

SPECIALITY FOOD

NEWS, COMMENT AND BUYING IDEAS FOR FINE FOOD RETAILERS



Aged White Leicester
 Rich, nutty and intensely creamy with
 a cunning crunch

Aged Red Leicester
 A complex blend of sweet and savoury
 flavours with a cunningly unexpected crunch



Available from all good cheese wholesalers

www.beltonfarm.co.uk info@beltonfarm.co.uk

BUSINESS

DAVE WRIGHT,
 CAKE SHOP
 BAKERY: **WORKING
 WITH FAMILY**
 P. 26



INTERVIEW

MATHEW
 MARCH-SMITH,
 PONG: **FOR THE
 LOVE OF CHEESE**
 P. 50



CHRISTMAS

JASON HINDS,
 NEAL'S YARD
 DAIRY: **MY FESTIVE
 CHEESEBOARD**
 P. 52



In this issue



14 The Producer's Guide to Exporting

Gary Santino of Mentoring Britain talks post-Brexit opportunities



18 Prime Cuts

We profile the Rhug Estate, where history meets modern thinking



26 Evolving Tradition

A look at how the younger generation is transforming family businesses



36 Centre Spread: Christmas Dinner

The must-stock food and drink for this year's festive season



50 The Interview

Meet Mathew March-Smith, co-founder of Pong Cheese

EDITOR'S LETTER

Hello and welcome to the September issue of *Speciality Food*.

Now that the summer's gone – I hope your parts of the world experienced a little more seasonal weather than ours – it's time to start thinking seriously about Christmas. I think we're all in two minds about preparing for Christmas while the weather's still (hopefully) clement; while we all like to feel prepared for what is the busiest month of the year in the retail sphere, I for one long for the days when Christmas was a treat reserved for the dark, cold months at the end of the year when we could all do with warming our hearts and bellies. But it's always good to get ahead, and so in this issue we've collated a number of the best festive food and drink to stock this year. From chutneys and pickles (p. 64) to accompany your cheeseboard (p. 52) to puddings (p. 66) and drinks (p. 68) and the main event on the big day (p. 36), we've sought out the best products on the market today so you don't have to.

This issue also covers a number of industry events well worth attending. Within it you'll find previews of Speciality & Fine Food Fair (p. 55), Bread & Jam (p. 28), lunch! (p. 33) and Top Drawer (p. 20), all bursting with reasons to go and what to do when you're there.

We also learn from the masters of cheese retail, with an interview

“It's good to get ahead, so this issue is packed with festive food and drink plus highlights of the upcoming shows”

with Mathew March-Smith of Pong Cheese (p. 50) and a masterclass in cheese counter display with Georgie Mason of Gonalston Farm Shop (p. 48), and explore the world of family businesses – their challenges and joys – in Prime Cuts (p. 16) and Evolving Tradition (p. 26).

Last but certainly not least, I just want to say how touched I am by the response we've had to our inaugural New Producer Awards and how impressed I am by the quality of the entries we've received. Entries are now closed and the judging process is in full swing... Watch this space to see which new businesses have impressed our esteemed judges!

Holly

holly.shackleton@aceville.co.uk

NEWS IN BRIEF

FARM SHOPS WELCOME SUPERMARKET'S DECISION ON FAKE FARM BRANDS

The National Farmers' Retail & Market Association (FARMA) has welcomed the decision by Morrisons to eschew using 'fake farm' brands in its stores.

The new follows the results of a survey where 70 per cent of UK adults stated they object to the use of fake farm brands and only want authentic locations or genuine farm names to be used on packaging and branding.

Milly Stokes, FARMA chairman said, "Whilst the decision by Morrisons is good news, some of the UK's biggest supermarket brands are still using fake farms to market their produce. We hope that increased pressure from consumers will help stamp out this confusing practice."

BRITS CARVE THEIR MEAT INTAKE

Over a quarter (28 per cent) of meat-eating Brits have reduced their meat consumption in the last six months, according to Mintel's Meat-Free Foods 2017 Report.

Health is the main motivation for those reducing meat consumption.

Emma Clifford, senior food analyst at Mintel said, "Despite the ingrained popularity of meat and poultry, a clear trend has emerged of people cutting back and limiting how much of these products they eat. That 'flexitarianism', a whole new dietary phrase, was coined to describe this movement also highlights its indisputably mainstream status."

Freshpac
Insulated Food Shipper Systems

Use Code
SPM15 for
5% off the
product of the month

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

THE KING'S deli
Hand Cooked Potato Crisps

8 flavours
Available in both 40g size and 150g size

Premium hand cooked Crisps

Great Taste Award Salt and Black Pepper

Gluten free

6 month shelf life

Further info email sales@thekingsdeli.com
www.thekingsdeli.com

Do Supermarket Food Scares Prompt Consumers to Shop Local?

Do food scares like the recent egg contamination scandal trigger an increase in consumer confidence in buying locally-produced, easily-traceable produce? According to a survey conducted by Elementar UK, 80 per cent of Brits said that they believe that all food products should indicate their country of origin and that 58 per cent of respondents stating that it is important to eat foods from their own country. Tellingly, 51 per cent of those survey responded 'no' to the question: "would you be shocked to learn that not all products in the supermarket are labelled correctly?"

In response to this apparent lack of consumer trust in supermarket product labelling, we've spoken to farm shop owners and experts in buying British to decipher whether the public shies away from the multiples during these debacles and whether their custom is sustained:



**MICHAEL DART,
DIRECTOR OF
DARTS FARM**

"Globalisation has led to gigantic multinational companies who require an industrial-sized supply food chain. It is inevitable

that when the pressure is to cut costs, people will reduce standards, as has been seen in the horse meat and the recent egg contamination scandal.

"Farm shops are at the other end of the spectrum with own-grown produce and other very locally-produced foods. They are usually small family-owned businesses where great relationships develop that are built around trust and a passion for what they do. This leads to great produce you can trust and enjoy as it's meant to be.

"We are seeing that people are more and more conscious of finding out where their food comes from, and we are passionate about developing relationships built on trust and traceability with our customers here at Darts Farm."



**RUPERT
TITCHMARSH,
MANAGER AT
COWDRAY
FARM SHOP**

"Consumer confidence in British produce is always bolstered by something like the egg contamination scandal happening. We're not like one of the supermarkets where we're buying in quite a lot of cheap foreign produce

in an attempt to keep prices down and keep customers happy. We tend to buy British wherever we can, unless of course we feel that it's a product that the British don't do particularly well. It's not easy for me to turn around and say that we've seen a definite upturn in consumer confidence, because for the most part that's something which is happening organically anyway. People are buying more British and they are more concerned about where products come from.

"It never hurts when something like the egg contamination scandal comes up, as all it does is cement in people's minds that they're better off buying a product that has impeccable provenance. People are generally more interested in where food comes from and how it's made. We definitely try and tap into that, and we have a list of priorities here: first and foremost is quality, and secondly it's provenance and thirdly it's pricing. I would suggest that the bulk of speciality retailers will have things listed in that order. Quality is always at the top, so if there's a product in Italy that they do particularly well and we don't, I wouldn't buy British for the sake of it.

"The pressures on British producers are such that it is just not acceptable to cut corners in terms of production and how things are made. You get the odd scandal here and there, but for the most part, post-horsemeat scandal British producers are more determined than ever for their products to be impeccable in terms of quality and provenance."



**CAROLINE DINHAM,
FOOD HALL
MANAGER AT
CRANSTONS FOOD
HALL**

"We find that customers do sway more towards local after such events as they have trust in our traceability and our commitment to local sourcing. We have for many decades used the same trusted farmers, therefore our customers have peace of mind when shopping with us and in our supply chain."



**ROBERT COPLEY,
OWNER OF
FARMER COPLEY**

"With regard to food scares, we love them! We see a considerable upturn in footfall and spend immediately. The same follows if a celebrity such as Jamie Oliver does a campaign like his chicken one a few years ago. After the horsemeat scandal we saw a 50 per cent increase in butchery sales which was maintained for a few weeks, dropping back to 45 per cent, and then it tailed off slightly.

"We always end up keeping a large percentage of these new clients but the consumer also reverts back to type quite easily so our challenge is to keep them by making things as accessible and easy as possible to them to shop with us.

"One of the reasons we believe our butchery sales were so high after the horsemeat scandal was due to our previous regional ITV advert, we were then able to get another on ITV regionally within a couple of days of the news which enforced our presence and drove footfall. One area that we all need to be aware of, however, is if there is ever a food scare in our market sector - we must be ever vigilant, transparent and honest in all aspects of our businesses.



**ALEXIA ROBINSON,
FOUNDER OF LOVE
BRITISH FOOD AND
BRITISH FOOD
FORTNIGHT**

"We believe consumers increasingly want to know how their food and drink is produced and where it comes from. Sourcing products that are part of British assurance schemes is a powerful way of demonstrating that you are selling or serving quality produce and that it is fully traceable. British Food Fortnight is the biggest annual event celebrating all that is great about British Food, and it brings together organisations and individuals, large and small producers, foodservice operators, shops, community groups, schools, hospitals and care homes."

DON'T MISS THE BIG UNZIP

DESIGNED TO REVITALISE THE SNACKING MARKET AND
GIVE CONSUMERS A WHOLE NEW EATING EXPERIENCE

COME TASTE THE
TRUE FLAVOUR
AND EXPERIENCE
STAND 1300

SPECIALITY

FINE FOOD FAIR

3-5 SEPT 2017

OLYMPIA

GLUTEN FREE | NATURAL FLAVOURS

www.fairfieldsfarmcrisps.co.uk | +44 (0) 1206 241613

For more information please contact Steve Bush: steve@fairfieldsfarmcrisps.co.uk

JOHN SHEPHERD OF PARTRIDGES



“The rhyme of the ancient mariner”

As I have recently entered my seventh decade of existence on this planet (61 and a half years to be precise), I was interested to read the observations about the age of our main political party leaders. It has widely been reported that Britain is going to have its oldest group of party leaders in the House of Commons since 1955, with an average age (if Vince Cable is elected leader of the Lib Dems) of 67 years. This has been called by some the rise of the gerontocracy, which in turn got me thinking about food businesses and the average age of the people who run them.

A common misconception is that food businesses are run by younger people, and this is probably based on the evidence that cafés, street food stalls, restaurant chains and startups provide. The average age of a McDonald's worker, for example, is 20. However, surprisingly, the average age for entrepreneurs in the United Kingdom is 47 according to research from Sandler Training, and the average age for a person working in a speciality food store in the US is nearly double that of McDonald's at 39, according to the US Office of Labor Statistics. I then wondered what the situation was in our own shop.

Our oldest male employee is 77, our oldest female employee is 73 and our youngest employee (work experience excluded) is 19. The average age of all employees is 39 years and four months. This means that most were born well after Partridges opened its doors

for the first time in 1972 and that our experience conforms to the pattern recorded in the United States. The total length of service at Partridges is 405 years and the average for employees is just over six years, which includes several in our café who have less than six months of service.

Our longest-serving employee has worked for us for 28 years (may the Lord have mercy) and we have in total 10 employees who have worked for us for over 20 years. This is a common feature of family businesses – as I learned among a lot of other things from that great organisation Family Business United, which has been created and run tirelessly by Paul Andrews for many years and to great acclaim. A family business, as so many in the speciality food world are, tends to provide a feeling of connection and identity for employees and promotes a culture of commitment and purpose that may be lacking in other organisations. As a result staff turnover is generally far less than national averages.

It just goes to show that perseverance is nearly everything in speciality food. Important, of course, not to 'geek out' over this sort of information and spend hours checking banana sales while customers are queueing 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.

Rural Businesses to Receive a Share of £200m in Grants

The Government has announced the release of £200m in grants which are expected to generate more than 6,000 new jobs overall and support growth of rural businesses and broadband projects.

The latest round of Rural Development Programme funding will include specific investment to support new rural broadband projects and provide significant amounts of funding to on-farm

businesses to invest in new infrastructure such as buildings and machinery.

The Government has also stated that the funding is expected to generate 6,750 new jobs. More than 1,400 projects have already been confirmed, which are expected to create over 2,300 jobs.

The grants will also fund landowners to improve farm productivity and invest in rural tourism opportunities.

Lord Gardiner, Rural Affairs

Minister said, “One in three businesses in this country are based in the countryside, and this government is committed to providing the support they need to create a strong and prosperous rural economy.

“This funding will make sure businesses in remote locations can get online, help farmers install cutting-edge technology, create new tourist hotspots and bring high quality jobs to rural communities across the country.”

NFU Urges Government to Enhance British Food Production

Meurig Raymond, President of the National Farmers' Union (NFU), has called on policy makers to grasp Brexit as an opportunity to enhance the nation's ability to produce British food.

The NFU states that Sunday 6th August marks the theoretical day in the calendar where the British larder would run bare if the nation was only consuming British food from the beginning of January. The union also notes that figures show that Britain produces 60 per cent of its own food and this rate is in long-term decline.

Meurig Raymond said, “Food self-sufficiency statistics have always been an important measure of the nation's ability to feed itself. But since the UK voted to leave the

EU, and with trade negotiations now starting, the supply of British food is now seen in a very different light. Government recognition of farming's enormous contribution to this country will be vital in the coming weeks and months.

“Farmers deliver for our economy, providing jobs and driving growth in rural communities. We provide the raw materials for a domestic food industry that employs 3.8m people, generates £109bn in value for the UK economy and 13 per cent of the country's GDP.

“We're not advocating a fully self-sufficient nation - we recognise the need for importing food which can only be produced in different climates. But what we should be doing is maximising on the food

production we are good at, and looking at the potential for this. If we buy in foods that we are capable of producing ourselves then we risk exporting all the environmental, economic and social benefits that farming delivers here in Britain.

“It is interesting to see that since the UK voted to leave the EU, 25 per cent of people think it's now more important to buy British food. We already knew that 86 per cent of shoppers say they want to buy more British food.

“We are calling on the Government to deliver policies that will ensure that Britain retains its ability to be more self-sufficient, support home-grown food and ensure that we have profitable, productive and progressive farm businesses for the future.”

“Farmers deliver for our economy, providing jobs and driving growth in rural communities. We provide the raw materials for a domestic food industry that employs 3.8m people, generates £109bn in value for the UK economy and 13 per cent of the country's GDP”

Rising star in FROZEN MEALS

Flexible,
excellent service
guaranteed

FREE Bespoke
Ready Meal
Freezer Branding

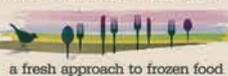


Ready Meal
Deal Available*

Call us today on
01732 864344

*T&Cs Apply

field fare



Call us today on 01732 864344

*T&Cs Apply

To view our full range visit

www.field-fare.com



SPECIALITY

&

FINE FOOD FAIR

3 - 5 SEPT 2017

OLYMPIA

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

[Twitter](#) [LinkedIn](#) [Instagram](#) [Facebook](#) #SFFF17

TRADE ONLY

**CHARLES
CAMPION**



“The march of the seasons”

I have a guilty secret: I cannot bring myself to throw anything away. I feel happiest in my office surrounded by cookery books; their mere presence is comforting and I tell myself that I can just reach out and pluck wisdom from the shelves. I also have an obsessive relationship with the weekend papers, clipping and filing anything to do with food, drink or restaurants. These cuttings make interesting reading and conclusively prove that there is nothing new under the sun.

Let us take a dip into September 2010 and turn the clock back. It is interesting to see what were the hot topics. Tom Parker Bowles was writing about chillies – no surprises there then. Diana Henry was writing about autumn lamb and saying how much better it was than spring lamb. Allowing the little lambs to bulk up a bit helps the flavour. Angela Mason was enthusing about something very new – salt caramel. (Other discoveries include a new grain called quinoa and we all had to learn how to pronounce its name, a problem that haunts us to this day). In *The Independent* there was a piece about cavolo nero, and in *The Telegraph* Xanthe Clay was writing about hazelnuts. Lucas Hollweg was writing about mushrooms in *The Times* and the humble mushroom was featured in half a dozen pieces – if there was a trend that autumn it was mushroom-shaped – one of Mark Hix's main recipes was “gnocchi with wild mushrooms”, a dish that lingers in the memory. But the mushroom is infamous for its variable seasons, which are not

good news when copy dates are considered.

Seven years ago the food pages were vibrant and informative as more and more menus started to value local, seasonal food. Antony Worrall Thompson spearheaded *British Food Fortnight* with braised oxtail in *S Magazine*. Mary Berry carried on baking. And at the well-respected *Capital Hotel* dining room, the kitchen turned towards “peasant food” with dishes like “lobster with truffles” – you have to be a pretty well-heeled peasant to lunch in SW3. The proverb has it that “those who do not learn from history are doomed to repeat it” and this may well be the case with food and drink businesses. The fact is that when it comes to food, “seasonal” and “local” have been pivotal for some while and could be seen as a constraint or an opportunity.

By and large, most customers can be engaged with providing that the proposition retailers place before them doesn't seem outlandish. Most of the weekend food columns from September 2010 stand up for themselves and do not seem impossibly dated; good food is still accessible. What is intriguing is the “story” behind each article. We all like a good read and only after we've tackled the story behind the dish do we go into the kitchen to cook. Who knows, 2017 may be the year of a glut of wild mushrooms, or blackberries, or partridge.

We may even find a way to pronounce quinoa without looking silly.

Food Industry Reacts to EU Customs Union Paper

The Government's paper on future customs arrangements, which maps out the plans for a interim period that will maintain tariff-free trade once the UK has left the EU, has been warmly received by members of the food industry.

Ian Wright, director general of the Food & Drink Federation (FDF) describes the Government's drive for greater clarity on the Brexit process as “most welcome”. He said, “The proposals for an interim customs regime, if they can be agreed, go some way in protecting business from a ‘cliff edge’. FDF's priority is to ensure that our access to EU markets is not undermined during the transition period. Ensuring a single point of change would help to minimise unnecessary disruption for businesses that have established trading relationships with the EU.

“The real challenge will then follow in designing and negotiating a model that maintains these benefits

beyond the transition period, delivering the same ease of trading that UK food and drink currently enjoys with the EU27, with zero tariffs and no new regulatory or other non-tariff barriers. As the UK's largest manufacturing sector, our success is inextricably linked to our ability to import and export raw ingredients and finished goods across borders. Nowhere is this more the case than with our Irish neighbours. We will be looking carefully at the detail of the paper and will continue working closely with Government to ensure the future customs model works for UK food and drink manufacturers, allowing them to maintain the quality, choice and value that consumers demand.”

The Government's paper on future customs arrangements was met with positivity by National Farmers' Union (NFU) president Meurig Raymond. He said, “The NFU, along with other farming

organisations, has long called for a transitional deal that maintains as free and frictionless trade in agri-food products as possible and it is pleasing to see the Government recognise the concerns of the sector.

“In recent discussions with the Chancellor, the NFU reinforced the need for a transitional arrangement post-Brexit that sees the UK and EU continuing to trade within a customs union, and I'm pleased to see the government appear to accept this as the best way forward.

“Such an arrangement would provide farmers and growers with the stability and continuity needed to continue running competitive and profitable farming businesses.

“It is crucial that swift progress is made on the current phase of Brexit negotiations so the crucial issue of the UK's future trading relationship with the EU, including the precise nature of both the interim and long-term customs agreements, can be discussed as soon as possible.”

TASTE THE FUTURE
COLOGNE, 07.–11.10.2017

**THE
ONE
TRADE FAIR
FOR
THE
ENTIRE
Food & Beverage
INDUSTRY.
THE BIGGEST.
THE NO. 1**



www.anuga.com



www.islandbakery.co.uk

International Business
Media Services
42 Christchurch Road
Ringwood BH24 1DN
United Kingdom
Tel. +44 1425 48 68 30
Fax +44 1425 48 68 31
info@koelnmesse.co.uk

Secure admission tickets at
www.anuga.com/tickets

 koelnmesse



Cornish Businesses Show Support for Sustainable Fishing

More than 70 local businesses have united with the likes of St Austell Brewery and Jamie Oliver's Fifteen restaurant to support sustainable fisheries by joining Cornwall Wildlife Trust's Cornwall Good Seafood Guide.

An eco label has been produced – the recommended symbol – which can be used by supporters to clearly show consumers that the seafood they are being offered is sustainable.

The Eden Project, which is the latest business to join, will now highlight the sustainable seafood on its menu using the label.

Amelie Trolle, sustainability manager at The Eden Project said, "We are very pleased to be joining the Cornwall Good Seafood Guide in an effort to support our Cornish

fisheries, healthy seas, and to promote the visibility of the label.

"Our visitors will find the CGSG label next to some of our most popular dishes containing fresh Cornish seafood, such as the Seafood Linguine and Roast Mackerel. We hope that many more visitor destinations in Cornwall will join this important scheme too."

The Cornwall Good Seafood Guide has been produced by Cornwall Wildlife Trust in partnership with the Cornish fishing industry. It features information on fish and fishing methods to help consumers check what is currently in season and most sustainable to eat.

The guide also features seafood recipes, a directory of where to purchase great local seafood and

a series of 'meet the fishermen' videos. The Cornwall Good Seafood Guide can be found online at cornwallgoodseafoodguide.org.uk

Local businesses across Cornwall are now being encouraged to become supporters of the project as a way of highlighting the great local seafood they sell, at the same time as educating the public on the best choices to go for.

The Wildlife Trust has support ranging right across the industry from fishmongers, farm shops to beachside cafes and fish and chip shops.

Matt Slater, marine awareness officer for Cornwall Wildlife Trust said, "The Cornish fishing industry is something we should all be proud of but knowing what fish to buy can be a complicated issue. Having the support of local restaurants and fish sellers gives people the confidence that they will be offered 'good' seafood choices by these businesses.

"This in turn promotes demand for sustainably-caught Cornish fish, and helps make the future that bit more secure for both fish stocks and our inshore fishermen."

He continued, "Gaining the support of so many local businesses shows that these companies really do care about the seafood they sell. We are delighted that Eden has pledged its support to this project and it's fantastic to be working with people with such a passion for sourcing the most sustainable seafood they can.

"We would also like to show our appreciation for all our supporters, big and small, and encourage the public to visit the 'buy Cornish' section of our website to find details of all those who have got behind this important project."

Council Leaders Call For Simplified EU Rules to Boost Local Growth

Simpler rules regulating how councils buy goods and services after Brexit could boost local growth and create jobs, the Local Government Association (LGA) has stressed.

Council leaders state that the Government needs to introduce a more efficient UK system regulating how councils buy goods and services when the UK leaves the EU.

According to the LGA, this could include giving councils greater ability to use local suppliers, specify a minimum local living wage for their suppliers' employees, or specify additional social value so that companies awarded contracts can be asked to employ or train a number of local people.

Currently councils have to follow EU-wide rules on advertising and award procedures when buying goods and services to ensure that all firms in the single market get the opportunity to bid for a contract.

The process sometimes can take between three to 18 months, which the association claims can be twice as long as typical private sector procurements.

The LGA also states that almost no public contracts end up being awarded to companies in other EU member states. Only 20 per cent of English councils receive EU expressions of interest from companies based in other EU countries. Across Europe, only 1.6 per cent of public contracts are awarded to companies in other member states.

The LGA is calling for a system which simplifies this process,

and provides more flexibilities to promote local growth, so that councils can procure to shorter timescales and lower high administration costs for businesses, especially small and medium-sized enterprises.

Councils in England, who collectively spend £55 billion per year on goods, works and services, will also still need to be able to advertise any contract of any size EU-wide should they wish to after Brexit, states the LGA

Cllr Kevin Bentley, chairman of the LGA's Brexit Task and Finish Group said, "The UK's exit from the EU will have a significant impact on local government, creating challenges that need to be addressed but also opportunities to do things differently.

"The way councils spend money has a huge bearing on local growth and job creation. But EU rules over how they buy goods and services can stifle those efforts and take up time and money.

"Regulation of public procurement will clearly continue to be necessary when we leave the EU to allow councils to continue to demonstrate best value for money and ensure effective and fair competition.

"But introducing more local flexibility and easier procurement rules after Brexit would provide more community benefits and more growth opportunities for SMEs. It would also allow councils to promote local suppliers and local labour and ensure workers earn a decent wage."

AWARD WINNING
SHEPHERD'S PURSE
Artisan Cheeses

PROUDLY MADE IN YORKSHIRE

MRS BELL'S BLUE

Enjoy with...
FIGS, PORT & DARK CHOCOLATE

SHEPHERDSPURSE.CO.UK

Manufacturers of depositors & filling machines for the food production industry

riggsautopack

riggsautopack

Tel: 01282 440040 Email: enquiries@riggsautopack.co.uk
www.riggsautopack.co.uk

ORGANIC SEPTEMBER SATURDAY

Working toward the biggest organic event of the year

Organic September is on the way and along with it, the Soil Association will be celebrating a brand new Organic September Saturday with independent retailers across the UK. We're asking shoppers to visit their local indie retailer on September 16th to try organic products, talk to organic suppliers and learn a bit about what organic means. The celebration will focus attention on independent retailers and their suppliers who do so much in spreading the word about organics and all its benefits.

We're building on the success of last year's Organic September, where we saw more than 100 events of all shapes and sizes across the country. This year, with the organic market continuing to grow, the day offers a fantastic opportunity for people to visit local, independent businesses that contribute so much to the success of the organic sector.

Retailer plans are already underway, and we spoke to some to see what they're excited about. Laura Elliott, marketing assistant at Bristol-based Better Food said, "At Better Food we always take part in Organic September and are really excited about this year as it coincides with 25 years of Better Food. Organic September Saturday is a fantastic way for us to highlight our organic range, innovative suppliers, get people excited about what we're doing at the store and introduce lots of new shoppers to our brand."

Ayesha Shahid, marketing manager at Jan de Vries is also looking forward to introducing new people to the store's organic range. Ayesha said: "Organic September Saturday is shaping up to be a fantastic event at Jan de Vries. We're planning lots of sampling activity with some tasty organic products and we even have some

local organic suppliers popping in-store."

The day is open to any independent business selling organic products. Make sure you are registered with the Soil Association to get a free marketing pack for Organic September then have a planning session to think about how you can use this to engage your existing customers and new customers. There will be a lot of national press and PR to highlight the day so there will be a real opportunity to make an impact. Could you offer tastings and invite some suppliers in your shop throughout September? Could you put on talks to help tell the story behind the food and respond to the research highlighting that consumers are keen to hear about provenance? It is a great time to get involved across digital media too – to get those messages out and tell people what brands you stock or perhaps what September offers you have.

Retailers will have access to a number of resources, all of which can be requested from the Soil Association's website.

Clare McDermott, Soil Association Business Development Director, said, "Organic September is a really exciting time for organic, and for independent retailers in particular, to really talk to shoppers about what organic is. We found in our research launched last year that shoppers are really keen to know where their food is from and how it's been produced. Our newly launched messaging is making it easier to get the story about organic across and let shoppers see why it really is Food As It Should Be. Organic September Saturday is a great opportunity to talk about this so we hope everyone will get involved."

To register for your Independent Retailer Pack visit: soilassociation.org/independentretail



Welsh Food and Drink Inquiry Launched

The future of the Welsh food and drink industry will be the subject of a new inquiry by a National Assembly committee.

The inquiry by the Climate Change, Environment and Rural

Affairs committee is set against a background of concern that many Welsh food and drink producers will suffer as a result of Brexit, if it involves losing unfettered access to a major export market.

The inquiry aims to look at how Wales can develop an affordable and accessible local food culture, making Wales an international destination for food and drink.

Mike Hedges, chair of the Climate Change, Environment and Rural Affairs committee said, "There are many wonderful examples of high quality food and drink products from sea salt to chocolate to Welsh sparkling wine, not to mention our vital farming industry.

"We intend to look at how we can rethink the industry in Wales to make it more sustainable, more competitive in a crowded market, and how it can be better promoted to the world.

"We would like to hear from farmers, food producers, restaurateurs, and shop owners. Everyone connected with getting food from the field to the fridge."

A consultation will be open for people to submit their own ideas and suggestions with a deadline of 14th September 2017.

Food Spending Boosts July Retail Growth

Despite a fall in the purchase of non-food items, UK retail sales increased in July due to spending on food, latest official figures reveal.

The Office for National Statistics (ONS) figures show that the volume of sales rose by 0.3 per cent compared with June.

According to the ONS, the volume of food sales grew by 1.5 per cent in July, having fallen by 1.1 per cent in June. All other categories experienced a drop in volume sales apart from food and household goods.

Sales slowed to 0.6 per cent growth over the past three months, after climbing to 1.5 per cent in the

second quarter of 2017.

Online sales accelerated by 15.1 per cent annually and 0.3 per cent on the month. Online now accounts for roughly 16 per cent of all retail activity.

Ole Black, ONS senior statistician said, "The underlying trend at the beginning of 2017 showed a relatively subdued picture in retail sales.

"Strong food sales have been responsible for the growth of 0.3 per cent in July compared with June, as all other main sectors have shown a decrease. Whilst the overall growth is the same as in June, trends in growth in different sectors are proving quite volatile."

"Strong food sales have been responsible for the growth of 0.3 per cent in July compared with June, as all other main sectors have shown a decrease. Whilst the overall growth is the same as in June, trends in growth in different sectors are proving quite volatile

Blaze Wrecks Havoc on Gordon Rhodes Warehouse

A major fire has engulfed much of spice and seasoning producer Gordon Rhodes' Bradford warehouse.

Up to 85 firefighters were called to the blaze at 22:00 on 9th August, with the fire ripping through much of the building. No-one has been reported as injured. The producer has expressed that a contingency plan has been put in place.

Ian Rhodes, senior director of Gordon Rhodes said, "The fire on Wednesday night has destroyed the majority of our Bradford site, including warehousing, production and office space. We are currently rebuilding the business at a rapid rate and in less than a week we have sourced new officers, warehousing, production equipment and ingredients.

"We hope to be manufacturing by the end of the week. Our customers, staff and business partners have all been so fantastically supportive and we can't thank them enough."

WELCOME ITALIA 2017

The best of Italian Food & Beverage in London
The Royal Horticultural Halls, London, 13th - 15th October 2017

Sponsored by

Nonno Mammi



nife is life

XIGENIA



In cooperation with:

ITA

ITALIA

BOOK YOUR FREE TICKET!

For more information visit our website: www.welcome-italia.co.uk



@WelcomeItaliaUK

Organized by:



ITALIAN CHAMBER OF COMMERCE AND INDUSTRY FOR THE UK
London, Manchester, Edinburgh & Glasgow



FARM SHOP & DELI

Put your business on the map at the 2018 Farm Shop & Deli Show

Farm Shop & Deli Show offers anyone within the speciality food & drink sector an invaluable opportunity to drive their businesses forward.

Visitors can gain non-stop industry inspiration and find fresh ways to showcase high-end artisan, local and fine food. Meanwhile, exhibitors can demonstrate their products and services to thousands of key buyers from the speciality sector, including farm shops, delicatessens, fishmongers, speciality food halls, butchers, bakers, garden centres, greengrocers, online retailers and so on.

Time spent at the Farm Shop & Deli Show really is a positive investment in your future success. Here's how you can get the most from it:

- Source. Sample. Succeed
- If you are focused on outstanding artisan, local and specialist food and drink, then Farm Shop & Deli Show is your first choice for fresh thinking, fantastic new products and suppliers, plus the inspiration your business needs to flourish
- You'll meet over 450 suppliers

that span the full speciality spectrum including core categories like chocolate, hot drinks, olives, condiments, meat and preserves. In addition an extensive range of non-food suppliers such as equipment, labelling and packaging.

Exhibitors you can expect to meet in 2018 include Cawston Press, COOK, Deliwraps, Pinkster Gin, Pipers Crisps and many, many more!

Gain inspiration and insight

What's going to be shaping the speciality world in 2018 and beyond? The show will bring together leading retailers and sector experts to discuss the issues that matter to you at Farm Shop & Deli Live. In addition, tap into cutting-edge trends and innovative strategies designed to turn customers' heads and get your tills ringing.

2017 highlights included:

- 'Use your loaf' masterclass with top TV bakers Tom and Henry Herbert
- Saira Khan, presenter and columnist, shared her advice on

'Focusing on customer engagement and engaging with these customers'

- 'Expand your digital deli' with Charlie Turnbull from Turnbells Deli provided insights to turn clicks into custom
- Dragon's Pantry returned for another successful competition, which saw daring entrepreneurs brave the panel of industry 'dragons' to pitch new products
- Britain's Best Loaf was judged live at the show where bakers from all corners of the UK brought their best sourdough, wholegrain, white, innovative or gluten-free offerings before the judges

Find innovation on the show-floor

Farm Shop & Deli Show will once again be recognising the best new concepts in the industry with the Great New Idea award. Exhibitors will enter their new products and services into the competition, which will be promoted and highlighted to visitors prior to and at the show. The most innovative ideas and the overall winner, as voted for by a panel of judges and visitor votes, will be revealed live on stage.



Be part of THE five UK food shows

Farm Shop & Deli Show 2018 will run alongside brand new The Ingredients Show, Foodex, Food & Drink Expo and National Convenience Show. One badge gives you FREE access to all shows, covering the complete supply chain.

Visitors can benefit from the vast spectrum of exhibitors, products and live sessions, whilst exhibitors will have an invaluable opportunity to showcase their products and services to a wider, engaged audience.

Expecting 30,000 attendees, 1,500 exhibitors and over 100 live events over three days, and all under one roof, together these shows create a unique meeting point for the whole community – it really is the event you cannot afford to miss!

NEED TO KNOW

WHEN: 16th–18th April 2018
WHERE: NEC, Birmingham
WEB: farmshopanddelishow.co.uk
TWITTER: @FarmShop_Deli #FSD2018

COULD YOU BE THE 2018 FARM SHOP & DELI AWARDS RETAILER OF THE YEAR?

Farm Shop & Deli Show also plays host to the eagerly anticipated Farm Shop & Deli Awards finals. In 2018 the awards will enter their 5th year of recognising and celebrating the very best standards in the UK and Northern Ireland's independent, specialist retail market, with an expert panel of judges joining chair of judges Nigel Barden, food and drink journalist and broadcaster.

If you're an independent retailer selling regional fresh/farm produce, or with a delicatessen counter, why not enter these prestigious awards?

They are free to enter and, through the awards' comprehensive online, social media and print marketing campaign, your company profile could reach a potential audience of over 26,000 – and all it costs you is the time to complete, and submit, the online entry form before 30th September 2017!

Find out more about the awards, and enter today, at farmshopanddelishow.co.uk/awards



“ Farm Shop & Deli Show 2017 has been absolutely fantastic, it's great to see some of the businesses I recognise but there is plenty of new stuff going on here too. It's exciting, a good buzz and really well attended. It's definitely worth a visit to such an exceptional show ”

CHARLES BRADFORD, MANAGING DIRECTOR, THE GOG FARM SHOP, CAMBRIDGE

High Street Footfall Declines as Consumers Cut Back on Non-essentials

High street footfall in July fell -2.1 per cent against the previous year, whereas retail parks saw 1.7 per cent growth.

Overall footfall in July fell -1.1 per cent against 2016, below the three-month rolling average of -0.4 and the 12-month of -0.2 per cent respectively, according to the latest figures published by the British Retail Consortium (BRC) and Springboard.

The East and South East were the only two regions that saw footfall growth in July, with the fastest growth recorded in the East, which has now seen eight months of consecutive footfall growth.

The East Midlands showed the fastest decline of all of the regions on the high street at -4.7 per cent.

Diane Wehrle, Springboard marketing and insights director said, "July's results might well mark a sea change in consumers' willingness to spend, as it was the first time since January that footfall dropped during both retail trading hours and into the evening. Over the last few months the growing importance of the leisure-based trip has become a key part of the narrative when talking about retail destinations, but a -0.5 per cent drop in footfall post 5pm in July is the first evidence of a tightening of purse strings on casual dining and leisure trips.

"July's +1.7 per cent increase in out of town footfall is the fifth in as many months, and averaging +1.9 per cent since March compared with -0.3 per cent over the previous five month period. These results together with the high level of consumer borrowing and an

increase in the vacancy rate to 9.6 per cent from 9.3 per cent in April – the highest recorded since July of last year – suggest that trading conditions could be reaching a tipping point into a period of restraint."

Helen Dickinson, chief executive of BRC said, "Most shopping destinations saw a decline in footfall in July compared with the previous year. Even high streets, which have seen fairly stable growth over recent months, reported a decline. Retail parks were the exception and have fared relatively well since March this year reflecting in part lower rental costs compared to prime and town centre locations as well as convenience for shoppers.

"The overall decline in footfall translated into weak sales performance for stores in non-food particularly, which fell further into negative territory as consumers rein back spending on non-essential items.

"The vacancy rate, now at its highest for a year, fails to brighten the picture for what was evidently a challenging month for retailers. Nearly one in 10 retail shops currently lie vacant and those in some vulnerable communities remain persistently empty, limiting the chances of these places to thrive. What's more, September's RPI which is expected to be in the region of four per cent, represents a substantial increase in business rates for retailers in April 2018. So Government's commitment to switch to CPI indexation should really be brought forward from 2020."

“Most shopping destinations saw a decline in footfall in July compared with the previous year. Even high streets, which have seen fairly stable growth over recent months, reported a decline



By Appointment to Her Majesty The Queen
Mail Order Smoked Foods & Hampers
Flovana Smoked Houses

INVERAWE

SCOTTISH OAK SMOKEHOUSE

Smoked Organic Scottish Salmon
Classic Inverawe Smoked Salmon
Inverawe Natural Undyed Kippers
Flaky Roast Smoked Salmon

Simply more great taste!

Available to top-niche delicatessen, restaurants & caterers

www.smokedsalmon.co.uk
Tel: 01866 822209

great taste 2017



The Courtyard Dairy Ups Sticks to Larger Premises

Award-winning The Courtyard Dairy in Yorkshire has moved locations, now situated on the site of a former falconry centre near Settle, just five miles away from the original shop.

The new location features a cheese counter, as well as dedicated cheese café, a cheese museum and a maturing room.

Owners Andy and Kathy Swinscoe decided to relocate so they can increase the space for storing and further maturing cheese and to help spread word of the artisan farmhouse cheeses they sell.

Andy Swinscoe said, "This shop itself hasn't expanded much, but the new site has allowed us to put in a cheese museum, telling the

story of farmhouse cheese, as well as additional space for maturing cheese, a cheese-making room for running courses and an upstairs café that revolves around cheese dishes! We have been planning this for a long time but found the site about a year ago. It took us five months to convert the run-down building to be all set up and ready to go.

"We've decided to stick to what we do best. A small range of farmhouse – mainly unpasteurised – cheeses that we love and know lots about. The reason for moving wasn't to change or expand, just to allow us to tell their stories better and create a special destination for cheese. The cheese range is staying exactly the same!

"We've always been well supported locally and it seems the relatively small move hasn't cost us any more business. The extra space in the shop for serving customers has also allowed us room to serve and cut cheese more efficiently, meaning we are able to serve customers better, too. Being a sole destination all about farmhouse cheese has meant rather than being reliant on passing trade we now have people specifically driving out to us – this has changed the dynamic of the shopper!"



NEW

FIOVANA

SUPERFRUIT CORDIAL

No refined sugar, nothing artificial.

MAKES 20 DRINKS

LIME, MINT & BAQBAQ
FIOVANA SUPERFRUIT CORDIAL
NO REFINED SUGAR, NOTHING ARTIFICIAL

MAKES 20 DRINKS

POMEGRANATE, CHERRY & CARDAMOM
FIOVANA SUPERFRUIT CORDIAL
NO REFINED SUGAR, NOTHING ARTIFICIAL

MAKES 20 DRINKS

MANGO, PASSION FRUIT & GOJI BERRY
FIOVANA SUPERFRUIT CORDIAL
NO REFINED SUGAR, NOTHING ARTIFICIAL

Try a free sample today at fiovanadrinks.co.uk/sample

Terms and Conditions: Free Bottle offer is available to registered UK retail businesses only and valid while stocks last. Offer includes one free 50ml sample bottle of Fiovana Lime, Mine & Baqbaq or Fiovana Mango, Passion Fruit & Goji Berry and second class Royal Mail postage to a UK mainland address. Only one bottle per address. Not valid in conjunction with any other offer. Offer may be withdrawn at any time without prior warning.

UK Food and Drink Exports Experience Record Growth

The first half of 2017 saw exports of all UK food and drink increase to £10.2bn, up 8.5 per cent on the same period in 2016.

This represents the highest first half exports value on record. The UK's top three export products are whisky, salmon and beer.

Although recent reports have suggested that exports to countries located outside of the EU are faring strongest, this research, commissioned by the Food & Drink Federation (FDF), indicates that stronger growth was reported to EU countries (+9 per cent) than non-EU countries. (+7.6 per cent).

Ireland, France and the United States are the top three destinations for UK food and drink in terms of overall value. Positive growth was reported in all top 20 markets, apart from Spain and Japan. Spain saw a 17.6 per cent decrease compared to the first half of 2016 due to a drop in commodity exports such as wheat and barley, while Japan was marginally down by 2 per cent.

South Korea (+77 per cent), China (+35 per cent) and Belgium (+39 per cent) were the export markets that saw the greatest percentage growth in value. The growth in exports to East Asian markets was led by South Korea, which is a nation gaining a taste for British beer, and overall

exports hit £156.3 million.

The US is the UK's top non-EU market for exports of branded food and drink, reaching £91.5 million, up from £87.8 million in 2016. Top performing branded goods sold to the US were food preparations, bread, cakes, pastry, puddings and biscuits.

Ian Wright, director general of FDF said, "The growth of food and alcoholic drink exports is very encouraging. We want to work with Government to take advantage of increased demand for UK products overseas and the opportunities that leaving the EU is expected to create.

"It is great to see such strong growth in our exports to EU Member States. The EU remains an essential market for UK exports as well as for supplies of key ingredients and raw materials used by our industry. We believe there are significant opportunities to grow our sector's exports further still. The continuing weakness of sterling is a concern. However, we hope that with the determination of businesses and the assistance of Government, we can open more channels and provide a further boost to the UK's competitiveness on the world market."

George Eustice, Food Minister said, "These encouraging figures show that the UK's high quality foods

and high standards are sought after around the world.

"We have ambitious plans to produce and export more of our fabulous foods around the world and more businesses are trying exporting for the first time.

Elsa Fairbanks, director of Food & Drink Exporters Association said, "It is pleasing to see exports perform so strongly in the first half of the year, with UK food and drink exporters seeing the largest figures in record. Our core markets in the EU and North America are showing healthy growth and is something we should protect and build on in the months ahead. Asian markets have also seen impressive growth and this is clearly a region we should turn our attention to further as exporters in the future."

UK EXPORT: IN BRIEF

- Exports of all UK food and drink in H1 2017 grew to a record £10.2bn, up 8.5 per cent on H1 2016 – the largest H1 exports value on record
- Exports to EU countries grew at a faster rate than to non-EU markets
- Sales of branded food and non-alcoholic drink continue to lead the way with exports up 11.3 per cent
- The UK's top three export products are whisky, salmon and beer
- The top three export markets remain Ireland, France and the United States

Number of Retail Jobs Falls as Industry Undergoes Transformation

The number of full-time jobs in retail dropped by 3.3 per cent in the second quarter of 2017 compared with the same period of time last year, according to the British Retail Consortium's (BRC) retail employment monitor.

All three months of the quarter reported a decline in full-time employment, with April's drop the lowest.

69 per cent of the people who took part in the survey reported a reduction in hours in the quarter compared to last year, with 15 per cent of respondents intending to decrease employment levels in the coming quarter - no respondents planned this in the same quarter in 2016.

The BRC believes that these numbers can be put down to factors such as technology and a turbulent market environment affecting the industry.

Helen Dickinson, chief executive of the BRC said, "The second quarter of 2017 saw employment in retail fall as the tide of change continues to sweep through the industry. Technology, which is both transforming the way we shop and providing increasing

opportunities for automation in retail, combined with a difficult market environment and policies that have increased the cost of employing people, such as the National Living Wage and the Apprenticeship Levy, are driving the industry towards fewer but more productive jobs.

"The pace of consolidation in the retail workforce has slowed this quarter compared to last. However, there are further reductions to come. The transformation of the industry is still in progress and this quarter's data show that more retailers are intending to reduce their workforce in the coming months than at the same point last year.

"As ever, there are some retailers who are thriving and growing their workforce, although they are in the minority. 69 per cent of respondents to our survey saw employees work fewer hours in Q2 this year, compared to last, with reductions particularly acute amongst non-food retailers.

"With consumers seeing inflation squeezing their spending power, the challenges facing retailers will only increase in coming months; reinforcing the pressure on retailers to perhaps rethink and restructure their workforce."

PROUD WINNERS
OF 75 GREAT TASTE
AWARDS TO DATE



tyrellscrisps.co.uk

f @ tyrellsofficial

🐦 @tyrells

MEET THE SUPPLIER

With thousands of carefully selected premium foods from hundreds of sources, Bristol-based Holleys Fine Foods offers a one-stop destination for delis, farm shops and fine food retailers to discover diverse products – many created by small or local producers. Being an independent company gives Holleys Fine Foods the flexibility to react quickly to changing market trends, which in turn allows it to be among the first to take delivery of items which are brand new to the industry – a significant factor in the ever-changing fine food and drink sector.

“Holleys serves discerning independent retailers in the UK and Ireland,” says Sarah Holley, marketing manager at Holleys Fine Foods. “We provide access to over 3,500 products from 380 brands in one single delivery. This means that it saves time ordering, as busy retailers only need to make one order.” This service makes Holleys a standout wholesaler,

but there are a number of other factors which sets the company apart from its competitors, too. “We help maximise profitability with excellent in-stock availability and can help satisfy niche product requests with our great selection of hard-to-source groceries,” Sarah explains. “We also help retailers plan their staffing levels with a set delivery day and we bolster your local economy by stocking products from regional producers. Also, our fast and regular deliveries mean that retailers can minimise their stock holding, and they can order at their convenience with our popular 24/7 online ordering facility. Not only that, we enlist dedicated account

managers to assist with ranging decisions and merchandising ideas.”

Family business

Now represented by the third generation of the Holley family, the company has grown consistently over the years, but its family-owned and operated philosophy remains firmly intact. “Our mission is to be the most trusted and easy to deal with supplier in the speciality food industry,” explains Sarah. “Plus, the incorporation of Riviera Quality Foods and Icepak Fine Foods has led to an expansion of our distribution area, which works well paired with those companies’ local knowledge and expertise.”

A long-running history serving the fine food industry means that the distributor is equipped with invaluable insight and experience, and understands the pressures that many delis, food halls and farm shops face. “The dynamics of the high street have largely shifted from the traditional grocer to the modern convenience format,” explains Sarah. “We have seen many farm shops successfully expand from originally just selling farm produce to becoming shopping destinations with concessions, gift ranges and often cafés and eateries. There is also a huge increase in consumer choice in every product category now. We always ensure that we

cater to this demand, especially with our large Christmas and Easter seasonal ranges.”

Exclusively premium

When enlisting a new artisan producer, there needs to be a set criteria that they adhere to in order for the company to stock them. “They need to be non-mainstream,” highlights Sarah, “but also should be high quality and original. Free-from attributes such as dairy, wheat, gluten, and sugar-free or organic, vegetarian or vegan are important factors, too.”

The company prides itself on paying close attention to eminent trends, which in turn influences the products that are listed. “Trends that we’ve noticed lately include high protein products, for example Top Herd’s innovative range of jerky with interesting flavours,” she explains. “Also, there’s gluten-free, which we’ve had a lot of success with, especially with Lovemore cakes and biscuits, Glutamel bread products and Free & Easy soups and cake mixes. We’ve witnessed a trend towards quinoa and lentil-based snacks like the Eat Real range as well. Finally, the imminent sugar tax has impacted the soft drinks market, so we’ve noticed Zeo’s naturally low calorie drinks and the Breckland Orchard No Added Sugar range getting even more popular.”

The company not only harnesses its vast experience to help it seek out new and exciting producers, but to also help fine food outlets flourish. “Looking to the future, we are striving to develop distribution of premium brands to consistently bring retailers the point of difference required to succeed,” says Sarah. It’s this outlook which has cemented Holleys Fine Foods as one of the industry’s best-loved distributors – long may it continue.



“Holleys is striving to develop distribution of premium brands to consistently bring retailers the point of difference required to succeed”



Holleys

FINE FOODS

Request your September 2017
Buyers' Guide now!



0117 938 0084
sales@holleysfinefoods.com

www.holleysfinefoods.com

LE GRUYÈRE®

SWITZERLAND



Traditional. Artisanal. Exceptional!

Le Gruyère AOP Switzerland - a 900-year tradition of artisanal cheesemaking.



The makers of Gruyère AOP have been producing artisanal cheese since long before your customers were looking for it. For over 900 years, Gruyère AOP has been made by hand, in small batches, using the same recipe, along with the experience and know-how of skilled cheesemakers. This is followed by aging and ripening of the cheese by equally skilled affineurs, utilizing centuries-old technique and knowledge.

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



[wbc][★]

YOUR RETAIL RESOURCE

CHRISTMAS
IS COMING



5 key collections to turn
your products into sizzling sales!

Shop today at
wbc.co.uk/christmasiscoming

Tel 020 7737 9516
sales@wbc.co.uk | wbc.co.uk

THE PRODUCER'S GUIDE TO EXPORTING

What is all the fuss about Brexit and exporting, and what can I do to get my product out there? Mentoring Britain's Gary Santino explains



As we go into the uncharted waters of Brexit, locating new markets for products has never carried more importance for those that want to export.

The good news is that British food and drink exports have grown by 8.3% year-on-year to £4.9bn – the largest first quarter figure on record. 2016 was a record-breaking year for our sector, and this growth is continuing in 2017.

While the weaker pound is benefiting UK exporters, the FDF said it had also pushed up costs for British food and drink producers that bring food into the UK from abroad.

Ian Wright, director general of The Food and Drink Federation said it was “pleasing to see non-EU exports performing beyond expectations”.

Food and drink sales to South Korea rose 40%, driven by beer sales, while exports to South Africa grew 31% thanks to animal feed.

Elsa Fairbanks, director of the Food & Drink Exporters Association, said, “Ease of access to EU markets will continue to be vital to our industry in future as many food and drink products are not suited to export to distant markets.”

“Although we recognise the need to explore new opportunities, leaving the EU should not mean ignoring those we already have.”

There is a lot out there to help you with your export journey. A great place to start is by simply going onto the Department for International Trade (DIT) website. There is plenty of guidance for you to follow to get your head around the prospect of the opportunities and, of course, what it takes to get export-ready.

The DIT have regional offices each that are staffed with Food & Drink International trade advisors. Their roles are not only to assist you in getting export-ready and sharing vital specific market knowledge, but to

also create them by taking companies out on Trade Missions to meet local buyers who have expressed a firm interest in purchasing specific products from UK suppliers. They are a fantastic untapped font of practical and valuable information. A great place to start is to register on the website and start a dialogue once you feel ready.

opentoexport.com is another really good source of webinars and more detailed information on the documentation, as well as advice on building your own export plan. It is a not-for-profit Community Interest Company (CIC) and was founded by the Institute of Export & International Trade, Department of International Trade, the Federation of Small Businesses and Yell.

If you are really committed to putting some serious time and resource into starting the whole process, why not take a good look at joining The Institute of Export, who can assist members in just about any conceivable way including questions on documentation, export controls, Bribery Act, Customs and VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via the Technical Helpline.

Some people seem to be taking a completely different view on the

whole subject of growing your brand. When talking to the specialist drinks market we found some interesting views on export such as this one: A new drinks business start-up launched their Shoreditch Buccaneer Rum with a view to just selling internationally by exporting their product. When we asked why they seemed to be going about building their business in reverse order, their marketing director explained that their research had highlighted the desire for the purchasing of British drinks brands abroad was so vast, that they had to become an export-only business.

As the Department for International Trade says, the demand is out there! It's up to you to take that first step into the opportunities of going global, and hopefully this article will have inspired you to do this.

As the Department for International Trade says, the demand is out there! It's up to you to take that first step into the opportunities of going global.

Wondering if now is the right time to export?

Here are four basic questions you may want to consider first:

- Do you have the resources to take on the new opportunity?
- Are you prepared to develop long-term relationships with overseas buyers and consumers?
- Are you willing to adapt your products to appeal to overseas customers?
- Are you willing to invest in resources to ensure that they comply in target markets?

UK'S TOP 10 FOOD & DRINK EXPORTS

- Whisky £895m ● Salmon £186m ● Chocolate £155m ● Cheese £145m
- Beer £139m ● Wine £133m ● Pork £109m ● Gin £108m ● Beef £106m
- Vegetables £97m

Source: H&M Customs and Excise

@specialityfood

FOOD MATTERS

In association with

food matters live...

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



There's no demographic currently more targeted than millennials – we look at why brands are scrambling to appeal to this coveted customer

Millennials appear to be the one demographic constantly in the cross hairs of news outlets, media organisations and PR companies at the moment. Whether this audience is depicted as ambivalent and social media-obsessed or highly influential trend-setters, rarely a survey goes by without the onus being on the spending habits of millennials. Millennials – or Generation Y as they're sometimes referred to – are born typically between the mid-Eighties and 2000 and are reportedly technologically-savvy, well-connected, active on social media, adventurous and politically-engaged. These factors contribute to the overall appeal of the demographic; millennials are a beacon of content generation, and most are nigh-on professional at it.

This is partly due to the fact that they encapsulate the direction the market is heading in, with online shopping and social media interaction the impetus of many

brands. A quick internet search presents numerous headlines with a 'millennial' focus – numerous stories on the subject are published every single day. A few examples are: 'Millennial appetite for convenience fuels food boom'; 'Survey finds millennials eat out five times per week'; and 'Millennials like small food companies, but big brands aren't dead – yet'. The last title aptly conveys the gravitas of the consumer muscle millennials have when it comes to numerous industries, especially food.

Appealing to influencers

It's not just millennials' eagerness to try new products and foods that make them a desirable rank to appeal to, but also that they are more than likely to offer brands invaluable insight. For instance, findings by millennialmarketing.com show that 80% of millennials want brands to entertain them, 40% want to participate in the co-creation of products and brands, and 70%

feel a responsibility to share feedback with companies after a good or bad experience.

Millennials are also highly sought-after consumers due to their influence. According to the same research, 46% of millennials post photos or videos that they have created themselves online. Not only is this desirable due to the authenticity of each post, but their social media following is generally going to be made up of like-minded and tech-savvy millennials, who in turn might relay on the same message to their followers. That's why we see so many brands falling over each other in the quest to get their products in the hands (and the camera lenses) of influential millennials, especially bloggers.

Health conscious

A recent Sainsbury's study of

more than 5,000 people showed that those aged between 18 and 34 state that they "live to eat". This highlights the fact that this age group considers food more about pleasure than necessity, and that they're constantly searching for the next gastronomic trend.

In fact, many producers are aware of this and are setting up shop with the primary purpose of appealing to the millennial demographic. Take Crooked Beverage Co. for example, which produces a range of craft alcoholic soda. The brand outlines that its beverages are aimed at 20 to 30 year olds and were created with the intention to "provide a sweet, but not sickly, alternative to cater for the growing demand from millennials for drinks that aren't hugely sugary and synthetic". Charlie Leaver, innovation manager at Global Brands expands on this

further, explaining, "We've taken a combination of the best from different categories to make a drink that is the first of its kind. We saw that this target demographic of consumers were tiring of overly sweet drinks with questionable ingredients, and so we have created something that tastes great, looks great, and is essentially natural."

Being conscious of the ingredients used in a product and leading a healthy lifestyle is of great importance to millennials, according to a plethora of reports and surveys. Research by marketing company The Halo Group reports that eight in 10 millennials say that it is important to eat healthily. In order to lead and track their healthy lifestyles, 24% of millennials have health apps on their mobile phones to keep them in check. This outlook typifies the direction of many new health food producers, with brands ensuring that their packaging details the nutritional information that the demographic typically seeks, including the omission of gluten and dairy, with diets like paleo proving popular, too.

“ Many producers are setting up shop with the primary purpose of appealing to the millennial demographic ”

food matters live...

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

Get a taste for the next big thing.

Take your place at the innovative, world-class event that you can't afford to miss.

Register for free entry at www.foodmatterslive.com



MEET THE PRODUCER

The artisan bakers of Market Drayton in Shropshire have kept a secret closely guarded since 1817: the coveted recipe of Billington's Gingerbread. "Made famous by a Mr Thomas who baked the gingerbread in the basement of his bakery in the town, the recipe has been passed down to a succession of local artisan bakers, including a Mr Richard Billington in 1864, from which the brand Billington's Celebrated Market Drayton Gingerbread was born," explains Sarah Hopcroft, sales and marketing director at Image on Food. "Market Drayton is known as the home of gingerbread and has always celebrated close links to the ancient spice routes via Major-General Robert Clive – also known as Clive of India – who originates from the town."

Celebrated for its unique blend of spices and spirits, Billington's Gingerbread has been made in Market Drayton for over 200 years. This history, heritage and provenance of the celebrated gingerbread biscuit is integral to the Billington's brand. The current artisan baker, Tim Hopcroft of Image on Food, makes the gingerbread under licence



Currently celebrating a successful relaunch as part of its bicentennial year, Billington's Gingerbread is set to announce a national roll-out at Speciality & Fine Food Fair 2017

to owner and previous baker, Terry McCarthy. Now custodian of the secret recipe, Tim is part of a continuum of bakers who have produced this celebrated gingerbread biscuit for the people of Market Drayton and Shropshire. "The challenge for Tim has been to produce a product consistent with the original handmade version while meeting the regulation requirements of a modern-day bakery and being recognisable to its passionate fan base," says Sarah. "The ingredients are sourced locally where possible. The finest ingredients are included such as butter rather than margarine, and the recipe also includes rum plus a secret spice blend."

A taste of Shropshire

Now the brand has been re-launched by Image on Food with a brand new packaging design geared up for the speciality food and drink sector at Speciality & Fine Food Fair. "This speciality gingerbread brand is an ideal fit for farm shops and delis which champion local artisan brands and products," says Sarah. "Billington's Gingerbread has its roots in the local provenance of a Shropshire market town and has survived for over 200 years by local artisan bakers. The product branding reflects



the positioning of this sector with reference to the town and heritage of the product."

Since its local re-launch in June, Billington's Gingerbread has been selling out in all stocked retail outlets within Market Drayton and demand is high, emphasises Sarah. It's this demand twinned with Image on Food's gingerbread-making expertise that will put the product in good stead for its national roll-out. "Image on Food has been producing hand-crafted gingerbread novelties for over 30 years using only the finest ingredients and state-of-the-art technology," explains Sarah. "The company makes over 50 tonnes of gingerbread a year, employs over 50 local staff and provides novelties

for companies such as Waitrose, John Lewis and The National Trust as well as coffee shops, farm shops, delicatessen and tourist attractions. Each gingerbread novelty is handcrafted by highly skilled decorators to create a wide variety of fun and beautiful designs."

Speciality spiced

For those who haven't had the chance to visit Market Drayton or taste a Billington's Gingerbread, Sarah notes their flavour as the most stand-out element. "Customers make reference to the product being exotically spiced, irresistible and moreish," she says. "They also like the crunch of the gingerbread. Famous for being dunked, the



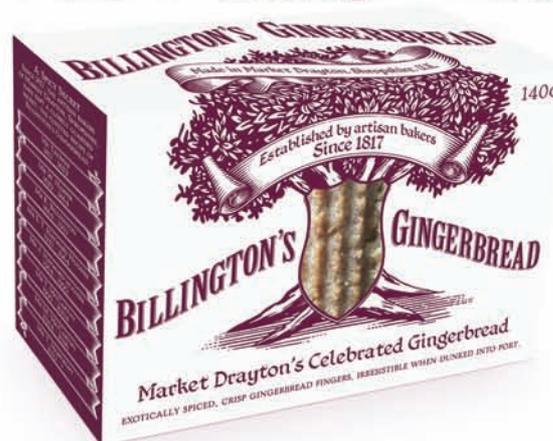
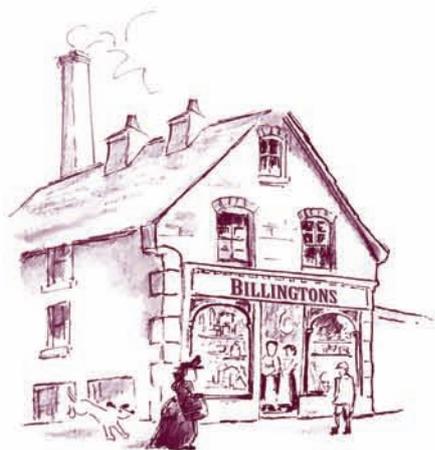
aromatic spices of the biscuit are the perfect pairing for a glass of port. Customers like to buy our gingerbread as a gift, and tourists pick up a pack as a memento from the town of Market Drayton." Image on Food is aiming to expand on Billington's gifting potential, and the development of items such as a Gingerbread Dunking Kit and Christmas Gingerbread & Port Pack are now underway, as well as smaller finger packs for the foodservice market.

Foodies will recognise the Billington's Gingerbread biscuit because of its signature finger shape, which Sarah sees as part of the brand's charm. "Originally the mix was processed through star-shaped nozzles, creating the ridge effect along the back of the biscuit fingers, for which Billington's Gingerbread is famous," she explains. "Historically the farmers' wives of the surrounding areas used to visit the town on market day and buy Billington's Gingerbread fingers to dunk into port. This became a local tradition and the gingerbread became known as 'Shropshire's dunking delight'. These biscuits are still ideal for dunking into a glass of port, tea or coffee."

“ This speciality gingerbread brand is an ideal fit for farm shops and delis which champion local artisan brands and products ”

BILLINGTON'S GINGERBREAD

SINCE 1817



WWW.BILLINGTONSGINGERBREAD.CO.UK

Register for free entry
www.foodmatterslive.com

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



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.

food matters live...

Join the conversation:

 @foodmatterslive

 www.foodmatterslive.com/linkedin

 www.foodmatterslive.com/facebook

Register for free entry
www.foodmatterslive.com

MANY VOICES, MAKING FOOD MATTER.

- 800 exhibitors
- 400 speakers
- 100 conference and seminar sessions

NEW FOR 2017:

- Food futures seminars
- Future of food retail seminars
- Food Matters Live Awards
- Match - a curated matchmaking service to help you build your business network - includes a Meet the Buyer programme.



essential
cuisine

From
coq au
vin...

...to
frying
pan

So versatile -
perfect stock and
a great flavour
booster

CONCENTRATED
NEW
LIQUID

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

For all Trade Enquiries please contact Jeremy Palmer at
Jeremy.Palmer@essentialcuisine.com
call 07864 105975
or order direct at www.essentialcuisine-retail.com

Please visit us on Stand 1505 at the Speciality & Fine Food Fair

PRIME CUTS

A unique blend of tradition and evolution, Lord Newborough's Rhug Estate is a rich example of how an innovative approach can reap rich rewards

It's not for nothing that the Rhug Estate has an enviable world-wide reputation for quality. For generations the Newborough family has farmed the land with a truly unique techniques, transforming it from a landed estate which was home to a number of tenants to a forward-thinking, ecologically-considerate producer of some of the best meat in the world. "The Rhug Estate came into the family by marriage in 1636," explains Robert, the current Lord Newborough, "and when my father died in 1998, having farmed cattle and sheep on a low input low output basis, I decided the time had come to go organic."

It was something he had believed in for a long time. "Throughout the nineties there were a number of food scares, and as a family we were trying to eat mainly organic," he says. "I believed in the sustainability of it and it was an easy decision for me to make - to follow my beliefs and to adopt organic farming methods. My farm

manager was a bit horrified when I told him of my intentions, as were the rest of the staff, but within 15 months I don't think there was a single person working on the farm who would have done it differently." When it came to the practical implications of going organic, Lord Newborough explains, "It was a quantum step to take - there are no quick fixes in organic farming. You can't rush in and get the fertiliser bag out, you can't get the sprayer out, you can't routinely drench the animals; you have to think of prevention rather than cure. You have to think in terms of long-termism and be patient. It's much more challenging than conventional farming." This extra effort didn't come without reward. "I have to say," says Lord Newborough, "that for the first time in my life I was finding farming interesting!"

A non-conventional approach to farming runs in the family, as Lord Newborough explains: "In my father's time he did quite a few revolutionary things. He was



“I think the future of farming will see us working with the environment, protecting the environment, and enhancing the environment wherever possible”

JBP
JB PACKAGING

in g+ YouTube Twitter #JBP
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

@specialityfood



GOING GREEN

"We've tried to embrace green energy wherever we can. We've tried to follow our thinking the whole way through to harness our resources on the estate. We have wind, solar, hydro and geo-thermal power on the farm, and not only are we powering our farm shop, offices and cottages with power we've produced on our land, but any surplus energy is going onto the grid. It's another way of utilising the natural resources we have and taking sustainability into consideration throughout the business."

an increasing number of schools which are wanting to feed their children good quality, healthy meat." You may find the latter surprising, but the decision to supply meat to schools in often deprived areas is in line with Lord Newborough's long-term approach. "A lot of the children going to these schools don't always have a healthy meal at home in the evening," he says, "and these schools are recognising that a good diet will improve learning ability."

Throughout the years the business has become increasingly diverse, but the farm and its meat remain at its core. "We are a one stop shop for all the proteins," Lord Newborough explains. "On this farm and another we run on the coast near Canarthen we

produce lamb (salt marsh lamb on our coastal farm), beef, organic free-range chickens, turkeys and geese, and we also have herds of bison and highland cattle." It's not only this broad range of livestock which makes the Rhug Estate unique: "We're quite unusual in that all the animals are bred on the farm, fed on feed grown on the farm and finished on the farm, then they go to a local abattoir and are returned to the farm to be butchered and dispatched," he continues. The animals' time on the estate seems idyllic when compared to those conventionally-farmed, particularly the calves, which "are born outside on the coastal farm on light, sandy land which is free-draining," says Lord Newborough, "and after they've been weaned from their mothers they're brought to Rhug, where we have an abundance of grass, and spend the next 10-20 months on the farm." The business goes out of its way to ensure the animals have a stress-free existence. "We operate a high standard of animal welfare," Lord Newborough says, not least "because if an animal is stressed at any time in the production cycle it affects the quality of the meat."

What's to come

Lord Newborough thinks that the future brings with it a more respectful and considerate approach towards nature: "I believe there will be a great swing in this country towards farming

to enhance the environment, and that carbon sequestration will become a major factor in how crops and animals are produced in the future. It's a well-known fact that organic grassland transfers the harmful carbon dioxide out of the atmosphere into the ground so helps prevent global warming." In numbers: "333 acres of organic grassland is equivalent to taking 117 cars off the road every year," he explains. "I think the future of farming will see working with the environment, protecting the environment, and enhancing the environment wherever possible – for example planting trees, planting hedgerows, keeping water courses clear and using natural resources efficiently."

As far as the production of meat is concerned, Lord Newborough sees the world's meat consumption as "a rolling platform – as one part of the world eats less meat, another part of the world wants more." To understand this fully, he says, "One needs to go to the Far East to see how the changing diets will affect the demand for meat in the years to come. It would only take the population of mainland China to eat one meal of meat a year and we'd have a total imbalance of supply and demand. The desire over there is to change from their traditional diet to the Western diet, and this is driven by their fear of the affect of pollution on their home-produced meat and produce and their desire for change." This growing demand is tempered by the increasing popularity of meat-free diets elsewhere in the world. "On one side I see a growing demand for meat, but in other parts of the world I see the reverse – I believe that in the Western world we'll see less meat consumed, and a gradual increase in consumption of meat in developing countries."

With its forward-thinking, environmentally-friendly approach and unwavering expertise running through its core, it's not hard to understand how the Rhug Estate has become synonymous with quality and innovation the world over.

“Over the years the estate has become a strong, well-recognised brand, prominent on some of the most important menus in the world”

into one-pass cultivation, high technology was employed in the handling pens he built, he was a great believer in getting stock off the land during the winter to avoid damaging the land, and he changed the scale of what we were doing.

"Without doubt, my father was an innovator. In the early days, when he milked dairy cows, he built a monorail so the muck bucket was run out to the muck heap – that was probably a first in 1948. He was certainly quite revolutionary for his time. He received a lot of attention for what he was doing, and was recognised within the industry for his forward-thinking.

"At that time," he continues, "organic produce was quite difficult to find on the shelves. Waitrose had the foresight to realise the importance of organic and were

very supportive in the early days of us converting from a conventional farm to an organic farm. They supported us through the difficult periods and we still supply them today." A new arm of the business was trialled to great effect in 2002, when the business started retailing out of two vans at the farm gate – one sold burgers and the other fresh meat from the farm – and again in 2004 when the decision was made to enter the wholesaling market. "We went down to London, burned off a bit of shoe leather, and returned with five restaurant customers."

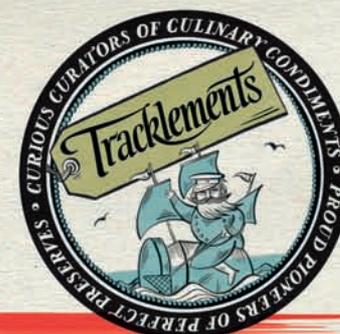
These days, the Rhug Estate supplies "everything from the Royal household to the top Michelin-starred restaurants in London, Hong Kong, Macau, Singapore, Croatia, Dubai and Abu Dhabi, and



Turn up the heat

OUR VIBRANT CHILLI JAM
IS A SWEET & STICKY
BLEND OF FRESH RED CHILLIES.
IT'S EVERY FOODIE'S FRIEND.

Voted 'Best Supplier of Pickles & Chutneys'
for 6 years on the trot.



Find us online: tracklements.co.uk or call us on: 01666 827 044



IN DETAIL

WHEN: 10th-12th September 2017
WHERE: London Olympia
WEB: topdrawer.co.uk
TWITTER: @TopDrawerLondon
#AdventuresInDesign

oils, sourced from producers who adhere to sustainable and fairtrade practices. Packaged in environmentally friendly and beautifully designed packaging, it's a guilty pleasure that's not so guilty after all.

There are plenty more fabulous discoveries awaiting at Top Drawer. The Food Emporium is part of the exclusively curated worlds of Top Drawer; Home, Gift, Fashion and Craft. From fashion and interiors to lighting, stationery, furniture and giftware, Top Drawer is where the best brands launch their new ranges in the UK - securing it as the most exclusive design-led destination for successful lifestyle buyers.



TOP DRAWER AUTUMN/WINTER 2017

The Food Emporium debuts at Top Drawer at London Olympia this September

Top Drawer's Food Emporium makes its Autumn debut, showcasing a delectable line up of the finest 'giftable' food and beverage products set to inspire the discerning buyer and enable them to source everything needed to stock their own slice of foodie heaven.

A hand-picked selection of over 40 of the best artisans and producers, the Food Emporium offers a delicious collection of irresistible edibles from the likes of

Ace Tea, Avlaki, Devon Distillery, Lavolio Boutique Confectionery, Paxton Chocolate, Rocktails, Saint Aymes and Willie's Cacao.

Stateside Treat Emporium joins the roster for the first time this season and is already causing a stir in the chocolate market by recreating a selection of nostalgic American flavour combinations in a range of chocolate products. Innovative brand In A Matchbox will be launching at Top Drawer, boggling the mind with its



imaginative matchbox sized gifts including best-seller 'World's hottest chilli'. Featuring the world champion hottest chilli and 24 squares of chilli chocolate, this throws the gauntlet to anyone who thinks they can take their chilli hot!

Saint Aymes will present its enchanting artisanal chocolates that are almost too beautiful to eat. Hand painted with 23ct gold, enriched with opulent colour and inspired by artistic greats, these luxury handmade chocolates stand

alone as structures of art for those who appreciate iconic beauty. Devon Distillery presents 'Dappa' to the market; produced in the UK's first and only micro distillery creating this grape-marc-spirit and akin to its Italian counterpart 'Grappa', it offers a smooth after-dinner tippie with a beautifully warming effect. Although originally an Italian drink, Dappa is an unmistakably British affair using the finest grape skins from highly regarded English vineyards.

Inspired by the Nordic 'Hygge' lifestyle trend, Danish tea enthusiast Tina Gloggengieser founded Hoogly Tea which echoes the same feelings of warmth, wellbeing and cosiness. Hoogly Tea combines Tina's love of tea with this mindful Danish concept to create a unique and healthy range of blends, made with luxury natural ingredients and this season sees the launch of their all new mini tea pods. Pana Chocolate will also be in the Food Emporium, presenting exciting new flavours of its much-loved chocolates that are raw, organic, handmade and vegan, free from refined sugar, gluten and soy. Made from ingredients such as organic nuts, goji berries, coconut flakes and pure 100% essential

“ A delectable line up of the finest 'giftable' products set to inspire the discerning buyer and enable them to source everything needed to stock their own slice of foodie heaven ”

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

ADVENTURES IN FOOD

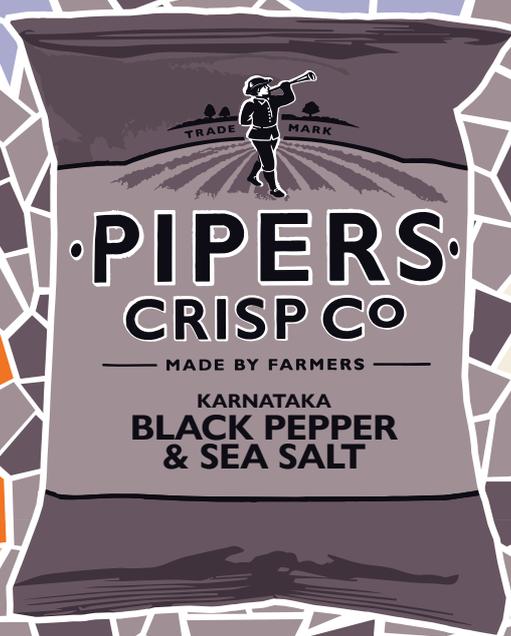
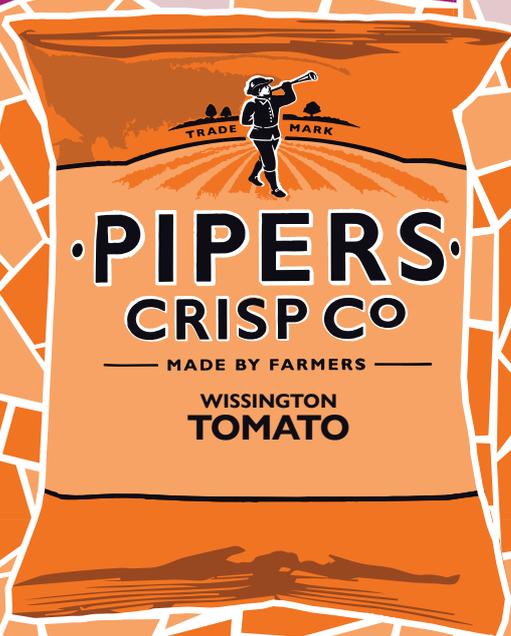
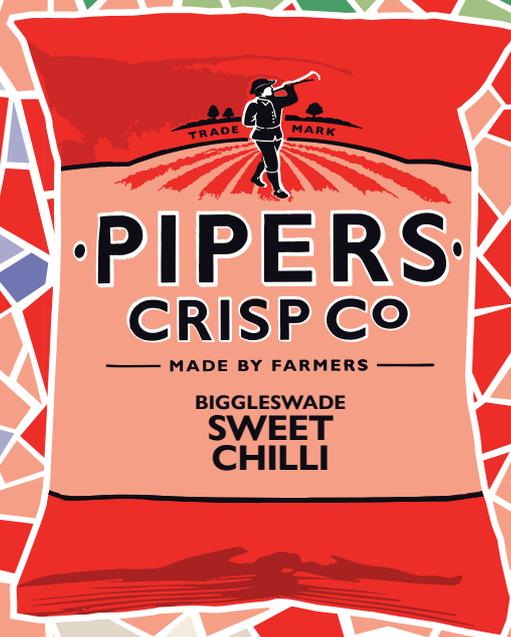
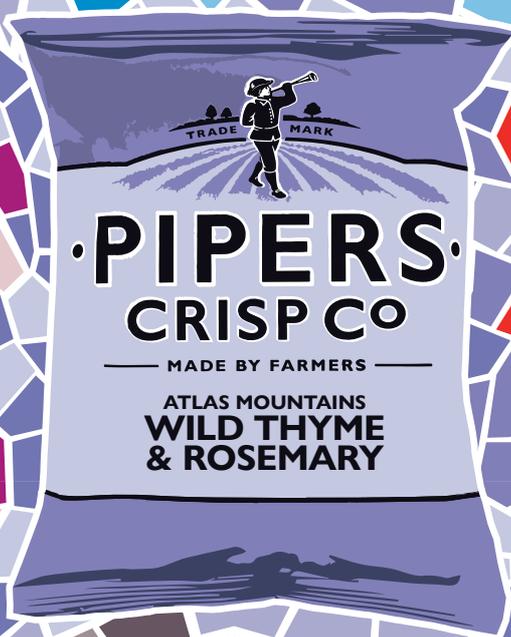
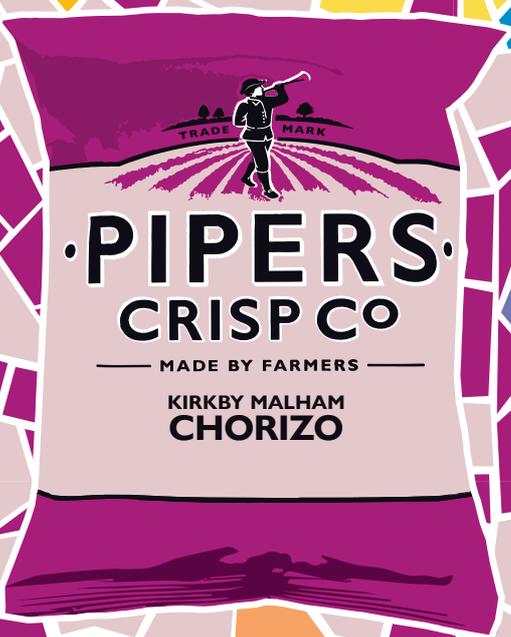
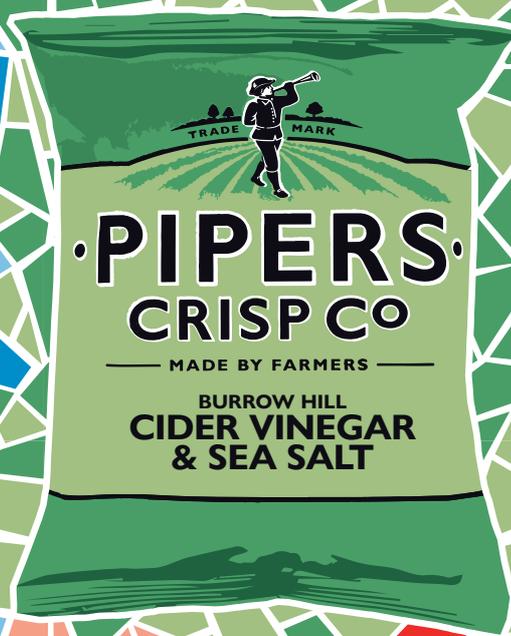
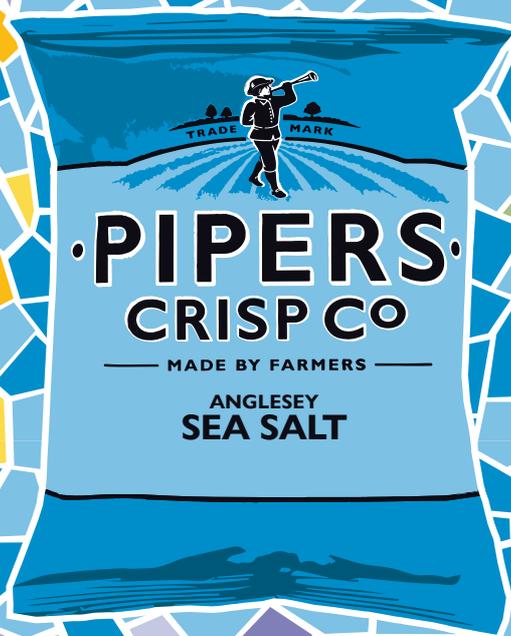
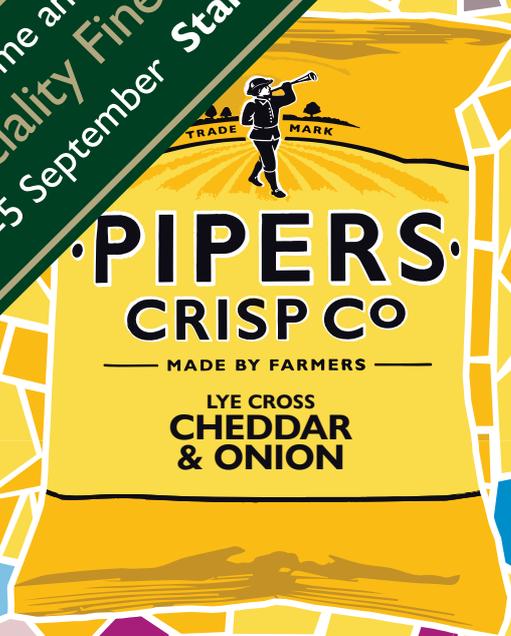
Explore the unique worlds of Top Drawer, expertly curated to inspire your buying.

With over 1,500 design-led brands, it's the only destination for creative retailers to source irresistible new products.

YOUR JOURNEY BEGINS HERE
Register now at topdrawer.co.uk/sf

A/W 17
EDITION

Come and see us at
Speciality Fine Food Fair
3-5 September Stand 1520



Winners of 37 Great Taste Awards since 2007

Crisps as they should taste.



www.piperscrisps.com



BEST SNACK BRAND
2016-2017

Voted for by the readers of Fine Food Digest

Take stock with our new food and drink round-up



Fudge Kitchen Primes New Range for Trade Show

Confectionery manufacturer Fudge Kitchen will launch a range of new products at this year's Speciality & Fine Food Show held at Olympia London on 3rd-5th September.

Creating The Mixology Collection, a selection of alcohol-infused handmade fudge, involved partnering up with local micro-distillers, wine, cider and spirits

producers, including Rubis, Nip from the Hip and Anno. It features nine flavours including Strawberry Vanilla Vodka with Black Pepper, Juniper & Kaffir Lime Dry Gin and Bitter Orange & Cubeb Gin.

The trade event will be the platform for the launch of the spin-off Gin Slim Slider product, which features six gin-infused pieces

including Sloe Gin in a sliding bronze tray.

The producer is also unveiling its sugar-free Peanut Brittle and Almond Bark. Each features sugar substitute Zusto, which has a quarter of the calories of sugar. It will be expanding its vegan selection with a dairy-free Drinking Fudge range, which include soya milk or coconut cream and can be mixed into a milk substitute to create six flavours including Sea Salted Caramel, Cinnamon Spice and Chocolate Hazelnut Heaven.

Sian Holt, managing director of Fudge Kitchen said, "It's not enough to be free-from – primarily it has to taste good and to make our premium products available to everyone, from diabetics to weight watchers to food intolerants."

fudgekitchen.co.uk



New Premium Cordials Brand Rolled Out

Fiovana has rolled out a range of premium cordials blended with natural ingredients and no refined sugar. The three flavours available are Pomegranate, Cherry & Cardamom, Lime, Mint & Baobab and Mango Passion Fruit & Goji Berry. Each 330ml bottle of Fiovana has an RRP of £4.39.

The brand, created by ex-innocent drinks employees, David Folkman and Craig Jones, was established to make a healthy and flavoursome cordial not laden with refined sugars.

David Folkman, co-founder said, "The concentrates category in the UK is well established and worth £600m, but dominated by products sweetened with refined sugar or artificial sweeteners. We wanted to offer a genuinely healthier alternative.

"We spoke to lots of friends and colleagues and it became clear there was a gap for a better-for-you cordial. We decided to sweeten our drinks with coconut nectar without the highs and lows of refined sugar, and our recipes use superfruits that are naturally high in vitamins and minerals."

The brand's name was inspired by a trip to Madagascar and translates to 'change'. Craig said, "Many of our ingredients can be found in Madagascar. The word 'change' nicely sums up what our cordials do to water and became the inspiration behind our name."

fiovana.co.uk



MARRIAGE'S THE MASTER MILLERS

WINNER OF 40 GREAT TASTE AWARDS

THE GREAT BRITISH BAKE OFF IS BACK

Stock up now!

01245 354455
FLOUR.CO.UK

ORGANIC, SPECIALITY AND STONEGROUND FLOURS with real shelf appeal

PRODUCTS: LIGHT SPELT, STRONG WHOLEMEAL BREAD, DARK RYE, STRONG WHITE BREAD, STRONG WHOLEMEAL BREAD, SELF RAISING WHITE, PLAIN WHITE

GEO TRADCRAFT

DELICIOUS RICE, LENTIL, & QUINOA CHIPSTICKS

Only 91 calories per pack

RICE, LENTIL & QUINOA
GEO STICKS
Sweet Chilli
GLUTEN FREE
91 CALORIES
VEGAN

RICE, LENTIL & QUINOA
GEO STICKS
Herby
GLUTEN FREE
91 CALORIES
VEGAN

RICE, LENTIL & QUINOA
GEO STICKS
Peppery
GLUTEN FREE
91 CALORIES
VEGAN

gluten free • vegan • multigrain • fair trade

www.lovegeobar.com

GF GLUTEN FREE, Vegan, FAIRTRADE

Holdsworth Unveils Gifting Options for Christmas

Premium chocolate producer **Holdsworth Chocolates** is launching a range of confectionery aimed to appeal to Christmas shoppers looking for gifting ideas.

The Holdsworth White Chocolate Brandy Butter Snowballs Cube contains sweet snowball truffles and brandy butter. The Holdsworth Dark Chocolate Christmas Pudding Truffles combine deep flavours of dark chocolate with spicy, fruity Christmas pudding notes.

Other items include 100g Holdsworth Treat Bags, which contain three of the brand's most popular varieties; Holdsworth

Traditional Festive Truffles Cube, featuring a selection of festive flavoured truffles; and the Holdsworth Indulgence Assortment, a large cube containing a variety of iconic Holdsworth chocolates.

Genevieve Holdsworth, director of Holdsworth Chocolates said, "Christmas is such a special time for Holdsworth Chocolates as it gives us the opportunity to show off our handmade chocolates

and unique, exquisite ingredient combinations in a number of beautifully packaged boxes that are just perfect for gifting." holdsworthchocolates.co.uk



Champion & Reeves Releases Fine Chocolate Almonds

Premium confectionery producer **Champion & Reeves** has expanded its production facility to incorporate chocolate panning, which has allowed the company to develop its latest **Chocolate & Sea Salt Almonds** release.

The new product incorporates the company's traditional and handmade techniques to make golden-roasted and blanched whole almonds covered with 60 per cent dark chocolate and fused with a 100 per cent kiln-dried non-oxidised mineral Irish sea salt.

The chocolate almond production unit is housed in a separate building due to the allergies associated with almonds. Like all of the company's products, the latest release is free from gluten, palm oil and gelatin.

Jacqueline Champion, co-founder of Champion & Reeves said, "Andrew Reeves and I often

get asked what inspired us to create new confectionery. The honest answer is we either miss a product or in the case with our new product, we just couldn't find it. So we made Chocolate & Sea Salt Almonds.

"Unable to find anyone to do the chocolate panning for us to our exact requirements, we are now doing it ourselves, including roasting our own almonds. If you love chocolate-coated nuts but want a premium chocolate without shellac coating, look no further. Shellac is a resin secreted by the female lac bug on trees in the forests of India and Thailand. It is processed and sold as dry flakes and dissolved in ethanol to make liquid shellac. We are delighted with the product and it fits in perfectly with our 100 per cent natural range with the added advantage of it being suitable for vegans and those who practice Halal."

championreeves.com

World's First Sparkling Coconut Water Launches

Sparkling coconut soda **Big Boss Palm** is now available in the UK following a successful launch in Dubai.

Made from 99.5 per cent not-from-concentrate coconut water, the soda comes in a vanilla flavour that is positioned as a "grown-up and clean version of a cream soda" and an alternative to mainstream cocktail mixers.

The coconuts used are sourced from Ratchaburi in Thailand, where the nuts are known for their natural sweetness and flavour.

Ayesha Sherriffs, founder of Big Boss Palm said, "This is a genuinely unique product in a crowded category. Independent retailers have historically been really supportive of the brand - namely because their focus is exactly the same as ours - and so we can offer something delicious, better-for-you and truly different to their customers."

bigbosspalm.com



82% OF BRAND-LED COMPANIES PERFORM WELL ABOVE INDUSTRY STANDARDS

BGN BRAND-LED DESIGN



Understand the brand-led approach, brand activism and lifestyle brands

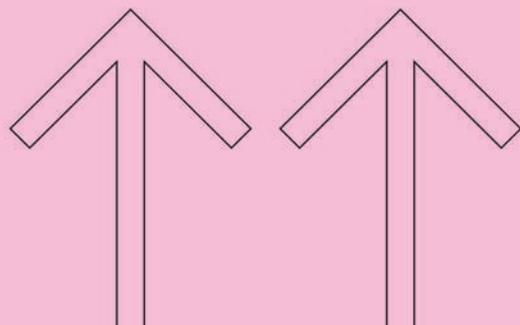
Hear from a brand-led FMCG company first hand

Find out how to measure the effectiveness of your brand

See the stars of the brand-led approach

Find out how to outperform your rivals by being brand-led at:

BGN.AGENCY/BRAND



Brand Your Packaging



Creative | Printing | Packaging

Prototypes | Development | Ready Meal Sleeves | Nesting Trays | Cartons

Harlequin
PRINTING & PACKAGING

+44 (0) 1443 222219

info@harlequinprintgroup.co.uk | www.harlequinprintgroup.co.uk

(Find us on page 127 of the Speciality Food Directory)



Take stock with our new food and drink round-up



Gordon Rhodes Adds New Stuffings to Range

Seasoning producer Gordon Rhodes has added three new stuffing mixes to its range.

The new and limited edition Jolly Fine Festive Stuffing features roast chestnuts and cranberries and has been specially blended and carefully created to enhance a Christmas Day roast.

The Gourmet Apple, Apricot & Bay Leaf Stuffing Mix has been developed to accompany roast pork.

The brand's best-selling Gourmet Sage & Onion Stuffing Mix has also had a refresh with the addition of red onion.

All stuffing mixes are colour, preservative and gluten-free, and each box contains a sachet that serves five to six people. They join the established Gordon Rhodes range consisting of seven gourmet sauce mixes, hot rubs and sauces. gordonrhodes.co.uk

Cawston Press Introduces Apple & Gooseberry Juice



Cawston Press has launched an Apple & Gooseberry juice in a bid to revive the British gooseberry.

The company has combined pressed gooseberry purée with pressed apple juice, as opposed to concentrates, and like the rest of the range it contains no added sugar, artificial sweeteners, concentrates, preservatives or colourings.

Micah Carr, master blender at Cawston Press said, "We are really proud of this latest addition to the range. The gooseberry is a tart berry with a fabulously fruity taste that is often compared to Sauvignon Blanc as they're both fairly dry but with floral undertones. It's lovely when served on its own but also makes for a versatile ingredient for more creative home cooks. I like pouring it into ice lolly moulds, stirring it through softly whipped cream for puddings or adding it to sauces for oily fish such as mackerel."

cawstonpress.com

Now FREE on your mobile or tablet!



Google play

Available on the iPhone
App Store

Available on
amazon
apps
kindle fire

Pinkster Releases Pocket-sized Bottle

Gin brand Pinkster has launched a 35cl bottle to join its 70cl and 'Dinkster' 5cl range.

Stephen March, managing director of Pinkster said, "Whether for picnics or parties, we're repeatedly asked over the summer months about a smaller bottle. So here it is, a pocket-sized Pinkster fit to grace any social occasion.

"If it sells half as well as Gin Jam, our last launch, then it's busy times ahead. We introduced this teatime tippie made with inebriated raspberries in February. It's flying off the shelves at delis, farm shops and food halls across the country and we've already sold over 10,000 jars. The nation's appetite for anything gin-related shows little sign of slowing up."

The business raised £1 million through a crowdfunding initiative in 2016, allowing it to implement expansion plans.

Stephen added, "The raspberries revolution, as we like to call it, is fast gathering momentum. As well as unveiling new products, we've also moved premises and staffed up in the last few months. With so many fine gin brands out there, we're just pleased to be offering something refreshingly different.

pinkstergin.com



Fiddler's
LANCASHIRE
CRISPS

HAND COOKED ON OUR FARM



LANCASHIRE
CHEESE & ONION
CREAMY & TANGY



www.fiddlerslancashirecrisps.co.uk
info@fiddlerslancashirecrisps.co.uk
01704 823 572

@specialityfood



Fentimans Launches Brand New Slim Cans

Fentimans Botanically Brewed & Exquisitely Crafted Beverages has launched what it states is the world's first ever range of botanically brewed cans.

The 250ml slim cans are available in four of the brand's most popular flavours: Rose Lemonade, Curiosity Cola, Wild English Elderflower and Cherry Cola.

Andrew Jackson, marketing director at Fentimans said, "Fentimans has evolved as a company. In the early 20th century our drinks were delivered in stone jars, affectionately called 'Grey

Hens' – these days we provide beverages in our iconic glass bottles and have now delivered the world's first ever range of botanically brewed beverages in cans; it is another innovation we are proud of.

"Creating cans will make our drinks accessible in areas where glass is not permitted, which was the next logical step for the brand. We also enjoy giving our consumers more opportunities and occasions to taste our much-loved and exquisitely crafted drinks." fentimans.com

Fairfields Announces Handcooked Crisp Concept

Essex-based firm Fairfield's Farm Crisps has launched a Heat & Eat concept range, which it claims is the first ever microwavable bag of crisps sold with a dip.

Designed to "revolutionise the snacking market" and offer consumers a new eating experience, the product has been a year in the making and features a patented packaging design that enables consumers to tear open the bag, remove the dip, microwave the pack for 30 seconds and then enjoy crisps as if they have been hand-cooked at home.

The Heat & Eat range comprises Sea Salted with Tomato Salsa Dip and Cheese & Chive with Caramelised Onion Dip flavours. Each variety consists of a 125g bag of hand-cooked crisps and a 50g dip.

Robert Strathern, founder of Fairfield's Farm said, "The hand-cooked snack market is now quite mature with innovation centring around flavours rather than concepts. That's why Heat & Eat is so exciting. We've come up with something that's not only unique, but that also creates a whole new snacking occasion. Heat & Eat is a talking point for friends, a tasty treat for couples and a delicious quick and hot snack for all the family.

"We love how amazing and fresh our crisps taste when they've just been cooked. We wanted our customers to enjoy that same experience, so we began working on some ideas. There's been some huge hurdles to cross, particularly with creating new packaging that simply didn't exist before, however the final result is just as we imagined." fairfieldsfarmcrisps.co.uk



JOHN PASCALIS

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

The popularity of authentic mediterranean and middle eastern foods continues to grow, and we are the UK's premier supplier.

Our extensive 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.

Johns of crisps and breadsticks are ideal for dips, snacks and salads, while their Napolitano (shortcakes filled with raisins and almonds) are simply delicious! Give them a try and take advantage of our special introductory offer for new customers ...

25% off all JOHNSOF products
(quote our offer code JJP25 when ordering)

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

www.johnpasc.co.uk

020 8452 0707

enquiries@johnpasc.co.uk



the difference is in the taste!
η διαφορά είναι στη γεύση!



from the finest bakery in Cyprus

Our range includes versatile wheat and barley crisps, breadsticks and sweet cookies, all made with quality mediterranean ingredients plus exceptional care.

Traditional recipes, baked to perfection.



www.johnsof.com - established 1977
ISO 22000, ISO 9001, Biocert, IFS and BRC certified.



DAVE WRIGHT OF CAKE SHOP BAKERY, WOODBRIDGE



ALDER TREE FARM'S STEPHANY HARDINGHAM

EVOLVING TRADITION

Ellen Manning meets the next generation of farmers and producers revamping their family businesses for today's market

In the world of food production, businesses are often a family affair. According to the Institute for Family Business, two thirds of UK businesses are family-owned. And with the Food and Drink Federation (FDF) putting the number of active UK food and drink manufacturing companies in 2016 at just over 6,815, rough maths puts that at more than 4,500 food and drink businesses run by families, with younger generations inevitably taking up the baton from their parents or grandparents.

But in tough economic times and fast-moving markets, the traditional way of doing things doesn't always guarantee success. It's more important than ever for businesses to adapt. And when it comes to family-

run businesses, that can often mean younger generations having to make tough calls when it comes to their family's legacy, either changing their products or ditching the business strategies that may have proved successful for their parents and grandparents. It's not always easy, but it can be the difference between life and death for a longstanding family business.

Rethink and reform

For some, it can mean a complete rethink of what the business does or the products it sells. That's how Scottish bacon and pork producer Puddledub was born. Tom Mitchell's family had farmed in Auchtertool, Fife, for hundreds of years, before his

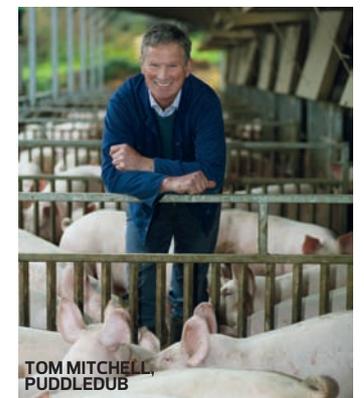
great-grandfather Harry Mitchell arrived at Clentrie Farm in 1905. But Tom found it increasingly difficult to sustain the farm in the same way as previous generations. While his family had turned to pig farming for their main income stream, the fact its profitability was often determined by circumstances dictated from beyond Britain's shores left him looking for

an alternative. "In the late 90s it really turned bad and cheap imports just basically destroyed the UK marketplace for quite a long time. It nearly ruined everything. I thought, 'let's have a look and see if we can figure out a better way of doing things'."

In 1999 he and sister Camilla, with help from Tom's wife Clare, launched Puddledub, producing pork products like dry-cured bacon rather than selling their pigs to someone else to do it. Producing everything from dry-cured bacon to sausages, charcuterie and pies, Puddledub now has a turnover of more than £1million and a team of around 20 people and is seen as one of Scotland's top bacon and pork producers.

Its success was partly down to timing, says Tom, with the decision coinciding with a surge in popularity of farmers' markets in Scotland that provided a "ready and enthusiastic marketplace" for Puddledub's products. At one point they were selling at four different markets per week, which led to attention from

another income stream – farm shops – and in turn from high-end delis, cafés and eateries. But while Tom, Camilla and Clare had successfully adapted previous generations' farming business into something that could succeed in the 21st Century, it didn't mean they could sit still – the recession in 2008 brought new challenges. "Everybody's discretionary spend was reducing. The farmers' markets became quite



TOM MITCHELL, PUDDLEDUB

“ These relationships bring unequivocal passion, hard work and lots of love ”

Summerdown mint

Proud to announce two more Great Taste awards for 2017

For more about our award-winning Black Mitcham peppermint chocolates and teas: visit www.summerdownmint.com

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

8 x 150ml Indian Tonic Water 8 x 150ml Club Soda

8 x 150ml Indian Tonic Water (Perfectly Light) 8 x 150ml Bitter Lemon

8 x 150ml Ginger Ale

8 x 150ml Sicilian Lemonade

Folkington's artisan mixers

www.folkingtons.com

static and sales for us into farm shops would only grow if we found new shops to go to – the sales became quite fixed in each outlet.”

Against the backdrop of a downturn of farmers' markets, which saw Puddledub's sales drop 15% across two years, they again took the step of diversifying away from farming and into selling, opening a butchery counter at the Dunfermline branch of Dobbies Garden Centres and trialling a pop-up store in Kirkcaldy in April this year. The latter proved so successful that in July Puddledub opened a permanent shop in Kirkcaldy's high street that Tom hopes will “stem the flow” of lost sales due to the decline in farmers' markets.

Make it future-proof

Future-proofing the family business and making sure it's resilient in the face of tough economic conditions is something Stephany Hardingham made sure she did when she launched Alder Tree Cream Ice. The product itself was the brainchild of previous generations of her family. Stephany's parents, who own Alder Carr Farm in Suffolk, had run a 'pick your own' business at the farm in the 1980s and in 1987, after a bumper crop of raspberries, Stephany's dad Nick had used one of his own mother's recipes to make a batch of cream ice. He sold it to local farm shops and delis and he and wife Joan soon found themselves overwhelmed with orders.

But it was only when Stephany returned from London in 2004 keen to start her own business that Alder Tree Cream Ice became a brand in its own right. After spotting a niche in the local food market, Stephany launched it in 2007 as an independent company. “Previously it was part of the farm shop and farm



– Alder Carr Farm,” says Stephany. “This has allowed me to manage it as its own independent financial entity and develop a strong brand, whilst still keeping the connection to the farm and its origins.”

Alder Tree Cream Ice is still made at the family farm, where more than half of the fruits used are also grown, but now employs a team of five and produces 650 litres of cream ice per day and more than 30,000 litres per year. The business has been voted one of the top 50 foods in Britain by the Guild of Fine Food, has received more than 50 Great Taste Awards to date, and was awarded the East of England Co-op's Suffolk Producer of the Year for 2017. Stephany was also one of 10 British female food producers featured in an iconic photograph to mark the ten year anniversary of East of England Co-op's Sourced Locally initiative.

It may be her grandma's recipe, but it's Stephany's changes that have ensured the success of the business. As well as introducing new systems and procedures, she has also developed new products including individual tubs with a spoon in the lid, catering tubs, and new flavours – something she thinks may have

“When it comes to family-run businesses, that can often mean younger generations having to make tough calls when it comes to their family's legacy, either changing their products or ditching the business strategies that may have proved successful for their parents and grandparents. It's not always easy, but it can be the difference between life and death for a longstanding family business

saved the company in the face of tough economic times. “I am not sure we would have survived the 2008 recession if we hadn't had a range of products,” says Stephany. “Shopping habits changed and we saw sales of our larger 500ml 'take-home' tubs fall, while sales of our individual tubs flourished.”

The rebranding of an idea that may have existed for previous generations but never been maximised is something David Sheppy, the latest incumbent in the 200-year-old Sheppy cidermaking dynasty, has done. Making cider isn't new for Sheppy's, which was founded in Somerset in 1816, but despite its history and credentials, David felt they weren't selling as they should be. He and wife Louisa decided to capitalise on the 24% growth of the premium cider market to rebrand the family business, including a new streamlined range of ciders and a £1million showpiece visitor centre

at the family's base in Three Bridges Farm, near Taunton.

“We have been making cider for a long time but haven't always concentrated our efforts on making a brand,” says David. “From a product point of view we were spot on but from a brand side we weren't. I think with the way the cider market is going, it is absolutely essential to have good branding.”

“The industry is changing considerably. In the beer industry there's this big craft movement and the whole image of it is changing and the same is happening to cider. Where the growth is in the cider industry is really what we're doing – the small-scale, high quality craft side of the industry.”

Family-friendly

For many of the younger generations doing their best to secure the legacy of their family business, their intervention is a welcome arrival. David Sheppy's father died 12 years ago but his son is sure he would have been impressed by what they have done, and while Puddledub founder Tom Mitchell's mother warned him “never depend on the public for anything”, his father was supportive of the establishment of the new brand. And when Stephany Hardingham decided to turn Alder Tree into a business in its own right, her own parents were happy to leave her to it. “They had enough other things to do with the running of the farm, farm shop, café and craft units that they were happy to pass this part of the business onto me,” she said.

But despite the success stories it's not always that simple, especially when it comes to working with family. For David Wright, who leads third generation family business Cake Shop Bakery in Woodbridge, Suffolk, it can make every decision a tough one. The business, which David's siblings are also involved in, has just invested in a new bakery so they can increase production by 20% to meet demand, not just from their regular customers on Woodbridge High Street, but also for wholesale business. For David, the biggest thing he did differently to previous generations was to actually leave the business. A ‘Grand Tour’ of professions including everything from actor to chef gave him “perspective, and more importantly confidence” in his own abilities, he says. “Coming back into the business after that period of 10 years or so has provided me with a vision and the skills to carry it out.”

According to him, “everything” about a family business can be hard. “I think it's because every decision is an emotional one,” he says. “If you see a product is performing badly and needs changing then it seems like a no-brainer but that recipe was Grandma's – the same Grandma that taught you to cheat at cards and gave you Babycham at Christmas.”

“It's an exhausting process, and family relationships played out in a work scenario often lead to more drama and tension.”

But it's not all bad, adds David. In his words, “these same relationships bring unequivocal passion, hard work and lots of love”.



THE BAY TREE™

Make Christmas Extraordinary

NEW CHRISTMAS AVAILABLE SEPTEMBER

THE BAY TREE™ yummy bread & butter

THE BAY TREE™ boozy amaretto apricot

THE BAY TREE™ boozy mince & nut

Christmas Collection

Cheeseboard Collection

Contact us at hello@thebaytree.co.uk for your Christmas Brochure

Infinity Foods WHOLESALE Organic & Natural Foods

A Workers Co-operative, Supplying Organic & Natural Wholefoods, Since 1971.

.....Naturally good!

An unparalleled range of branded goods.

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

Local, national and international delivery.

Info@infinityfoodswholesale.co.uk
Tel: 01273 456376



BREAD & JAM 2017

Talks from industry stars, invaluable workshops and the final of the New Producer Awards, all under one roof

Several hundred food and drink founders – from fledgling start-ups to FMCG's biggest names – will descend upon the Institute of Directors in Pall Mall on 6th and 7th of October. Their mission is to savour Bread & Jam's ground-breaking agenda of talks, workshops, panels, exhibition zone, New Producer Awards and meet-the-buyer sessions, that looks set to disrupt the food and drink start-up world.

Bread & Jam is "THE event to go to if you want a crash course on how to navigate the world of FMCG from the industry's best people" according to the founder of Pip & Nut, Pippa Murray. And this industry sure does take some navigating – each day 45

new food and drink products are launched onto the market, but the vast majority of these hand-crafted turmeric shots, cricket crisps and kombucha teas will end up being flops (something like 90%).

However, the issues that cause problems for emerging food and drink brands are fairly ubiquitous and relatively easy to overcome and it is for this reason that Bread & Jam has put together an innovative event that seeks to give FMCG entrepreneurs the tools they need to succeed.

The Pitching Zone

Accessing buyers is one of the single biggest barriers to growing your food business. Until Bread

& Jam came along there were just two ways for food entrepreneurs to access important buyers. Either get hold of an email address and pester them into submission or spend vast amounts of money on attending a trade show and then wait passively behind their stand hoping someone important (with their name badge hidden, naturally), walks past. The Bread & Jam solution is to lure the top retailers with the carrot of meeting hundreds of innovative challenger brands under one roof. So far they have confirmed that Whole Foods Market, Planet Organic, Selfridges, Amazon, Tesco, Ocado, plus numerous independent delis and farm-shops will be there. Delegates can pre-apply through the



DAN GERMAIN, MARKETING MANAGER AT INNOCENT

Bread & Jam website for a 10-minute private pitch with senior buyers from each of these retailers. This marks a genuine paradigm shift in how food entrepreneurs can access retail channels.

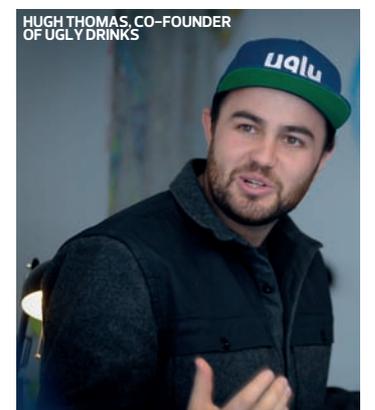
A community of Challenger Brands

Bread & Jam is very much a community event and the core of the talks and keynotes come from successful entrepreneurs who have been there and done that, and want to share their story. As Dan Germain, Innocent Marketing Manager and Keynote Speaker says "I feel it's my duty to share lessons and tips with people who are just starting out. And there's always a great and strange energy when you're around other entrepreneurs. That's why I'm coming." If you want to get inside knowledge on how to avoid the pitfalls and what it takes to succeed you want to hear from people who actually have the battle scars

themselves, not consultants and so-called industry experts. "The food and drink community is a fantastic supportive group where everyone roots for each other. I love being a part of this community, paying forward what we had paid forward to us when we started up, and learning from all of the fantastic people in the community. Bread & Jam is one of those fantastic events that gets all of these fantastic people in the same room. I can't wait" says Hugh Thomas, the co-founder of Ugly Drinks. Other industry icons who will be sharing their entrepreneurial journeys include Renée Elliott, the Founder of Planet Organic, Loyd Grossman, the man behind the eponymous brand, Wilfred Emmanuel-Jones, founder of the Black Farmer and Camilla Barnard, co-founder of Rude Health.

Taking away the pain

A recent survey of emerging FMCG food and drink business



HUGH THOMAS, CO-FOUNDER OF UGLY DRINKS

Meat & Needs Beer & Beer Needs Meat

NATIONAL FLEXIBLE *an easier way*
Call Us On 01274 685566

National Flexible created a bespoke and stand out pack for Cleaver & Keg who create meaty morsels for the modern drinker. The story of Cleaver & Keg begins with two old school friends Dan and Sean, both with a wealth of food and booze experience, they despaired at the lack of snacks available to be paired with modern micro brewed beers. This despair founded Cleaver & Keg which offers the pub goers of Great Britain the snack that their fine pints truly merit! Dan Searle, the Founder of Cleaver & Keg said "It has been refreshing to work with National Flexible, who not only delivers in their service but gets behind what we are actually doing - this is really important to us!"



“ Great credit to Bread & Jam for putting together such an exciting event geared to inspire and inform those working in the food and drink industry. I am looking forward to sharing my experiences with others and to learning from theirs. With such a wealth of experience on hand, it has to be a must-attend event ”

WILFRED EMMANUEL-JONES, FOUNDER OF THE BLACK FARMER

found that their biggest pain points were funding (44% struggle with this), cash-flow (39%) and getting distribution (35%). Over 60 hours of issue-focused workshops and panel discussions will tease-apart the problems and come up with actionable points that entrepreneurs can use to grow their businesses. Whilst similar workshops can now be found at most trade shows, none offer such a comprehensive schedule that covers every aspect of business. Bread & Jam workshops tackle everything from crowdfunding to co-packing and from margins to trade-marking.

Awarding new business

This year's Bread & Jam plays host to *Speciality Food's* inaugural New Business Awards, which aim to celebrate the next generation of FMCG superstars. The 7 award categories cover everything from Best New Concept to Young Producer to Best of British, and being open to any business trading for less than three years they offer a unique opportunity for industry recognition for fledgling foodpreneurs.

The winners of each category will go head to head in the fight to be named overall winner at a drinks

“ I wish Bread & Jam was around six years ago when we started Joe & Seph's - what a great way to learn about the industry and gain some great tips to take away to use in your own business ”

ADAM SOPHER, CO-FOUNDER OF JOE & SEPH'S



reception on the evening of the 6th October at Bread & Jam. Judging the competition will be industry luminaries such as Paul Hargreaves of Cotswold Fayre, head of purchasing at Whole Food Market, Mike Weber, and Partridges' John Shepherd. The awards are free to enter and demonstrate *Speciality Food's* commitment to supporting fresh talent.



Bustling marketplace

It's not just the speakers at Bread & Jam that promise to draw the crowds. The exhibitor Marketplaces features 20 businesses that can help rocket the growth of any food FMCG brand. From packaging suppliers like B&G Products to market research firm Vypr to branding agencies including Threesixty Design and Be Colourful,

every aspect of building a food business will be catered for. There will also be various interactive activities in the Marketplace – drop-in clinics with export experts Bolst Global and food labelling consultant Pedro Mendez can be booked in advance. There is even a mini-photographic studio set up for delegates who want standard pack shots of their products run by photographer Tom Waller from Food Envy.

Tasting Table

One of the most popular areas of Bread & Jam is the Tasting Table – here producers can find out if their product really does cut the mustard. But instead of forking out a fortune on a focus group delegates can get 10 minutes of objective, impartial, honest feedback from people who really know what they're talking about – a panel of three retail buyers. Throughout the day there is a rolling panel of buyers from the likes of Holland & Barrett, Wholefoods, Planet Organic, Eat17, Sourced Market and Selfridges who give feedback on crucial aspects such as price point, branding, messaging and taste. Brave delegates arrive with their product and a hopeful smile.

FESTIVAL HIGHLIGHTS

- You can find out how to crowdfund your business from the founders of Caulirice, the London Crisp Company and Boa Vida Açai, who have collectively secured more than £3m on crowdfunding platforms
- Make sure you enjoy the lively debate between Savse, Fuel 10K and Arganic in the Shop Talk Room about how much you should spend on marketing (one of these spends millions of pounds, another spends nothing)
- In the Leaders' Lectures listen to Dan Germain who influenced a generation of foodpreneurs when he created the voice of Innocent smoothies
- Speak to Tessa Stuart and Fleur Emery in the Growth Labs about getting shelf space in the multiples and working with FMCG's best mentors
- Book a Tasting Panel session to get your product reviewed by three industry experts including Whole Foods, Holland & Barrett and Selfridges
- Learn from the founders of Eat Natural, Pack'd and Mello about how they managed to create killer brands with a shoestring start-up budget
- Visit the Leaders' Lectures room where you can hear from high profile challenger brands such as Pip & Nut, The Black Farmer and Rude Health about how they achieved remarkable growth and what the future holds for independent food and drink brands
- Attend workshops in the Startup Studios run by industry experts such as the Artisan Food Club, Karen Green and Claire Brumby, focused on getting your food business off the ground
- You can pitch your product to senior buyers from the who's who of speciality food – Whole Foods Market, Planet Organic, Selfridges, Ocado and Amazon

**WANT TO BE THE NEXT
BIG THING
IN FOOD & DRINK?**

**BREAD
& JAM**

**6-7 OCTOBER
WWW.BREADANDJAMFEST.COM
TICKETS AVAILABLE NOW**



The Complete Chilled Packaging Solution

SORBA-FREEZE

- Unbeatable temperature control
- Guaranteed never to leak
- 100% food safe
- Weight capacity of key products recently increased by up to 50%

NEW INSULATED BOXES

- Manufactured from double wall fluted corrugate
- Arrive flat packed for easy storage
- Mitred 6 x 20mm EPS panels, for maximum insulation
- Personalised branding available
- Insulated Envelopes also available

Delivers lower unit cost than any other chilled packaging solution

to find out more visit sorbafreeze.com

Sorba-Freeze Ltd
Southfield Industrial Estate, Glenrothes KY6 2RU



TARA MEI OF BREAD & JAM AND KITCHEN TABLE PROJECTS



“Get your hustle on”

“You should just give up now. What makes you think you can actually do this?” he said. It was the last day of university and I was ready to kick some entrepreneurial behind. Except, my careers advisor didn't seem to think so. “It'll be so hard.” he said. “You'll lose all your money. You'll fail, for sure.” I think I was supposed to be terrified; put off by the thought of eating 12p two minute noodles and foraging the reduced aisle at the supermarket for the rest of my life. I stared back at him as he ranted and all I could think was, ‘I can't wait to get started’.

There's this scary statistic that comes up every time someone mentions entrepreneurs: 9 out of 10 startups don't make it past their first year of trading. It's bandied around in an almost fatalistic way, like as if success is something that happens to the lucky or the privileged and you've either got it or you don't. Over the past few years, I've had the privilege of working with hundreds of start-ups and I think the real winners are the ones who have an insatiable drive to succeed, who aren't afraid to pull together what it takes and aren't really phased by the latest statistics because they're too busy turning their dreams into reality. To them, failure is nothing but a temporary setback.

Another thing I hear a lot is the idea that being an entrepreneur is about having an incredible bank of

knowledge or a huge address book of contacts that you can rely on to guide you towards success. I think that's old news, too. If we look at the challenger brands in the market today, we can see that that's not really how they started. You don't have to know anyone or have a weighty career in food and drink to have a go. Interest from investors and trade buyers today goes beyond those conventions, and your tenacity and determination will set you apart. There's a democratic revolution brewing in the food and drink industry, not least through events like Bread & Jam.

Bread & Jam gives budding entrepreneurs the opportunity to learn from the greats and pitch to buyers that might otherwise take months or years for a business to meet. One of my favourite things about running Bread & Jam is that it's also one of those rare occasions where it is completely acceptable to say “I don't know”. As entrepreneurs, I think there is this relentless pressure to know everything and everyone and to know exactly what you're doing all the time. I think we should instead focus our admiration on the entrepreneurs who aren't afraid to acknowledge the gaps in their knowledge and know they can't do it alone, who are actively seeking out an incredible network to help them. They are the kind of go-getters that will be attending this year and I can't wait to meet them.

BE A START-UP SUCCESS

Ever wondered what it takes to make it in food and drink? Three founders tell their story



RICHARD HOLLINGBERY, GODMINSTER

One of the great triumphs that we were able to achieve, unwittingly, was the introduction to the marketplace of quality cheese wrapped in wax. Let me explain...

Up until that point waxed cheese had a reputation for being the ‘sweepings’, off cuts and questionable stock from the larger dairies. So suddenly here was a quality product presented in a unique way – two of the most helpful factors for any start-up business!

A second great triumph was winning the Fresh Ideas award for innovation in the Global Food and Drink Industry Awards for our Horseradish Vodka in 2007. We should have capitalised more on that award and we have learned our lesson as a result! However, mistakes in a company of our size

could happen when there is a lack of planning or communication within the business. I have learnt that the more scenario planning, budgeting and forecasting, in conjunction with your team, then the less likely you are to make errors.

My greatest piece of advice would be to enjoy and praise your team on the fruits of its labour. Showing willingness to identify and address any problem areas head on is important for business progression, and we certainly live by this mantra.

My last piece of advice: embrace everything you do – you only get one proper chance!

“ It's up and down, highs and lows, and the sooner you can accept that and actually embrace the rollercoaster and the unknown, the better ”

Nonno Mammi

**Fresh Italian Cheese
Fresh to the UK**

One of Italy's premium, soft cheese specialists, is now available here. The success of the family run business at home is down to their commitment to creating authentic, delicious cheese.

Enjoy the fresh tasting versatility of traditional Italian favourites - Stracchino, Robiola, Caprino & Squaquerello.

For UK sales please contact
AJA Portfolio Brands Ltd
Email: james@portfoliobrands.it
Tel. +44 (0)20 8817 5285
Mob. +44 (0)745 450001

great taste 2017
WORLD CHEESE AWARDS SILVER
INTERNATIONAL CHEESE AWARDS GOLD AWARD

Nonno - ITALIAN FOR GRANDFATHER

www.nonnonanni.it/en

START-UP
SUCCESS STORIES

**Meg Haggart,
Raw Halo**

Navigating your way to food start-up success is a tricky journey, with many obstacles awaiting you.

Every successful brand makes mistakes, they're inevitable. It's not about avoiding making them, it's all about how you respond and learn from them.

Firstly, and most importantly, the success of your business is determined by your product. Spend time trying to get that right from the start, and if it's not right then fix it. Listen to your customers and improve your offering with new flavours and improved recipes. Ensure you have a scalable and reliable production. Once this is set-up and working well you'll thank yourself as your production volumes increase over time.

Work hard at building up your various sales channels, whether this is online, via wholesaler or direct to trade. The more eggs you have spread across more baskets the better, and where possible you should avoid situations where a single customer dictates the success of your business. Look to international markets once you have built a good base in the UK, and focus on those regions that are easier to trade with especially in the EU.

When it's time to shine and stand out from the crowd, find ways to validate your products, whether through awards such as Great Taste, or certifications by various bodies specific to your sector. And then shout about your success as much as possible. PR and marketing are powerful tools so find ways to maximise your opportunities and squeeze as much from your budgets as possible. And don't forget to engage with your end consumers via social media. Remember it's a two-way conversation so don't be afraid to ask your followers what they like and dislike, make them feel part of the brand and you'll soon have an army of brand ambassadors.

“
Make your social media followers feel part of the brand and you'll soon have an army of brand ambassadors
”

“ Embrace everything you do – you only get one proper chance ”



BEN BRANSON, SEEDLIP

THREE THINGS I WISH I'D KNOWN

● **Patience:** Launching food and drink products takes a long time. It took me two years and that's as fast as I could possibly do it. If you are creating anything new or unique, prepare yourself that the actual product will take the longest

● **Snakes & Ladders:** It's up and down, highs and lows, and the sooner you can accept that and actually embrace the rollercoaster and the unknown, the better. One minute you get an order, the next you don't hear anything or get rejected

● **Focus:** So much to do, so little time, lots of plates spinning, lots you could do... but what should you do? I initially wanted to launch five products in two sizes – we actually launched one in one size and got really focused on making that the best it could be

TWO TRIUMPHS

● **Growth:** From myself in my kitchen 18 months ago to having 20 employees, products selling in ten cities around the world and Seedlip stocked in some of the best cocktail bars, restaurants and hotels in the world

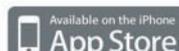
● **Family:** Working with my mother's farming side of the family using ingredients we grow and my father with his design experience on bringing the brand to life

ONE GREATEST ALLY

● I didn't and still to a large extent have no clue what I'm doing and my naivety is my most important attribute I have learnt to embrace. It means we try things and do things that if I had all the industry experience we wouldn't even attempt. Enjoy asking the stupid questions!



Now FREE on your mobile or tablet!



specialityfoodmagazine.com

PARTNER CONTENT



THE LINX 10

Helping speciality food businesses to grow

The Linx 10 printer was developed to enable growing businesses to meet the tighter printed coding and marking requirements of major retailers. In-depth research conducted among speciality food companies identified the need for a solution that automated the delivery of high quality printed codes.

All food manufacturers understand the purpose of variable information such as use by and best before dates and batch codes on their packaging. However, the information required and how it is presented can change significantly as a business grows.

The requirements of major retailers may differ from those of local markets or shops. Major retailers are unlikely to accept date or batch code information printed onto secondary applied labels. These can be easily removed or changed, endangering the end consumer or a company's own brand reputation. While different retailers' codes of practice may vary, these are likely to be benchmarked against Global Food Safety Initiative (GFSI) and country-specific standards managed by organisations such as the British Retail Consortium (BRC). Any company seeking to grow its customer base must consider these as part of its future planning.

However, the majority of automated coding and marking solutions available for the smaller producer tend to be less appropriate for a company seeking its first in-line industrial printer.

The Linx 10 was designed to fill this gap in the market. Weighing just 11kg, it is totally portable and can be easily carried through the factory. Its compact dimensions mean it can be placed exactly where it is needed on the production line, or mounted directly onto a conveyor to save more space.

The robust IP55-rated stainless steel outer casing resists water ingress for reliable and consistent operation in food manufacturing environments. It also incorporates automatic printhead cleaning, which ensures quick, clean starts every time, even if the printer is used infrequently. A large colour touch screen with simple icons makes code creation and selection easy. This reduces the risk of errors in the information being printed, leading to less production waste and the potential of product recall from a retailer's shelf.

The Linx 10 is also designed so that companies can self-service the printer, further reducing operating costs and maximising uptime availability.

The Linx 10 has its own unique ketone-free fluid designed to meet environmental drivers championed by some major retailers. It is suitable for the majority of food packaging substrates and enables pack formats to be changed as business develops.

Although the printed code is a necessity for any size of operation, code application can influence your brand and consumer quality perceptions. The Linx 10 allows businesses to automate their printed coding operation while still producing a quality code that satisfies regulations and protects profit margins as a business grows.

Linx Printing Technologies is a UK-based manufacturer of coding and marking equipment. Linx products are renowned globally for their reliability, high quality and ease of use which help customers increase their productivity.

linxglobal.com 01480 302 661





FOOD WITH BENEFITS

Our busy lives and concern with wellness have inspired entrepreneurs to launch a whole new generation of functional foods and drinks, says Sally-Jayne Wright

I'M TOO BUSY TO EAT PROPERLY. CAN YOU HELP?

No problem. Try Tetley's tea with added vitamin B which won Product of the Year 2017. Or how about their Super Green Sunshine Tea with vitamin D, launched in June. For instant coffee lovers, there are Beanies flavoured coffees, with added Vitamin D. Oh, and have we mentioned Weetabix's On The Go breakfast drinks with 21g protein per serving? Naked juices and smoothies with vitamins, minerals, anti-oxidants and 20g protein are ideal for that post-workout, pre-office refuel.

WHAT'S BEHIND THE TREND?

Time-saving, and it's one of Mintel's top food and drink trends for this year. If a product can provide a delicious shortcut that solves a problem, it will do well. The problem could be how to get your

five-a-day, eat a nutritious breakfast on the run, improve digestive health or get your kids to eat more healthily.

WHO BUYS FUNCTIONAL FOODS?

Millennials are the most likely to believe they can use functional foods in place of medicines to promote sleep, rehydrate after sports or support the immune system. But we are all open to suggestion. Remember Sunny Delight? Parents loved the fact thirsty offspring were downing vitamins.

WHERE DOES THE TREND WORK BEST?

You're more likely to find benefit-added drinks than food because you can drink faster. One of the most unusual is award-winning Plenish Probiotic water, £2.29 for

330ml. Besides water, cucumber and lime juice, it contains bioactive cultures for 'cleansing and sugar-free hydration'. Fermented milk drinks also help promote gut health; we like Yorvale's Yorlife kefir natural smoothies and also the award-winning kefir smoothies made by Bio-ti-ful. They launched a strawberry and grapefruit version in June.

For that naughty but nutritious moment, try Doisy & Dom's organic, vegan chocolate bars which contain a minimum of 8% superfoods.

Their Maca, Vanilla & Cacao Nibs and Coconut & Lucuma bars have scooped Great Taste awards, £2.50 for 80g. Minioti's Jersey ice creams contain probiotics which help to offset any guilt about eating them.

WHAT'S THE NEXT BIG THING IN BENEFIT-ADDED FOODS?

Beauty. Prir fruit drinks contain vitamins B2 and B3 plus biotin, selenium and zinc to feed skin, hair and nails; they come in Orange & Passion Fruit, Blackcurrant & Apricot and Elderflower flavours. More surprising is Collagin, a UK spirit launched in March which contains collagen as well as 11 botanicals including star anise and pink grapefruit, £34.99 per 50cl bottle.

Sold at Selfridges, Niche is a range of herbal teas that target different beauty problems. Buy the Hair blend and the cocktail of peppermint, sage, nettles, chilli and green tea 'traditionally used to stimulate hair growth from the

inside' may even 'help to allay grey hair growth'.

HOW CAN I MAKE THIS TREND WORK FOR SALES?

Make sure the product is delicious, not just worthy, by favouring Great Taste Award-winners. If the benefits are obscure, explain them to your customers.

Stock up when consumers are most likely to buy. There's a peak of interest in healthier products in January, followed by a dip around Easter, increased motivation as summer draws nearer and another peak in September (Kantar Worldpanel).

IS THIS TREND HERE TO STAY?

Definitely. We are an ageing population. Benefit-added foods help older people with poor appetites eat more healthily – and if those added beauty benefits deliver what they promise, we may never get old.

Our full range of Fish, Seafood and Prepared Dishes supplied to Farm Shops, Delis and Food Halls nationwide

Haddock & Leek with Cheddar Cheese Fishcakes
 Thai Style Salmon Fishcakes
 Smoked Salmon & Horseradish Fishcakes
 Bass & Crab Fishcakes

FROM THE HOME OF FISH
CHAPMAN'S
 FINEST FISH CAKES
 HANDMADE IN GRIMSBY

01472 269871
www.chapmans-seafoods.co.uk
sales@chapmans-seafoods.co.uk

SPECIALITY
 & FINE FOOD FAIR
 3-5 SEPT 2017
 DOLYMPIA

Winner of over
50 Great Taste
 AWARDS

Stand 2100

Taste the extraordinary...

hand MADE in the English Lake District
Chocolate Honey
 •MUDD•

hand MADE in the English Lake District
Banoffee
 •MUDD•

the original
Black Garlic
 •KETCHUP•

www.hawksheadrelish.com • 015394 36614



lunch! 2017

lunch! is back on 21st-22nd September at the new venue of ExCeL London

Thanks to a 23% increase in stand space, the 10th anniversary edition of the UK's favourite food-to-go show will be its biggest yet – with 335 exhibitors.

2017 is not just a milestone year for lunch! but also the industry it serves. Food-to-go has never been more popular. According to grocery research organisation IGD, the UK's food to go market is growing '16x faster than grocery' and is set to reach £21.7bn by 2021 (up 35% from £16.1bn in 2016).

lunch! has certainly reflected that growth, while remaining faithful to its boutique marketplace beginnings. Its eclectic exhibitor list (and 2017 is no exception) is renowned for promoting emerging start-ups and niche, speciality producers alongside some of the industry's best-known brands.

New venue for 2017

lunch!'s new venue will accommodate more innovative exhibitors than ever (including food,

drink, packaging, equipment and catering technology), an extended Start-up Zone featuring some of the industry's newest suppliers, two Keynote theatres, and wider aisles to enable easier navigation around the busy show floor. All great news for attending buyers looking to source the next wave of speciality food and drink bestsellers.

"lunch! is the best opportunity in the year to see the food-to-go industry in action, to learn from others and see examples of innovation," says Louise Pilkington, Compass Group's consumer marketing director for the UK and Ireland.

For her, the food-to-go sector has "become so much more exciting" over the last 10 years, giving consumers more choice than ever. There are, she explains, "so many more options, more world cuisines, street food, it's easier and more convenient, plus healthier options. Lunch on the run doesn't have to be a compromise purchase any more – it can be a great food experience."

Sandy Anderson, senior buyer – food at Elixir, has attended the show since its launch at Old Billingsgate and is another big fan of its diverse range of cutting-edge exhibitors.

"lunch! goes from strength to strength, with more and more innovative start-up and established companies displaying their fantastic products," says Anderson. "It's the ideal exhibition for buyers and developers to find new and exciting products to enhance their offers. I wouldn't miss it!"

A taste of what's to come

"Food-to-go is a critical driver of growth in the total Eating Out of Home market, as the UK demands more convenient food solutions. However, consumers are increasingly demanding better quality, more interesting and wider choices, and will not accept cheap and boring," says regular lunch! speaker Simon Stenning, executive director at MCA.

lunch!'s Innovation Challenge Gallery is always a good starting point to see a raft of new, "interesting and

wider choices". Designed to promote the best food-to-go innovations over the last twelve months – it will showcase a record 70 entries for 2017.

Companies hoping their products will come away with a coveted 'Gold Award' include Europastry, Florette UK & Ireland, Jake and Nayns, Kepak (Rustlers), Mr Lee's Noodles, Major International, The Tofurky Company, The Alan Nuttall Partnership, Coveris, Whitworths, Radnor Hills Mineral Water Company, Karma Cola UK, RAP, rexmartins, and Tri-Star Packaging.

Visitors are encouraged to vote for their favourite innovations on opening day – they'll be the ones to decide the final shortlist of exhibitors who'll go on to live pitch their products to this year's expert judges, including top buyers from Starbucks, Tossed, Small Batch Coffee Company, Krispy Kreme, En Route International, Pret A Manger, and Elixir UK.

Of course innovation isn't limited to just one area at lunch! – it's down every aisle. Other returning exhibitors – showcasing their latest NPD include Magrini, URBAN eat, Serious Food, Impress Sandwiches, Natural Balance Foods, The Handmade Cake Company, Salty Dog Brands, Raynor Foods, Propercorn, The Food Doctor, Tideford Organic Foods, Country Choice, Rude Health, Honeybuns Bakery, Nestlé Water, True Nopal Cactus Water, Vita Coco, James White Drinks, Breckland Orchard, Fentimans, Pip Organic, UCC Coffee UK & Ireland, Rombouts Coffee and teapigs.

For the latest equipment, packaging, disposables, tableware, design, and technology concepts, check out Glen Dimplex, Rational UK, Roller Grill UK, Cornware UK, Kavis, Jenpak, Sabert Europe, Biopac UK, Packwood, Benders Paper Cups, Orbis Tech EPoS Systems, and Datasym UK.

While new names for 2017 – well over 100 in all – include Opimus Co., Deliciously Ella, Zeo, Foodist, DJM Food Solutions, Wheyhey!, The Real Olive Company, Seed and Sage, Tuk Tuk Chai, Ninkee, C'go Drinks, Speciality Breads, Battle Oats, Little Moons Mochi, Zeus Food, Nibble Protein Bites,

KinThai International, Livia's Kitchen, Delilites Gourmet Sandwiches, Frill the Frozen Smoothie, Iraw Healthy Habits, Chewsy Gum, Hasslacher's Hot Chocolate, Shibui Tea, Caffè Di Artisan Luxe Coffee, and Pelican Rouge UK.

"I find every visit to lunch! hugely valuable. It really is the key event for our industry," says Caroline Cromar, director of food and marketing at Pret a Manger.

"lunch! is a hugely enjoyable show packed with exciting products and seminars. The 2017 show at ExCeL is going to be fantastic!" says Rory McEntee, head of retail marketing at Benugo.

To register for a free trade ticket to lunch! 2017, visit lunchshow.co.uk and quote priority code LUN68.

BIG NAME SPEAKERS

With its full Keynote seminar line-up now confirmed, a raft of high-profile brands – including Starbucks, Compass Group, Pret A Manger and EAT. – are preparing to share their expertise at lunch! 2017. This year there'll be 23 free business seminars, including exclusive keynotes, interviews, research updates and panel discussions in two dedicated Keynote theatres. Highlights include:

- Roger Whiteside, CEO of Greggs
- Andrew Walker, chief executive of EAT.
- Louise Pilkington, consumer marketing director for Compass Group UK & Ireland
- Rachel Chatterton, senior innovation manager at Starbucks
- Celebrity chef Theo Randall (hosted by The British Sandwich Association)
- Paul Ettinger, business development director at Caffè Nero
- Will Cole, head of UK marketing at Pret a Manger
- Gavin Rothwell, senior insight manager at grocery research organisation IGD

IN DETAIL

WHERE: ExCeL London
WHEN: 10am to 5pm, Thursday 21st and Friday 22nd September
WEBSITE: lunchshow.co.uk

“ Consumers are increasingly demanding better quality, more interesting and wider choices, and will not accept cheap and boring ”

HOT DRINKS, IN-STORE FOOD, LUNCH TO GO
CAFE BUYER
MAGAZINE SPECIALITY FOOD

If you supply quality independent cafes, then we can profile your business in this brand new annual publication

Contact Jess on 01206 505901 or jessica.stevenson@aceville.co.uk





FINE FOOD FROM AFAR

From poke to shakshuka, dishes from overseas are sweeping the nation. Here's what to stock now

Whether it's fish tacos topped with punchy salsa or a velvety-smooth black dal, whipping up international dishes is second nature to most home cooks nowadays. Propelled by the emergence of street food stalls, a more diverse roster

of chefs gracing our televisions, social media and, of course, retailers extending their international offering, consumers are constantly seeking out the latest in international fine food. According to global food trend agency The Food People's *Food & Beverage Trends 2017-18* report,

the latest foodie movement to hit our shores comes from the Pacific. It states, "vivid colours, florals and bold flavours are the latest tool chefs are using to bring smiles to their consumers' faces. Incorporating pacific flavours in a tropical melting pot, Hawaiian tiki bars to a new wave

of Mexican, Cuban sandwiches to flavourful jerk."

Granted, it can prove exhausting keeping up with every international food trend, and it wouldn't prove financially viable to constantly rotate your stock to keep up with fleeting food fashions, but it's worth tracking the cuisine that does become established in the UK. Many delis boast a European section that champion Spanish and Italian products, but it could be worth extending your offering to incorporate a world food aisle, too. Especially considering the recent upsurge in American confectionery and Mexican foods, as well as the potential price changes of imported European foods due to the impact of the Brexit vote.

Although international foods may not fit in line with your establishment's ethos of sourcing

local produce, that's not to say you can't stock their English-made counterparts either. For example, High Weald Dairy produces a fantastic Organic Halloumi, Nomadic Dairy creates a refreshing Asian-influenced lassi and London-based Gringa Dairy create authentic Mexican cheeses like Queso Fresco, Queso Oaxaca and Queso Chihuahua in a railway arch in Peckham.

Fine food importer and distributor RH Amar recommends a cornucopia of foreign premium items, and pinpoints Mutti – a producer of Italian tinned tomatoes – as a popular brand that has built a following in the deli trade. "The sales decline that we have historically seen in canned food is beginning to show signs of slowing down and, in some areas, is actually reversing," explains Marcus Blowers, category insights manager at the fine food specialist.

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.

30% OFF all orders placed with UK online wholesaler Gustalia in September

www.gustalia.com - Tel: 01438 813444

Email: mal@specialist-foods.co.uk

Pellini

www.pellinicaffe.com

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



ingredients, especially Kikkoman's authentic and naturally brewed soy sauce, which the company states commands a 19% share of the soy sauce category, and is one of the biggest drivers of soy sauce growth in the impulse channel.



Showcasing diversity

The award-winning Delilah Fine Foods, which has outlets based in Nottingham

and Leicester, serves an extensive array of international food and drink, Nik Tooley, operations director of the company tells us. "International food is huge for us," he explains. "As a traditional delicatessen it's very important to provide products from all over the world, showcasing the diversity and traditions within the world of food. Although local and UK food plays an important part, without the international element we would not be able to introduce our customers to such a wider food experience."

Although household names make up a substantial portion of international food sales, that doesn't dissuade the Delilah Fine Foods team from seeking out lesser-known fare. "There are obviously the classics from Italy such as Prosciutto or extra virgin olive oil, chorizo or olives from Spain, and cheese and wine from France, but we try to branch out a little further off the beaten track to find the obscure and interesting," says Nik. "Recently we have stocked a range of condiments and fresh juices from Serbia, and wines from Lebanon and Croatia have also just joined our shelves."

The team advocates a thorough approach when it comes to sourcing and seeks inspiration from a host of resources. "We undertake lots of research," explains Nik. "From reading literature to attending shows to simply researching things ourselves. Recently we have found that since winning a few awards products are finding us, which makes life a bit easier!"



Continental cravings

Another retailer with a keen eye on foods from overseas is Papadeli in Bristol,

which incorporates a delicatessen, café, cookery school and bakery. "We carefully stock the shop with beautiful, and most importantly, delicious and high-quality foods from mainly Spain, Italy and the UK, with some Portuguese and French produce, too," explains Jo Scholefield, deli manager. "We like to focus on treats, for example wonderful Spanish and Italian olive oils, fantastic cheeses, charcuterie, chocolates and top-notch cooking ingredients to make dinner extra special. Plus, we have our fabulous deli and pastry chefs creating famous deli counter salads and showstopper cakes."

The team at Papadeli believes it's integral to not only source premium-grade international products, but to discover the story and artisans them as well. "International foods are really important here at Papadeli,

as is the product knowledge to sell them," she says. "We aim to create an environment in which staff and customers have an ongoing dialogue about the foods we stock, and the most important part of that is actually tasting the products! We have regular tastings most Saturdays where suppliers come to the shop and hand out samples of products – this encourages customers to learn more about it directly from the source, as it were. Also, whenever we get new international stock in from our trusted suppliers, we try and learn as much as we can about it. We hope our passion for the foods we sell shines through to our customers."

Working with trusted suppliers for the shop's Italian and Spanish produce is essential, emphasis Jo. "Luke Murray from Nanona has boundless passion and knowledge about extra special Italian produce and works hard to source only the best foods for us," she explains. "We get fresh fruit and vegetables from him every week, and we trust him to

choose whatever he thinks is top quality at the moment. David Mendez of Mevalco, a Spanish supplier based in Bristol, is also incredibly passionate about sourcing foods from small Spanish producers that can get overlooked. Their philosophy is 'from local to local', which we love. Brindisa is another firm favourite of ours for Spanish foods – the provenance of their produce is of utmost importance and it shows in the wonderful foods we get from them."

When it comes to international must-stocks, Jo names a raft of foreign flavours. "Our must-stock Italian products have to be our range of cheeses and charcuterie," she explains. "We get the most fabulous Gorgonzola Dolce, creamy Robiola La Tur, piquant Pecorino Nero and wonderfully-aged Parmigiano Reggiano. Charcuterie-wise our Finocchiona Fennel Seed Salami is a best-seller, and the Venticina Salami is wonderfully spiced. For Spanish produce, again the cheeses and meats

are hard to beat! Excellent Manchego, fudgy Luna Negra goat's cheeses and Chorizo Morcón are very popular, plus we sell the absolute best paella rice in the world, Bomba from Illa de Riu. This small family business is based in Tarragona and they're so focused on quality that they grow their own rice seeds, ensuring the end result is a near-perfect, highly-absorbent rice that still has a bite to it."

PAPADELI'S ESSENTIAL CHRISTMAS PRODUCTS

● PAN DE CADIZ

A delectable Spanish marzipan loaf studded with candied orange peel

● GRISSINI

Especially the luscious dark chocolate coated version

● CREMA DI MOSCATEL

To spread on the best Italian panettone!

“As a traditional delicatessen it's very important to provide products from all over the world, showcasing the diversity and traditions within the world of food”

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.consorzioibalsamico.it -



Christmas dinner is considered one of the most important meals of the year. Cater for your customers' cravings for quality with these items

1 LILLYPUDS CHRISTMAS PUDDING

LillyPuds produces handmade artisan

Christmas puddings in two varieties: traditional and gluten-free. "Our recipes are so laden with fruit, brandy and ale, we only need to use 5% added sugar to produce a delicious dessert fit to grace any Christmas table, and our nostalgic packaging suits gifting and dining," says Alison Lilly, owner. lillypuds.co.uk



2 SHROPSHIRE SPICE GLUTEN-FREE STUFFING MIXES

"Our latest range of gluten-free stuffing mixes offer customers a choice from simply sage and onion," says Fiona Mulroy, co-founder. "The range includes Wild Sage & Roast Onion, Parsley & Thyme, Cranberry, Apple & Chestnut and a traditional spooning Gluten Free Bread Sauce." shropshire-spice.co.uk



3 ATKINS & POTTS CRANBERRY, PORT & ORANGE ZEST SAUCE

This sauce is the perfect accompaniment to a Christmas feast. The balance of sweet, sharp and citrus is fantastic with turkey, goose or pork, and it's delicious used as a glaze for roast ham or as a wonderfully sticky topping to a nut roast for vegetarians. It can also be used to layer in festive trifles or be served warm with ice cream. atkinsandpotts.co.uk





4 ADLINGTON CHRISTMAS TURKEY

The Adlington family have been producing traditional slow-grown Christmas turkeys on their farm near Kenilworth for the past 60 years. In a constant drive for perfection, the turkeys are now fed on a natural diet with the addition of whole oats from neighbouring farms. Year-on-year the product is gaining recognition and winning prizes – the Bronze Free Range recently picked up two stars at the Great Taste Awards. adlingtonltd.com



5 ESSENTIAL CUISINE TURKEY GRAVY

Created in order to help home cooks during one of the most stressful and important meals of the year, this rich Turkey Gravy simply needs to be mixed into your roasting pan dishes to create a gorgeous gravy. With an RRP of £2.50, each pot makes over a litre and lasts for 12 months. “Great quality turkeys deserve the very best gravy,” says Jeremy Palmer, head of retail operations. thekitchenessential.com



6 EMPIRE BESPOKE FOODS GOOSE FAT

This goose fat is produced in Hungary from birds that are allowed to feed freely. It has a high smoke point, making it highly versatile, and a low proportion of saturated fatty acids means that you can indulge in extra Yorkshire puddings without the guilt. It can also be used to make the most fantastically crispy roast potatoes. empirebespokefoods.com



7 MAKING CHRISTMAS SPECIAL DECORATED GINGERBREAD HOUSE

This range of Christmas gingerbread treats and do-it-yourself kits are made with the highest quality ingredients by leading German producers. Available in bright, seasonal and eye-catching packaging with adorable characters, the range includes the best-selling Decorated Gingerbread House, which comes in a window box with sweets and a sugar Santa. empirebespokefoods.com





Artisan food is a vibrant and fast growing category in both the Republic of Ireland and Northern Ireland, and it's a category that's keen to develop greater business in Great Britain, especially post-Brexit.

The category's strength is evidenced by Mintel research which shows that artisan food and drink is worth around £600 million to the economies in the Republic and Northern Ireland, and is projected to have grown by 13% by 2020. Artisan food currently contributes £400 million to the much larger economy in the Republic.

Driving growth in both parts of the island is consumer demand for products and brands that have real, authentic and honest origins. Research also indicates that Irish consumers are more committed to local foods than ever before. Significantly, almost 50% of consumers in the Republic now identify artisan produce as being high quality and better than ordinary food, and 43% believe it should always be available locally.

Unlike Great Britain and Northern Ireland as well as other parts of Europe, artisan food in the Republic must adhere to strict guidelines, laid down by the food standards body, that require it to be made in limited quantities by skilled craftspeople, follow traditional production methods, should be

produced in a micro enterprise at a single location, and that ingredients should be locally-sourced where possible.

One of the fastest growing trends, especially in the Republic, is interest in vegetables and fermenting. High flavoured fresh vegetables such as celeriac, parsnips and kohlrabi are increasingly commanding the attention in restaurants; and even vegetable flavoured yogurts, such as tomato and beetroot, are in the pipeline. In Northern Ireland, the first Japanese wasabi crop was planted earlier in the year and is now starting to appear on menus in high-end establishments there. It's also attracted interest in London.

Craft beers and especially ciders are continuing to grow strongly. Cork's Stonewall Cider, for example, won last year's Blas na hEirean, the Irish National Food Awards. There were also Best Artisan Awards for Northern Ireland's Tempted and Mac Ivor's ciders. Northern Ireland now has over 30 craft breweries for a population of 1.8 million. New whiskeys, gins and vodkas are now on the shelves of supermarkets, bars and restaurants. This led to the Irish Whiskey Association developing a strategy for the industry's long term growth and to exploit its potential in tourism.

Over the past five years, the role

of artisan food and drink in drawing visitors has been recognised in both parts of the island and is now being encouraged by targeted initiatives such as last year's successful Year of Food and Drink in Northern Ireland and in the global marketing by the Republic of the Wild Atlantic Way in the west of Ireland, the Ancient East, north of Dublin, and the Bloom Festival in Dublin.

Bord Bia is driving the industry's growth in the Republic through a series of targeted initiatives geared in particular towards the British marketplace. Artisan producers there also benefit from Bord Bia's hugely successful 'Origin Green' sustainability initiative. In Northern Ireland, artisans are promoted and encouraged by Food NI, which will have a pavilion at the Speciality & Fine Food Fair in London for the first time in September. Invest Northern Ireland also assists the industry's growth.

The new beers, ciders and spirits are now being embraced by other artisans and used to craft bread, jellies and relishes. Other important trends include eating clean, particularly gluten-free, as well as food and drink low in sugar and calories. According to research by Bord Bia, the Irish food marketing body, gluten-free has now gone mainstream, with one in five (20%) Irish people shopping for gluten free food regularly. The gluten-free

market in Ireland is estimated to be worth some £60 million, experiencing a 36% increase since last year.

Ancient grains like amaranth and freekah are becoming popular with artisan bakers. There's now greater use of alternative flours like almond, hazelnut, coconut, chickpea and fava bean. Smoking is also trending, with everything from butter to vegetables and seaweed getting the fire treatment. Turf smoked bacon, charcuterie sausages as well as hickory smoked rapeseed oil and seaweed have been developed.

The first black pudding to feature seaweed has been produced in a cross border venture between O'Doherty's Fine Meats of Enniskillen in Northern Ireland and Seashore Veg at Sligo in the Republic.

The island's reputation for excellence in dairy products from grass-fed cows in particular has fired the growth on the artisan cheese category. There are now around 50 smaller cheese makers in the Republic producing an impressive range from cow's, sheep and goat's milk. Many of the producers in the Republic now have a presence in Britain as a result of the achievements in international cheese shows including Durrus Og from West Cork, a soft, young cheese which was voted Best Irish Cheese in the British Cheese

Awards. Other Irish cheeses established in Britain include Crozier Blue, St Tola Irish Goat's Cheese and Corleggy.

The category is embryonic in Northern Ireland, where there are just four mostly focused on blue cheese. The small group has emerged over the past five years and now includes a single producer of goat's milk cheese. Young Buck, a raw milk blue cheese from Mike's Fancy Cheese, has won business in Britain, Germany and France.

Overall, artisan cheese production contributes around £20 million annually to the northern and southern economies.

Another encouraging trend in both parts of the island is the engagement with regional bodies including, for instance, Ireland West in the Republic and the Causeway Coast and Glens and Armagh, Banbridge and Craigavon councils, which are now promoting smaller food and drink companies.

Overall, there's now a more developed and sophisticated support infrastructure for smaller food and drink producers in both the Republic of Ireland and Northern Ireland that includes the universities, further education and publicly funded research bodies. The Irish, both north and south, really do take their food and drink seriously and are committed to its long-term growth.

“ The Irish, both north and south, really do take their food and drink seriously and are committed to its long-term growth ”

AWARDS SUCCESS

The emergence of the Republic and Northern Ireland as artisan food hubs is evidenced by the achievements of smaller producers in the UK Great Taste Awards and the impressive growth of the Blas na hEireann Irish National Food Awards.

Four of five supreme champions in the Great Taste Awards since 2011/2015 were from the island – McCartney's Butchers in 2011 and Hannan Meats in 2012 and again in 2016, both from Northern Ireland, and James Whelan Butchers from the Republic in 2015. Hannan Meats is the only company in the awards to win the Supreme Champion title twice and has also won more gold stars than any other company in the competition.

Launched in 2007, the Blas na hEireann Awards are now the most important for artisan and smaller

producers on the island, attracting almost 3,000 entries for 2017. The event was launched a decade ago with just 400 entries in 36 categories. These have since grown to 120.

Artie Clifford, organiser says, "Entries are increasing because the event works for companies in terms of business. Top buyers from major international retail and foodservice operations now spend the weekend in Dingle for the annual food festival which coincides with the final stages. They have opportunities to meet potential suppliers in a neutral environment. Over the past decade, we've seen many smaller producers signing deals with retailers they've been unable to reach before the event."

This year the contest has seen a sharp increase in entries from categories such as sauces, morning goods, porridge, free-from food and premium 'good to go' options.

A 'HEALTHIER' BLACK PUDDING OPTION

A seaweed black pudding has been created as part of the growing co-operation between artisans in the Republic and Northern Ireland. The developers of what they are calling The Wild Irish Way Black Pudding to support a major tourism initiative in the west of Ireland are Pat O'Doherty of O'Doherty's Fine Meats in Enniskillen in the north and Marc Torrades of Seashore Veg near Sligo in the Republic.

O'Doherty is among Ireland's most innovative and successful butchers. He's won a string of UK butchery awards for his expertise and unique products including Old Fermanagh Black Bacon and Old Fermanagh Corned Beef. Torrades has been at the forefront of the creation of seaweed specialities.

Both innovators see the seaweed black pudding as a healthier option that combines two so-called superfoods.

The core ingredient in the new black pudding he's created is the multi-award-winning Fermanagh Black Bacon, a bacon from his own

free-range pigs that's cured using a special recipe.

"I decided to develop the new pudding because seaweed is now seen as a healthy and nutritious food, often referred to as a superfood. It's packed full of vitamins and minerals," he says.

The Atlantic coastline is rich in seaweeds such as Carrageen Moss, Dulse and Kelp, and O'Doherty has "selected three types of seaweed from the fresh and clean Atlantic waters along the Irish coastline and blended these with black bacon and other traditional ingredients including Irish oats and herbs. The new pudding has a very rich and spicy flavour and is proving extremely popular with all those who have sampled it."

O'Doherty is also the driving force behind the annual Black Pudding Festival – now entering its fifth year – that's held around Enniskillen every autumn and is supported by chefs and restaurants throughout the area.

The event, unique on the island of Ireland, attracts puddings from many parts of the world and also features a competition for enthusiasts with their own recipes and foods made using the product.



CHEESE TRAILBLAZER SEES FURTHER GROWTH IN BRITAIN

Jeffa Gill returned to her west Cork farm with the coveted Best Irish Cheese title in the recent British Cheese Awards for her deliciously different Durrus Óg, a soft young cheese with a thin washed rind. It was the most recent in an impressive cluster of endorsements, including Great Taste Awards, won by one of the most innovative and respected pioneers of the buoyant Irish Farmhouse Cheese category.

Originally from Worcestershire and a designer by profession, Jeffa began making cheese in 1979 to help sustain the farm that she had purchased as a new venture after working for some years in Dublin.

Today Jeffa is among 50 artisanal cheese producers in the Republic and one of the most successful in terms of sales outside the country. "Great Britain is our biggest single

market outside Ireland," she says. "Around 30% of our output of handmade cheese is shipped there to loyal customers by way of leading distributors. It's hugely significant in its own right and also as a route to other markets such as other parts of Europe, the US and Australia."

She is understandably concerned about the impact of Brexit on her business and has seen pressure on prices from sterling's volatility. "I really don't know what Brexit will bring in the short and long terms. I do know that Britain is very significant for my business and it is a relationship that I am keen to develop."

She realised at the start of her impressive business journey that though the Irish market has underpinned the business's sustainable growth, export was an area that allowed further expansion. "Exporting is an important part of our business. We are now benefitting immensely from the strong reputation of Ireland as a producer of a variety of artisan cheeses that offer exceptional taste and quality."

The outstanding achievements of Irish farmhouse cheese in Britain and increasingly in global markets owes everything to the skills and dedication of Jeffa Gill and her other producers. "We also owe a great deal to our farmers who supply us with superb milk from grass-fed herds on Ireland's clean pastures," she continues. "Bord Bia has been tremendously supportive of our industry and is helping us to develop our marketing expertise and win significant business abroad."

"We've been encouraged to come up with new products that are establishing Ireland as a genuinely global cheese destination. There's now an extensive support infrastructure for our industry that is helping us to address Brexit and other challenges."

As well as Durrus Óg, Jeffa and her small team continue to handcraft a further two cheeses from cow's milk – the original Durrus, a semi-soft rind-washed cheese and Dunmanus, a mature hard cheese made from raw milk.

“ We are now benefitting immensely from the strong reputation of Ireland as a producer of a variety of artisan cheeses that offer exceptional taste and quality ”



Plastic Packaging Solutions

If you're sourcing packaging to contain your product or a solution to a food packaging process requirement, we have plenty of plastic packaging available from stock. Whether you need boxes or bottles, caps or containers, scoops or measures - all ours are manufactured in food approved plastic, available for immediate delivery. With 75 years' experience, environmental production credentials and exceptional customer service, Measom Freer has the packaging solution that's just right.



- Containers, Boxes & Jars
- Tubes, Ties & Clips • Bottles & Plugs
- Dropper, Flip & Screw-on Caps
- Scoops & Measures • Spoons & Spatulas
- Spray & Gel Pumps
- Bespoke Packaging

Made in England

Measom Freer
packaging quality

www.measomfreer.co.uk



Now Buy Online

Tel: +44 (0) 116 288 1588
Email: sales@measomfreer.co.uk
Web: www.measomfreer.co.uk
37-41 Chartwell Drive, Wigston,
Leicestershire LE18 2FL England.



We're dedicated to crafting champion Welsh Cheddar

Passion IT'S WHAT WE DO BEST

As one of Britain's oldest Cheddar makers our Llandyrnog creamery knows exactly what it takes to create the perfect Cheddar. For almost a century Llandyrnog's cheesemakers have used their true passion and expertise to fine-tune their recipes, resulting in award winning and distinctive Welsh Cheddar.



DISCOVER MORE TODAY. Visit arlacheese.co.uk

Cheese Talk

New retail perspectives from industry experts

GEORGE PAUL BRADBURY'S



“BMW flair?”

No, it's not an advertisement for a famous brand of German cars, it's the trade reference to 'Buy-Me-Whole'.

There has been a growth in availability, and need, for cheeses suitable for instant sale, and for many the logical solution is a pre-packed version cut from the bulk cheese.

For a substantial number of makers that is complicated, especially as the variety of shapes, weights, bandaged cheese, outer surface issues, white and blue mould create a great variety of challenges for would-be packers.

A significant number of makers are now offering a small unit, made and matured from the very outset. Certainly it poses a huge range of different challenges, most especially around matching the flavour to that of a bigger possibly famous named cheese, since the maturing consequences for a small unit are totally different.

That apart, and looking at other emerging factors of demand in the market, it may be that makers might focus on developing those sectors of small size single sale cheese as having many potential advantages.

Historically, a great range of cheeses have been produced in large sizes, down through various shapes and formats, and it is a reality that these pose issues for a lot of outlets. True, most adapt this by cutting into quarters and eighths, but that effectively destroys part of their marketing image.

As concern for waste levels rises, as many of the major retailers cut down their space on deli cheese, unable to understand its needs and opportunity, as buyers in all sectors, especially food service, seek to limit inventory value and space use, and as customers become more pre-pack-familiar, the need for a small instant

purchase unit rises and could be seen as an opportunity.

At Nantwich this year and elsewhere in the trade, there were many examples of those who have worked hard to create BMW formats. In doing so they can access whole areas of market not available to bulk deli cheese, crossing that gap into being either deli-based, sold in an upright fridge or even online.

It surely enhances brand recognition and enters whole new market opportunities. More creativity in this sector can see the dependency on big volume outputs, complemented by an option to commit buyers to a number of units, especially at feature times like Christmas and Easter, St George's Day, Halloween, Valentine's Day, or any other high day and holiday.

Of course it will not be practical for all, but can Cheddar makers arrive at a flavour in a 1kg or 2kg format they are proud of in, say, 40% of the current 18 months or develop entirely new complementary types? It meets market consumer and trade needs, turns that valuable cash resource faster, and could treble the brand exposure. It also avoids price observation in kilo, which is sometimes a horrific price concept. A unit price per cheese makes it so much more simple.

A lot of buy-me-whole development has been led by small waxed units and, from being a Christmas feature, they are steadily gaining all-year-round usage. Go to any farming show and there are stands selling waxed cheese, which serves as adequate proof that the shopper likes the concept of buy-me-whole. Buy-me-whole could be a route to market that some may find beneficial, as either a compliment to pre-pack or as a supplementary support to bulk deli cheese.

I think BMW will move fast!

RICHARD HOLLINGBERY GODMINSTER FARM



“Cheese goes organic”

It's been over twenty years since I took my first steps in converting Godminster Farm to a pasture-based organic system and I've seen a lot of industry change over these past two decades. The rise (and fall - and rise again!) of organic has made for pretty turbulent times, but according to the latest research from the Soil Association, organic cheese sales are on the up once again.

Over 98% of British households buy cheese each week and Cheddar remains the nation's favourite, making it a British household staple and good news for us Cheddar producers. However, with the growing shopper interest in sustainability and the UK consumer seeking authenticity and provenance, we're beginning to see a nation of more conscientious shoppers. With more shoppers rethinking their habits, the UK organic market growth was up by 7.1% in 2016. The sector is now worth £2.09 billion and dairy is the largest single category, with an estimated value of £450 million.

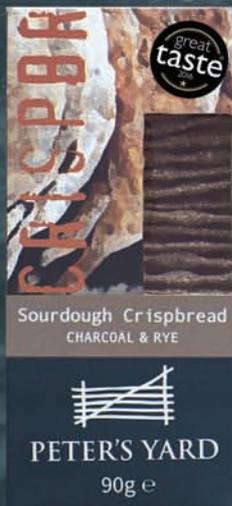
According to the 2016 UK Organic Marketing report published by Bord Bia, milk is the single largest organic commodity purchased, making up 11% of the organic market. The report states that milk and other dairy products are often the entry level organic purchase for many shoppers looking to explore the sector. The Soil Association 2017 Market Report also suggests that shoppers are purchasing more organic food for health reasons. One of the potential reasons for this is the claim that organic dairy has a higher content of the healthy Omega 3 fatty acids than its non-organic counterpart. Research is ongoing on

this subject.

Godminster has seen an increased demand for organic cheese from all channels, but especially through our independent customers both at home and abroad. Independent retailers are often seen as a reputable outlet offering a greater insight into the product provenance, a service that shoppers wouldn't necessarily receive elsewhere. With this in mind, for independent retailers the decision to stock organic produce is a natural progression which complements their need to differentiate their offer from the mainstream and therefore attracts those hunting for speciality products.

Since I moved to Godminster Farm in 1993, the milk we've used to make our cheese has always been fully traceable. Mintel's 2016 Global Food & Drink Trend report explains how cheese consumers want more information about origin and animal welfare. With one in five UK milk buyers interested in purchasing dairy products that guarantee high animal welfare, it's imperative we don't lose sight of the very ethos we built our business on: 'nature repays those who treat her kindly'.

For me, organic farming isn't just about making sure that our dairy herd is happy and healthy. It is also about improving the overall health of all the land we farm and this includes increasing biodiversity through careful hedgerow management, planting and maintaining new trees, digging new ponds and leaving undisturbed margins. We believe that consumer awareness of the provenance and sustainability of organic products has created a confidence in our brand which naturally leads to increased and repeat sales.



The natural choice for cheese

NEW Charcoal & Rye now available



SPONSORED CONTENT



BELTON FARM: GREAT BRITISH CHEESEMAKERS

The master cheesemakers and graders at Belton Farm are passionate about making exceptional tasting classic and contemporary Great British cheese. Award-winning cheese that is lovingly hand-crafted with real character and subtle complexity. Cheese designed to entice the taste buds, marrying unique depths of flavour with tantalising textures.

Cheese has been made at Belton Farm by the Beckett family since 1922. This independent, family-run business, located in the beautiful Shropshire countryside, is grounded in both its heritage and rural surroundings and also has the ambition and capability to innovate, move forward and deliver for both customer and consumer tastes.

Belton Farm's dairy is situated on a 420 acre arable farm which has held organic status since 2002. The team at Belton Farm believe that to make the best quality cheese they need to use the best quality milk. This is achieved by sourcing all of their milk from a dedicated group of local dairy farmers who farm within 25 miles of the dairy.

The family business is renowned for its range of award-winning cheese which include classic regional 'crumbles' such as its Belton Farm Cheshire, Lancashire, Caerphilly and Wensleydale; great tasting Red Leicester and Double Gloucester; a delicious range of Belton Farm Organic cheese; and its distinctive take on contemporary 'Modern British' cheese best embodied by the fabulous Red and White Fox brands. In fact, September sees Belton Farm's Red and White Fox 'Modern British' territorial cheeses 'emerge from their dens' with a striking new pack design giving them a real presence on retailer fixtures whether on-shelf or on the deli counter.

Based upon aged Red and White Leicester cheese recipes, the 'Foxes' are famed for their distinctive taste and texture. Red Fox combines a cunningly unexpected crunch with an intense and complex blend of sweet and savoury flavours, while White Fox is rich and intensely creamy with a nutty finish. The 'Foxes' range will include a Belton Vintage Fox. Vintage Red & White Fox are produced in a traditional cylindrical shape, using the same unique recipe and are matured longer for an increased depth of flavour under the watchful eye of the Belton's expert cheese graders. Both Red Fox and White Fox were officially re-launched at the Nantwich International Cheese Awards and the Belton Farm team is celebrating after outstanding performance at what is the largest cheese competition in the world.

Having accrued the most points in show, Belton were awarded the National Westminster Trophy for the 7th consecutive year for their points coup, an unprecedented achievement demonstrating consistent cheese quality and their passion for cheesemaking. The company also scooped a fabulous 15 Gold, 12 Silver and 9 Bronze awards.

While the team at Belton Farm are delighted to receive awards, they know it's their commitment to only making the very best quality and great tasting cheese that matters. Quality and consistency is paramount and can be seen throughout the business, from their high calibre local milk producers and cheesemakers who have over 100 years' experience between them to a grading team who won't let anything leave the dairy until it gets their seal of approval.

beltonfarm.co.uk
01948 662 125



News, opinion and comment from dairy insiders

Bradburys' Blue Wins Big at International Cheese Awards



Roquefort Papillon Revelation, distributed by Bradburys Cheese, has been awarded the accolade of Supreme Champion at the International Cheese Awards 2017 (ICA).

The win for the French ewe's milk blue came as the ICA attracted its highest number of entries, with over 300 cheese experts judging 5,685 products from over 50 countries at the Trade Day on 26th July at Nantwich.

This year's event was the most successful yet for the Derbyshire firm, which won nine trophies: 24 gold, 16 silver and 11 bronze medals.

It was a good day for the blue cheese category in general, with Arla Food's Tuxford & Tebbutt picking up the Reserve Supreme Champion award for its Blue Stilton.



Chris Chisnall, marketing director at Bradburys Cheese said, "Roquefort Papillon Revelation is a stunning product, combining a sharp, tangy 'blue' flavour with a creamy texture.

"We work hard to provide our customers with some of the best cheeses in the world, and so it's highly gratifying to win the top prize at the ICA."

Hervé Bourgeois, export director at Papillon said, "We're extremely proud to be the new holder of the prestigious National Westminster Cup with Revelation Roquefort and it's an absolute honour to accept this outstanding accolade.

"Our cheesemakers have created a creamy textured product that's characterised by its white to ivory paste and blue intense veins with cavities uniformly distributed from the centre to the rind, offering a subtle, less salty flavour."

Adrian Lawrence, show secretary of ICA said, "The standard of entrants just gets better and better. To win a class is a great achievement, to win a section is exceptional, and to win a main award is absolutely outstanding. The number of entries also continue to grow: entries were up 13.5 per cent on last year. Cheesemakers are coming from every corner of the world to attend the biggest and best cheese show on earth.

"The whole show is continuing to evolve. This year the whole structure had to be vastly extended to incorporate all the extra entries and trade stands. The number of sponsors continues to grow and already new ideas are in place for 2018 to take the show even further forward."

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

[f](#) [i](#) [p](#) [g](#) godminster
[t](#) @godminsterfarm
www.godminster.com



Quicke's Announces Collaboration with Cornish Sea Salt Co.

Quicke's has announced that its award-winning cheese will now be made using Cornish Sea Salt following years of testing, tweaking and maturation.

The use of sea salt adds a new complexity of flavour to the Devon-based cheesemaker's crafted clothbound Cheddar.

This Devon-Cornwall collaboration is the latest enhancement in Quicke's long history of cheesemaking.

Mary Quicke, owner of Quicke's said, "We are really excited by the move to Cornish Sea Salt in our cheese and are delighted to be the first to do this after so many years

in the making. Cornish Sea Salt has a unique mineral-rich flavour that initially hits the palate and then withdraws to enhance other ingredients, which gives us an extra complexity of flavour. Just like in cooking, Cornish Sea Salt adds a lovely brightness and pleasing complexity in the salt flavour and you really notice an extra zing at the end.

"As an unexpected benefit, the sea salt is also more demanding to mix into the fresh curd than table salt, so this stage has required even more love and care from the team. We are noticing a greater roundness in the flavour that we are putting down to

that extra work."

Tom Chatfield, sales manager at Quicke's said, "Given that we use just four ingredients to make our cheese, upgrading our salt felt absolutely like something we should explore. With any tweak we make, it takes us a minimum of a year to see what that means for the flavour so you can imagine that this took us several years to get right; all the while hoping someone making a younger cheese didn't have the same brainwave. Thankfully we still managed to be the first to make the



move. Cornwall has always been close to our hearts, especially those of us that surf or escape to the beach, so sourcing our salt from the abundance created by nature right on our doorstep was an obvious choice."

The first Quicke's cheese made using Cornish Sea Salt will be available for retail in August, with Quicke's longer matured clothbound Cheddars becoming available from autumn onwards.

Importer Brings Spanish Cheeses to Fine Food Market

Importer and wholesaler of Spanish fine foods Mevalco has launched a 'Fabulous Five' top of the range product selection which features a truffle-infused Manchego and Rey Silo Beso cheese.

The Manchego Truffle Cheese is made with raw ewes' milk and Spanish black truffle from Soria.

Mevalco's Rey Silo Beso cheese is a bite-sized variety that is the result of a collaboration between Rey Silo's master cheesemaker and chefs at the Michelin-starred restaurant Casa Gerardo in Asturias, Spain.

David Mendendez, CEO of Mevalco said, "The Fabulous Five are innovative, different and delicious and especially good for busy outlets as they require little or no preparation. The truffle-infused Manchego cheese is a simply stunning cheese which is tangy in its flavour and pairs very well with sherry.

"The Rey Silo cheese with its intense flavour – fresh milk and butter with a toasted hazelnut aftertaste – is best paired with cider or sparkling wine."

bradburies
inspired by cheese

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@bradburiescheese.co.uk**

www.bradburyscheese.co.uk



News, opinion and comment from dairy insiders

Initiative Aims to Promote Northern Irish Cheesemakers



Artisan cheese producers in North Ireland are being assisted in growing their sales by a new marketing and product development operation through innovations such as cheese wedding cakes.

Slemish Cheese Company has been developed to promote local cheeses through its participation

in major food markets, like the award-winning St George's Market in Belfast.

The company is part of the Tom & Ollie marketing business that draws on years of experience promoting Mediterranean-style ingredients at farmers' markets and food shows around Northern Ireland and the Republic of Ireland.

Tracey O'Boyle of Slemish Cheese Company said, "There's tremendous interest developing in Northern Ireland's emerging artisan cheese because of their outstanding flavours and variety. Among our most popular is Young Buck, an award-winning blue cheese that's produced by Mike's Fancy Cheese in Newtownards, County Down.

"While the Tom & Ollie business has always had a strong cheese offering, as well as a huge range of Mediterranean foods, we formed Slemish Cheese Company to develop different products such as our multi-layered cheese wedding cakes. The bespoke cakes can be dressed with other products such as fruit and dates for different flavours.

"The cakes are proving a popular extension of our business and have enabled us to develop our expertise in Irish cheese. The cheese cakes are made by us in consultation with each bride. Each layer can feature a different variety of cheese.

"We'll be looking at other products that we can create using Irish artisan cheese over the next few months. We also have our own smoker for developing original flavours. We work closely with cheesemakers to help them in developing their sales by creating original ideas."



The Wensleydale Creamery Unveils Buttertubs Cheese

The Wensleydale Creamery has announced the launch of Buttertubs, a new buttery, creamy-textured cheese with citrus and lemony notes.

The cheese is named after an iconic Yorkshire Dales landmark, The Buttertubs, which is a group of fluted limestone potholes on the Buttertubs Pass just five miles from The Wensleydale Creamery.

Buttertubs cheese is handcrafted at The Wensleydale Creamery using milk from local farms.

The packaging features The Wensleydale Creamery's branding and scenery along with the Union Jack, which the brand states is in line with its wider portfolio of award-winning dairy products that highlight its British credentials.

David Hartley, managing director at The Wensleydale

Creamery said, "A modern day British cheese, Buttertubs' creamy and buttery texture is complemented by a unique flavour, with citrus, lemony notes, making it a delicious and versatile cheese which we know our customers will love.

"We're passionate about our Yorkshire credentials and heritage, and pride ourselves on using milk from local farms to handcraft our cheeses. The Buttertubs Pass has significant historical relevance, being so local to us and many of our supplying farmers, and we're delighted to add this product to our award-winning portfolio of Yorkshire products.

"In fact, Buttertubs is already award-winning, having secured Gold at the recent British Cheese Awards!"



Introducing

our award-winning, new cheeses...



Blue 16
A 'modern-day blue cheese', combining traditional flavours with a modern twist. An eye-catching russet colour; creamy, velvety-textured with sweet caramel notes and a nutty, savoury flavour.



Buttertubs
Creamy, buttery-textured cheese, full of flavour with citrus, lemony notes. Named after the iconic Yorkshire Dales landmark, 'The Buttertubs'.

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)
 [BLOG wensleydale.co.uk/blog](https://wensleydale.co.uk/blog)

The Fine Cheese Co. Expands Waxed Cheddar Range

Maturer, wholesaler and exporter The Fine Cheese Co. has added an ewes' milk and oak-smoked Cheddar to its established Cheddar and goats' milk lines to form a range of four waxed Cheddars made from three types of milk.

Handmade in Dorset using traditional Cheddar methods, the Ewe's Milk Cheddar has a firm texture, aromatic and fresh flavour and bright yet balanced finish.

The Oak-Smoked Cheddar is made using the traditional method of stacking curds by hand. The finishes are then cold-smoked over real oak chips, which give the final product a natural and balanced smoke flavour reminiscent of the wood but with no harsh notes. The smoke is inspected thoroughly to allow the mature farmhouse



character of the Cheddar to properly shine through.

Ann-Marie Dyas, co-founder of The Fine Cheese Co. said, "If you love Cheddar, this fun set gives you four perfect ways to enjoy your favourite cheese."

World's First Halal-Certified Parmigiano-Reggiano Released



Parma 2064, a brand by Casearia Agrinasciente SAC Fidenza, presented its Parmigiano-Reggiano 18-month aged PDO-approved and Halal-certified cheese at the 2017 International Cheese Awards.

The company has been working on the product for over two years and believes it is an important symbolic gesture for the future of food tradition from Emilia Romagna, where the historic cheese originates.

The Halal Parmigiano-Reggiano contains Halal rennet, and the wheels of cheese are kept in a special area of the company's warehouse.

In order for the cheese to be certified Halal, the cows are kept separated from any contaminants that may make them impure. The breed of cows used remains the same according to Parmigiano-Reggiano PDO rules.

Roberto Gelfi, president of Casearia Agrinasciente SAC said, "Agrinasciente Dairy and its members have decided to devote time and energy to the creation of a Parmigiano-Reggiano PDO Halal in the belief that food serves to express itself. With this release we want to offer our cheese to markets around the world, guaranteeing in this cas

the adherence to the requirements that serve to qualify it as Halal and therefore suitable for Muslim people. For a modern company, the ability to build cultural bridges is a basic necessity and an investment in the future."

The turnover of Halal-certified products in Italy is estimated to be around 9.1 billion euros per year. Roberto continued, "The markets we turn to are vast, young and in tune. They are already accustomed to the consumption of dairy products and express a high demand for quality. In this context, Italian products are highly appreciated and sought after. Halal qualification is at the same time an attestation of attention and quality. We are open to foreign markets in the belief that our product, for the tradition and the quality it expresses, can play an important role in the international scene. The future of Parmigiano-Reggiano is certainly in the diversification of production, in the attention to the niches and the behaviours of the consumer, without forgetting the great historical and cultural heritage it represents."

“ The future of Parmigiano-Reggiano is certainly in the diversification of production, in the attention to the niches and the behaviours of the consumer, without forgetting the great historical and cultural heritage it represents ”

**JUSTIN
TUNSTALL
RETAIL
CONSULTANT**



“A cut above?”

Although I recognise that it enables advances in productivity, I loathe the thought of time and motion inspectors using a stopwatch for each and every process in the workplace. Nevertheless, a few weeks ago I found myself timing young cheesemongers as they went through a 'cut and wrap' exercise. In the Young Cheesemonger competition, part of the British Cheese Awards, we awarded a time bonus if contestants managed to complete the task, and deal with four pieces of cheese in under five minutes. Of the eight finalists, just two gained the extra points for a swift finish to the task. The average time was about six minutes and 30 seconds to prepare the two cuts of 100 and 250g from each of two cheeses, without scales: 700g of cheese ready for the customer to take home.

Cutting and wrapping cheese for each customer in turn can prove a time-consuming, and thus costly, process. But I love it. It forges a special relationship with customers and gives an ongoing opportunity to demonstrate one's care and reverence for the cheeses, as well as dexterity and spatial awareness. I enjoy doing things thoroughly – having two cutting areas, one for regular cheeses and one for the blues, cleaning up as I go along, readying for the next cut. I found that cutting cheese efficiently was a key factor in building the premium element of the shop's brand.

I recently met up with a deli-owner who is more of a generalist and deals only in packaged goods. Her cheese range is limited, but

includes some nice mini cheeses of up to 500g and some pre-packaged blues, cheddars and soft cheeses from her wholesaler. She doesn't want to be particularly renowned for her cheese counter, but has created a great destination for foodie gifts and a dazzling array of gins and other drinks. As a result, apart from demonstrating diligent stock control, she has very little to worry about from an EHO visit. Her staff need neither training in handling cheese, nor the time spent to cut and wrap. It's a lean and efficient operation and the business thrives.

Abandoning cutting boards is not really an option for many of us who truly love our cheese – and selling lots of it. But we can take a few pointers from the packaged route. Speeding up transactions and doing a little less cutting and wrapping can be a good thing. Having a few mini cheeses on offer is useful; pre-cutting some cheese is another handy habit. I don't favour doing a full cut, wrap and price on pieces of cheese ahead of purchase: I have a look at each piece at point of sale to assess that it's in great condition, as I wrap it for the customer to take home. But I do like to have few pieces of attractive looking cheese that might tempt more effectively than a large block or truckle. I ask staff to cut these to reasonable sizes – not 100gm pieces for atom-splitters, but good generous pieces of a minimum of 170gm or so. More often than not, a customer will opt for 'that piece', rather than wait for a specific cut to order. Then it's onto the till area for the matching and pairing cross-sell!

“ I like to have a few pieces of attractive looking cheese that might tempt more effectively than a large block or truckle ”

Cornish Blue

sweet, creamy and artisan

Deli's, Farmshops, Wholesalers – now is the time to place your Christmas order please call:

01579 362416

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



Cornish Blue Cheese and Pates - perfect for all Christmas Cheeseboards. Available in pots and various truckle sizes.



Rowcliffe



QUALITY CHEESE AND FINE FOODS



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



With over 150 cheese awards in the bag, we've a lot to be proud of.

Pride IT'S WHAT WE DO BEST



DISCOVER MORE TODAY. Visit arlaceese.co.uk

STORYTELLING FOR SALES

Now more than ever, consumers want their food and drink to have heart, a personality, a story. Here, a retailer and distributor explain how to cash in

We all know that consumers are becoming increasingly demanding when it comes to the food and drink they consume – quality and provenance have a higher value than ever before, but the impact an engaging story could have on sales is not to be ignored. Whether a product originates from the wild highlands of Scotland, has been caught by a fisherman following in the footsteps of generations past, or is a modern reimagining of an ancient recipe, tell its story and watch eyes widen and wallets open.

Cheese is a rich resource when it comes to stories thanks to their pastoral provenance, artful creation and roots in history, so it's well worth researching the heritage of the cheeses you stock and consider adding one or two with a romantic or unusual back story into the mix.

Owen Davies, category manager at Harvey & Brockless explains, "Stories – whether about the cheesemaker themselves, how the

cheese came to be, or the journey the cheese has been through to end up at the deli counter, all serve to create a lasting memory and experience for the person buying or tasting that cheese."

Face-to-face contact with a customer is invaluable when it comes to sharing interesting information about a product, but not only does that take up the time of both the staff member and customer but requires that all staff are educated on all products – ideal but not always possible. By all means, if you find yourself with a quiet shop and a customer at your counter eager to know, more spare a minute or two to build a connection between shopper and product, but bear in mind that information boards go a long way and are an oft-unused resource.

A selling tool which goes down equally well with retailers and consumers is a Meet the Producer-style event, where the makers themselves are on-hand to tell their story, share their wares and answer

“ The cows of Fen Farm Dairy are visibly healthy and deliriously content, grazing on the lush green pastures nestled in the elbow of the beautiful River Waveney in Suffolk ”

questions. This could be a good way to introduce a new product to your stock, and equally to raise interest in an item which isn't performing well.

As Owen concludes, "We all take pleasure in eating, so hearing a good yarn about the food you are about to buy or eat makes the whole experience all the more pleasurable!"

For Barrie Thomson of High Street Deli of Newtown, Powys, the importance of telling the story of the



Owen Davies, category manager at Harvey & Brockless, talks us through his picks of cheeses with more to them than meets the eye

ROQUEFORT LE TROUPEAU, LES CAUSSES, FRANCE



As legend would have it, Roquefort, came about when a young shepherd was distracted from his lunch

of ewe's milk curd and bread by a beautiful girl in the distance. Mesmerised by this beauty, he put down his 'sandwich' in the cave where he was taking shelter from the heat and didn't return to the same cave until a month or so later, when the mould *Penicillium Roqueforti* (naturally found in the Combalou caves of Roquefort-sur-Soulzon) had turned his cheese into what we now know as France's King of Cheese, Roquefort. Whatever the truth of the story, it is believed that the presence of this bacteria in these extraordinary natural caves with their unique microclimate is the key to Roquefort's renowned reputation.

But it doesn't always have to be a great tale of folklore and legend that forms the story of cheese, nowadays provenance plays a huge part in how we make our food choices. How are the animals kept, what are they fed, how much of their time is spent

grazing outside, what do they graze on, what is their 'terroir' like and how does this affect the milk - and ultimately the taste and quality of that cheese?

BARON BIGOD, FEN FARM DAIRY, SUFFOLK, ENGLAND



Take Fen Farm for example. Third generation dairy farmer Jonny Crickmore and

his wife Dulcie have gone to great lengths to transform their historical family-run farm into a 'green friendly', high animal welfare artisan cheesemaking dairy. With a desire to create a British Brie de Meaux style cheese, their journey began with a period of training and consultation with legendary cheesemaking experts from France (Ivan Larcher and Thierry Lereudu), followed by a whirlwind trip to 35 alpine farms in France to buy a herd of Montbéliarde cows – an ancient breed prized for the high protein and butter fats in their milk. Grazing on the lush green

pastures nestled in the elbow of the beautiful River Waveney in Suffolk, they eat a diet rich in grass, homegrown hay and forage. The cows are visibly healthy and deliriously content – not under constant demands to produce more and more milk. The resulting raw milk that is used to make the cheese means that Baron Bigod (pronounced 'by-god' and named after a local 12th Century nobleman) is now a worthy rival to its French muse. The instant popularity of the cheese has much to do with its silky paste and long complex flavours of farmyard, morels and warm earth. Try it grilled on toasted rye with a drizzle of truffle honey.

ST. JUDE, WHITEWOOD DAIRY, SUFFOLK, ENGLAND

A testament to the success and integrity of Fen Farm Dairy's commitment to excellent animal welfare, happy cows and excellent raw milk is the story of St. Jude.

Julie Cheyney has always worked with raw milk and in 2012 she set up her own dairy, Whitewood, in the Hampshire downland overlooking



cheeses he sells is unquestionable. "Cutting and wrapping cheese is our 'little bit of theatre'," he says. "We spend time over it, which customers seem to relish. The 'story' provides the commentary to the tasting, choosing and wrapping process." As well as providing a topic of conversation during the purchasing process, providing information about the cheeses on offer helps develop the trust between Barrie

and his customers. He explains, "People are discerning; we provide a handpicked selection and while customers trust us to curate a varied cheese counter, they love to know why we select specific producers."

Cheesemaking is widely recognised as an artform these days, and the time, care and skill that goes into making cheese has more value than ever before with the public. "There is a growing

understanding of the value that comes from the care which goes into producing farmhouse cheeses, made with great milk and produced to taste individual and special," Barrie says. As for the information you share with your customers, he recommends: "something about the farms, the relationship between stockmen, herds and the dairy, a little bit of information about other products."

the valley where Gilbert White lived and was inspired by nature. Never 100% satisfied with the quality of the milk that Julie had access to in the area, in 2014 she made a bold decision to move the dairy to North East Suffolk and is now using the raw milk from Jonny and Dulcie Crickmore's Montbéliarde cows. The diverse grasses of the Fen Farm pastures lead to the distinct, rich milk of the cows, contributing to the complex flavours of this stunning, creamy soft cheese.

WINTERDALE SHAW, WINTERDALE CHEESE, KENT, ENGLAND

London's local Cheddar,



Winterdale Shaw is made by dynamic husband and wife team Robin and Carla Betts

on the North Downs in Kent just over 20 miles from the centre of the capital. The couple started making cheese in 2006 after building their own oak-framed barn on the edge of the family dairy farm, which is fitted with

the latest eco-technologies from solar panels to ground source heat pumps. They even dug out their own maturing cave from the chalk downs where the raw milk, clothbound Cheddar is matured for 10 months. It means the cheese is completely carbon neutral, but just as importantly tastes delicious. Buttery, fruity and with a pleasing earthy flavour, it matches beautifully with a brown ale.

REBLOCHON FERMIERE DE SAVOIE AOP, MISSILIER AND JOSEPH PACCARD, HAUTE-SAVOIE, FRANCE

One of France's prettiest cheeses



thanks to its peachy pink rind, Reblochon is made in the mountainous Haute-Savoie

region using milk from indigenous cow breeds that graze the Alpine pastures. Our 'fermier' fromage is made by the Missilier family on their small farm 1,300m above sea level and is aged by expert affineur Joseph Paccard for five weeks for a deeper

hazelnut flavour and smooth, supple texture. The Missilier family milk their herd of 40 cows twice a day and the cheese is made while the milk is still warm. They produce 40 cheeses with the morning milk and 40 cheeses with the evening milk.

During the winter months, cattle are fed on the hay from the farm which is harvested during the summer months; in summer, the family, cattle and dairy move further up into the mountains. It's here up high that the cows graze on lush pastures filled with wild flowers; moving the cheese production with the cows ensures that the milk never has to travel very far! After making the cheese, it sits for six days on spruce boards in the maturation rooms before it is sent down the mountain to be affineured by renowned second generation affineurs Joseph Paccard, Paccard grade their Reblochon in its fourth stage of maturing: Extra, Surchoix and Tartiflette. 'Extra', the highest quality and determined by how well the cheese has softened, is the grade selected for Harvey & Brockless.



From Brie to Stilton, we've swept the board at award shows across the country. With results like this it's going to be a vintage year.



DISCOVER MORE TODAY. visit arlacheese.co.uk

“Cheesemaking is widely recognised as an artform these days, and the time, care and skill that goes into making cheese has more value than ever before”



HOW TO: DISPLAY CHEESE

Georgie Mason, director of Gonalston Farm Shop, shares her display expertise

How the whole shop looks from the moment a customer walks through the door is incredibly important, and consistently full, fresh displays in all the counters are what matters most; all of us buy with our eyes, and the cheese counter is no different. How the display looks and feels is as much as 50% of the sale, as the visible quality, attractive position and price of a product will be the deciding factor for most customers. Offering tasters and sharing our knowledge can be the last chance to win the customer over on a cheese which has a steeper price, or something which they haven't tried before. Knowledge is marvellous and so is conversation, and today's supermarkets don't share either of these wonderful attributes; our team love a natter, love a taste, and love to love our customers – this is what keeps them coming back.

Keep it clear

I explain to my team, not only on the cheese counter but the whole shop, that we must look through the eyes of the customer; is our message to them through display a clear and beautiful one or is it muddled and confusing? Cheese labels and tickets must be 100%

legible clear and concise – if we sell the creamiest, most sinful cheese in the counter, we should shout about it. This would be a deal breaker for some customers but a reason to get excited for others, so it's important that your team shares their expertise otherwise customers may become blind to what is a wonderful cheese.

Positioning is key

All of our local blue cheeses have a lot to say from their size and the space given to them in the counter. They are our regional best-sellers, they ooze display in their own right, and they are always displayed towards the end of the counter because they are so well-known they don't need much in the way of 'eye level is buy level'. Our local and regional sheep's milk cheeses need to be under the nose of our customers to overcome their difference and higher price, and our team need them there too in order to talk about them more.

Added value

All of our cheeses are wrapped and cut in the counter with the cut edge facing the customer, and when a customer buys cheese we wrap it in Gonalston-logged waxed proof

paper as if it were a gift. The 'fridge appeal' continues in the customer's home, and acts as a reminder of where it was purchased. Some props are used in the counter: promotional Le Gruyère AOP cows stand on this mountain cheese, and toy farmyard goats and sheep stand on their corresponding cheeses. Figs, quince paste, fig balls, stuffed peppers and cheese biscuits are at a right angle to the counter to allow the team to talk biscuits and cheese to customers at the same time; bread is also very close for the same reason – everything to increase the cheese basket spend is to hand. Retail detail is everywhere and is the most important thing in your shop.

Promote and communicate

We use a number of promotional tools to boost cheese sales. In particular, our 'Cheese of the Month' promotion is for us a great way to get excited about a cheese. As a result of it, both the team and our customers learn about the cheese – I liken it to seeing an advert on the back of a bus every day for 20 days; it stays with you and you don't forget it. For us it's a successful way of promoting the

product without lowering the price. Other promotions can link into this like our jar-a-thon, a product sold in the shop which is chosen by the deli team to sell alongside the Cheese of the Month. The sky is the limit if they choose carefully, and the team can win rewards for this, too. Increasing sales of a jarred product by over 30% in one month is amazing for so little effort – why wouldn't you give it a go?

Success

Strong display has proven its value at Gonalston on a number of occasions. Once we ordered a whole wheel of cheese instead of one eighth, and decided to get on with it, cut it up and sell it. The theatre of cutting it up alone sold at least an eighth in a day, and this formula increased sales by 80%. We now offer pieces of this cheese of all shapes and sizes in two areas of the shop, and it takes three figures almost every week.

DID U KNOW

THERE ARE TWO KEY VARIETIES OF **LE GRUYÈRE AOP**. ALTHOUGH BOTH MADE USING JUST MILK AND THE SAME TECHNIQUES HANDED DOWN THROUGH THE GENERATIONS, THERE IS A CLEAR DIFFERENCE IN TASTE BETWEEN THE TWO. **LE GRUYÈRE AOP CLASSIC** IS AGED FOR 6-9 MONTHS AND BOASTS A WELL-ROUNDED, SWEET FLAVOUR. **LE GRUYÈRE AOP RÉSERVE** IS AGED FOR AT LEAST 10 MONTHS FOR A MORE INTENSE AND AROMATIC FLAVOUR



NEED TO KNOW



LE GRUYÈRE AOP CAN OFFER PROMOTIONAL SUPPORT TO INDEPENDENT RETAILERS AND FARM SHOPS IN THE FORM OF MARKETING MATERIALS AND TASTING EVENTS

“ Retail detail is the most important thing in your shop ”



Switzerland. Naturally.



Cheeses from Switzerland. 
www.cheesesfromswitzerland.com

MEET THE RETAILER...

Gonalston Farm Shop is a butchery-driven farm retailing business established in 2003, when a cattle yard dating from 1980 was converted into 2,989 square feet of retail space.

The butchery and fish are key to the business, accounting for almost 50% of the sales, and throughout the years the delicatessen counter has become one of the shop's top attractions. Gonalston's cheese selection is a stand-out element of the business; the shop stocks over 100 varieties of hand-crafted cheeses with a focus on local farmhouse cheeses and award-winners. The cheese shares its space with a large array of cooked and cured meats and pâtés.



DISPLAY DOS

- Sell your regional cheese all year round. We are lucky with our regional cheese – it has so much history and awards galore that it almost sells itself
- Use clear, concise counter labels which display the following information: milk type, pasteurised or unpasteurised, vegetarian or vegan, if the cheese is produced locally (within 50 miles), price per 100gms and per kg, country and region of origin
- Cut all cheeses and have the cut side facing the customer
- Make sure the team and counter look consistently brilliant every day

DISPLAY DON'TS

- Do not overfill the counter with standard supermarket-style cheese with no point of difference or story – this only leads to minimal opportunity for your customers to build rapport with you and much lower margins
- Avoid handwritten counter labels with different handwriting and spelling mistakes
- A dirty team and/or counter can do more harm than you may think
- Try not to miss any opportunity to upsell other items

“ How the display looks and feels is as much as 50% of the sale, as the visible quality, attractive position and price of a product will be the deciding factor for most customers. We must look through the eyes of the customer; is our message to them through display a clear and beautiful one or is it muddled and confusing? ”

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.

Gruyère AOP
Born in Switzerland in 1115.

www.gruyere.com

AOP = PDO (Protected Designation of Origin)



Switzerland. Naturally.



Cheeses from Switzerland.

www.cheesesfromswitzerland.com

I suppose like anyone who loves food, I always have done. When I was a teenager, growing up in Butley in Somerset, we'd go to the local cider farms to buy cider and blocks of Cheddar and Stilton to eat like apples while we were drinking our cider. Years later, I still associate eating cheese with that feeling of casual contentment. Cheese is a part of the landscape, and as a country boy this means that I have a strong emotional connection with it.

Before launching Pong I was involved in agency advertising, and worked with quite a few food clients. As much as I loved food, it never stood out as a particularly exciting area for marketing; I was selling within a number of sectors – clothing, cars, flights – and I applied the same skills to selling food products as I did those things. One day, my wife and I were having dinner with an old university friend of hers who was extraordinarily passionate about cheese – he worked for a large cheese wholesaler at the time – and he spoke about it in such a way that I thought it would be a great idea to turn my obsession into a career. We worked together to take our passion onto the internet (where obsessive passions live freely) and that was the beginning of Pong.

I remember reading in the early days that the cheese industry in the UK was worth £2 billion, and for us it was about converting a portion of that from the mainstream, supermarket-style cheeses to the more handmade, speciality cheeses made in this country and further afield. The talent the British cheese industry has, the cheeses it's creating and the uptake of these products is astonishing. Every year it seems to go up and up and up, and this is thanks to an exciting combination of farmers wanting to make more money from their milk and more business-minded people; I've met cheesemakers who used to be chemists, and love the chemical process of maturation and how it creates these beautiful foods. The number of cheeses being made in the UK has shot up in the past few years, and it's hard to keep track of the number of cheeses being created by these truly inspiring people.

I'm very happy to see that consumer demand has gone up, but we've never been worried about competition. We've always been of the mindset that the more people there are trying to sell cheese over the internet, the more demand there'll be for it. We're driven by the demands on quality and convenience our customers can make; we're constantly trying to evolve and offer increasing flexibility.

Consumers are becoming more exacting, more demanding. Provenance is playing a bigger part than it ever has done before, but it's not as important in the case of Pong as it is to a local-focused business like a farm shop. We're an enabler in terms of talking about the passion for this brilliant foodstuff – it's just as exciting to get something imported from Southern Italy which you tasted on holiday and is usually impossible to get here as it is to try a locally-produced cheese.



THE INTERVIEW: MATHEW MARCH-SMITH

Meet Mathew, co-founder of Pong: food obsessive, internet whiz and self-proclaimed country boy

Today's industry is about people wanting better quality and variety quicker, and we're excited to evolve our business in that direction. We're conscious of things in the background like Amazon setting precedence. We've always tried to look like a big company as that helps the buying public to trust you, but at the same time you're viewed by some customers as being larger than you are and so they start to expect the same versatility and variety as they do from behemoths like Amazon, which we just can't provide.

More education is needed, not least when it comes to consumers' attitudes to best before dates. The supermarket attitude of chucking away a vacuum-packed Cheddar when it reaches its best before date is shocking; there's plenty of opportunity to educate people on what's happening when a cheese is maturing or growing a mould – to explain that when a cheese is getting older it's not necessarily deteriorating but changing, and that one could prefer it when it's a bit older to how it is when it's sold to them. People seem to have learned about cheese by rote – they read the packaging on a mass-market item and don't dare to stray from that. Contrastingly, we've always provided lots of information on our website and packaging about different cheese care methods – we didn't want to just hand over a product, we want it to be the beginning of a longer-term relationship and so take a lot of time educating the people who shop with us. The nutritional value of cheese should also be better understood – the fat content of cheese should no longer be seen as a pariah. Instead, its quality should be appreciated and benefits more widely understood.

QUICKFIRE QUESTIONS

INSPIRATION

I've always related to people who do really amazing, brave things – whether that be climbing a mountain or saving lives – as they've had to be so single-minded and sacrifice things to achieve their objective. I'm suppose I'm inspired these people because I know I'm nothing like that and don't think I ever will be!

WHAT'S NEXT...

We've just launched a new website, and a big part of that is what we've called The Cheese Club. We wanted to develop the longevity of the relationship with our customers, so it's a subscription service which can be personalised to what the customer wants in terms of products and frequency. We're also bringing on more new and rare cheeses, which has gone brilliantly well so far. It's exciting for our customers but it's hugely exciting for us too as we get to explore the market. We've also been thinking about creating a bricks and mortar shop in order to be nearer to our customers and offer something different, but this won't be happening any time soon.

“ The talent in this industry, the cheeses it's creating and the uptake of these products is astonishing ”

MAKING IT WORK

We started Pong in the middle of a recession, and despite selling what is essentially a luxury product it took off really well – I believe that was down to a combination of luck and timing. It was probably quite scary at the time, but I look back on it as being

fun and exciting. We wanted to be a purely internet retailer, which made it even more essential to have strong branding as we'd only have a limited timescale in which to grab someone's attention and draw them in.

A lot of the cheese-selling websites you see now were around when we set up Pong. A lot of delis and

cheesemongers had realised that if they opened a website they could run it as a separate store and introduce it to a national audience, but we were lucky that I had experience in promoting food nationally and my business partner Ben had an extensive knowledge of the cheese industry and the way that people act on their

passion for speciality cheese. It was a match made in heaven.

We've grown so much every year and that growth is exaggerated every Christmas, so it's a very challenging time for us. One of our greatest triumphs happened last Christmas, because despite being so busy and having new people on the team, thanks

to being prepared and perfecting our systems everything went smoothly and there were no hiccups. It was lucky in some ways, but it also demonstrated that we'd learned from our experiences and become a stronger business because of them. Fingers crossed this continues!



CREAMY & TASTY
MATURED FOR 5 MONTHS



A Masterpiece from the Cave

- This is a real **taste sensation**, deeply complex and irresistible
- Made with added cream to produce a **creamy, buttery cheese**
- Matured in the Kaltbach Caves for **5 months**

Order from your usual cheese supplier or for more information email info.uk@emmi.com

CAVE-AGED. IN PEACE.

THE ULTIMATE CHRISTMAS CHEESEBOARD

Stock smart to cash in on the season of overindulgence

Christmas and cheese go together like bacon and eggs – it's just something us Brits do without thinking. It's easy to not put much thought into your cheeseboard promotions over the festive period, too; after all, there's nothing wrong with a crowdpleasing combination of Cheddar, blue and bloomy-rinded. It's the cheeses you involve in this combination, though, and the bells and whistles you sell alongside them that give you an opportunity to stand out from the rest and become a cheeseboard destination for Christmas shoppers for years to come.

Perhaps now more than ever, the quality of the cheeses you're offering is of paramount importance. This is the season for overindulgence after all, so spend a bit of time making sure your cheeses are in top condition and think about stocking a few extra special items. Don't forget to bring in seasonal cheeses, too – word of Vacherin Mont D'or, for example, is spreading, so if and when you get it in be sure to shout about it.

At this time of year you may be seeing customers who have not visited before, happy to spend more than they normally would do on food and drink in order to make their festive season extra special. If these people are unfamiliar with your stock, time spent introducing your cheeses by way of a tasting

session will work wonders. Not only will it possibly tempt them to buy an unfamiliar, pricier cheese, but the extra level of customer service could work to convert them into year-round rather than seasonal shoppers.

When it comes to accompaniments, it's always sensible to stock the classics. A festively-spiced chutney, a jar of tangy cornichons and a good cracker selection always go down well, but don't underestimate the joy of finding a jar of rilletes or a fruit cheese alongside your cheese and grapes. For Jason Hinds, sales



director at Neal's Yard Dairy, the ultimate Christmas cheeseboard combines traditional British cheeses

with a modern-day classic: "Last year it was Colston Bassett Stilton (made to a Neal's Yard Dairy recipe), 12 month extra mature Kirkham's Lancashire and Baron Bigod." When it comes to must-haves, "Stilton, Cheddar and a soft white-rinded cheese are a classic cheeseboard selection," he says.

At Neal's Yard Dairy, British classics fly out the door at Christmas time, namely "Colston Bassett Stilton and Montgomery's Cheddar," and accompaniment-

wise a versatile chutney works best. Jason's pick of the best? "I love Rosebud Preserves Old Yorkshire Chutney," he says. "It goes well with most cheese."

Versatility is highly valued at Neal's Yard Dairy: "Colston Bassett Stilton pairs with everything from chocolate stout and IPA to many types of wine," he says, "but best of all it pairs beautifully with dessert wine – this pairs better than port. If you have to pair Stilton with port, then make it a tawny not a ruby, and never pour the latter into the former – that is a crime if the port and the cheese are both good."

Patriotism fits well with the festive appreciation of tradition, and distributor Rowcliffe has proposed a Proud to be British cheeseboard – "to celebrate the joy and merrymaking of Christmas,"



says Jason Fisher, managing director. For them the cheese is without doubt the hero, but "we would be naïve to not give much deserved glory to the selected accompaniments to be perfectly paired with the cheeses. We have travelled far afield to Spain and discovered award-winning cheese partners." For Jason and the business, the value a good pairing

can bring to a cheeseboard is not to be underestimated. Jason explains, "They not only bring out fantastic flavours from our selected British iconic pieces, they also deliver an innovative feel to the board. Whatever your cheese selection is to be, the right pairings can transform the cheeseboard from standard to a board worth celebrating."

“ This is the season for overindulgence, so spend a bit of time making sure your cheeses are in top condition and think about stocking a few extra special items ”

ROWCLIFFE'S CHRISTMAS 2017 MUST-HAVES

● SOFT

Baron Bigod: a handmade creamy bloomy-rind cheese from the farm's very own raw Montbeliarde cow milk. It has a smooth silky texture and golden curd with warm earth, farmyard and mushroom flavours. It is the only traditional raw milk Brie de Meaux-style cheese produced in the UK

● BLUE

Colston Bassett Stilton (PDO): a vegetarian, mellow and a creamy pasteurised Stilton that offers melt-in-the-mouth perfection. An essential for a festive cheeseboard

● TERRITORIAL

Sparkenhoe Red Leicester: unpasteurised and orange in colour. Handmade in Leicestershire from unpasteurised milk and created using a rediscovered old recipe

● HARD

Westcombe Cheddar (PDO): an unpasteurised hand-crafted West Country Farmhouse Cheddar. Award winning and has a deep, complex

flavour with long notes of citrus, hazelnut and caramel. The smooth breakdown keeps the delicious flavours lingering on the palate

● GOAT

Cerney Ash: an award-winning unpasteurised, vegetarian goat's milk pyramid with a soft creamy white texture. It is hand-coated with an oakash/seasalt mix and gives a hint of lemon, with flavours deepening as it ages

● EWE'S

Pavé Cobble: a lactic-style ashed cheese in the shape of a flat-topped pyramid. It has a creamy slightly citrus flavour and its appearance changes from a silvery grey mould to a thicker, green/blue rind as it matures

PERFECT PARTNERS

Roasted Red Pepper Jam, Pairarop Spanish fruit cakes: Date & Walnut / Fig & Almond, Pairarop Miller's Toasts: Plum & Date / Fig & Sultana / Cranberry & Raisin, Artisan Biscuits

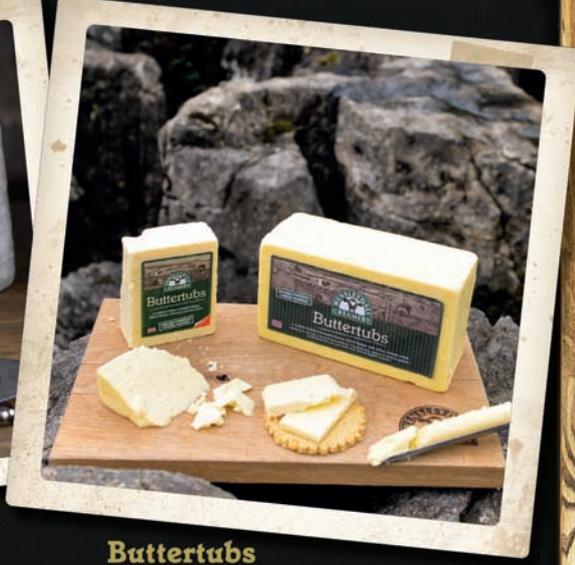


Introducing

our award-winning, new cheeses...



Blue 16
A 'modern-day blue cheese', combining traditional flavours with a modern twist. An eye-catching russet colour; creamy, velvety-textured with sweet caramel notes and a nutty, savoury flavour.



Buttertubs
Creamy, buttery-textured cheese, full of flavour with citrus, lemony notes. Named after the iconic Yorkshire Dales landmark, 'The Buttertubs'.

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)
[BLOG wensleydale.co.uk/blog](https://wensleydale.co.uk/blog)

Give your seasonal sales a boost with these festive cheeseboard favourites

1 WENSLEYDALE CREAMERY: Yorkshire Wensleydale



Why not try serving Yorkshire Wensleydale cheese with fruit cake? "The pairing of Yorkshire Wensleydale cheese with fruit cake dates back to at least the 19th century," says David Hartley, MD, "and the creamery proudly champions the flavoursome match of its creamy Yorkshire

Wensleydale cheese with the rich sweetness of fruit cake. The combination has won many plaudits from Yorkshire Greats. The Rt Hon. the Lord Hague of Richmond, Former UK Foreign Secretary and leader of the House of Commons, flies the flag for the seasonal match: "For me, there is no greater delicacy in the world than Yorkshire Wensleydale cheese and fruit cake." wensleydale.co.uk

2 HAMPSHIRE CHEESES: Tunworth

"Tunworth is a soft, white-rinded cheese reminiscent of its French cousin, Camembert," says Stacey Hedges, founder. "This cheese is made markedly different thanks to the milk coming from a local herd who graze the lush rounded green hills of Hampshire. Despite being refined and perfected over the years, Tunworth is still made entirely by hand - from the first ladle of curds going into the moulds to the waxed paper wrap and poplar box packaging." The finished 250g cheese has a soft, thin and wrinkled rind, a rich and earthy mushroom fragrance, and a long-lasting sweet and nutty flavour, making it attractive and versatile addition to a cheeseboard. hampshirecheeses.co.uk



3 GODMINSTER: Vintage Organic Cheddar



With a rich depth of flavour, deliciously creamy texture and its signature burgundy wax, Godminster's Vintage Organic Cheddar is, says Deborah Bradfield, commercial director, "a truly luxurious festive treat. The 400g Vintage Organic Cheddar heart is available in a beautiful gift box for the

ultimate cheese lover's Christmas gift. A number of our customers have told us that Christmas wouldn't be Christmas without Godminster!" Not only is this a well-rounded Cheddar, but as Deborah states, "it's a beautiful addition to any cheeseboard with its distinctive burgundy wax." godminster.com



4 CORNISH CHEESE: Cornish Blue

Cornish Blue is a real favourite for all Christmas cheese boards because its mild taste means it appeals to a wide and diverse audience, including those who don't normally like blue cheese. For 2017 Cornish Blue are offering a range of pâtés to compliment the cheese. Cornish Blue founder Phil Stansfield says, "We know that those who don't normally enjoy blue cheese have come to see Cornish Blue as being ideal for their Christmas cheeseboard because it is mild and creamy." cornishcheese.co.uk



5 WHITE LAKE: Driftwood

Driftwood, a handmade artisan cheese by White Lake Cheeses, is an ashed log with vivid charcoal rind when young which gives over to more natural moulds as it ages. It has a dense yet silky texture with a distinctive lemony flavour and a creamy, slightly lactic aftertaste beautifully balanced with salt. "This will enhance any cheeseboard as you slice perfect discs of deliciousness," says Peter Humphries, co-founder. whitelake.co.uk

6 TRACKLEMENTS: Cranberry, Port & Orange Sauce

"The star of the soft cheese cheeseboard, this bright, fruity sauce is jollity in a pot," says Guy Tullberg, owner. "It is made from whole cranberries, fresh orange zest and a liberal measure of ruby port which give it a tingling tartness that cuts through a ripe brie or a buttery Camembert. A marriage made in heaven for artisan soft cheeses, whether served with a cracker, baked in the oven or melted over crusty bread." Although often just thought of as an accompaniment for turkey, try this sauce with a mild, creamy cheese, he recommends. "Plus, Cranberry and Brie tartlets are a must-have party nibble at my house around Christmas and any other time." tracklements.co.uk



7 STAG BAKERIES: Stornoway Biscuit Selection

"The accompaniments for a cheeseboard are hugely important, and variety is key in order to complement the wide array of cheeses served," says Leanne Muldowney, head of sales and marketing. "Stag's Savoury Selection Box cleverly provide guests with an interesting choice for cheeseboards as it brings together an assortment of savoury biscuits with different textures and flavour combinations." The pack includes a diverse offer of Traditional Scottish Oatcakes, Wholegrain Savouries and Water Biscuits infused with Rosemary, Chilli and Parmesan & Garlic. Each biscuit has a robust flavour and texture that go perfectly with blue, flavoured, hard and soft cheeses. stagbakeries.co.uk

8 LOTTIE SHAW'S: Rich Luxury Fruit Cake

Lottie Shaw's are rightly proud of their award-winning baked goods which continue a one hundred year old tradition using recipes handed down through the generations. Having been crowned the official Taste of Yorkshire, founder Lottie is passionate about authentic quality baking and their produce is sold nationwide in farm shops, delicatessen, garden centres across the country and online. One of Lottie's favourites is the Rich Fruit Cake, "where the fruit is soaked in stout from Little Brewery in Cragg Vale before being mixed with the other ingredients and baked. This 425g cake is packed with fruit and is the perfect accompaniment for a cheeseboard, and can be enjoyed alongside a number of hard cheeses such as Wensleydale," she says. lottieshaws.co.uk



The natural choice for Christmas

Voted Best Biscuit Brand 2017 by independent retailers

MEET THE CHEESEMAKER

The award-winning Quicke's walks us through the art of cheesemaking, from measuring grass growth to using Cornish Sea Salt in its recipes

Quicke's crafts outstanding cheese from an idyllic corner of Devon, where it has nurtured the family's land for 14 generations. The team understands that great cheesemaking is an art which begins out in the fields, so the farmers carefully manage their ancient pastures and feed specially-bred cows on lush grass year-round so that they produce premium milk that's a true expression of the landscape from which it came. The milk is collected each morning using time-honoured methods and each truckle is handmade, cloth-bound and slow-matured in the cool quiet of the farm's maturing rooms.

Offering a selection of critically acclaimed clothbound Cheddars, from a three-month matured Buttery Cheddar to a two-year matured Vintage Cheddar, Quicke's combines a respect for the land with a passionate pursuit for innovation. The Quicke's range also includes Oak Smoked Clothbound Cheddar, Elderflower Clothbound Cheese, Devonshire Red Clothbound Cheese and Goat's Milk Clothbound Cheese, as well as whey butters made from the by-product of the cheesemaking process.

"Of course technological advances over the past 50 years have enhanced some aspects of our cheesemaking, but in essence not a huge amount has changed since it all began," explains Tom Chatfield, sales manager at Quicke's. "We make our cheese the old-fashioned way, using traditional recipes, time-honoured techniques and heritage starters that have been handed down through the generations. We slowly mature to achieve that deeply satisfying flavour and do everything we can to ensure that our cheese is a fitting celebration of the deep



connection that has grown between the Quicke family and the land they have nurtured for almost 500 years."

One of the most important developments in recent years has come as a result of research into the art of grazing, Tom tells us. This means that the Quicke's cows can get the maximum benefit from the pastures and are able to sustain themselves on the grass for most of the year. "We use a Kiwi Grazing system, which involves measuring grass growth and planning grazing, so our cows can get the best from this lush food source 10 to 11 months of the year," he explains. "Following

this method we can also make sure that our cows are always eating grass measuring between four to 10cm, which is the optimum height for nutrition, grass ecology and cheesemaking."

Although Quicke's prides itself on techniques it has mastered over the years, it has an open-minded approach when it comes to experimentation. One such venture has hailed a significant change to the production of the cheese, with Quicke's recently officially announcing that Cornish Sea Salt will now be used across its entire range. "Our cheesemakers



were taken aback by its impact from the very first test-runs they carried out," says Tom. "The salt has a unique mineral-rich flavour that initially hits the palate and then withdraws to enhance other ingredients, which definitely gives us an extra complexity of flavour. As we continued to work with the sea salt, we discovered that it was more demanding to mix into the fresh curd than table salt, so this stage has required even more love and care from the team, resulting in a greater roundness in flavour that we are putting down to that extra work."

Tom believes that salt plays a

vital and often underappreciated role in the cheesemaking process and notes that it helps to control acidity levels, inhibits the growth of unwanted bacteria and expels more whey after milling, but most importantly, it impacts the flavour. "Once the cheesemakers have cheddared the curd to perfection, it's carefully milled to give our finished cheeses their even texture - it's at this stage that the Cornish Sea Salt is scattered in," explains Tom.

At Quicke's, every experiment involves a considerable investment of time. "With any tweak we make, it takes us a minimum of a year to see what that means for the flavour, so you can imagine that the move to sea salt took us several years to get right," says Tom. "All the while we were hoping someone making a younger cheese didn't have the same brainwave! Thankfully we still managed to be the first to make the move, and Cornish Sea Salt has added a bright and unique flavour profile to our cheese."

It was not just a mutual appreciation of each other's produce that helped forge the partnership - a sense of South West kinship also influenced the companies to work with one another. "Cornish Sea Salt is truly unique and universally admired," he says. "It benefits from the purest waters and the area's rare geology, which gives the salt a complexity, intensity of flavour and mineral richness that can't be found anywhere else in the world. Cornwall has always been close to our hearts, especially those of us that surf or escape to the beach, so sourcing our salt from the abundance created by nature right on our doorstep was an obvious choice."

“ We make our cheese the old-fashioned way, using traditional recipes, time-honoured techniques and heritage starters that have been handed down through the generations ”

QUICKE'S
EST. 1540

Quicke's Vintage
is aged for two years
for its uniquely
intense flavour

www.quickes.co.uk
@quickeschese



SPECIALITY & FINE FOOD FAIR 2017

The must-attend event returns to Olympia 3rd-5th September. Let the artisan adventure begin!

For three days in September, the very finest food and drink gems will be ready for discovery. The doors will be thrown open on the Aladdin's Cave that is Speciality & Fine Food Fair 2017 from September 3rd-5th, revealing a fantastic feast for all the senses.

Discover a marketplace buzzing with energy and excitement. There will be breathtaking displays of the tastiest gourmet delights to catch the eye, sensational aromas to draw you in and the most delightful treasures to savour. From no added sugar chocolates, well-being teas, fermented drinks, all natural condiments, raw foods and juices, alternative protein snacks and free from popcorn, to hand crafted confectionery, vegan Turkish Delight, gourmet ready meals, small batch spirits, beer breads, avocado oils, craft ciders and cheeses.

There are over 700 national and international speciality producers showcasing, some of whom are decades old and others who are just

starting out on their food and drink journey. They have been carefully curated to ensure a wide range of businesses and products are on show. That includes nearly 200 brands new to the UK market, many of which are launching at the Fair.

Brands of all shapes and sizes want to be seen at the Fair – from heritage brands established over the generations, to start-ups just about to break through. It makes Speciality & Fine Food Fair an unrivalled opportunity for independent retailers, delicatessens and garden centres to source the very latest premium food and drink products for their shelves.

The 2017 line-up includes: A Little Bit Food Co, Al Chipino, Augustin's Waffles, Belgian Boys, Billington's Gingerbread, Black Mountains Smokery, Brown Bag Crisps, Burts, Chaigaram, Collagin, Cacao di Vine, Cawston Press, Chase Distillery, Chunk of Devon, Devon Distillery, Districts of Italy, Easy Bean, Halen Môn, Harem

Delights, Great British Biscotti Company, La Chiva, Labi Beer, Manfood, My Botanicals, Olly's Olives, Brindisa Spanish Foods, Kingfisher House Foods, Mighty Fine, Mydorable, Wild Drinks, Portgourmet, The Sweet Beet, Savoursmiths, Ten Acre, Tigg's, Truede, Tyrells, Sloemotion, Warner Edwards and World of Zing.



What's new?

The Fair will be celebrating all that is new this year - from a different look, to a host of producers and products making their debut. Speciality & Fine Food Fair has been given a fresh feel and new-look line-up of attractions to reclaim the intimate feel of the very first event 18 years ago. This includes a Discovery Zone and Speciality Chocolate Trail.



“Cotswold Fayre has exhibited at the Speciality & Fine Food Fair since its inception (and ours) in 1999. Over the years it has grown from being a very small show to one that's considerably larger, which is great! However, there is often a danger that as events become larger that they can lose their attraction and personal feel. This is not the case with the Fair, it's the best show of the year within the UK, in my opinion. The organisers have recognised this and have made some significant and exciting changes this year and next, in order to ensure that the visitor's experience is as stimulating now as it was when it began at the end of the last millennium

PAUL HARGREAVES, CHIEF EXECUTIVE OF COTSWOLD FAYRE AND FAIR AMBASSADOR

1710H

2210F

1910A

2010E

2210 COTSWOLD FAYRE * PAVILION
48 PARTNERSHIP SUPPLIERS

2210C

1710A

2010H

FOOD FOR THOUGHT

This stage provides case studies, solutions and practical advice on a wide range of topics to overcome everyday business hurdles. Competition has never been fiercer - which is why the free expert advice dished out at Food For Thought is widely sought after. The speakers this year will offer practical tips and advice on route to market, product innovation, starting up a fine food business online - and much more. For the full Food for Thought programme visit specialityandfinefoodfairs.co.uk

PAUL HARGREAVES
 CHIEF EXECUTIVE OF
 COTSWOLD FAYRE

Talk: Young Entrepreneur of the Year Final

When: Monday 12.30pm-1.15pm



Paul is the Founder and Chief Executive of Cotswold Fayre Ltd, a speciality and fine food wholesaler supplying nearly 2,000 retailers throughout the UK. Four years ago, realising that there wasn't enough young people coming into the food and drink world, Cotswold Fayre started an annual competition to find the "Young Food and Drink Entrepreneur of the Year" - the winning prize includes a year's mentoring by Paul.

CLAIRE BRUMBY
 THE FOOD GUIDE AND
 FOUNDER OF SCRUBBYS
 VEGETABLE CRISPS

Panel: Food and Drink Trends

When: Monday 11.30am-12.15pm



Claire's mission as The Food Guide is simple - to help businesses and brands grow and thrive profitably through

sharing the wealth of expertise, knowledge and contacts gained over 25 years. Claire is also the founder of Scrubbys Vegetable Crisps, a healthier snacking brand, which she successfully launched into a fiercely competitive sector of the food industry from conception through to multiple and high profile listings, nationally and internationally.

JANE MILTON
 FOOD INDUSTRY EXPERT

Talk: Food and Drink Trends

When: Monday 11.30am-12.15pm



30 years commercial experience in the industry, has provided Jane with a unique perspective on food, from generating ideas to marketing and given her a strong network globally across the industry. Jane helps businesses identify their unique assets and capitalise on these. Jane has an inimitable relationship with many UK and Irish supermarkets, convenience groups and food halls through her strategic roles in food industry awards. She is a non-executive director of several

food businesses including some owned by the BBC's Dragons' Den Investors. In 2014 the University of West London awarded her an Honorary MBA for services to the Food Industry. She is a published author and Member of the Guild of Food Writers.

PRITESH MOODY
 FLAVOUR GURU FOR WORLD
 OF ZING

Talk: From Cocktails to Condiments - the Future of Spice in Culinary Culture

When: Sunday 12.30pm-13.15pm



Whether it's a can of cola or an Indian takeaway, spices are an everyday luxury that we all take for granted. However, the last 10 years has seen an unprecedented wave of international cuisine and ingredients innovation that has put an exciting new array of spices at the centre of their brand offering. World of Zing founder, Pritesh - who has been featured on the BBC and Channel 4's Sunday Brunch - will talk and taste the latest trends being driven by the spice world.

SHAMI RADIA
 CO-FOUNDER OF EAT GRUB

Talk: Changing Behaviour: Convincing the UK to Embrace Insects as Food

When: Sunday 13.30pm-14.15pm



Before setting up Eat Grub, Shami was Marketing Manager for the charity WaterAid. The idea of eating insects was introduced to Shami on a visit to Malawi with the charity and he hasn't looked back since. Eat Grub are trying to overcome a major challenge in trying to convince the UK to embrace insects as food source. To them it makes perfect sense, and the challenge is essentially a marketing one.

MELISSA COLE
 BEER WRITER, SOMMELIER
 AND CERTIFIED CICERONE

Talk: Let Me Tell You All About Beer

When: Tuesday 11.30am-12.15pm



An award-winning beer and food writer and broadcaster, Melissa is widely acknowledged as one of the UK's leading beer and food experts. Renowned for her insightful and engaging writing style, sense of humour and ability to translate complicated beer jargon into something that everyone can understand. Early September sees the release of her second book, The Little Book of Craft Beer, filled with

over 100 of the world's best beers, cooking with beer and beer cocktail recipes.

MICHAEL MICHAELS

FOOD PHOTOGRAPHER

Talk: The Importance of Photography

When: Monday 14.30-15.15pm



Since the age of 12, and probably younger, Michael had a love of food. Now an established London food photographer, Michael has worked for a huge range of clients including Coca Cola, Uncle Ben's, Walls, Heinz, Dolmio, and Pimms as well as Harrods, Tesco and Sainsbury's.

LAURRA DAVIS
 FOUNDER AND CREATIVE
 DIRECTOR, BRILLIANT SOCIAL
 MEDIA

Talk: The Trade Secrets of Social Media Success

When: Sunday 11:30 -12:15



Laurra has spoken extensively on social media and is known for cutting through the marketing clichés to tell it like it is. She is a specialist in the development of tone of voice, online community building and driving brand loyalty through social media. In their six years, Brilliant have helped their clients become household names and built up two of the Top 3 ranking Facebook pages in the UK's Food/Beverage sector.

Red Storm

*A vintage Red Leicester
 with rich caramel notes*

snowdoniacheese.co.uk

THE DISCOVERY ZONE

The Discovery Zone is a real opportunity to uncover what new brands and trends are emerging. This is a dedicated area for up and coming food and drink businesses which have been trading in the UK for less than 36 months

Many new products being showcased in the zone this year are focused on health. It's not just about the ingredients that are in them but what's not, with many claiming to have no added sugar, no gluten and no artificial flavours and colours. Natural food and drink is on trend too, along with a penchant for all things nutty and products featuring spicy flavours from around the globe.

Up and coming brands include Alive Biome, Bath Water, Dear Muesli, Eat Your Hat, Dandy Lion Teas, Flower & White, Gourmade, Garbanzo, Ginger Bakers, Hay Wines, La Befana Beer Bread, Love Cheesecakes, Ntsama's Chilli Oil and Sauces, Neat's Snacks, Black Mamba, Popcorn Shed, Pure Maple, Sleepwell, Spice Kitchen and Wild Planet.

“ Finding new products is the most fun part of running a food business. I am excited by The Discovery Zone to find new food and drink that will delight our customers, and new businesses that can grow as we grow

JENNIE ALLEN, PROPRIETOR OF BAYLEY & SAGE

LAUNCHING IN THE ZONE:

THE VEGGIE PLOT

theveggieplot.co.uk, Stand 2996



The Veggie Plot savoury yogurts are unique to market and are a healthier snack alternative. They are simple, tasty vegetable and herb combinations including Beetroot with Cumin, Red Pepper with Zing and Mediterranean Roast Vegetables.

ZEST & ZING

zestandzing.co.uk, Stand 2808



A London-based start-up specialising in premium quality gourmet spices and herbs. They are available in Italian glass jars and themed gifts sets, including: A Taste of the Middle East (aleppo pepper, harissa spice, ras el hanout and sumac).

GOURMADE

gourmade.com, Stand 3121



The Fair will see the launch of Gourmade's ready-made meals. Developed for time-starved consumers with no desire to compromise on taste, this exciting new brand provides a 'no fuss', high quality alternative to meals made at home from scratch.

Affordable Luxury Perfected over 200 years



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

VINEGAR SHED

Both Fleuriet Rosé Pineau de Charentes and Fleuriet White Pineau de Charentes vinegars are made from AOC Pineau de Charentes, the delicious aperitif wine of the Cognac region. Aged for four years before acetification in old oak cognac barrels for a further six months then bottled unfiltered to maintain their bright colour and heady fruit aromas. Use them for vinaigrettes, marinades, compotes, deglazing the pan after frying steaks or drizzling over strawberries for a great taste sensation. Listed as one of top French artisan products by the prestigious Collège Culinaire de France that was founded by chefs like Alain Ducasse, Paul Bocuse, Joel Robuchon and Guy Savoy who all use the vinegars in their restaurants.

Stand 3102



07854 892065
andy@vinegarshed.com
vinegarshed.com

ORGANICO REALFOODS



Organico Realfoods sells 100% natural or organic food to retailers and health shops in both the UK and international markets. We will be using the Speciality & Fine Food Fair to launch the latest innovation from our Fish4Ever brand: a range of gourmet paté that sees our high quality, sustainably sourced mackerel, tuna and sardines combined with the superfood benefits of organic kombu, sea spaghetti and wakame seaweeds. We will also be showcasing the very latest in traceability, demonstrating our new on-pack code system This Fish, allowing you to trace your fish back to the boats that caught it.

01189 238 769
sales@organico.co.uk
organico.co.uk

Stand 1417

SLEEP WELL MILK

Sleep Well is a delicious new milk drink created to help people of all ages relax at bedtime.

Made with gorgeous milk that only comes from Jersey cows who munch on our nutritious Island pastures, a little honey and valerian, this milk is delicious served chilled or warm.

Drink Sleep Well when you need a gentle nudge into the land of nod. Experts say a restful night is essential to our wellbeing, which is why at Sleep Well we're on a mission to help the world sleep soundly.

Vanilla flavoured Sleep Well is launching in handy 200ml sip and sleep cartons with 1 litre family packs, and more varieties are coming soon.

Stand 3030



01534 888 996
hello@sleepwellmilk.com
sleepwellmilk.com

OSSA ORGANIC



Ossa Organic's range of organic and slow cooked bone broths can act as a base from which to build a diet that encourages healing and restoration from modern ailments such as adrenal fatigue, stress, lack lustre skin and tight joints. We value a slow, traditional cooking method which can extract nutrients such as collagen, amino acids, calcium, gelatine, magnesium, phosphorous, and potassium from the bones. The Bone Broth contains no additives or MSG, is cooked in stainless steel pots to prevent leaching, and our pouches are BPA free. We also produce a traditionally rendered, grass-fed and organic Tallow for cooking, frying and roasting. We will be launching a new range of fermented vegetables, live soda and drinking vinegars at Speciality & Fine Food Fair 2017.

catherine@ossaorganic.com
 ossaorganic.com

Stand
1710b

EMPIRE BESPOKE FOODS



Making Christmas Special by Empire Bespoke Foods Ltd is a delightful range of Christmas treats that are made with the highest quality ingredients. The DIY Kits and biscuits are made by master bakers, using traditional German gingerbread recipes that have been passed down through generations. Available in bright, seasonal, eye-catching packaging with adorable animated characters, our range includes best-selling decorate-your-own Mini Gingerbread Man and DIY House Kits, as well as bagged biscuits, which make the perfect stocking-filler or foodie gift.

0208 537 4080
 marketing@empirebespokefoods.com
 empirebespokefoods.com

Stand
1930

CLIMBING UP

Building a business in the competitive food and drink market is a challenge, so Scale Up provides a workshop environment where visitors can gather expert advice and practical solutions. The aim is to help overcome some of the issues business face on a daily basis

Scale Up will play host to three round tables per day, each exploring the challenges of developing a business at each stage of its growth. Every table will be led by an industry expert and also feature companies that have already gone through the process – visitors just need to select where their business fits – and join that table.

There are three levels: Level 1 is about Getting Started making it ideal for companies dipping their toe into the food and drink industry for the first time; Level 2 - Scaling Up discusses how best to expand whilst remaining 'speciality'; and Level 3 - Going Global is for those looking to take their burgeoning brands abroad.

Taste the best

There will also be the chance to be amongst the first to source and taste a host of Great Taste award-winning products, with the Top 50 finalists and the Supreme Champion on display at the Fair's dedicated Great Taste Deli. Organised by the Guild of Fine Food, the Great Taste Awards are acknowledged as the epicurean equivalent of the Booker prize in the food world, with the Golden Fork Awards announced on the evening of Monday 4th September.

Blazing a trail

Speciality & Fine Food Fair is the launch pad for so many new trends, and a hotbed of pioneering food and drink innovation. It is these little pieces of magic that make the Fair a calendar essential for buyers and decision makers who want to keep up with and discover all of the latest trends.

It is also the place to be inspired by the vast array of luxury products on show, and the passionate producers that create them.

Dominating the trends this year is health and well being which is heavily influencing most categories, including tea, from fermented to

cold brewed. Exhibiting in the Discovery Zone is teatime (stand 2842), teatime is a new brand of all natural, perfume and chemical free gourmet herbal tea blends. All the ingredients are naturally sourced with varying nourishing properties, from detox cleanse to immunity boost. Teaspec (stand 2960) will be introducing their Opus raw and ripe Pu'er tea sachets. They are individually packed pyramid silken sachets, with immense health benefits. Each sachet can be reinfused multiple times.

Food and drink products with added benefits are also emerging. Young in Spirit will be showcasing CollaGin (stand 2997), the world's first gin distilled with pure collagen, at the Fair, their first trade show. It is a classic gin with a rejuvenating twist of skin-refreshing botanicals such as star anise, pink grapefruit, orris and of course, collagen.

Many new products have been created with convenience in mind - from gourmet ready meals, on-the-go-snacks which are high in protein, to changes in packaging to make food and drink more convenient to use. Tigg's (stand 3416) have created a completely new format for their all natural dressings - little tear and squeeze 25g sachets. While Nut Blend (stand 2995) nut butters are available in mini 30g jars with screw top lids, for travelling or on-the-go.

Food and drink with fewer ingredients and labelled as all natural is becoming a key selling point. There is also a growth in the number of raw plant-based food and drink emerging, mirroring the growth in the trend for flexitarian and vegan diets.

Showcasing all that is raw are iRaw Healthy Habits (stand 3240) specialising in a range of organic, raw plant-based food products including Green Diskettes (raw courgette snacks), while Goodio (stand 2840) will be showcasing their collection of handmade

bean-to-bar chocolates, all made of premium quality, organic and raw ingredients. Naturshot (stand 2784) will be showcasing their shots of goodness - 125ml juice blends combining fruit and veggies, including Green Tea Naturshot (blended with sweet potatoes, parsnip and ginger); Green Coffee Bean Naturshot (blended with red beet and cherry) and Matcha Tea Naturshot (blended with mint, kale and cucumber).

Other plant-based products include BioFoodLab (stand 1810h) who will be introducing Bite Bar, a 100% raw nut and fruit bar from Russia. All of the ingredients are natural and no sugar or salt is added. Noble (stand 3390) is a collection of five nutrient rich, vegan blends packed full of the finest natural plant-based ingredients. Noble blends combined with dairy-free milk creates a range of delicious plant-based lattes.

The free from phenomenon continues to dominate, with many products claiming to have a free from credential; a growing number of which contain no added sugar as the UK ditches the refined stuff. Love Cocoa (stand 2804) produces organic chocolate bars which are free from refined sugar and gluten; while Empire Bespoke Foods Heavenly Organics (stand 1930) is a cocoa-rich alternative to chocolate from the USA, comprising of a disk of non-sweetened cocoa filled with pure wild honey. They are also gluten, dairy and soy free.

Natural World (stand 2780) will be showcasing their award-winning artisan vegan and sugar free nut butters and Dr Wills (stand 2811) will be at the Fair exhibiting their range of all natural condiments which are free from sugar and preservatives.

There is also a focus on luxury spices and other quality ingredients. Spice Kitchen (stand 3072) will be launching four new collections, including a rare chilli and a barbecue collection. Zest & Zing (stand 2808) are a London start-up who are introducing gourmet herbs and spices in glass jars, and themed gift sets. Canadian Wild Blueberries (stand 4118) are launching new frozen packs at the Fair for using with cereal, porridge or yoghurt. Willy Chase

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

VISIT US
ON STAND 3425

Branded
with your
logo

01476 566 414

dw@deliwraps.co.uk

www.deliwraps.co.uk

(stand 2314) will be showing off new Willy's Apple Cider Vinegar with the Mother, an unfiltered and unpasteurised vinegar made purely from apples from 300-year-old untouched apple orchards and good bacteria (the Mother).

Snacking continues to be a force to be reckoned with, with nutritious alternatives such as almonds, olives and dried fruit crisps emerging. Olly's Olives (stand 2210b) are launching the world's first unpasteurised pouch of olives with no artificial preservatives at the Fair. i Love Snacks (stand 1710c) will be showcasing their pouches of gently dehydrated mango and pineapple snacks, along with their smoked almonds and olives. Soul Food Collective (stand 2905) will be debuting their new range of natural, organic snacks, coated in organic Fairtrade chocolate, including freeze-dried strawberries and soya beans.

Whatever the category, the over-arching trend is for artisan food and drink. From handcrafted chocolates and confectionery to premium crisps, craft gin, beer and cider. Consumers are demanding products with provenance, quality ingredients and packaging. Flower & White (stand 3339) have embraced this and will be introducing their new limited edition Christmas collection - Meringue Truffles. These are bite-size handmade Swiss-baked meringues filled with luxury chocolate in a variety of flavours. Sibling Gin will be showcasing their small batch, handcrafted, triple distilled gin on (stand 3110), while Chase Distillery (stand 2314) will be debuting their Elegant 48 Gin - a

“ We are attending this year and our brief is to look for innovative products and an unusual take on the norm. Whether this be in the branding, the concept, or the product itself. We are searching for something that stands out from the crowd and as always, quality is key. We are also looking to see if we can identify what the next food trends may be as well as picking up on any current ones

JON EDWARDS, MANAGING DIRECTOR OF LUDLOW FOOD CENTRE IN SHROPSHIRE

gin made from scratch using rare varieties of apples from 200-year-old biorganic cider orchards.

Condiments are also trending. Halen Môn (stand 1730a) will be unveiling a new range of sauces; their Black Garlic and Bloody Mary ketchups. The Sweet Beet (stand 3071), producers of handcrafted condiments and sauces, will be introducing their alternative condiments, Maple Bacon Jam and Habanero Lime Jelly; while Ntsama's Chilli Oil & Sauces (stand 3076) will be taking the wraps off a delicious range of chilli oils and sauces.

Young and old

As well as a launch pad for all things new, the Fair is a celebration of the heritage and passion of well established speciality brands, who year after year return to support the Fair, and the industry they are part of.

Rombouts (stand 2420) have been sourcing, roasting and supplying premium coffee to supermarkets, independent retailers and delicatessens across the UK for more than 50 years. Simon Remmer, sales director at Rombouts, said it was important to be at the Fair to meet old contacts and make new ones.

Heritage biscuit product Billington's Gingerbread (stand 2352) is currently celebrating its bicentennial year and is set to re-launch with a brand new packaging design at the Fair. Previously handmade, the heritage gingerbread is now being manufactured at the Image on Food headquarters in Shropshire by artisan baker Tim Hopcroft. Sarah Hopcroft, sales director, said they were delighted to be able to bring to the national market, a product with a long association with Shropshire. "The biscuit dates back to at least 1817 and is very much a part of the heritage of local town Market Drayton in Shropshire. By marketing the product nationally, we are not only sharing a local success story, but showcasing a little piece of British history at a time when consumers are looking for the feel good factor such as provenance," said Sarah.

Ten Acre (stand 1320) will be marking their third birthday at the Fair; and although young in years, the premium 'Free From Plus' snacks brand has achieved much in that short time. Ten Acre remains at the forefront of the free from sector with its unrivalled credentials, and their hand cooked crisps and popcorn are now exported to more than 40 countries around the globe.



Bwyd a Diod Cymru
Food & Drink Wales

This is Wales.

Visit the Food and Drink Wales stand 1530/1540/1730 at the Speciality & Fine Food Fair.



www.gov.wales/foodanddrinkwales

@FoodDrinkWales





ENGLAND'S FINEST
 Est. 1894
WALKER'S
 NONSUCH®

Finest Quality Creamy Toffees with Belgian Milk Chocolate Centres

Milk Chocolate ECLAIRS
 FAVOURITE TOFFEES FOR GENERATIONS

WALKERS NONSUCH TOFFEE

See us on stand 950 NATIONAL GROUND

just good ingredients
www.walkers-nonsuch.co.uk

Gluten Free

Hidey THE FINE FOOD FAMILY

VINEGAR SHED

EST. 2016

See us at
 SFFF17 on
 stand 3102

Small-batch unique vinegars made with love and care by some of the best European artisans; carefully sourced with exciting single varietal wine, herb and fruit flavours designed to excite acetic aesthetes everywhere!



- Hand-picked Greek island herbs
- Rare spices and peppers
- Stephane Reynaud's rustic terrines & other exciting pantry items

For more information on our exclusive range already being used by top chefs, contact us on 07854 892 065 or info@vinegarshed.com

vinegarshed.com

SAVOUR THE FLAVOUR

A range of new attractions aimed to inspire and educate are being introduced in 2017. Hosted by chef Steve Walpole, Savour the Flavour will be filled with demonstrations delivering ideas and practical menu and cooking tips, to help drive more customers and increase profits. These sessions are the perfect way to keep on pace with the latest flavour trends and menu design styles.

Each day in Savour the Flavour: Live Kitchen, top chefs will demonstrate their cooking skills to inspire and inform. From discovering quality and passion in local produce to a modern look at food and flavours, Savour the Flavour has something for everyone in the industry.

The line up includes author and television presenter Rachel Green, blogger and nutritional expert Nathalie Newman and Great Taste chef Nick Crosley. Themes this year include: food allergies and intolerances and craft, authenticity and provenance.

STEVE WALPOLE HEAD OF FOOD, UGO FOOD GROUP



Host: Savour the Flavour

Steve has been passionate about food and cooking since he started a Saturday job in a local restaurant at the age of 15. He went on to gain a whole host of college qualifications, diplomas and awards for his culinary skills. Steve is now Head of Food at Ugo Foods as well as heading up his own consultancy Steve Walpole Ltd. Among the many prestigious places Steve has worked are the House of Commons, Westminster College and was Executive Chef for British Airways. A regular at Speciality & Fine Food Fair, Steve is passionate about food and

ingredients, as well as teaching and training.

NICK CROSLY GREAT TASTE CHEF



Nick works closely with Great Taste award-winning producers to make delicious recipes

from their products - and looks after them at many Great Taste events around the country. An ex restaurateur, Nick has an encyclopaedic knowledge of great tasting food! Nick will be on the Savour the Flavour stage going head-to-head with Steve Walpole for 'Ready, Steady, Speciality'.

RACHEL GREEN AWARD-WINNING CHEF, FOOD WRITER, FOOD CAMPAIGNER, AND TV PRESENTER

Title: Craft, Authenticity & Provenance

When: Monday 13.00pm - 13.35pm



Rachel has many strings to her apron, including Ambassador roles and recipe development for brands such as Yes Peas, The Traditional Farmfresh Turkey Association, Cole & Mason, Fresh Growers, Fairburn Eggs and UK Shallots. A farmer's daughter from

Lincolnshire, her family have farmed in the county for fourteen generations. Rachel has cooked for Her Majesty the Queen and 800 guests at The Savoy Hotel, London, and her TV appearances include *The One Show*, *Countryfile*, *Sunday Brunch*, *World on a Plate*, *Kill It, Cook It, Eat It*, *Farm of Fussy Eaters*, and *Flying Dishes*.

NATHALIE NEWMAN AWARD-WINNING ALLERGY AND NUTRITION EXPERT AND FOUNDER OF INTOLERANTGOURMAND.COM

Title: Cooking Successfully with Allergies

When: Sunday 12.00pm - 12.35pm



Nathalie is a full-time writer, presenter and food developer focusing on the free from arena. She is a qualified

Nutritional Therapist who offers a fresh approach to working and living with allergies. Nathalie set up The Intolerant Gourmand in 2015 after her young son was diagnosed with multiple severe allergies. Due to his restricted diet, Nathalie was determined to make sure he didn't miss out on wholesome, great tasting food that catered for his allergies.

For the full Savour the Flavour programme visit specialityandfinefoodfairs.co.uk



Cottage Delight
 Est. 1974
 Passionate about Taste

The perfect gift for all...

Products shown include: Raspberry Extra Jam with Prosecco, Lemon Curd with Ghee, Fig & Port Chutney, Bucks Fizz Marmalade, Festive Chutney, Christmas Pickle, and Marmalade with Ghee.

Contact your Territory Manager 01538 382020
sales@cottagedelight.co.uk www.cottagedelight.co.uk

Facebook, Twitter, Pinterest, Instagram icons and [/cottagedelight](https://www.instagram.com/cottagedelight)

TAKE THE TASTE TRAIL

This year the Speciality Chocolate Trail has been merged into the Fair, creating a whole new experience for brands and buyers. Visitors will be invited to pick up a map and tread the Speciality Chocolate Trail to find the very finest gourmet chocolate and premium confectionery. Explore new flavours, certified chocolate and premium indulgence. More than 50 premium producers will be on the trail around Olympia including: Amelia Rope Chocolate, Bean & Pod, Beech's Fine Chocolate, Chief Chocolate Officer, Clarence and Bean, Coco Chocolatier, Cocoba Chocolate, Dragees Reynauld, Goodio, Milkboy Swiss Chocolates, Love Cocoa, Kanmi Chocolate and Raw Halo

NEW ON THE SPECIALITY CHOCOLATE TRAIL

LOVE COCOA

Discovery Zone lovecocoa.com, Stand 2804

Set up by descendants of the Cadbury family, Love Cocoa have launched a range of organic chocolate bars free from refined sugar, gluten and other nasties - making them the ideal healthier snack. Already available in 80g bars, they are launching new 30g bars which take on classics with a contemporary twist.



URBAN VILLAGE CHOCOLATES

urbanvillagechocolates.co.uk, Stand 2776

Award-winning artisan chocolate makers will be unveiling their new 'Around the World' collection. The range includes a series of single-origin bars with a unique word cloud design highlighting the country of origin for that chocolate and gift boxes of discs, hearts and Christmas trees. Urban Village Chocolates are the perfect gift for chocolate lovers.



COCO CHOCOLATIER

coco-chocolate.co.uk, Stand 2412

These artisan producers of hand crafted, organic and ethically traded luxury chocolate, will be showcasing new collections and flavours. Available in 90g bars.



BEAN & POD

beanandpod.com, Stand 1318

A new voice in the world of premium chocolate, Bean & Pod are a luxurious brand of handcrafted premium filled chocolates - in milk, white and dairy free dark. The collection includes Velvet Caramel Moments, Strawberry Cream Hearts, Signature Triangles and Turkish Delight.



IN DETAIL

SPECIALITY & FINE FOOD FAIR 2017

WHEN: 3rd-5th September 2017
WHERE: Olympia National, London W14 8UX

WEB: specialityandfinefoodfairs.co.uk

TWITTER: @Speciality_Food and @SpecialityChoc #SFFF17

SAVE THE DATE

Trends, attractions, the finest new food and drink and passionate producers from the UK and around the globe, all under one roof at Olympia London, make Speciality & Fine Food Fair a buyer's paradise for the artisan sector. It is the place to discover new gems for retail shelves, make fresh contacts, catch up with old ones and be inspired by a packed programme of features and live cooking demonstrations. The adventure begins as soon as the doors open, continuing long after they have closed. Visitors can now register online to attend for free via the Speciality & Fine Food Fair website specialityandfinefoodfairs.co.uk and avoid paying the £20 on-the-door fee.

E-NATURAL LTD

Our premium grade avocado oils have been expertly blended to offer a delicate and well-balanced flavour, they are an excellent complement for preparing healthier meals!

Our avocado oils have zero cholesterol, they are a source of vitamin E, omega 3, 6 and rich in Oleic acid.

As well as tasting delicious, these oils are highly versatile and can be used in cooking as well as served cold. With a high smoke point of 250°C the oils are suitable for frying, baking, grilling, BBQ, dipping and dressing salads!

Come and try our new Garlic and Chilli Avocado Oils being launched at Speciality & Fine Food Fair 2017.



Stand 2413

0208 731 5254

enquiries@enaturaltd.com

enaturaltd.com

EASY BEAN



New for 2017, Cheddar Crunch and Seaweed & Sesame Chickpea Crispbread. This innovative and award-winning range has proved a real success in the independent sector. Colourful packaging shows off the gluten-free crackers with appealing toppings of mixed seeds. Handmade using nutty-tasting chickpea flour combined with locally sourced butter and buttermilk to give a crisp and crumbly texture. West Country Farmhouse Cheddar adds bags of flavour to the new Cheddar Crunch. A nutritious blend of native seaweed and a topping of toasted sesame seeds gives a Japanese twist to the new Seaweed & Sesame.

01963 441 493

hello@easybean.co.uk

easybean.co.uk

Stand 1701H

Vegetarian, Organic, Vegan

Every eighth customer will be one of the above. Only organically distilled spirits will meet their high standards.

Visit us at SFFF
STAND 924



The world's No.1 Organic Gin

Winner of 25 medals since 1999 for aroma and flavour



Available from London & Scottish International Ltd,
 The Tannery, Tannery Lane, Bramley GU5 0AB
 T: +44 (0)1483 894650 / E: office@londonandscottish.co.uk

ZEO DRINKS



Zeo are a range of delicious, low calorie soft drinks blended with fruits & botanicals and no added sugar. The four-strong range includes our signature Peach & Grapefruit blend, a classic Cloudy Lemon, an exotic Orange & Mango and a bold Cranberry & Raspberry. All crafted from natural ingredients, without artificial preservatives, colours or sweeteners, Zeo is the guilt free alternative to traditional soft drinks and a healthy cheat on water.

0207 268 3015

hi@drinkzeo.com

drinkzeo.com

Stand 2010b

YOUNG FOOD & DRINK ENTREPRENEUR OF THE YEAR 2017

Meet this year's competitors ahead of the final at Speciality & Fine Food Fair

Cotswold Fayre's search for the next talented and innovative young entrepreneur looking to crack the fine food industry is well underway. Meet the three finalists that have impressed the judging panel this year, hear their stories and decide who will get your vote at this year's Speciality & Fine Food Fair.

Celebrating its fifth year, Cotswold Fayre's Young Food and Drink Entrepreneur of the Year Award has seen more inspiring and talented applicants than ever before.

Paul Hargreaves, chief executive of Cotswold Fayre and the mastermind behind the scheme has been overwhelmed with the calibre of candidates this year. He said, "I remember walking around the Speciality and Fine Food Fair in 2012 and being severely underwhelmed by the lack of young people trying to enter this fantastic industry. Now, five years on, it's great to see how far things have come along. Thanks to this and a growing number of similar initiatives, paired with the fact that millennials are more interested in what they eat than ever, it is great to see so many ambitious young businesspeople bringing new, innovative products to market. The quality of this year's semi-final was absolutely superb, the best ever – bring on the final!"

This year, the winning applicant will receive £1,500 in funding as well as a year of mentoring from Paul and his highly experienced management team.

Meet the finalists...



KARINA SUDENYTE (22),
Get Wonky

Currently undertaking her final year of studying human resource management at the University of South Wales, 22-year-old Karina is hoping her range of artisan, ethical and delicious juices will secure her this year's title.

Get Wonky was born out of Karina's passion to address the amount of fruit that is wasted for no reason other than it looks misshapen or wonky. The gluten-free and vegan friendly drinks are packaged in sustainable bottles made from recycled glass, displaying the company's messages which really caught the eye of this year's judging panel.

There are four exciting flavours available: Apple, Strawberry, Beetroot

and Chokeberry, with Get Wonky stating that each bottle of the drink saves an average of eight wonky fruits.

Karina explains, "We help growers who can't shift wonky produce that would otherwise be wasted while creating a tasty, naturally sweet drink. In the next 12 months we hope to save 300 tonnes of wonky fruit!"



MILLY WILSON (24),
Skinny Dipping Dips

After graduating from Newcastle University with an economics degree, 24-year-old Milly worked as a chef and private caterer before taking the leap and setting up Skinny Dipping Dips alongside her best friend.

Keen to bring the dip category up to speed with the exciting innovation in the rest of the health food market, Skinny Dipping Dips launched almost a year ago.

Milly says, "After lots of experimenting in the kitchen, I decided on three flavours of natural vegetable dips for the range: Charred Aubergine



& Lemon, Kale, Chilli & Lime; and Broad Bean & Mint." Having lived in the South of France for half of her childhood, Milly developed a love of good food and an understanding of the importance of quality produce, and is hoping to impress at this year's final.

"The dip category is constantly growing in the UK, but there is little innovation. With Skinny Dipping Dips, the aim is to add more exciting flavours to the market as well as some fun and character to the dip aisle!" says Milly.



CHLOË STEWART (25),
Nibs etc.

25-year-old Chloë has always been obsessed with food, so it's no surprise that nibs etc. was born out of a passion for food and fighting waste.

"What started as a food blog about upcycling leftovers and no-waste recipes has grown

offline into a business making delicious food from ingredients

that would otherwise be thrown away, specifically juice pulp", says Chloë. The range currently includes three breakfast and snack food items made from juice pulp: Juice Pulp Granola, Pulp-Banana Loaf and Pulp Crackers.

She adds, "nibs etc. brings us back to our roots, creating beautiful food using misunderstood ingredients."

It's down to you to choose the winner of Cotswold Fayre's Young Food and Drink Entrepreneur of the Year 2017. Head over to the Food for Thought area at Speciality & Fine Food Fair on 4th September 2017 at 12.15pm to hear from the finalists and vote for your favourite.

WILTSHIRE CHILLI FARM
FEARLESS FLAVOUR

AT THE WILTSHIRE CHILLI FARM WE OBSESS OVER OUR CHILLIES FROM SEED TO SAUCE. OUR RECIPES ARE HANDMADE BY CHILLI LOVERS TO PACK A PUNCH ON YOUR PALATE. WE PRODUCE CHILLI SAUCES, PRESERVES, GRINDERS AND SUPER HOT CHILLI PRODUCTS.
 CALL 07870 377867 www.fearlessflavour.com

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

@godminsterfarm

MEET THE PRODUCER

An inherited respect for nature's larder is the raison d'être of Rosebud Preserves. Founder, Elspeth Bilton, tells us about the expansion of the brand, new creations and why preserving the planet is an absolute must

You don't successfully helm a food company for close to 30 years without being passionate, and this lust for life is tangible when speaking to Elspeth Bilton, who started Rosebud Preserves in 1989 with her ex-husband, Phil. "I'd been making preserves since I was 15, and we wanted to find some self-employment, so we came up with the idea of selling them," she explains. The couple moved to Rosebud Farm near Masham in North Yorkshire, where they acquired two traditional nineteenth century barns, perfect for converting for food production, where the company's extensive array of products is still created today.

The duo started with an LPG catering pan, and got to work on releasing a range comprising of eight products and selling them at around 200 agricultural shows and craft fairs a year. The range - including some recipes, like the wild rowanberry and herb jellies that Elspeth learned from helping her mother when she was a young girl - quickly garnered a reputation, and soon delicatessen, cheesemongers and other independent retailers came knocking with the intention of stocking the duo's coveted creations. International acclaim came shortly after, and the company now exports to Ireland, Germany, France, Japan and the USA. "We've been consistently exporting to America since 1992," says Elspeth. "The principle product for them is our Mint Jelly - I believe that 70 to 90% of it goes to Whole Foods America."

A fervent forager and nature lover, Elspeth has always paid keen attention to the wild ingredients available around her; this deep-seated understanding and respect for the environment was instilled in her by her parents. "I was born and brought up in Marske, Swaledale, which is the most idyllic place," she explains. "My dad was a professional man but he absolutely loved fishing, beekeeping and the countryside.



Right to the bitter end he was with nature - he was fishing on the River Tweed when he was 82!" It's this affinity with the natural world and its curiosities that has shaped the business into what it is today: an internationally-respected producer of more than 60 different jams, marmalades, preserves, chutneys, jellies, pickles and relishes.

Although the company produces a raft of adventurous flavours, especially since new head chef John was brought into the fold, Elspeth explains that it's the classics that firmly remain top-sellers. "All of the old chestnuts are the popular varieties," she says. "So even though you think you're going to set the world on fire with something



exciting, it's what we sold in 1989 that is still at the top of the heap, like the Strawberry Jam, Raspberry Jam and Old Yorkshire Chutney." The products adorned with regional

names are inevitably strong sellers, with Yorkshire Pickle, Old Yorkshire Chutney and products featuring Yorkshire Rhubarb enjoying strong sales. "If it's got the word Yorkshire in it, which is a county that is a huge brand in its own right, it sells well, especially in farm shops and delis," says Elspeth.

That being said, the brand's recent releases are turning heads and quickly becoming firm favourites, believes Elspeth. "We've really been pushing our Cherry & Amaretto, and we've also recently released Apricot & Vanilla Jam and Damson Fruit Cheese." The products featuring alcohol are perfectly positioned to cater to the growing demand for boozy food. The company has long

been creating alcoholic preserves that prove especially popular during Christmastime. "We've explored alcoholic preserves before with our Seville Marmalade with Whisky, which is a big seller during that time of the year," she says. "However, we've noticed that products like the Blackberry & Sloe Gin Jam and Red Onion & Port Marmalade are doing really well throughout the rest of the year, too."

Rosebud Preserves's ethos for using quality ingredients has led to a number of collaborations with other premium producers. The company worked with Ampleforth Abbey to create its Beer Fruit Chutney and Masons Yorkshire Gin to make a new Satsuma & Gin Marmalade, and produced a Yorkshire Wensleydale Chutney to complement the county's much-loved cheese. "When it comes to collaboration we try to work really legitimately with other producers," says Elspeth. "We spend time contemplating their products and working out how to best pair them."

The company's collaborations also involve producing own-label products for a variety of brands: Elspeth has worked with Botham's of Whitby on their own-label range, and last year produced a four-jar gift pack for a partnership between Burberry and Harrods. Other prestigious partners include the likes of Royal Ascot, the Ryder Cup and Shakespeare's Globe.

What remains most important to Elspeth is that Rosebud Preserves carries on running with the principles that she holds dear. "The planet is changing, and I've seen enough changes to question whether there will actually be strawberries here in 30 years' time," she explains. "Will everything be available, and if we don't look after the planet will it all be pollinated? I want to continue to make preserves and to get better at it, but I mainly want to help nature. We won't have preserves if we don't cherish our own patch."

“A fervent forager and nature lover, Elspeth has always paid keen attention to the wild ingredients available around her”


ROSEBUD PRESERVES
MASHAM, YORKSHIRE

Based in converted barns near Masham since 1989, we make our preserves with the greatest of care, sourcing generous quantities of fresh ingredients and devising simple, flavoursome recipes without the inclusion of any additives, preservatives or even pectin.

www.rosebudpreserves.co.uk



“My last meal would have to include Rosebud Preserves pickle - they make first class products”.

Andy Swinscoe

The Courtyard Dairy
Settle, North Yorkshire

The ambient section of a shop is a retailer's dream. Not only do products like chutneys and pickles generally boast a long shelf life, but they're popular items for first-time visitors and seasoned regulars alike, providing the shop a consistent revenue stream. They can also be easily up-sold or cross-sold with an array of different items, whether that's a creamy Brie, locally-produced charcuterie or artisan crispbreads. Jars of chutneys and pickles especially experience an uplift during the festive trading period, with many producers specialising in limited edition seasonal runs and attractive gift packs, which make for fantastic hamper inclusions. Stocking and maintaining the section doesn't require a lot of merchandise, necessarily, but a sampling station goes a long way, especially at this time of year with exciting Christmas-themed products.

The Bay Tree produces a range of popular chutneys and pickles, but there are two products in its catalogue which are remarkably strong sellers during the run-up to Christmas. "Christmassy Pickle is a fruity mix of cranberries, apple and currants – it works really well with turkey and white meat," says Emma MacDonald, founder of The Bay Tree. "Boxing Day Chutney – a blend of apricots, oranges and coriander – is ideal with a cold meat buffet or festive cheeseboard. At this busy time of year consumers are looking for a combination of high quality yet convenient 'no fuss' solutions. These products do exactly what they say on the jar."

This year the brand has also announced a fresh new look for its Christmas range, which The Bay Tree is hoping will really catch the attention of shoppers. "We've given all of our Christmas products a luxurious new look with smart silver lids and silver and black labels," explains Emma. "These are available individually and in stylish gift packs, which have become increasingly



PRESERVING PROFITS

Whether purchased for a festive cheeseboard or a Boxing Day sandwich, chutneys and pickles are treasured Christmastime fare

popular. In terms of NPD, cheese lovers are advised to try the Rosemary & Gin Jelly – I created this specifically to accompany Stilton. It's an absolute classic pairing for Christmas and not to be missed."

Marrying the piquant flavours of chutney and pickle with cheese is something that The Bay Tree takes seriously, especially during the festive period. "The cheeseboard really comes into its own at Christmas, so we've developed a range of five savoury mini jars that are designed to sit perfectly on the table in its festive package," explains Emma. "We are fortunate that the

natural affinity between our products and cheese was recognised at this year's International Cheese Awards, when our Gooseberry & Coriander Chutney won Gold in the Cheese Accompaniments category – it's the second year in a row that we've won! The Christmas range incorporates Cheeseboard Chutney, which is a great all-rounder and Plum, Pear & Port, which is as wonderfully decadent as you might imagine."

Creatively-driven

One producer renowned for creating an extensive and diverse range of preserves, chutneys, pickles

and jams is Lake District-based Hawkshead Relish. The company sells a multitude of different products that sit as comfortably on the Christmas dinner table as they do on an evening's cheeseboard. "Things like Cranberry Relish and Redcurrant Jelly are really popular to have with turkey or goose, and they're great in cold cut sandwiches or with cheese, such as deep-fried Camembert," says Maria Whitehead, co-owner of Hawkshead Relish. "Christmas is a time for a bit of decadence, so anything with a touch of alcohol or festive flavours will always be popular. The spiced

flavours of cinnamon, nutmeg and mulling spices work nicely, such as in our Christmas Chutney and Bloody Mary Chutney. Our Fig & Orange Marmalade is really popular – although it's a sweet preserve, it's perfect for glazing the ham or adding to a sauce for sweetness and texture from the figs."

Maria notes the Christmas Chutney (a mixture of fruit and spices), Fig & Cinnamon Chutney, Boxing Day Chutney (a blend of apples with ginger and sultanas), Westmorland Chutney, Red Onion Marmalade, Beetroot & Horseradish Chutney, Apple, Date & Damsen Chutney, Piccalilli and Chillillilli as ideal accompaniments to have with a seasonal cheeseboard. She also recommends that retailers offer samples of the products to pique customers' interests. "We offer tastings of all of our products all day every day in our shop," says Maria. "If you have a product that goes really well with a particular cheese, put them together and get the customer tasting them and you'll up-sell two products."

For time-stretched Christmas cooks, Maria recommends Hawkshead's Couture Range. "Housed in Couture Jars in order to create that wow factor, this range has proven to be hugely popular with those who are really busy on Christmas Day – who actually has time to make their own cranberry sauce?" she questions. "With these products it's all done for you and looks completely homemade – the jar looks perfectly at home on a well-dressed Christmas table."

Christmas at the cottage

Cottage Delight has added 13 new products as part of its 2017 Autumn Winter catalogue to help maximise sales for the period before Christmas. The producer suggests its Ploughman's Pickle, which features silverskin onions, courgette and chunky apple, a new product that should be on fine food retailers' radars this Christmas. As

Speciality & Fine Food Fair
Visit us at stand 1940

Christmas

MADE BETTER

WE ONLY DO DELICIOUS WE ONLY DO

CoolBrands AWARDED 2018/17

Stokes™

FOOD MADE BETTER

Gift tubes available to order

www.stokessaues.co.uk tel 01394 462150 or email sales@stokessaues.co.uk

well as this latest release, there's a host of chutneys which Melissa Rigby, NPD manager at Cottage Delight recommends as Christmas cheeseboard essentials. She says, "Caramelised Onion is a classic chutney which goes well with a crumbly Cheshire cheese, Fig & Port Chutney is perfect for mature Cheddars, Old English Chutney with Cider pairs nicely with Stilton, Cheese Board Chutney is extra fruity and is delicious with a crumbly cheese with a creamy flavour and Sweet Apple Chutney is ideal for soft cheeses, especially when baked."

Melissa also recommends a few different options which retailers can utilise to help bolster seasonal chutney sales. "Chutneys and pickles are particularly effective when offered as tastings during the Christmas trading period," she explains. "We support our accounts with free POS, tasting spoons and stock, as well as in-store demonstrators to help boost sales using tastings at no extra cost. We also produce free recipe cards to support sales on-shelf, plus our popular Christmas Delights newspaper which contains recipes, tips and tricks using our most popular products. Our experienced Territory Business Managers are also on-hand to provide our customers with merchandising support to help maximise sales in-store."

Promote provenance

"A farm shop is not a farm shop without preserves," Catherine Smith, owner of Foxholes Farm Shop in Hertford, tells us. This sentiment will ring true for most owners of fine food outlets, with a jar of chutney, pickle, jelly or jam the usual purchase of choice for visitors popping into the establishment on a whim. "It's



Kate Soan, manager of The Apple Tree Farm Shop in Yeovil explains how essential chutneys and pickles are to the business

WHY DO YOU STOCK CHUTNEYS AND PICKLES?

Supporting local artisans and other independent businesses is at the heart of The Apple Tree's ethos, and as there are a huge number of award-winning makers in the local area, our shelves are packed with a delicious and intriguing array of chutneys and pickles, especially come Christmastime. Having such a diverse range of chutneys and pickles is essential for creating an accessible customer shopping experience, as they complement our other speciality products like fine cheeses, locally-reared meats and artisan pies.

WHICH LINES DO YOU STOCK?

Products by The Cherry Tree, Tracklements, The Bay Tree, Otter Vale, The Garlic Farm and Rose Farm.

WHAT DO YOU LOOK FOR IN A STOCKABLE LINE?

Provenance, traditional methods, quality and taste are key factors when we are considering new lines, as it is important that our customers have confidence in what we are selling. Where possible we

essential to sell chutneys and pickles in order to showcase how many fantastic producers we have in this country," continues Catherine.

With its on-site kitchen, Catherine is able to cook and create a range of different fare, including the Foxholes' own-brand chutneys and pickles. "We stock our own-brand, as well as Tracklements, The Garlic Farm and Pure Preserves," lists Catherine. "A stockable line should have good traceable ingredients, preferably

also like to stock products that are made within a 25-mile radius of the shop so we can showcase the area's makers.

WHAT ARE YOUR BEST-SELLING CHUTNEYS AND PICKLES?

The best-selling chutneys are The Bay Tree's Spicy Tomato & Caramelised Onion Chutney and Tracklements' Apple & Cider Chutney. Our best-selling pickle is The Cherry Tree's Hot Garlic Pickle.

HOW DO YOU INCREASE YOUR SALES OF CHUTNEYS AND PICKLES?

We find that point of sale displays demonstrating pairings, brand stories and new product launches, as well as special offers, are a really effective way of increasing chutney and pickle sales. Offering tasters also helps encourage more shoppers to purchase these items, especially when they are also trying the cheeses. We always have about 12 different tasters in-store every day for people to help them to discover something new.

sourced in the UK or as local as possible."

In order to generate interest Foxholes organises different events and promotional activities surrounding its chutney and pickle lines. "We increase sales with regular tasting within our farm shop and showcase these with our cheeses on our deli counter," explains Catherine. "We even do a Christmas special preserve tasting weekend at the beginning of the festive season."



GODMINSTER BEETROOT & APPLE CHUTNEY

A rich and luxurious chutney with chunks of beetroot and apple. The ideal accompaniment for any cheese.

godminster.com



TRACKLEMENTS CHRISTMAS SPICE CHUTNEY

This chutney is loaded with juicy cranberries, Kentish Bramley apples and a host of festive spices.

tracklements.co.uk



COTTAGE DELIGHT PLOUGHMAN'S PICKLE

Packed with whole silverskin onions, courgette and crisp apple pieces – it's ideal to add to cheeseboards, smoked meats and game.

cottage delight.co.uk



THE BAY TREE CHEESEBOARD COLLECTION

To help celebrate great cheese, The Bay Tree has created a bumper Christmas offering with fantastically flavoursome condiments.

thebaytree.co.uk



STOKES SAUCES REAL ALE CHUTNEY

A hearty fruit chutney made with sultanas, apples, apricots, onion and a little extra something special: locally-brewed ale.

stokesauces.co.uk



IN A PICKLE CHRISTMAS CHUTNEY

Packed full of tart and juicy cranberries and a sprinkling of festive spices, this chutney pairs nicely with the crisp golden skin or Christmas turkey.

inapickleco.co.uk

The Pickled Village®



We are The Pickled Village®, an internationally-inspired, British-made range of chutneys, preserves, marmalades, and curds.

Founder, Camille Ortega McLean, influenced by her background (of Spanish and Italian descent with a childhood life in the Caribbean), ensures there's something to tickle all tastes!



There's a taste sensation for all palates!



Made in the  of the British countryside

www.thepickledvillage.co.uk
Market Harborough, LE16 9EE
01858461199



18 24

HS FRENCH FLINT

THE GLASS CONTAINER SPECIALISTS

THE GALLERY, SPRINGALLS WHARF, 25A, BERMONDSEY
WALL WEST, LONDON SE16 4TH
Tel: 020 7407 3200
WWW.FRENCHFLINT.COM



NEW Unique Pop-Up Box Complete Gift Kits and Giant Gable Boxes Gift Kits

Designed in-house, these brilliant Pop-Up Box Kits and Giant Gable Box Kits come in 4 festive designs, including Christmas Characters, Merry Christmas band, Red with Gold Reindeer and Tartan. Each box comes flat, ready to open with all the accessories you need, such as a cellophane bag, pull bow, matching gift tag and two sheets of tissue paper and come on a header card with a hang tag. The Christmas designs are also available on our quality gift trays – and these are available in kit form, too! In stock and ready to ship.

www.candigifts.co.uk salesdesk@candigifts.co.uk
01502 501681



SWEETEN YOUR FESTIVE SALES

Christmas puddings and fruit cakes play a pivotal part in any retailer's festive repertoire – make sure you're stocking the best with these delectable suggestions

Country Puddings
Made by the farmer's wife

For the perfect marriage
just add custard

Delicious fruit crumbles, with or without custard.

www.countrypuddings.co.uk

Botham's
of WHITBY

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



All Butter Fruit Cake
A rich little fruit cake made with the finest fruit. Ideal for hampers.

Borough's finest

Borough Market regulars will be familiar with McLaren's Christmas Pudding, which is this year launching shelf-friendly 450g and 800g retail versions of its much-loved festive dessert to delis, farm shops and independents nationwide via wholesaler Diverse Fine Foods. "It's a premium product as it's handmade," explains Duncan McLaren, co-owner of McLaren's Christmas Puddings along with mother and recipe creator, Sharon McLaren. "The selling point is that it contains no suet – instead Mum uses butter. That gives the pudding its binding properties but also makes it a smoother, silkier and creamier pudding. We also use a very small amount of flour, a special blend of spices and include Guinness and brandy – it's a carefully constructed recipe."

The pudding has generated a dedicated following at Borough Market and Christmas shows, and Duncan is keen to spread the McLaren's name even further. "We want to be the top premium brand," he says. "There is no Christmas pudding out there that you immediately associate with a particular brand. You only have that meal once a year, so most people want to have the best on the table for Christmas."

European flavours

Any fine food retailer worth its salt will know how important stocking a good panettone at Christmas time is. "Delis and farm shops should consider stocking genuine Italian panettone, such as the versions by renowned Chioistro di Saronno and Amaretti Virginia, as they are fast becoming a UK household must-

have at Christmastime," explains Alexandra Locke, brand manager at importer and distributor Empire Bespoke Foods. "They're delicious as an alternative to a Christmas cake due to their long shelf-life, and they're great served with coffee, tea, wine and Champagne for those special moments when friends, family or neighbours drop by. They're also seen as a luxury food, making them perfect as a gift. Over the past few years we've observed the Chioistro di Saronno range become increasingly popular for those retailers with discerning customers. Favourite flavours for Christmas 2017 are currently Pear & Chocolate, Limoncello and Amaretto, and this year we're welcoming a new Italian Sparkling Wine flavour. The Amaretti Virginia products come in elegant and luxurious packaging and decorative tins often decorated with the company's traditional style, which appeals to those looking for traditional yet contemporary treats from Europe."

Another sweet treat popular during the Christmas period is stollen – Alexandra recommends Kronen as an exemplary producer of the classic German spiced fruit cake. "Following traditional recipes, each stollen is baked using the highest quality ingredients and finished with a dusting of icing sugar," she says. "Suspecting that stollen might be the one to watch this year, Empire Bespoke Foods has three flavours available: Marzipan, Butter and Gingerbread."

Centre stage-worthy

East Anglia-based LillyPuds creates a range of premium Christmas puddings, included its signature option, a gluten-free version, a

Sticky Toffee Pudding and various complementing condiments. Alison Lilly, founder of LillyPuds, has witnessed her pudding become a staple to many foodies' Christmas dinners and offers retailers a list of ways to make their Christmas pudding section sing. "It's important to remember that the Christmas pudding shouldn't be a last-minute purchase," she says. "It should be considered and valued, which is why shops need to market them effectively and convey to customers why a premium price is worth paying for something that will finish off the most important meal of the year on a high."

Alison also believes that retailers should emphasise the gifting aspect of the Christmas pudding. "A quality Christmas pudding makes a fantastic gift for any host and with its long shelf-life, they can enjoy it at any time of the year," she says. "They are also perfect for popping in hampers. We produce a small 120g pudding that's perfect for one person to enjoy and a great addition to any festive gift basket."

Cumbrian Christmas

Lake District's Ginger Bakers supplies the UK's delis, coffee shops and cafés with hugely popular cakes, tray bakes and free-from options, but it's the company's Damson Brandy Fruit Cake that proves the most sought after when it comes to Yuletide, founder Lisa Smith tells us. "We offer this in four formats due to its popularity," she says. "These include a Fruit & Nut Topped Loaf, Iced Loaf, Iced 1kg Round Cake and an individually-wrapped slice. It's made with local Cumbrian damsons and is award-winning."

Ginger Bakers' Christmas-friendly

range doesn't end at Damson Brandy Fruit Cake either. "We have a fabulous range of fruit cakes that will satisfy all tastes," says Lisa. "They are all branded for Christmas and make great gifts and additions to hampers. We have Damson Brandy Fruit Cake, Rum Plum & Chocolate Fruit Cake, Whisky & Orange Fruit Cake and Light Brandy Fruit Cake, which is gluten-free."

Festive debut

For a well-rounded range of fruit cakes and Christmas puddings, Robert Rawlinson, group business development manager of fine food distributor Bramble Foods Ltd points us in the direction of the recently-developed Market Town Bakery brand. "Part of this exciting launch has been the development of a Christmas offering," explains Robert. "The offering consists of three different formats, including a luxury version of some of the all-year-round classics, such as luxury fruit and nut topped Genoa Cake and a topped Date & Walnut Cake. Secondly is our Iced Cake range, consisting of a luxury brandy iced slab cake and the more traditional round Christmas iced cakes. Finally is the Christmas pudding, available in various weights – for self consumption to sharing sizes for the entire family, there's a format for everyone."

Some items of the festively-focused range actually perform well throughout the year, too. "An interesting finding is the Port & Brandy Cake that was launched as a Christmas cake, however one bright customer felt it would sell all year

round," he says. "I am glad to report they were right – don't tell them we weren't too sure, though! – and it now forms part of our standard range and is a best-seller."

Accommodating free-from

Cottage Delight makes a variety of cakes for the Christmas period and this year has added two gluten-free cakes to its catalogue. The free-from selections are available in Luxury Iced Fruit Cake and Luxury Fruit & Nut Cake options, which are made following the brand's signature all-butter recipe and jam-packed full of fruit. "We know there has been a massive surge in demand in the marketplace for gluten-free products," explains Melissa Rigby, NPD manager at Cottage Delight. "This demand is not only from coeliacs but those leading a healthier lifestyle as well. Our customers are often asked at store level for more gluten-free products, especially in the bakery category as it is hard to find a bakery product that's not only gluten-free, but also tastes great. It has taken well over two years to bring a gluten-free bakery range to the market



which delivers on quality. We are extremely proud of our gluten-free Christmas cake – unlike other gluten-free fruit cakes, our recipe has a high percentage of fruit and uses ground almonds, which gives it a much more pleasant taste to those which use rice flour as a cheaper filling material."

Family recipes

For family baking business Burtree Puddings, nestled on the borders of North Yorkshire and County Durham, the entire year revolves around gearing up for the festive season – with three varieties of Christmas pudding to make, it's no mean feat. "The pudding range originally started with sticky toffee pudding, which is one we're really proud of," explains Lea Darling, co-owner of Burtree Puddings.

Lea's favourite, the deluxe Christmas pudding, was the first festive variety she created, and is laced with rum, barley wine and stout. "It's definitely the most alcoholic of the three and has a richer flavour," she explains. Next came the traditional Christmas pudding, which is made to a family recipe and boasts a more pronounced texture thanks to the addition of flaked almonds. A gluten-free option is available too, which is infused with a combination of brandy and cider, which lends it fruity and sweet notes to accentuate the fresh orange in the recipe. "Excellent-quality ingredients go into our puddings and we make them so that when it comes to putting them out on the table, it would be as if you had made the pudding yourself," says Lea.



VON DER HEIDE MINI MARZIPAN STOLLEN
Masterbaker Wolfgang Von Der Heide has brought his traditional German Christmas speciality to the UK with mini stollen in a 250g pouch bag.
cotswoldfayre.co.uk



CHIOSTRO DI SARONNO PANETTONE WITH PEARS & CHOCOLATE
Produced according to a traditional recipe and criteria through a slow and natural leavening.
empirebespokefoods.com



MCLAREN'S CHRISTMAS PUDDING
McLaren's new retail offering is made with quality ingredients, soaked in Guinness and brandy and matured for four months.
mclarenpureandnatural.info



KRONEN MARZIPAN STOLLEN
Traditional German stollen packed with dried fruit and a layer of almond marzipan.
empirebespokefoods.com



LILLYPUDS CHRISTMAS PUDDING
A delicious artisan pudding that's scrumptiously light and fruity and full of natural goodness.
lillypuds.co.uk



MARKET TOWN BAKERY ICED RICH FRUIT CAKE
A truly flavoursome cake that's available in a variety of different formats.
bramblefoods.com

“ It has taken well over two years to bring a gluten-free bakery range to the market which delivers on quality ”

MARKET TOWN BAKERY

Welcome to Market Town Bakery

Our Market Town Bakery brand includes an indulgent range of all year around and seasonal products.

Our craft bakers manufacture high quality products, baked to perfection, using only the finest ingredients, using their years of experience.

- Baked to Perfection -



NEW CHRISTMAS RANGE NEW

New for 2017 is our Christmas Boxed Cakes. (We have started with a range of 6 to cater for sharing and gifting). Included in the range is a large round Christmas cake for that traditional feel and a Cherry Genoa if you fancy a change. A further addition is the Christmas puddings in three weights, perfect for all the family or pure self indulgence.



Market Town Bakery,
Market Harborough,
Leicestershire LE16 9EE
www.markettownbakery.com
sales@mhtfoods.com
T: 01858 463872

Bakes and cakes handmade using the finest, freshest ingredients from the lake district



Contact us for our full product range and seasonal offerings
info@gingerbakers.co.uk
01539 232815
www.gingerbakers.co.uk



HOW TO SELL: FESTIVE DRINKS

Capitalise on Christmas cheer with a varied selection of alcoholic and soft drinks

The drinks industry is currently a hive of activity, with categories within the sector bursting at the seams with innovative, world-class producers. From the gin boom currently captivating the nation and spawning a wave of small-scale distilleries to pop up all over the UK to the rise of British fizz, the glass is certainly half full for the beverage market. This is a sector that really comes alive during the Christmas months. There is, of course, an uplift in sales during the summer season thanks to shoppers craving something refreshing and fruity, but the colder months make for the perfect setting to enjoy a warming dram, some celebratory bubbles or a rich espresso stout.

That's not even touching on the ingenuity being demonstrated in the soft drinks sector, which is rolling out premium-quality drinks aplenty and making life simpler – and tastier – for tee-teetotallers during the Christmas season. “As more than one fifth of UK adults now state they do not drink alcohol, it is crucial for operators to stock brands which are innovative and coherent with the latest trends,” says Justin Horsman, Franklin & Sons brand controller at Global Brands. “Global Brands recognised this and has capitalised on the

growing trends with its Franklin & Sons premium adult soft drinks range. Research has shown that 44% of consumers are more likely to choose premium mixer offerings. Franklins offers interesting flavour combinations by having a tertiary food style ingredient running throughout the range, from cracked black pepper to crushed juniper berries, making the range perfect to pair with dishes over the festive period.”

Justin recommends Franklin & Sons' latest 1886 Cola release as a top Christmas tippie to offer customers. “It combines West African kola nut and Colombian coffee bean to offer a unique cola flavour,” he explains. “Perfect over the festive period, the ingredients – which are both found in the southern hemisphere – are rich in taste and quality. The recipe uses over 10 different herbs and spices and is infused with vanilla, producing a sweet yet dark flavour. The finest kola has been combined with a bean that is green rather than roasted, which adds to the great cola flavour. It is well suited to dark spirits like rum and bourbon.”

Deli and farm shop favourite Belvoir Fruit Farms has also just launched two non-alcoholic seasonal drinks, which managing director Pev Manners believes will go down a storm with shoppers.

AFTER-DINNER DECADENCE



Fruit Liqueurs 17%

Apricot Brandy	Elderberry and Port
Blackcurrant Rum	Sloe Gin
Cherry Brandy	Ginger
Damson Gin	Honey

For the perfect accompaniment to your after-dinner cheeseboard or a warming tippie by a roaring fire, make evenings memorable with our stunning range of award-winning liqueurs. From light and fruity to classic and full-bodied, our range of eight fruit liqueurs offer something for everyone.



www.lymebaywinery.co.uk

01297 551355

@lymebaywineltd

/lymebaywinery

Available in the distinctive Belvoir glass bottle, the Christmas cordial is a rich dark red colour and bursting with flavour from the fruity blend of cranberry and orange juices complemented with warming winter spices. The Festive Fruit Punch offers a mouthwatering combination of the rich and fruity taste of cranberry and orange juices with a splash of blackcurrant and lime juice and a hint of cinnamon and nutmeg, all blended with natural spring water.

"Our new Christmas Cordial and Festive Fruit Punch are delicious and make perfect treats for the whole family at Christmas," says Pev. "We have found that special

“ We have found that special seasonal products can stimulate sales as consumers seek out something different, particularly at a time like Christmas when a lot of entertaining takes place ”

seasonal products can stimulate sales as consumers seek out something different, particularly at a time like Christmas when a lot of entertaining takes place. We expect these drinks to become permanent additions to our seasonal range.”

International flavours

The misconception that the soft drinks industry solely consists of

tawdry, overly-sugary products has thankfully been crushed, with premium products like La Mortuacienne's traditional French lemonades flying the flag for classy, flavoursome and high quality soft drink offerings. "The soft drinks category has soared with innovation and growth over the last few years as more and more adults of all ages are looking for premium sophisticated soft drinks," explains Alexandra Locke, brand manager at importer and distributor Empire Bespoke Foods. "These authentic French lemonades come in iconic 1L swing top bottles in attractive colours, which make them ideal to both display on the table when entertaining or offer as a gift. For the retailer, La Mortuacienne's delicious range of fruity flavoured lemonades, including pomegranate and grapefruit, offer an attractive lifestyle merchandising display that will also satisfy every palate."

For a festive spin, Alexandra recommends that retailers suggest to their customers to add gold flakes to the lemonades before serving them in a rimmed glass. "For the non-drinker, the sparkle of the La Mortuacienne lemonades makes you feel part of the party," she says. "For those looking for an alcoholic version, La Mortuacienne lemonades are delicious with gin, bourbon or Champagne."

Another Empire Bespoke Foods brand that Alexandra believes will prove a hit with shoppers this Christmas is Clamato, a zesty tomato-based cocktail juice blend inspired by the Manhattan clam chowder-style cocktail. "Clamato is an iconic brand in Canada and is becoming increasingly popular in the UK at Christmas," she says. "No Christmas is complete without a Bloody Mary and Clamato offers a more complex flavour due to the

added depth of flavour of the clam broth. Empire Bespoke Foods has seen year-on-year growth during the festive period the last two years running and we're already tracking continued growth in Christmas 2017 as more and more people are getting to discover what the Canadians and Americans love about this quirky but delicious flavour combination."

Another speciality producer that has created a product positioned to satisfy the demand for Bloody Marys during the festive months is Godminster, which has a strong-selling 'A Bloody Good Mary' Gift Set. "This stunning set contains the ultimate Christmas drink," explains Katherine Dalgety, marketing assistant at Godminster. "Our mix is blended with fresh tomato juice containing all the spices and seasonings needed and our hand-infused Horseradish Vodka Spirit gives a fiery but well-rounded flavour for the perfect Bloody Mary."

Christmas cranberries

A quintessentially Christmas ingredient is cranberry, and this plays a central role in Cranes Drinks' portfolio of beverages. Not only does it pair perfectly with a succulent slice of turkey, but it also works harmoniously with blood orange, as evidenced by the company's Cranberry & Blood Orange Liqueur. "Cranberries and oranges go hand-in-hand with the festive period," explains Ben Ritsema, co-founder of Cranes Drinks. "Cranberries have a synonymous relationship with Christmas, especially because everyone has cranberry sauce with their turkey, but our perfect blend of cranberries and blood orange makes this liqueur divine if you have it straight or in your bubbles on Christmas Day."

Ben believes that Cranes' Cranberry & Blood Orange Liqueur is a favourite during the festive

period thanks to the packaging formats and display options available. "This product is a top addition to a retailer's product offering as not only is it great for people to buy themselves, but with our display box it provides the perfect gift idea," he says. "In the run up to Christmas last year it proved unbelievably popular with retailers. With the display box being square, it's easy for shop owners to build an eye-catching display using them."

It's no secret that gin has experienced a sales boom over the last few years, with consumers flocking to try boundary-pushing varieties beyond the household name brands. Dorset distillery Conker Spirit is a gin producer that has been at the forefront of the artisan gin movement with its Dorset Dry Gin, which experiences strong sales over the festive trading period. "People have gone mad for Dorset Dry Gin over Christmas for the last couple of years, especially for our 375ml stubby bottle, which is a perfect stocking filler," says Rupert Holloway, founder and distiller at Conker Spirit. "It's a fresh take on a traditional-style gin: juniper-led but with the added fresh notes of Dorset gorse flowers, marsh samphire and elderberries."

Not one to rest on his laurels, Rupert has also recently developed a Cold Brew Coffee Liqueur, which he believes will appeal to many consumers. "It's one of the first of its kind in the UK," he says. "It is made with the best speciality coffee we could find and contains no flavourings or extracts. It's nothing like your typical coffee liqueur as it's made in tiny batches with just four simple ingredients: Dorset-roasted coffee, New Forest spring water, a touch of demerara sugar and our distilled wheat spirit. You can enjoy it just like espresso, just add hot milk for an Irish Coffee or drizzle over your ice cream for a boozy affogato! Another surprise to us was how well it goes with tonic with a heap of ice and a wedge of fresh orange. This will certainly be that 'something a little different' drink this Christmas."

RETAILER PERSPECTIVE

What drinks fly off shelves of farm shops during Christmas? Catherine Smith, owner of Foxholes Farm Shop, tells us what her customers are currently thirsty for:



WHAT ARE THE ESSENTIAL DRINKS TO CARRY AT CHRISTMAS?

Our most popular lines are local gin, whisky and non-alcoholic mulled fruit wines.

HAVE YOU NOTICED ANY CHANGES IN DEMAND IN RECENT YEARS?

The gin market has been very popular and it's nice to see so many artisan producers popping up – lots of them are local, too.

WHAT DOES FOXHOLES DO TO OFFER SOMETHING DIFFERENT FROM THE MULTIPLES?

Our farm shop plays a large part in the local community, so it is important to give our customers first class

customer service. At Christmas we great all of our customers with a warm glass of mulled wine and they get to try before they buy. I also make sure every Christmas order is handed out to our customers by myself so I can personally say thank you for their loyalty and their custom.

HOW DOES YOUR FOOD STOCK ENCOURAGE DRINK SALES?

As a beef farm, our food stock enables us to promote different food with different types of wine and beer. Our butchers are happy to give advice on how to cook different types of meat and which wines are perfectly matched to our meats from our lovely selection of local and regional wines.

HOW CAN CHRISTMAS DRINKS BE USED TO DRIVE SALES OF OTHER ITEMS?

We sell lots of bespoke hampers not only at Christmas but all year round – these make perfect gifts and increase sales.





Made for Sharing

Visit us at the *Speciality Fine Food Show*, stand 2110E

To stock or for more information please call +44(0)1246 216 016
or email info@franklinandsons.co.uk

FRANKLIN & SONS LTD
London 1886

Experience Worth Sharing

www.franklinandsons.co.uk for our full range of Tonics, Mixers, and Soft Drinks

Facebook, Twitter, Instagram icons @Franklinandsons

COTSWOLD FAYRE*

-EST 1999-

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

Jimmy Doherty

“Attracting audiences”



When we started the farm 15 years ago, our vision was to produce high quality meat from the rare-breed, free-range pigs we traditionally reared on our acreage in Suffolk. 15 years may not seem a long time ago, but anyone in the farming industry knows they need to build resilience into their business plans to maintain stability and sustainability.

Diversification is the magic word. Jimmy's Farm is now a brand in its own right with a range of offerings to suit an equally broad range of markets. Weekends bring families with young children to the Wildlife Park, which we've grown from keeping domestic stock to now including exotic animals and a butterfly house.

During the summer, we attract a whole new demographic whilst hosting the annual Red Rose Chain Theatre Company's outdoor

production in our ancient woodland. They are able to eat in our restaurant for a pre-theatre supper and get a taste of what we can offer all year round. Along with our concessionary shops and activities such as Joules, Clarkes of Walsham country store and Notcutts Garden Centre, we actively seek out ways to bring new people our way.

Perhaps our most broad reaching of all activities is our education programme. Over the last year, over 5000 students have joined us for educational visits. We offer tailored experience which educate and inspire at any level. All aspects of the business are represented and we take a no-holds barred approach, and if a group wants something specific we do our best to provide it. From pond-dipping, nature walks and forest education to farm education, animal husbandry and butchery, there is so much on offer.



In addition to educational groups, we offer experiences to corporate groups and businesses; again making sure they experience everything we have to offer. A typical day might include some team exercises such as den-building, followed by sausage making and a hearty munch in our restaurant.

All of these bring new people into the heart of Jimmy's Farm and not only show them what we do, but bring them into the fold and

give them the opportunity to 'live' a little of farm life. The returns on this kind of activity for the overall business are clear to see. So many visitors return to the farm and bring family members and friends with them. Diversification in business is not only diversifying what you do, but also diversifying how you tell people. A programme of activities and 'hands-on' products really do create a new customer base who are emotionally invested and what you do. Don't be afraid to give it a go!

“ From pond-dipping, nature walks and forest education to farm education, animal husbandry and butchery, there is so much on offer ”

Last Words

The final word on fine food

TWITTER POLL

Has the surge in popularity of discount retailers affected your business?

Yes
50%

No
17%

Don't know
33%

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

Accounts Sue Carr 01206 505903

Art Director
Lee Whiteford lwhiteford@btconnect.com

Illustrations Louise Abbott

Publisher Helen Tudor 01206 505970

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

Next issue available October 2017

Subscriptions 01293 312188
specialityfood@subscriptionhelpline.co.uk
The BAR rate UK £29.25. Overseas £40.00
Tel. 01778 392464

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

SPECIALITY FOOD MAGAZINE

The next issue of
Speciality Food includes:

- Preparing for Christmas
- British Cheese
- Party Foods
- Jams, Honey & Spreads
- Ultimate Charcuterie Boards



CAFE BUYER MAGAZINE

If you supply quality independent cafes, then we can profile your business in this brand new annual publication

Contact Samantha on
01206 500240 or
samantha.giles@aceville.co.uk



We recently questioned our staff (anonymously, of course) in our annual staff survey. Good practice, by the way. If you don't do it, do it – you get answers anonymously they wouldn't tell you face to face! One of the questions on our survey was "Do you enjoy coming to work?" A question with a simple "yes" or "no" answer. The answer was "yes" from everyone – 100%. We did go back and check that the "no" button was working! As an employer, nothing could give me more pleasure than a result like this. Work is a necessity for most of us, we need to put food on the table and pay for our housing. How much better that this time, which is nearly a third of our lives, is enjoyable and not a chore.

I have always had a clear mission behind what we do at Cotswold Fayre. On occasion in the past, we have employed ex-drug addicts and dry alcoholics and tried to give them a chance to get back into work. On

SPECIALITY BITES

Paul Hargreaves of Cotswold Fayre



“I have always believed that businesses are the most powerful organisations for changing the world for better”

a less extreme level I have always wanted to empower and equip my staff and do my bit to help them be more fulfilled and happy. If a team member comes to me, as they did this week, and tells me that she has been offered a more highly paid job with more responsibilities elsewhere then I have to be pleased if there were no opportunities within our own company. This particular person started with us as a customer service person, and then wanted to train in accounts. So, we paid for her accountancy exams and gave her time off for the course. She has been with us six years, a far more qualified person than when she arrived, so we have done our job!

I have always believed that businesses are the most powerful organisations for changing the world for better. That is why I was so pleased two years ago when I discovered B Corporations. The concept of B Corps started in the USA and are now spreading all over the world. If you haven't heard of them yet, you will! What are they? "A B Corp is a company that redefines success in business – it looks at the positive impact on people and on planet as well as on profit. A B Corp is a for-profit business that has social and/or environmental outcomes as part of its mission."

Cotswold Fayre has been a B Corp since 2015, and now four of our

suppliers (and one customer) are also certified, with many others interested. For me, it was so encouraging to meet some other business that believe in and are doing the same stuff as we do. Cotswold Fayre is now recertifying after two years, and it has been good over the last two months to challenge ourselves in the key areas of governance, workers, community, environment and customers. Are we being the best we possibly can be on social and an environmental level?

Capitalism, as we knew it, is dead! Many younger people coming into the workplace are not interested in working for companies whose sole aim is to make money. They are excited and energised by those companies who are changing the world for the better. (Another reason to be excited from our staff survey was that the average age of our staff is now the lowest it has ever been at 38.) Why don't you come and join this new business community? Contact me via Twitter @paul_hargreaves or visit bcorporation.net.

5 MINUTES WITH... PRITESH MODY

founder of World of Zing



WHAT WOULD YOU BE DOING IT YOU WEREN'T IN THE FOOD INDUSTRY?

I grew up in the industry and despite having a law degree, I went straight into the food and drink world as soon as I left university. Quite frankly, food and drink is all I know and I can't imagine doing anything else!

WHAT WAS YOUR FIRST JOB?

Weekend sales assistant at Halfords selling loud stereos and even louder exhaust systems – the perfect job for a spotty car obsessed 16-year-old!

WHAT INSPIRES YOU?

Coming from one of the UK's most respected spice merchant families, their considerable achievements have hugely shaped my career. Like so many fledgling immigrant businesses, they started out with no money and the hunger to carve out a better life for themselves. With the benefit of a proper education and industry experience, my objective is to at least match what they have achieved. Anything less would feel like a failure.

WHAT'S THE WORST JOB YOU'VE DONE?

I was roped into helping launch a Christmas single for the Cheeky Girls in what feels like another lifetime.

WHAT'S YOUR FAVOURITE PART OF THE JOB?

Every day is different, but almost always involves consuming something tasty!

AND YOUR LEAST FAVOURITE?

I detest admin, but heading up an SME means that there is far too much of it! Fortunately, as the company is rapidly growing, I'm increasingly able to budget for staff to take a lot of the mundane tasks off my hands.

TEA OR COFFEE?

A gentle cup of tea if I'm having breakfast, then it's black coffee all the way.

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

There are huge, inexcusable waste issues that are taking far too long to address.

WHAT WOULD BE YOUR LAST SUPPER?

Champagne with dressed crab, followed by a mountain of my mum's chicken Biryani and a Sticky Toffee Pudding.

WHAT'S YOUR MOTTO?

Have conviction. While it's great to see a burgeoning speciality food sector, I've seen far too many fair-weather producers.

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

Recently at a Michelin-starred restaurant I was served a blue-coloured dumpling as part of a dish. Blue-coloured food is a major psychological no-no and I still feel queasy thinking about it!

WHAT'S YOUR FAVOURITE BOOK?

It's got to be the *Lord of the Rings* trilogy.

DIARY DATES

September

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

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

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

15th–18th
CHEESE 2017
Bra, Italy
cheese.slowfood.com

21st–22nd
LUNCH!
ExCeL, London
lunchshow.co.uk

October

2nd–4th
CONSCIOUS HOSPITALITY
SHOW
Olympia, London
therestaurantshow.co.uk

2nd–4th
THE RESTAURANT SHOW
Olympia, London
therestaurantshow.co.uk

6th–7th
BREAD & JAM
Institute of Directors, London
breadandjamfest.com

13th–15th
WELCOME ITALIA
Royal Horticultural Halls, London
welcome-italia.co.uk

28th–1st
SALON DU CHOCOLAT
Porte de Versailles, Paris
salon-du-chocolat.com

COTSWOLD FAYRE*

Chilled Christmas Range 2017



Pre-order to avoid disappointment.

For more chilled products visit our website:

www.cotswold-fayre.co.uk

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

Norseland

innovative cheese specialists

Award Winning Cheeses

to captivate your customers and boost your sales




Snøfrisk



Applewood

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

www.norseland.co.uk



2017

EXCITING PRODUCTS, LATEST TRENDS, EXPERT ADVICE

CONFECTIONERY

& CHOCOLATE BUYER

From the publishers of **SPECIALITY FOOD**



SERIOUSLY GOOD CHOCOLATE

INTERVIEW

WILLIAM CURLEY:
 "MY LIFE IN CHOCOLATE"
 P. 4



DISPLAY

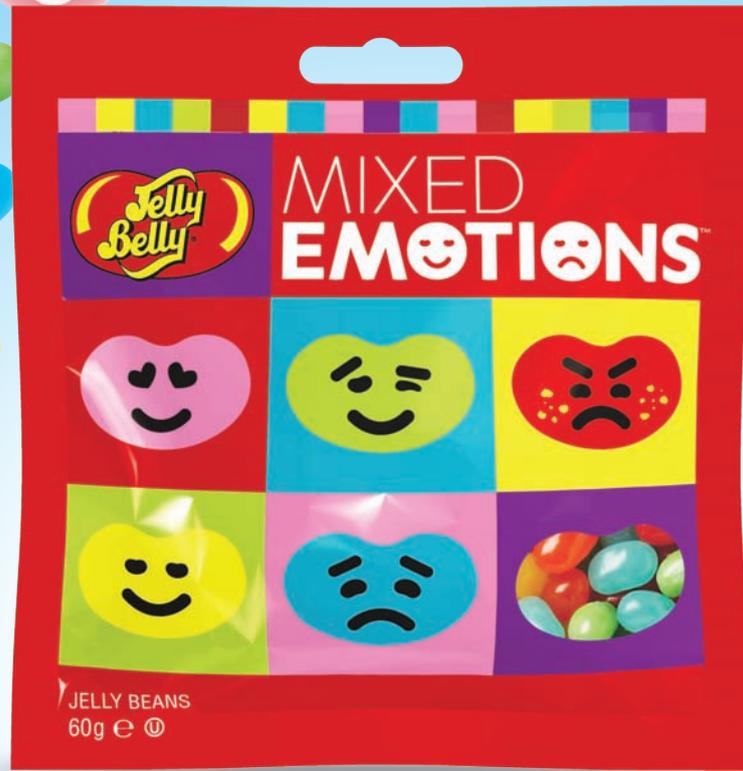
PAUL A YOUNG:
 HOW TO DISPLAY CHOCOLATE
 P. 6



ETHICS

CHARLOTTE GREEN, DIVINE:
 TALKING ETHICS
 P. 8





Feel the Flavour™

With the new Mixed Emotions™ beans from Jelly Belly, expressing yourself has never been so delightfully edible. Five popular flavours pair with five emotions featuring emoji faces printed right onto the beans. Happy is sunny Lemon and sad is Berry Blue, while love is — what else? — Bubble Gum. Get playful with Sour Apple, or angry with Sizzling Cinnamon! Customers will love sharing exactly how they feel in sizes convenient for sharing or gifting.



Contact us today • 01727 829 010 • bestimports.co.uk

    Kosher Certified

WELCOME TO CONFECTIONERY & CHOCOLATE BUYER



Welcome to the latest edition of *Confectionery & Chocolate Buyer*, the annual focus on all things sweet from the publishers of *Speciality Food*.

This subject is particularly interesting to report on, not least because of the constant stream of forward-thinking producers entering the market. Taking their inspiration from around the world, these inventive producers aren't just affecting what you put on your shelves; with every innovation comes increasing consumer open-mindedness and demand, so it's well worth stocking a newfangled confection or two to tempt your customers to take a step outside the familiar and try something new.

Having said that, tradition will always play a huge part in the confectionery market. Sweet treats like toffee and fudge are ever-popular with older generations and younger shoppers with old-fashioned tastes, and it's in products like these that the quality of the ingredients used can shine. Confectionery made using simply the finest sugar, butter and cream will always be delicious, and will always fly off the shelves – not least if it's been made by a local producer. Look out, though, for traditional ingredients with contemporary twists, and those with free-from credentials to really make your classic confectionery offering shine.

It's clear to all that free-from is huge and therefore a necessary consideration when stocking confectionery, but have you thought about looking into the ethical side of the industry? There are a number of producers proud to support the Fairtrade cause, among others, so spend some time doing your homework and you'll come across some fantastic-tasting products which will give you and your customers the feel-good factor. Discover what's out there on page 8.

Once you've got your stock sorted, it'll be time to think about how to get it flying off the shelves. We've spoken to highly successful retailers to find out how they display their stock to best effect, and to gather their most valuable advice to help you do the same. See what they have to say on 6.

We also catch up with William Curley, patissier and chocolatier extraordinaire, and passionate advocate of quality as king. He tells us how he came to be at the top of his game – from falling in love with all things sweet as a child to cutting his professional teeth at revered institutions like Gleneagles and The Savoy – on page 4.

Last but not least, you'll find a number of profiles of some of the very best producers around today. From one-stop-shops for all things trending to new faces and those making waves in the world of ethical confectionery, we've got the market covered.

Holly

holly.shackleton@aceville.co.uk

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 505240
samantha.giles@aceville.co.uk

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

Art Director

Lee Whiteford
lwhiteford@btconnect.com

Accounts

Sue Carr 01206 505903

Subscriptions

01293 312188
specialityfood@subscriptionhelpline.co.uk

Publisher

Helen Tudor 01206 505970

Published by

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

Disclaimer: The views expressed in this publication are not necessarily those of the publishers. Every effort is made to ensure the veracity and integrity of the



4 Interview: William Curley

One of today's most renowned patissiers and chocolatiers talks home cooking, Michelin stars and setting yourself apart

6 Chocolate Counter Masterclass

There's an array of display, visual merchandising, sampling and selling techniques that can boost your chocolate-selling power. Here, chocolate-sellers share their retailing recommendations

8 Chocolate with Conscience

From Fairtrade and organic to bean-to-bar and raw, we help you navigate the world of ethically-sourced chocolate

10 What's Keeping Consumers Sweet In 2017

We share a roundup of the best products to cash in on in the coming months and beyond

12 Speciality & Fine Food Fair 2017

Find out what sweet treats await you at this year's event

30 How To Sell Chocolate

Five retailers share their expertise and advice

14 Divine Chocolate

16 Jelly Belly

18 Original Candy

19 Beech's

20 Naked Marshmallow

22 Empire Bespoke Foods

23 Holdsworth Chocolates

24 Guilberts

25 The Fine Confectionery Co

26 Joe & Seph's

27 Gnaw

28 Goupie

29 Milkboy Chocolates

WILLIAM CURLEY
PATISSIER CHOCOLATIER



I was brought up on the east coast of Scotland, in Fife, and like most kids had a bit of a sweet tooth. My granny's a bit of a baker, she worked at private houses when she was younger, and I was very much inspired by her. I've always done a lot of cooking and baking, and we used to bake together when my sister and I were shuttled to her home on the weekends. We used to make tea cakes, madeira cakes, swiss rolls, jams, chutneys... it was a very full-on kitchen with pots and pans steaming and all manner of things coming out of the oven. She used to host lots of high teas, which were pretty working class but very grand in their own little way. There was a whole ethos of enjoying food which was ever-present when I was growing up. My parents were great home cooks, but it was primarily my granny who inspired me to do what I do today.

I left school with no real direction, like most boys when they're 15/16, then went to a technical college where I took cooking classes. I really enjoyed it; we made things like coconut bars, meringues and nougat – it was a very different world for me, because it had a sense of professionalism about it. We even used to sell what we made during our afternoon coffee break so the college could recoup the cost of the ingredients – colleges probably don't do that kind of thing in this day and age due to health and safety, but it gave us all some great selling practice and valuable feedback. I then worked part-time in a local restaurant before working as an apprentice at Gleneagles Hotel, where I gained a real grounding in chocolate and patisserie among other things. I became obsessed with Michelin-starred places and wanted to work at a three-starred restaurant in France but couldn't get a job there, so moved to Belgium to work for a season at a three-star establishment and later worked in London and with Raymond Blanc at Le Manoir, before getting a scholarship to work at a three-star restaurant in France. It really opened my eyes, because in those days you couldn't do an online search to gather inspiration and ideas – you were very reliant on books and newspapers, and seeing things in the flesh. I gradually started to want a new challenge away from the static structure and techniques of Michelin-starred restaurants, and started work at The Savoy as the youngest head patissier, aged 27. I was used to producing all sorts



A TASTE FOR THE FINER THINGS

William Curley, one of today's most renowned patissiers and chocolatiers, talks home cooking, Michelin stars and setting yourself apart

of breads, pastries and desserts, but this was an entirely different beast – I was producing fine patisserie for banquets of hundreds of people, huge numbers of afternoon teas and over 20 members of staff to be looking after. That was my career until I decided that I wanted to go it alone and set up my own business.

I opened a shop in Richmond and then in Mayfair, Belgravia and Harrods. In time my investor and I parted ways, and I'm now focusing on my shop in Harrods. If I had my time again I would probably try to work in some shops in France as I'm sure I could gain some truly invaluable experience there, but I'm excited to be part of an association of patissiers and chocolatiers with small businesses in France, real masters like Pierre Hermé, and through that I've been able to interact more with other producers. I've been inspired by this to allow my staff to travel to gain professional experience – they'll spend a couple of weeks or a month in France, for

example, and come back even more inspired and skilled.

It's all too easy for confectionery shops to become generic, and that's a real shame. There needs to be a story behind the business and its products. I talk about where the beans have come from and the flavours in the chocolates that I sell, and spend a lot of time training my staff to tell our story. The product always comes first for me, but there are plenty of food businesses who put their branding ahead of the taste and quality of what they're selling.

The most important thing to me is to use the very best ingredients. Of course this will increase the price of the products you're selling, but I want the few hundred people I'm selling to every day to have the very best experience, and they can only do that if I've used the very best ingredients. I'm very stubborn with what I want to do and what I want my brand to become, and I look at some other businesses and wonder why they decided to

compromise. It's one of the most important lessons I've learned from the amazing chefs I've worked with – to never compromise on the quality of the elements which make up your final product. By using ingredients which are in season and from small-scale producers who are based locally to you, you're making an investment in your business as people are willing to spend a little bit more if what they're buying is better quality and more enjoyable.

If you can be inspired by your local area and support the other businesses around you by working with them to create your product, that's a wonderful thing. Wherever you are based, there will be locally-produced foods around you which can make your final product even more special. In my case, I've taken inspiration from across the UK – especially Scotland – France and Japan and brought them to London. I'm proud to sell Scottish shortbread and Dundee cakes and maintain that connection with where I grew up. Seasonality is another way you can add personality and connection to your business. When I worked in restaurants we used to make desserts with strawberries in December, purely because people were of the mindset that if they're in a fine dining establishment and want strawberries in the middle of winter they're going to have it, but that's changed. People now see seasonal produce as a treat as it has an air of exclusivity; to use something out of season is now looked down upon within the industry, like it's lazy.

The media has done a great job of educating consumers so they understand more about what to look out for when they're shopping for food, and how to differentiate between a great bar of chocolate and a mediocre one. I sometimes feel like I'm pushing against the tide with regard to big multinational brands, but they're also starting to push their stories – they have so much money to spend on this that while on the one hand it's helping to spread the word and educate consumers about things like Fairtrade, it's also making it increasingly difficult for smaller producers to stand out. This offers an opportunity to these businesses to really think about what makes them unique, something they can shout about, to gain the recognition they deserve.

William Curley's latest book, *Nostalgic Delights*, published by Jacqui Small, is out now.

“Businesses have an opportunity to really think about what makes them unique, something they can shout about, to gain the recognition they deserve”



CHOCOLATE COUNTER MASTERCLASS

There's an array of display, visual merchandising, sampling and selling techniques that can boost your chocolate-selling power. Here, shop owners share their retailing recommendations

Lucy Elliott, creative director and chocolatier at Creighton's Chocolaterie in Bedfordshire, gives us the low-down on creating an inimitable chocolate shopping experience:



"Our store is our showroom – it is filled with our full range of chocolate bars, lollipops and gifts that are made entirely on-site. It is also the only place you can purchase our range of boxed chocolate truffles, plus exclusive in-store specials. In the summer, we also sell ice cream. Our retail range is available from many stockists across the UK,

but our store is unique as it stocks absolutely everything. It's also a great platform for us to test out new ideas on the public before we offer it to the trade.

"We recently invested a lot of money and time into a shop refit, which was long overdue. We had a special display cabinet commissioned and gave the whole shop interior a fresh look with lots of white paint to act as a background for the seasonal product displays that we do. I've worked in retail for over 10 years now, so I know you've got to work really hard to get people to notice what you want them to buy! Posters, slogans, clever lighting and colour all play a part. We have peg boards for prices which always catch the eye and a lightbox with interchangeable letters for

quick information. I don't have mega amounts of time to spend decorating the shop window every month, so I rely on big display posters and easily-changeable displays that I can rely on the team to keep on top of.

"I have to use as much of my judgement as I can to recruit team members that show both a genuine interest and enthusiasm along with practical skills. Luckily, many people have a special enthusiasm for chocolate! I try to be in the shop on a daily basis – even when I'm not working – so that I can answer questions from the staff in person. I also make sure that I keep the shop team in the loop with all the work we are doing on new products so that they can get excited and have an input in their creation.

"We don't have blanket sampling

all day every day as I've learnt that it gets abused by those not willing to shop. Instead, we offer samples out to regular customers of new things we are trying so they feel involved with a local company and give us some valuable feedback. I will place samples on the counter if I want to quick-sell a line or if we have broken products as it does uplift sales."

Paul A Young, one of the most celebrated names in modern chocolate-making today, explains the importance of an alluring and constantly-rotating offering:



"We have three stores and each one is different-looking. We've opted to not having a consistent shop fit, so the first thing that people think when they walk into each store is that they're different. Each shop has different sections – we divide them into: chocolate bars, baked items like brownies and shortbread, a truffle collection, a wrapping and packing area, gifting

“ We aim to stock products that in the main are not in the supermarkets – products that exude quality and the unusual. We want customers to find gifts that make their recipient feel extra special. We don't just sell confectionery; we provide a service. We aim to help people make choices and create a gift, rather than just bagging a sale ”

SHARON LONGCROFT, CO-OWNER OF SWEET FINK IN BROUGHBRIDGE

ideas, and a baking area for people looking to buy baking chocolate and hot chocolate. The difference between us and every other chocolate shop is that we don't have anything behind glass or refrigerated. It's all fresh and has a short shelf-life, meaning shoppers select their individual style box of chocolates and get that little bit more theatre when they pay us a visit.

"We do as much as we can to theme the windows appropriately for the time of year – key times are Easter, Valentine's Day and Christmas. The first thing visitors see are the handmade chocolates, and we put a lot of them out so it's immediately quite striking and visual. We ensure there are lots of different textures and colours as you really need to make it sparkle.

"Training is essential. We change products every six weeks, so we're constantly focusing on new flavours, the quality of the chocolate, the ethos of the chocolate, origin, blend, ingredients used and how we make them. This is interesting for the whole team, whether you're in production or sales, as it's ever-changing. We don't just stick with

TOP DISPLAY TIPS



Claire Burnet, co-founder of Chococo, shares some valuable visual merchandising advice that she

has gained when running her Chococo Chocolate Houses

PRODUCT

Having well-designed and packaged products is important. Over the years we've worked closely with design companies

one collection which is what a lot of chocolate shops do – I think that's a mistake.

"If you go into a chocolate shop and staff aren't giving out samples, then they're doing the shop a disservice – it's one of the best things you can do. The return always exceeds the investment. If your chocolates are good, the quality is good and the reason you're giving out your chocolate is to educate your customer and treat them, you absolutely have to do it."

on our packaging and have created a strong visual identity that our customers recognise and that we are really proud of.

DISPLAY UNITS

Good display units and props are important. You don't have to spend huge amounts of money on them, as we've found when setting up each of our Chocolate Houses – well-made units that allow you to play with the space that you display the products on are really effective.

POINT OF SALE

Relevant and eye-catching point of sale materials are good props that

can help to create a vibrant display. We use little wooden clipboards with POS leaflets attached to them to highlight certain product lines and to provide simple but essential information on the products for customers.

BALANCE

When you are merchandising it's so important not to oversaturate your customer's eyes. Too much and it will look busy, too little and it won't be interesting. Always think about balancing the urge to get your product out on sale and making an attractive display that will engage customers and get them buying.

PAUL A YOUNG'S TRUFFLE COLLECTION



Picked this magazine up at an Exhibition?

food matters live...

FARM SHOP & Deli SHOW

SPECIALITY & FINE FOOD FAIR 3-5 SEPT 2017 OLYMPIA

lunch! The contemporary food to go show

Register for a free copy of **SPECIALITY FOOD MAGAZINE**

An Essential read for anyone selling fine food.

- Industry news tailored specifically to independent retailers
- Features dedicated to making your business a success
- Latest product launches from across the sector
- Expert comment from the heart of the fine food industry
- Trend insights to help you stay ahead of the crowd



Visit specialityfoodmagazine.com or the app store

CHOCOLATE WITH A CONSCIENCE

From Fairtrade and organic to bean-to-bar and raw, we help you navigate the world of ethically-sourced chocolate

A conversation with a chocolate-buying consumer isn't the same as it used to be. The chief concerns have flipped from the colour of the chocolate or whether it comes filled with caramel or hazelnuts and raisins to the origin of the beans and if the bar has single estate credentials. "The general public now know the terms, what the percentages mean and the language of chocolate, and are wishing to find out if it's sustainable and whether the growers are getting the right money," says chocolatier Paul A Young. "They're willing to spend a little bit more on good quality and now know what good chocolate is. It's not just milk, white and dark any more – and this is really fantastic for the industry."

Recent research by Mintel shows that chocolate lovers' interest in ethical products remains strong, with 17% of new products claiming some sort of 'ethical-human' positioning, either Fairtrade, Rainforest Alliance or other ethical trading certification. Although still a small part of the category, accounting for less than 6% of global new product introductions in 2016, launches of chocolate confectionery with an organic claim increased 6% between 2014 and 2016. "Providing organic cocoa is proving to be a challenge for the industry," says Marcia Mogelonsky, director of insight at Mintel Food and Drink. "In order to satisfy the growing demand, it will become necessary for more cocoa growers to switch to organic farming methods. As interest in healthy sweets continues to rise, the availability of chocolate that offers organic or all-natural positioning will be desirable as consumers look for more better-for-you options."

B Corp brands

One sought-after certification that shows businesses are meeting the highest standards of social

and environmental performance, accountability and transparency is the B Corporation scheme. Superfood-orientated chocolate producer Doisy & Dam has recently announced that it has become a certified B Corp, joining companies like Divine and Ben & Jerry's. The brand is now the 128th company in the UK to obtain the certification.



Richard Wilkinson, co-founder of Doisy & Dam explains, "B Corp at its core sets out that a company should use business as a force for good,

where we hold our impact on the world equal to our profit. We think it's particularly important while we're still so small to set the company up with a set of ethical guidelines that will not only remain in place when we're much bigger but will help to guide our growth and the way we approach it. We have an idea of where we can improve our impact but don't want to limit our accountability to just one specific area – such as Fairtrade and organic – we want to have a driving message that says we will always strive to improve and to be better. This is what B Corp gives us."

Richard believes there's a raft of ethical sourcing criteria that chocolate makers should abide by. "Firstly you have to do your best to understand your supply chain and where the cocoa comes from," he says. "This can be very difficult when you're starting out as buying power is so limited – when we started we tried to guarantee a certain level of quality by only buying organic. Now we're getting bigger and starting to explore buying direct from the source so we have a transparent supply chain and we know that our cocoa is sourced ethically. Secondly, I think we have a duty to be open and honest about what we're putting into the chocolates we make. We don't use

anything to fill it out: no vegetable fats, no preservatives and only the highest quality of ingredients, so we're 100% proud of any product we put on shelf."

As a business Doisy & Dam is taking steps forward so that it completely understands exactly who it is sourcing its cocoa from – this is something the company takes very seriously," says Richard. "At the moment we use trusted suppliers with the highest level of certification to help us source the best quality ingredients for our chocolate," he explains. "Transparency is hugely important to us and we're motivated by making sure that our impact on the world is as positive as possible. This is why we're currently in the process of building a relationship with a supplier in Colombia, so we can buy our beans direct from the source. The farms we'll be buying from are on land recently reclaimed from drug cartels. We're going to focus a lot of effort into investing in the local community and supporting educational and social causes in the area, and we eventually want to invest in a plantation in Colombia so we own our supply chain."

Thinking Fairtrade



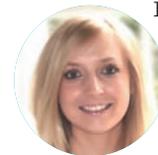
Divine Chocolate's relationship with Fairtrade stretches back 20 years, to when the Kuapa Kokoo co-operative of cocoa farmers in Ghana voted to set up their own Fairtrade chocolate company. "It remains the only 100% Fairtrade and farmer-owned company in the world," says Charlotte Green, marketing director at Divine. "The farmers who own Divine have been very driven and proactive about developing their organisation. They have grown the membership from 8,000 to over

85,000 farmers. Today, Kuapa Kokoo proudly produces up to 5% of Ghana's cocoa – that can be up to 640,000 sacks of cocoa a year! They have invested the Fairtrade premium into developing farming communities and farming skills. Now, in addition to Kuapa Kokoo farmers in Ghana, Divine works directly with farmers around the world to source the finest Fairtrade ingredients, empowering them to improve their livelihoods."

When retailers stock a product with the Fairtrade mark emblazoned on it, they know that all the ingredients that can be Fairtrade have been bought on Fairtrade terms. "For a Fairtrade chocolate bar, that means the farmers receive a guaranteed minimum price for their cocoa – currently \$2,000 per tonne – even when the world price is lower, and in addition have received a social premium – currently \$200 per tonne – that they have invested in their own community projects," explains Charlotte. "What's more, other ingredients like sugar and vanilla are also Fairtrade certified. As well as empowering farmers around the world, it empowers shoppers with a mark that they know and trust. Fairtrade is the highest awareness logo of any third-party verification scheme in the UK."

For chocolate producers like Divine, it's not just about flying the Fairtrade flag – the company endeavours to be ethically and eco-focused throughout the business. "Our focus is on putting people first, but we are also an environmentally responsible company," Charlotte explains. "One of our main environmental commitments is that Divine chocolate is proudly palm oil-free. We also use FSC-certified paper and card for our packaging and have worked with farmers on sustainable farming practices."

Retailing raw chocolate



Raw Halo is a start-up chocolate brand which was founded in 2015 by Meg Haggart, who, since giving up refined sugar and struggling to find a premium raw chocolate product that wasn't laden with additives or poor quality sugar alternatives, set up the raw chocolate brand. "Since launching

“ Fairtrade is the highest awareness logo of any third-party verification scheme in the UK ”

we've understood that trusted suppliers are key to bringing a product to market that can in turn be trusted by consumers," says Meg. "A transparent and reliable supply chain is crucial to our operation, in an industry where mislabelling and unethical practices are unfortunately still widespread. We've built good relationships with a handful of well-respected suppliers based in the UK and the EU, who deal exclusively with fairly-traded ingredients from trusted farmers and suppliers in countries such as Peru and Indonesia."

A thorough research and sourcing system has been implemented so that Raw Halo only works with reputable suppliers. "All of our suppliers follow strict guidelines to meet organic standards, and our sourcing partners have developed sophisticated testing routines to ensure authenticity of the ingredients," explains Meg. "All of our chocolate is certified by the Soil Association, whose logo we proudly display on our packaging. Organic is at the heart of our brand and this seal of certification is becoming widely recognised as more and more customers are turning to organic-certified brands."

Beyond the certifications



Jennifer Earle, chocolate expert and founder of Chocolate Ecstasy Tours, believes that seeking specific

certifications isn't always a viable route for many farmers and producers, especially when it comes to Fairtrade. "Transparency is becoming even more important and for chocolate, quality starts at the bean," she explains. "This means that to make great chocolate you really need to know your farmers and the people fermenting and drying your beans to ensure quality. Producers are more likely to get involved in making sure their practices are sustainable economically and environmentally so they'll have future supply. Why would the chocolate producers then pay an external body for a certification that only stamps a level of involvement and 'fairness' that's actually less than what they're doing? Recent articles like the tea farming exposure don't help. Hearing that the tea pickers are on below-minimum wage on Fairtrade-stamped products and having the organisation state 'they're working on it', doesn't

“ I think we have a duty to be open and honest about what we're putting into the chocolates we make ”

inspire a lot of trust in what the label means. I don't know first-hand when it comes to certified-organic, but I've heard from farmers and producers that most of the cocoa for high quality bars is produced organically. Many don't pay for the certification because it would make the already-premium bars more expensive."

According to Jennifer, purchasing beans directly from farmers and finding out about the root of the supply is a more preferable option. "Most of the chocolate makers who are producing on a smaller scale are buying directly from the farmers," she explains. "Some of the larger premium ones are, too. Premium chocolate makers have to buy directly to ensure they are getting beans of good quality. Only well-fermented beans will produce a great tasting bar of dark chocolate. Some makers will use a combination of direct and non-direct, and put their non-direct beans into the cheaper confectionery."

For Jennifer, it all comes down to a question of fair pay. "It's important to support farmers to make sure that they are paid well enough and have the best practices to get good yields and to continue to be able to do so in the future," she says. "Unless farmers are paid well enough, we'll see more unpaid and child labour, or more cacao trees being razed and replaced with single plant farms that are much worse for the environment – cacao grows alongside other plants in a much more ecologically sustainable way. This means that we have to start paying more for our chocolate. Which includes the big four or five manufacturers and sellers increasing their prices and not just reducing weights."



WHAT'S KEEPING CONSUMERS SWEET IN 2017?

Ethical credentials, exotic flavours and convenience are keeping tills ringing this year and beyond

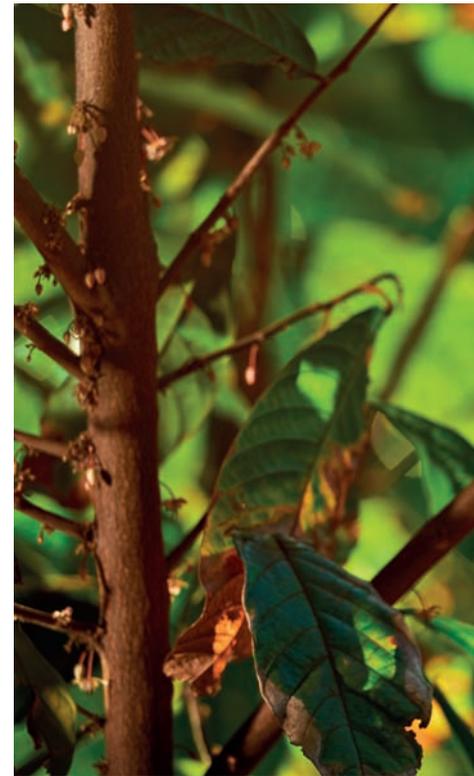
THE 'PROVENANCE POUND'

Remember the days when all the general public were concerned about when it came to chocolate and confectionery was its flavour? These days, a hazelnut milk chocolate bar made with generic, unnamed nuts is not as appealing as one made with nuts sourced from the Italian home of hazelnuts, Piedmont. Another example: salted caramel. Even though this is a relatively modern flavour, only having entered the zeitgeist in the past few years, a confection is now only considered truly speciality if the origin of the salt is named. British salt producers Maldon and Halen Môn could help earn confectionery producers the 'provenance pound', as would Himalayan pink salt – an on-trend ingredient particularly favoured by Millennials. Cocoa sourced from a single origin is also desirable these days, and gradually consumers will become familiar with how chocolate

from different sources differs. Provenance has long been utilised by speciality producers and retailers to help them stand aside from the mainstream, and consumers are coming to expect this from fine confectionery, too.



“ Now more than ever, consumers are coming to expect provenance from fine confectionery ”



“ The average consumer is becoming increasingly aware of the social and environmental implications of the food and drink they purchase ”

PERCENTAGE POINTS

Not so long ago, the cocoa content of chocolate was sought after only by connoisseurs – but not any more. Particularly when it comes to chocolate bars, a visible percentage is seen as a selling point and, in some cases, the higher the percentage the better as it means there's less room for 'nasties'. When a bar of chocolate goes beyond the realms of 80% consumers can be concerned that it will taste overly bitter, but chocolatiers are increasingly doing what they can to lessen bitterness and create higher percentage chocolate with well-rounded flavours. This is also seen in baking; while home bakers used to be content to use what manufacturers labelled as 'dark', 'milk' and 'white' cooking chocolate, today they recognise that the percentage of chocolate they use in their kitchens can dramatically alter the end result. In a small way, this links into the consumer's desire to trust the maker – it's another way for the brand to be transparent about their product, and helps consumers to understand a little more about what they're buying and eating.



“ A visible percentage is seen as a selling point and, to a point, the higher the percentage the better ”

HEALTH CONCERNS

It may seem counterintuitive to consider chocolate a superfood, but producers are increasingly appealing to the consumer attraction to the likes of matcha, goji berries and turmeric by incorporating such 'super' ingredients into their confectionery. As well as adding texture and flavour, they add a Millennial-friendly twist to products and add a 'healthy' dimension to a food which is otherwise considered a treat. Also under this umbrella is raw chocolate – having never been heated above 42°C (the beans are naturally dried outdoors rather than in a conventional roaster), advocates claim that raw chocolate maintains its high levels of antioxidants, and as a rule producers only use similarly natural ingredients to add sweetness and flavour. Natural sweeteners such as honey and raw cane sugar are appealing to consumers like never before, and the distrust for chemical sweeteners the names of which are nigh on unpronounceable is growing. Equally, there are signs that confectionery made with a short list of ingredients, perhaps simple ones you would use at home – butter, cream, sugar and not much else – is trusted more than those with a myriad. Also look out for confectionery which shouts about its protein content. Having become a trend across the food and drink industry over the last year or so, protein shows no sign of losing popularity thanks to its associations with health and fitness.

“ Superfoods add a Millennial-friendly twist to products and add a 'healthy' dimension to a food which is otherwise considered a treat ”





ETHICAL VALUE

The average consumer is becoming increasingly aware of the social and environmental implications of the food and drink they purchase, and is more knowledgeable than ever about the benefits of buying organic and Fairtrade, and from producers who give something back to the suppliers they work with. Ethically-minded producers are supporting this interest in a number of ways

– by being transparent about their supply chain to promoting the story behind their suppliers and investing in them. Look out for B Corp-certified businesses; dedicated to being accountable for their social and environmental performance, they tick a lot of boxes with regards to sustainable practices and running their business with consideration for the world around them.

FAR-FLUNG FLAVOURS

As in other sectors of the market, confectionery is seeing a boom of consumer interest in far-flung flavours and unusual combinations. Shoppers are no longer content with everyday spices like cinnamon enlivening their chocolate, they're now tempted by previously relatively unknown – and not inexpensive – flavours like cardamom and saffron. Speaking of spice, flavours of Asian descent such as wasabi are entering the British confectionery market to great effect. Fine confectioners are also utilising Asian ingredients in place of more expected ones to the consumer's delight – think yuzu in place of orange or lemon, and toasted sesame in place of nuts.

“ Fine confectioners are utilising Asian ingredients in place of more expected ones to the consumer's delight ”



THINK SMALL

Producers are increasingly looking to miniaturisation to feed the consumer need for convenience. Busy shoppers still want a treat, but a traditionally-sized chocolate bar or bag of confectionery isn't particularly on-the-go-friendly. Look out for smaller bars of fine chocolate, and confections sold individually or in packs of two or three – not only are these easy for someone to throw into their bag when they're out and about and seemingly less indulgent than a full-sized option, but they are great impulse buys. Position next to the till and offer alongside a takeaway coffee or lunch, and they're sure to sell well. Bars with a healthy element will do well, as they offer a valuable combination of on-the-go indulgence without the guilt associated with a full-on confection.



“ Miniature bars are easy for someone to throw into their bag when they're out and about, and seemingly less indulgent than a full-sized option – they are great impulse buys ”





HIGHLIGHTS FROM THE SPECIALITY CHOCOLATE TRAIL

LOVE COCOA

lovecocoa.com, Stand 2804

Producers of organic chocolate bars which are free from refined sugar, gluten and other nasties. Love Cocoa will be introducing four new bars at the Fair: Gin & Tonic, Avocado, Honeycomb Crunch and Sea Salt Crunch.



AMELIA ROPE

ameliarope.com, Stand 1038

Celebrating their tenth anniversary, Amelia Rope Chocolate will be revealing their new-look branding and products for AW17. This includes a luxurious salted caramel butter flavour and marcona almonds covered in white chocolate.



“A CONFECTIONERY EXTRAVAGANZA”

Speciality & Fine Food Fair: the ideal platform for discovering the latest innovations in the confectionery sector

An exciting and eclectic world of artisan producers awaits on 3rd-5th September when the doors open for Speciality & Fine Food Fair 2017. From raw chocolate bars, real Turkish delight and artisan fudge to meringue truffles, natural fruit candy and sea salted everything – producers have come from far and wide to be part of the experience.

Consumers are becoming much more health conscious. They are looking at the ingredients in products whilst still wanting to indulge in a sweet treat. Free-from is trending at the Fair, whether that is gluten-free, dairy-free, raw or plant-based. Jukka Peltola, founder of Goodio raw chocolates, explains: “Consumers are turning to dark chocolate with less sugar and milk and a higher cacao content. White sugar alternatives are being used, for example cane sugar, coconut palm sugar or more natural sweeteners. We are currently making chocolate recipes using date powder.”

Premium is also key, with many exhibitors launching high quality products with provenance. Kit Tomlinson, co-founder of Mighty

Fine Honeycomb said: “We are seeing the demand for quality confectionery continue to grow. The premium end of the market is a competitive space but consumers are choosing quality, great tasting ingredients and provenance when making confectionery product choices.”

Speaking of the chocolate and confectionery sector, Will Torrent, chocolate and pastry consultant and Speciality & Fine Food Fair ambassador, describes it as flourishing. He explains: “Consumers are becoming more interested in how chocolate and confectionery products are made, where the ingredients have come from, the origin of the cocoa beans and most importantly, how the products taste. Not only have bean-to-bar producers been going from strength to strength, but UK chocolate and confectionery creators are flying the flag for our nation with stunning workmanship, creativity and exciting flavour combinations. The future is bright for the sweet treat industry and now is a great time to get stuck in and help it grow.”



This year welcomes a new look for Speciality & Fine Food Fair, including a fresh line-up of attractions. There’s a new Discovery Zone which will showcase the finest chocolate and confectionery from businesses that have been trading in the UK for less than three years.

Visitors will also be invited to tread the Speciality Chocolate Trail to uncover a selection of gourmet chocolate and premium confectionery. On the trail will be: ChocLab, Love Cocoa, Goodio, Milkboy Swiss Chocolates,

Chocolat Madagascar, Zotter Chocolate, Urban Village Chocolates, J.Cocoa, Bean & Pod and Raw Halo.

Aimed at inspiring and educating visitors, the Savour the Flavour: Live Kitchen and Food for Thought stages are also new to the Fair this year. Offering workshops and demonstrations, insights, practical advice and tips from key industry figures and chefs, the stages are the place to be to find out the latest flavour trends, topical issues and ingredient innovation.

PUNDITS

pundits.co.uk, Stand 3283

Pundits will be showcasing their range of guilt-free handcrafted chocolate bars made without sugar. Each bar is sweetened with Stevia and they only use responsibly sourced ingredients. Flavours include Milk Chocolate & Hazelnuts, Milk Chocolate & Toasted Coconut and a dairy free, vegan option, Dark Chocolate with Orange & Almonds.



COCO CHOCOLATIER

coco-chocolate.co.uk, Stand 2412

Premium chocolate handcrafted from the highest quality ingredients and a single origin chocolate from South America. Coco Chocolatier have something for everyone with their bundles of bars. Try the Scottish bundle which includes a Haggis Spice Organic Dark Chocolate, or the British bundle offering an Earl Grey Tea & Bergamot Organic Dark Chocolate bar.



RAW HALO

rawhalo.com, Stand 1319

Artisan chocolate brand Raw Halo offer chocoholics a taste of guilt-free heaven, made from the finest organic ingredients and sweetened naturally with organic coconut sugar. The Raw Halo collection is available in vegan 'mylk' and dark raw chocolate in a variety of flavour combinations: Cinnamon & Raisin, Lemon & Pink Himalayan Salt plus Ginger & Pecan.



THE CHOCLAB

choclab.co.uk, Stand 1510c

Small-batch manufacturers from Edinburgh, the ChocLab chocolate range combines interesting flavours with quality ingredients. Keeping up-to-date with the latest trends, the ChocLab have their own periodic table of flavours "to explore new frontiers in chocolate combinations," says Sandra Colamartino, founder.



“ UK chocolate and confectionery creators are flying the flag for our nation with stunning workmanship, creativity and exciting flavour combinations. The future is bright for the sweet treat industry and now is a great time to get stuck in and help it grow ”

WILL TORRENT, CHOCOLATE AND PASTRY CONSULTANT AND SPECIALITY & FINE FOOD FAIR AMBASSADOR



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, find out more at specialityandfinefoodfairs.co.uk







specialityandfinefoodfairs.co.uk

[in](#) [f](#) [#SFFF17](#)

TRADE ONLY

When choosing to stock Divine's eclectic range of luxury chocolates, you're not only purveying a premium product but supporting a company which is 44% owned by cocoa farmers. The farmers all belong to the Kuapa Kokoo co-operative based in the mostly western regions of Ghana. Kuapa Kokoo has over 85,000 farmer members who not only part-own Divine but have two seats on the board and receive the largest share of the distributed profit, too. This makes Divine the only mainstream chocolate company in the world that is both Fairtrade and farmer-owned.

"Every Divine product we make carries the Fairtrade mark, which empowers chocolate lovers to make a positive choice when choosing a treat. We also go out of our way to try and source Fairtrade ingredients for new flavours that we develop, and deliver benefits to farmers all over the world," explains Charlotte Green, marketing director at Divine. "We get excited when we source new ingredients because it means people can taste new flavours and discover where they come from. For example, we wanted to create an intense hit of Fairtrade coffee in our creamy Cappuccino bar, so we worked with Cafédirect to source from growers in Machu Picchu, Peru."

Most Ghanaian cocoa is actually grown on small family farms that



THE POWER OF CHOCOLATE

For award-winning farmer-owned company Divine, it's not just about producing delicious chocolate – ethical sourcing is a top priority, too

in terms of quality, quantity and delivery" she continues, "Ultimately though, the ingredient must really work as a delicious flavour to complement our signature recipes of deliciously rich and seriously smooth chocolate."

Importance of provenance

The company has noticed a growing curiosity amongst consumers to discover where the ingredients in the products they purchase originate from. "Most people look for a brand and the percentage of cocoa content for quality assurance in premium chocolate," explains Charlotte. "However, provenance is becoming more important as curious foodies are interested in how something delicious like chocolate is created. According to Divine-commissioned research, one in five people look for where their chocolate comes from, whether it's the origin of the ingredients (like Madagascan vanilla) or where it is made (for example Belgium)."

Divine aims to continue to deliver delicious chocolate and a social business model that everyone can cherish and has just won a Great Taste Award for its 85% Dark Chocolate. "We believe in the amazing power of chocolate to delight and engage, and bring people together to create dignified trading relations," concludes Charlotte. "In our five year strategy, 'Growing Business Differently', we have created a growth plan so we can continue to empower farmers, empower chocolate lovers and change the way business is done."

typically span between two to three hectares and the land is usually intercropped with other plants and trees, such as plantain, maize and spices. These plants not only provide shade whilst the young cocoa trees are growing, but can also provide up to 65% of the family's own food supply, as well as some additional income.

This high-quality Ghanaian cocoa is used in Divine's popular range, which includes bars of chocolate, Easter eggs, gift sets, baking and drinking chocolate products. All Divine flavours are combined with high cocoa recipes. Recent additions to the range include 60% Dark Chocolate with Pink Himalayan Salt for a luxury salted chocolate and 70% Dark Chocolate with Toffee Pieces and Chilli, bringing some spice back to the Divine range inspired by the popular sweet chilli food trend.

Traceable tastes

It's not just its own cocoa that Divine can trace the origins of. Everything from the coffee supplied by Cafédirect to the sugar used in the chocolate can be pinpointed to a credible source, and fostering close relationships with these



BEATRICE ASANTE OF KUAPA KOKOO

suppliers is encouraged. "Our sugar is grown by the Kasinthula Cane Growers Association in Malawi," says Charlotte. "We have visited these farmers and have stayed closely in touch. They had serious problems with the weather – such as floods followed by drought – so we have supported them by funding new plant stocks. We also source Fairtrade vanilla from farmer co-operatives in Madagascar, Fairtrade almonds from Pakistan, Fairtrade coconut from Sri Lanka and Fairtrade mangoes from Burkina Faso."

"We only use the finest Fairtrade ingredients that consistently deliver



“ Our mission is to grow a successful global farmer-owned chocolate company using the amazing power of chocolate to delight and engage, and bring people together to create dignified trading relations, thereby empowering producers and consumers ”



*Divine*TM
CHOCOLATE



Luxury that keeps on giving

DISCOVER TANTALISING FLAVOURS

- ♥ Raspberry in a rich dark chocolate ganache
- ♥ Hazelnut praline in smooth milk chocolate
- ♥ Soft salted caramel in dark chocolate
- ♥ Tangy passionfruit milk chocolate truffle



Farmers receive 44% of Divine profits

MADE with the
BEST of the BEST
COCOA from GHANA

SERIOUSLY GOOD CHOCOLATE

- ♥ Fine quality cocoa from Kuapa Kokoo farmers in Ghana
- ♥ Fairtrade ♥ All Natural ♥ 100% pure cocoa butter ♥ Vegetarian
- ♥ No palm oil ♥ No GMO's ♥ No artificial colours, flavours & preservatives



www.divinechocolate.com Steve@divinechocolate.com +44 (0)207 378 6550

FULL OF BEANS

Jelly Belly, the boundary-pushing producer in the vanguard of creative, innovative and tasty confectionery creation, has released its much-anticipated Super Hero and Mixed Emotion collections

Three of the most iconic DC Super Heroes, Batman, Superman and Wonder Woman are coming to bags of Jelly Belly jelly beans. Jelly Belly Candy Company and Warner Bros. Consumer Products, on behalf of DC Entertainment, have partnered to create specially branded bags for fans of these legendary DC character icons.

Jelly Belly DC Super Hero Collection launches with two bag types this summer, featuring designs of legendary DC Super Heroes, including fan-favourite Wonder Woman. Debuting are a 28g bag perfect for snacking or party favours, and a 60g bag that makes a great treat to share

or give as a gift. Each bag in the collection features the DC Super Hero Mix of Jelly Belly jelly beans, including shimmering versions of popular flavours Berry Blue, Blueberry, Cream Soda, Sour Lemon, Very Cherry and Wild Blackberry.

The 28g bags each feature either DC's Batman, Superman or Wonder Woman in a mixed 30-count caddy allowing fans to pick and choose their favourites. The shippable caddy is also display-ready for retailers to merchandise on shelf or at the cash register.

Tony Alfano, managing director of Best Imports, the UK importer for Jelly Belly, says, "Batman, Wonder Woman and Superman have a massive UK following and these products are hugely anticipated by Jelly Belly fans. All the retailers I've spoken to have been getting seriously excited about the launch for some time. As one might expect from Jelly



in various ways in the past," explains Tony. "Emojis are a big part of how we communicate with each other through text, social media and in email, and their popularity gave new life to this idea. There's a huge customer base of people who just 'get' emojis and Jelly Belly Mixed Emotions is a really fun way of sharing with friends. This is another charming Jelly Belly novelty that retailers are going to love as much as customers!"

Belly, everything is really spot on. These jelly beans are shimmering versions of popular flavours and customers are going to love them."

Mixed Emotions

Another hotly-anticipated release from the confectionery creators at Jelly Belly is the emoji-focused Mixed Emotions Collection. Whether you're having a happy day or a grumpy one, there is a Jelly Belly jelly bean for everyone in this new selection. In the range, favourite flavours of Jelly Belly beans are paired with an emotion and finished with the imprint of a corresponding face to show those feelings. Five flavours will be available from August, giving confectionery lovers everywhere a new way to express themselves.

"Jelly Belly has toyed with connecting feelings and flavours

Traditionally, Jelly Belly jelly beans are stamped with the Jelly Belly name in white food colouring. However, in the Mixed Emotions Collection, instead of the logo the Jelly Belly beans are stamped with a matching face to represent one of five feelings: Happy tastes like refreshing Lemon on a sunny day; Playful teases the taste buds with Sour Apple; Angry sears like Hot Cinnamon; Sad envelops you in Berry Blue and Love warms the soul with Bubble Gum. In keeping with the Jelly Belly tradition of thoughtful flavour experiences, enjoy each flavour individually or combine to create your own delicious mix of emotions. The Mixed Emotions Collection are available in 28g bags for snacking and 60g grab-and-go bag well suited for sharing.



“ These jelly beans are shimmering versions of really popular flavours and customers are going to love them ”

Register for free entry
www.foodmatterslive.com

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



Fresh to market or out-of-date? We know which we'd prefer.

To meet the true leaders of food innovation and discover the latest trends impacting your industry, visit Food Matters Live.

food matters live...

MANY VOICES, MAKING FOOD MATTER.

- 800 exhibitors
- 400 speakers
- 100 conference and seminar sessions

Join the conversation:

 @foodmatterslive

 www.foodmatterslive.com/linkedin

 www.foodmatterslive.com/facebook

Register for free entry
www.foodmatterslive.com

NEW FOR 2017:

- Food futures seminars
- Future of food retail seminars
- Food Matters Live Awards
- Match - a curated matchmaking service to help you build your business network - includes a Meet the Buyer programme.

Lancashire-based Beech's Fine Chocolates is renowned for its array of luxury confections that contain 100% natural ingredients. However, not only has the producer consistently remained highly creative when it comes to what it uses to create its range of chocolate, but it applies this ethos to its eye-catching packaging formats, too. This is especially evident in its latest luxury gourmet truffles that come in Champagne, Anglesley Sea Salted Caramel, Pink Champagne and Prosecco flavours and are housed in either Personal Treat and Posh Hat packaging formats.

"Last year we invested heavily in a new production line and, knowing that our chocolate is one of the smoothest and tastiest available, we thought we could make some fantastic truffles to add to our range," says Peter Whiting, operations director of Beech's Fine Chocolates. "We decided initially to introduce these through the silver blocked 'All You Need Is Love & Chocolate' truffle range, which has really taken off this year and has already won several awards. In the run-up to Christmas we decided to bring out the same delicious truffles in larger pack sizes and

LUXURY FROM LANCASHIRE

Innovation and gifting play a key role when it comes to Beech's Fine Chocolates' latest releases



much fancier packaging so that our customers would be able to buy gifting options; they've been excellently received!"

The boozy creations have proven an immediate hit with Beech's clientele, with many of the company's fans enjoying them

due to their authentic handmade credentials. "The luxury truffles have quickly risen to become one of our best sellers, with customers seeing huge demand for stock re-orders as the public are introduced to the delicious flavours we offer," Peter explains.

Grab-and-go

Seasonal demand strongly influencing the confectionery industry, but Beech's has attempted to break this cycle by developing products that can be conveniently purchased all year round. "Our truffles and our new A-Frame packs are great for this as they have strong shelf presence in-store, and contain fantastic-value gourmet products that can be quickly enjoyed without having to purchase much larger boxes," says Peter. "Grab-and-go products can sit on counter tops and till areas throughout the year and have a steady sell through."

That's not to say that the producer has steered clear of releasing seasonal products, though the company recently announced that Beech's Easter Eggs are to be reintroduced. "This year will be the first time in decades that we have made an egg, and this time we're making two!" Peter enthuses. "We're releasing an ultra-fine rich dark chocolate egg that's suitable for vegans, and a milk chocolate egg with chunks of honeycomb embedded within the chocolate. Both these eggs come in stunning packaging that make them really stand out from the competition and make for the perfect Easter gift."



www.beechsfinechocolates.com - 01772 792 808



WHAT'S THE STORY BEHIND THE BRAND?

We launched The Naked Marshmallow Co. in November 2014 and haven't looked back since! The idea was borne from seeing a number of traditional confectionery and snack products being reinvented with quirky flavour options and bold and innovative branding.

HOW HAS THE COMPANY EVOLVED SINCE?

The company has grown at a steady pace since our initial launch. We now employ up to 20 full-time members of staff at peak and run the business from two spaces in Lincolnshire: a purpose-built production facility and a dispatch and distribution centre. We have an incredibly strong direct-to-consumer side to the business, sending over 50,000 online orders a year, and are constantly working to increase our partnerships with distributors and retailers.

WHAT MAKES THE PRODUCTS A GOOD FIT FOR DELIS, FARM SHOPS AND FINE FOOD RETAILERS?

We believe our products are a perfect fit for delis, farm shops and premium food retailers. They are all 100% natural and handmade in the UK by artisans. Not only do we believe we have a truly delicious product (with a

NAKED AMBITION

Ollie Rendall, director and co-founder of The Naked Marshmallow Co., discusses the growing demand for gourmet marshmallows and consumers' cravings for alcohol-infused sweets

number of Great Taste awards to support our egos!) but all of our products are displayed in beautiful, quirky and innovative packaging alongside our tongue-in-cheek brand. From a third party survey of over 6,000 foodies, 90% preferred our marshmallow to any other marshmallow product on the market today.

HOW IMPORTANT IS NPD TO THE COMPANY?

NPD is at the very core of what we do. We are constantly developing new flavours, products and customer experiences and we've found this the best way to keep a step ahead of the competition. We love creating world-first products, some of which include our Marshmallow Toasting Kit, Gourmet Marshmallow Advent Calendar and Marshmallow-infused Gin and Vodka.

WHAT DOES THE NEW PRODUCT DEVELOPMENT STAGE INVOLVE?

Our product development can take up to six months per product and consists of discussing and shortlisting initial ideas, creating exceptional flavour profiles and verifying shelf life, whilst working with our design, print and PR team to ultimately take the product to market. We actively ensure that what we create is different to anything our competitors are doing – it's much more fun!

WHAT DOES THE ALCOHOLIC RANGE INCLUDE?

We've got a great selection of boozy products. We offer a trio of alcoholic marshmallow flavours comprising Raspberry Prosecco, Elderflower & London Gin and Espresso Martini as well as a duo of marshmallow-infused

spirits that include a Vanilla Bean Marshmallow Gin and a Salted Caramel Marshmallow Vodka. Our boozy marshmallows have only recently launched and are already in over 100 locations across the UK, while our Marshmallow Gin and Vodka are also proving to be incredibly popular.

WHAT'S NEXT FOR THE NAKED MARSHMALLOW CO.?

We've got some exciting plans for the year ahead and as we go into 2018. This Christmas stands to be our very best yet and we're looking forward to launching our Gourmet Marshmallow Advent Calendar amongst some other festive lines.



“ We actively ensure that what we create is different to anything our competitors are doing – it's much more fun! ”

THE *Naked* MARSHMALLOW CO



VANILLA BEAN
MARSHMALLOWS



SALTED CARAMEL
MARSHMALLOWS



CANDY FLOSS
MARSHMALLOWS



CHOCOLATE ORANGE
MARSHMALLOWS



STRAWBERRY CREAM
MARSHMALLOWS



RASPBERRY & PROSECCO
MARSHMALLOWS



ESPRESSO MARTINI
MARSHMALLOWS



ELDERFLOWER & LONDON
GIN MARSHMALLOWS



VANILLA BEAN
MARSHMALLOW GIN



SALTED CARAMEL
MARSHMALLOW VODKA

WWW.NAKEDMARSHMALLOW.CO.UK



@nakedmallow



/nakedmallow



@nakedmallow

ICONIC & ETHICAL DIFFERENTIATION

Want to know what's next in confectionery? Empire Bespoke Foods has the answers

One couldn't fail to notice the importance of ethics in confectionery at the moment, and Heavenly Organics – a range of cocoa treats containing just 100% cocoa and wild sustainable honey plus up to two extra ingredients per variant (making them perfect for today's health-conscious consumers) – fits well into this trend and was recently awarded one gold star in the Great Taste Awards. For founder Amit Hooder, it's as much about humanity as it is the taste; his raw organic honey is

harvested from wild beehives in the untouched forests of central and northern India, where 650 families are currently employed by the brand while local children are taught about permaculture. Equally ethically-minded is Madécasse, a chocolate brand which works directly with its cocoa farmers to help them build a better life and fight for transparency in the global industry. With a recent rebrand designed to better represent its story and quality, Madécasse is a prime example of how thinking internationally

and offering choice and diversity sustainably, and with an eye on trends, can benefit all.

Offering choice and diversity to shoppers is key in independent retail, and Empire Bespoke Foods prides itself in being a connoisseur of confectionery from around the world. American confectionery in particular is a great route to differentiation, and satisfies the consumer desire for new flavours and new experiences. Proposing a full range of treats is essential for seasonal periods like Halloween, Thanksgiving and the Fourth of July. A big trend in US confectionery right now is nostalgia – shoppers want to find the taste they have experienced in their childhood or seen on TV, and they have a particular fondness for retro packaging. This goes some way in explaining why iconic brands which have been in the market for many

years still appeal to young and old alike. Tootsie Rolls and Flipz are two such brands which have maintained their value throughout the years. Another key trend is sour flavours. In the USA, sour candy is the second largest flavour segment, growing by almost 12% in value year-on-year, and brands such as Mike and Ike are selling consistently well thanks to their adoption of this trend, seen in their Sour-licious range.



Stock up on indulgent sweet treats from around the world!

Chocolate WITH STRONG ETHICS

MADÉCASSE AND HEAVENLY ORGANICS ARE ON A MISSION TO IMPROVE AND PRESERVE THE CULTURE AND LIVELIHOODS OF FAMILY FAARMERS IN MADAGASCAR AND INDIA.



ICONIC USA Confectionery

AMERICA'S CLASSIC CONFECTIONERY BRANDS WILL BRING INSPIRATION & EXCITEMENT TO YOUR SHELVES, JUST IN TIME FOR HALLOWEEN, THANKSGIVING AND CHRISTMAS.



Three different ways to order!

sales@empirebespokefoods.com | 020 8537 4080 | www.empirebespokefoods.com



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



@specialityfood

“WE NEVER COMPROMISE”

Genevieve Holdsworth, creative director, tells the story of Holdsworth Chocolates

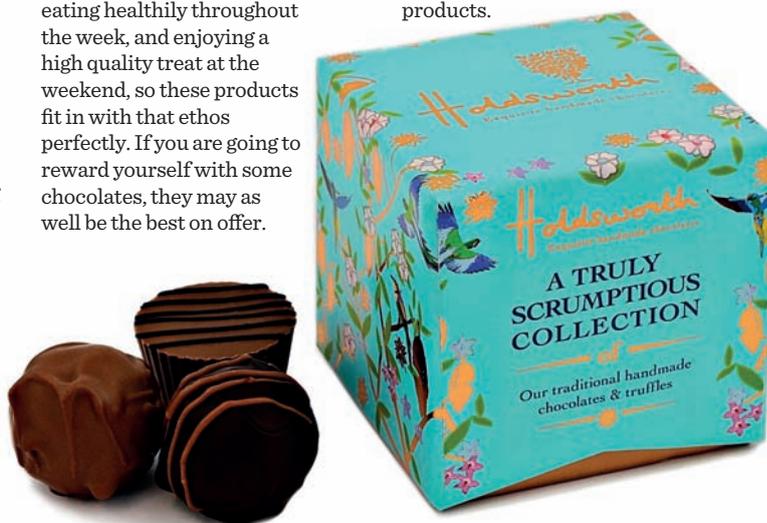
It's been almost 30 years since my mum, Barbara Holdsworth, started making chocolates from a small unit here in our home town of Bakewell. Driven by a passion for chocolate and the firm belief that a market existed for premium handmade chocolates, she began to blend the best possible ingredients from around the world to realise her dream. Made to her unique recipes and high standards, the result was a range of exquisite chocolates and beautiful packaging that quickly acquired an enviable reputation within the industry. Today, our making process have changed very little and, although mum retired more than 10 years ago, her spirit and passion for creating beautiful handcrafted chocolates using the best quality ingredients still runs through the

heart of everything we do. We still hand-enrobe and hand-finish our chocolates at our chocolate factory in Bakewell. We use high quality ingredients and we never, ever compromise on quality, which shows in our products. We are so proud of our chocolates that we show them off to consumers within window-box sections, which none of our competitors do.

We are a small family business dedicated to bringing our customers an authentic English handmade chocolate experience. We have never compromised on quality and all our chocolates are made with passion and care by our dedicated team of chocolatiers. We use only the finest ingredients, sourced both locally and from around the world. All our packaging designs are beautifully hand illustrated,

which really makes us stand out from the crowd and reinforces our gifting credentials. Most of our range centres around traditional handmade English chocolates, but we also keep abreast of more trend-led flavour combinations and have recently introduced Cornish Sea Salt Caramels, Peanut Butter Caramel Truffles, Strawberry & Marc de Champagne Truffles with Popping Candy and Banoffee & Chilli flavoured truffles to our selections. The recent wellness trend has seen consumers eating healthily throughout the week, and enjoying a high quality treat at the weekend, so these products fit in with that ethos perfectly. If you are going to reward yourself with some chocolates, they may as well be the best on offer.

My mum never compromised on the quality of her ingredients, and that is something that runs through the DNA of the business and our brand. We hold regular tasting days to ensure the quality of the chocolates is always extremely high. We are lucky to have a great team of highly engaged, committed staff members who genuinely care about what we produce. They are hugely passionate, and this passion shows in the quality of our products.







Authentic handmade British chocolate
from the heart of the Peak District

www.holdsworthchocolates.co.uk
01629 813 573

Guilberts Chocolates was founded in 1910 in Bristol and we have been hand making our chocolates in the centre of the bustling city ever since. Our history is what makes us interesting, as even in the 21st century, we continue to adhere to the traditional recipes and methods that were prevalent in the 20th century.

Our techniques are what makes Guilberts stand out from all the rest; with no machinery in sight we hand-dip our centres in a heated bowl of melted couverture. In a century where everything is churned out in factories and everything is identical, handmade is something that consumers actively seek out, and that is what Guilberts stand for. If we were to alter our methods we would lose our USP that customers look for and we would lose our individuality.

At Guilberts we cater to everybody. Our range includes typical Victorian flavourings such as the Rose and Violet Creams



GUILBERTS

“WE CATER TO EVERYBODY”

Traditional techniques meet a modern approach in Guilbert's range of fine chocolates

that seem to be as popular now as they were back when Guilbert's started out over 100 years ago, to the more experimental Blackberry Absinthe Truffles that are a newer

creation. We continue to create new and exciting flavours to keep up with the changing tastes and demands of a modernist society, whilst also staying true to our roots

maintaining the flavours that never seem to decrease in popularity.

History is vital to Guilberts, as our company is rooted in the history of Bristol's chocolate trade and to us it is important that we uphold that and therefore provenance is a key ingredient to ensuring that our company continues to thrive. To honour this importance we recreate iconic Bristolian places of historical interest which allows us to highlight our love of history as a company along with our love of the historical possibilities of Bristol as a city.

Hopefully the future of Guilberts is to continue to thrive within a city that is always looking to improve and try new things. We hope to continue to create new and exciting flavours that will continue to pull in new customers, whilst also catering to those tried and tested flavours that people have grown to love. Most importantly, hopefully in the future of Guilberts we will still be looking into and recreating the past as that is where our true success lies.

“ We hope to continue to create new and exciting flavours that will continue to pull in new customers, whilst also catering to those tried and tested flavours that people have grown to love ”

Guilbert's
CHOCOLATIERS
SINCE 1910

Established in Bristol in 1910

We have been hand making chocolates for over 100 years.

Guilberts branded chocolates are available for retailers nationwide.

We supply some of the top names under their brands, so although you may not be familiar with the Guilberts name or brand, you could quite possibly be familiar with our product.

Contact sales@guilbertschocolates.co.uk or call 0117 9268102

WHERE QUALITY MEETS INNOVATION

Andrew Mitchell of The Fine Confectionery Company shares news of its best-loved brands

Once again the autumn catalogue from The Fine Confectionery Company features plenty of existing favourites along with new product development from our key partners and some newcomers to the range.

We are seeing new sales growing for our key brands, much of which is from core products in the range, but in addition to this, our customers are being receptive to trialling some of the newness offered for the autumn/winter season.

Brands like Niederegger, considered to be the benchmark in chocolate marzipan, has seen growth over the last few years, and have a growing base of loyal consumers who we know will make repeat purchases once they discover the brand.

We believe part of this success has been supporting our customers

with more emphasis on social media and consumer press. The NiedereggerUK Facebook page has a fast growing number of fans discussing their love for the brand, and a targeted but dynamic consumer press campaign has led to features in print and online media with a reach well in excess of half a million consumers, all helping to support the marzipan brand in-store.

New from Niederegger this year is the Master Selection, a collection of marzipan, truffle and nougat specialities, which is a first for the brand. The flavour of the year for 2017 is Double Chocolate: chocolate marzipan with chocolate chips coated in bittersweet chocolate; our office will be very disappointed when this flavour is substituted in 2018!

Jelly Belly are constantly adding newness to their range and

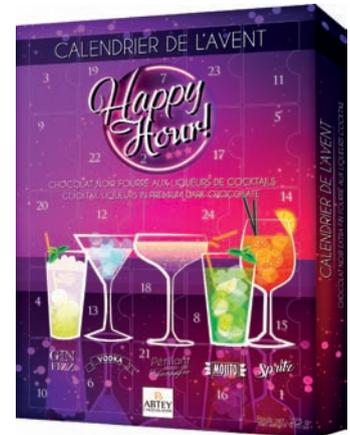
this year is no different with the 4th Edition Beanboozled beans arriving, including a Beanboozled Advent Calendar, Superhero, Batman and Wonder Woman Jelly Belly beans and Mixed Emotion beans – yes, each bean shows a different emotion – are part of the new line up.

USA confectionery continues to grow in popularity and we have introduced a range of USA gifting products with SSP's starting at £3.50.

Belgian chocolate alphabet letters and numbers have had a great response and we have developed a small footprint spinner stand to accommodate the full range with a SSP of £2.50.

We have seen a growing trend in mid and upper-priced advent calendars aimed at the adult market and have expanded our range of these in the Christmas

catalogue, including the fabulous 30 day Niederegger calendar weighing in at 525g, Jelly Belly and Beanboozled calendars, along with liqueur filled chocolate and cocktail chocolate calendars. Whoever said advent calendars were just for kids?



New Brochure Available Now



The Fine Confectionery Company Ltd
Tel: **01992 551075** www.**fineconfectionery.co.uk**





SWEET SENSATION

Adam Sopher, co-founder and director of Joe & Seph's, introduces the award-winning gourmet popcorn producer's latest sweet creations

Joe & Seph's is synonymous with innovative and original recipes, not least when it comes to its sweet portfolio. All handmade and air-popped by founder Joe and his team of pastry chefs at their North London kitchens, Joe & Seph's sweet range "comprises 30 flavours" explains Joe's son Adam, co-founder

and director. "Some of our most popular flavours include Salted Caramel, Peanut Butter and Double Chocolate Popcorn, however some of the more unusual flavours, such as Cheese on Toast and Goats Cheese & Black Pepper always get consumers excited!" "It largely depends on the season, too," he explains. "At Christmas, Gin

& Tonic always sells extremely well, during Easter it is Gingerbread, and in summer it's Strawberries & Cream, which we originally developed for Wimbledon."

Quality is the number one priority of Joe & Seph's, and all of their products are made using only the highest quality, natural ingredients, locally-sourced where possible and free from artificial flavours and preservatives. Now with 34 Great Taste Awards, they are proud to be called the best-tasting popcorn brand. This focus on quality is why Joe & Seph's is the only popcorn brand proud to package their popcorn in transparent packaging.

Christmas crunch

Joe & Seph's latest boozy Christmas launch, an Irish Coffee Liqueur with White Chocolate Popcorn, is made with 5% real spirit, making it perfectly positioned to cater to the demand for alcoholic sweet treats.

The company has also announced a new Christmas Popcorn Bauble gift product, following the success of its Christmas Stocking and Giant Christmas Cracker. "It will make the perfect secret Santa gift," says Adam. "It retails at £5 and will be available in either red and gold or

cream and gold, complete with festive gift tags. The baubles come filled with Joe & Seph's Fairtrade Salted Caramel Popcorn in a 23g foil pack." Two new gift tins have also launched ahead of Christmas and are available in two sizes: standard which includes two 32g snack packs of popcorn and large which contains four 32g snack packs.

New flavours

Developing new products based on customer feedback is hugely important, and has actually helped to define the company. "We've partnered with other brands to bring new flavours to market, including the first official Marmite Gourmet Popcorn," he continues. "We like being forward-thinking and experimenting with new flavours. We also offer a number of packaging and gift formats, so there is an option suitable for everyone."

Ideal for independents

The rotating array of flavours makes Joe & Seph's perfect for farm shops and delis, where stores can change their offering according to the season as well as offer a unique range. Retailer support is available in the form of free sampling opportunities as well as POS.

Handmade in Great Britain

JOE & SEPH'S
GOURMET POPCORN CHEF & CONNOISSEUR

SALTED CARAMEL GOURMET POPCORN
A marvellous combination of sweet and salty
AIR-POPPED POPCORN COMBINATION WITH SMOOTH CARAMEL WITH 4% REAL SPIRIT

great taste PRODUCE

34 GREAT TASTE AWARDS

OFFICIALLY THE BEST TASTING POPCORN BRAND

LOW MINIMUM ORDER
FREE DELIVERY

EXCITING NEW CHRISTMAS FLAVOURS & FORMATS!

To find out more about our range of over 50 flavours, request some delicious samples or to place an order please contact our friendly team on +44 (0)208 450 0922 or email joe@joeandsephs.com

Handmade in Great Britain

JOE & SEPH'S
GOURMET POPCORN CHEF & CONNOISSEUR

joehandsephs.co.uk • @joeandseph • /joeandseph • @joeandseph



“A COCOA ADVENTURE”

Meet Gnow, a confectionery brand dedicated to doing things differently

WHAT'S THE STORY BEHIND GNAW?

We simply couldn't find the right chocolate to sell in our sweet shop. So, taking matters into our own hands, we decided to embark on a cocoa adventure. Gnow was created in 2011, taking a well-

loved product and reinvent it to be modern, innovative and fun.

TELL US ABOUT YOUR PRODUCTS

We have a range of over 25 different flavours in big bars, mini bars, buttons, hot choc shots,

dairy-free bars and chompers. We're continually developing new delicious flavours in our lab to keep everyone on their toes. As well as our individual products, we have some great gift sets catering to all budgets that work as the perfect delicious presents all year round.

WHEN YOU LAUNCHED THE BRAND, WAS IT IMPORTANT TO YOU THAT YOU'D DO THINGS DIFFERENTLY?

Definitely! We wanted products that were fun to the eye but luxury in taste, this way they appealed to all ages. Not everyone realises that there is a different squirrel on each flavour and as you take a bite the packaging reveals little phrases encouraging you to eat more. We always love hearing from customers how much they love our wrappers and ingenious take on classic British desserts such as Banoffee Pie and Lemon Meringue Pie.

HOW DOES THIS BENEFIT RETAILERS?

We work extremely hard to develop a vast product and flavour range to ensure they stand out to consumers, allowing retailers the opportunity to offer their customers an array of tasty

treats, guaranteed to please anyone's tastebuds!

TELL ME ABOUT YOUR NEW BRAND, BROOKE & AMBLE

Brooke & Amble is our new exquisite luxury Single Origin chocolate. Using high quality ingredients gives a meaningful chocolate experience. We wanted to focus on each and every component used within the small batches of handcrafted chocolate, ensuring the ingredients are ethical and natural. Each one casts either dark, rich Grenadian or the lighter, sweeter tones of Venezuelan chocolate against classic themes. Each block is divine and it's a brand already proving to be very popular!

WHAT'S IN THE FUTURE FOR GNAW AND BROOKE & AMBLE?

We have lots of exciting projects on the go that will be launched later in the year, one being a slightly healthier product that we know is going to be highly popular. As our never ending list of ideas grows we will continue to launch new flavours and products, whilst always remaining a handcrafted company, so keep your eyes peeled for more delicious chocolate!

GNAW®

Chocolate handcrafted in Gnowfolk



View our delicious ranges at www.gnowchocolate.co.uk

Contact us for a chocolate chat at customerservice@gnowfolkchocolate.co.uk



What's the story?

Goupie is a family company through and through. The recipe for the Original Goupie came from my grandmother, and was passed on to my mum, Janet Simpson. Essentially, we've always enjoyed Goupie at family get-togethers and felt it was about time the rest of the world got to try it!

We currently have two main product ranges. Our 180g sharing boxes (RRP £4.00) and our 80g Goupie Minis (RRP £2.00). Our 180g boxes were our first range, as it seemed natural to us that people would be looking to share Goupie amongst friends – this is what we had always done as a family and so it followed that our customers would want to do the same. We produce these boxes in 16 individual flavours: 13 of these are vegan friendly, 7 are gluten-free and 3 are soya-free.

GO GOUPIE

Grace Simpson, brand manager, introduces us to the family business making waves in the free-from sector

They range from the more usual (Mint, Orange & Hazelnut) to the more quirky (Lavender, Cardamom & Chilli) as well as our 3 festive flavours (A Taste of Christmas, Boozy Christmas & White Christmas). Our 80g Goupie Minis are new to 2017 and available in just the 8 flavours – including our newest flavour Salted Sticky Toffee.

Free-from

It just so happened that my grandmother's original recipe was completely

dairy-free and vegan friendly as it was. It seemed madness to us that people were having to pay a premium for sub-standard products, simply due to their dietary requirements. This realisation has now become one of our core business values and is shaping the way we develop new products and adjust our existing recipes.

There are no other products like ours on the market. Goupie has a unique texture with a soft chew and

slight crunch. It contains all the familiar and comfortable elements of your grandma's tray-bake but is wrapped in a refined Belgian chocolate, so you can still feel a little sophisticated! We also provide a much greater range of flavours than other free-from products on the market, within a reasonable price range. Goupie sees no reason to treat free-from products any differently and are keen to normalise free-from food.

Retail gold

Our products are unique in that they don't simply replace another product currently on the market, but that they expand their category. This has been hugely beneficial to our current retailers, most of whom are high-end independents, as they are able to offer their customers something new in the category, filling a need that isn't yet sufficiently catered for.



GOUPIE™
Devilishly Moreish

Uniquely textured chocolate confectionery product, hand-made in Kent to a genuine family recipe.

17 individual flavours including 13 vegan and 7 gluten-free
Sold in 180g Goupie Sharers and 80g Goupie Minis.

www.goupie.co.uk

@GoupieGroupies

goupiemail@aol.com
01580 211440

The Milkboy brand dates back over a 100 years, to a small dairy in the Emme-Valley in the Swiss Alps from where the best Swiss milk originates. Each spring, the cows would ascent to pristine mountain pastures – celebrated with a festive procession – led by young men, the ‘Milkboys’, who wore traditional costumes and carried the artfully carved, wooden milk pails used to milk the cows. The cows remained to pasture throughout the summer, when the ‘Milkboys’ led them back down the mountain to the village, to festive celebrations. We at Milkboy Chocolates have been inspired by this history to develop a truly exceptional line of Swiss chocolates; this heritage is represented in our packaging, which was created by the famous Swiss paper-cut artist, Esther Gerber. The flavour characteristics of each bar are embossed using hand-carved engraving plates, and all the bars come in a matching shelf-ready display box.



A TASTE OF THE ALPS

Emanuel Schmerling of Milkboy explains how the brand combines fine modern tastes with Swiss heritage

With its unique and exceptional flavours, we are elevating the stature of high quality Swiss chocolate to speciality food customers. We are very excited to have partnered with UK’s premier speciality food distributor, Cotswold Fayre. Ultimately, it

all comes down to the careful selection of our ingredients and manufacturing process. We only use high quality and all-natural ingredients: sustainably-sourced cocoa and milk from the Swiss Alpine regions. By using traditional and iconic Swiss Chocolate

manufacturing practices, without any compromises and shortcuts, we are able to bring out the very best and the pure taste in each ingredient that goes into our chocolates.

We started out two years ago with three flavors: Alpine Milk, White Chocolate with Bourbon Vanilla and the 60% Dark with Essential Pine Tree Oil, a very unique product with subtle minty and earthy flavors – you can almost breathe the Swiss Alpine air! We have since added Alpine Milk with Crunchy Caramel & Sea Salt, which has become our best-seller, and Alpine Milk with Refreshing Lemon & Ginger. For our high percentage chocolate fans we developed a 85% Extra Dark Cocoa bar, which is very intense yet balanced without harsh bitterness.

There are two exciting new releases on the horizon: a new flavour, White Chocolate with Blue Potato Chips & Sea Salt – another very unique and visually stunning bar – and a range of 40g snack-size bars of our top-selling flavours.

“ By using traditional and iconic Swiss Chocolate manufacturing practices, without any compromises and shortcuts, we are able to bring out the pure flavour of each ingredient ”

Extraordinary Chocolate Is In Our Nature

New!



www.Milkboy.com

- Authentic Swiss-made Chocolates
- All natural ingredients, sustainable sourced Cocoa

UK
Distributor:
COTSWOLD
FAYRE
EST. 1999



HOW TO SELL CONFECTIONERY

Five specialist retailers share their expertise



THE SWEET HUT



THE TREAT KITCHEN



BURNS SWEET SHOP



BAH HUMBUGS



THE OLDEST SWEET SHOP

PAUL WEEKS, THE SWEET HUT

"An independent confectioner needs to get as far away from the image of a garage or supermarket as possible; a good sweetshop has to stimulate the customer's happy childhood memories. We like to keep our sweet shop as you'd expect to see it – traditional and in retro style with lots of pastel colours. Everyone has fond memories of the sweet shops they visited when they were children, and we've tried to recreate that. Children miss out on that these days; most confectionery is now bought at supermarkets, which doesn't come close to the experience you get in a traditional sweet shop."

JESS BARNETT, THE TREAT KITCHEN

"Our theory is to let the confectionery be the star, especially in terms of colour as a lot

of sweets are very vibrant. As much as we can get away with, we like to keep things clean and simple. It also brings the factor of added value to our offering – down the road from us there's a Lakeland, which is selling bottles for more empty than we sell them for full! Our local retirement village is making us little wooden crates to keep the bottles in, so they make a great gift. In this day and age you've got to be constantly moving with trends and doing what the customer wants. An example would be the fudge which we make in-store; we're currently working with a micro-brewery to create beer fudge which is quite different!"

NICOLA HAZEL, BURNS SWEET SHOP

"Cleanliness, quality and good staff are key to a good sweet shop. We look for politeness, tidy appearance and a smile! Staff make all the

difference – the customer service needs to be there or the customer won't come back. When it comes to packaging, we go for simple and elegant. We've got our own ribbon, we have our own stickers, and we think that something like this – simple and straight to the point – on a plain bag or box is much more striking than a busy design."

LUCY SCOTT PAUL, BAH HUMBUGS

"Do something original that hasn't been done before so that your product stands out. There are so many sweet shops nowadays that it's good to be innovative rather than copy what others are doing. It's important to buy the best sweets that you can, don't go for the cheap imitation products. And fantastic customer service is key – as the supermarkets are now jumping on the sweetie bandwagon, you need to give your

customers the best service they could imagine. That way, they'll keep on coming back to you rather than shopping at large supermarkets."

KEITH TORDOFF, THE OLDEST SWEET SHOP

"A good sweet shop should sell quality traditional confectionery, with staff who have a knowledge of their products and have actually taste tested so they know what they are talking about when a customer asks about any particular sweet. Presentation should be the best but can only work if complemented by the very best sweets, not the cheapest that can be bought from a wholesaler, and likewise not using cheap packaging. Our online orders are also packaged so they are received by the customer with excitement and the same big smile on their face when they open the parcel as they do when visiting the shop."

“ A good sweet shop has to stimulate the customer's happy childhood memories ”

“ Staff make all the difference – the customer service needs to be there or the customer won't come back ”



A legendary new line from Jelly Belly®

Jelly Belly has joined forces with DC Comics to launch the Super Hero Collection featuring the iconic images of BATMAN,™ SUPERMAN™ and WONDER WOMAN.™ Super Hero Mix features special shimmery versions of popular Jelly Belly jelly bean flavors in 60g Grab & Go® Bags perfect for snacking or gifts and 28g bags for impulse purchases or party favors. Also available in 125g 10-Flavour Gift Boxes with flavours like Shimmering Bubble Gum, Orange, Red Apple and Sour Apple. Super heroes and sensational flavours — it's another unbeatable combination from Jelly Belly.



Contact us today • 01727 829 010 • bestimports.co.uk

    Kosher Certified



BATCH MADE IN NEW ZEALAND

Our story is simple - much like the ingredients in our Licorice. As a family business we decided to do one thing and do it really well. Using only the finest ingredients, with a focus on sourcing from ethical partners, we now make the finest soft eating licorice for the whole world to enjoy.



BATCH MADE IN NEW ZEALAND

01455 618 898 www.rjslicorice.co.nz ian.food@sapphirebrands.co.uk