bakers hand make the mince pies in small batches and bake slowly to ensure the delicate buttery pastry is perfectly cooked. Totally irresistible!"

rootsandwingsorganic.com

7 GRASMERE GINGERBREAD:
Rum Butter

Cumberland Rum Butter is an intoxicating combination of butter, rum sugar and nutmeg. It is delicious spread on hot toast, oatcakes and scones or warmed and spooned over ice cream, popcorn and Grasmere Gingerbread with which it is associated today.

Although a traditional Cumbrian delicacy, its exact origins are shrouded in mystery. It first appeared in the larders of 18th century homes near the west Cumbrian ports of Whitehaven and Workington – a consequence of the booming international rum trade. One romantic legend suggests that a drunken sailor crashed into a barrel of rum which leaked into a butter churn, flavouring its contents! A more prosaic explanation involves a farmer's keg of smuggled rum leaking onto precious stores of butter and sugar, haphazardly creating a culinary sensation. Whatever the truth, it was Cumbria's mountainous terrain and large distances from major cities that



ensured it remained a unique regional delicacy.

Today, a Gold Taste Award winning Cumberland Rum Butter is made and sold at the Grasmere Gingerbread Shop in the Lake District. Co-owner

Joanne Hunter says, "Our Rum Butter is very moreish and particularly popular over the festive period served with mince pies or Christmas pudding."

grasmeregingerbread.co.uk

8 CROSTA & MOLLIKA:
Panettone

Enriched with dried fruits and butter, the recipe used to make this traditional Italian bread has been in the family for over eight decades.

This bread is slowly produced to ensure a perfectly soft texture and delicious flavour.

James Orr, founder said, "We are extremely proud of our recipes. At Crosta & Mollica, we are passionate about making great food with extra care and the best ingredients. Our delicious Panettone and Pandoro make delicious desserts, are perfect for sharing, and are beautiful as gifts this Christmas."

crostamollica.com



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www.cartmelvillageshop.co.uk
015395 58300

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THE GIFT OF FOOD

Now's the time to start thinking about your gifting selection for the upcoming festive season and beyond. Here, some of the industry's key figures share their expertise



A FESTIVE HAMPER FROM DE BEAUVOIR DELI, LONDON

It's the most wonderful time of the year, or so the saying goes. Throngs of shoppers are storming the streets looking for the perfect gift for their loved ones, and are more willing to loosen their purse strings than at any other time of year.

Now is a key time for customer service – every shop is promoting its gifting items in its own way, whether their focus be on meats, cheeses or confectionery, and the way to set yourself apart from the rabble is to offer truly spectacular personal service. Not only must your staff get to know your customers, but they need to familiarise themselves with the recipient of the gift – are they a lover of savoury or do they have more of a sweet tooth?

It's not too complicated to turn an everyday item into a gift that

“ Shoppers are storming the streets looking for the perfect gift for their loved ones, and are more willing to loosen their purse strings than at any other time of year ”

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“ Gifting is driven by a whole new set of foodie impulses and expectations. It is a rapidly growing sector, and one which is growing in some interesting directions ”

booze and chocolate) and geared towards solving the problem of what to buy the men in your life.

Today it is a very different picture. One that, as a premium brand manufacturer, is gratifyingly premised on quality and provenance of product, as much as 'fancy' packaging. And one that is driven by a whole new set of foodie impulses and expectations. As a result, it is a rapidly growing sector; and growing in some interesting directions.

Fuelling all this are more buying occasions with correspondingly more targeted packaging doing the work for the giver, but also a far more informed, adventurous and discerning customer. One who still wants an easy buy (within their price point, be that stocking filler or birthday), great value for money (so it looks like they've spent more than they have), and something a little bit different (so not everyone has one, while reflecting back on the giver as having thought beyond the obvious).

They still want a flashy box, but now care more about what's in it. It's all about artisan, about provenance, about authenticity. As a result, speciality hampers and self-curated boxes are on the up, as are make-at-home kits – a market segment that has vastly increased with many new product launches in the last couple of years.

You can find a home kit to make virtually anything these days, from cheese, ice-cream, gin, and, dare I say it, fudge! – to home curing meats. The difference is that recipients are now far more likely to use their gifts and to want to hone their culinary skills. For this climate of rampant foodie-ism has bred greater confidence, an interest in scratch cooking and a greater focus on the quality and nature of

will delight the giftee. If they are a cheese connoisseur, simply package their favourite cheese with a box of cheese biscuits and a jar of artisanal chutney. If they adore all things sweet, depending on the giver's budget you could either offer a small selection of truly exquisite chocolates or a fun selection of individually-sized confections. Do they love a party? If so, a bottle of locally-produced wine or spirit partnered with attractive glasses and a bottle stopper would be gleefully received.

The key thing is to stay open-minded – it's not only products with festive words and imagery on the packaging which will work as Christmas gifts; with a little imagination, nigh on any item on your shelves can form part of a hamper or themed gift box.

In fact, the season could offer a great opportunity to shift the products you over-ordered earlier in the year – simply promote as half of a well-packaged pairing or an element of a hamper selection. And let's not forget, explicitly Christmas-themed items will be tricky to shift once the winter months are over, so it could be sensible to package more generic items in a festive way than to invest in items with a shorter shelf season.

Personalisation is a simple way to make a gift more special. Package and label a hamper or individual product with the receiver's name – plus a note from the giver if space allows – or at the very least offer a gift wrapping service. Anything you can do to save your customer time and excess effort will win serious brownie points, not to mention the fact that the items can be wrapped in paper branded with your logo and therefore act as ambassador wherever they end up. A roll of wrapping paper, a few metres of ribbon and there you have it: a service which takes but a few moments and pennies, but which can add an extra few pounds to your profit margin.

Changes in the gift food sector

Sian Holt, MD Fudge Kitchen, shares her thoughts on the evolving gifting market

Ten years ago, gift food was largely a gimmicky box containing a couple of big brand items (typically



ingredients. Allied to this is the still-growing millennial area of experiences over 'things'. As our lives migrate on line, we crave connection with reality, perhaps an element of homeliness; and culinary experiences tick so many of these boxes: entertainment, engagement, education, old crafts and skills. Perhaps as a further reaction to this depersonalizing world, the explosion of product personalizing, evidenced by Nutella and Marmite's named jars last year, is also not going to go away.

As we seek more elaborate treats, then, self-gifting has also grown and moved on. Where once we would have snacked on a Mars bar, we are now treating ourselves with fewer, but more premium offerings from artisan producers: popcorns, locally-produced crisps, handmade confectionery, not forgetting 'healthy snacks' and 'ethically sourced' products.



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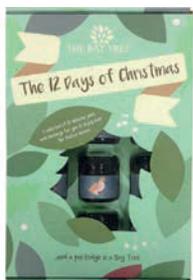
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Caroline Muir, marketing manager at Brindisa, shares her advice for creating a top selling hamper

To create the perfect parcel of edible delights it is important to have a bespoke approach to the person receiving it. Do they love gastronomy and trying new things, or have a thing about blue cheese? Are they excited about vegetarian foods, are they health conscious or sweet toothed? Do they eat like a discerning mouse or a lion? At Brindisa we really do buy our foods and wines with every type of customer in mind, and many of them come to us especially to solve a present buying dilemma. One of the perennial favourite gifts is a spectacular whole leg of serrano or ibérico ham on the bone, complete with stand (without which it is very difficult to carve), special ham carving knife and dvd to give vital instructions on getting the most out of carving and storing the gift. Our ham kits bring great kitchen theatre and entertainment to a special party, and can feed over a hundred portions of one of the greatest luxury foods available.

With charcuterie an increasingly popular sector within the speciality food market, why not explore its versatility as a gifting product? Sean Cannon from Cannon & Cannon explains why you should look beyond sweet treats when preparing your festive offering

Christmas for retailers is a key trading period: it's a time when different categories of shoppers come into store, be it those looking to buy a gift, those looking for a host/hostess gift or those looking to buy for someone who is usually notoriously difficult to buy for.

While boxes of chocolates,

biscuit tins and panettone are great standbys, not every recipient has a sweet tooth, so Cannon & Cannon's meat filled mini hampers are a great alternative which will add to rather than cannibalise on gift sales.

Hampers are a perennial festive favourite, and for those stores who might not necessarily have time to pack their own, Cannon & Cannon's selections present a ready made solution which can also be used to encourage customers to make last minute purchases.

British cured meats are a growing industry, with small producers winning Great Taste awards and producing innovative and interesting products using rare breed meats, locally sourced game and recipes that are completely unique to the UK and different to the continental variety.

Gifting classic

Lisa Clowes from family favourite confectioners, Walkers Nonsuch tells *Speciality Food* why you should stock toffee this festive season

Quality toffee is the perfect gift as it's indulgent and satisfying for the receiver and affordable to buy for the giver. Family toffee company Walker's Nonsuch offers a unique gift range to suit all ages and price points. Made with whole milk and butter and with over 100 years cooking experience, the toffee quality is second to none. All-year-round gifting has become an important part of sales, particularly during the Christmas period, and the brand can offer large slabs in a wide range of flavours supplied with a novelty hammer and free from artificial colours, preservatives, hydrogenated vegetable oils and gluten.

BRINDISA'S 5 TOP HAMPER – SELLING TIPS

- 1 Offer a bespoke service to set yourself apart
- 2 Invest in gift packaging and ribbon; add value
- 3 Have a variety of themed boxes – One is Fun, Movie Night, Eat Yourself Well, Christmas Cracker
- 4 Have a completely ambient selection for those who will want to rely on the postal service
- 5 Run a competition with a hamper on display to boost your database for newsletter mail out



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to those varieties they may not otherwise try.

If you are looking for a little backstory, you might mention that chutney, which has also been eaten under the names of chatney or chatni, is an accompaniment, condiment or ploughman's essential which has Indian origins and may first have been produced around 500BC. Certainly, the Romans latched onto the idea as an effective method of preserving food. In Britain, chutney has provided another way of using up excess fruit and vegetables – the version which found popularity over here is a distinctly sweeter variant, being a reduction of fruit, sugar and vinegar.

It's at this time of year that you can expect to see your jars of pickles and chutneys moving with an increased momentum. "For the specialist retailer, this is the perfect time of year to make their selection of chutneys and pickles work even harder," says Becky Vale, marketing director at Tracklements. "For every piece of cheese sold, there's an opportunity to sell an accompanying chutney, from Sticky Fig Relish, which brings out the best in smooth, creamy goats' cheese, to gorgeously jammy and rich Quince for sheeps' cheese, or Apricot & Ginger Chutney for those who like a crumbly Cheshire or buttery Lancashire."

Because customers are now in the mood to spend a little more on high quality foods, Becky says, "now is the perfect time to encourage customers to trade up and introduce them to flavours they haven't tried before: whether that's re-introducing them to traditional flavours they may have overlooked, like Green Tomato Chutney, or offering them new flavours to experiment with."

Upselling tool

But upselling isn't limited to cheese, she notes. "It's equally beneficial to upsell with produce from the meat and deli counters. After all,



THE NORFOLK DELI

Mark Kacary, managing director

WHY IS IT ESSENTIAL THAT INDEPENDENTS LIKE FARM SHOPS AND DELIS STOCK CHUTNEYS AND PICKLES?

This is an area where an independent can be genuinely different. It's our differentiator from all the major supermarkets. Of course this is only really relevant and true if the produce is locally-made.

WHICH LINES DO YOU STOCK?

We focus purely on local producers. Therefore we offer a range of chutneys from Candi's Chutney which is a wonderful range of products. She make a range of chutneys which are available throughout the year, but then as the seasons change there are a range of seasonal chutneys. For example, during the summer we can offer pickled samphire, or Asparagus chutney, or more recently a cucumber blended with Norfolk gin. We also stock Chillies pickles and relishes from Chillies Galore, Chutneys Jams and Mustards from Jubberwacky, Chutneys, preserves and marmalades from Essence Foods.

WHAT DO YOU LOOK FOR IN A STOCKABLE LINE?

For The Norfolk Deli, it's all about being local and being made in

Norfolk. That is the first thing we look for. We then look for originality and something different. If something looks and tastes like Branston pickle, then it's probably best to just stock Branston pickle. We like to deal directly with the producer so that we can sell the item with details on who makes it and how they make it.

BEST-SELLING CHUTNEYS?

Candi's Chutney, especially the Spiced Carrot & Chilli Parsnip, closely followed by Jubberwacky including their Hearty Ploughman's and their Sticky Date & Apricot Chutney.

BEST-SELLING PICKLES?

Candi's Chutney and especially her Norfolk Nobbly pickles.

HOW DO YOU INCREASE YOUR SALES OF CHUTNEYS AND PICKLES?

We believe that having produce which is different and all made in Norfolk is very healthy. We also increase sales by selling chutneys etc to people who are buying our wedding cheese cakes, people who buy cheese online, and by including these products in a number of our gift hampers which we sell in the shop and online.

no Boxing Day spread is complete without piccalilli, ploughman's pickle or onion marmalade and again, it's the perfect opportunity to promote exemplary quality, taste and variety. "Upselling with pickles and chutneys works with so many products you already sell," Becky says. "In the same way that chutneys and pickles can be upsold from the cheese and meat counters, so meats, cheeses, crackers can be upsold from the chutney fixture. Tracklements

provides free shelf talkers for exactly this reason so that when consumers are browsing the fixture, they see usage recommendations suggesting new and different ways to enjoy the products: Bengal Carrot Pickle with poppadoms and curry is just one of these."

As a condiment maker, Tracklements is naturally going to say that it's important to stock a wide range of these products, Becky admits. "Seriously though,



A BIT ON THE SIDE

Chutneys and pickles are more than accompaniments for meat and cheese: they are cross-sellers par excellence

An important part of the stock of any deli or farm shop is its ambients. They have a long shelf life and with the exceptions of those products designed with Christmas in mind, these are products that sell all year round. They accompany a great many products already sold in farm shops and delis and can be easily cross-sold with them, potentially increasing turnover on at least two

fronts. As with jams and preserves, chutneys and pickles are items which are as likely to be purchased by the casual visitor on a whim as they are by the regular customer who needs something to go with a few slices of locally-produced ham on the bone. Chutneys and pickles can easily be up-sold with meats and cheese and work well when put out on taste, which of course is a very good way to introduce people



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the British have a long tradition of accompanying a meal with a mouthwatering kick of flavour which only seems to be increasing, so it's important to offer a comprehensive range to make the most of every opportunity. From sauces for breakfast, through to something to zest up a sandwich or a snack and adding a flourish to the evening meal, there's a product for every occasion!"

Some are more suited to pushing at Christmas than others. It's a "tough question," Becky says, to decide which of the Tracklements range suits the season best. "There are the Christmas must-stocks like Piccalilli, Cranberry Sauce, Plum Chutney and Ploughman's Pickle, and then there are the gift products like our range of beautiful Le Parfait

jars including Christmas Chutney and Onion Marmalade. But there are also the smack-you-in-the-chops good Charcuteriments which make great gifts, stocking fillers or the perfect addition to the cold cuts table. There are also plenty of opportunities to add Tracklements to Christmas hampers to make them extra special."

Tracklements is a good stocking choice, she says, because "consumers know and trust the brand. The products are of the highest quality possible, they're consistent, and they're unbeatably delicious. Tracklements has over 170 food awards in the trophy chest, as well as having been voted the Best Supplier of Pickles & Chutneys for five years in a row. With over 60 products in the range, Tracklements

is a one stop shop for condiments. We run regular promotions, offer free taster packs and point of sale materials, and now have a trade ordering website to make it even more convenient for our customers to order out of hours."

New tastes

New faces on the chutney and pickle block are Ben Harper and Scott Barratt, who launched Jar & Spoon earlier in 2016. This energetic new start-up already produces 14 products, including a range of pickles and chutneys. Co-director Ben Harper explains his hopes for the business and its products: "We are an artisan company making jams, chutneys, pickles and marmalades," he says. "Scott and I met an antenatal classes where we started chatting about chutneys. As a chef, Scott has worked in food since he was 17, while I had my own marketing business. Scott runs the creative food side while I handle the business."

Jar & Spoon's present range comprises of four chutneys and two pickles, (and also five jams and three marmalades). "The range is something that Scott had been planning for a while," Ben says, "and it took us about four months to get it all up and running, from deciding to do it to sourcing suppliers and developing the recipes."

An important aspect of what Jar & Spoon does is its choice of flavours which are all, Ben says, "a little bit different. We have unusual things like Sticky Peach Chilli Chutney." The company also makes a Blackberry Chutney. "The Blackberry is a bramble chutney with apple in it," Ben says. "This sometimes takes a bit of explaining as people can



assume it's jam. This is still a sweet chutney but it's great with red meat."

In Ben's opinion, it's important to produce something that's a little different. "There are now so many chutneys and pickles," he says. "We needed the Jar & Spoon range to stand out. Our flavours are a little quirky, and our look is modern. We have a couple of classics as well, such as Piccalilli and Caramelized Onion, but we do like to get those different ones in there. Our best-selling chutney is the Sticky Peach & Sweet Chilli Chutney, which is very good as a burger relish." Ben and Scott decide which of their recipes will go into production only after rigorous product testing. "To begin with, we used friends and family but then we took the range out to lots of food festivals and farmers markets. In this way we were able to see if we need to refine it or change anything."

Care is taken in the selection of ingredients to go into the chutneys made by Jar & Spoon. "Our fruit comes from local farms in Rutland and East Northamptonshire," Ben says. "The local growers here are

really supportive. Our vegetables come from different suppliers. Our fruit suppliers have supported us by freezing the fruit on site for us and let us collect it from frozen. This really helps."

The products are made in a commercial kitchen to which chef Scott has access. "We make the products in fairly small batches at the moment but we do this regularly," Ben says. "This ensures the products' freshness. We use traditional methods. The secret is in coming up with the right recipe and perfectly developing that recipe. The process looks easy, but a lot of thought goes into it. Our dad's generation really likes chutney and we want people of our age to engage with it more, too." Ben and Scott are presently creating a range of gift sets consisting of three jars in a tube. "We are also bringing out some Christmas products, including mulled wine flavours," he says. For retailers considering stocking Jar & Spoon, he says, "We can provide POS material and arrange tasting sessions, which is important when people may not have tasted a particular flavour before."



WALSINGHAM FARMS SHOP

Sam Bagge, general manager

WHY SHOULD FARM SHOPS AND DELIS STOCK CHUTNEYS AND PICKLES?

It's essential because we have so many independent chutney and pickle suppliers in Norfolk. This competition encourages smaller craft suppliers to become better and more creative, leading to some fantastic combinations on the shelves.

WHICH LINES DO YOU STOCK?

We stock a wide range and even make our own in-house chutneys, pickles and preserved items, usually when products are in season. We make cucumber pickle in spring/summer when cucumbers are plentiful and these are great enjoyed around Christmas along with a nice range of cheeses. Having said that, our local suppliers are great. Candi's chutney is mind-blowing and we are really big fans of Jubberwacky chutney and preserves.

BEST-SELLING CHUTNEYS?

Without doubt, Candi's range

of chutney stands proud on the shelves. In particular, unusual chutneys sell well. Parsnip & Chilli and Spiced Carrot are big sellers.

BEST SELLING PICKLES?

The obvious brown pickle and piccalilli are still very popular with our regular local customers, but people on holidays and tourists tend to buy something a bit different.

HOW DO YOU INCREASE YOUR SALES OF CHUTNEYS AND PICKLES?

Tasters! We try to always have samples or tasters out for people to try before they buy. It's very difficult to make a chutney look good in a jar, so tasting is the best way to sell.

HOW CAN CHUTNEYS AND PICKLES BE USED TO SELL OTHER ITEMS?

We always try to cross-sell ours with items from the deli or cheese counter. A really good date chutney and our cheese of the month is a great way to encourage multiple purchases.

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ARTHUR HOWELL DELICATESSEN

Matthew Higham, manager

Matthew Higham, manager of the Arthur Howell Delicatessen in Wells-next-the-Sea in Norfolk says that it's essential to stock chutneys and pickles as they are "such very popular products. People like them and they complement the things that we sell, such as cheeses and meats. I have lots of smoked products including smoked fish and chutneys and pickles go well with these. So much of my stock can easily be cross-sold with our chutneys and pickles. Whenever we put tasters of chutneys or pickles out, we always put out portions of a selection of different cheeses too. Tasters of cheese with pickles and crackers always go well."

Mathew is well-stocked with both pickles and chutneys, many of which are made locally. "One of these is our own label made by Minnie's Country Kitchen, a small producer in Fakenham who makes it only for us. I also take some of the other local ones such as Chillies Galore, a local chilli company, and Cadi's

Chutney, which is another Norfolk chutney producer. Candi's Chutneys are presently selling "really really well," Mathew says. "She does a Parsnip & Chilli Chutney which is a good seller and a Norfolk Crier Onion Marmalade. We do really well with a Spiced Plum Chutney and a Sweet

Carrot Chutney.

Popular among Mathew's pickle selection is "a traditional bread and butter pickle, which is really very thinly sliced cucumber onions and mustard seeds. It's called bread and butter pickle because that is what you traditionally have it with. It's been popular in Norfolk since the Second World War, when it came over with the Eastern European airmen."



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Last Words

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HOW'S BUSINESS?

It's very, very hard to survive being a small independent business in London. These days, everything seems to work against small businesses. Rents are extortionate and we have very little support (if any) from the local authorities here. Tower Hamlets has now decided to charge us a huge fee to have an A-board or a bench outside the shop, for example. Spitalfields is now dominated by big, un-neighbourly food chains exactly because they are the ones that can absorb all these costs. Still, it's amazing that we have managed to survive so far. I guess that being the odd little family shop in the area is our strength, and seeing a queue of smiley customers outside the door every day at lunch time is always very reassuring.

DESCRIBE YOUR DELI

We like to think of ourselves as a little village shop in the City, selling home-cooked food and provisions. We try and promote small independent producers and most of our suppliers started their businesses selling to us. We stock our shelves with homemade jams and pickles, liqueurs, local beer, local honey, cakes and chocolate, and we also sell traditional British products you wouldn't easily find here in London, like honey mead, Henderson's relish or Dorset Knobs. I see the shop as an extension of my own dining room and kitchen (I live above the shop) and everyone working here is a friend. It's one of the last little old family shops still standing in this area.

WHO ARE YOUR CUSTOMERS?

Hungry City workers, tourists looking for traditional local treats to bring back home and Campbell's tea addicts.



Cundall & Garcia Ltd

Owner: Paulo Garcia Opened: April 2011



WHAT DO YOU SPECIALISE IN?

Home-cooked comfort food to take away, sandwiches made to order and good old-fashioned customer service.

HOW IMPORTANT IS YOUR LOCATION?

Situated between the City and the East End, just outside the old Roman walls, our building is located inside what used to be Henry VIII's artillery ground where soldiers once practiced archery and musketry and is close to Nicholas Hawksmoor's impressive 18th-century Christ Church, Spitalfields.

Built in the 1780s, the four-storey Grade II-listed house has been home in the past to diamond-cutters, furriers, boot makers, drapers, bookbinders and Amelia Gold, a Hungarian Jew who ran a French millinery business. It's a few blocks away from buzzing Brick Lane and Columbia Road flower market.

WHAT SELLS ESPECIALLY WELL?

London honey! We stock King's Cross honey from Urban Bees and Barns and Webb's postcode honey and there is never enough supply to remedy the local community's hay fever every spring. Campbell's tea, a strong but smooth, full-bodied blended tea made from loose East African leaves is another big seller. Our homemade scotch eggs have a loyal following too (we sell dozens every day) along with our roast chicken sandwich with sage and onion



stuffing on Wednesdays, for which the queue goes outside the door!

HOW DO YOU SELECT YOUR PRODUCTS?

I look for small, independent producers and artisans with a love for their craft and a story I can entertain my customers with. About a year ago, we were visited by these really smart young chocolatiers from Wales (Nomnom, Proper Welsh Chocolate) and we were truly impressed, not only with the quality of their chocolate bars but also with their enthusiasm and the story of their humble beginnings. There is also St. John & Dolly Smith's Old Nick Scotch Bonnet Sauce (wonderful stuff) made in West London by Chris, whose parents lived in Bangalore and passed their family recipes to him... And Becky, who grows much of the fruit she uses in her Mother's Ruin flavoured liqueurs

(using her mother's family recipe) in her own garden in East London. Or Mrs Sorrentino who makes the most delicious biscotti for her family at her home in Kilburn and kindly sends us some too.

HOW IMPORTANT IS YOUR LUNCH SERVICE?

It's the backbone of my business in every sense. It's two hours of relentless service and almost everything else works around it — a whole morning of cooking and food preparation, setting up the shop, going to the meat market, cleaning, washing... and it's what pays the rent!

HOW DO YOU ATTRACT AND RETAIN CUSTOM?

By word of mouth, although one of our lunch regulars told me he is trying to keep it a secret! We are one little independent shop surviving in an area dominated by food chains and I think people give us a lot of credit for that. The shop has been featured in many tourist and food guides over the years and we often get tourists pointing at pictures of products we no longer sell.

WHICH FOODS ARE YOU PASSIONATE ABOUT?

We are into hearty, comfort food here and I especially love anything made in a big casserole to share with as many friends as possible. Convivial food. I love street food too, because you're usually in direct contact with the person making it.

WHAT'S YOUR SECRET?

Get to know your customers' needs so you can always be relevant and reliable — but never fail to surprise everyone once in a while, too. Your staff should feel part of the business.

IF YOU STARTED OVER AGAIN, WHAT WOULD YOU DO DIFFERENTLY?

I would have to be 20 again or I wouldn't have the energy for that, I'm afraid.

WHAT ARE THE REWARDS OF RUNNING A DELI?

Nothing beats the lovely interaction I have with my customers, my co-workers and my suppliers.

FUTURE PLANS?

To stay in bed until 10am next Saturday, that's all I can think of.

SPECIALITY FOOD
MAGAZINE

Inside the next issue of Speciality Food:

- Jams, Honeys & Preserves
- Preparing for Christmas
- British Cheeses
- Party Food
- Hampers

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SPECIALITY BITES

Paul Hargreaves of Cotswold Fayre



“Honest and open communication is essential for business to work”

either buying or selling at Speciality & Fine Food Fair in early September and, for us, this is the time when deals are put in place for our new brand launches in January 2017. For both the buyers and sellers, it is very important not to over-promise and to have realistic expectations of the year ahead. A number of times, in their excitement, some buyers or sales people have made promises at this show that haven't been honoured, possibly due to very good reasons. However, if you make a promise you should stick to it even if it hurts – or better still, don't over-promise.

Many of us do all in our power to

stick to what we have promised, but maybe we haven't been as good as we could at going back to the party concerned and putting our hands in the air when, despite all efforts, we haven't achieved what we expected to happen. Honest and open communication is essential for business to work. Or to put it another way, good business does not happen unless there is honest and open communication. Often this means socialising with business partners as well as doing business. Generally, this is a less important facet of business within the UK and especially in this sector. There are many exceptions to this, but my

experience is that often we are too busy to make time for each other.

I'm writing this article from an event where a lots of speed-date type meetings have been arranged. As part of the event a load of people who don't know each other are eating together, going out to stores together and spending a lot of time together. True deals are often done and relationships formed when business people are not rushing to meetings the whole time, and then issues like trust and honesty don't come into play because friendship transcend these.

Life is more than work, but for many of us running SMEs, work is all-consuming. So at the very least enjoy the ride and make some friendships along the way.

See you at the show, and yes, I am available for that beer you promised me!

I'm a great believer in honest and open communication. Perhaps this comes from my northern roots, as "folk up north" tend to tell it as it is more than their southern counterparts. A vast generalisation of course, and there are always those that are the exception that proves the rule, but the rule still stands.

As you know I spend quite a lot of time in Africa at our children's project there, and it has taken me many visits to learn how to communicate in that culture. As with many cultures, Kenyans tend to tell you what you want to hear rather than what you need to hear! Now, I absolutely trust the guys on the ground there, but it sometimes takes twice as long to get to the nub of an issue than it would here as I am fighting through different cultural nuances which come from the good motivation of wanting to please me!

Many of us will be engaged in

Jimmy Doherty

"Time to Reflect"



Autumn is a time for reflection at Jimmy's Farm. We're looking back on what has been a great year for us. When we started the business, the vision was to produce high quality, high welfare meat and continue the bloodlines of traditional British pig breeds, hence the company name, The Essex Pig Company. I'm proud to say that we've achieved that and more.

It's as much necessity as by design. British farming has gone through peaks and troughs through our our time here. It doesn't look as if things are going to get any more settled, especially with the uncertainty over the potential Brexit impacts, and many farms like ourselves have broadened their offerings over the years. First and foremost, Jimmy's Farm is a working farm and we offer the opportunity to experience the 'Farm to Fork' philosophy first-hand.

Our restaurant has had a bumper season, serving everything from morning teas to Sunday roasts using our home-reared meats. You can sit at a table in the restaurant and everything on your plate will come from within metres of where you are. This summer, one of our most popular dishes was our lamb salad made with lamb, mint, peas and broad beans directly from our beautiful vegetable gardens and paddocks. Our chef, Jon Gay, ensures that all our menus are seasonal and sourced as much from our farm and Suffolk as much as possible. Even our bar serves homemade elderflower cordial from the trees. It's all about looking

at what we have around us and utilising what's in situ.

Our Farm Park brings a family customer base to experience our philosophy. They can come in and learn about farming within an actual farming context. Of course there's a lot of fun thrown in! We have den-building in our woodland and a butterfly house, animal feeding, sheep dog demonstrations, a whole host of things to educate and engage. It's really important for our industry to engage young people right at the grass roots to ensure it has a future.

As the summer rush dies down, we're now looking at making sure we can see ourselves through the winter. We're in the midst of

fattening up our free-range Kelly Bronze turkeys for Christmas, which we sell through our online butchery. This is a really important part of the business which we're looking to further develop and expand upon. It helps us reach people who can't necessarily come to the farm and we've built up a really loyal customer base who often discover us when they're looking for something special for Christmas. We look after them then and they continue to return over the rest of the year. We've got plenty of Christmas parties booked in and, of course, our Christmas market planning is in the offing and is always fantastic. All the local producers come out in force and we all have a wonderful day together with the local community. That's what we're all about. Sustainable business within our community. Keeping things simple and true.

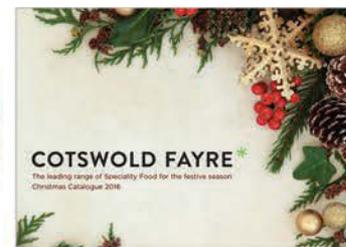


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