NEW PRODUCTS, LATEST TRENDS, THE SNACKS TO STOCK

SNACK BUYER

MAGAZINE

2017

From the publishers of SPECIALITY FOOD



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WELCOME TO SNACK BUYER



Welcome to *Snack Buyer*, brought to you by the publishers of *Speciality Food*.

It's fair to say that the snacking sector is one of the most dynamic of them all when it comes to food and drink, and we're happy to report that this shows no sign of waning. Our sector is leading the way when it comes to the evolution of snacking, and you'll see the great and the good of this delicious movement within these pages.

This year, trends span land and sea – innovative producers are moving beyond potato crisps into seaweed and on-the-go charcuterie, not to mention fried and baked concoctions of lentils, corn and lesser-used root vegetables.

Check out our industry overview on p. 4 for all the stats and insider insight you need to make sure you're genned up on what's to come. We also offer the advice of experienced display pros, so you can be sure that you're presenting and promoting your snack selection to its best potential. Last but not least, we take a look at the current and upcoming trends making waves in the market – spoiler: the health and wellness movement has found a happy home, and a keen audience, in snacks.

> "Our sector is leading the way when it comes to the evolution of snacking, and you'll see the great and good of this delicious movement within these pages"

Not to mention the host of quality producers we profile from p. 12 onwards. Innovation, NPD, provenance and international influences, it's safe to say that this varied group of on-the-pulse businesses is truly at the forefront of the revolution.

I hope you enjoy this round-up of the best in snacking as much as we enjoyed putting it together.

Holly

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SNACK ATTACK

Is snacking a crucial category for your bottom line? Anna Blewett investigates the market forces threatening to eat into your profits

When consumer trend analysts at Mintel published their report *Consumer Snacking* in March, the headline soundbite was a little downbeat. "Signalling a warning to the snacks market, cutting back on their snacks is widely seen by people as an easy way to reduce their calorie intake and to feel as though they are taking action on health," stated Amy Price, a senior food and drink analyst for the market watchers. Indeed, the report suggested the best opportunity for growth might be with products deliberately packaged to reduce consumption. "There is demand for products that help consumers with portion control," suggested Amy, "either through smaller snacks or smaller-sized packs, thus offering permissibility and helping them to pace themselves when snacking. This is key to keeping consumers in the market."

But when the snacking industry ran into troubled waters, the health lobby, it seems, blinked first. In fact, most recent stats from Kantar World Panel reveal an upward trend in consumption, with the volume of total crisps, snacks and nuts sales up 1.6% year-on-year, even if the value of those sales increased by just 0.6% year-on-year. The average price had dropped 0.9% in the recorded period, a trajectory unlikely to be continued in figures for 2017 when they're finally collated and released. A more concerning trend might be the decline in sales of branded snacks, the total value of which fell by 1.2%, compared with own label alternatives, which netted 4.7% more of the consumer spend than in the previous year.

A rosier picture still emerges from Pinar Hosafci, senior food analyst at Euromonitor International. When delegates met in Vienna earlier this month for Snackex, Europe's biggest expo for savoury snacks, Pinar presented encouraging findings. Her chart plotting the year-on-year value growth of various different categories sees savoury snacks perform way beyond baked goods, ready meals, and other foods. It's a trend Pinar predicts will last over the next three years. "Savoury snacks have outperformed meals and staple foods throughout the whole period [2011 to present] including the crisis year," she states, "on average growing at 3% in contrast to 1% growth in ready meals."

Winds of change

Why is this? According to Pinar it could be due to some macro social changes. "Over the last couple of decades, our eating habits have changed dramatically," she points out. "The majority of us no longer stick to the three-square-meals-a-day rule the way our grandparents did, and we also no longer eat at set times. Instead we skip breakfast, snack, or think about what to snack on and needless to say drink several cups of coffee a day." It's a diagnosis borne out by research into behaviour trends which identify the erosion of the British lunch hour – now just 28 minutes long according to Ipsos Mori. In fact data released this year suggests just one in five UK workers still takes a proper lunch hour, with some professions, digital marketers reportedly among the worst, taking as little as 14 minutes to lunch. Snacking is the logical choice of our restless and workaholic population. According to Mintel 93% of the UK's adults snack, with highest consumption among women over 45, the employed, urbanites, and households with children.

Marcia Mogelonsky, who herself addressed Snackex with a trend report on the category later gave *Speciality Food* her assessment of the shifting sands of popular habit. "Consumers consider snacks something to eat between meals – this has always been a traditional positioning for chips, nuts, etc.," she points out. "But we now also consider snacks something to eat instead of meals, and with meals, and snacking has become commonplace throughout the day and evening. We snack on the go, and at home – and snacks provide entertainment and diversion from boredom. They also serve as an 'accessory' to a number of events."

"I don't think the 'grazing' lifestyle is anything new; we have

> "Savoury snacks have outperformed meals and staple foods throughout the whole period [2011 to present] including the crisis year"

> Whether the category currently performs well at your tills or not, savoury snacks are a massive opportunity for your business

been doing that for years. It's just the events that can accompany snacking that have changed, from TV watching to Netflix binging and from long mini-van rides to Uber and other forms of commuting and travelling." Those box-set binges might have real impact on demand, with Mintel deducing that 79% of snacking takes place in the home. The company's analysts were also able to divine that 'indulgence' is a preference that grows in consumers' priorities as the day goes on, with resolve to make health-led choices eroding as the day goes on. So if you're keen to promote a range of indulgent snacks, you might be better targeting those weary end-of-the-day shoppers over those who come through your doors in the morning.

"Within snacks, we also see a switch away from sweet towards savoury variants," says Pinar. "Confectionery ranks at the top with 27%, but that is already four percentage points below its share in 2002 and will be featuring in fewer and fewer occasions going forward. Similarly, we snack less on ice cream and pastries. On the other hand, we see that the share of yoghurt and sour milk products as well as savoury snacks, whose share of stomach have reached 23% within overall snacks up from 21% in 2002."

Their health, your wealth

If the juggernaut macro trend for healthy eating has been perceived as a threat to snacking, it also offers a huge opportunity. Consumers who are concerned with pursuing a healthy lifestyle may well be receiving positive messages about the role of snacking, which is positively encouraged to help maintain stable blood sugar levels throughout the day. While Mintel claims 53% of the public at large are actively seeking to reduce the amount of sugar in their diets, media-friendly health professionals routinely recommend shoppers opt for high-quality products – most noticeably fine chocolate with high cocoa solids content.

What's more, whilst regulators undeniably have sugar and salt intake in their crosshairs, consumers are happy to take a more indulgent approach to snacking than they might to main meals. "Health is indeed a major driver," says Marcia, "but only to an extent as snacks often get a 'pass' when it comes to healthy eating. Yes, popcorn sales increased over the past year or so, but the ingredients added to the supposedly healthy snacks certainly has made their health credentials questionable. Chocolate, caramel, and other sweet ingredients for example challenge the positioning of popcorn as the best 'healthy' choice."

According to the Snack Nut and Crisp Manufacturers Association (SNACMA), savoury snacks now account for less than one percent of the average adult's total saturated fat intake. In fact, the adoption of healthier vegetable oils such as sunflower, rapeseed, corn and olive has reportedly reduced the saturated fat content of snacking products manufactured by 70% since 2003. Importantly, UK manufacturers have completely eliminated the use of the controversial partially-hydrogenated vegetable oil from their production lines.

Despite the prevailing health messages, it seems snacking has a certain immunity against the cutbacks that consumers might make in other areas of

> The average Brit consumes 6kg of crisps per year



their eating. "Salt and fat content are also issues that have been addressed, with products that have reduced the presence of these ingredients, but things like fried chips continue to outpace sales of baked chips," points out Marcia. "Consumers are concerned about health but they are also willing to trade off health for pleasure in snacks, depending on the time of day, their moods, and other behaviours." In fact, according to Mintel's report Consumer Snacking, 'low/no/reduced' variants accounted for less than 10% of products within each snacking category. 61% reportedly consider snacking a guilty pleasure – and therefore beyond the health concerns of other day-to-day purchases – while 52% of snackers surveyed considered taste and enjoyment were more important than 'healthfulness'.

If in doubt, stock crisps

Snacking, like any category in food and drink, sees demand get a welcome boost from the flavour trends and texture innovations that pique consumers' interest. "Savoury and sweet blends, sweet and smoke blends, and more 'exotic' flavour notes such as North African harissa, Greek tzatziki and Asian honey butter have started to appear," notes Marcia. "Consumers are looking for something different." In an age where obscurities such as moringa leaf and kefir are becoming old hat in some circles, the sky, it would seem, is the limit. That said, Marcia's instincts are that core lines will continue to hold the key to sales. "We have to remember that the most popular products continue to be the 'old reliables'," she points out, "for example salt or BBQ potato chips."

The big takeaway from Snackex's trend discussions for British retailers is the might of our market for snacks. Whether the category currently performs well at your tills or not, savoury snacks are a massive opportunity for your business. "With over £5.5 billion of sales, the UK emerges as the biggest and one of the most buoyant markets in Western Europe," concludes Pinar. "This is down to the sheer size of salty snacks, which accounts for 65% of total savoury snacks sales. Potato chips are by far the most popular salty snack type in the UK owing largely to tradition. The snack is not only consumed as a popular pub and party food but also builds an integral part of lunch. Salty snacks is the most popular savoury snack category in all markets bar Italy and Turkey. In Italy, savoury biscuits take the lead owing to the continuing popularity of traditional biscuits such as tarallini and crostini."

In fact, while Europe ranks alongside North America and Australasia for top consumption, a breakdown shows that the UK leads crisp consumption (thanks to an illustrious history of snacking). The average Brit crunches through 6kg per year; that's roughly five 25g bags per week. And while innovations in the free-from category have seen rice and vegetable snacks – who could have predicted the advent of lentil crisps five years ago? – have started gaining appeal due to their perceived health benefits (and suitability for gluten-free diets), the potato crisp is king. Long may it reign.

> "With over £5.5 billion of sales, the UK is the biggest snack market in Western Europe"



SNAXIT: WHEN BREXIT HITS SNACK SPEND

Again the topic of Brexit rears its ugly head, with Mintel predicting the fallout from Great Britain's exit from the European Union will impact on demand. Inflationary rises this year have squeezed incomes and seen income and therefore disposable spend fall in real terms. "Although snacks are a relatively low-cost item and thus more insulated than big ticket items from changes in consumer spending habits," says Mintel's *Consumer Snacking* report, "a more cautious mindset – and rising prices – will likely put a dampener on potential premiumisation in the market and impact more expensive options." Seasoned watchers of the fine food industry might conclude that relatively cheap indulgences may prove resilient to spending squeezes.

> "Savoury and sweet blends, sweet and smoke blends, and more 'exotic' flavour notes such as North African harissa, Greek tzatziki and Asian honey butter have started to appear, but we have to remember that the most popular products continue to be the 'old reliables'"

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WHAT'S HAPPENING IN SNACKING

We take a look at the trends shaping the snacking sector with the help of industry experts

SEAWEED

Hailed as the next big superfood a few years back no doubt in part aided by Jamie Oliver endorsing it for its nutritional qualities, the oceanic ingredient never really took off until recently. In fact, Waitrose highlighted it as one of the emerging trends in the supermarket's *Food & Drink Report 2016*, stating "a good source of calcium and iron, seaweed is being eaten as spaghetti, in salads or as a vegetable. It's this year's kale." Retail-ready packs like Clearspring's Organic Seaveg Crispies (which are toasted crispy nori snacks) have really invigorated the seaweed snack market, with foodies commonly sprinkling it on salads as a garnish.

PACKED WITH PROTEIN

If you attended any of the past year's trade shows, you wouldn't have helped but notice the wealth of companies producing protein-packed snacks. With gym-goers happily switching from protein shakes to beef jerky and the paleo diet becoming increasingly more commonplace amongst consumers, this market has experienced a major uplift in recent times. Protein-fuelled snacks currently making waves are 'protein balls', with brands like Whole Earth, The Protein Ball Co and Bounce creating popular varieties.

TWEAKING THE TRADITIONAL

Established brands like Jelly Belly tweaking household-name products has been a rising trend, believes Mintel. According to the market research firm's 2016 snacking report, "sometimes innovation is as simple as taking an existing product and making a tweak to its format. Several long-standing brands used consumer familiarity and favourability to their advantage by introducing new formats. Supermarket brands launched several Ridges varieties, including Chili Cheese and Tangy Barbecue, while the Kettle brand introduced several varieties cooked in avocado oil."

SHARING

Rounding up friends and family for a summer barbecue, mezze or cheese and wine provides intrinsic social satisfaction, and companies are tapping into this with lots of manufacturers creating different packaging formats to cater to the sharing segment of the snack sector. This is especially evident in the premium snacks market, with Propercorn releasing a packet that opens up into a sharing bowl. Also, crisp brand Fairfields has recently collaborated with condiment company Scarlett & Mustard to release a new snack and dip pack with a focus on the on-the-go market.

BRITISH CHARCUTERIE

Britain's love affair with charcuterie shows no signs of slowing down, with British charcuterie distributor Cannon & Cannon recently opening its own dedicated cured meat bar and deli. It is estimated that there are 200 charcuterie producers in Britain, and the number is set to continue to grow along with the nation's insatiable appetite for cured meats. Expensive European imports have also contributed to retailers and restaurants opting for British versions of saucisson, lomo, bresaola and other Continental classics.

SUSTAINABLE SNACKS

In its Food & Drink Report, Waitrose identified that 80% of UK consumers actively consider how and where their food is sourced



> "Rounding up friends and family for a summer barbecue, mezze or cheese and wine provides intrinsic social satisfaction, and companies are tapping into this with lots of manufacturers creating different packaging formats to cater to the sharing segment of the snack sector"

Nikki Castley, buyer at fine food distributor The Cress Co, gens us up on the latest food-to-go and free-from snack trends



"Innovation and flavour profiles have been the key drivers in the evolution of the UK snacking market. Gone are the days of the snack category being awash with just crisps and nuts. Now the likes of popcorn, baked snacks, seeds, olives, fruit bars, snacking charcuterie and pork crackling have joined the ever-expanding sector.

"Savoury snacks still dominate the sector. Traditional crisps remain a mainstay, but those brands that have provenance and high-quality ingredients are the most popular, either as a sharing pack or a single food-to-go item for the lunch market. Products including ingredient alternatives like beans and fried corn have also seen a surge in sales. There has been a shift in flavour profiles with Mediterranean, South American and Asian tastes proving major influences. Products with a perceived health angle, like baked, low-fat or high in protein are on the rise. Most recently, snacking options that have a multi-use have seen major growth, such as items that can be used to accompany dips.

"There has been a definite shift in healthy snacks, both in terms of demand and supply. Now we are seeing lots more baked snacks and naturally lower fat snacks entering the category. Gluten and dairy-free, vegetarian and vegan variants also have mass-appeal. Products that are natural and have a health connotation will attribute to this fast-growing market. Since the positive news was spread relating to natural foods and 'good fats', lines such as pork crackling and high protein charcuterie have seen a spike in sales."

> "Savoury snacks still dominate the sector. Traditional crisps remain a mainstay, but those brands that have provenance and high-quality ingredients are the most popular, either as a sharing pack or a single food-to-go item for the lunch market"

Vishal Madhu, founder and director of US-focused importer Innovative Bites



"Quite often leading trends can be slight variations on existing products, for example Elephant Pretzels. They are a reinterpretation of the classic pretzel, but they are flattened and topped with great flavours, making them ideal for applying dips and spreads to.

"I also think the snack sector is starting to cater more and more to consumers with allergies. What once was a very small market is becoming broader, with a growing number of consumers being diagnosed with food allergies."



from when they are shopping, and 46% state that they throw away less food than they did five years ago. "People are conscious of waste and they make food last longer through imaginative use of leftovers and methods of cooking," says Moira Howie, nutrition manager at Waitrose. Air-dried fruit crisp brand Spare Fruit is a fine example of a producer tackling the food waste problem, with the team dedicated to "rescuing fresh Kent apples and pears that would otherwise be wasted". To date the company has saved over 15 tonnes of apples and pears to create its air-dried fruit crisps, using farmers' surplus stock that don't make the supermarket grade.

RETAILER'S PERSPECTIVE

CANDICE FONSECA, PROPRIETOR OF DELIFONSECA, ON WHAT THE ACCLAIMED FOOD HALL'S CUSTOMERS ARE CRAVING AND THE IMPORTANCE OF INNOVATION

"We sell more nuts, granola bars and health-associated snacks between January and March, when customers are on a health kick after the Christmas period. We then tend to shift more crisps throughout summer as they're a lighter alternative to chocolate, however, we sell more chocolate and biscuits the rest of the year, especially during October and November.

"When it comes to food fashion trends, they all seem to be led by health at the moment. Whether it is seaweed snacks or biltong, these lower fat, higher protein or free-from items have their moment in the sun, but then sales do tend to drop down to a steady trickle.

"Snacks are some of our best-selling items all year round. Based on this, we think that snack sales will continue to be strong as long as companies stay innovative. We must also remember that customers are creatures of habit and comfort, therefore good quality examples of classic flavours will always be the biggest seller for the grab-and-go lunch and snack traffic, when they don't want to have to consider what something is and whether they may or may not like it."





Grainne Hayden, delicatessen manager of Leamington Spa's Aubrey Allen Butchers and Delicatessen, shares some tips on how eye-catching displays and knowledgeable staff can boost sales

"The delicatessen team here at Aubrey Allen know the value of our pick-up-and-go snack range and have long worked on creating interesting and eye-catching displays to best show off the products. Our new popcorn range is currently hanging from a washing line on a summer garden display! Since that display was created and posted on our social media platforms we have certainly seen an increase in sales.

"Popcorn as a healthy eating alternative to crisps is a big seller

SELLING SNACKS

Visual merchandising, clear layout, strong display and highly-knowledgable service are indispensable tools to have in your snack-selling arsenal

CHANGE YOUR DISPLAYS REGULARLY

If you are going to keep up with the ever-changing trends of the snacking sector, it is wise to showcase new items as much as possible. Not only does rotating your snack display demonstrate that you're a retailer with your finger on the pulse, but it will refresh your customers' shopping experience every time they pay you a visit. Holiday and seasonal promotions take precedence when it comes to visual merchandising and display, but during the intervening periods ensure you don't let the quality of your displays slide – it is important that you're being as creative as possible with stock arrangement.

HIGHLIGHT HEALTHY

Make sure you're singing the praises of the latest health and free-from foods and giving them a noticeable presence – it can help you to capitalise on a growing demographic of eager health food fans. With the abundance of options in this category, spanning nut butter pouches, mixed fruit and nut packs, protein bars, bean chips and dried coconut curls to name just a few, it's worth grouping them into their own healthy snacking section if you have the floor space.

DON'T NEGLECT ADD-ON SALES

Although you may want to group categories together, the added benefit of snacks is that they are generally small in size and can neatly accompany other food items to maximise selling opportunities. For instance, mini granola bars can sit quite comfortably next to cereals, and dried fruits and nuts can be positioned conveniently next to your fresh produce. It does no harm to experiment with cross-merchandising, as long as items don't appear too tenuously linked.

TRACK THE IMPACT

Monitoring the performance of your snack section can pay dividends when it comes to display and shop layout. A novel and theatrical display might look the part, however feedback could provide you with data showing that your customers think otherwise. Make sure you give the section enough time to flourish before you revise your data and scrap it – checking performance levels on a fortnightly basis could be a good rule of thumb.

STRONG SIGNAGE

Never overlook how effective the personal touch can be. Well-worded and informative signs can go a long way in clinching those sales, especially if your shop is understaffed. For example, Waterstones' visual merchandising model of getting staff members to provide a quick blurb about a particular product and why they enjoy it expresses personality and will provide your customer with added assurance when buying a snack they might not typically reach for.

at the moment and doesn't seem to be slowing down. Having said that, our crisps and pork scratchings ranges are flying out of the door, and they have some really grown-up flavours such as Savoursmith's Port & Parmesan, so there's definitely a demand for classic snacks.

"We source most of our new products at trade shows, such as the Speciality & Fine Food Fair, which are firm fixtures in our calenders. We find that shows help in creating relationships with our snack suppliers, which is crucial in ensuring our staff have the correct amount of product knowledge to pass on to the customer.

"We pride ourselves on our high level of staff training and product knowledge, so there's rarely an item that goes on the shelves that hasn't been tasted first! Our customers know they can come to us for something a bit different, items that might be a little bit of luxury or a snack they crave without all of the calories, and they can definitely count on us using interesting details for display, such as hanging our autumnal gingerbread Wellington boot biscuits."

Sharon Longcroft, co-owner of Sweet Fink in Boroughbridge, explains the virtues of impeccable visual merchandising:



"We like to give our products the space to shine. For example, we like to use white space to separate sections and we avoid overcrowding as much as possibly can. When we are able to, we like to open a product on a mini shelf to add impact. Our white tables with white cubes for extra height work well as they really set off any coloured packaging, and single items can be elevated to catch a shopper's eye. Window displays can be tricky – we get the sun in the afternoon. However, a minimalist approach works well and suits the shop. We tend to use our own packaging when possible, but it is always worth asking suppliers for display boxes.

"We are a Yorkshire-based company, so we like to keep all things Yorkshire in one part of the shop to promote the county and help visitors who are looking for a local gift. Otherwise, the separation is between cakes and biscuits and other products on one side versus chocolate opposite, with nougat acting as a bridge on the centre table. We also tend to use the centre for seasonal promotions and tastings. Groupings on the shelves vary depending on the stock we have. Visual impact is more important than categorising, as we are a small premises. For example, displaying goods on different height shelves helps to draw people in."

> "We tend to use our own packaging when possible, but it is always worth asking suppliers for display boxes"

POWER OF IMPULSE

It might be a category cliché, but snacks are an impulse buy for many. Try placing some items near the till where queues might form – chances are that a customer will browse the section in front of them while they're waiting and be keen to add an exciting-looking snack to their shopping basket.

OFFER SAMPLES

Giving customers the chance to taste the products you sell is a fail-safe way to create a sale, while also presenting your staff with the opportunity to educate shoppers. The snack food category is one that consistently gives rise to highly-innovative products, from Wilding's Habanero Chilli and Lemon-flavoured Duck Crackling to Jimini's Paprika-coated Grasshoppers, so offering free samples of avant garde snacks can go a long way in altering the perceptions of any hesitant shoppers.



DELIFONSECA

DELIFONSECA: HOW WE CATEGORISE SNACKS

- **Crisps:** Pipers, Tyrrells, Slabs
- **Popcorn:** Whiteys, Tyrrells, Portlebay
- **Nuts:** plain and flavoured Olives Et Al, Cheshire Smokehouse, Hider
- **Savoury snacks:** habas fritas, wasabi peas, corn snacks, Bombay mixes
- **Meat snacks:** pork scratchings, individual salami, biltong, jerky
- **Sweet snacks:** breakfast and granola bars, biscuit packets and chocolate bars



> "We display our snacks next to our tills and next to our sandwich fridge, which is on our customer's natural journey when buying their lunch or finishing their shopping for those little impulse buys"

CANDICE FONSECA, PROPRIETOR OF DELIFONSECA



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Michelle Ottolini, general manager of Sorba-Freeze

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"WE'RE PROUD OF WHAT WE'VE ACHIEVED"

Think of quality crisps and Pipers Crisps will undoubtedly be one of the brands which springs to mind. Here, we speak to founder Alex Albone about what's to come

Despite demonstrating impressive growth and achieving countless independent accolades since its initial launch in 2004, the team behind Pipers Crisps remains humble and true to their roots. Founded by Lincolnshire farmer Alex Albone, Pipers Crisps has flourished into one of the fine food industry's best recognised brands, sold through discerning independent retailers, food-to-go outlets and pubs across the UK and overseas.

"We're incredibly proud of our growth and what we've achieved," says founder Alex. "One of our latest successes was being named as one of the London Stock Exchange Group's '1000 Companies to Inspire Britain', an award we were honoured to pick up at No 10 Downing Street during May. We were delighted because it's not just an acknowledgement of our outstanding growth since we began; it also recognises the hard work and commitment of the many people who have made this growth possible - our staff, our customers and the community in which we operate. They've all played their part in the success of the Pipers Crisps brand."

The essence of the brand is all about taste, quality and 'doing things properly'. One consequence of these values is that Pipers Crisps only infrequently launches new flavours, preferring to take its time over NPD and not rush brand extensions. Wild Thyme & Rosemary was the latest flavour to be released, its herbaceous, botanical flavours running in parallel with the craft gin boom of recent years. "New product developments are always in the pipeline," says Alex, "But we'll only launch a new product if it tastes great, has a strong provenance, is relevant to current eating trends and complements our existing range. Watch this space for more news in the coming months!"

A brand extension which stockists and fans of Pipers Crisps are sure to get behind is the hot-off-the-press online app, which will allow customers to order the product quicker and with less hassle than ever before. Alex explains, "We don't mind whether retailers purchase crisps directly through us or via a wholesaler, but the app will make it easier for them to buy the products directly from us if they choose to do so. Direct customers can purchase via the app at any time of day or night via their mobile phone or desktop."

It's not only the brand's in-house activity which is carefully thought out – a lot of consideration is given to the enterprises to which Pipers Crisps lends its name. "We're quite humble in the things we do, celebrating communities and supporting unsung heroes where we can. For example, we're currently proudly sponsoring the National Village Cup," Alex says, the village-level UK cricket competition which has been a part of the sport's calendar since 1972.

"As part of this sponsorship, consumers can win highly sought-after Pipers-branded deckchairs if they find one of the 100 cards hidden inside promotion-labelled packs. We're also encouraging our retailers to get involved in the promotion; by stocking these packs and supporting activity across social media. In particular we're asking for nominations for 'Community Team Players' (#pipersheroes). These are the people who make a real difference to their local communities; it doesn't have to be cricket related; it might be helping at the local fair, organising litter-picking or doing any one of the hundreds of small tasks that make our local communities tick. Over the summer we'll choose 500 'pipersheroes' to receive a mixed eight-pack box of Pipers Crisps as a small 'thank you'".

"The promotion is a perfect fit for Pipers, as our crisps are all about provenance, local sourcing and supporting local community spirit in all its guises. Our crisps feature in the focal point of many communities - in the local pub and the village shop – so it feels natural to become involved in village cricket, the game that brings communities together. Recognising and thanking the people, often the unsung heroes, that make these communities tick is something we're proud to support."

"We're also still supporting our award-winning local charity CatZero which helps young people who, for reasons such as broken homes, drugs, crime or abuse, have become NEETs (Not in Education, Employment or Training). I've been asked why we would want to associate with, let alone become involved in, such an 'edgy' charity; one that's working with some of the most difficult to reach young people. For me, that's precisely why it's just the charity for Pipers Crisps to support; it's not mainstream, we can make a real difference to people's lives and we can offer help in many ways."

Pipers Crisps helps the charity with an annual cash donation, as well as giving it £25 for every Pipers-branded deckchair sold.

Quality, flavour and conscience. It's no wonder Pipers Crisps has long been one to watch.


ALEX ALBONE

"The essence of the brand is all about taste, quality and 'doing things properly'"



WHAT'S POPPING?

Hand-made using traditional methods, Popcorn Kitchen's range is taking the snacking sector by storm. We catch up with Andy Valentine from the brand to find out more

THE POPCORN KITCHEN BRAND WAS BORN IN 2012 AFTER CONTINUAL REQUESTS AT STREET FOOD EVENTS AND FESTIVALS AS TO WHERE PEOPLE COULD BUY OUR POPCORN IN-BETWEEN EVENTS

We are still a small, independent popcorn business that is passionate about creating delicious, hand-popped popcorn in small batches and using the best ingredients. We believe that this commitment to quality and not quantity shines through in our deliciously moreish popcorn. Unlike many others, we also use corn oil to pop our specially-selected corn to give a richer, more authentic flavour, which we use as the base for a handful of recipes using high-quality, store-cupboard ingredients.

WE BELIEVE THAT OUR QUALITY-DRIVEN ETHOS MATCHES THE OFFER OF DELIS AND FARM SHOPS

Also, the fact that we focus on formats that target occasions rather than proliferating a long list of increasingly niche flavours means that we can convert consumer sales for our customers in a really space-efficient way.

WE TRY AND KEEP IT SIMPLE FOR OURSELVES, RETAILERS AND SHOPPERS

Our best-selling product is still our Sweet & Salt, which is a perfect balance of sweet and savoury that has a slightly more adult preference. Closely followed by our Simply Sweet, which is a favourite across all of the family. What this shows is that a lot of people tend to gravitate to what they are familiar with, and don't take too many risks when it comes to trialling new flavours. This is why we are big fans of sampling days in-store, as when we run them we find that our Sweet & Chilli and Sea Salt & Olive Oil tend to out-sell the well-known flavours! We also have very high hopes for our new Double Chocolate and Salted Caramel flavours that we are just launching.

THERE HAS BEEN A WELL-DOCUMENTED BOOM IN POPCORN SALES OVER RECENT YEARS THANKS TO THE POPULARITY OF 'GUILT-FREE SNACKING'

In some ways compared to other categories such as confectionery, we believe there is still a massive growth upside by bringing out more occasion-based formats that go beyond the traditional snacking and sharing bags, and we'd like to play a small part in making it a reality!

OUR GIANT MONEY-BOX BOTTLES ARE IDEAL AS CHRISTMAS OR BIRTHDAY GIFTS FOR POPCORN LOVERS

They've become perennial seasonal best-sellers for many of our customers. We wanted to create something quirky for gifting, and these Giant Bottles have such a wow factor that they work brilliantly in-store to signpost Christmas gifting areas.



> "I'm not sure that we are that far down the track to have a fancy mission statement, but becoming the UK's favourite hand-popped popcorn has a certain ring to it!"

NaturelLy

No added sugar or sweeteners

Voted Best Children's Snack in Britain*



LBC WINNER 2017

LBP WINNER Gold 2016

Approved for pre-school, primary school and secondary school lunch-boxes.

*Winner of Loved by Children Award 2017 and Loved by Parent Award 2016

@naturellyfamily www.naturelly.co.uk



CORKING CRISPS

What goes into a Corkers' crisp? A pinch of Britishness, a touch of perfectionism, and a whole load of innovation

When it comes to crisps with a story, you'd be hard-pushed to find a branded bag with more to say than one from Corkers. From humble beginnings was born an innovative crisp brand which has not only become one of the highest regarded in the fine food industry, but, amazingly, sent the first bag of crisps into space.

Farming meets innovation

Founded by Rod Garnham and Ross Taylor in 2010, the brand was created to launch Taylor's sixth-generation Cambridgeshire potato farm into new markets. Located in Ely, the farm is unique for its rich, peaty fenland soil and is where the company grows, processes and packages all its crisps to this day.

Innovation has always been at the heart of Corkers. In 2007, before the advent of the brand, the Taylor family's farm became home to the specially-developed Naturalo potato – a variety created by Rod to thrive in Ely's nutrient-dense soil and become the ultimate potato for crisps, chips and roast potatoes.

With a background in aeronautical engineering, Rod's unusual career path has proved something of a blessing to the Corkers brand. With this expertise, the farm was able to install and modify the production facilities key to making the perfect potato crisp.

Rod's innovation does not end there. In fact, his imagination and experience have led to two of the best-known exploits in the artisan hand-cooked crisp industry: launching the first packet into space (in 2012), and creating the world's largest packet of crisps – an impressive 1140kg – in 2013. Next, with Rod overseeing development and production, Corkers launched the market's first mixed bag of sweet potato crisps. Combining white, red and orange varieties proved a success, and led to the extension of the brand into vegetable crisps. Officially the second brand to launch vegetable crisps, Corkers offers a delicious mix of beetroot, parsnip and carrot – a popular snacking and dipping option.

This innovation is comfortable territory for David Glennan, who was appointed managing director of Corkers after 30 years working in the hand-cooked crisp sector. Known within the industry for leading the foray into vegetable crisps, he is currently overseeing the launch of an exciting new line for Corkers...while he won't disclose what the new range is, he does admit that it holds true to the entrepreneurial spirit of Corkers and has required months of research (and tasting!).

Product range

The new variants will join an already-impressive roster of flavours, including Cheddar Cheese & Chive, Sweet Thai Chilli, Pork Sausage & English Mustard and Duck & Hoisin Sauce in its potato crisp range, and a vegetable crisp offering of Parsnip with Honey & Black Pepper, Sweet Potato & Chilli, and Sweet Potato, Parsnip, Carrot & Beetroot. Corkers have also been making waves in the booming popcorn sector with two ever-popular flavours: Sea Salt and Sweet & Salty.

With this broad a range of ingredients, it's easy to forget that the vegetable foundations of Corkers' products are all grown by the brand. This means that not only does each bag of their crisps have proven provenance, but that the crisp makers are in complete control of the supply chain, from seed to bag and everything in between. This attention to detail doesn't stop there; each potato is white skinned to prevent greasiness, before being sliced thinner than other premium crisps in order to avoid abrasiveness on the palate. Not only that, but the crisps contain no MSGs and are flavoured using only British-made ingredients, carefully sourced by Rod himself after extensive research and many, many tastings...

With this winning combination of innovation, experience and delicious flavours, it's no wonder that Corkers is fast becoming one of the best-loved brands in today's artisan crisp market.



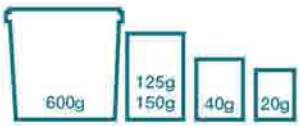
> "With a winning combination of innovation, experience and delicious flavours, it's no wonder that Corkers is fast becoming one of the best-loved brands in today's artisan crisp market"

Quirky comes in all shapes and sizes!



Here's to the quirky... here's to the innovators... here's to the British twist on tradition that drives the nation's quintessential creativity. And here are the crisps fashioned from those characteristics. Unearthed from the rich Fenland soil on our farm, hand cooked for extra crunch, and naturally flavoured with flair. Original. Iconic. Corkers.

www.corkerscrisps.co.uk



CORKERS™
BRITISH GOOD TASTE



A MODERN APPROACH

Peter's Yard have long had a reputation as innovators, and thanks to some recent intensive research this shows no sign of waning

It's sometimes easy for a brand to rest on their laurels after a new product launch. They can consider the hard work having been done: the product agreed, the packaging signed off and the launch date confirmed. But that's just the start of the journey. An accomplished brand will continue to monitor performance and if necessary, make changes to ensure success.

This approach was adopted when award-winning bakery Peter's Yard launched a range of new baked snacks to the market. After the initial launch last year it became apparent that although the product was exceptional quality and ticked the box for the growing baked snack market, changes were required to the packaging to successfully communicate usage to the end consumer.

Consumer research

Peter's Yard relaunched the new redesigned packs at the beginning of the year, but before deciding how to redesign the brand's range of crispbread bites, co-founder Wendy Wilson Bett drew on her experience of managing well-known food brands at multi-national corporations and conducted extensive research.

"The research results were very exciting for us," says Wilson Bett. "They showed just how much people love our brand and how loyal they are once they have tried it. It also showed how many of our target market are yet to discover the brand, meaning there is significant up-side potential for both us and for retailers looking to increase the value of their savoury biscuit category."

Communication is key

Key findings showed that consumers love Peter's Yard crispbread with cheese and the smaller 'bites' with dips, although that message was not clearly communicated on the packaging of their Knacks bags launched last year.

"The research showed that our target market is attracted to our natural ingredients and our lovely packaging, but the pack designs for Knacks were too far away from the branding on the rest of the range and did not communicate that they are perfect served with dips."

"We knew that casual entertaining including mezze-style foods and dips is an increasingly popular eating occasion, with an estimated 41% of the nation having a pot of hummus in the fridge. The Peter's Yard range of three varieties of crispbread bites fits this occasion perfectly. We just needed to change the packaging to communicate this."

The natural choice

Taste and delivering a superior product are central to Peter's Yard, so with the relaunch earlier this year, they changed the pack design to bring it in line with the rest of the range and clearly communicate the "natural choice for dips" message on the front and back of the bags.

The company took the opportunity to further improve the crispbread bites by slightly tweaking the recipes, which enhance the flavour profiles and perfectly complement a wide range of dips. Sea Salt is light and crispy with the addition of Halen Môn Sea Salt. 5 Seed has a more rustic texture with the additional healthy mix of pumpkin, sunflower, poppy and chia seeds. Cumin & Nigella Seed has a crunchy texture and a warming flavour from the special whole spice mix that includes cumin, nigella, caraway, anise and fennel.

Classic flavour foundations

Each flavour is based on a Peter's Yard's classic sourdough crispbread recipe, which is high in fibre and made with natural ingredients including organic whole-wheat flour, rye sourdough and organic fresh milk, before being cut into bite-sized rectangular pieces and hand-baked until golden and crisp.

How to buy

Sea Salt, 5 Seed and Cumin & Nigella Crispbread Bites are available from a wide selection of speciality distributors.

> "We constantly monitor performance of our brand to ensure we are providing retailers and consumers with high quality products that sell well and taste exceptional. We are really pleased with the new pack designs and very clear that there is further growth potential across the entire Peter's Yard range"

Voted **Best Biscuit Brand 2017** by independent retailers

The natural choice for dips

great taste® PRODUCER



Available in three varieties:
Sea Salt, Cumin & Nigella Seed
and 5 Seed.

PETER'S YARD

MICHELIN-STAR SNACKS

RayGray Snacks is delighted to introduce the first-ever snack range from two Michelin-starred chef Tom Kerridge

Tom Kerridge's Hot Flashed Pork Crunch are hand cooked and made from 100% British pork rind, with the range featuring flavours such as British Sea Salt, Pickled Green Chilli and Oak Smoked Paprika.

Working closely with RayGray Snacks, Tom has built on classic tastes that everybody loves – smoky, salty and pickled – to create this fantastic range that is perfect for snacking whilst following a low-carbohydrate diet.

Graham Jebb, managing director of RayGray Snacks said, "Here at RayGray Snacks we have all enjoyed working with Tom to develop and produce his new range of pork crunch. We're keen to show that even on a diet you can still enjoy a porky pub snack that's low in carbs and high in protein."

Hot-flashed at a high temperature to give a light and fluffy texture before being seasoned to Tom's recipes, the result is a product that is much cleaner than most pork snacks, with comparatively low levels of fat, carbohydrate and salt.

The rind for Tom's Pork Crunch is sourced from British pork, which is free-range and reared to the highest welfare standards. Tom Kerridge says, "British pig farming and animal husbandry are incredibly important and the highest levels of care are reflected in the excellence of this finished product." They're proudly made for Tom Kerridge by RayGray Snacks, in Rugeley, England.

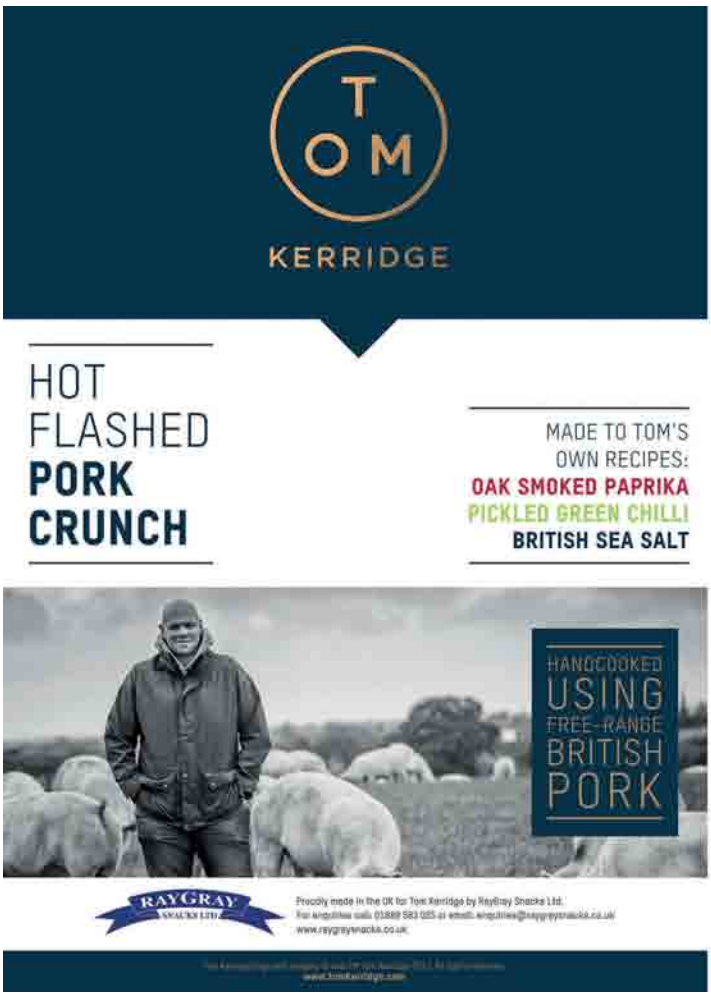
Mr Trotter's

RayGray Snack's other premium snacking brand is Mr Trotter's Great British Pork Cracklings. They are truly British through and through, and they're not just cooked here, either: they're bred, grown, cooked and packaged in Britain. An iconic British snack which is triple-cooked for a truly satisfying crunch. Porkiness personified, and great served hot as well – try them with lemon mayonnaise, guacamole or apple sauce – and as a topping on salads and fish pie. On strips and loose, they fly off the shelves as only quality British pigs do.

Serving suggestions include: Mr Trotter's Original Cracklings with iced vodka, Chardonnay or a malty bitter; English Mustard Pork Cracklings with Sauvignon Blanc; and Jalapeno Pork Cracklings with sloe gin, an IPA or a smoky Malbec or Shiraz.

Mr Trotter's Sausalamis have also just been revealed to the world. They're made from 100% British pork, smartly packaged and available in three variants: Original, Cracked Black Pepper and Jalapeno Chilli. They were created for easy and delicious snacking, and to show what quality British pork can do. There are also three Mr Trotter's Potato Crisps flavours, Chestnut-filled beer, and gift packs available as well. It's a pig-out.







A WORLD APART

With its sights set on international expansion, Joe & Seph's passion for innovation shows no sign of waning

The popcorn market has witnessed its fair share of growth over the past few years, but few, if any, can raise the innovator crown as high as Joe & Seph's. Launched seven years ago – before the advent of the popcorn boom – by Adam Sopher and his parents, Joseph (whose name adorns the packs) and Jackie, the business has ridden the wave with aplomb thanks to a unique combination of fun, family and creativity.

Family values run deep through the business: "We are a family-owned and run business, although people are often surprised to hear that's the case," explains Adam, co-founder and director. But don't think this homespun attitude stifles creativity – with over 40 flavours in the Joe & Seph's stable, boasting 29 Great Taste Awards between them, you wouldn't be hard-pushed to consider the Sophers a family of Willy Wonkas.

"Everything we do is about taste, innovation and quality," explains Adam, "We are one of the few popcorn brands who manufacture the popcorn ourselves. Plus, we have our own production kitchens and pastry chefs in London, so every kernel is well looked after."

This stable contains an impressive number of strong sellers, chief among them classic flavours like Salted Caramel and Chocolate & Peanut Butter, but the more inventive options of Goats Cheese & Black Pepper and Gin & Tonic have also earned crowds of fans. "We're constantly developing new and exciting flavours and formats, which our stockists love just as much as our consumers." Cheese on Toast-flavoured popcorn, a particular favourite of Adam's, is one of many ideas which few would have the confidence to develop but which Joe & Seph's has created to great effect.

Joe & Seph's have managed to differentiate themselves by offering a unique, premium product unlike anything currently on the market and the number of products in the range means it's easy for independents to stand out from the crowd. "We work closely with all of our independent stockists to ensure the perfect offering for each store both in the UK and abroad." Shops which sell only ginger-centric products have taken on the Ginger Caramel flavour, which goes to show that the brand's audience spreads far beyond the obvious. "Ultimately, we would like to have our popcorn sold in every great store around the world," says Adam, "and we're lucky enough to already have our products sold in premium shops in Scandinavia and Hong Kong."

While the brand continues its quest for a worldwide customer base, the innovation continues with a host of exciting flavours and pack formats in the pipeline. "We're looking forward to launching our new retail range for Christmas 2017, which includes unique flavours such as Espresso Martini, Chili Chocolate and Irish Coffee Liqueur, as well as popcorn baubles, tins and a really cool giftbox with six different flavours!"



©MICHAEL TULIP

> "Joe & Seph's rides the popcorn wave with aplomb thanks to a unique combination of fun, family and creativity"





SPECIALITY SPUDS

Harnessing farming heritage, local flavours and a passion for potatoes culminated in the creation of Fiddler's Lancashire Crisps

It is fair to say that Fiddlers know their potatoes. Expert farming knowledge has been handed down for generations, ever since Robert Fiddler established the Lancashire-located farm back in 1950. It isn't just the Fiddler family that takes potatoes seriously, though. The people of Lancashire are equally as enthusiastic about the humble produce (it's a key ingredient in the county's eponymous hot pot), and the fertile fields surrounding the market town of Ormskirk – where you'll find the Fiddler family farm – are renowned throughout the area for producing the best quality potatoes.

Taking all of this into consideration, it's no wonder that the Fiddler family would try their hand at producing premium potato crisps. "We wanted to start adding value to the potatoes that we grew on the farm," explains John Fiddler, co-owner of Fiddler's Lancashire Crisps. "We were only a small farm selling a few tonnes of potatoes a day, and we were struggling because of the big boys out there pumping out hundreds of tonnes on a daily basis. We had always thought about making crisps but were too frightened to do so until 2011. We've been going six years now and since then the business has really grown."

Since shaking off its initial cautiousness, the company has flourished and now boasts a much-loved range comprising eight flavours: Sea Salt & Lancashire Vinegar, Lancashire Sweet Chilli, Cracked Black Pepper & Sea Salt, Simply Spuds, Lancashire Black Pudding & English Mustard, Lancashire Cheese & Onion, Sea Salt and Lancashire Sauce.

Although traditional styles remain a firm favourite on Fiddler's crisp roster, the more adventurous-sounding flavours are certainly giving them a run for their money. "The best sellers will always be Cheese & Onion, Sea Salt & Lancashire Vinegar and Sea Salt," says John, "yet the Black Pudding & Mustard is really growing in popularity – it's fast becoming a very good seller. It creates lots of excitement, as does the Lancashire Sauce."

A strong regional rapport with local suppliers helps when sourcing ingredients for the crisps, however the mutual appreciation extends beyond using one another's produce. "We've got a good relationship with everyone we get our ingredients from," says John. "We've forged strong relationships with them all, Ellsey's vinegar, Dewlay cheese and the rest, and they really look after us. They even recommend our crisps when they're supplying shops."

The traceability of the ingredients used in the snacks ties in with the growing consumer curiosity regarding what goes into the food they're purchasing. "15 or 20 years ago most people weren't that bothered about where their food came from, but they like to trace its origins and story nowadays," explains John. "When we state that we're using creamy Lancashire cheese, the consumer is happy because they know it is locally-produced. Consumers like supporting local businesses and buying local."

All of the potatoes are grown on-site, adjacent to the family's farmyard. At the beginning of the season the team harvest the potatoes every night and then wash, peel and slice them. They are then placed in pure sunflower oil, heated to about 150°C, and the staff constantly stir them with a giant spatula for eight to 10 minutes. The cooked crisps then sit on a wire mesh conveyor, where they are left to cool down and dry. John's brother and father then individually inspect every single crisp before they go off to get seasoned and packed. "The reason why every crisp is of terrific quality is because we're all incredibly passionate," says John. "From planting the seed to growing and monitoring the potatoes to turning them into crisps, we're very fussy about the product and are all extremely passionate."

John believes that the premium crisp market is growing and that countries outside of the UK are taking notice. "The British have always loved potato crisps," he says, "but France and Germany are starting to eat more of them, too." This reflects well on the future of Fiddler's Lancashire Crisps, with the company continuing to excite food fans across the nation. "We've got salesmen out on the road and sales are growing steadily all of the time – over the next two years we might need to install some new machinery," says John. "We're also going to start experimenting on a new flavour any moment now." Snack fans: watch this space.

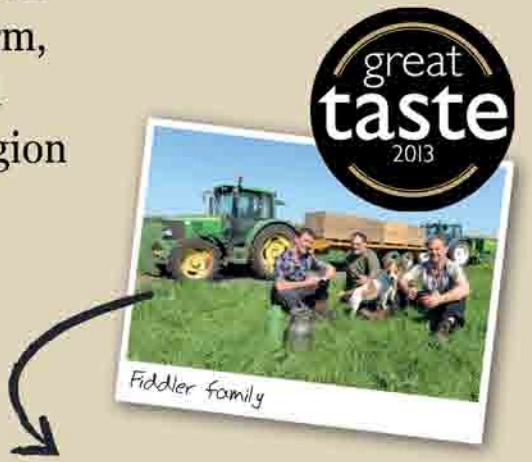


> "When we state that we're using creamy Lancashire cheese, the consumer is happy because they know it is locally-produced. Consumers like supporting local businesses and buying local"

Fiddler's
LANCASHIRE CRISPS
HAND COOKED ON OUR FARM ®

PREMIUM CRISPS FOR YOUR CUSTOMERS

We pride ourselves on making original Lancashire Crisps – using potatoes grown on our family farm, hand cooked in our own kitchens and enhanced with the traditional flavours of Lancashire, a region renowned for its food heritage.



For over 50 years our family have farmed the rich black soils of the Rufford and Lancashire plains, passing down potato growing expertise from father to son across three generations. We're very proud to now turn our delicious potatoes into even more delicious crisps.

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Email: info@fiddlerslancashirecrisps.co.uk
Web: www.fiddlerslancashirecrisps.co.uk

By 'eck, you'll find 'em tasty!



SWEET CHILLI | LANCASHIRE CHEESE & ONION | LANCASHIRE SAUCE | SEA SALT | SEA SALT & CRACKED BLACK PEPPER | SEA SALT & ELLSEY'S MALT VINEGAR | SIMPLY SPUDS | LANCASHIRE BLACK PUDDING & ENGLISH MUSTARD



GO LATINO

Brighten your offering with Inka Snacks' line of internationally-inspired snacks

For a long time the British consumer has been inspired by far flung cuisines when it comes to their eating habits, which means that when a genuinely exciting new foodie proposition hits the market it's time to sit up and take notice. Enter Inka Snacks, headed up by Mariana Maher, which is focused on bringing a range of innovative products from Peru to the UK. With a core range of three products, Mariana is proudly introducing authentic South American food to the British public with great success. Inka Snacks' offering consists of:

ROASTED GIANT CORN

A product which has garnered huge popularity since its launch in the UK is Inka's Roasted Giant Corn. Mariana puts this popularity down to a number of reasons. First and foremost, its unique flavour and texture. A gratifying crunch and authentic summery flavour come together to form one of the most satisfying snacks around. One which, in a boon to health and ethic-conscious consumers, can boast healthier credentials than a number of other snacks on the market as well as sustainable, great quality ingredients. Two new flavours have been recently added to the stable: Cheese and BBQ flavours; two options which will be sure to prove popular throughout the seasons.

GOURMET AMAZON PLANTAIN CHIPS

Directly from the Amazon in Peru come Inka Snacks' Gourmet Amazon Plantain Chips. To create these flavourful snacks, the brand hand selects quality ingredients in order to guarantee that consumers are able to taste the delicious and original flavour of its origins. Popular with food lovers of all ages at all snacking occasions throughout the day, these chips are an authentic taste of Peru.



SWEET POTATO CHIPS

From the richest soil of the coast of Peru, Mariana and her team select the best sweet potatoes to be transformed into Inka's sweet potato chips. One of the ways the brand chooses its potatoes is by the colour of the potatoes and resultant chips – a strong orange colour demonstrates that the product originated in rich soil. As well as being gluten and nut-free, these chips, as does the rest of the Inka range, Kosher certification. The future's bright. The future's Inka.



SNACKS WITH A STORY

Introducing Geosticks, a pioneering new type of chipstick combining health-conscious snacking with Fairtrade ethics

Following the popularity of its Geobar brand, Fairtrade organisation Traidcraft has developed an innovative new snack to join the Geobar family. Available from September is the brand's first-ever crunchy savoury snack that's completely gluten-free, suitable for vegans and is changing the lives of farmers and artisans around the world.

Geosticks are chipstick-style snacks that are made with Fairtrade rice and Fairtrade quinoa. The quinoa is sourced from the Cabana co-operative in Peru, just north of Lake Titicaca, where there are over 500 farmers who specialise in growing and harvesting quinoa in the harsh environmental conditions there.

"We're pioneers – bringing the newest ground-breaking Fairtrade products to the market whilst genuinely changing the lives of smallholder farmers. People come to us for amazing fair trade food, using ingredients grown by amazing people" says Jenny File, category director of grocery at Traidcraft.

The Geosticks range comprises three delicious new flavours: Sweet Chilli, Herby and Peppery. Each flavour is a valuable source of fibre and multigrain, and an addictively crunchy option for anyone looking for a healthy wholesome snack to enjoy with lunch, while shopping, in the office, hitting the gym or relaxing at home. At only 91 calories a bag and low in sugar, consumers needn't fret about unhealthy eating. "It's great to be giving consumers a gluten-free option which is both a delicious, savoury snack and only 91 calories per bag!"

This new venture into savoury on-the-go snacking joins an ever-expanding Geobar family that includes organic wholefood bars, cereal bars, granola bars and Geobakes biscuits. From Tunisian dates to cashews from India, the products feature ingredients sourced from all around the world, with Traidcraft highlighting and championing the farmers and co-operatives that supply them. Not only does their portfolio of products combine healthy snacking and Fairtrade ethics, but it also promotes the real human stories behind them, too.



Traidcraft's Geosticks are available from Traidcraft and other selected wholesalers from September. Each pack is available to order in cases of 24 x 22g packets, with single packets retailing at 90p.

> "We're pioneers – bringing the newest ground-breaking Fairtrade products to the market whilst genuinely changing the lives of smallholder farmers"





A WORLD FIRST

Fairfields Farm has switched to renewable energy with a new AD Plant – Snack Buyer finds out more

The Strathern family has been farming in East Anglia for three generations. They harvest potatoes, maize and rye on beautiful farmland across the Colne Valley just north of Colchester in Essex. On the farm they cold store, wash, grade and bag potatoes and supply wholesalers and retailers across the region. They also grow special varieties of crisping potatoes which are sliced, handcooked, flavoured and packed on the farm in their BRC A grade factory. Since 2006 potato and vegetable crisps have been delivered locally and nationally to 20 countries worldwide.

They started making crisps in 2006 which then lead to the production of vegetable crisps in 2013 and most recently a range of healthier 'better for you' Lentil Bites and Tortillas in 2016 which have proved very successful. During 2017 they plan to launch more exciting, ground-breaking products and growing the business following significant investment in people, technology, systems and equipment.

Part of Fairfields' investment has been its commitment to switch to renewable power. Occupying the space of about ten football fields, the new anaerobic digester (AD plant) took two years to plan and construct and is located next to the crisp factory.

In simple terms, an AD plant is rather like a huge concrete cow. It digests organic matter (waste potatoes and crops such as maize and rye) and trillions of microorganisms anaerobically digest this to create gas. This gas is collected, filtered and then exported to the national grid. A gas turbine is also on site, which produces electricity to power the crisp factory, potato pack-house, cold storage and offices. The gas produced for the grid provides enough power for 4,000 homes.

The AD process also produces organic digestate which is high in nutrients and is ideal for spreading back on the fields to help soil structure and fertility on the farm.

Fairfields Farm has long since prided itself on its green-energy efforts, with solar panels on-site, and the opening of the new AD plant takes this one step further. "Minimising our environmental impact is very important to us. We've always made efforts to reduce waste and be as energy efficient as possible, so the new AD plant will allow us to fully realise our green potential," explains Robert Strathern, third-generation potato farmer and founder of Fairfields Farm.

"Apart from the obvious environmental benefits, the building of this AD plant will also enable us to better manage our power supply and remove the risk of future fluctuations in the energy market. This keeps us commercially lean and enables us to be viable and competitive well into the future providing us with a world first advantage for a privately owned business in our sector."

"Fairfields Farm has long since prided itself on its green-energy efforts, with solar panels on-site, and the opening of the new AD plant takes this one step further"

fairfields farm™

HANDCOOKED POTATO CRISPS

MADE ON OUR FARM FROM RENEWABLE ENERGY

GLUTEN FREE | NATURAL FLAVOURS | GROWN IN THE UK

CROP HARVESTING

Potatoes, Rye & Maize growing, being watered and fed.

CROP PREPARATION

Cold storage to potato packhouse (washing, grading and packing - retail bags, sacks & boxes).

HAND PICKED

Special crisping potatoes selected and transferred to handcooked crisp production.

HANDCOOKED

Crisps handcooked and packed in our BRC A grade factory.

DELIVERED

Delivered locally, nationally and to 20 countries worldwide.

BIOFUEL

Waste sunflower oil goes to make biofuel.

RENEWABLE ENERGY

Waste crisps, potatoes, Rye & Maize go to the AD Plant to make renewable energy.



fairfieldsfarmcrisps.co.uk

ONES TO WATCH

With a number of brands to their name, Dave and Judy Willis are well worth knowing



Dave and Judy Willis began their snacking adventure by starting a snack delivery business chilternsnacks.co.uk in 1996. Chiltern Snacks was their first venture and now employs eight people, offering a next day courier delivery service.

In 2003 Judy and Dave launched their first brand, Salty Dog crisps. The bright funky packaging was ahead of its time and has now been voted a Coolbrand five times. But they didn't stop at just crisps. A couple of years later Salty Dog nuts were born, which can be spotted hanging behind the bar at the Rovers Return! They have also added Cheddary Biscuit Bites and Popcorn, which is being relaunched in new premium gold packaging, to the Salty Dog stable.

Having discovered a passion for inventing brands, the Willis's then created Darling Spuds, a sister brand to Salty Dog, and Darling Corn, roasted corn kernels inspired by a visit to Spain. Low in calories and a great source of fibre and healthy carbs, corn is a perfect on the go snack and available in 18g and 40g and three flavours – all suitable for vegans.

Last year Dave indulged his penchant for meaty snacks by coming up with a brand of pork crackling called Gruntled, double-cooked to make them lighter and less tooth-breaking than most scratchings.

More recently they have added Cheggs, a candy-coated chocolate egg. In a vibrant blue pack and offered in two pack sizes, these were a massive Easter hit this year and have been snapped up by hamper companies wanting something sweet that looks and tastes good. Indeed, they have been personally endorsed by none other than Keith "Cheggers" Chegwin on Twitter!

Another new venture is Nutbush, a premium range of nut mixes in large catering bags which hotels and pubs decant themselves.

> "The bright funky packaging of Salty Dog has led to it being voted a Coolbrand five times"



REFRESHED FOR SUCCESS

Healthy-snacking brand The Food Doctor has rolled out a fresh new look as it targets speciality retailers, farm shops and delis

As interest in healthy eating shows no sign of diminishing, The Food Doctor – which offers an eclectic range of nutritious snack mixes, crisps, bars and bakery products – expects to see speciality retailers widen their healthy food offerings.

Hannah Shrimpton, head of marketing at The Food Doctor said, "With health a core driver across retail and foodservice, we expect more and more speciality retailers, farm shops, garden centres and delis to tap into the sales opportunity for healthy snacks in the coming months. Consumers are demanding healthier options, so whether it's our on-the-go formats or storecupboard staples, we're confident we have the range to help retailers take advantage."

The recent The Food Doctor brand makeover is the biggest in its 18-year history, and introduces a new vibrant and consistent look across its packaging to provide better visual stand-out while clearly communicating the exciting flavour combinations, wholesome ingredients and nutritional value the products offer.

The brand's evolved proposition, 'The Power of Positive Nutrition', is the central communication, with the message being driven via the new website, an extensive media campaign, sampling events, advertising and other digital activity. In addition to a range of influencer partnerships, TV celebrity Dr Pixie McKenna will also be working as a brand ambassador to help drive awareness.

The brand refresh also signifies the beginning of some exciting new product launches with the company's Snack Mixes, Goodness Bars and Popped Crisp Thins initially being made available to speciality retail operators.

Hannah continues, "Our six-strong Snack Mix range, which consists of Full of Beans, Raw Power, Smokin' Edamame, Smokehouse Trail, Super Seeds and Chipotle Trail Mixes, will be core lines in the speciality sector as more and more consumers are using them as nutritious nibbles and also to decorate breakfast bowls and salads.

"The Goodness Bars, which are crammed with fruit, seeds and grains, are another range to keep an eye on as they offer a fantastic source of protein and vitamins while providing nearly half of a person's daily recommended intake of fibre. Our nutritious and indulgent Popped Crisp Thins range – which come in Spicy Chipotle, Sweet Chilli, Hot Wasabi and Mild Korma flavours – are a great healthy alternative to traditional crisps. Made with soya and corn, they are popped at a high temperature instead of being fried or baked, resulting in a high protein and high fibre product."

The Food Doctor range is available from Tree of Life.







SUPERLATIVE SNACKS

Hand-cooked to perfection and masterfully seasoned, the Tyrrells range is perfect for independents

If retailers are searching for a complete snacking solution, they needn't look further than the quintessentially-British brand Tyrrells. "We have an extensive range of products ranging from a variety of different flavoured potato crisps, sweet potato crisps, vegetable crisps and our famous Poshcorn," lists Julie Davies, brand manager for Tyrrells Crisps. The produce used to make the potato crisps are locally grown, with the English countryside always remaining at the heart of the brand. "We champion local farmers, and put love and attention into every batch we make," explains Julie. "The products are hand-cooked and seasoned to perfection with no artificial specially selected ingredients – they boast a really unique taste."

This respect for provenance and heritage plays a pivotal role when it comes to expanding the brand's product portfolio, with new exciting additions unveiled on a regular basis. "English provenance is something that is embraced when developing new flavours," she explains. "Last year, Tyrrells launched Coronation Chicken to celebrate the Queen's 90th birthday, and we later released a Three Bird Roast for winter. Both flavours were well received by consumers and fitted well with our 'English with a twist' philosophy."

With such an eclectic array of products to its name, Tyrrells continues to be at the forefront of snacking innovation. This isn't just a coincidence, Julie tells us, as the brand uses the latest food trend insights when it comes to the new product development stage. "Chilli continues to increase in popularity as consumers become more familiar with a wide number of chillies, recognising them for the variety of flavours they can add, as well as their levels of heat," says Julie. "In April 2017, we launched the new Dorset Sour Cream & Serenade Chilli Potato Crisps, which is exclusive to independent retailers. This flavour's packaging features a great on-pack promotion that asks consumers to nominate their local food champion, be it their local butcher for his sausages or their Aunty Jean for her delicious carrot cake – we are encouraging consumers to visit our Facebook page and get involved."

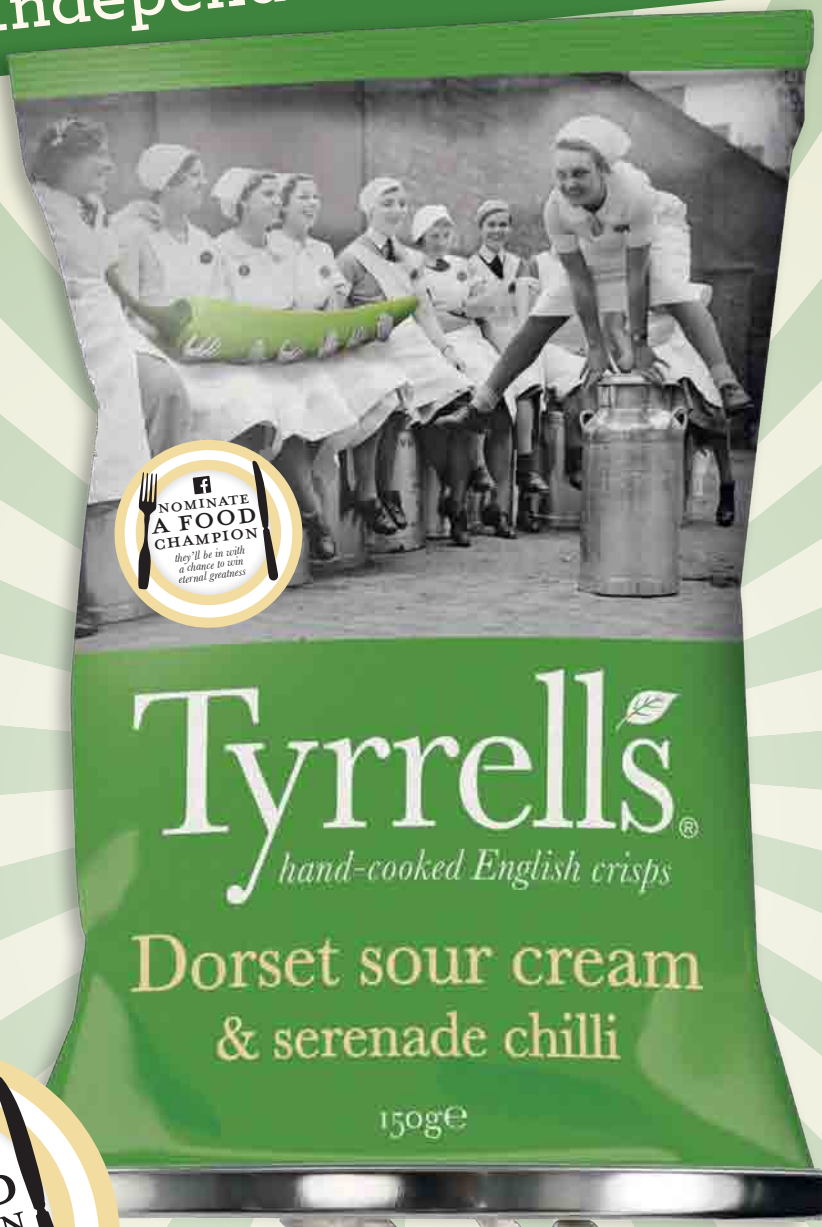
The company's authentic credentials have helped it forge a strong bond with delis, farm shops and other independent food retailers. "Snacking products are integral for delis as make up a significant part of their overall sales," explains Julie. "It is therefore imperative for these retailers to get the basics right in order to maximise snacking opportunities. With lots of consumers now outwardly seeking premium healthy snacks, it is important for delis to stock a variety of good-quality hand-cooked products."

Seasonality also plays a huge part in the creation of Tyrrells snacks, with the company tapping into the summer snacking season by extending its popular Poshcorn range with a new 'Glamping' inspired Toasted Marshmallow flavour. "A marriage of sweet, creamy marshmallows and deep, smoky woodfire, the Toasted Marshmallow Poshcorn captures the taste of a British campfire favourite," she says. "With the popcorn market still enjoying strong growth, Tyrrells is drawing on British summertime nostalgia to appeal to its premium audience. We are still passionate about our limited edition flavours and this year is no exception with the launch of the Goats Cheese, Garlic & Rosemary crisps. We have also re-introduced an old favourite, Ham & Cranberry, much to consumers' delight."

Promotional activity is something that serves the company well, with on-pack competitions really resonating with consumers. "We recently launched a new on-pack 'Win a Mini' promotion," says Julie. "Running across selected Tyrrells variants until autumn 2017, three lucky consumers are in with a chance of winning a Mini Countryman or Mini Cabriolet, while 1,000 winners will also receive £250 worth of Joules vouchers and runners-up will be gifted with delicious Tyrrells products. Consumers are able to enter via our website using a unique code obtained from the back of selected packs where they can find out immediately if they have won. This is a great way to attract new consumers to snacking and gives the consumer an incentive to pick up a pack."

> "With lots of consumers now outwardly seeking premium healthy snacks, it is important for delis to stock a variety of good-quality hand-cooked products"

Exclusive to Independent Retailers!



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