

SPECIALITY FOOD

NEWS, COMMENT AND BUYING IDEAS FOR FINE FOOD RETAILERS



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

Condense a year's worth of product sourcing into an exciting journey of discovery, register to attend at specialityandfinefoodfairs.co.uk



specialityandfinefoodfairs.co.uk

#SFFF17



TRADE ONLY

OPINION

IAN WRIGHT, FDF:
WHAT BREXIT MEANS FOR FOOD AND DRINK
 P.10



TRENDS

AMERICAN CHEESE SOCIETY:
WHAT'S HOT ACROSS THE POND
 P.29



SEASONAL

ANDRÉ BIRKETT,
 CHATSWORTH:
PREPARING FOR CHRISTMAS
 P.42



Issue



10 Brexit: The Industry Speaks

We hear what those in the know have to say



12 Trend Watch: Protein

How to embrace the latest health food du jour



26 The International Cheese Show 2017

Who to meet, what to see and how to get there



32 The Interview

We speak to legend of the British cheese industry, Ann-Marie Dyas



42 Preparing for Christmas

Get set for the busiest trading period of the year

Freshpac[®]

Insulated Food Shipper Systems

The FRESHPAC range is the No.1 packaging choice for sending Fresh and frozen food through the mail order network, with the largest range of ice packs as standard



www.hydropac.co.uk 01494 530182

EDITOR'S LETTER



Welcome to the July/August issue of *Speciality Food*. At this stage of the year like to take a step back and evaluate the months passed, its successes, its lessons, as well as make plans for the months ahead. As we all know, this kind of reflection and subsequent planning are key to the running of a successful business, but it's all too easy to fall into the comfortable groove of what's been done before and choose not to veer too far from the tried and tested.

At *Speciality Food*, as much as we try to mirror your schedule when it comes to season-specific content, we sometimes like to shake it up a bit. After all, this industry is nothing if not dynamic, and as reporters on that market we're excited to cover its ebbs and flows. We will continue to report on current and upcoming trends, must-stock products for upcoming occasions and, of course, sector news and views, but I would like to hear what you want from this magazine. More big name interviews? More business advice? I'm excited to make this publication as invaluable to you as possible, so do always feel free to get in touch with comments and requests.

As for this issue, within it you'll find a whole host of features which will benefit your business, whether you're looking to get up on the latest going on in the

“This industry is nothing if not dynamic, and as reporters on that market we're excited to cover its ebbs and flows”

cheese industry in order to boost your dairy offering, find out which products to stock for the upcoming year (p. 14), or how best to begin your preparations for the festive period (p. 42). You'll also find a look at the changing world of seafood (p. 44), and the story behind the success of this year's Farm Shop & Deli Retailer of the Year, Keelham (p. 40).

Also with this issue comes this year's edition of *Snack Buyer*, your indispensable guide for stocking and selling snacks. From trend reports to the producers and products to know, we've got it covered.

Enjoy this issue, and I look forward to hearing from you.

Holly

holly.shackleton@aceville.co.uk

NEWS IN BRIEF

KENTISH OILS EXPANDS WITH NEW BRAND

The company has launched sister brand, Kentish Condiments, following the success of its award-winning Classic Mayonnaise.

Kentish Condiments is the brand that its condiment products are now presented under, with new Garlic and Chilli Mayonnaise options released to mark its launch.

Laura Bounds, owner of Kentish Oils said, “Our company ethos is to create products that use local ingredients and support local producers in Kent. Our decision to rebrand the products has come from our desire to grow our range of products and expand into the condiments market with distinctive new products.”

ROWCLIFFE CELEBRATES 50 YEARS OF SUCCESS

The cheese distributor is set to mark its birthday celebrations with several events organised for both customers and the Rowcliffe team.

The company still remains a family-ran operation with Anthony's son, Tim Rowcliffe, at the helm.

Tim Rowcliffe, chairman of Rowcliffe said, “As a 15-year-old boy I can still remember my father had a vision for Rowcliffe. With just a car with a large boot and sheer dogged determination, he drove to France to seek the top-quality food and cheeses from farmhouse producers which were yet to be available in the UK. The essence of Rowcliffe hasn't changed and we still uphold his ethos of buying the best products and selling at specialist places.”



A Taste of Yorkshire
A delightful collection of quality cheese truckles from the heart of the Yorkshire Dales.



www.wensleydale.co.uk T: 01969 667664 E: creamery@wensleydale.co.uk

[@WdaleCreamery](https://twitter.com/WdaleCreamery) facebook.com/wensleydalecreamery [@wensleydale_creamery](https://instagram.com/wensleydale_creamery) wensleydale.co.uk/blog

Following the unexpected general election result, the plans set out in the Queen's Speech and withdrawal negotiations formally commencing, this year has proven to be just as unpredictable as 2016. The only consistent theme is that Brexit remains an underlying factor influencing the retail world. We catch up with food business owners to learn about their Brexit experiences, whether they have had to diversify their operations, and if they have any contingency plans in place to weather the uncertainty of Britain leaving the EU:



**MONIKA LINTON,
FOUNDER OF
BRINDISA:**

Brindisa was founded in 1988 with the help of £1,000 from the pro-EU and pro-entrepreneur Enterprise Allowance scheme. In the years that have followed, we've fought hard to grow and our expertise is truly European and multilingual. Therefore, I remain distraught over Brexit and hope for an outcome where we stay in the single market.

Brexit threatens our food diversity and quality. If the Government doesn't soften its approach, jobs will be threatened and businesses will be more inclined to play safe for the next two to four years. This risks producing less or no growth, whilst reducing the taxes raised for the

Preparing for Brexit

economy. We are actively building a plan to create new jobs in Spain as opposed to here in the UK. Since the vote to leave the EU, the most noticeable change has been the loss of value of the pound. The cost of our goods, which are all imported from Spain, has increased materially as a result, which forced us to increase our prices some time ago.

There is a great level of volatility in the currency markets affecting GBP and predicting where things are going to be in the future is an impossible task. This is forcing us to tread carefully and postpone major non-essential investments to make sure we have room for manoeuvre should things get worse.

It is still very unclear what sort of post-Brexit deal will be reached between the UK and the EU, so preparing for the future in the face of this uncertainty is not easy.

As a contingency plan for whatever comes, we are looking into reinforcing our logistics in Spain with a view to being able to help our suppliers, particularly the smaller and more artisan producers, with the predicted new bureaucratic difficulties and costs.



**SIAN HOLT,
MANAGING
DIRECTOR OF
FUDGE KITCHEN:**

Being in the confectionery business there are a number of raw ingredients that we purchase that are not produced in the UK, so they have to be bought from abroad. The exchange rate fluctuations had an immediate and rather unpleasant effect on the cost of raw materials, and we had to become a lot better at considering exchange rates.

We used to purchase a lot of our packaging overseas, and we saw a 20 per cent increase in the cost of that overnight. The benefit to that is as a lot of UK suppliers realised that it's an opportunity for them to get back in the game. Where we might have 60 per cent of our printing done overseas, that number has dropped dramatically in the last year and we are now printing far more in the UK.

We're quite early on in our export journey, but over the last year it has increased significantly. A year ago it represented five to seven per cent of our turnover – if we carry on the way we're going this year it will be between 15 and 20 per cent.

My personal view is that none of us know what's going to happen

when we officially leave the EU. However, I think for any business there will be some good and bad things that come out of it, and I definitely feel that export is something that we all need to look at, and spurred on by our experiences with packaging, we should look at trying to get product from the UK wherever possible. Obviously if you're talking about vanilla, that's a little bit on the tricky side!



**HENRY MACKLEY,
CO-OWNER OF
HARP LANE DELI:**

From the outset when we opened our deli three years ago, we wanted to run one just like the outlets that we love to shop in, so we sourced items from all over Europe and the world. So, Brexit hit us hard. We noticed that within a couple of weeks of the referendum result some of our European wholesalers were getting nervous about the weakening pound, and then within about two months we were receiving phone calls stating that prices were going to increase. Which, from a business point of view, has proven to be difficult. We've had to pass on that cost to our customers to a certain extent.

It's been a tough year – we're not struggling as we've been able to put the prices up in a small way and we have enough products that we can spread out the damage.

I don't know what is going to happen when the deal is sealed, but I can't really see things getting any better. However, being diplomatic, it's what the voter wanted, so we're going to have to deal with it. In Ludlow we've got customers from across the demographic spectrum, and from our point of view, customers seemed to be generally opposed to Brexit, as it's actually quite a liberal town. However, there were certain connotations that went with Brexit, and not just from a commercial point of view. We were shocked by certain opinions suddenly becoming legitimised. Most noticeably there were a few incidents, one which involved an Eastern European girl employed by the cheese shop next door who was asked questions like: "when are you going to go back home?" It felt like suddenly there seemed to be a bit of a turn and became legitimate for people to spout these opinions, which I find abhorrent.

We don't know what's going to happen, but unless the pound absolutely sinks then I'd like to think we wouldn't have to take any precautionary measures. It's the nature of working in this business that a lot of our prices depend on politics and what's going on in the world. Look at how the price of courgettes went up last year because of weather conditions.

YIFANTIS
Authentic Greek!

IFANTIS SA
is a diversified producer established 40 years ago by Ifantis brothers and today is one of the leading Food Groups in Greece, with 5 production units, 15 distribution centers in Greece and abroad, and exports in 28 countries.

Traditional Greek Sausages:
We have created a top quality sausage line with 85% pork meat, using local spices and ingredients such as Oregano, Thyme, Sun Dried Tomatoes, "Graviera" hard cheese that gives a greek spin to traditional sausages. Ideal for BBQ but also suitable for pan frying and microwave. Essential part for any Mix Grill dish for any occasion.

Dips & Spreads:
A broad line of traditional Greek spreads including classic recipes such Tzatziki, Tarama, Eggplant Dips but also Hummus with Kalamata Olives, with Pesto and other exciting flavors. With No Preservatives, Gluten Free and with a long shelf life make this line a top seller all around the World.

Authentic Greek! Tzatziki dip, Authentic Greek! Fassoulakia hummus, Authentic Greek! Sparta sausages.

JOHN PASCALIS
Importers and Distributors of Quality Food and Beverages | Est. 1952

Authentic mediterranean and middle eastern foods are as popular as ever and we are the UK's most experienced importer of these.

Our range includes: feta, halloumi, yogurt, dips, olives, oils, pickles, condiments, cooking ingredients, drinks, dried fruits, cereals, pulses, pasta, ready meals, pastry, tahini, seafood, speciality meats, cookies, confectionery, snacks, preserves, honey and much more.

We are constantly on the look-out for exciting new products and have just launched these succulent sausages and delicious dips from Ifantis, the Greek market-leaders. Why not give these a try and take advantage of our special introductory offer for new customers ...

10% off IFANTIS sausages & dips
(quote our offer code IJP10 when ordering)

To place an order or find out more about our exciting range please contact our sales team:

www.johnpasc.co.uk

020 8452 0707

enquiries@johnpasc.co.uk

JOHN SHEPHERD OF PARTRIDGES



"Strange basketfellows"

Week ending 10th June 2017 – what a week that was! England winning a football World Cup for the first time in 51 years. I never thought I would live to see that. Then there was the small matter of a Hung Parliament, too. And with it the thought that we might be in for, if not a coalition, looser partnerships all round with some strange bedfellows involved. The last time there was a coalition, a mere seven years ago, it inspired us into thinking about what products actually work with each other on the shop floor and become basket fellows at the checkouts.

In 2010, at around the time the coalition was being formed, Bloomsbury published a very interesting book called the Flavour Thesaurus written by Niki Segnit. What made it particularly interesting was that the book compared and contrasted a variety of flavours and tastes and introduced some new unusual pairings.

For example, globe artichoke and mint, watermelon and oysters, and lobster and vanilla. I also recall lemon and beef, goat's cheese and beetroot, and about 900 other versions of highly original but evidently well-matched combinations.

Until the Flavour Thesaurus and the Coalition, we had never really considered what products sold well with other products at Partridges apart from the obvious ones like smoked salmon and lemons, gin and tonic or asparagus and hollandaise. So seven years after thinking about it we have eventually leapt into action and developed a software on our tills that tells us which product is regularly sold alongside another product. So, what are the top

purchased products that accompany smoked salmon in shoppers' baskets?

It is early days in our deliberations, but the results are fascinating and vary significantly between our Gloucester Road branch and our main shop on the Duke of York Square. For our Gloucester Road branch the top products are as follows: bananas, avocados, croissants, frankfurters, clementines, lemons, another packet of smoked salmon, hot noodles, organic eggs, brown and white baguettes, apples, rustic rolls, Evian Mineral Water and sliced bread. Lemons come after bananas, avocados and clementines – so is this a new one for the Flavour Thesaurus?

Other early observations we have made are, unsurprisingly, that own-label products sell with other own-label products, organic products sell with organic products, and that bananas sell with virtually everything else, from organic chicken to lots of different fruit and from mineral water to the Daily Telegraph! However, the particular favourite basket fellow for bananas are free-range eggs.

What does it all mean and how can we use this to our best advantage? As one of my colleagues said, it is important, of course, not to 'geek out' over this sort of information and spend hours checking banana sales while customers are queuing up trying to pay at the tills. However, if we can inspire our existing customers to increase their average spend that is a very desirable goal in itself.

So far, like the Hung Parliament, we are raising more questions than answers, but it is important to remember some things never change. Our best-selling spirit is Chelsea Flower Gin and its favourite basket fellow is... Indian Tonic Water.

New Producer Awards Welcomes Top Names to the Fold

A host of prestigious fine food and retail businesses have thrown their weight behind the New Producer Awards 2017.

The newest names to have joined the sponsorship roster are Top Drawer (sponsor of the New Concept category), Sorba-Freeze (sponsor of the Young Producer category), and BGN Agency (sponsor of the Innovator category).

Speciality Food is also pleased to announce the addition of Michael Weber, executive co-ordinator of purchasing & distribution of Whole Foods Market, to the judging panel. Michael will be joining a host of other top-name food business owners on the panel, including John Shepherd, managing director of Partridges and Paul Hargreaves, chief executive of Cotswold Fayre.

Michael Weber said, "The New Producer Awards insures a greater chance of success for start-up businesses and emerging brands by building sustainable and lasting partnerships that can maximise growth on both. Many of the suppliers that will enter the awards could be the creator of the next big thing, and Whole Foods Market prides itself on curating the most exciting products."

Alejandra Campos, show director of Top Drawer said, "We are proud to sponsor the 'New Concept' category at the New Producer

Awards - a perfect fit with our Food Emporium area. Top Drawer, the UK's leading design-led lifestyle trade show, has been synonymous with top quality products and innovative design since 1985. With increasing demand for new products within a competitive retail landscape, it is more important than ever to support innovative concepts and new talent."

Michelle Ottolini, general manager of Sorba-Freeze said, "Sorba-Freeze are delighted to be a part of the New Producer Awards with Speciality Food magazine and are particularly pleased to sponsor the Young Producer category.

"Recognising the significance of the awards and the opportunities that they provide new food and drinks producers who are just starting out the market, we felt the Young Producer category was a great fit with our brand and our key sales. Whilst many larger organisations prefer Sorba-Freeze thanks to our unbeatable levels of performance, our range of chilled packaging solutions remains the perfect choice for start-ups thanks to their ultra-compact nature and their cost effectiveness."

Antonio Giansante, founder and operations director of BGN Agency said, "We love innovative brands at BGN, ambitious businesses not afraid to do things differently,



challenge the status quo and shake up the market – delighting and exciting consumers along the way. We have worked with a lot of food and drink brands over the years, and we can't think of a better way of supporting the industry than supporting the New Producer Awards, shining a light on the very best emerging brands within this fast-moving sector."

The New Producer Awards, run in association with Bread & Butter, aim to shine a spotlight on the exciting new producers currently invigorating the food and drink sector, and offer promotional support both within the magazine and online, as well as the opportunity to get exciting new products in front of renowned retailers, distributors, consultants and magazine editors.

Entries for the New Producer Awards are open until 28th July 2017. For more details about the awards visit specialityfoodmagazine.com/awards.

NEW
PREMIUM NATURAL MIXERS,
CRAFTED FROM SMALL-BATCH
CITRUS AND FLORAL
BOTANICAL EXTRACTS

Folkington's
artisan mixers

www.folkingtons.com

50 Winner of over Great Taste AWARDS

Relish
the hawkhead relish® company

Mediterranean
•RELIsh•
the hawkhead relish® company

#RelishCheese

www.hawkheadrelish.com • 015394 36614

Handmade without preservatives, gluten and nuts. Suitable for vegetarians.

Secure online payments

from the UK's leading payments provider¹

- Advanced fraud protection
- Industry leading reliability
- Simple & speedy setup

Choose from our Pay As You Go
or Pay Monthly pricing plans



Whether you take payments face to face or online, we have a solution to suit your business needs.



ONLINE
PAYMENTS



PHONE
PAYMENTS



EMAIL
PAYMENTS

Call 0808 208 5180
or visit worldpay.com

Get started with Worldpay online payments, today!

¹Nilson Report, June 2016

© Worldpay 2016. All rights reserved. Worldpay (UK) Limited. Registered in England No. 07316500. Registered Office: The Walbrook Building, 25 Walbrook, London EC4N 8AF. Worldpay (UK) Limited is authorised by the Financial Conduct Authority under the Payment Service Regulations 2009 (No. 530923) for the provision of payment services and is authorised and regulated by the Financial Conduct Authority for consumer credit activities. Worldpay, the logo and any associated branding names are all trade marks of the Worldpay group of companies.

STUART GATES FOOD CONSULTANT

“Training: a brave new world”

As somebody that started their career as a Harrods Management Trainee, one thing that I greatly benefitted from was receiving excellent training and mentoring in all aspects of my job. More importantly, employers committed time to staff training and we were given the time to participate and learn during our work day. This, without doubt, gave me confidence and created a skill set that made work life more enjoyable, more professional, and made sound business sense.

Today, many people will start a new work role and proficiency is expected from day one. Learning curves, as the saying goes, are vertical, but without adequate training an employee's full potential is not fully realised.

Happily, traditional teaching methods are slowly changing from Victorian times and now, more than ever, there is an opportunity to embrace technology as part of a training programme. Attending a seminar in a classroom environment is a situation that I suggest is waning and could eventually be consigned to history. Concurrently, people often have little time during the working week to step away from day-to-day tasks. This means that training and learning skills can be put on the back-burner as it is the easiest thing to give up in the short term. However, in the long term this can be very damaging, particularly for small businesses and start-ups.

Maybe this is the time for training and business mentoring to be looked in a new light, especially as a more tech-savvy generation are

moving up the management ladder.

It is often commented upon that people are attached to their phones more than almost anything else in their lives. Perhaps we should view this trait not as a negative but as an excellent aid for business training. After all, YouTube tutorials are now the preferred method of learning about anything from simple home DIY to more complicated tasks. Many of us already watch, listen and learn in a new way.

With an internet-based training model, participants are not bound to the traditional physical class session. Apart from travel issues, time is the greatest limitation on learning. By availing of an online training option everyone involved can plan their study time around the rest of their day, instead of the other way around. People can therefore study when they are at their peak energy levels, whether that's early morning or late at night. I am confident people can listen and learn while making jam, smoking the salmon, or when on a train, plane or automobile!

From a cost perspective, online courses can be better value, especially when there is extended access to the training materials. This means the training doesn't all come down to a day or so of intensive tuition, where often there can be information overload and a lull in concentration caused by fatigue.

In our ever-changing work environment, we all need to look at our skill set and embrace new learning channels that may offer a new opportunities.

Catch up with you on one forum or another!

Soil Association's BOOM Awards Winners Announced

The winners of the Soil Association's Best of Organic Market (BOOM) Awards 2017 have been announced at a ceremony held at Borough Market, London.

With nearly 1000 entries and a doubling of the votes received for the Nation's Favourite Organic product award from last year, the awards showcased essential organic products that retailers cannot be without alongside the innovation and product development that the industry is renowned for.

Judges included Anna Jones, chef and writer; Lizzie Rivera, *Evening Standard* journalist; Tom Hunt, eco-chef and author; Martha

Collison, Great British Bake Off quarter-finalist and author; and Rosie Birkett, BOOM ambassador, cook and writer.

Clare McDermott, business development director at the Soil Association said, "The BOOM awards are the UK's only dedicated organic awards celebrating people and business working to produce food as it should be. Now in its fifth year of continued growth and worth £2.09bn, the organic sector is certainly booming! More consumers are seeking organic, which is confirmed by recent research from England Marketing that reveals 39 per cent of shoppers buy organic food on a weekly basis."



BOOM AWARD WINNERS

CONFECTIONERY:

Booja-Booja
Hazelnut Chocolate Truffles

PANTRY:

The Olive Oil Co.
Extra Virgin Olive Oil

DAIRY:

Abel & Cole
Organic Whole Guernsey Milk

CHILLED & FROZEN:

The Tomato Stall
Organic Oak Smoked Isle of Wight Tomatoes with Extra Virgin Oil

ORGANIC BOX SCHEME:

Shillingford Organics

MEAT, FISH & POULTRY:

Higher Hacknell
Organic Meat - Sirloin Steak

BAKERY:

Daylesford
Organic Fruit Bread

ALCOHOL:

Da Mhile Distillery
Da Mhile Botanical Gin

NON-ALCOHOLIC:

Tea Palace
Organic Rose Oolong

FRESH:

Maddocks Farm Organics
Flower Salad

BABY & CHILDREN'S:

Goodness Gracious Foods
Goodness Gracious Pumpkin & Coconut Milk Puree With Cardamom

NEW PRODUCT:

Eversfield Organic
Roam & Relish Organic Pastrami

NATION'S FAVOURITE (VOTED FOR BY THE PUBLIC):

Island Bakery
Lemon Melts

JBP
JB PACKAGING



UK Manufacturer

temperature controlled packaging

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

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



UK Delivery from Torpoint & Livingston

buy online: www.jbpackaging.co.uk call: 0800 285 1339

www.islandbakery.co.uk

ENTRIES CLOSE
28TH JULY

SPECIALITY FOOD
MAGAZINE
NEW PRODUCER
AWARDS

2017

CALLING ALL PRODUCERS!

Do you run a food and drink business? Is it less than three years old?

In association with



"These awards are a great way to support the success and achievements of the food and drink start up community - who are all heroes by definition"

John Shepherd, MD of Partridges



"These awards are truly ground-breaking - they are completely free to enter and the marketing that winners will get off the back of it will supercharge their business!"

Jason Gibb, co-founder of Bread & Butter



-EST 1999-

"There is a lot of work to do within the speciality food world on developing more sustainable businesses, and we want to support any producers developing within this area"

Paul Hargreaves, chief executive of Cotswold Fayre

TOP DRAWER

HOME | GIFT | FASHION | CRAFT

10 – 12 September 2017 | Olympia, London

"With increasing demand for new products within a competitive retail landscape, it is more important than ever to support innovative concepts and new talent"

Alejandra Campos, show director of Top Drawer



"We have worked with a lot of food and drink brands over the years, and we can't think of a better way of supporting the industry than supporting these awards"

Antonio Giansante, founder of BGN Agency



CHILLED PACKAGING
SOLUTIONS

"We're delighted to be a part of these awards - it's important to support entrepreneurs and celebrate their hard work and achievements in the industry"

Michelle Ottolini, general manager of Sorba-Freeze

To find out more visit
www.specialityfoodmagazine.com/awards

**CHARLES
CAMPION**

"Cooking up trouble"

Connoisseurs of the inappropriate one liner will be sad that Prince Phillip has withdrawn from his endless round of engagements. He recycled jokes mercilessly and showed little patience with the dignitaries he met. The Duke has an abrasive and inspiring legacy. His comment on the cooking at Buckingham Palace in the 1960s: "I never see any home cooking – all I get is the fancy stuff". Or at a dinner party when the pre-dinner drinks ran on: "Bugger the table plan, give me my dinner". In 2002 he breakfasted on bacon, eggs, smoked salmon and kedgeree, croissants and pain au chocolat before exclaiming, "The French don't know how to cook breakfast" – at last, a good reason to Brexit.

Every cook has a drawer of shame, where all those unwanted kitchen gadgets live out their lives in the dark. There's a pair of 'herb scissors' that snips several leaves at a time. There's a pair of duck shears. There's a whole family of patent peelers. And in a great many trendy kitchens there is a spiraliser. Reports are coming in that this device (which apparently turns out long bootlaces of courgette) is so successful that it is putting a crimp in the pasta market. The research gurus at Mintel have noted a fall in pasta sales of 60,000 tons over the last eight years. How can this be? Should gadget manufacturers be allowed to frighten cooks by banging on about healthy living? What's unhealthy about pasta? The Italians seem to do pretty well on it.

Trying to keep up with trends is



a fool's errand. There's a property magnate in Australia who says that if prospective home-owners stopped wasting their money on smashed avocado breakfasts they could spring up the property ladder. His remarks have ripples in Mexico where a good many of the world's avocados are grown. The Mexicans are very happy to see an avocado sales boom and the price go up to £22 for a 10kg box, especially as the Australian avocado crop has taken a big hit from cyclone Debbie.

And it's hearty congratulations to the Welsh grower who grew some plants for display at the Chelsea Flower Show and ended up with a pretty, one metre tall, plant whose fruits broke the chilli heat record and have been assessed at 2.48 million Scoville units.

Meanwhile, another improbable danger on the home front has come to light. It has been reported that fiendish cyber-attack bakers have successfully hacked into the Aga app and taken control of other people's ovens – presumably to scupper a competitor's delicate sponge cake on the day of the Village Show.

Robert Benson sells bottles of wine for £6.50 from his market stall in the North West, but before you put your name down for a case you should know that it is non-alcoholic and formulated for dogs and cats. Benson gets his stock from a pet winery in Florida where it has been developed in conjunction with veterinarians. Products like this give newspaper sub-editors amazing scope for bad puns... Dog Perignon for the pooch? Or perhaps puss would prefer red "purr-gundy"?

Survey Reveals the Biggest Challenges SMEs Face

With 45 new food and drink products launched onto the market every day and only five of them still existing two years later, a new survey has identified the main problems that start-up businesses struggle with.

The study, conducted by Bread & Butter and Tabl, reveals that key challenges include funding (affecting 44 per cent), cash-flow (39 per cent) and securing distribution (35 per cent).

According to the study, nearly 40 per cent of businesses look for funding from banks pre-launch, but less than 11 per cent of them secure bank financing within two years. They are three times more likely to get financial backing from friends and family rather than from banks.

Crowdfunding is a popular option to raise funds across all stages of a food business, with 46 per cent of those asked entertaining the

prospect of using the method. However, the research states that 60 per cent of crowdfunding campaigns fail to meet their fundraising goal – those that do hit their target are faced with average fees of 10 per cent per campaign.

The survey also reveals that most entrepreneurs are confused when it comes to growing their business. Only a third of the businesses polled want to sell their products online, but further research states that it is an essential sales channel for 70 per cent of companies. More than half of pre-launch businesses (54 per cent) wish to be on supermarket shelves but only 15 per cent manage to achieve this in their first two years of business, climbing to 36 per cent after three years.

The importance of exporting as a revenue stream also appears misunderstood. Only 8 per cent show interest in exporting before

their business has launched, however following being stocked in supermarkets it is the second most desired channel (50 per cent want to export) post-launch.

Brexit remains a chief concern, with 57 per cent of those currently dependent on exporting expressing worries about how it will impact their business, with currency exchange, legislation, raw material costs and staff listed as main worries.

Jason Gibb, co-founder of Bread & Butter said, "It is no surprise that the biggest issues facing emerging food and drink brands is funding, but I'm shocked and saddened that the banks just aren't offering any solutions. Friends and family and crowdfunding are where SMEs are looking. This means that you either have to have a wealthy network behind you, or take the gamble of time and resources on a crowdfunding campaign.

"It is brilliant that despite the odds being stacked against us, our community is an incredibly optimistic group, with nine out of 10 remaining positive about the future of their businesses. As they say, resilience and the ability to pick yourself up after a blow are key characteristics of an entrepreneur."

FARMA Recruits New Managing Agent

The National Farmers' Retail and Market Association (FARMA) has announced a personnel change-up, with David Leon from The Partners Group taking on the position of managing agent.

Milly Stokes, chairman of FARMA, revealed the news as part of the FARMA Vision, which maps out the association's five-year plan. Due to a contract with Savills ending in March 2017, Michael Mack, farm and business management consultant at Savills, has left the post of managing agent, with

the teams at Savills and FARMA working together to put together the new management structure.

Michael Mack told *Speciality Food*, "FARMA is a fantastic organisation and we hope that over the last three years we have been able to grapple with many of the fundamental elements of getting it back on its feet and ready to face the challenges retailing will face in the future. The challenges we faced at the start of the contract were formidable but, over time, we were able to create a very strong membership management system, a

new website, social media platform, training events, member discounts and a new certification scheme for Farmers' Markets.

"Moving forward I will miss working with the farm shops and markets across the UK as part of FARMA; these are very dynamic and exciting businesses, which have a lot of potential.

"I will remain working with a growing number of farm retail businesses and other farm diversification projects. These are exciting times for such businesses who are looking for strategic support in maximising the value of their current business. As a consultant at Savills I will be able to help a lot of these businesses and families move their plans forward."

Every day a dreamy espresso.

**EXCELLENT
ITALIAN
ESPRESSO
ARRIVES IN
THE UK**



The culture of high quality Italian Espresso coffee from Pellini in Ground, Beans and Capsules compatible with Nespresso machines*. Pellini coffee is stocked in the UK for immediate delivery from UK wholesalers.

20% OFF all orders placed with UK wholesaler gustalia.com until 31st August 2017

Tel: 01438 813444

Email: mal@specilist-foods.co.uk

Pellini[®]

www.pellinicaffe.com

*The brand does not belong to Pellini Caffè S.p.A. nor its affiliated companies.

Michael Gove Appointed as Defra Secretary

Former Justice Secretary, Michael Gove, has made a surprise political comeback as Secretary of State for the Department of Environment, Food and Rural Affairs in Theresa May's cabinet reshuffle.

His predecessor, Andrea Leadsom, has been appointed as the Leader of the House of Commons.

Gove, who had previously held the education portfolio, was demoted from his role as Justice Secretary by Theresa May last year after an unsuccessful run for the leadership position following David Cameron's post-referendum resignation.

Ian Wright, director general of the Food and Drink Federation (FDF) said, "It is a big boost that the Prime Minister has appointed one of the cabinet's heaviest hitters to a ministry so significantly at the heart of Brexit. We very much look forward to working with Mr Gove and his new

team. With them and with friends from NFU and across UK food and drink we will champion the growth of the industry in the exciting months to come."

In an open letter to Gove, Meurig Raymond, National Farmers' Union (NFU) president stated, "On behalf of the 55,000 members of the NFU, may I offer you my sincere congratulations on your appointment as Secretary of State for Environment, Food and Rural Affairs. We look forward to working with you, alongside our friends and colleagues from the Food and Drink Federation, as well as other food and farming organisations at a critical time for our industry.

"British farms grow the raw ingredients for the UK food and drink manufacturing sector, the UK's largest manufacturing sector, worth £109bn and providing 3.8 million jobs. Farming is of enormous value to

the economy – for every £1 invested, farming delivers around £7 back to this country. British farmers are proud to provide over 60 per cent of the nation's food and manage 70 per cent of UK landscape. We do this all while focusing on producing safe, nutritious and high-quality food for people at home and abroad.

"And we can and want to deliver more. We are looking to Defra; to work with us and our members, to champion farming within the Government and to work closely with the devolved governments across the UK. Our shared aim is to ensure a productive, progressive and profitable future for British farmers and assurance to British consumers.

"With farming arguably the sector most impacted by Brexit, NFU members need certainty as soon as possible that this Government will make Brexit a success for British food and farming. To achieve our

potential, we need a future post-Brexit trade arrangement that delivers the best possible access to the vital EU market, as well as continued access to a competent and reliable workforce. With your experience in reforming policy environments we look forward to working with you to create a new wider policy framework that better delivers for British food and farming – and for our nation.

"We are also calling on the new Government to support British farming through a number of other measures; Bovine TB continues to blight the UK's livestock sector which is why it is so important

that the Government's 25-Year TB Eradication strategy is implemented in full. Licensing and access to plant protection products is another area of concern for UK farmers; the NFU has consistently advocated for regulation to be based on robust, scientific evidence and consequently I very much hope you will be able to give your support to the reauthorisation of glyphosate which is a very important product for British farmers to have access to. Later this summer, the NFU will launch its Rural Crime Manifesto where we highlight the very serious impact of issues like fly-tipping, theft and hare coursing for farms and rural communities."

Tims Dairy Scoops Family Business Award

Premium yogurt brand Tims Dairy has been voted the winner of the London and South Region category in the Family Business of the Year 2017 awards.

The business is ran by brothers Chris, Peter, Bides and Tony Timotheou, and was founded in 1949 by the siblings' uncle, Euripides Nicolaou, who was later joined by their father Michael Timotheou.

The award-winning company produces a range of yogurts that comprise authentic-tasting bio-live Greek Style, new Greek Style Thick Set and Cypriot Set yogurt for retail, and a selection of related products for foodservice.

Chris Timotheou, managing director of Tims Dairy said, "The vision of our uncle and father in establishing the business and their hard work have been our inspiration and we know they would be very proud of what the family has achieved, and of this award. However, none of this would have been possible without the dedicated team around us. The family would like to dedicate this particular award to our mother, Eleni Timotheou, who continues to be our inspiration on a daily basis.



Peter Timotheou, operations director said, "It's been about family from the beginning for us and we hope that those around us share those values and feel part of an extended family. We are so lucky to have this strong family bond at our core that is the foundation stone of our success. We also want to thank Paul and everyone at FBU for their hard work organising the awards. They can rest assured that this means a huge amount to us."

Richard Lane, head of family business at Farrer & Co, a sponsor of the awards, said, "This business is entrenched with an authenticity, great products and their Greek Cypriot heritage not only defines who they are as a family but also as a business. Clear values, direct family involvement and strong governance were also apparent and they were worthy winners."

AUTHENTIC AT ORIGIN

ACETO BALSAMICO DI MODENA IGP

Choose the guaranteed taste of the Protected Geographical Indication.

Every drop of Balsamic Vinegar of Modena features the flavour, passion and history of its area of origin. Every day, you can enrich your table with the culture of this land that has rooted its identity in taste and tradition. The Consorzio Tutela Aceto Balsamico di Modena carries out its constant supervising, safeguarding and promotional activities to ensure that this product is unique, original and authentic.

Follow us on Twitter, Facebook and Instagram - www.consorziobalsamico.it

A Workers Co-operative. Supplying Organic & Natural Wholefoods. Since 1971. Naturally good!

Infinity Foods WHOLESALE Organic & Natural Foods

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

Local, national and international delivery.

Info@infinityfoodswholesale.co.uk
Tel: 01273 456376



BREXIT: THE INDUSTRY SPEAKS

With April 2019 inching closer yet confidence still unstable, we speak to some movers and shakers in food and drink to find out how they feel about the upcoming UK/EU split

Ian Wright CBE, director general of Food & Drink Federation

The nation has delivered its verdict and the country demands leadership at this uncertain time. Politicians across all the parties must come together to deliver in the national interest so the UK's £110 billion food and farming industry can continue to thrive. The Brexit clock is ticking loudly and the country will not forgive a failure to act.

Mike Cherry, chairman of Federation of Small Businesses

In the coming hours and days, business needs immediate reassurance from the government that emerges about how it will protect the economy from any political turmoil. The UK must be seen to remain open for business, with a government committed to supporting enterprise.

It is important to go into the Brexit talks from a position of strength, focused on getting the best deal possible for trade and access to workers and skills. Negotiations should be led by a government and a Prime Minister that will be in place for the duration, and so we call for a delay to the scheduled start of negotiations rather than a rush to begin. The need for a transition period now becomes

even stronger, providing the time to get Brexit right.

In the days ahead, FSB members will want to see ministers appointed and a clear timetable for the coming weeks. We are ready to work with the government and all parties on what measures to bring forward.

FSB secured a number of important commitments for small business in many of the party manifestos in this election, and we believe there will be strong support in the new Parliament for many of our asks – on business rates reform, on protecting the self-employed from unfair tax rises, and on tackling late payments by big companies to their small business suppliers.

FSB has consistently engaged with major parties right across the political spectrum and will work positively and constructively with the government that emerges, and MPs and Peers across all parties.

PAUL HARGREAVES, COTSWOLD FAYRE

I actually forecast a hung parliament the week before the election, sensing the growth in support amongst young people for the Labour agenda. It does seem throughout much of the country that the disillusioned and disenfranchised within the UK have swung behind Labour this time rather than UKIP at the last election. It is no good for the UK feeling that no-one in parliament is speaking up for them, so I am pleased about this. It is also good for the UK to give young people hope – they are our future!

The best news for our business and business in general is that a "hard Brexit" now looks impossible. A soft Brexit with open trading with the EU looks far more likely, which is good news for food and drink businesses in the UK. However, we have ended up with the opposite of "strong and stable" government, which is not good for business, and I can foresee another election within a year, which would be the fourth in four years!

Mark Kacary, Norfolk Deli

So, we have a hung parliament and, to be honest, this pleases us. We voted to remain and although we have come to accept that (as the phrase goes) "Brexit means Brexit", we are very much against what is described as a hard Brexit or for that matter the notion that it would be better to walk away with no deal rather than no deal at all. There will be some initial stock market or currency turbulence, but it will happen anyway as Brexit discussions start.

We felt that people mistook the notion a "difficult" person to deal with the appropriate person to carry out

any form of negotiation. Negotiations is a game of give and take. Good negotiations result in what is called a 'win-win' where both sides feel that they can go back and present what they have achieved and for it to be seen to be good for all. To do this takes empathy, a willingness to be flexible. The incumbent failed to demonstrate this. Furthermore, if you're going to be a difficult person to do business with then surely, it's not a good idea to tell people in advance. It's a little like telling everybody what you have in a game of poker before you need to. We feel that a hung government will mean that any Brexit deal will need ratification by parliament and not driven through by one party.

James McKeown, AJA Portfolio Brands

To enable us to weather the inevitable Brexit storm ahead, the recent election just added one more ingredient to our current recipe for instability. Constant variation of exchange rates and steadily declining consumer spending power doesn't bode well for new mass market brands entering the UK market from abroad. Let's see what happens next to test our resilience.

Botham's
of WHITBY

35/39 Skinner St.
Whitby, YO21 3AH
Tel: 01947 602823
sales@botham.co.uk
www.botham.co.uk

Apricot & Orange Teabread
Succulent apricot pieces combined with grated orange zest, and golden sultanas make this a truly delicious teabread.

Cottage Delight
— Est. 1974 —
Passionate about Taste

Order NOW

Gain Spooktacular sales this Autumn

TRICK OR TREAT?

Contact your Territory Business Manager **01538 382020**

www.cottagedelight.co.uk

/cottagedelight



From interactive packaging to eye-catching aesthetics, these days your product's branding needs to do a lot more than command attention on a shelf

When devising ideas for the creative identity of your brand, there is a formidable list of criteria that needs to be considered. Do you want to go down the route of eco-friendly packaging? Would you rather your brand be perceived as a disruptor – think BrewDog – or familiar and friendly? Let's not forget whether the design transfers seamlessly to online platforms, appeals to your target customer and, especially in the premium food and drink market, is considered upmarket enough.

Make way for the millennials

It's said that marketers are obsessed with the millennial generation, and it's easy to understand why. This coveted consumer is active, influential, and more often than not, unlikely to shy away from experimenting with avant garde flavours. "Millennials are always looking for the next 'cool' thing," says Jeff Fromm, president of

Futurecast, a marketing consultancy that specialises in millennial trends. "Offering a limited edition collection gives this generation a sense of exclusivity and a feeling of prestige. Additionally, brands can use limited edition packaging to stay current with seasonal and promotional events." Jeff cites Coca-Cola as a brand which successfully implements this technique, with the company consistently collaborating with musicians and celebrities on one-off versions of the product, as well as manufacturing signature aluminium bottle versions to commemorate sporting events.

Research indicates that millennials – or Generation Y – are a lot more responsive when it comes to digital marketing, too. According to an Internet Trends Report compiled by digital trends analyst Mary Meeker, 48% of millennials would rather be contacted via the internet or social media than more traditional approaches. If you are launching a new product or limited edition

variety that you feel will attract this influential 18 to 35-year-old audience, it is best to utilise the data in your email database and send a well-crafted e-shot or announcement using social media platforms like Instagram.

Clean and crisp

In recent years, many contemporary food and drink producers have opted for a more stripped-back approach when it comes to branding. Artisan chocolatier Pump Street Bakery's branding is a fine example of this, with manila paper-esque packaging encasing the chocolate bar inside. Minimal illustrations and succinct typography are applied to lend the brand an authentic, homemade and even DIY feel.

A simple and clean design is also imperative when it comes to selling your product on an online platform.

In Mintel's *Global Packaging Trends 2017* report, the research firm emphasises the impending dominance of online shopping and how uncluttered labelling can pay dividends in e-marketplace, stating, "The trend is only going to grow, as three quarters of UK consumers say that in 10 years' time they expect to do most of their shopping online. What this means for packaging is less clear in the short-term, but currently brands are failing to impress with the delivery of their online packaging experience."

Personification

When human elements are added to packaging design, it helps to convey a character or story for the consumer to quickly and easily comprehend. One speciality food brand that utilises this approach is condiment producer Tigg's. Each flavour's label

Tuesday 21-Thursday 23 November 2017
ExCeL, London
www.foodmatterslive.com

includes a product description that reads like it has been lifted straight from a dating profile. For example, its Sweet Original bottle's blurb states: "I'm a flexible and all round good guy with Mediterranean tastes, seeking all foods from cool salads to dishy meats for a saucy experience!" Positioning the product in this manner not only introduces its flavour profile, but instantly establishes a harmony between shopper and product.

There are also numerous packaging examples of speciality food and drink companies using a fictional character or sartorial detail to create chemistry between brand and customer. Another example of this would be snack producer Mr Filbert's and the chef character which adorns each packet. The icon is dressed in a white apron and chef's hat, clutching a wooden spoon and pan. This instils into the customer that the food is handmade and eschews mass production.

Breaking the norm

Unforgettable and innovative packaging ideas are a sure-fire way to instantly make your brand resonate with consumers. Mintel's global packaging team says that, "We see packaging as a key component to the creation of memorable consumer shopper and user experiences, which, either in-store or in use, build on brand values, such as fun, community or authenticity as a means of motivating purchase intent and repurchase consideration."

No More Tea Bags, a company that produces tea in an aerosol can, executed this to great effect and through its unique packaging the company has captivated audiences by generating mainstream press coverage and a spot on Jimmy Doherty's Food Unwrapped programme. However, a degree of scepticism is required when brainstorming unique packaging formats. While quirky products are capable of turning heads, the attention can be transitory, so a sustained roll out of equally-captivating products is a measure that will need to be put in place.

Brands are failing to impress with the delivery of their online packaging experience

food matters live...

Food innovation as you've never seen it before.

From influential start-ups to iconic household names, no other event brings them together in one three-day event. Don't miss it.

Tuesday 21st - Thursday 23rd November 2017
London, ExCeL



Register for free entry
www.foodmatterslive.com

HIGH PROTEIN SNACKS

A finger of fudge is no longer just enough, says Sally-Jayne Wright, unless it contains protein – the new buzzword in between-meal munching

I'VE NOTICED THAT PROTEIN IS CROPPING UP EVERYWHERE

Right. The dairy co-operative Arla Foods was bang on trend when in 2015 it launched a quark product called, simply, Protein. (Quark for the uninitiated is a cross between soft cheese and Greek yoghurt and very high in protein.) Skyr, high-protein, strained yoghurts followed soon after and were aimed at active 25-35 year olds. Then Weetabix launched Weetabix Protein cereals and high protein breakfast drinks; high street sandwich chains and supermarkets began to offer salmon-and-egg Fit Boxes (Eat Ltd.), protein power drinks (Pret a Manger) and protein pots (Waitrose). Protein is such a perceived benefit that Tesco is even selling protein water.

WHAT'S BEHIND THE OBSESSION?

Sports nutrition has filtered into the mainstream. Personal trainers and nutritionists tell us protein slows the spike in blood sugar levels you get by eating carbs, fat and sugar alone. It builds and maintains muscle mass, promotes satisfaction and refuels muscles between workouts.

WHERE DOES THE PROTEIN IN THESE SNACKS COME FROM?

Meat, nuts, peanuts, edamame beans, chickpeas, soya beans and eggs. Many products including protein water are enriched with whey protein isolate (from milk). The richest, most sustainable protein source is insects – more of which later.

WHOSE SNACKS DO YOU RECOMMEND?

We like Men's Health Fuel Beef Jerky, made with 200g raw beef per 100g of cooked beef jerky; £1.89 per 30g pack, savoury and satisfying. We also like Strive beef biltong. Both are made by the Meatsnacks Group Ltd. Another snack we love is a nut bar from the US. Moreish Kind bars are both filling and indulgent, containing such ingredients as dark chocolate, maple syrup and sea salt alongside whole nuts. £1.29/ 40g. While the packaging could be improved, Teff Snacks by Tobias Teff UK also stand out. Flavoured with cinnamon and agave syrup or honey, these slim biscuit-like bars are chewy, sustaining and not overly sweet. High in protein, teff contains albumins, the primary protein in blood plasma, making it a good vegan alternative to eggs.

WHAT ABOUT CONVENTIONAL ENERGY BARS?

You could try vegan-friendly Trek Protein Peanut Power Bars with

gluten-free oats and raisins, from Natural Balance Foods. Bounce Coconut & Macadamia Protein Balls should also sell well. They contain two kinds of whey protein and 210 calories in each 40g ball. Clif's Builder's Bars contain oats, nuts, peanut butter and cocoa; 20g protein per bar.

HOW ABOUT THOSE INSECTS YOU MENTIONED EARLIER?

Insects contain more protein than beef and produce 99% fewer greenhouse gases. The makers of insect-based snacks such as Jimini's and Crobar disguise the very faint, dog-biscuit aroma, crunch and aftertaste with clever recipes, but overcoming our squeamishness is the real hurdle. Vegans and veggies will be hard sells; for the rest of us, it's too soon. One London whole food store told us sales were disappointing when they gave an insect-based energy bar four months' trial last year.

TELL ME SOMETHING THAT WOULD SURPRISE ME

You can buy protein-enhanced ice cream and popcorn. Examples are Wheyhey Banoffee Protein Ice Cream and Protein Works organic popcorn. In future, food technologists may use aerated whey protein gels to cut the calories in desserts. Protein would replace some of the fat molecules that hold together whipped products like mousse.

WILL THE PROTEIN TREND LAST?

Nutritionists say: 'If you must snack, eat one that contains protein, to keep your blood sugar levels stable'. The science stacks up so, yes, we think it will.



“The science stacks up, so the protein trend is set to last”

lunch!
The contemporary food to go show

21-22 September 2017
ExCeL | LONDON

“lunch! is unmissable. It's invaluable to have so many products and trends under one roof. I am looking forward to the 10th anniversary at ExCeL London!”

RAMtin FATEMI, Founder
THE ECLECTIC COLLECTION

Your leading trade show for cafes, delis and speciality food stores

Book your free ticket today for lunch! this September
www.lunchshow.co.uk | Quote code LUN21

deliwraps.co.uk
great food wrappers!

“a varied range of food wrapping papers for use in Delis, Farm Shops, Bakers, Butchers, Fishmongers, Cafes and Restaurants”

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

Branded with your logo

www.deliwraps.co.uk

MEET THE PRODUCER

Adored by epicureans due to their convenient nature and authentic array of flavours, Essential Cuisine's stocks, gravies, glaces and jus have become a mainstay of home cooks' kitchen arsenals. The deep culinary understanding that influences the development of the products can be traced back to 21 years ago, when avid chef and owner of the company, Nigel Crane, created a range of quick-to-use, premium foodservice products for professionals to use in their restaurants. "The stock powders were formulated for chefs who had little time to cook their own stocks as it can be so time-consuming," explains Jeremy Palmer, head of retail operations at Essential Cuisine. "They proved very successful, and chefs absolutely love them. However, in 2010 I suggested that the company formed a retail division, as we all believed that they had a fantastic product which should be made available to home cooks, too. So we went from foodservice success to launching a whole range of cooking stock powders, as there wasn't a high-quality or premium cooking stock that came as a powder available for consumers. They're for those people that really take their cooking seriously."

Home cook's best friend

Due to the fervent feedback that the rolling out of the retail range received, the company has grown its portfolio to include chicken, beef, vegetable, veal, fish and lamb stocks; a collection of glaces that include eclectic flavours like duck and lobster; turkey, savoury, chicken and beef gravies; and a veal jus. Never one to rest on its

Essential Cuisine, the innovative creator of quality stocks, gravies, jus and glaces, has developed a brand new range to further whet the appetite of passionate home cooks



laurels, Essential Cuisine has just announced the launch of a brand new range of four gluten-free liquid concentrated stocks that come in handy and contemporary-looking bottle packaging.

Whether cooks are looking to whip up stir-fries or pies, the liquid concentrated stock range is a foodie's dream and can be used in both modern or classic dishes – just add a spoonful to any recipe for a rich burst of flavour. The Concentrated Liquid Range is RRP

£3.45 and boasts a shelf life of 12 months, Jeremy tells us. "We did a four-week survey with around 40 home cooks who used it every single day, and over that time all of the cooks came back to us and said it was an absolutely fantastic product," he says. "These were people who use fine food products that come in pots, make their own stocks and who have used our powders for several years. The new products are evocative, they taste just like they're

homemade and they're not time-consuming. They should revolutionise the stock sector."

The kitchen essential

As shoppers will be unfamiliar with the product, Jeremy emphasises the importance of getting shoppers to try the stock for themselves, with Essential Cuisine encouraging retailers to offer their customers free samples to run alongside the launch of the Concentrated Liquid range. "We're aiming to host

demonstrations on how to sell the product," he tells us. "Also, our website is a key hub for educating consumers, as well as the point of sale material which is available. And we have a major sampling campaign to run alongside it all – we're offering tens of thousands of samples to the trade, so their customers can try them out. All retailers need to do is get in touch and ask us to send them some Concentrated Liquid Range samples and they'll be rolled out on 31st July. It's all about getting as many people to try them as possible."

Independent focus

Just like with Essential Cuisine's range of powder stock and gravy products, the company has earmarked delis, farm shops, food halls and butcheries as priority stockists for its latest culinary invention. "The majority of people who visit butchers, delis and farm shops are truly home cooks," explains Jeremy. "You've got a real home cook customer there, and we feel that the customer deserves a bloody good stock! This is something that really does make a difference to your dish – customers are naturally going to reach out for a modern-looking product that suits all kinds of cooking."

Independent shop clientele will appreciate the flavour-forward and authentic character of the new range, says Jeremy. "These stocks really do boast a top-quality taste," he says. "I believe that if you're going to use a shop-bought stock, then at least use one that will make a difference to your dishes, and one that should taste exactly how a homemade stock should."

“ The new products are evocative, they taste just like they're homemade and they're not time-consuming. They should revolutionise the stock sector ”

essential
CUISINE

From stir fries... ...to mum's pies

So versatile - perfect stock and a great flavour booster

The handy little bottle with endless possibilities. Not just a delicious stock that tastes just like homemade, add a spoonful to any dish for a rich burst of flavour.

Tastes just like homemade

www.thekitchenessential.com

specialityfoodmagazine.com

The premium food and drink sector is jam-packed full of innovative, eye-catching and flavoursome products, and due to the busy nature of your job, you might not get the time to delve into them all.

So, take a well-deserved breather and streamline your sourcing process by taking stock of our roundup of essential products, which boast character, quality and profitability in abundance



Wild Honey Ltd

We are an artisan raw honey production company with a network of hives across Bulgaria. We offer 14 varieties of honey, which are all cold-filtered and come in 250g glass jars, 1oz glass mini jars and hand-made designer gift boxes. We are expanding our range each year and are soon launching raw chocolate honey truffles.

07544 545 138 sales@wildhoney.eu
wildhoney.eu

The Soul Food Collective

The Soul Food Collective organic snacking range is made from premium quality, freeze-dried fruit and roasted seeds covered in Fairtrade Belgian chocolate and consists of:

- Strawberries coated in Dark & Berry Chocolate - 50g bags
- Raspberries coated in Dark Chocolate - 50g bags
- Amarena Cherries coated in Dark Chocolate - 50g bags
- Mixed Berries coated in Dark, Milk and White Chocolate - 50g bags
- Soya Beans coated in Dark Chocolate - 30g bags
- Pumpkin Seeds coated in Dark Chocolate - 30g bags

Soul Food Collective will be exhibiting at the Speciality Fine Food Fair 2017 in the Discovery Zone stand No. 2905 to showcase its new range.

0800 151 0951 enquiries@soulfoodcollective.co.uk
soulfoodcollective.co.uk



Primera Technology Europe

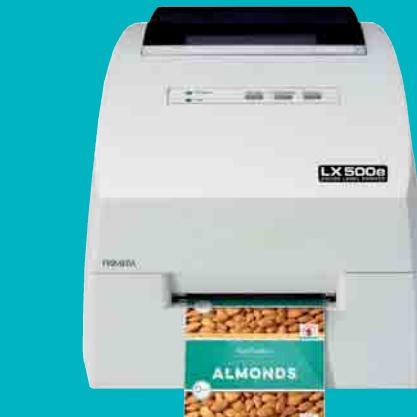
Every product needs a label. A label not only provides information about the product, it also reflects the product brand, supports the brand recognition and helps to set products apart from others.

Primera Technology, a leading manufacturer of high quality laser and inkjet-based label printers, offers with its new entry-level colour label printer LX500e the perfect solution for start-up and small business. LX500e utilises a new print engine that doubles the maximum print speed from 25mm to 51mm per-second. Its high-yield, tri-colour ink cartridge keeps cost-per-label low. Fast print speeds and an optional built-in guillotine-style cutter allow users to quickly and easily print and cut their short-run labels.

Typical applications include product labels for coffee, wine, bakery, confectionery, meat, cheese and hundreds of other speciality and gourmet foods.

LX500e is a compelling choice for any business that needs to produce stunning, full-colour labels on-demand.

+49 611 927770 sales@primera.eu
primeralabel.eu



Seed and Sage

Introducing our exciting new range of cakes that delight and nourish in equal measure. Each one is fabulously full of guilt-free goodness and fibre yet astonishingly free from gluten, dairy and added sugar.

The range includes two flavours of our hugely popular sun brownie, as well as the seriously addictive salted date caramel-loaded slice.

The sun brownie, our healthy take on the nation's favourite, is crammed full of nutty sunflower seeds, rich cacao and juicy dates flavoured with either zesty orange or zingy raspberry – which would you choose?

The salted date caramel-loaded slice, suitable for vegans, has a chocolatey wholegrain base, sweet and salty date caramel centre topped with seriously dark chocolate – the perfect partner for your favourite cuppa.

By stocking our range we can help you grow sales accessing a sector not typically well provided for – finally the health conscious consumer can have their cake and eat it!

07866314401 info@seedandsage.com
seedandsage.com

Pasta Garofalo

Garofalo, premium Italian pasta makers, produces many different shapes – 72 at the last count! All pasta shapes are available in the UK for you to offer to your customers; from the well known Pappardelle and Macaroni through to the less well known Lumaconi and Orecchiette.

Each of our 72 shapes is made with only two ingredients: durum wheat semolina and water, and you can't produce excellent pasta if the best wheat is not used. Getting technical, it is the quality and quantity of gluten present that determines the quality of the wheat, and we only use high quality durum wheat semolina, which meets strictly controlled criteria. The result is a consistent, premium pasta, that is always a pleasure to eat, whichever shape you decide to choose!

All of our pasta is stocked in the UK for immediate delivery through wholesale distributors. Please contact the Garofalo UK office for more information on pasta shapes, the ranges we do and wholesalers stocking Garofalo pasta.
01438 813 444 info@garofalo.co.uk
pastagarofalo.it



Peter's Yard

Peter's Yard is further extending their range with Charcoal & Rye sourdough crispbread. Made to an authentic Swedish recipe with natural ingredients that include whole-wheat flours, fresh organic milk, honey and naturally-fermenting sourdough that is allowed to ferment for 16 hours before each batch is made. A generous level of charcoal is added to the mix that produces an attractive colour and distinct flavour.

The Peter's Yard range is the natural choice for cheese as it doesn't overpower or mask the flavours of the cheese and the Charcoal & Rye variety works well with all types of cheese but is particularly recommended alongside a Brie or soft goats' milk cheese. The new 90g Charcoal & Rye Crispbread will retail at £2.95.
07999461761 orders@petersyard.com
petersyard.com



Seggiano

Seggiano has launched new alternative grain biscuits! Seggiano have just come up with the answer to your cheeseboard challenges. These deliciously crunchy, organic digestive biscuits make the perfect accompaniment to both soft, blue and hard cheeses, especially when topped with some chutney or fruit jelly.

Handmade by a small family bakery in Puglia, Seggiano stoneground organic wholegrain digestives are a source of fibre, iron and phosphorus. Made using a range of alternative grains: buckwheat, kamut, spelt and rye, they offer numerous benefits in terms of flavour, nutrition and digestibility. To live up to the name digestive, these biscuits use quality cold-pressed oil and are both yeast and dairy-free.

Enjoy our typical Italian breakfast biscuit with both sweet and savoury toppings. They are handmade, organic and wholegrain. Made using cold pressed oil (no palm oil) and deliciously simple!
0207 272 5588 info@seggiano.com
seggiano.com

Jelly Belly

Jelly Belly, the original gourmet jelly bean®, is a true icon in the confectionery world, and an important piece of Americana that is universally loved – nowhere more so than in the UK! Full of true-to-life flavour, and packed with an intensely juicy taste from their brightly-coloured shell to luxurious centre, Jelly Belly really is a true taste adventure.

It can take 21 days to create a single jelly bean and the 100 authentic flavours include natural ingredients wherever possible. Each Jelly Belly jelly bean contains just four calories and is free from fat, wheat, peanuts, gluten, dairy and gelatine. They are certified OU Kosher and are suitable for vegetarians. The best-selling 50 flavours are sold individually and there is also a large range of luscious gift, novelty, impulse and sharing packages. Let us help you select the perfect Jelly Belly product combination for your customers this Christmas.

01727 829 010 uksales@bestimports.co.uk
jellybelly.co.uk



Thanks for Franks

Gluten-free and all-natural Granola Flapjacks. Whether it's the 55g bar or the 14-portion pre-cut Tray Bake, the thing they all have in common is just how delicious they are.

In five satisfying flavours, the generous amounts of Jumbo Gluten Free Oats, Plump Juicy Fruits, Roasted Pumpkin and Sunflower Seeds, along with Salted Caramel or the 55% Belgian Chocolate, Roasted Cashew Nut and Raspberry, or the Moist Flame Raisin and Roasted Hazelnut, make sure these products deliver the promise that's taste and joy. You'll be glad you took the time out to have one and be sorry when it's finished. Great for hikers, bikers, trekkers, walkers, runners, sitters, standers, or for those who just need a delicious moment to themselves. Made in small batches by craft bakers, these are made with love and it shows. There's nothing on the market that tastes as good.

07720 509926 / 0203 637 1320 frank@thanksforfranks.com
thanksforfranks.com

Empire Bespoke Foods

Buiteman have been baking savoury delicacies since 1958, when it was founded by J.Q. Buiteman who started his first bakery in a little town called Arkel. Now almost 60 years later, the family bakery is recognised all around the world and managed by second generation family members who follow the same traditional methods.

Buiteman biscuits differ from other cheese biscuits and snacks, due to only using Europe's finest cheeses; authentic and aged, with no artificial flavourings. Their unique process bakes the flavour right through the biscuit, rather than just coating it, making them taste homemade.

Available via Empire Bespoke Foods, Buiteman biscuits and snacks are available in a range of flavours in a 75g format, and are great for gifting, hampers and premium snacking. To follow the growing health food trend of nuts and seeds, Buiteman have introduced a new flavour this year: Gouda & Mixed Seeds.

0208 537 4080
sales@empirebespokefoods.com
empirebespokefoods.com



Rosebud Preserves

Christmas is a time for family and friends to come together for celebration and the enjoyment of delicious food and drink. Rosebud Preserves has a mouthwatering range of products for fine food shops and delis to buy and stock in the run up to the festive period. One such item is its Red Onion & Port Marmalade: piquant, full-bodied and richly savoury with red onions, molasses sugar and ruby port. Perfect with blue Stilton and cold meats.

Rosebud Preserves has been making its jams, marmalades, chutneys and jellies at Masham, North Yorkshire, since 1989. The company was started by Elspeth Bilton and her founding principles, to source local produce whenever possible and to cook traditional recipes whilst practicing time-honoured techniques, without the use of additives, preservatives or pectin, remain the same today.

01765 689 174
enquiries@rosebudpreserves.co.uk
rosebudpreserves.co.uk

Chilli Pepper Pete

Chilli Pepper Pete's extensive range of dried chillies, from A – Ancho (dried Poblano) to Y – Yucatan Habanero, are perfect store-cupboard essentials for anyone wanting an on-the-spot chilli hit. With an 18-month shelf life, they are all responsibly sourced directly from hill farmers and cooperatives.

Equally, for those not wishing to prepare your recipe from whole dried chillies, Chilli Pepper Pete's range of chilli pastes in 55ml jars are the perfect alternative storecupboard essential. Just Scotch Bonnet, Chipotle Morita, Naga/Bhut/Jolokia/Ghost, Hotter Than Hell and Satan's Sh*t cover a full range of heat and flavour combinations.

Why not visit us at one of this year's chilli festivals and do some taste testing? Gower (22nd & 23rd July), Bennington (26th to 28th Aug), Dutch (10th Sept), Fiery Foods Brighton (16th & 17th Sept) and Belgium (14th Oct).

01143 493 311
sales@chillipepperpete.com
chillipepperpete.com



Cool Chile Co.

Renowned for top-quality tasty Mexican foods, Cool Chile Co. has updated their branding to include new-look packaging, logo and website. To complement this business growth, the company is also adding new products to their delicious range.

The new packaging has clean lines and a contemporary feel, reflecting the company's organic growth and giving the products a strong visual identity. The product lines have new attractive themed coloured labels and the logo incorporates an updated Aztec snake icon. The overall look is authentic and aesthetic.

The tortillas, which are still the most popular product made daily in their London unit, now have a pouch window so that you can see the colour of the tortilla clearly. Made from Mexican masa harina flour, these traditional tortillas, available in blue or white, are the spoon, napkin and plate of Mexican food.

0208 969 5640 info@coolchile.co.uk
coolchile.co.uk



field fare

field fare, the premium frozen food supplier, is subsidising half the cost of a new freezer by supplying a number of cases of ready meals for free (worth £375), plus free ready meal freezer branding (worth £275). This combined substantial offer from field fare is an equivalent contribution of £650 for listing field fare ready meals.

The ready meals and in-store freezers have recently been rebranded and are making a huge impact in-store. field fare's meals are high quality, wholesome dishes and include single and double portions, plus desserts. All dishes use the finest ingredients and have on average 25% more meat per pack than other notable meal suppliers.

There's no minimum order quantity for field fare meals – simply add one case upwards to your usual field fare order.

*Terms and conditions apply – please telephone for more information.
01732 864 344 enquiries@field-fare.com
field-fare.com



Tims Dairy

New Greek Style Thick Set Yoghurts from Tims Dairy. The fantastic new range from the specialists in Greek style is available in Natural, Passion Fruit and Toasted Coconut. It's made with fresh British milk, cream, bio-live cultures and only natural ingredients.

Set not stirred, these yogurts have real luxury spoon appeal. Plus, there's no added sugar in the Natural option and only 5% added sugar in the flavoured.

01494 541 890 info@timsdairy.co.uk
timsdairy.co.uk

Summerdown Mint

Inspired by the success of its traditional award-winning peppermint chocolates, Summerdown has recently added two darkly different Heritage boxes of peppermint chocolates to its range. Made with 70% dark chocolate and Summerdown's single estate English peppermint oil, these chocolates are truly distinctive. It's no surprise that they both won Great Taste awards in 2016.

Over the last twenty years, Summerdown has reintroduced traditional Black Mitcham peppermint to this country, relearning lost farming skills from America and combining them with the latest technology at their farm in the foothills of the Hampshire downs. The oil, which is distilled on the farm, has a consistent quality and a soft lingering taste. Bright, fresh and aromatic, this is a very different taste from the harsher, blended, imported peppermint of the past 60 years.

01256 780 252 sales@summerdownmint.com

summerdownmint.com



Modena Estense 1598

Since 1598, Modena's Dukes Estense court has been recognised for spreading the reputation of the region's gastronomy across Europe.

Today, the same passion for the best culinary traditions prevails within Modena Estense, a fine food distributor dedicated to allowing its customers across the world access to authentic Italian ingredients, exclusive recipes and carefully-selected products ranging from typical all-natural Italian grocery products to award-winning Panettone and Pandoro made in traditional ovens and packed with care by people with disabilities in a social co-op. We are able to ship directly to independent stores or via local distributors in all EU regions.

modenaestile.it

Lilliput Dorset Gin

Lilliput Dorset Gin is distilled with pride in traditional copper pot stills in Lilliput's brand new micro distillery in Poole, Dorset. Infused with their own home-grown organic rosemary, organic basil from Egypt, organic thyme from Spain and organic fresh water fermented Kalamata olives from Greece. Their rosemary, basil, thyme and olives are all infused separately to ensure they capture the individual distinctive flavours and aromas, then they combine these separate infusions together with a unique blend of seven additional botanicals including our most predominant, juniper from Croatia. Finally, the most exciting part of the process, distilling in their beautiful traditional copper pot stills.

Lilliput Dorset Gin is best served in a copa de ballon glass filled with fresh water ice, gently blended with a premium Mediterranean tonic, garnished with a large sprig of fresh rosemary and a kalamata olive. Find out more on twitter @Lilliput_Gin and Instagram @LilliputDorsetGin



love@lilliput-gin.com
lilliput-gin.com

Tigg's

Tigg's are launching a new addition to their family of all natural dressings and sauces this summer called Tiny Tigg's. These 'little bottles' have been developed for the growing convenience market.

The thriving business, run by brothers Jacob and Sam James, is based on recipes belonging to the boys' grandmother.

There are currently five deliciously colourful, free-from products available in 250g bottles: Sweet Original, Bold Beetroot, Subtle Pepper & Mustard, Cool Basil & Pea and new Smokin' Tomato.

Tigg's are now providing them in 25g servings – convenient two-serve packs, which are ideal for on-the-go.

The healthier-than-most, apple cider vinegar-based dressings in the new handy format have been created for work lunches, cooking or even sharing on a summer salad for two.

No mess, just a fully recyclable and easy solution to bring fresh flavour to a wide variety of foods. Tiny Tigg's will be available for retail and foodservice.

Discover Tiny Tigg's on **STAND 3416** at Speciality & Fine Food Fair 2017.

07855 347 313 info@tiggitup.co.uk
tiggitup.co.uk



The Great British Biscotti Company

The Great British Biscotti Company (GBBC) aren't afraid to rip up the rule book when it comes to reminding us why biscotti remains the last word in high-end biscuity indulgence.

The GBBC 'biscottiers' have always believed that the almond-baked biscotti: as magnificent as it undoubtedly is, isn't always the answer. In truth, the craggy, double-baked biscuit of proud Italian descent provides the perfect setting for all manner of magnificent sweet and savoury flavours to succeed.

The biscotti crouton was born and suddenly there were opportunities, not simply to make coffee breaks extra special, but also to add extra zing to soups, salads, canapés and cheeseboards.

This May, GBBC cranked up the flavour dial to super indulgent, with new creations as deliciously diverse as: Dark Chocolate Orange, White Chocolate, Cranberries & Pistachios, Wild Garlic & Rosemary, Jalapeno & Cheddar and Sun-dried Tomatoes & Olives raising the biscotti bar yet higher.

07715322868 paul@greatbritishbiscotti.co.uk
greatbritishbiscotti.co.uk



Hawkshead Relish

Having been shortlisted in both The Great British Food Awards and The Grocer New Product Awards, Hawkshead Relish's new Black Garlic Ketchup is becoming a British kitchen essential. Rich sticky black garlic is blended with tomatoes, balsamic vinegar, Anglesey Sea Salt, herbs and spices to create a delicious accompaniment to red meat, fish, casseroles and sauces. Maria Whitehead MBE, director of Hawkshead Relish said, "The flavour of black garlic is exquisite and relatively new to the British palate, although seen on some adventurous menus, we wanted to bring this tremendous innovation to the public in a way that it can be easily appreciated and enjoyed!"

Black Garlic Ketchup – Trade £20.00 case (6 x 250ml) RRP £4.99. Now also available in foodservice.

01539 436 614 info@hawksheadrelish.com
hawksheadrelish.com



La Befana Beer Bread

Whether you have guests over or love nights in front of the TV, you'll love the simplicity of baking beer bread from La Befana. The texture is always crusty on the outside with a soft centre – and it's quite the aromatic experience.



Created with passion, La Befana Beer Bread mix is made with natural ingredients. It's easy to bake: simply add 330ml beer, cider or soda.

A range of culinary beer flour mixes are available from La Befana Beer Bread, with distinct flavours using flour made from British grown wheat, processed through local mills. There are five delicious flavours inspired by childhood memories. Try the Smoked Onion flavour which has a gloriously mild, smoked fragrance or Chilli & Tomato which offers a spicy Mediterranean twist, with every bite. Garlic & Onion for Italian-inspired meals, Rosemary & Garlic which is just sublime or simply their Original flavour to complement any meal.

020 3488 2055 enquiries@labefanabeerbread.co.uk

labefanabeerbread.co.uk

Granny's Secret

11 slow-cooked, fire-roasted peppers go into each single jar of Granny's Secret Ajvar. Some call this product 'the new hummus': it's sugar-free, gluten-free, nut-free and completely vegan-friendly.



The three varieties include: Ajvar Classic (mild), Ajvar Hot and Ajvar with Tomato & Spices. The product comes in award-winning packaging with swing tags. The recipe has been handed down over generations.

Serving suggestions: spread it on a slice of bread and enjoy a great vegetarian snack. Use it as a side dish to turn a barbecue into a true feast. Serve it alongside mezze and cheeses. Fans from Japan love to use it in risottos. If your pasta sauce is always the same, boring and dull, try it with our Ajvar! Spread some Ajvar over a hot bruschetta.

01454 891 115 contact@grannyssecret.co.uk
grannyssecret.co.uk

Walker's Nonsuch

This deliciously creamy Selection Hammer Pack is great for gifting, and perfect for sharing. Made by family toffee-maker Walker's Nonsuch, the quality is second to none. Ingredients include whole milk, butter, and over 100 years' of cooking experience since humble beginnings in 1894.

The pack includes four big bars in favourite varieties like Original Creamy, Roasted Hazelnut, Liquorice and Fruit & Nut, along with a real toffee hammer and instructions on how to break each bar.

In typical gifting colours of red, gold and cream, the attractive pack stands out on any display and brings a point of difference. It's a fun gift with a novelty appeal with the hammer; there's nothing quite like breaking your own toffee. Pack retail from just £6.

01782 321 525 sales@walkers-nonsuch.co.uk
walkers-nonsuch.co.uk



Island Bakery

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

The fun packaging tells the story of the island and its characters, presided over by the much-admired highland cow, MacMoo!

Luckily the biscuits can be found beyond the island's shores. Joe and Dawn Reade would encourage stockists to get in touch so they can be included on the stockist database on the Island Bakery website, which helps biscuit-seekers to find stockists near them.

01688 302 223 dawn@islandbakery.co.uk
islandbakery.co.uk

Foodie Flavours

The company set out to offer "seriously professional flavouring for the serious foodie" from a background of over 60 years in the flavour industry – the



Foodie Flavours brand was born to give consumers access to the very best 100% natural flavouring products. High quality and high strength have made these flavourings an instant hit in the baking community and generated intense interest at Cake & Bake, Cake International and BBC Good Food shows.

These fabulous natural ingredients are not just for baking – the range includes flavours suitable for cooking, confectionery, desserts, drinks, chocolates and more. All products are suitable for vegetarians and vegans, are gluten, egg and dairy-free, contain no added sugar and are made in the UK. These concentrated natural flavourings are used by the drop with the handy built in dropper – a little really does go a long way. Boxed in their distinctive packaging with strong branding to reflect this serious and strong product.

0333 222 5968 sales@foodieflavours.com
foodieflavours.com



Jelly Belly Beanboozled®

The Jelly Belly BeanBoozled® success story does not stop. Over 2.5m YouTube videos featuring the BeanBoozled Challenge are viewed endlessly, worldwide. This global phenomenon shows no sign whatever of abating!

There are now two new ways to join in and play. How about a daily countdown to Christmas with candy Russian Roulette fun? The Naughty or Nice? 190g Advent Calendar packs a pyramid bag of our 'special' mix behind 24 numbered windows. An absolute no-brainer must-have for the festive season. RRP £16.00.

The BeanBoozled Spinner Tin, which features an integrated spinning wheel, makes a satisfying clicking sound as it whizzes round. This horribly ratchets up the gross-out expectation level several notches at any event. Another monster hit. The Spinner Tin contains 95g pyramid bag entertainment and is designed to stack vertically for efficient and impactful merchandising. RRP £15.00 BeanBoozled fun is for everyone this Christmas – don't miss out!

01727 829 010 uksales@bestimports.co.uk
jellybelly.co.uk

Chief Chocolate Officer



You love wine and you love chocolate, so why can't you find a perfect matching pair? Well, thanks to Chief Chocolate Officer, you now can. Chief Chocolate

Officer have analysed the typical tasting notes of the UK's six most popular wine grapes and produced a premium range of unique chocolate bars. These work so well that when paired with their chosen grape, they mutually enhance the enjoyment of both. They are called the Chief Chocolate Officer Wine Bars.

Hand-made in England by a family firm with consultation from sommeliers and Directors of Wine, Chief Chocolate Officer's first six flavours are:

- (Milk chocolate) Fig, Smoke & Pink peppercorn – magnificent with Malbec
- (Dark) Blueberry, Vanilla & Black peppercorn – cracking with Cabernet Sauvignon.
- (Milk) Coffee, Cherry & Raw Cacao – perfect with Pinot Noir
- (Milk) Pear & Elderflower – so good with Sauvignon Blanc
- (Dark) Liquorice & Rose – superb with Syrah
- (White) Toffee & Orange Blossom – showtime with Chardonnay

0203 196 5703
indulge@chiefchocolateofficer.com
chiefchocolateofficer.com



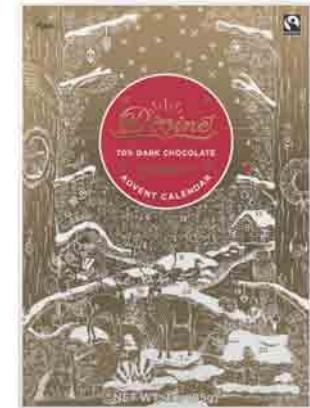
Gruyère AOP

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

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

gruyere.com

Divine



The new Divine 70% cocoa advent calendar is a special treat for dark chocolate lovers, vegans and animal lovers alike. Decorated with a beautiful illustration by May van Millingen, depicting a snowy woodland scene on luxury gold packaging. Behind each door, discover a deliciously rich dark chocolate in the shape of an animal and a fun wildlife fact day-by-day.

It is a fantastic gift for foodies to enjoy seriously good chocolate during the countdown to Christmas: Fairtrade, vegan, 100% pure cocoa butter, natural and free from palm oil, GMOs, soya and artificial colours, flavours and preservatives. All the cocoa is grown by Kuapa Kokoo cocoa farmers in Ghana co-own the company and so farmers receive 44% of the profits. In addition, 3p for every calendar sold will be donated to the Woodland Trust. Available to order from August 2017, it is the perfect addition to any luxury Christmas range. 12 x 90g, single-facing SRP.

steve@divinechocolate.com
divinechocolate.com/uk

teapigs

Following the success of their matcha sachets, teapigs have now launched premium matcha mint in sachets, too – the first flavour variant to their matcha range. Each individual portion contains a full daily dose 1g serving of pure, premium matcha and 1g of real peppermint leaves, and is best served as a tea or latte – hot or iced.

Louise, teapigs tea taster says, "We originally launched our matcha sachets as an on-the-go product so people could easily get their matcha fix before the gym or at work. The rate of sale of the sachets has really exceeded our expectations; customers find the portioned format easy to use and the price point makes this a great entry-level matcha product. The matcha mint is my personal favourite – it tastes amazing as a latte with almond or rice milk. Be sure to stock up as more and more customers are on the look-out for healthy products that also taste delicious."

0208 847 3980
trade@teapigs.co.uk
teapigs.co.uk



Empire Bespoke Foods Ltd was established in March 2014 when Empire Foodbrokers bought Bespoke Foods. The coming together of these 2 successful businesses brought the finest, most authentic, food and drink brands from around the world under one roof and established the foundation for the company's vision: 'Feeding your enjoyment with indulgent flavours from around the world'.

Using the vision as inspiration, today, Empire Bespoke Foods work exclusively with brands across five different continents, spanning almost every ambient food category. However, UK consumer trends are constantly changing and evolving, so nurturing relationships with buyers, brand owners and consumers ensures the business can spot, and react to, emerging trends and identify gaps in the market.

Chandresh Patel, founder and MD, says "There have been many changes in the world over the past 12 months, however here at Empire Bespoke Foods Ltd. we've worked hard to remain constant in our passion, dedication and commitment to importing

and distributing the finest, most authentic, food and drink brands from around the world. I am very proud of my team and their high standards, as we continue to introduce new and innovative products, each with their own story to tell, to both delight the end consumer and assist retailers in differentiating themselves from the competition".

With an increased consumer focus on 'healthier', new additions to the company's portfolio over the past months include Beanitos (America's #1 bean based chips), Rice Up! (rice chips and rice cakes), Heavenly Organics (an all-natural and free-from honey & raw cocoa alternative to confectionery from the USA), Turci (Herb seasoning sprays) and the ground breaking Bite+ (cereal-based savoury snacks).

For those with a taste for the finer things in life, the business is proud to work with Madecasse (made with heirloom cocoa from Madagascar, which will change how you feel about chocolate forever), Virgil's (root beers and sodas from America that are craft-brewed), Penotti (outstanding chocolate and speculoos spreads), No-No (the first flatbreads to launch in the UK market) and Bushido (Swiss-made, premium instant coffee).

Even when travelling to visit family in India recently, sourcing was at front of mind for Chandresh, who meticulously selected premium products from Gandhi Bakery (vegetarian and sugar-free cookies he remembers from childhood), Tastilo Nachos (the delicious fusion of Indian flavours with corn-based nacho



THE BUILDING OF AN EMPIRE

Its quality, authenticity and passion make Empire Bespoke Foods one to watch



chips) and Chefs Basket Hakka noodle boxes (delicious Indo-Chinese meal kits that are suitable for vegetarians) all of which are on the verge of launching into the UK market.

Located in Northolt, north-west London, the business is perfectly situated to look after both local and nationwide deliveries. Owned, branded, vehicles deliver daily inside the M25, whilst transport partners cover the remainder of the UK.

Chandresh explains "Everyone is having to work much harder to gain a share of voice in the UK grocery market, but we are in a good position to be able to offer differentiated products from abroad, some of which are only available to the independent sector. We recognise and respect the need to source locally and support British producers, however, we firmly believe our products beautifully complement these, both on-shelf and on the palate... whether shoppers are looking for products that are known and loved in their respective countries, those that provide an authentic taste sensation, or just something new to indulge in, we can truly say we offer something for everyone; from store cupboard essentials through to impulse purchases and gifting solutions for foodies".

Changing the business to meet the changing needs of customers has been key to business success. Nick Thomas, Sales & Marketing Director, says "As well as defining ranges we want to stock, we also source specific products based on feedback, or requests, from our customers. With strong business partners all over the world, as well as consolidation warehouses in America and the far east, we can be flexible and adaptable to customer and consumer needs. But operationally we are listening too. We have recognised the long hours people in the food industry tend to work and, this year, have implemented new and easier ways for UK retailers to access

our wonderful products. With full product information available online and a digital ordering system for customers to place an order any time of day, we're truly making inspirational food easier to access. Of course, we are still always happy to take an order by email, or in person, and for those stores who see our field sales team, we enjoy receiving the feedback they share and are always open to supporting listings in new and unique ways".

The business is fully supported by a dedicated technical team to manage the all-important audits and certification around food safety (the business is BRC and Soil Association accredited and a member of Sedex), whilst also ensuring product labelling, regardless of origin, is compliant with UK legislation, allowing brands from around the world to access the UK market.

There is also a strong marketing team, focused on creating the right launch package for each brand, to meet the needs of both retailers and brand owners, and then building brand awareness through bespoke communications using the appropriate media channels. Every brand in the portfolio is unique, so tailored plans ensure this is retained, whilst delivering growth.

Empire Bespoke Foods has been part of the development of many a food trend in the UK... who can remember a Christmas without Panettone, or a seriously good coffee without an Amaretti biscuit alongside? And when it comes to confectionery... a range without an iconic American treat within? The core focus of the business revolves around Christmas, BBQ, Iconic American brands and authentic cuisines from east Asia:

Christmas

It's a magical time of year, so with a broad range of brands from around the world, Empire Bespoke Foods

have something for everyone. Authentic German Gingerbread, which is not comparable to ginger biscuit, offers a soft and flavoursome treat. Amaretti biscuits and Panettone from Lazzaroni & Figli, an 8th generation family business in Italy, are almost as associated to Christmas as Saint Nick.

Swedish Ginger biscuits, Chocolate board games and 'make your own' gingerbread house kits from Making Christmas Special, alongside lollies, chestnuts and lebkuchen (to name but a few) mean that speciality retailers can

create theatre and excitement in store, delighting and inspiring customers to try new things.

The business even has their own range of Duck and Goose Fats, for the ultimate roast potatoes... a Christmas essential for butchers, deli's and farm-shops alike!

BBQ

Best-selling BBQ sauces include Stubbs, (the premium BBQ range from Texas), Jardine's (a range of award-winning sauces and chilli mixes), French's (the most popular American mustard brand in the UK) and Frank's Redhot Original (THE secret recipe of the original buffalo wings sauce, created in Buffalo, New York 1964).

However, it is worth taking note of the lesser known brands, such as Briannas range of delicious gourmet dressings and Colgin's liquid smoke (the secret to a great BBQ taste, without a BBQ!) which offer fantastic 'al fresco' flavours at any time of year.



American brands

With a history of importing and distributing iconic American confectionery since 1998, Empire Bespoke Foods offer a full and exiting range of products. Best-sellers, Mike and Ike (jelly sweets in five fruity and three 'sour-licious' flavours), moreish Jollytime Popcorn, the sweet and savoury snack that has taken the world by storm, Flipz chocolate covered pretzels, or Tootsie Rolls (the #1 chewy chocolate candy from America, enjoyed since 1896.)

Recent news includes the proud announcement of Empire Bespoke Foods becoming the official UK and European distributor of Post Consumer Brands range of cereals, which include the iconic Post Cocoa Pebbles and Alpha Bites, and Malt-o-Meal's Marshmallow Mateys & Smore's. These cereals have been big part of family breakfast-time in the USA for over 100 years. Delicious to start the day, as a sweet treat, or as an ingredient for colourful cakes.

And in the spreads category, America's favourite brand; Smucker's Goober Grape® and Goober Strawberry® Peanut Butter and Jelly in its iconic red or purple striped jar, is the ultimate crowd pleaser. JIF® Creamy & Extra Crunchy Peanut Butters ("A smile with every spread") have been delighting Americans since 1958. Whilst the ultimate in indulgence, Fluff, the iconic marshmallow spread seems to be everybody's guilty pleasure.... a dollop atop a mug of hot chocolate.. mmmmm!

East Asia

For retailers seeing growing demand for street food and fusion flavours, EBF's range of authentic, premium products from Japan, Thailand, Malaysian and Vietnam are bound to delight.

Thai Taste is the 2nd largest Thai brand in the UK and offers a range of over 50 authentic products, from meal kits for the novice, that go from pouch to plate in 15minutes, to speciality ingredients for the more adventurous cook. All are made using traditional recipes and fresh ingredients, where possible. Thai Taste... bringing restaurant-quality to UK kitchens!

In a similar way, Malay Taste and Nem Viet bring the most popular dishes from Malaysia and Vietnam to enable consumers to create authentic meals in their own homes.

And when it comes to quenching the nations insatiable thirst for Japanese cuisine, it isn't worth looking further than S&B, for Japan's #1 Japanese curries, and premium Wasabi products.

The business will next be exhibiting at Speciality Fine Food Fair at Olympia, London from 3rd-5th September, where visitors to the stand (#1930) will be able to sample new products, view a large portion of the portfolio, meet the team and leave details for an opportunity to win.

Find out more

For more information on the full product range or how to stock, please contact Empire Bespoke Foods on 0208 537 4080, by email info@empirebespokefoods.com, or visit empirebespokefoods.com



ADD AMERICANA TO YOUR RANGE



AMERICA'S
FAVOURITE
MUSTARD



FRANK'S®
SINCE 1920
RedHot®

FRANK'S
REDHOT
GOES ON
EVERYTHING!

AUTHENTICALLY AMERICAN

NO ARTIFICIAL FLAVOURS, PRESERVATIVES AND COLOURS

PERFECT COMBINATION OF FLAVOUR AND HEAT

AVAILABLE IN TABLE TOP AND CATERING SIZES



VEGETARIAN

GLUTEN FREE

Contact us for a full range of flavours:

www.empirebespokefoods.com or 020 8537 4080

Empire Bespoke Foods Ltd 45 Rowdell Road, Northolt Industrial Estate, Northolt UB5 6AG





With over 80 cheese awards
in the bag, we've a lot to be proud of.

Pride IT'S WHAT WE DO BEST

We're proud to say we've swept the board at award shows across the country, with a very tasty array of Golds, Silvers and Bronzes. That includes wins in every variety of cheese from Brie to Stilton. Results like these, are a great taste of things to come.



DISCOVER MORE TODAY. visit arlacheese.co.uk

GEORGE PAUL OF BRADBURY'S



"Bricks and clicks"

The cheese award fest is by now in full swing, with a whole series of heavyweight events claiming some unique positioning in the trade.

Whatever their individual claims, on a global scale of its sheer enormity, no one rivals the International Cheese Awards at Nantwich. But with the trade stands and the array of supporting social and business events that are scattered around the days of Nantwich, there is more than just a parade of judges and a shower of awards.

Quite clearly, a win here, in the challenging cockpit of a massive +5000 entries, is something that has real merit in the wider cheese trade. Plus, the business and social opportunities afforded to buyers and sellers alike is unrivalled with its vast array of stands and meeting opportunities, making it the must-do destination of the cheese calendar.

The blue ribbon event is unquestionably the retailer class, so eagerly fought over by national, regional, premium and discount

retailers, all of whom have either fielded entries here for a long time, or have steadily acquired an impressive range of quality cheese to tempt the demanding customer.

After years of domination by M&S, Waitrose have scored a hat trick of wins in quick succession, but the competition gets fiercer, as has been demonstrated by the steady rise of Morrisons over the past few years, and aside from the established contenders of Tesco, Sainsbury and Asda, might we see Aldi, Lidl or especially specialist premium retailer Booths provide a real challenge to that crown? Nothing in life ever gets easier.

But one wonders how this might change in the years ahead, with the news breaking at time of writing that Whole Foods is now a part of the great Amazon empire. An empire of clicks not bricks. One can only speculate that with the bought in credentials of Whole Foods on cheese, as well as other foodstuffs, can it be long before Amazon is a contender for cheese retailer of the year?

There have been so many bumps in the road. Just over one year ago, Brexit heralded a whole series of new challenges and uncertainty for the trade, from a substantial exchange rate fall to wondering about both import and export access for cheese to Europe.

Vagaries in the weather, a dry spring, a generally poor spring milk flush and price increases have quickly followed – welcome to the farming community – but the stuff of nightmares when looking to land these with major retailers.

The largely stagnant food market and the complex retailer wars, changing shopping habits, a customer beginning to feel hard done by as for the first time in four years food inflation arrives. This much maligned sector is blamed for people being too poor, whilst representing a lower and lower share of their total spend, as satellite TV, cigarettes and mobile phones move up the priority scale and evade any consumer wrath.

And now Amazon is taking a giant bite into the grocery market, and aligning themselves with the new phoney generation, more connected to IT than to high street shopping, and now able to click their way to premium cheese via their Whole Foods credentials whilst sitting on the train from Purley or Pudsey each morning.

So will the battle now fall on premium and speciality packing capacity, on premium and speciality supply to meet what must be a potentially voracious demand? Is this route to market what the speciality

makers will want, or will they stay in the established channels?

Will newer entrants see this as a possible way to markets not open to them, and how will the high technical needs of Whole Foods be met consistently by makers? Will there be a volume crunch, and will it bring some lesser-known cheeses to the attention of the wider market? There are bound to be some interesting challenges in cheese supply, cheese selling and consumer choice, as nothing on this scale is going to be without its consequences.

For some time I have predicted that some speciality cheese will not be available to all within the UK, as we close this decade with the rise of export volumes and demand, the growth of food service usage, premium sandwich and food makers, while other online options have begun to eat into that availability.

I doubt that many, if any, had foreseen this seismic event, and this may ultimately be the biggest challenge of all in respect of supply across a lot of sectors – it could create some brand dilemmas, as well as create a whole new set of parameters in marketing, merchandising, fresh food thinking, store usage and so much more.

In last month's issue I predicted you won't know what you've got until it's gone, and with amazing speed a momentous event, the consequences of which we may yet need to understand, adds to that supply challenge, and we may now see loyalty about to be tested on a new and different stage.

JUSTIN BECKETT OF BELTON FARM



"Reclaiming lost ground"

As you read this, Belton Farm alongside many other cheesemakers will be preparing to exhibit and enter cheese into competition at this year's Nantwich International Cheese Show. It never ceases to amaze me the number, variety and quality of the cheese entered and the passion and expertise of their makers. Moreover, although perhaps biased, I think the show will again demonstrate that British producers make some of the very best tasting cheese – something we should all celebrate.

However, against this backdrop, UK cheese sales are stagnating and it seems the public aren't perhaps quite as in love with cheese as they used to be. Cheddar consumption, driven by price and promotion, has held up relatively well, but it is immensely disappointing that British territorial cheese sales have declined. How can this be the case? Why are consumers not buying cheese that combines great taste,

unique textures and a cheesemaking tradition that in other countries would make it highly prized?

Well, as an industry I think we need to look at ourselves, recognise that we haven't done enough to promote and position the cheese we make, and most importantly understand who our current and future consumers are and what they are looking for. The latter is something that we at Belton Farm have been considering in detail, and I believe that there is a real opportunity for cheesemakers such as ourselves to start reclaiming some of the 'lost ground' when it comes to sales of territorial cheese.

First, we need to consider who the current or (perhaps more pertinently) the lapsed buyers of territorials are. Typically, a territorial cheese shopper will be older, more affluent and often retired. They will be more likely to buy premium and branded foods – often in the case of cheese from the deli counter; eat out but also have the time to cook at home; and have an interest in the quality

and provenance of the food they consume. The challenge, therefore, for the industry is to reinforce with our existing consumers the positive values that our cheese already has, and to encourage them to buy both more and extend their repertoire. Meanwhile, with lapsed buyers we need to re-engage with them, remind them of what they are missing and excite them about territorials again.

However, in truth we can't rely on existing buyers if we are to rejuvenate the market. We have to identify and engage with new consumers with different motivations and interests. New potential buyers of cheese who are typically younger, less affluent, more time-pressured, more mobile and more networked. A younger generation that seems to be shifting away from wanting to own things to wanting to experience things; things that are used for instant gratification and, from a food and brand perspective, provide both value and values that include authenticity and originality, and address concerns about how their food is made and what it contains.

These are the 'new foodies', and as an industry we need to respond to them. Other sectors (many that could be classed as 'traditional') have done so with remarkable success; witness the craft beer boom and the plethora of premium gin and crisp brands. Cheese can't be left behind, and I genuinely believe that territorials can be relevant and enticing for these new, more discerning consumers.

We as an industry, whether addressing existing or new consumers, need to promote, position and package our cheese in a more relevant and stimulating way – traditional shouldn't be a shorthand for boring!

We need to up our game in making selecting cheese from the shelf or from the deli counter more appealing by using more distinctive packaging and branding. Give consumers the opportunity to experience our cheese through in-store sampling – or why not pop-up cheese stalls in city centres? Inspire them by developing enticing cheese-based recipes or advising them on what wines to pair cheese with. We also need to innovate by developing new contemporary 'Modern British' cheeses based upon and complementary to the 'classics', and to brand them to be distinctive on shelf and in the fridge at home.

At Belton Farm, we believe we are making progress in relation to many of the points I have raised – adopting a new more modern and stand-out visual identity for the business and our range of Belton Farm-branded cheeses, and enhancing our marketing activity and investing in a greater online and social media presence. Whilst at Nantwich we will be showcasing our Red & White Fox brands – Belton Farm's distinctive take on 'Modern British' cheese that will be stocked by leading retailers nationwide from later this year.

Cheese
Retail
Opinion

New retail perspectives from industry experts

**JUSTIN
TUNSTALL
RETAIL
CONSULTANT**



"Enlisting with the Territorials"

When I opened my shop, my first cheese order from the wholesalers included solid examples of those Territorials that originally hailed from outside our immediate area – Martell's Double Gloucester, Mrs A's, Mrs K's, Sparkenhoe and Special Reserve Wensleydale. Sizeable rounds of cheese looked good in the chiller, but after a week, we'd barely made a dent into them, and I certainly hadn't recouped much of the couple of hundred quid that I'd invested. I'd set out to provide a showcase for the very best cheeses that Britain could produce, but had ended up with an unacceptable level of wastage.

On the shelves, brisk sellers included the omnipresent Cheddar, Stilton and cheeses that were truly local, really exotic or just new, with a great story that we could recount as we proffered tasters and enthused about our range. Somehow, the Territorials, the great building blocks from which the UK cheese industry was reborn after WWII, didn't appeal to our customers. In a West Country tourist town, I could understand that visitors might only want to try 'local', but always felt frustrated that regular shoppers weren't as inquisitive about the old British classics as they were with new Continental or artisan British selections.

A regular customer gave me a tea towel from the 1973 that he'd picked up somewhere, originally issued by the Milk Marketing Board, I think. It depicted the great cheeses of Britain, but framed and hanging on the wall, it silently rebuked me for my inability to sell these greats.

I changed tack. I selected smaller

cuts of one Territorial at a time and promoted them. Wastage reduced and some regulars started to ask when I'd next be getting Sage Derby or Crumbly Lancs. I also experimented with the 'new' versions of these August cheeses. Red Fox, from Belton, made a contrast to the traditional flavours of Thomas Hoe or Sparkenhoe. The addition of more salty notes to the flavour profile and a crunch to the texture appealed to some modern palates. Customers became interested in the difference between cheeses that they had previously overlooked or regarded as generic and dull. Many of my customers had been put off these cheeses at a time when they could only be found vacuum-packed, sweaty, greasy and with little variation in flavour between say, Cheddar and Red Leicester, than the colouring and the name on the packet.

We also supported local producers who were making these Territorials away from their geographic origin. Quicke's Devon Red had a more ready appeal to shoppers than a generic Red Leicester, for which we felt the need to apologise as the elements of 'terroir' were not being represented. Now the different characteristics instilled by the Devon pasture, stock and maturing shed could be seen as positive features, rather than flaws.

I grew to love the Territorials anew – not just for their history and flavours, but for the contribution they made to my business. As Ian Coggins of Belton said at the British Cheese Awards last month, collecting one of the evening's many awards for his company's Crumbly Lancashire: "There's more to life than Cheddar!"

News, opinion and comment from dairy insiders

Pistachio & Pickle Dairy Back in Business



Camden-based cheesemonger Pistachio & Pickle has reopened, six months after a burst pipe caused a flood that devastated its basement.

The Upper Street flood also affected neighbouring shops back in December 2016, resulting in the businesses losing out on crucial Christmas custom.

Steven Cooper, owner of Pistachio & Pickle Dairy said, "It was shocking to see the damage the water had done. The water had entered the premises and due to the nature of the old building we're in, fortunately bypassed our refrigerated counter and surged

down the stairs into our basement. The basement had the most damage requiring new electrics, lighting and ceiling. Flooring and some remedial repairs to the walls were also required. There were many surveyors and loss adjusters, to say the least.

"As tenants we had to wait for the landlord and his team to carry out repairs. Our own contents insurance covered our stock and business interruption. We were also fortunate that our insurance company contributed to a small marketing budget. Having been closed for so long we needed to tell the community we were back open

– an additional expense we wouldn't have needed if it hadn't happened."

Pistachio & Pickle Dairy has built a strong customer base since opening in 2014 – many of its customers have visited the shop since reopening to show support. Steven continued, "We've had lots of customers stopping by and telling us they're glad we're back open. We've only been open a week and it's been very positive. We have already planned several Meet the Producer days to attract more attention, and we've been able to arrange wedding cake consultations. We're looking forward to putting our plans into action that we had hoped to achieve over the months we were closed."



AWARD WINNING
SHEPHERD'S PURSE
Artisan Cheeses

YORKSHIRE BLUE

Serving suggestion...

HONEY, WALNUTS & YORKSHIRE BLUE

SHEPHERDSPURSE.CO.UK

A Red Storm is Brewing

Snowdonia Cheese Company

A Red Storm is Brewing

SHEPHERDSPURSE.CO.UK



Fresh Cheese Sweeps the Board at British Cheese Awards

The winners of the 24th annual British Cheese Awards were announced at the Royal Bath & West Show in Shepton Mallet, Somerset on 31st May.

This year's competition attracted just under 1,000 entries from 144 makers, with 70 judges reviewing 135 classes of cheese. Cheeses entered came from over 54 counties from the UK and Ireland.

The overall Supreme Champion of the British Cheese Awards 2017 was Pavé Cobble, a handmade sheep milk cheese made by White Lake Cheese.

Pavé Cobble is named after the classic bicycle races held on the cobbled roads in Belgium and northern France. The cheese also scooped three more awards, picking up Gold in the Best Soft White, Best Specialist Cheesemaker and Best English Cheese categories.

Peter Mitchell, chairman of the British Cheese Awards said, "The number and quality of the cheeses entered for this year's awards has been exceptional and made judging and choosing the winners a real challenge. We're delighted that White Lake Cheese, a local Somerset cheesemaker, won the Supreme

Champion trophy for its Pavé Cobble: a delicious and intriguing aged fresh sheep milk cheese.

"We're very fortunate in this country to have such a great number of dedicated and skilled cheesemakers that are renowned for their excellence and commitment to quality. This is reflected in the cheeses that were judged this year.

Roger Longman, co-founder and



cheesemaker at White Lake Cheese said, "We were excited and nervous when we arrived at the awards dinner as we had no idea how we were going to do. When we won the first award, Best Fresh Cheese, for Pavé Cobble we were really thrilled and then we just kept winning more awards. We love cheesemaking and Pavé Cobble is a combination of the two things that I love doing – making

cheese and cycling. The icing on the cake for us was to win Supreme Champion, simply fantastic!"

"The British Cheese Awards are the premier cheese awards in the UK and to us are the only ones that matter. The whole evening was overwhelming for us and it means so much for us to be judged by our peers. The event and the judges are the best in the country and they

really are a superb celebration of British cheesemakers."

The awards also hosted a Cheese Marquee, where British cheesemakers who entered the awards had the opportunity to sell their products to visitors. Attendees had the chance to attend cheese tastings and talks, hosted by some of the winners of this year's awards.



Your Westcountry Cheese Wholesaler

English and Continental but especially Cheeses from the South West.

Exeter – Devon



01392 661001 info@iscafoods.co.uk www.iscafoods.co.uk

The natural choice for cheese



NEW
Charcoal & Rye
now available



great taste
2016



PETER'S YARD



Stock the finest cheeses and accompaniments to provide your customers with the right components to curate the ultimate cheeseboard

1 LE GRUYÈRE AOP

An ever-popular cheese from the western cantons of Switzerland, the award-winning Gruyère AOP has long been revered for its unique and delicious flavour. It is made with raw milk sourced from a small cluster of dairy farmers in the region, which is transformed by master cheesemakers using customs shared throughout the generations.

gruyere.com/en



2 SHEPHERDS PURSE YORKSHIRE BLUE

Yorkshire Blue, developed and launched in 1995, is mild, soft, creamy and blue-veined. It's handmade on the family farm from Yorkshire cows' milk. This wonderful cheese is sweet and buttery with no sharp bite. It will change people's perception of blue cheese and its mellow blue deliciousness will convert many who think blue cheese isn't for them.

shepherdspurse.co.uk



3 GODMINSTER ORGANIC BRIE

Only the finest milk from Godminster's own organic farm goes in to its award-winning Handmade Organic Brie. The range includes Traditional, Black Pepper and Garlic & Chive varieties in both 200g and 1kg sizes. "Retailers love the quality of our Brie," says Deborah Bradfield, commercial director, "With its great provenance, our Brie has become a must-have feature on consumer cheeseboards."

godminster.com




4 SNOWDONIA CHEESE COMPANY RED STORM

Red Storm is typically aged for 18 months, resulting in a complex and intensely-flavoured cheese with a satisfyingly crumbly texture. Capturing rich caramel notes and the sweet, nutty essence of a traditional Red Leicester cheese, it is a versatile addition to any cheeseboard. Championing serious vintage credentials, Red Storm has been undergoing the long maturation process and will soon be available to retailers and foodservice customers.


5 IN A PICKLE FOOD CO SWEET PICKLED CUCUMBER AND IN A PICKLE LILY

Made by hand in In A Pickle's pickling kitchen in Wiltshire, each small-batch product is unique and delicious. The piccalilli is a gloriously-yellow mustard pickle packed with fresh and crunchy vegetables and interspersed with silverskin onions. The Sweet Pickled Cucumber eats well with any rich flavoursome cheese, but is equally at home with a runny Brie.

inapicklefoodco.co.uk


6 MICHAEL LEE FINE CHEESES, CHARCOAL CHEDDAR

"This is the first all-black curded Charcoal Cheddar in the world," says Connor Hunter, marketing executive at Michael Lee Fine Cheeses. "A deliciously creamy, mature Cheddar blended with sterilised charcoal to create a unique cheese. Made exclusively for us, it will be a talking point on any cheeseboard. You simply have to try it!"

finecheesesltd.co.uk


7 WENSLEYDALE CREAMERY KIT CALVERT

Kit Calvert Old-Style Wensleydale cheese is lovingly handcrafted and boasts a buttery and creamy texture. It's created by a team of skilled cheesemakers at The Wensleydale Creamery in the heart of the Yorkshire Dales using milk from local farms and The Creamery's very own unique cheesemaking starter culture. Serve it with oatcakes, slices of apple, red onion marmalade and a fine port.

wensleydale.co.uk



SHOW PREVIEW: **INTERNATIONAL CHEESE AWARDS 2017**

Sample the world's best cheeses in Nantwich,
Cheshire on 25th–26th July

It's that time again. The time when a chilled marquee the size of a football pitch travels to Nantwich in Cheshire to house thousands of the world's greatest cheeses and dairy products for the renowned International Cheese Awards, and

judges, experts and the cheese-loving public descend to celebrate the great and the good of the world's cheese industry.

This year will see the event's 120th show, and cheesemakers of all shapes and sizes – from small

artisan producers to large-scale operations – will be showcasing over 5,600 products. On the second day of the event, alongside the cheese exhibition will be England's biggest agricultural show, which boasts a food hall, exhibitions of

cattle, horses, sheep and poultry, countryside pursuits, a dog show, fairground, vintage vehicle display and more, all with easy access and free parking.

Trade Day: 25th July

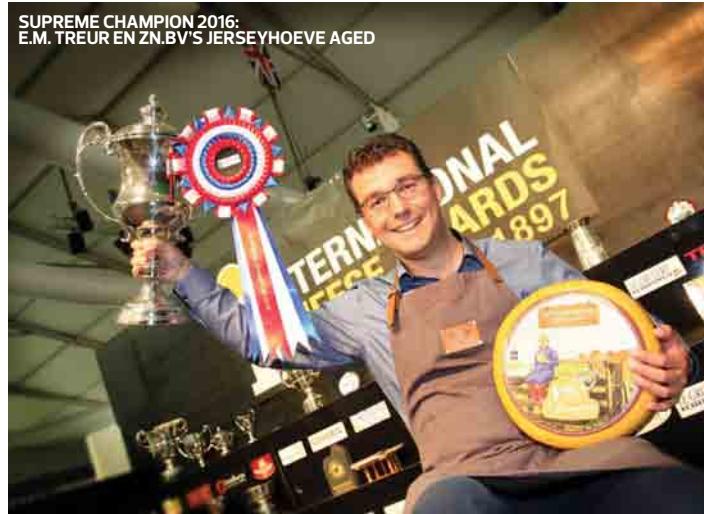
The first day of the International Cheese Awards has traditionally been the Trade Day, when over a thousand industry professionals gather to meet, grow relationships and enjoy the annual Trade Day Lunch. Thousands of cheeses will be competing to hold one or more of the 200 trophies on offer, and their quality will be judged by the 250-strong judging panel of cheesemongers and professionals on their taste, texture, colour and consistency. The Trade Day lunch has become an institution in itself, and hosts 1,200 individuals who work within the cheese industry.

Public Day: 26th July

On the second day of the International Cheese Awards, the

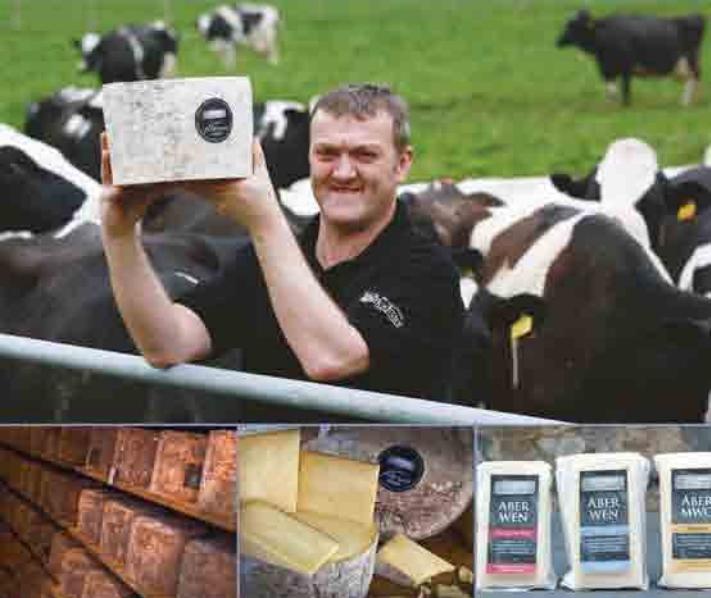
CLASSES

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



Bodnant 

Traditional Artisan Welsh Cheese



Traditional handmade cheese made with the creamiest milk, available for retail, wholesale and food service. Made in small batches from one single Friesian herd.

Order your free sample. Tel: 01492 651936
Email: dairy@bodnant-welshfood.co.uk






BODNANT DAIRY, TAL Y CAFN, CONWY LL28 5RP
TELEPHONE 01492 651936 www.bodnant-welshfood.co.uk

Belton Farm
GREAT BRITISH CHEESEMAKERS



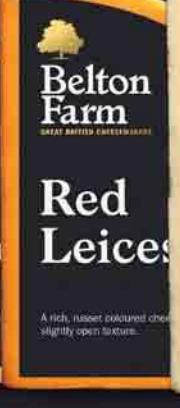
Award-winning hand crafted cheese

Winners of 35 awards and 12 trophies in 2017



Double Gloucester

A smooth, creamy, buttery, fruity cheese.



Cheddar

Full-bodied with a distinct nutty flavor.



Red Leicester

A rich, russet coloured cheese with a slightly open texture.



Cheshire

Light and crumbly with subtle hints of fresh citrus.

Belton Farm Ltd
Shropshire, SY13 1JD
01948 662 125
www.beltonfarm.co.uk



highly regarded chefs thanks to Le Gruyère's renowned Cookery Theatre. The theatre is once again headed by TV chef James Martin, and also hosts chefs Will Holland, Jonathan Harrison and Sean Williams.

Chris Chisnall, chairman:

"The International Cheese Awards continues to be one of the most important dates in the Cheese and Dairy industry calendar, the show is not only the largest cheese show in the world with over 5,000 award entries but an opportunity for the whole industry to meet, network and showcase the best the cheeses from around the world. The show brings together cheeses from global multi billion pound corporations sitting next to artisan cheeses handmade by historic family businesses and part of the charm of being in a field in Cheshire where the show has been held for the last 120 years. During my time being involved in the industry over the last 14 years, I've seen the show grow from 2,000 entries on a grass and dirt floor to the superstructure pavilion it is today, hosting all the entries as well as 100+



cheese suppliers exhibiting and the largest trade dinner in the cheese industry with over attendees 1,200 at the trade lunch. It's an honour to take on the chairman's role for such a prodigious event and hope I can help grow and promote the show across the trade and public and continue the success it's seen in recent years"

marquee is open to the public and the field surrounding the chilled marquee hosts the Nantwich show – the largest one-day agricultural show in England. Cheese-loving consumers are welcome to sample and purchase cheeses from producers within the marquee, as well as come face to face with

“The ICA are clearly the biggest and best in the world, with 250 judges judging the best cheese in the world and having the champion declared on the day is indeed an accolade. No better place to benchmark your cheese against the best”

DAI WILLIAMS, JUDGES SECRETARY



SEAN WILSON

“In my opinion the Nantwich Cheese Show is the foremost show of its kind, not only here in the UK, but very likely the world. The innovation, variety and quality of cheeses, and other dairy products, on display is second to none. It will be a real honour to judge there this year”

MIKE PURDEN,
CAVENDISH FOODS

IN DETAIL

WHAT: International Cheese Awards 2017
WHERE: Dorfold Hall, Nantwich, Cheshire CW5 8LD
WHEN: 25th–26th July 2017
WEB: internationalcheesearwards.co.uk
CONTACT: 01270 780 306
TWITTER: @iCheeseAwards #ICA2017

Inspiring through range, quality and innovation

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

Call 01298 23180 or email enquiries@bradburyscheese.co.uk

www.bradburyscheese.co.uk

specialityfoodmagazine.com

Norseland
innovative cheese specialists

Award Winning Cheeses

to captivate your customers and boost your sales



Snøfrisk®

DARE YOU?
MEXICANA®
IT BITES BACK

Applewood®

For sales enquiries and to try our delicious cheeses, please contact:
James Whitfield: jwhitfield@norseland.co.uk 07554 426745

www.norseland.co.uk





A SELECTION OF MEVALCO'S SPANISH CHEESES

CHEESE FROM OVERSEAS

For a food famed for taking time to produce, trends in cheese ironically come thick and fast. We catch up with industry experts about the international varieties that are currently breaking the mould

While there's a slew of brilliant British interpretations of international-originating styles of cheeses out there, it can often prove tricky to top the original. The classics are deemed that for a reason; they have generated a dedicated group of enthusiastic fans due to decades of fine-tuning the cheese to perfection. Although the British cheesemaking landscape suffered a well-documented blip due to the wars last century, cheese from overseas continued to enthrall the British public during that time, earning them a fixed position in British cheesemongers' counters that continues to this day.

There's a cocktail of other factors that has contributed to the rise in international cheeses, too. The advent of budget flights to the Continent and beyond, paired with culinary-focused programmes on TV and huge marketing pushes, further cemented international cheese varieties as favourites of the British consumer. Nowadays Parmigiano-Reggiano, Buffalo Mozzarella, Manchego, Halloumi, Gruyère and a whole raft of others have not just become inherently familiar cheeses to the general public, but are staples of kitchens nationwide.

Due to the deep-seated curiosity that epicureans tend to inhibit, cheese-lovers are also looking to lesser-known fromage-producing regions for their fix. An influx of cheeses from Eastern Europe are currently turning heads, as well as the artisanal cheese-making movement the United States is currently enjoying. In fact, the American Cheese Society (ACS) states that they now have over 1,700 members – that's nearly double the memberships the

organisation had a decade ago. It's not just cheesemongers and cheesemakers which are currently taking the US by storm either, with cheese bars also popping up across the nation – certainly an American import that we would warmly welcome on these shores.



From obscure Spanish blue cheeses to what varieties to pair with Fino sherry, David Menendez, managing director of Mevalco, a wholesaler and distributor of fine Spanish foods, walks us through the country's latest cheese trends:

"Our best-selling cheeses are hard ewe and goat's cheeses. The award-winning Manchego Cheese (DOP cured 3kg), with its balanced and nutty flavour, won the Gold Medal Best Cheese of Spain at the prestigious International Cheese Awards 2016. The Manchego Cured in Olive Oil is another top seller in this range. The 'Tunnel' Los Balanchares is our top-selling goat's cheese and is an extremely flavourful variety with a delicate finish – it's incredibly tasty and pairs nicely with tapas and wine.

"Our promise to customers is that we source our products from small, family-owned businesses who support local dairies, follow traditional artisanal practices – which are often handed down from generation to generation – and put huge amounts of care and passion into creating great products. Some of our cheeses come directly from the shepherds (like our Zamorano, Manchego, Mahón and Smoked Idiazábal). Artisanal cheeses vary even within the same batch, and so it is crucial that the correct time

is chosen for releasing a cheese. Some suppliers have been maturing their cheeses in the same mountain caves for hundreds of years, while others have state-of-the-art dairies to replicate cheeses which were made in the 14th century.

Growth for Spanish cheese remains strong as consumer appreciation for the quality of Spanish food increases alongside a fast-growing number of farms shops, delis and other retail outlets offering Spanish artisan products. The consumer is becoming increasingly familiar of Spanish foods, many of which sit well with health and wellness trends as well as providing great flavours and new ideas. Increasingly, here in the UK we see pairings that are more unusual, and whilst cider is a popular marriage, I would urge readers to try Fino sherry, which can be delicious with Spanish cheeses and is a cultural and flavourful match.

"Some Spanish cheeses – such as Manchego – are increasingly well known and loved here in the UK. However, there are others which are still under-appreciated and yet provide a stunning option for

DAVID'S ULTIMATE SPANISH CHEESEBOARD

For those looking to grow their Spanish cheese selection, David Menendez of Mevalco shares his absolute must-stocks:

- **Manchego in Olive Oil**
A classic 14-month old cheese
- **Pregondón Blue Goat's Cheese**
One of the world's great artisanal goat's cheeses

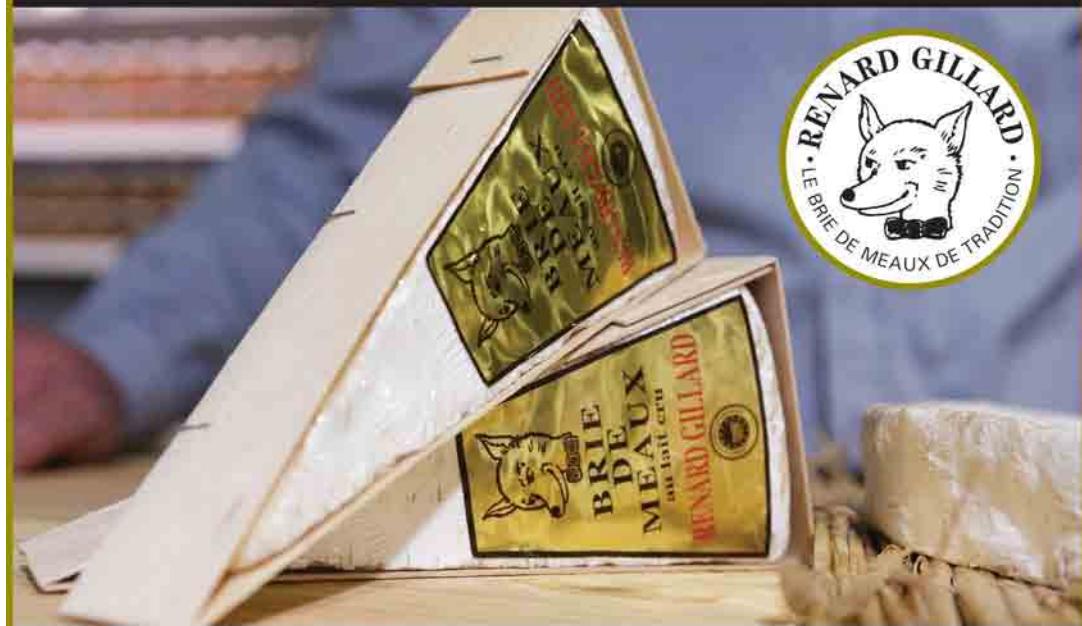
- **Smoked Idiazábal**
Sheep's cheese smoked in shepherd huts
- **Cabrales Teyedu**

It's so strong that you only need a spoonful. A delicious blue cheese made from cows' milk and arguably better than Roquefort

- **Rey Silo**
A classic Spanish cheese made from cow's milk

consumers to put on a cheeseboard and also look great in the counter. Spanish blue cheeses are a case in point and readers might like to try Spanish blue goat's cheeses, which boast wonderful flavour, are original and look terrific on the plate. The Cabrales DOP Arangas Teredu is a great product within the blue cheese range. It's made with a blend of cow, goat and sheep's milk, with an intense smell of high mountains and humid forests. It emphasises the taste of dairy; pleasant flavours of the blue mould and a very long and aromatic aftertaste which punctuates with flavours of onion confit, wild flowers and dry nuts."

*It takes 127 years of History
To make the n°1 Brie de Meaux in France*



Consistent winner of the annual Brie de Meaux competition in France (8 of the last 13 years).

Tasting is believing

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



French varieties are some of the world's most sought-after. James Millward, managing director of Eurilait, talks to us about the latest happenings in French cheese

HOW DOES EURILAIT PINPOINT EMERGING TRENDS?

We work closely with both our parent companies (Eurial and Laita) on emerging trends and new product formats that we can bring to market. When looking at specific trends across Europe we are able to work with a huge number of suppliers outside of our parent group to buy the very best in award-winning cheese with the focus being on farmer-owned and authenticity.

WHAT ARE EURILAIT'S MOST POPULAR CHEESES?

We are seeing strong growth in Camembert and Brie – this is driven by the rise of food-on-the-go and outdoor eating. Baking Camembert

is becoming more of a year-round staple with exciting inclusions to spruce up barbecues and when entertaining. We have also seen a resurgence in French goat's cheese as people are looking for the real deal; food integrity is driving demand.

WHAT IS IT ABOUT FRENCH CHEESE WHICH MAKES IT A STAPLE IN THE UK?

We have been visiting our closest European neighbour for years and, in spite of the rise of cheap flights to Spain, France was the UK's fifth most popular summer holiday destination in 2016. The French culture, along with its passionate attitude towards good food and wine is well known, with quality ingredients and products

are found on the most basic of French menus. Our experiences fuel our own influences and this is very true when it comes to recreating that holiday feeling when we come back home. Long may we continue to visit France!

WHAT TRENDS ARE YOU NOTICING?

Ingredient inclusions such as truffle in Brie has been around for a while in France, but we are now seeing healthy growth of these types of cheese in the UK. Equally, organic and lactose-free are in strong growth and key areas to watch.

WHAT LESSER-KNOWN VARIETIES OF FRENCH CHEESE DO YOU THINK SHOULD BE MORE POPULAR HERE?

Mild and creamy soft cheeses, such as Galette or Pavé, are great for everyday eating, come in useful sizes and are easy to manage in terms of ripeness and use.

Prized for its versatile nature and bold flavour, the UK is smitten with Feta. We speak to Christos Giannitsis, head of the export department of Omiros, about the ever-popular Greek cheese:

WHAT CHEESE DOES OMIROS PRODUCE?

Omiros is a family-run dairy located in the Thessaly region of Greece, specialising in Feta cheese and its various variations. They are marketed in the UK by John & Pascalis Ltd under its Attis brand.

WHY SHOULD DELIS AND FARM SHOPS STOCK YOUR CHEESE?

Quality! Thessaly is the agricultural heartland of Greece, so Omiros has the freshest and finest raw materials on its doorstep. The company combines these with traditional methods, modern technology and lots of passion for what they do.

WHAT LESSER-KNOWN VARIETIES OF GREEK CHEESE SHOULD BE MORE POPULAR IN THE UK?

Barrel-aged Feta with its more intense and complex flavour. Also, Mizithra – a soft whey cheese.

HOW HAS A GROWING APPRECIATION FOR GREEK CHEESE IMPACTED THE COMPANY?

Feta is no longer seen as just a cheese for summer salads and is now bought all year round – it's actually among one of the top ten best-selling cheeses in the UK. Omiros' production has increased to satisfy this growing UK demand. The team use state-of-the-art equipment but retain the traditional Feta-making method, optimising the old and the new.

WHAT ARE YOUR MOST POPULAR VARIETIES?

PDO Feta is hugely popular in the UK, partly because it is so versatile and featured in lots of great recipes – both hot and cold – but, mainly because it has a unique taste and texture. The excellent quality of Omiros Feta has been recognised by the International Taste & Quality Institute at its Superior Taste Awards 2017.

Nora Weiser, executive director of the ACS, shines a light on the burgeoning American cheese industry:



WHAT CURRENTLY EXCITES YOU ABOUT THE AMERICAN CHEESE INDUSTRY?

There are a number of exciting things happening in the industry, as well as trends that are enhancing the American cheese landscape. For one thing, more producers are getting involved and focusing on truly local, regional cheeses that represent a unique terroir. Without constraints on their creativity, American producers are free to develop an ever-evolving array of cheeses – and we are seeing this in our annual judging and competition entries. For example, this year, we added a category exclusively for sheep's milk cheese entries, as this category has been growing consistently in recent years.

HOW HAS A GROWING APPRECIATION FOR ARTISAN AND FARMSTEAD CHEESE BOLSTERED THE SECTOR?

Many artisan cheese businesses have grown up after decades of hard, often trailblazing work, and their success over the years has made them appealing not only for their delicious products, but for their successful operations. This has meant that some producers have moved to the next phase of their business operations, passing the reins to the next generation, partnering with larger producers or selling to companies that can better continue the growth of their business. Artisan, farmstead, and speciality cheeses offer the cheese industry its cache – and more traditional, large producers have benefited from this image and their efforts. Overall, this has the effect of bolstering the cheese industry and increasing market share.

WHAT LEVEL OF ATTENTION ARE AMERICAN CHEESES GETTING FROM OVERSEAS?

Quite a few award-winning American

producers are now exporting their cheeses to Europe. Mary Quicke of Quicke's Cheese and David Lockwood of Neal's Yard Dairy are great resources on this front, as both are serving as judges at the ACS Judging & Competition in Denver, Colorado this summer, and David also serves as a year-round member of the ACS Judging & Competition Committee.

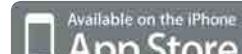
WHAT DOES THE FUTURE LOOK LIKE FOR AMERICAN CHEESE?

With consumers more focused than ever on high-quality products and wishing to know where their food comes from, the future looks bright for continued growth – both among those making cheese, and in the types of cheeses produced. Food safety is an area of utmost importance, and the Food Safety Modernization Act in the US has had quite an impact on producers. All producers, from the smallest to the largest, must share collective responsibility for bringing safe products to market, and one challenge we focus on is ensuring that producers can continue to adhere to traditional practices under the new guidelines.

WHAT ADVICE WOULD YOU HAVE FOR UK CHEESEMONGERS WISHING TO STOCK AMERICAN VARIETIES?

I'd suggest they attend the American Cheese Society's Annual Conference & Competition. There is really no better way to understand the breadth and quality of what is being produced in the US, and to learn about the passionate culture and community that exists among US cheesemakers, mongers, and the broader industry. This is an event at which they can connect directly with US producers and distributors to see which cheeses are currently available in the UK, and to find out about new products.

NOW FREE ON YOUR MOBILE OR TABLET!



@specialityfood



KALTBACH
CREAMY & TASTY

The secret behind its extraordinary flavour is the exclusive recipe and careful selection of cheese wheels, which mature into a true delight in a sandstone cave.

emmi-kaltbach.com



LE GRUYÈRE
AOP

A rather young cheese (6 to 9 months), Gruyère AOP draws attention with its soft and reigned taste, which delights palates in search of sweet pleasures.

gruyere.com



ROQUEFORT

One of the most well-known blue cheeses in the world – this French goat's milk cheese is tangy, crumbly and slightly moist.

finecheese.co.uk



COMTÉ

Comté is a cheese of concentrated flavour, with brown butter and roasted nut aromas and a sweet finish.

comtecheese.co.uk



HALLOUMI: A SLICE OF CYPRUS IN BRITAIN

Cyprus' best-loved cheese is becoming an international success with cheese buyers

Halloumi is officially recognised worldwide as a distinctive cheese indigenous to Cyprus and has always been the flagship of the island's authentic cuisine. For more than 1,500 years, it has been a key constituent of the local diet and has been closely associated with the culture and traditions of its people.

Halloumi is not simply a product of Cyprus but constitutes part of its heritage and rural life, and is linked to the social solidarity that characterises, even today, the towns and villages of the island. The white semi-hard cheese is made from sheep and/or goat's milk, which can also be blended with cow's milk. Originally it was soaked and preserved in brine, a process which gave the

cheese its salty taste and enabled it to be kept fresh for longer. It is often garnished with mint to add to the taste. Traditionally the mint leaves were used as a preservative, to retain Halloumi's freshness and flavour.

This springy-textured cheese is unique to the island. The flavour of Cyprus Halloumi is the result of a combination of factors such as the warm climate and the fodder that the island produces for Cyprus-bred sheep and goats. The uniqueness of this product has proved an important factor in its success both at home and abroad.

Following its massive success, Halloumi is now manufactured on an industrial scale in technologically-advanced dairy industries approved and registered according to EU

THE FIRST HALLOUMI EXPORTS TO THE UK DATE BACK TO THE

1920s

regulations. These dairy industries are also certified with HACCP and enforce the ISO, a quality system ensuring maximum quality and hygiene. In this scale it is usually marketed in vacuum-packed pieces of 230-280 grams, while when produced on a smaller scale traditional techniques are still maintained, such as the plastic food grade containers in which the cheese is left to mature in brine.

The traditional cheese of Cyprus has secured a worldwide market, with large consignments being despatched regularly to Continental Europe, Australia, the Middle East and the USA. It is one of Cyprus' major export products, with volumes showing a year-on-year increase of 20-25%. The UK remains by far the major export market, taking almost half of the total exports, followed by Sweden and Germany. The first Halloumi exports to the UK date back to the 1920s.

Today Halloumi is no longer an ethnic speciality placed only in



gourmet sections of delicatessen or independent stores; it is a mainstream product, incorporated in many British and European dishes and stocked by most retailers, including major supermarket chains. The British love affair with the Cyprus traditional cheese has grown dramatically thanks to celebrity chefs and consumers' increasingly adventurous culinary tastes. Cafés and restaurants throughout the country serve Halloumi for breakfast, lunch and dinner, vegetarians use it as a meat replacement, and consumers keep inventing new ways to enjoy this Mediterranean delight. It therefore comes as no surprise that the cheese has won over not only consumers but also the judges of international cheese competitions, at which it has received a multitude of awards.

Halloumi has been registered as a Certification Trade Mark in the name of the Ministry of Energy, Commerce, Industry & Tourism of the Republic of Cyprus in the United Kingdom since 1990, and as a Community Collective Trade Mark at the Office of Harmonization of the Internal Market (OHIM) of the European Union since 14th July 2000, in the name of the 'Foundation for the Protection of the Traditional Cheese of Cyprus Named Halloumi'. Producers can use these Trade Marks in relation to their products only if they comply with certain strict product specifications, mainly regarding raw materials, the production procedure, the labelling and the Cypriot origin of the product.

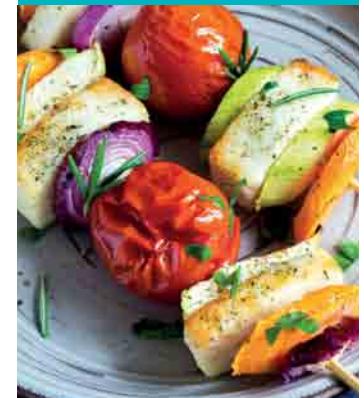
The Cyprus Government has submitted an application to the European Commission for the registration of the names 'Χαλλούμι' (Halloumi)/'Hellim', in Greek and Latin, as Protected Designation of Origin. The European Commission is assessing the application and it is expected that the process will be completed soon.

Find out more

Further information regarding Halloumi and other food exports can be obtained by the Ministry of Energy, Commerce, Industry & Tourism in Cyprus (mcit.gov.cy/ts) or the Cyprus High Commission Trade Centre in London (cyprustrade.co.uk).

“ The uniqueness of this product has proved an important factor in its success both at home and abroad ”

HOW TO ENJOY HALLOUMI



Halloumi can be eaten raw, grilled, fried or baked. Fresh Halloumi may be consumed with fruit such as melons and grapes, in salads or sandwiches, grated over pasta dishes or as a stuffing in ravioli or vegetables such as aubergines and red peppers.

Grilled Halloumi is worthy of being the centrepiece in a dish – it is delicious served hot, drizzled with olive oil or cut into cubes and added to a kebab with thick chunks of tomato and onion. Its slightly rubbery texture means that it can also be fried without the need of oil or butter – it is ready to serve when it colours around the edges. Chunks of fried Halloumi can be placed on a bed of crisp green salad, drizzled with olive oil and sprinkled with shredded mint. Halloumi burgers are also becoming very popular as a barbecue idea, especially in the summer months. They can be served as a vegetarian dish or combined with a choice of meat.

Whichever the method of cooking this cheese shows great versatility as it does not melt or spread in high temperatures, which allows for its presence in a broad range of dishes. It retains its shape, with the outside turning a crispy golden-brown colour while its inside texture softens significantly but does not melt.

I feel I've always had an interest in food, because I was almost born in a grocer's shop. When I was a baby, my mother found herself running my ailing grandmother's shop and I used to sit behind the counter in my pram. This was the early fifties, and I have so many memories of my mother cutting blocks of butter from a slab and selling loose biscuits from a tin. All my school friends used to love me as we had such a good sweet counter! It's funny how these kinds of things stay with you, a connection with food and familiarity with retail. It became part of my DNA, so later, when I decided to study business and went on to work in marketing and advertising, I worked with food clients. There's a kind of destiny here, a fate to run my own food business, which is with me from cradle to grave.

Cheese was sold loose in the shop, but it wasn't a particularly big range in the fifties with rationing going on. Funnily enough, it was much later that I became very interested in cheese. In the late eighties, it was extremely difficult to source great cheese. Artisan British cheese simply wasn't widely available. At that time, the same time as the Campaign for Real Ale, my then husband and I decided that we would join like-minded people who were part of an unofficial campaign for real cheese. Patrick Rance ran a cheese shop in Goring, and wrote a seminal book called *The Great British Cheese Book*, in which he plotted what had happened to British cheese. After I read it, I felt passionately that I should do what I could to defend British cheese. After the war people left farming never to go back, but cheesemaking was under the cloche at that point – supermarkets wanted everything to be available for 12 months of the year and taste the same, look the same and be in the same condition, and it really didn't suit artisan cheese which can be imperfect and varied at times. It was out of step but there was a raft of people who wanted to keep British Territorials alive and see them flourish. In my belief, it's down to the energy and effort that was put in by these people at this time that led to the strongest, healthiest, most dynamic and most creative cheese industry of anywhere in Europe. France is more or less where it has been for a long time, but is slipping as conglomerates are buying small-scale cheesemakers, but in Britain there are constantly new producers coming onto the scene creating new cheeses using old skills and traditional practices. I don't think we've ever been in better shape, and it's tremendously heartening.

The Fine Cheese Co. was my way of fighting this cause, and my husband and I were delighted to move away from our London lives of advertising and marketing back to his home of the West Country – the best place to be if you love cheese. We opened a cheese shop and went about trying to source the kind of cheese we wanted to sell. Being behind a counter again took me back to my roots of food retailing, so in that sense I had come home. This was the time when the public fell in love with Italy, so all of a sudden basil, rocket and extra virgin olive oil became fashionable and popular. It was a lot of fun making those discoveries, being part of a shop that opened people's eyes to great cheese and food – it was an exciting time to be opening a shop. It



THE INTERVIEW: ANN-MARIE DYAS

Meet Ann-Marie Dyas of The Fine Cheese Co. – cheese lover, protector and revolutionary

“Cheesemongery is a profession, commitment, vocation. It’s more than just a job”

MAKING IT WORK

I might be a bit of a dreamer here, but I'd like to think there's a growing desire for authenticity and honesty in foods and that every food scare is driving that home. I find there's a

greater appreciation of quality in food and cheese today than there has been before, which I consider very heartening. This is a hand-in-glove fit with the philosophy of the Fine Cheese Co. as our motto is: “Always seek out the best, and when you

find it, keep looking”. I'm still hugely excited by my own business, as it's almost like a search that never ends – I'm always on a quest to find a better cheese, and that's my motivation. I find it all very exciting. You have to love what you do, and if

you don't you won't make a success of it. One must always try, although I find it quite easy, to stay true to your principles. Mine is to never sacrifice quality for profit. I'm looking for quality always; I'm not always looking for profit. This is an artisan philosophy

which positions us as part of the cheesemaking chain – it's a very honourable and connected profession. It's always interesting because it's so dynamic. There's no finer industry.

was a real tipping point, as up until then olive oil was something you bought in Boots and certainly didn't put on your salad!

It sounds like it happened a century ago, it sounds so archaic, but at this time there was no large-scale refrigerated transport. All the cheesemakers used to have their own chilled vans, and a group of us used to travel down to Chris Duckett's farm in Wedmore in Somerset, Robin Congdon would come from Devon with Ticklemore and Beenleigh Blue, James Aldridge, the great affineur, would come from Sussex with Lord of the Hundreds, and a kind of cheese swap went on. We'd pick up our Cheddars on the way, and return home with some fantastic cheese. This was a time of enrichment of British cheese. Previously it has just been Stilton, Cheddar and Lancashire, but now all these other cheeses were being created and it was becoming far more than it ever was. That's what made it such an exciting time, all of these people bringing on the Renaissance of British cheese.

QUICKFIRE QUESTIONS

INSPIRATION

Mary Holbrook, the doyenne of goats' cheese, was the curator of the Holborn Museum in Bath. Her husband was a farmer, and one day a tenant farmer of her husband's who had reared goats and sheep had given notice so they considered going into cheesemaking. Mary decided to try her hand at this, and as an academic took an academic approach. She travelled to Italy, Sicily and France to see how the Europeans were making cheese. She decided she'd try to make a Pecorino-style cheese, but when she returned she wasn't able to find a basket mould like they had in Europe so went to a hardware store and bought a plastic colander – today, nearly every British cheesemaker uses plastic colanders to make their cheese. Mary went on to make Tymshboro', which in time became the gold standard in goats cheese. She had science but she had art, too, which helped her to create cheeses equal to those the French were producing – other cheesemakers had and did the same.

BRITISH VS CONTINENTAL

In the eighties, all hotels had cheeseboards but the majority of the cheeses on them were French. Thanks to this evolution of the industry, my then-husband and I were able to go to chefs as well as retailers and offer them fantastic British cheeses as an alternative to the European cheese they were selling. They were all excited to do this, which led to members of the public becoming keen to try new British cheeses. This Renaissance is continuing, with cheesemakers like the Crickmores at Fen Farm Dairy actually outdoing the French at making true artisan raw-milk Brie with a combination of Fresian and Montbelliard cows. Any Frenchman would think that it had been made on his own terroir. In fact, what's happening these days is more than a Renaissance – we're leading the way.

This year's British Cheese Awards at the Royal Bath & West show saw eight young finalists, all under the age of 30, compete for the coveted title of Young Cheesemonger of the Year. The competition, organised by Anthony Rowcliffe & Son, was won by Andrew Van Kralingen, a trade account manager from the UK's oldest cheesemonger, Paxton & Whitfield.

There were three rounds to the competition: round one – a Cut & Wrap exercise where they had to cut and wrap different weights of cheese from whole cheeses by sight with no use of weighing scales; round two – Identification, where contestants had to taste and identify a number of unmarked cheeses; and round three – where each contestant took part in Masterind, a Mastermind-style quiz, and gave responses to questions asked about British cheese.

On taking part in the competition Andrew says, "I felt quite nervous going into it as I wanted to do well for the company and myself. However, once the first round started those nerves went away and it was nice to get on with it. It was also good to spend time with my fellow contestants. As the competition runs throughout the day, we spent time in between rounds with each other talking about our work."

"I didn't enjoy the Cut & Wrap round but really enjoyed the Masterind and Cheese Identification ones, as being challenged on my knowledge of cheese was great fun. At the end when they read out my name as the winner I couldn't believe it. I'm thrilled to be named this year's Young Cheesemonger of the Year 2017!"

Andrew started to work for Paxton & Whitfield at its flagship London shop in Piccadilly in the spring of 2015 as a sales assistant working on the shop floor. This role included learning how to cut cheese from the counter, how to care and present it so that it was looking its best, and



hallmark of a great cheesemonger, and a very rewarding experience."

For Andrew, the diversity of cheese production, particularly in the UK, is very exciting. The number of different varieties in production that are either completely new or influenced by more traditional cheeses is great to experience. This year's British Cheese Awards highlighted this to him as he saw producers, both large and small, presenting just under 1,000 cheeses to be judged with care and passion. Since he has been working at Paxton & Whitfield he's also found that consumers' increased interest in the provenance of cheese they sell is really interesting.

Working as a cheesemonger offers Andrew a refreshing balance between working directly with producers and offering top quality customer service. For him, any young person considering a career in the food industry should seriously think about working with cheese, as it's an industry that is as challenging as it is rewarding and offers such a wide range of opportunities. He's experienced work behind the cheese counter, wholesaling to kitchens and companies, as well as hosting events matching cheeses with wines, whiskeys and other combinations. After two years in the industry he's got no regrets.

BRITAIN'S BEST YOUNG CHEESEMONGER

The winner of this year's Young Cheesemonger of the Year at the British Cheese Awards was Andrew Van Kralingen from Paxton & Whitfield



also how to merchandise the shop so that it was always appealing to customers. Towards the end of last year he joined the Trade Team at the shop, helping to serve its trade customers including some of London's top restaurants and hotels. As well as advising trade customers

on cheese and selling to them, he also carries out staff training for customers at their locations, showing their teams how to look after and serve cheeses to their guests.

When asked about what makes a good cheesemonger, Andrew says,

"Firstly, you've got to have a passion for the product and the industry – it's a fascinating and diverse sector of food making and retail. The artisan cheesemakers we work with are an amazing group of people who create these delicious products and all have great stories to tell. Secondly, a palate for understanding how cheeses differ from one another and what influences their final flavour, such as milk variety, heat treatment and bacteria cultures, is important. Finally, an understanding of what customers want and how to serve them well is vital. Being able to find the perfect cheese for a customer based on one's knowledge is the

"My desert island cheese would be Chilcote, a fresh goats' milk cheese produced on Highfields Farm, Staffordshire, but unfortunately I don't think this would hold up for any period of time in an island climate, so instead I would have to go for a wheel of something like a Berkswell. The thick rind would make storage easier and the cheese would provide an excellent addition to a survivor's diet – not to mention great seasoning"

ANDREW'S ULTIMATE CHEESEBOARD PICKS

Gorwydd Caerphilly, unpasteurised cows' milk, Somerset

Tunworth, pasteurised cows' milk, Hampshire

Beauvale, pasteurised cows' milk, Nottinghamshire

Chilcote, unpasteurised goats' milk, Staffordshire

Rollright, unpasteurised cows' milk, Oxfordshire

Rowcliffe



QUALITY CHEESE AND FINE FOODS



Tel: 01892 838 999
www.rowcliffe.co.uk

MANAGING YOUR CHEESE COUNTER

Thoughtful presentation and expert service will not only draw in customers but retain them, too. Here, top cheesemongers and industry experts share their secrets to retail success



THE FINE CHEESE CO.

While we are often told to live by the old adage of “never judge a book by its cover”, it would be naïve to assume that shoppers do not inspect the display and decor of an establishment before entering. Stocking a cornucopia of artisan cheeses is all well and good, but displaying them haphazardly can hinder selling success. It is important to keep a keen eye on other cheesemongers’ display and service techniques to see whether your repertoire is missing anything – this can be done easily nowadays by keeping tabs on outlets that regularly update their social media feeds with images of their offering.

Luckily enough, when it comes to the cosmetic virtues of cheese, its natural appearance is enough



WBC'S SMALL CLIP SIGN HOLDERS

to lure most food fans. “Cheese is intrinsically handsome, especially when it is whole,” says Ann-Marie Dyas, owner of The Fine Cheese Co. She is a keen advocate of presenting each specific cheese in all its pristine glory. “It is important for customers to see not just cut pieces, but the entire beauty of a handmade, artisan cheese – that is what excites the customer. I would always recommend to display fewer cheeses, but show more of them complete for impact.”

Jeremy Bowen, trade and corporate sales manager at Paxton & Whitfield, believes that strategically-placed sliced and whole cheeses aren’t there just to look aesthetically pleasing, but

can go some way in educating your customers, too. “We display cut pieces of larger cheeses like Cheddars on top of complete uncut cheeses, so that customers can inspect what the whole cheese looks like,” he says. “This activity also helps to add different heights to the look of the counter.”

Retailers shouldn’t just nonchalantly cut cheeses for the sake of it, though. “The first piece of advice that I was given when training to be a cheesemonger was to only open a cheese when you need it,” Jeremy explains. “As soon as it is open it loses moisture and shelf life, and the quality quickly deteriorates. It is an easy piece of advice to give but more difficult to

Cornish Blue

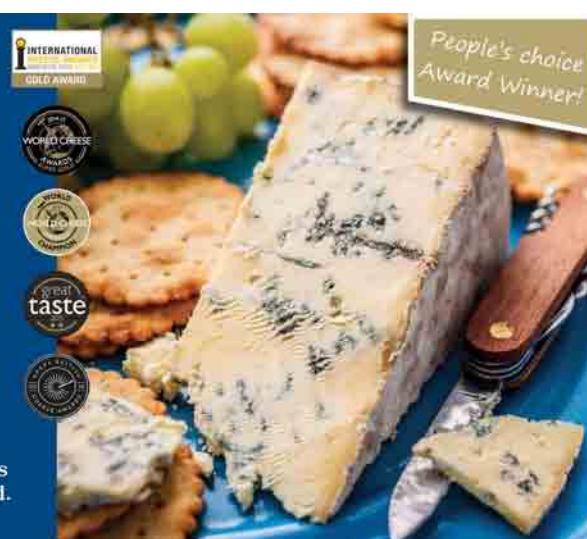
the perfect summer cheese

Ensure your customers enjoy a sweet, creamy and artisan world champion cheese this summer. For details of our sample pack offer please call:

01579 362416

cornishcheese.co.uk
enquiries@cornishcheese.co.uk

We are looking for new wholesale partnerships to extend our reach across the UK and abroad. Please call Philip Stansfield on 07813 703933



“Sampling is crucial, but it needs to be personal – not a plate on the counter for mindless grazing”

Exquisitely flavoursome cheese, handmade and aged to perfection.

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

www.quickes.co.uk

QUICKES
DEVON
ENGLAND



apply it as it is a real balancing act. This is important when it comes to helping the cheeses look their best for display."

Strategically cut and positioned produce can quickly catch a shopper's eye, but providing a little extra information via effective labelling is an unwavering

successful selling technique, believes Andy Swinscoe, owner of The Courtyard Dairy. "A good, attractive display makes it easier for the customer," he explains. "Point out local cheeses and design it so that they can find what they want easily, and make sure you group styles together."

Samples make sales

A serving board placed by your till or counter will intrigue customers and get them closer to your cheese selection, however just cutting up a few chunks of cheese and leaving them to work their magic won't necessarily convert into sales, suggests Anne-Marie Dyas.

Looking to make your cheese display really pop? Gerry Moss, retail development manager at WBC, shares some tricks of the trade:

Whether you're displaying towers of farmstead Cheddar or rows of ash-rolled logs of goat's cheese, the breathtaking shapes, colours and aromas of cheese really are the stars of the show when it comes to displays. Nevertheless, there are a few key items which can support, promote and celebrate effectively when it comes to displaying cheese.

Whilst in many respects temperatures are very sensitive within cheese displays, low acrylic risers will literally lift products suggestively without compromising temperatures. Use these risers as invisible tools to help create architecture through heights and depths within your display.

Foodies and cheese fanatics alike are always looking for 'the knowledge' when it comes to products like cheese. From "who made it?" to "which milk is used?" and even "does it go well with a Sancerre?", it is a foodstuff that creates intrigue. Signage tells the story behind the product. It reveals and describes the wonders of the product, the season and the craft. Display easels make it possible for you to easily communicate all the lovely information about the cheese. When signage is done well, not only can it be informative, but it can also be a striking complement to an already wonderful product.

Alongside the cheese there are many condiments which are also intrinsic when it comes to building an eye-catching display. Packaged oatcakes, boules of stoneground sourdough, jars of pungent chutneys and bowls of succulent, fragrant olives all help to support and adorn a magnificent display. With these in mind, your counters above and beyond all help to create and support a beautiful display. Use counter display boxes for filling your selection of crackers, oatcakes or breadsticks. Alternatively, if your business is short on space, two tiered countertop display units will allow you to build vertically to showcase your packed products whilst minimising counter space.

Carved wooden serving boards with interest are stunning additions to any display, especially one that frames cheese! Meandering small boards can punctuate jars of chutneys, piccalilli or cornichons. Larger serving boards can boast bountiful displays of artisan bread – the next best thing to cheese, if you ask me!

PAXTON & WHITFIELD: SEVEN CHEESE DISPLAY PET PEEVES

Jeremy Bowen, trade and corporate sales manager at Paxton & Whitfield, lists the display details to avoid:

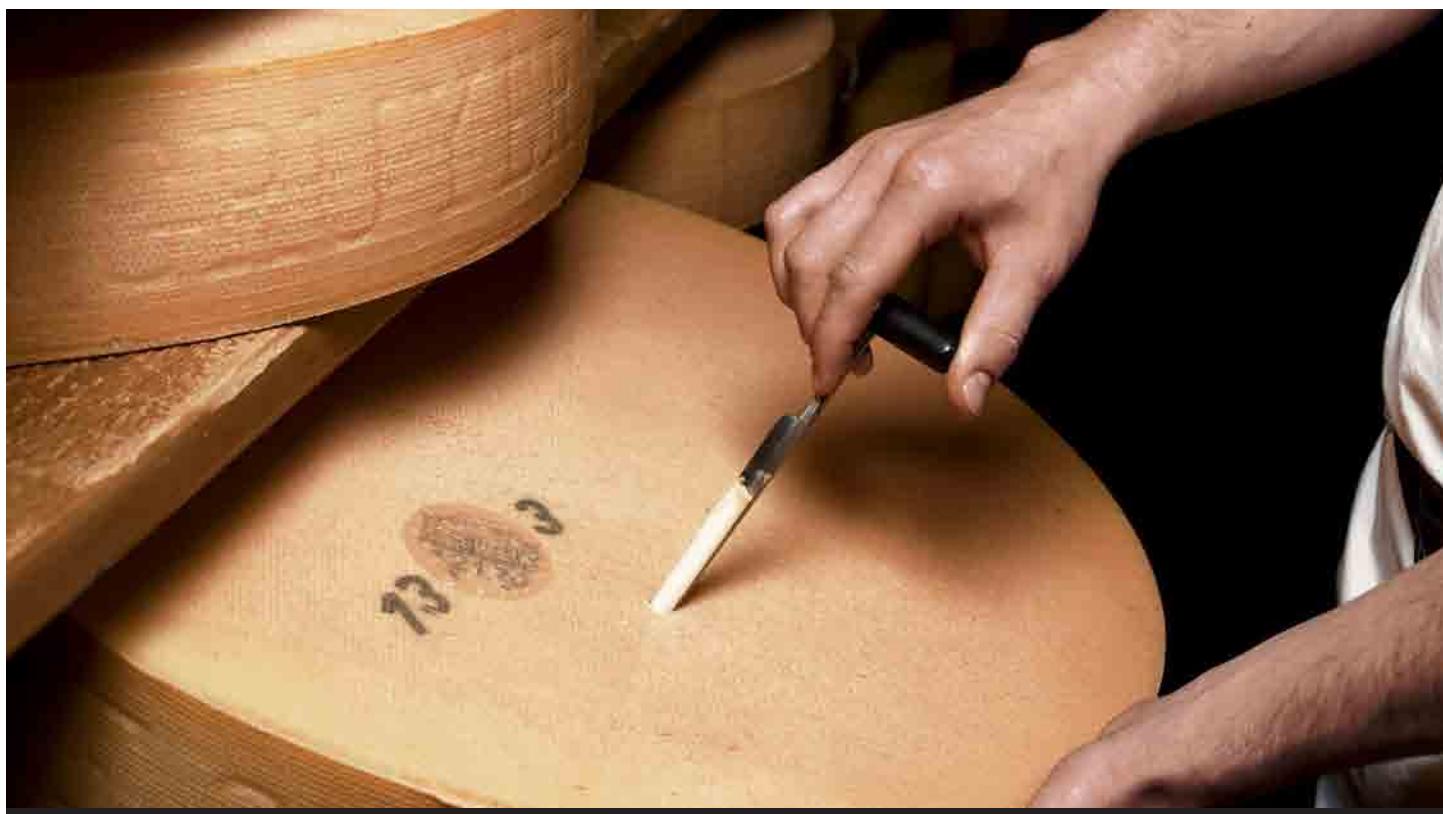
- A cheese counter that has no logic to how the cheeses have been laid out
- Too many cheeses on display or in the range. When working with our wholesale customers we always advise that it is better to have a smaller range of excellent artisan cheeses than a wide selection. It is visually more appealing and much better for keeping an eye on stock rotation and wastage
- Too many cut and pre-wrapped pieces of cheese on the counter – they've been pre-cut in anticipation of sales when they should be cut fresh to order
- Bad-looking cheeses on display. Whether they look old, discoloured or too mouldy, when I see this it always makes me wonder how the cheese is being looked after behind the scenes
- Cheese and samples that have been put out on display without any pricing or information
- Small bits of cheese that are the end of larger pieces out on display for sale. When I see this I always feel it is a sign that a cheesemonger isn't skilled in how they cut cheese from larger pieces and in managing their stock
- I don't like it when there is only just cheese being sampled. To help with cross-selling, I always recommend that wholesale customers add in a chutney and a biscuit when sampling so that they can promote more of the product they are selling and also give customers more options

GODMINSTER®

Come and meet the GODMINSTER® team at Speciality Fine Food Fair on stand 2120b
To book a meeting call 01749 813 733 or email sales@godminster.com

www.godminster.com

[Facebook](https://www.facebook.com/godminsterfarm) [Instagram](https://www.instagram.com/godminsterfarm/) [@godminsterfarm](https://www.twitter.com/godminsterfarm)



HOW TO: CARE FOR CHEESE

Mihaela Merhasi, delicatessen manager at House of Bruar, shares her cheese care expertise

Affinage does for cheese what a good coach does for athletes" (Ari Weinzweig, Zingerman's Guide to Good Eating, 2003). The French term refers to ageing and maturing of the cheese, and it is a process during which taste and texture development take place. In order to be able to mature your own cheese and bring it to its best as a professional affineur would do, you would need complex equipment such as cellars and many other tools to help you with humidity and temperature control.

More than the fancy equipment, you need knowledge; you should definitely understand processes as: oxygen change, ammonia evacuation, understanding fat and protein breakdown and how all these factors affect your product. So ideally you would have a fully equipped deli and plenty of training available to help you deliver the perfect cheese as per your customer's requirements. But what do you do when you don't have all that and still wish to offer your visitors the best version of your product?

Choose your cheese

First of all, make sure to choose your cheese supplier carefully, as there are many who can provide you with cheese at different stages of maturation. This way, for example, you can ask for younger ones during the quieter times of the year, and ripe, ready-to-eat ones for the busier times such as Christmas or Easter. This means that during the quiet months you will give the cheese a chance to mature while sitting in your counter rather than getting spoiled before making its way onto a customer's cheese board. At the same time, getting a riper cheese when there is a bigger demand will guarantee great satisfaction from all those last-minute shoppers.

Once you've chosen the right cheese, you need excellent attention to detail and a lot of commitment. As a cheesemonger nowadays, it is no longer just enough to be able to handle a cheese wire and to cut to the size. It is time for us to start listening to what every cheese has to say and take action!

Know your cheese

Start by learning about your cheese: where does it come from, what type of milk is it made from, how old it is and what is the ageing process used by the cheesemaker. This should give you enough information to continue their work. Cheese needs different attention depending on many variables: type of milk, texture, season, temperature and humidity on the day it was made;

even the type of pasture and its length will contribute to the final taste and texture. So basically there are no hard and fast rules in looking after the cheese, you just need to start listening and take action based on what you hear.

Know your counter

Regardless of the type of counter you have, there will be plenty or differences in temperature



DID U KNOW

THE STORY OF **GRUYÈRE AOP** BEGINS IN 1115, WHEN INHABITANTS TRANSFORMED THE MILK OF THEIR DAIRY HERDS INTO CHEESE WHICH WAS SOLD IN FRANCE AND ITALY AS WELL AS ITS HOME OF SWITZERLAND. ITS POPULARITY HAS GROWN EVER SINCE, AND WAS CONFIRMED IN THE 17TH CENTURY WHEN ITS NAME WAS OFFICIALLY RECOGNISED



resulting in warmer spots and cooler spots, and of course those 'ideal' places where it feels as if cheese is being preserved because it doesn't speed up the maturation process or slow it down. What you can do is use one of your normal temperature probes, find out where those places are and then juggle the cheeses around in order to see how they behave.

Do you have a young soft cheese and need it to ripen faster? Move it to the warmer spot of the counter. Or is it just the opposite and you need to slow down the ripening? Relocate it in one of those cooler places. Juggle your cheese around the counter while keeping a very close eye on how it behaves until you learn all about your cheese preferences. Cheese is very much alive and quite a fussy character I would say; treat it well and it will give you all its best flavours and incredible texture which will set you among the best cheesemongers in your area, or neglect it and all you'll have is just a cheese counter.

Take action

Similar rules will also apply to your storage chiller; the place closer to the vent will always be cooler and drier, while the bottom will register higher temperatures and humidity.

“ Even though hard cheeses appear easier to keep and care for than soft cheeses, it's important that you keep them at the right temperature and humidity – if you don't, the wheels will crack and break, leading to air entering and lessening the quality of the cheese ”



Switzerland. Naturally.



Cheeses from Switzerland.
www.cheesesfromswitzerland.com



Every cheese is different and will need different conditions, even cheeses from the same batch. Check your cheese as soon as you receive it – touch it, smell it and decide where to locate it based on what you see. If it's too wet you'll need to let it dry, if it's too dry wrap it tight or keep it in a box to create a more humid environment.

Check your cheeses daily as they change every day. Make sure that once one is cut open you wrap it tight enough to not allow it to dry out or get spoiled, while also allowing it space to breathe. Clean the dry and unattractive sides of each opened wedge as it will delay the spoilage of the whole piece and it will also look more appealing to your customers.

Make sure to store cheeses in the counter according to their type, so avoid piling them up too high if they are soft, for example, as this could make them flatten and change their shape. I would also recommend you check all your cheeses before storing them in the counter, even if they are part of the same delivery, because they all behave differently and can be at different stages of maturation. Be sure to place the riper one on top so that it will be the first one you open.

The use by date is also a good indicator of maturation, especially for soft cheeses. The closest to the end of its shelf life we are the ripest

the cheese should be, as long as it was stored properly. This does not work the same for the hard cheeses, which can be aged for much longer periods of time.

It is recommended not to open a new cheese unless it is necessary, but I don't usually agree with that. Yes, it will reduce your wastage if it's winter and there are barely any people walking inside your store, but if you have quite a fair number of visitors you should definitely cut one open for presentation purposes. I know from personal experience that you have a better chance of selling a cheese that people can see compared to a whole one, which could leave the impression that it's not a good seller.

Why caring is important

The most important reason for looking after cheese is that you will be able to provide a cheese at its perfect stage depending on different needs. Caring for your cheese means that you can deliver a ready-to-eat piece to someone who'd like to serve it that night and also an almost-ready one, which may still need a few days to be perfect for a person who would like to serve it in a week's time, for example. You will also manage your stock better and reduce wastage considerably by understanding the nature of your products.



MEET THE RETAILER...

The Food Hall at House of Bruar has earned a reputation for quality, care and expertise

The Food Hall at House of Bruar, located on the edge of the Cairngorms National Park in Scotland, is a revered destination for food lovers.

Here, quality Scottish fare – from fine meat in the butchery to artisanal deli products – shares the space with a world-class cheese counter

manned by passionate experts.

This dedication to knowledge was proven when in 2016, delicatessen manager Mihaela Merhasi was named Young Cheesemonger of the Year at the British Cheese Awards following her display of expertise and passion for exceptional cheese.



NEED TO KNOW

SOME CHEESES, LIKE GRUYÈRE AOP, HAVE THEIR OWN AFFINEURS. THIS MEANS THAT THE CHEESE CAN BE AGED TO THE SPECIFIC PROFILE YOU WOULD LIKE, SO RATHER THAN STORING IT IN WHAT MAY NOT BE OPTIMUM CONDITIONS, YOU CAN BUY AND SELL IT AT ITS BEST

A Family Recipe for 900 Years



Le Gruyère AOP Switzerland - a centuries-old tradition of artisanal cheesemaking.

All Natural, only from Switzerland. Naturally Gluten- and Lactose-Free.



Switzerland. Naturally.



Gruyère AOP

Born in Switzerland in 1115.

www.gruyere.com

AOP = PDO (Protected Designation of Origin)

Cheeses from Switzerland.

www.cheesesfromswitzerland.com



SPECIALITY FOOD MAGAZINE
NEW PRODUCER AWARDS
2017



If you run a food or drink business which is three years or younger, this is how to earn your time in the spotlight

Dedicated to championing the creators and forward-thinking that make the fine food and drink industry tick, *Speciality Food* is proud to be running the inaugural New Producer Awards, run in association with Bread & Butter.

The New Producer Awards were conceived with the intention of

promoting the new food and drink businesses dedicated to keeping the sector vibrant, high-quality and captivating. The market is highly competitive and can be daunting for start-up companies wishing to get a footing in the industry – the New Producer Awards aim to identify new producers displaying unerring passion to their craft and creating

“Supporting new businesses – and the subsequent evolution of the food and drink industry – is a subject close to my heart. Today's emerging producers are the pillars of our sector's future, so it is imperative that they are supported and celebrated in order to strengthen tomorrow's industry. I'm delighted to be working alongside Bread & Butter on this project; as the founders of a truly innovative trade event and fervent supporters of new businesses, I'm confident that they embody exactly what the New Producer Awards are all about **”**

HOLLY SHACKLETON, EDITOR OF SPECIALITY FOOD

“There is a lot of work to do within the speciality food world on developing more sustainable businesses, and we want to support any producers developing within this area”

Paul Hargreaves,
chief executive of
Cotswold Fayre

“With increasing demand for new products within a competitive retail landscape, it is more important than ever to support innovative concepts and new talent”

Alejandra Campos,
show director of
Top Drawer

exemplary food and drink products.

Winners will not only obtain a coveted New Producer Award accolade, but will receive thousands of pounds worth of coverage in the pages of *Speciality Food* magazine and beyond, as well as get their products in front of buyers, wholesalers and key influencers in the fine food world.

The New Producer Awards are split into seven categories and completely free to enter. Those interested in applying will be able to submit an application form through the *Speciality Food* website (specialityfoodmagazine.com/awards), which will go on to be judged by a panel of editors from top food publications. Those lucky enough to make it to the shortlisted stage of the awards will then have their products judged by top industry names.

The shortlisted winners of each category will present to our panel of influential judges – including John Shepherd, MD of Partridges, Paul Hargreaves, chief executive of Cotswold Fayre, Michael Weber, executive coordinator purchasing

“When *Speciality Food* asked us to help them launch their business awards we jumped at the chance. The idea behind the awards – to support, recognise and develop emerging food and drink brands – is exactly what Bread & Butter is about. The fact that it is free to enter and will give an enormous marketing boost to category finalists shows how committed *Speciality Food* is to supporting emerging food and drink businesses **”**

JASON GIBB, CO-FOUNDER OF BREAD & BUTTER

at Whole Foods Market, Jason Gibb, co-founder of Bread & Butter and Holly Shackleton, editor of *Speciality Food* – at the Bread & Butter festival (6th–7th October 2017), where an overall winner will be chosen in front of an audience of new businesses and key influencers.

Bread & Butter was the natural choice to partner with as hosts of the awards, with the organisation creating the UK's first-ever food

and drink founders festival, as well as consistently and emphatically supporting start-up businesses. The final of the awards will be held on 6th October at Bread & Butter, at the Institute of Directors, London.

NEED TO KNOW

- The closing date for entries is 28th July 2017
- Entries will only be accepted from businesses aged three years or younger
- All entrants must be able to attend the Bread & Butter Festival on 6th October 2017

For more information email holly.shackleton@aceville.co.uk

For sponsor opportunities email sam.reubin@aceville.co.uk

CATEGORIES

- Young Producer ● Sustainable Business
- Innovator ● British Brand ● Farm-to-Fork
- Crowdfunded Business ● New Concept

In order to support our growing sector, the awards are FREE to enter, and you can enter your business into multiple categories at no extra cost.

“We're delighted to be a part of these awards – it's important to support entrepreneurs and celebrate their hard work and achievements in the industry”

Michelle Ottolini,
general manager of
Sorba-Freeze

“We have worked with a lot of food and drink brands over the years, and we can't think of a better way of supporting the industry than supporting these awards”

Antonio Giansante,
founder of BGN Agency

“These awards are a great way to support the success and achievements of the food and drink start up community – who are all heroes by definition”

John Shepherd,
MD of Partridges

HOW TO MAKE IT IN FINE FOOD

With the food and drink sphere boasting more businesses and innovation than ever before, we've spoken to industry experts to find out how to make your idea work for you

There's a sizeable number of new food and drink brands entering the fray these days, and it's easy to see why. With consumer appreciation for good food

at an all-time high, and those food-loving shoppers ready and willing to experiment with new brands and flavours, the time is ripe for budding entrepreneurs to dip their toe in the

MAKING MONEY

Stephen Barnett of Catalyst Founders, an enterprise intent on discovering and nurturing young entrepreneurial talent, dispels the myths about funding a new enterprise

Undeniably, it's an exciting time to be a foodie. Low barriers to trade, access to funding and a whole host of small-business friendly tools and platforms, all of which have encouraged a smorgasbord of gastronomic innovators to go it alone, with mouthwatering results. The fuel to this fire is the cheap and varied sources of financing. In fact, there are enough of these sources to make even the most finance-savvy entrepreneur's head spin. By highlighting three pillars of start-up financing – debt, equity, and donation-based crowdfunding – I hope to go some way to elucidating these complexities. All three of these have received fresh waves of innovation, benefiting the start-up community across the country.

DEBT

Debt has negative connotations; you were brought up not wanting to

borrow money and now you want some, no bank will lend you any. This is changing through two major innovations. Firstly, peer-to-peer lending sites, such as Funding Circle, which has lent over £1.2bn funds globally since its inception in 2010. Companies like Bramley and Gage, the liqueur distiller based in Gloucestershire and Moo Free Chocolate, the dairy and gluten-free chocolate producer have both benefitted from available and reasonably-priced loans. Secondly, there's the Government-backed Start-Up Loan scheme, which offers personal loans of up to £25k to new business ventures.

EQUITY

Again, equity is often perceived as undesirable; founders are understandably wary of releasing ownership and control of their company. The juggernaut that is equity crowdfunding has opened up a range of smaller investors to start-ups, making fundraising more democratic and transparent in the process. Companies such as London Union, the Giles Coren-backed market 'city' based in East London, raised £25m, and Brewdog,

water. Not to mention the amount of support available for new businesses, and the willingness of the public to get behind ventures which suit their tastes, lifestyles and philosophies via crowdfunding campaigns.

This is not to say that starting and maintaining a successful food and drink brand is easy – far from it. Long hours, hard work and dedication are key, and at times it can feel like the work is taking over, but by building a support network of likeminded professionals at different stages of their journey you'll find it less daunting to power through. This is where groups like The Food Hub on Facebook, founded by co-founder of Bread & Butter, Jason Gibb, come in. By sharing experiences and tales of valuable victories and mistakes, you'll find yourself supporting and being supported by one of the most exciting businesses in the UK today.

the Aberdeenshire-based brewery, raised £10m. Equity crowdfunding is not only suitable for these gastronomic unicorns, but smaller companies too, including Miripiri, the chilli jam producers, who are aiming to raise £2,500 from crowdfunding.

DONATION-BASED CROWDFUNDING

A relative newcomer, donation-based crowdfunding sites such as Kickstarter offer the advantage of not having to take on debt or give a percentage of your precious company. Instead, you work to source donations in return for gifts. Salt of the Earth, who produce customizable gourmet salt collections, recently raised over £8,000, more than double their target £4,000 target: 219 backers could pledge £11 to receive a wallet with two types of salt; £16 for a wallet with four salts; and £39 for two wallets with six types of salt. Undertaking a Kickstarter campaign does come with a health warning, however: it's hard work, often very stressful, and you can end up making very little money, but the publicity and validation of your business concept could prove to be priceless.

PAUL HARGREAVES OF COTSWOLD FAYRE



"Exhilarating, challenging and rewarding"

Over the last decade the speciality food and drink sector has become a "sexy" arena in which to start a new business. Of course, I am encouraged by this development, but also in some measure discouraged by the naivety or even ignorance of those that attempt to start a business in this competitive sector. So here I am with some of the common pitfalls and, hopefully, some solutions!

Bear in mind that most products have been made before by someone else. There must be something innovative about your product and brand, whether that be the actual product itself, the packaging, the provenance or the price. Even if all the above boxes are ticked, there is still a good chance that your new business will fail. Sorry to be negative, but this is simply the truth. Many new businesses within the sector do not reach a critical mass and so fail.

To avoid this, before you go too far down the route and waste too much money, go down to a food market and sell your products. The reaction of the public and the cash in your pocket will give you a good indication of whether you are onto something or not. Just because your mum and mates tell you that your new product is the "bee's knees" does not mean it is – they probably just don't want to offend you!

Be realistic about profitability. You are unlikely to make any profit until your third year. It takes a long time to build customer traction. So, make sure you have enough money to live on for those first two years. You are far more likely to raise money from the

bank, investors or crowdfunding if they know they are not funding your lavish lifestyle! You only need to watch a few episodes of Dragon's Den to find out how well that goes down with investors!

Understanding routes to market is key. Which sector are you selling to? How are the goods going to be delivered? Which geographical area are you targeting? Are you delivering direct or via a wholesaler? I am amazed how many start-ups do not have a strategy as far as all those questions are concerned. They operate a scattergun approach with the resultant escalation of costs and lose control of their business.

To reach a decent size when you will be able to draw a reasonable salary, you will need a wholesaler or more. That also means that you will need a pricing structure that allows the wholesaler to make a margin – generally 25–30% on top of the 30–40% margin for the retailer.

So, there are three businesses who need to make money out of your enterprise. Yours, the wholesaler and the retailer (or caterer if it is a food service product). Work out what the end price will be with these margins factored in. If the retail price comes out above other similar products in the market, go back to the drawing board.

If this all sounds like I am trying to put you off, I am not. I am just asking you to count the cost and start your own business with your eyes open.

I personally wouldn't swap it for anything. There is nothing more exhilarating, challenging and rewarding than having your own successful business!

ENTRIES CLOSE 28TH JULY

SPECIALITY FOOD MAGAZINE
NEW PRODUCER AWARDS 2017

CALLING ALL PRODUCERS!

Do you run a food and drink business? Is it less than three years old?

In association with

TOP DRAWER
HOME | GIFT | FASHION | CRAFT
10 - 12 September 2017 | Olympia, London



Partridges
LONDON

COTSWOLD FAYRE
EST 1999

Sorba Freeze
CHILLED PACKAGING SOLUTIONS

BGN
BRAND-LED DESIGN

To find out more visit www.specialityfoodmagazine.com/awards



HEART OF THE COMMUNITY

Family-run Keelham Farm Shop is more than a retailer – it's a hub for local foodies and businesses alike. No wonder it was named Retailer of the Year at the Farm Shop & Deli Awards 2017. Victoria Keelham, co-owner, tells us more

The original Keelham farm shop in Thornton was started by my dad in the early seventies, but our story goes back even further. Originally, our granddad owned the farm across the road from where the shop was, and started his own butcher's shop when he was 19, back in 1929. The Keelham family lived on the farm and raised the animals there, but his butcher's shop was in the local town. It's an unforgiving landscape; because the farm is a thousand feet above sea level it can snow in May – very similar to the moors which inspired Wuthering Heights. In fact, we can see them from the farm!

The business is now in third-generation hands: those of my brother, James and myself. When we took it over, after my father's sudden death in 2000, it was a £2 million business. These were the very early days of farm shops. It was very busy, despite not having a café or any frills – it's where local people came to do their weekly shop, so was really at

the heart of the community. In fact, we're so well known for the quality of our local meat that people will travel from miles around to buy it!

Our dad had always said that he wanted to open five Keelham sites, so when the opportunity came up at Skipton we had to take it. The shop opened in June 2015 due to years of people visiting the Thornton shop from further afield and saying, "I wish there was one of these near me". The local area and community is key to us so we really focus on Yorkshire-made food and drink, keeping it 'hyperlocal' where we can. 85% of what we sell is fresh produce; managing that could easily be a big challenge, but it's what we've always done so it doesn't frighten us. We've built a really good system around our produce – we manage our supply chain really well, minimise wastage, and work on a low margin so it's all affordable for shoppers. We work really hard to maintain that – we've always wanted it to be a real community shop for everyone,

and that philosophy has certainly paid off.

It was an interesting endeavour to put a farm shop on a site which isn't a farm. How would we get across the fact that all the food is sourced from local producers who we work very closely with, without it seeming fake and 'Disney'? Thankfully, the site is in a great location – it's right next to the auction mart, which means there's a great connection between the

farmers selling the cows next door and the resulting produce in the shop. Plus, Skipton is a great town to be part of; there's a great community of businesses here, and as its title of 'the gateway to the Dales' suggests, it's a stunningly beautiful place. We found that all of a sudden, all of these ideas we'd thought of when we had the Thornton shop but didn't have space for – like an on-scratch bakery, juice bar and a restaurant – could become a reality.



The whole process took three years, but the developer left mid-way through so we went it alone – took over the option on the land, got planning ourselves and got a team in to build it. A real labour of love, and a real investment (£5 million). Included in this is over half a million pounds for refrigeration because of all the fresh stuff we sell, but we have Heat Reclaim on that so we can recycle and re-use and be as green as we can be.

“Farming, butchery, retail and entrepreneurship have been in the blood for a while”



Perfected over 200 years




Garofalo

PASTA FROM GRAGNANO, NEAR NAPLES since 1793

Garofalo UK: 01438 813 444 www.pastagarofalo.it info@garofalo.co.uk



distributed in the UK by:
Amato Food Products • Continental Food & Wine • Cotswold Fayre • Gustalia • Hider •
Holleys Fine Food • Shire Foods • The Gorgeous Food Company • Ticco Foods Ltd



We don't want customers to waste food. We've never done BOGOF on fresh food, it's too important to us that the food we sell is both affordable and convenient for our customers, so we're more than happy for them to buy one sausage if that's all they want or an eight-

pack of sausages if they're cooking for a family. Customers change their requirements based on what mode they're in when they visit us – perhaps they've come for a leisurely visit so want to engage with the butcher and learn about the meat they're buying, or maybe they're in

a rush and just need to get home to make dinner. Our Grain Store runs along the same lines – huge self-service containers of grains, oats and nuts avoid wastage as people can take as much as they want.

A sense of community is hugely important to us. As farmers, it's in

“We have 4,500 SKUs across the two shops, but each will have 500 SKUs which are unique to that shop”



LUSCOMBE
Devon England

NEW



Maximise your sales with a top performing drinks brand.

Traditional, Fruit Juices, Fruit Crushes, Fruit Bubbles, Tonics, Cider.

All natural ingredients. No artificial additives or preservatives.

Winner of 58 Great Taste awards.



luscombe.co.uk

01364 64 30 36

THE VALUE OF DIVERSIFYING

The restaurant, Keelham Kitchen, has been a particular success for us. It's on two levels: the lower level has waitress service for 80 covers, while the upstairs is self-service and has the most wonderful Alice in Wonderland-style cake display! It's number one on TripAdvisor for the area – I'm so proud of the team and of their dedication to the restaurant acting as a kind of tasting service for the shop. It's really worked wonders.

Not everything we sell is 100% British, as we recognise that customers want fresh seasonal products not always available in the UK for example olives, which we then marinate ourselves to add our unique Keelham taste. We do opt for products from as near as we can – but just because something's produced in Yorkshire, doesn't mean we stock it if it doesn't have a great taste. That's why people return to us – because not only are we supporting the local economy, but everything they buy from us is delicious.

We also stock what we call Nation's Favourites – products such as freshly-baked bread from our bakery, bacon made from Yorkshire pork, and condiments made locally, but sometimes you just can't beat Heinz Tomato Ketchup and HP sauce, so we offer them too.

properly, for example – these skills can really enhance your life. We also sell things like soup bags, which contain all the ingredients you need to make simple meals from scratch.

When it comes to supporting the local community, the whole team is excited to help in any way they can. We've hosted groups of people with learning difficulties, and partnered up with a local gym and doctors to encourage people to get healthier. All in all, we support over 200 different local events, from offering goodie bags to our teams running in races or dressing up to raise money for charity. You won't see this on our website – it's something we don't feel that we need to shout about, it's just something we want to do.

“It's a really important role that we can play as independents – holding the hands of local producers to help them develop in the way they want to”





PREPARING FOR CHRISTMAS

With the most significant trading period quickly approaching, it is essential that you have the festive season all figured out

Talking Christmas in summer may seem a peculiar proposition to some, but it is just par for the course for fine food retailers. It is that time of the year again where business owners dust off the notes jotted down last January and start revising which products proved a resounding success and which went down as well as finding a piece of coal in your stocking. You might have felt a sense of loyalty to products like a spiced seasonal ale, but did it sell as well as it could have last Christmas? Is that due to consumer demand diminishing or was it simply not promoted well enough? There's a whole host of factors that need to be considered, so don't be trigger happy and delist products just because of unfavourable sales numbers – evaluate the reasons behind what could have been a particular item's downfall or success.

Just as important as retrospection is foresight. The cavalcade of trade shows dotted throughout the year would have given you plenty of festive food for thought, and you may well have placed some orders triggered by interesting products that you encountered. The transient nature of gourmet trends is something worth keeping tabs on – is salted caramel still a firm favourite amongst chocolate lovers and is gin still the consumer tipple of choice?

When it comes to ordering, your best bet is to secure ambient and longer shelf-life items like cranberry

Oliver Stubbins, manager of Welbeck Farm Shop in Nottinghamshire, walks us through how the outlet goes about its Christmas prep:

WHEN DO YOU START PLANNING FOR CHRISTMAS?

We record highlights and lowlights throughout the Christmas period and have a debrief with the department supervisors in January, which forms the basis of our plan for the following Christmas. Learning from mistakes, analysing customer trends and remembering what you did well is very important to do as close to the event as possible. We then pick Christmas thoughts back up after Easter, plan our busy Christmas Market and look at the trade magazines to look for any new interesting product developments. The next priority is organising the Christmas ordering process for the butchery, which is by far the most significant aspect for the farm shop overall. Our Christmas market is

sauce, chutneys, crackers and festive confectionery early on. If you order too many, they can easily be stored away ready for when they need to be called upon. It goes without saying that dairy, meat and chilled

Make more of Christmas with inspiring and indulgent flavours from around the world.

EMPIRE BESPOKE FOODS

VISIT US AT STAND 1930
SPECIALITY & FINE FOOD FAIR
3 - 5 SEPT 2017

ORDER ONLINE OR BY PHONE AT:
www.empirebespokefoods.com | [020 8537 4080](tel:02085374080) | sales@empirebespokefoods.com

Empire Bespoke Foods Ltd. 45 Rowdell Road, Northolt, Middlesex, UB5 6AG

@specialityfood

the last weekend in November and we have our full range of seasonal products available from early November. We then rearrange the shop floor layout to aid customer flow the night before our butchery collections start on 22nd December.

WHAT ARE THE BUTCHERY'S TOP-SELLERS?

We see phenomenal uplift in all the key products – turkeys, geese, capons, sausages and bacon – but also in game birds and venison, which all come from our estate. We ensure our order forms are as customer-friendly as possible – it is amazing how many people do not know the difference between a boneless turkey breast and a crown! – and that it covers all key products with room to order any other products we can pre-prepare to aid the speed of service on the big collection days. As the shop is now over 10 years old, we have grown to a level where we have to hire in external temporary refrigeration and grocery storage to ensure we don't have to turn orders away, and so we can organise the layout to make it easy for the team to move around each other safely and know where every order is saved.

“Cheese sales at Christmas are phenomenal”

HOW IMPORTANT ARE CHEESE SALES?

Cheese sales at Christmas are phenomenal. We adore cheese and one of the many things that mystify us in the trade is that so many people know how good British farmhouse cheeses are, yet settle for mass-produced cheese 51 weeks of the year! We are very lucky to have Stichelton made here on the estate, and this superb raw milk cheese makes up a third of all of our cheese sales. We work closely with Neal's Yard Dairy, as well as Mons Cheesemongers, to make sure we have a wide array of quality cheese to suit all tastes. We don't pre-pack any of our produce, and encourage our customers to try before they buy. We know what we do is not the most efficient way in terms of profit making, however selling fresh food in this way is an essential part of our ethos and

that is not something we change for Christmas or any other circumstance.

WHAT DOES WELBECK DO DISPLAY-WISE?

Our main seasonal displays are our hampers, which we make these to order, and encourage customers to choose their own products and we wrap these at point of purchase. We do make hampers up for display to give customers ideas, although the more personal a hamper is the more special the gift. Last year we used a local wicker basket supplier and offered a range of cardboard trays and eight different styles of wicker basket, as many customers want a keepsake element as the food is soon eaten!

WHAT DO YOU EXPECT TO BE TOP-SELLERS FOR THIS CHRISTMAS?

Our top sellers will be local turkeys, game from our estate, our own cured bacon and sausages, Stichelton cheese, Welbeck Abbey Brewery beers, Welbeck Bakehouse mince pies, stollen and Christmas puddings, Rosebud Preserves Mincemeat, Fine Cheese Co. Biscuits For Cheese, Vacherin and pork pies.

produce should be ordered as close to the 25th December as feasibly possible to ensure they are sold at peak condition. A coherent and deliberated ordering timetable will pay dividends and will help with logistical concerns – no shop owner wants to experience last-minute Christmas panic.

Rudolph-ready

There is no rest for the wicked when it comes to Christmas preparations at the Chatsworth Farm Estate Shop in Bakewell. Andre Birkett, head of Chatsworth Estate Farm Shop said, "Christmas actually starts the first week in January when the 12m by 30m marquee and portable refrigeration are ordered for delivery in October," he explains. "All of our general grocery Christmas products are ordered in May and June."



Fresh from returning from the wholesaler's Christmas Roadshow, Paul Hargreaves of Cotswold Fayre talks to us about his must-stock festive food:

"Any physically-large products always generate interest at our roadshows. Customers are looking for some visual impact and theatre in their stores at Christmas, and large products help to do this. A fine example of this is the Sorini Red Globe chocolate, which is about the size of a football. The Terromezzo grinders sold well last year for the same reason.

"The success of Aldi and Lidl in recent years has hurt some speciality food shops, but I remain convinced that the key to having a good Christmas for the speciality food sector is to stock the best. Aldi and Lidl have some good products, but they are a long way from stocking the best. These will also be expensive, but customers will spend money at this time of year. Cotswold Fayre has done this in three competitive Christmas favourites. Von der Heide is the best stollen I have ever tasted.

Prestat mince pies are the best in the world in my opinion, and Harrods and Fortnum & Mason agree! And finally, we have Georgie Porgie's Christmas Puddings in our catalogue – they're absolutely fantastic."

The butchery section of the shop is a strong source of seasonal sales, therefore the staff need to be well-versed when it comes to preparation. "Our team of butchers has a combined 200 years of experience, so delivering at Christmas is second nature to them" he says. "However, this doesn't mean it's an easy task; our free-range poultry farmers need to know the number of various birds required by July. Last year we sold two tonnes, which includes free-range and organic turkeys, ducks and geese. Our Estate-fresh venison is very popular and our 21-day matured beef is catching up on our poultry sales over this period."

Equally as important, says Andre, is Chatsworth's cheese offering. "We are very proud to sell Derbyshire Blue Stilton – at Christmas local produce is a high priority for our customers. Saying that, we do also offer 100 different cheeses."

Andre also believes that there's a fine art to display and visual merchandising when it comes to the festive season. "Display is crucial; it takes years of experience to maximise optimum sales," he explains. "Constant movement and re-merchandising are required, as

some items begin with one facing and then towards the big day they may need 20 facings. Gift foods sell well but drop off two weeks before Christmas when fresh food is on everyone's minds."

Exclusive Christmas hampers and promotional services are key ways to drive sales as well, explains Andre. "All of our gift hampers contain only Chatsworth own-label products packed in a gift box or wicker basket, which makes them unique," he says. "This year we are hosting a free hamper packing service for all of our customers."

Fresh from returning from the wholesaler's Christmas Roadshow, Paul Hargreaves of Cotswold Fayre talks to us about his must-stock festive food:

"Any physically-large products always generate interest at our roadshows. Customers are looking for some visual impact and theatre in their stores at Christmas, and large products help to do this. A fine example of this is the Sorini Red Globe chocolate, which is about the size of a football. The Terromezzo grinders sold well last year for the same reason.

"The success of Aldi and Lidl in recent years has hurt some speciality food shops, but I remain convinced that the key to having a good Christmas for the speciality food sector is to stock the best. Aldi and Lidl have some good products, but they are a long way from stocking the best. These will also be expensive, but customers will spend money at this time of year. Cotswold Fayre has done this in three competitive Christmas favourites. Von der Heide is the best stollen I have ever tasted.

Prestat mince pies are the best in the world in my opinion, and Harrods and Fortnum & Mason agree! And finally, we have Georgie Porgie's Christmas Puddings in our catalogue – they're absolutely fantastic."

WBC'S TOP FIVE SALES-BOOSTING DISPLAY IDEAS

GOOD COMMUNICATION

Effective signage allows you to get across messages such as price, special promotions and product information to your customers without saying a word. You'd be surprised at just how many customers are put off by having to ask for the price of a product, and during busy times you can lose customers due to higher competition.

KEEP IT SIMPLE

Put together key capsule collections that include your feature products and display them separately from others. Whether it's a collection of your finest jams packaged beautifully in jar bags or Christmas hampers full of goodies, make sure your products stand out and sit together as 'gifts' in an in-store hotspot. Don't forget, hampers can be a great way to spring clean slow-moving lines.

ENCOURAGE IMPULSE PURCHASES

Place price-conscious products such as bottle gift bags, branded wine accessories or gift-wrapped chocolates on the way to the till to tempt your customers into increasing their order value.

USE YOUR SHOP WINDOW

Whether you go all out or minimal, use props and design features from your products to make sure you set yourself apart from the competition.

INCREASE BRAND AWARENESS

Add a touch of luxury with branded gifting and make sure your customers remember your name for years to come. Here at WBC we can brand everything from wooden boxes to promotional bags, gift cartons and ribbons, and with the likes of Harrods and Fortnum & Mason on our books, we can safely say we do it pretty well!



CROSTA & MOLICA CLASSIC PANETTONE

A light and sweet cake enriched with butter, sultanas and candied orange peels. A glass of Prosecco or sweet dessert wine takes it to whole new levels.

crostamollica.com



WICKLEIN LEBKUCHEN

Highest quality spices, nuts and chocolate are combined to create German specialities packed in attractive tins and gift boxes.

empirebespokefoods.com



COPAS BRITISH GOOSE FAT

This fat is sourced from traditionally-raised British geese and makes cooking the ultimate roast potatoes a breeze.

copasturkeys.co.uk



COLE'S CLASSIC CHRISTMAS PUDDING

A beautiful rich pudding with a light texture and a distinctive depth of flavour. It provides the perfect finale to any festive feast.

colespuddings.com



COTTAGE DELIGHT FIG AND PORT CHUTNEY

Sweet and fruity, this chutney is the perfect festive accompaniment to a strong Stilton.

cottagedelight.co.uk



TOBERMORY 15

This 15-year-old limited single malt whisky is grand and magnificent – it boasts great complexity and refinement.

tobermorydistillery.com

Deliciously Displayed



CHOCCA MOCCA® CHOCOLATES

01628 520 927 • enquiries@originalcandyco.com

* www.chocca-mocca.com * www.originalcandyco.com

The Original Candy Co Ltd, Confectionery Corner, 4 Wessex Road, Bourne End, Bucks, SL8 5DT



LATIMERS SEAFOOD DELI

GO FISH

When it comes to premium-grade produce, fish and seafood is amongst the most coveted of them all. We catch up with the specialist retailers and producers currently making waves in the industry

Just like catching a fish, stocking seafood requires time, care and consideration. First you need to devise what kind of proposition you're looking to run in your establishment. Do you want a dedicated fish counter? If not, then there's a whole host of convenient and high-quality frozen and packaged varieties of fish, seafood and other oceanic accompaniments to expand your fine food repertoire.

If you have the resources, staff and accessibility to source superlative fish and seafood, then a fish counter could be the way to go. One retailer that is renowned for its dedication to maritime fare is Ramus Seafood Emporium, which has premises based in Harrogate (which was recently crowned Fishmonger of the Year at the Farm Shop & Deli Awards 2017) and Ilkley, respectively. Jonathan Batchelor, managing director of Ramus Seafood, is acutely aware of the dedication and graft that being a reputable fishmonger entails. "Passion for the product is key," explains Jonathan. "This is not an industry you can go into half-heartedly; it is hard work from dawn to dusk and you have to be passionate about the products and care about the industry, suppliers and customers."

Jonathan aims to predominantly source his fish from the UK. "Whether it be fish direct from fishermen on the East Coast, down in the South West and Cornwall or from Hull and Grimsby, or indeed the best farmed salmon from Scotland; UK fish is the best," he explains. This means that the fish counter stock is dictated by seasonality, which in turn

JONATHAN BATCHELOR,
RAMUS SEAFOOD EMPORIUM

makes for a better overall standard of seafood, Jonathan believes. "Because we live in a 24/7 society and food from all over the world is available 365 days a year, people assume that seasonality is a thing of the past," he says. "It couldn't be further from the truth. Many species of fish and seafood are seasonal and are not only at their best quality but best price in a specific season. I would encourage consumers to buy with the seasons."

Ramus doesn't rest on its laurels when it comes to stocking a diverse array of fish and seafood, either. "They say that 80% of seafood sold in the UK comes from four species: salmon, prawns, cod and tuna," lists Jonathan. "So we are very proud to say we have up to 30 species of fish and seafood in our counters on a daily basis. Clearly we do sell a lot of the big four – no tinned tuna I'm pleased to say – but also loads of lobster, scallops, monkfish, hake and haddock to name a few." The stock doesn't end there, with the team at Ramus aware of the power of cross-selling. "We have a massive range of ancillary products in both of our shops," he

continues. "We have all sorts of speciality ingredients, as well as fine wines, recipe books, cooking utensils and fabulous pottery. If you love food, and seafood in particular, there will be something in our shops for you."

With the Ramus shops recognised as bastions of sourcing and selling sublime fish and seafood, it was only a matter of time until the company would roll out its own retail products. "In the last couple of years we have developed our Catch of the Day range, which is designed for other retailers such as farm shops and delis which are looking for a high-quality range of fresh seafood," states Jonathan. The Catch of the Day range includes 13 specially-selected products such as haddock, hake, cod, salmon, sea bass, monkfish and mixed fish kebabs.

Events and promotional activity is a great way to educate consumers and direct them to your shop, Jonathan believes. "We run promos in the shops all the time," he says. "We are just about to host our annual lobster festival, and we're always running competitions and events like wine tastings. I also regularly do cookery demonstrations at food shows and with key customers. I think it is vitally important we play our role in educating the consumers."

Fishy business

Another establishment which has built a prestigious reputation amongst seafood lovers is Latimers Seafood Deli in Newcastle. Robert Latimer set up the shop back in 2002 off the back of being a fisherman based off of the west coast of Scotland. "We'd catch all of this langoustine, crab and lobster, however I'd see it all get exported to Europe," Robert tells us. "So I decided to come back here and try to sell it myself." The business has continued to grow and now employs 25 people, and up to 30 over the summer months, Robert explains. "It's really growing year-on-year."

His years at sea, plus a passion for British-caught fish and seafood, are the integral ingredients behind the success of Latimers, says Robert. "We have a passion for fish and appreciation of the fisherman," he explains. "We're lucky that we have it all on our doorstep. I've got good knowledge and I'm passionate about

Now FREE on your mobile or tablet!



Google play

Available on the iPhone
App Storeamazon
Available on
kindle fire

“It’s fantastic what we’ve got in this country and the efforts the fishermen put in – we shouldn’t be sending it away, we should be eating it all here. It’s my job to convince the customers that what we catch is great”



Seafood sans fish counter

Not every delicatessen or farm shop can afford or has the space for a fish counter. That doesn't mean that your shop should eschew fish and seafood, though, as there are plenty of fantastic packaged options out there. Take BigFish Brand for example, which specialises in salmon fillets. "We describe BigFish Brand as 'salmon with a twist,'" explains Louise Coulbeck, director of JBS, the leading seafood company that owns the BigFish Brand. "We're focused on salmon as we feel it is a delicious, healthy dish with much more potential for people to eat more often if it's made easy and accessible. The core BigFish Brand products are highly convenient, boneless salmon fillets which cook straight from the freezer in minutes. We have plain and organic fillets, plus a range of seven delicious marinade flavours, from Garden Mint to Piri Piri."

"This spring we also introduced chilled Traditional Smoked Salmon, and another recent twist for the brand is the introduction of Sea Trout – a fish closely related to salmon but as yet not widely utilised. We have introduced Sea Trout Fillets in the same format as our Salmon Fillets, plus chilled Smoked Sea Trout. Watch this space; we've a number of other exciting new products in the pipeline for later this year, too!"

Establishing the BigFish Brand was a labour of love for both Louise and her husband Andrew. "Andrew and I wanted to do something new and the business grew naturally out of our previous family involvement in Grimsby fish businesses," she says.

ROBERT LATIMER,
LATIMERS SEAFOOD DELI

"Andrew had so much knowledge and experience of salmon, so a new company and brand that focused on that particular species just felt like a natural step. We thought there was a lot of potential to develop new ways of helping people to enjoy salmon more often. BigFish Brand makes the most of the benefits of the freezer with a highly-convenient format that cooks in just a few minutes. It's a great standby for time-poor cooks who are looking for something healthy and delicious."

The Garden Mint Marinade is a signature flavour, and has garnered a plethora of awards, explains Laura. "It's unusual and very delicious!" she enthuses. "Other popular products are the Organic Fillets and our Sweet Chilli and Eastern Thai Marinade flavours. However, all of the brand's salmon fillets do well, both because they are easy to handle for the retailer and extremely convenient for the consumer. Because they're individually-wrapped there's no fuss or mess, they cook from frozen in minutes and there's no waste, you just use as many as you need."

The hassle-free nature of the product makes it a no-brainer for retailers to stock if they're intending to bolster their fish selection, believes Louise. "The range is the perfect way for farm shops and small independents to broaden their seafood offering in-store in a manageable way," she explains. "Our fillet packs have a long shelf life, there is no cross-contamination in the freezer and our lively and distinctive black packaging design has great standout for the consumer."

Another key factor when it comes to seafood is sustainability, which is something that the brand takes very seriously. "We're focused on supplying great-quality salmon that is sustainably produced," says Louise. "We work closely with carefully-selected salmon suppliers in Scotland and Norway, and to underline our on-going commitment to quality we are a certified organic supplier. Plus, last year our business achieved Chain of Custody Certification for both the Global GAP and Marine Stewardship Council sustainability schemes."

**BIGFISH BRAND
SALMON FILLETS MARINATED WITH GARDEN MINT**

These award-winning boneless fillets from responsibly-sourced salmon are healthy, full of protein and rich in Omega 3.
bigfishbrand.co.uk

**CAWOODS
DRIED SALTED SKINLESS &
BONELESS SALTISH**

Succulent and moreish, these choice chunks of traditional saltfish taste fantastic.
cawoodsfish.com



BIGFISH BRAND SALMON FILLETS MARINATED WITH GARDEN MINT

These award-winning boneless fillets from responsibly-sourced salmon are healthy, full of protein and rich in Omega 3.
bigfishbrand.co.uk



SILVER TIDE MUSSELS IN VINEGAR

Mussels are pickled in vinegar and hand-prepared by a small, dedicated team on the banks of the River Spey in Scotland.
dawnfresh.co.uk



THE FICKLE FISH HOT SMOKED ANCHOVY FILLETS

Hot aromatic smoke is used in the smoking process which actually cooks the anchovies, lending them a firm crisp texture.
theficklefish.co.uk



RR. SPINK & SONS SMOKED TROUT

Made with the best-quality ingredients with no artificial additives and prepared by hand in Scotland, this smoked trout is ready to eat or cook.
rrspink.co.uk



THULE VENTUS SHETLAND AIR-DRIED COD

Each 50g pack contains cuts of the finest skinned and boned cod fillet – this makes them the perfect choice for experimenting with or for fishcakes.
saltcod.co.uk



CONNÉTABLE SARDINES À L'ANCIENNE

These sardines are immersed in olive oil and are incredibly popular in their native France.
empirebespokefoods.com



RAMUS RAW PEELED TIGER PRAWNS

Great pan-fried, grilled, barbecued and added to strong and spicy sauces.
ramus.co.uk



Salmon with a twist

BIGFISH
BRAND



We make our award-winning BigFish Brand™ fillets in seven exciting marinade flavours plus plain and Organic. Succulent salmon, fast frozen to lock in all its natural flavour and nutrients. It's perfectly presented, easy to handle and delicious every time.

CALL US NOW TO ORDER

BigFish Brand, Grimsby, UK
01472 355217
contact@bigfishbrand.co.uk

www.bigfishbrand.co.uk

COTSWOLD FAYRE*

EST 1999

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

Last Words

The final word on fine food

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

Deputy Editor
James Fell, 01206 505971
james.fell@aceville.co.uk

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

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

Senior Account Manager
Aaron Northcott 01206 505934
aaron.northcott@aceville.co.uk

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

Jessica Stevenson 01206 505901
jessica.stevenson@aceville.co.uk

Jimmy Doherty

"Advice to my younger self"

Nature is my passion – it has been my obsession for as long as I can remember. My parents moved back from London to the beautiful Essex countryside when I was only three, but even then it felt as though a whole new world was opening up for me. When I was old enough, I kept ferrets, birds and tropical fish and went to work in the local wildlife park. From then on, I never looked back. I studied hard and immersed myself in the world of insects and animals through A-levels to a degree and even embarked on a PhD. But somehow, despite years of studying wildlife, I ended up working long days in London in an office job, catching the tube home late at night, exhausted and craving fresh air instead of city smoke and dust. I yearned to get back to a more wholesome way of life. So, I made a momentous decision. It was



time to take some risks, go the full monty, pack up my London life and embark on a big adventure.

My plan was to start and run my own farm, producing free-range, rare-breed pork of the highest quality. The pigs would run wild-free through an ancient, shaded woodland and would be sold through a traditional farm shop situated in a crumbling cattle barn. The only problem was, I had no 'official' training in farming and the farm had been derelict for the past 15 years. To say things were absurdly difficult would be an understatement.

When times were hard they were desperately hard, but with a passion for good, honest food and a burning desire to return to a life of simple pleasures, I somehow kept going. I know now, with hindsight, that to really follow your dreams you must have a firm belief in your planned project along with

optimism and a good sense of humour.

The rest, as they say, is history. The working farm is thriving with rare-breed livestock, from our distinctive Saddlebacks and Gloucestershire Old Spot pigs, to our glorious herds of Dexter, Highland and Red Poll Cattle. Our online butchery is doing a growing trade and the farm shop is booming. Our Farm & Wildlife Park now has its zoo licence and is saying hello to lots of new and exotic animals such as meerkats, wallabies, ring tailed coatis, raccoons and even Teddy, our brand new tapir from South America.

The last 15 years have seen many changes happen on the farm and it certainly has been a learning experience. Farming can sometimes be a difficult concept, all the ins and outs could put one off even considering a venture like this. But there is a lot to be said

to entering into a life such as this with a level of naivety, which can actually prove quite beneficial!

If I were to give advice to my younger self embarking on this new venture, I would say never be afraid to ask for help, stick to your core values, try and focus on one market at a time, which sometimes isn't possible when you need to maximise your revenue streams as much as possible. Don't worry about what your competitors say about you, do your research and value your own time. Instead of spending two weeks bashing in fence posts, pay someone else to do it and you can then spend more time in the butchery making sausages and bacon. Think about your USP and don't become lost in a sea of faceless commodities.

But most importantly, the advice I can't stress strongly enough, make sure you check the oil in the tractor!

“ Think about your USP and don’t become lost in a sea of faceless commodities ”

TWITTER POLL

Following the election results, are you confident that the government can strike a good Brexit deal for Britain's food industry?

Yes
13%

No
72%

Don't know
15%

SPECIALITY FOOD MAGAZINE

The next issue of Speciality Food includes:

- Speciality & Fine Food Fair Preview
- Christmas Puddings & Fruit Cakes
- Chutneys & Pickles
- Christmas Drinks
- Creating a Xmas Cheeseboard
- Lunch! Preview



CONFECTIONERY & CHOCOLATE BUYER



For more information please contact Sam on 01206 505 936



It's holiday time for many of us – hopefully you will be away at some point within the next couple of months. I saw an interesting debate on LinkedIn recently, started by a question posed by an account manager within a food business, who was wondering whether to take his work mobile phone with him on holiday. He was asking for feedback.

Of course, I chipped in my two pennyworth saying a strong "no". As an employee, the answer should be a definite "no" and this account manager felt pressure to do so by his boss – he is working for a business that needs changing as to not be so reliant on one member of staff. I would dread the thought of one of my team not being able to relax properly whilst on holiday.

As a business owner, though, I find that I have a more enjoyable holiday if I log onto my emails once a day for less than half an hour to forward anything urgent to my team

SPECIALITY BITES

Paul Hargreaves of Cotswold Fayre



to complete whilst I am away. This avoids the nightmare scenario of coming back to two week's work and actions when back. What's more, it also helps them learn how to complete tasks they don't normally do. This may not work for everyone but it works for me.

Holidays are an opportunity to relax, turn off and spend time with your family, and it is very important we get away for several weeks a year. I dislike the American and Canadian culture, which only really allows staff two weeks a year (of their own choice) to go on holiday. 10 days holiday is simply not enough! The UK culture originally comes from a Judeo-Christian background and

is based on a six-day working week, but they also had a year off every seven years. Some universities adhere to these principals and still give their professors a year off from teaching every seven – it's called a sabbatical, originally from the Hebrew word 'Sabbath'.

Now, perhaps this is an extreme example, but human beings do need down-time and I am pleased that European legislation makes us give our people proper holidays. Our staff have 23 days a year, plus a day for each year of service (up to five extra), as well as an average of eight Bank Holidays so that is 36 days in total. That is over seven working weeks a year or 14% of the year –

5 MINUTES WITH... NICK COLEMAN

co-founder of The Snaffling Pig Co.



WHAT WOULD YOU BE DOING IF YOU WEREN'T IN THE FOOD INDUSTRY?
Commercial airline pilot

WHAT WAS YOUR FIRST JOB?
Stable hand

WHAT INSPIRES YOU?
People who have challenged the status quo and disrupted whole categories or even industries

WHAT'S THE WORST JOB THAT YOU'VE DONE?
Late-night shelf stacker

WHAT'S YOUR FAVOURITE PART OF YOUR JOB?
The opportunity to create something from nothing

AND YOUR LEAST FAVOURITE?
Filling in new line forms. They go on for ever and are all basically the same!

TEA OR COFFEE?
Tea

HOW ABOUT THE FOOD INDUSTRY – IS THERE ANYTHING YOU'D LIKE TO CHANGE?

Right now, nothing. It's so exciting. Small brands are gaining distribution faster than big brands are innovating. Start-ups are creating waves and giving consumers choice.

WHAT WOULD BE YOUR LAST SUPPER?

Burger. I literally don't think a decent burger can be beaten

WHAT'S YOUR MOTTO?

The harder I work the more luck I seem to have

WHAT'S THE WEIRDEST THING YOU'VE EVER EATEN?

Durian. Eugh!

WHAT'S YOUR FAVOURITE BOOK?

The Compound Effect

SWEET OR SAVOURY?

Savoury

DIARY DATES

July

11th–13th
THE GREAT YORKSHIRE SHOW
Harrogate
greatyorkshireshow.co.uk

18th–20th
SPECIALITY & FINE FOOD FAIR ASIA
Singapore
speciality-asia.com

18th–20th
SPECIALITY CHOCOLATE ASIA
Singapore
speciality-asia.com

25th–26th
INTERNATIONAL CHEESE AWARDS
Nantwich, Cheshire
internationalcheesewards.co.uk

28th–30th
THE GAME FAIR
Hatfield House, Hertfordshire
thegamefair.org

September

3rd–5th
SPECIALITY & FINE FOOD FAIR
Olympia, London
specialityandfinefoodfairs.co.uk

7th
GLOBAL CHEESE AWARDS
Frome, Somerset
globalcheesewards.com

10th–12th
TOP DRAWER
Olympia, London
topdrawer.co.uk

11th–13th
GLEE
NEC, Birmingham
gleebirmingham.com

COTSWOLD FAYRE*



Over 850 festive lines to choose from.

For Christmas products visit our website:
www.cotswold-fayre.co.uk

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



Share Our Family Recipe

Le Gruyère AOP Switzerland - a centuries-old tradition of artisanal cheesemaking.



For over 900 years, our milk producers, cheese makers and affineurs in Western Switzerland have followed the same strict protocols and procedures. This is the only way that we can ensure that Gruyère AOP carries the quality and flavour that has been known and trusted for generations. For artisans such as ours, this is what matters above all. We invite you to share this family tradition with your customers.

Le Gruyère AOP Switzerland is 100% natural and 100% additive free, with 100% great taste... and of course, naturally free of lactose and gluten, as it has always been.

For more information on our production, history, and some great recipes, please visit us at gruyere.com

Gruyère AOP
Born in Switzerland in 1115.



All Natural, only from Switzerland.
Naturally Gluten- and Lactose-Free.

www.gruyere.com

AOP = PDO (Protected Designation of Origin)



Switzerland. Naturally.



Cheeses from Switzerland.
www.cheesesfromswitzerland.com

