

HOT DRINKS, FOODSERVICE, FOOD-TO-GO

2017

# CAFÉ BUYER

MAGAZINE

From the publishers of  
**SPECIALITYFOOD**



## NATURALLY EXTRAORDINARY

**GREEN TEAS AND FRUIT & HERBAL INFUSIONS**

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**86729 Fairtrade Medium Roast Filter Coffee**

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# CAFÉ BUYER

**W**elcome to the inaugural *Café Buyer*, a look at today's foodservice and on-the-go sectors brought to you by the publishers of *Speciality Food*.

By adding a foodservice aspect to your retail business, you're not only adding value to your current customers but inviting new ones to visit. It's certainly an investment, but you can choose the scale at which you grow – by adding a coffee grinder and machine to a corner of your shop you'll be pleasing both the customers who'd like a hot pick-me-up and those who prefer a bag of freshly-ground coffee to one ready-packed and on the shelf. Equally, by adding a sandwich counter with a small seating area you'll be impressing pop-in, pop-out lunchtime traffic as well as those with a little more time on their hands to sit and relax.

It cannot have gone unnoticed that the food-to-go sector is booming, and that's no real surprise when you consider the time constraints on today's consumer. As much as they may like to, not everybody has the time to lovingly construct a nutritious and enjoyable lunch before they head off to work in the morning, and that's where you step in – by offering a selection of convenient and delicious offerings for customers to pick up and go, and maybe even eat on the move, you're ticking a lot of



“ Adding foodservice to your repertoire is certainly an investment, but you can choose the scale at which you grow ”

boxes. Tick even more by ensuring that you offer both indulgent and healthy options to cater for all camps.

Finally, it goes without saying that there's more excitement and demand for great coffee than ever before. In order to stand

up to the big boys, simply reflect the ethos you demonstrate across the rest of your business and opt for quality above all else. You may have a local coffee roaster, a buyer with their finger on the pulse of this trendy sector and a member of floor staff who is a budding barista – invest in these opportunities and you'll be offering something the chains can't, however much they try: food-to-go with heart.

In this magazine you'll find advice on how to get started in foodservice, tips and techniques from industry experts, and a whole host of products worth knowing. I hope it inspires and assists you in your new food-to-go venture, or helps you reinvigorate and evolve if you've already added this string to your bow.

Holly

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# FULL OF BEANS

*John Bensalhia investigates the rise in the popularity of the coffee shop, and looks at some of today's notable trends*

**T**hroughout history, the coffee shop has grown in stature. From the first coffee house in Damascus in 1530, coffee's first appearances outside of the Ottoman Empire led to the burgeoning growth in Europe in the 17th century. By the mid-1600s, coffee houses had debuted in locations such as Venice and in Oxford, England.

Today, the coffee shop's popularity has risen for both major branded chains and independents. Allegra World Coffee Portal's Project Café2017 UK report estimates that there are some 22,845 outlets in the country today.

Statistics from Mintel Research found a notable boost for the coffee shop market, which had recently enjoyed its largest period of growth since 2008. The last five years have seen a particular renaissance for the market, with a rise of 37% from 2011 (£2.4 billion) to 2016 (£3.4 billion). In particular, the 12 months between 2015 and 2016 saw the largest year-on-year boost, with an impressive 10.4% growth.

Trish Caddy, foodservice analyst at Mintel, attributes much of the recent growth to habitual coffee drinkers and the continually increasing number of coffee retailers ubiquitous on British high streets. "A raft of non-specialist venues that feature barista-style coffee on their menus with takeaway functions are grabbing a slice of the coffee shop market."

Mintel's food and drink analyst, Anita Winther, adds that according to its Coffee Shops 2016 Report, 65% of adults are reported to have bought a hot drink from a coffee shop in the three months to October 2016. "Meanwhile, of Brits who have visited a specialist coffee shop, 29% visit once a week or more to sit in and 25% for a takeaway."

## The bigger picture

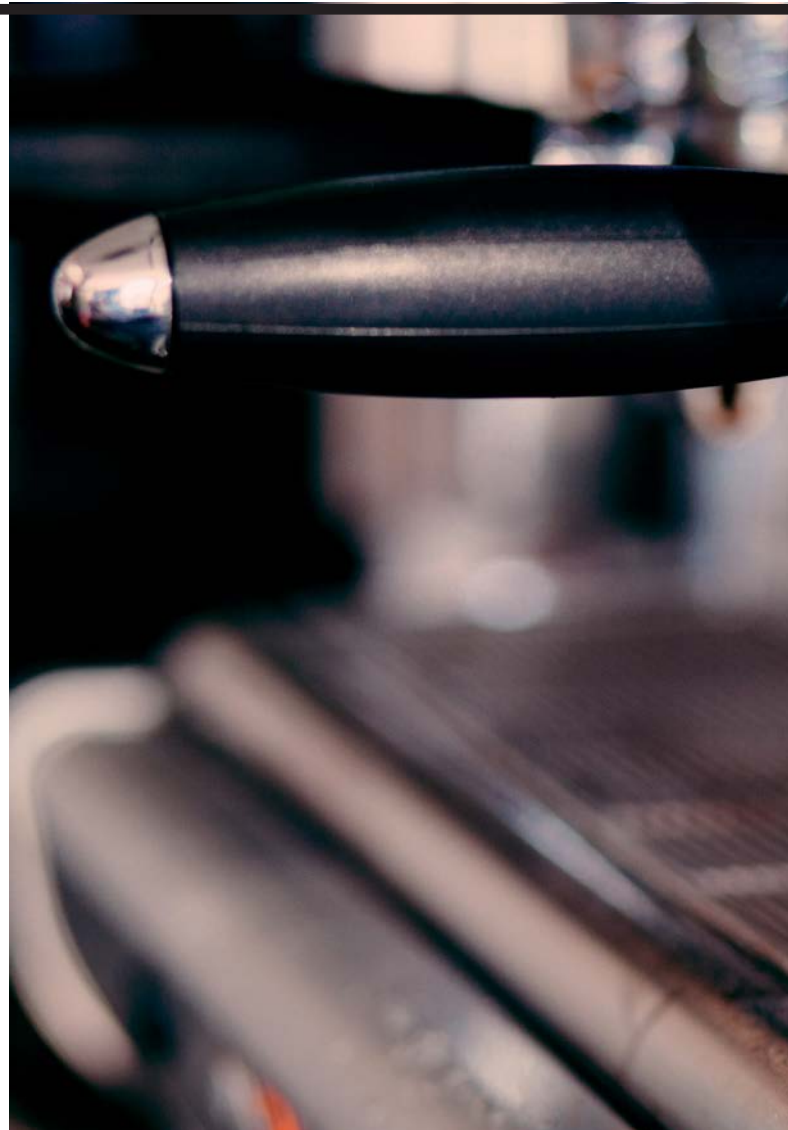
Youngsters are helping to propel the status of coffee shops, as Anita explains: "16-34-year-olds are the core users of coffee shops: an age group who lag behind older cohorts when it comes to at-home coffee. While this means that coffee shops are snatching sales from retail, young people's usage of coffee shops is likely to help build their appetite for coffee as a whole, which should also benefit retail coffee sales in the long term."

Allegra World Coffee Portal's Project Café2017 UK report has also reported growth in the coffee shop market, with 2016 witnessing a 6% growth in outlets and a 12% growth in turnover. While part of this is attributed to leading chains like Costa, Starbucks and Caffè Nero reporting positive like-for-like sales growth, another factor has been the gaining momentum of small and medium boutique chains such as Joe And The Juice, Taylor St Baristas and Coffee #1.

Simply Business research, meanwhile, has also reported a massive increase in independent coffee shops for the year between 2015 and 2016. The 41% growth spotlighted specific areas of the UK which had enjoyed notable rises. The area to see the biggest rise was Nottingham (69% increase year-on-year), followed by Birmingham (53%), Sheffield (48%) and Coventry (37%).

The growth in coffee shops is part of the bigger picture. A recent report from the NPD Group found that Britain was the third highest country for coffee consumption. With 2.098 billion cups of coffee consumed away from home (in the year leading up to December 2015), Britons were only behind France (2.27 billion) and Italy (4.78 billion).

A key reason for this statistic is that Britons have a whole range



“BY 2025, IT IS SAID THAT THE TOTAL COFFEE SHOP MARKET IN THE COUNTRY WILL EXCEED 32,000 OUTLETS, WITH A TURNOVER OF £16 BILLION”

of speciality coffees to choose from. Options such as Cappuccino, Latte, Americano and Mocha continue to surge in popularity. The NPD Group report found that the most popular of these in 2015 was the cappuccino (an increase of 12% since 2012 to 486 million servings), followed by latte (467 million) and americano (which saw notably speedier growth at 33%).

## Chill out

In addition to the traditional old guard, the coffee house offers new kinds of drinks. Take the rise in iced and blended beverages. With an 18% growth in 2016, this sector has seen an estimated £338 million turnover. Allegra World Coffee Portal found that 2016's 3.8% sales share of total coffee shop market sales had grown from the previous year's 3.6% share. Part of this positive pattern is a result of more coffee shop operators providing a greater range of iced beverages. As a result, more consumers are taking to these whatever the weather, with the Allegra World Coffee Portal report claiming that one in five people are enjoying these all year round.

With that in mind, a new chilled drink is set to be a hit. Having appeared in a limited number of American artisanal coffee parlours and high-end chocolate shops, cold-brewed cocoa is predicted to grow in interest. While the

“A raft of non-specialist venues that feature barista-style coffee on their menus with takeaway functions are grabbing a slice of the coffee shop market”

TRISH CADDY, FOODSERVICE ANALYST AT MINTEL



taste is said to be less acidic than coffee, cold-brewed cocoa has been described as a nuanced and nutty taste experience that still possesses the faint aroma and flavour of chocolate. Starbucks has already introduced a ready-to-drink Cold Brew Cocoa & Honey into selected American stores, and has already garnered media interest as a means of using cocoa in cold drinks other than chocolate milkshakes.

### Not our cup of tea?

It could be argued that the coffee shop's rising through the ranks comes from our own changing tastes. Once upon a time, the most common choice of drink for Brits was the good old cup of tea. But according to recent Mintel reports, younger generations are not such big fans of that one-time special brew. The report claims that one in five Britons aged 16 to 24 don't drink tea so much because it tastes too bitter. It's a bittersweet rise (at 21%) from the 10% of 55+ consumers who said the same thing. The youthful preference for sweeter drinks also accounted for the lower appreciation of tea, with one in six under 25 shunning a cuppa for something with a more sugary taste.

Mintel's Anita Winther says that tea remains under pressure from a barrage of competition from other drinks. "While coffee has successfully injected connoisseur, indulgent and on-trend elements to the category, tea continues to struggle to deliver the same experience. This poses a marked threat to the category. Where tea has failed to establish itself as a menu staple for younger adults, it is likely to struggle to gain ground in their drinks repertoires later on."

However, all may not be lost with the future of tea, as specially flavoured teas such as fruit teas, herbal teas and spiced teas are regarded as a refreshing alternative to sugary drinks. Mintel noted that 56% of 25-34-year-olds considered flavoured teas their chosen option. Anita Winther explains that this age group has the widest repertoire of tea, which reflects their more adventurous attitude towards food and drink, with a greater tendency to seek out new foods and flavours to try. "While sweet flavours have been around in the tea market for a while now, these launches will help grow tea usage among younger consumers."

Cacao tea may also be this age group's cup of... tea! Made from the

### CONSUMER OPINION: THINK ECO

Mintel has conducted research into the environmental habits of coffee drinkers. 87% of those surveyed aimed to get rid of their packaging waste in recycling bins. 58% thought that a good idea for coffee shops would be to introduce a discount for customers who brought along their own mugs. Meanwhile, 40% of coffee consumers claimed that they would rather be charged extra money for being served hot drinks in 100% recyclable coffee cups.

nibs and husks of the cacao bean, this hot drink is a centuries-old beverage from South America. The British tea brand Teapigs also offers a Chocolate Flake Tea, which combines black tea, cocoa beans and chocolate flakes.

### Waste management

A growing concern among coffee consumers and coffee shops is how to reduce wastage. Recently, a scheme was launched in London with the aim of preventing an annual amount of five million cups from the Square Mile ending up in landfill.

“OF BRITS WHO HAVE VISITED A SPECIALIST COFFEE SHOP, 29% VISIT ONCE A WEEK OR MORE TO SIT IN AND 25% FOR A TAKEAWAY

The incentive was a year's free membership for services by UK collection and recycling company, Simply Cups. The first 30 businesses that have more than 500 employees would qualify for this service, with the collected cups recycled and remade into other items. Simply Cups already works in conjunction with Costa and Pret A Manger, collecting cups from selected outlets. Costa has also taken on waste management company Veolia to collect used cups from 2,000 stores for recycling. Meanwhile, Starbucks has also trialled the Frugalpac: a fully recyclable coffee cup.

"The concerted efforts of coffee shops to cut down on coffee cup waste, following the recent documentary Hugh's War on Waste, puts them at a competitive advantage by highlighting the fact that the sector as a whole feels obliged to be more ethical," says Mintel's Trish Caddy. "Recycling companies and packaging suppliers are making inroads by innovating systems to recover and recycle existing materials, such as placing recycling bins in branded coffee shop chains as a collection point."

As for the general future of coffee shops, a positive picture is served up, albeit with the caveat of the problems posed by Brexit. The Allegra World Coffee Portal report says that Brexit could pose a number of issues with respect to labour and the growing pressure on costs.

But the same report also predicts a strong future. By 2025, it is said that the total coffee shop market in the country will exceed 32,000 outlets, with a turnover of £16 billion. Five years after that, the report predicts that the amount of pubs in the country will be outnumbered by the amount of coffee shops.

With more independent coffee shops and outlets set to grow by that time, this really is the perfect blend.







**WELCOME TO CAFÉ BUYER, JULIAN. FIRST THINGS FIRST: WHAT BROUGHT YOU INTO THE FOOD-TO-GO INDUSTRY – A LOVE OF FOOD OR BUSINESS?**

A love of food! I'm passionate about great food and if you have a passion for something, you should always pursue it.

**TELL ME ABOUT ITSU, ONE OF THE UK'S BEST-KNOWN FOOD-TO-GO OUTLETS – HOW DID IT COME ABOUT? WAS THERE A GAP IN THE MARKET, AND HOW DID YOU GO ABOUT FILLING THAT GAP?**

Years of listening to customers persuaded us to start a new type of food place altogether – light but filling, lower carbs, higher protein, healthy food that just tastes delicious – served by passionate people.

Japanese food is one of the greatest cuisines in the world. itsu means 'whenver' and this really represents what food-on-the-go is about – eating healthier food, whenever.

# “LOVE WHAT YOU DO”

*A passion for food, teamwork and communication led Julian Metcalfe to become one of the greatest names in food-to-go today*

**HOW DID YOU EVOLVE THE BUSINESS FROM A SINGLE SITE TO AN EMPIRE?**

Through a lot of hard work and committed people. If you can harness the strength of the people around you, you can achieve great things. We started from one shop in Chelsea and we are now 70 shops strong. We are set to open our first store in New York City next year. I couldn't have achieved any of this without the people and passion that surrounds me every day.

**DO YOU HAVE ANY ADVICE FOR OUR READERS REGARDING BUILDING THEIR FOOD-TO-GO AND COFFEE OFFERING?**

Love what you do and care about your people, you must be passionate about your product and always strive to improve it – I can't stress this enough.

Listening and responding is also vital to success – we constantly review and evolve to make sure we stay ahead and give people

## DOS AND DON'TS

- Love your product and always make sure it's better than anything else out there
- Put your product and your people first, accepting that the people you work with are fundamental to success
- Always stay ahead of the market and be creative
- Be your own harshest critic – you have to look at what's not working and adjust
- Good is never good enough
- Keep it simple
- Never get bored and never get complacent
- Never stand still

what they really want.

Whether that's a more varied vegetarian menu or a better hot food menu, we make it our mission to continually improve.

“ I couldn't have achieved any of this without the people and passion that surrounds me every day ”



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# HOW TO: GET STARTED IN FOODSERVICE

*Evolving your outlet to incorporate a fresh food area can add another string to your gastronomic bow*

**I**t may be a common bugbear for many in the fine food community, but you can see why much of the general public affiliate the word 'deli' with serving cooked food. During the last decade of so, trendy eateries have been popping up left, right and centre and are often referring to themselves as delis (à la the American style of delicatessen) when they don't actually sell any retail products. While this movement may irk many, the metamorphosis of the word can actually work to your advantage if

utilised in the right way.

When you contemplate how much a simple cup of tea is worth in some eateries, it's easy to see why many retailers are turning to this route. Also, if your shop prides itself on the fine food and drink that it stocks, then why not sell it in another format? If you have a surplus of Brie de Meaux, freshly baked sourdough bread and delectable butter, what's the harm in putting them together and serving it to your customers, if you have the space, staff and facilities?

It might mean getting to the shop a bit earlier to put together some salads and other items, but a foodservice arm can also foster a stronger bond with customers. If artisan food is something you're passionate about, there's no more palpable way to detect your customer's appreciation for the produce than by serving them it cooked there and then to enjoy. An expertly curated charcuterie or cheeseboard – and a combination of both never goes amiss – is the ultimate way to showcase your suppliers' creations, too. A step

further would be to pair this with a wonderful bottle of wine or craft beer – alcohol licence permitting, of course.

One deli which prepares food for its customers is Lawson's Delicatessen in Aldeburgh in Suffolk. "The food we prepare in-house is key to our business, it represents about half of all sales," explains Clare Jackson, co-owner. "We sell food to take away for picnics on the beach or an easy meal at home: fresh salads made daily, sausage rolls, quiches and pork pies. We also offer a range of soups and frozen meals."

When it comes to running the fresh food part of the business, Clare says the factors to take into consideration aren't too dissimilar from the ethos that many delis and fine food shops uphold anyway. "It comes down to good quality ingredients, good flavours and freshly made products," she tells us. "A range that includes old favourites and offers something new."

For any premises that serves fresh food, it goes without saying

“ The food we prepare in-house is key to our business, it represents about half of all sales ”





“ Our fresh food section is the anchor which brings footfall, and subsequently spend, into the store ”

that hot drinks are considered a fundamental part of the equation. Many visitors will expect a quality cup of coffee and if you're located in a touristy area, offering a cream tea is always a much-loved option. Lawson's hot drinks selection is so popular that they offer many products as retail options, too. "We have a great selection of teas for sale to make at home, and treats such as homemade flapjack and brownies to take away, too," explains Clare. "The coffee we sell is Monmouth from Borough Market, which we offer for takeaway and for the beans ground to use at home as well. The most popular hot drink we serve is a latte."

### Working in unison

Another establishment that takes the foodservice section of the business seriously is Weetons Food Hall in Harrogate. "The fresh food section is an extremely important part of our business," says Keren Shaw, general manager of Weetons. "It really is the anchor which brings footfall, and subsequently spend, into the store."

The chance to cross-sell and for the food service area to

work in unison with the retail arm of the business shouldn't ever be overlooked, emphasises Keren. "It's one of our points of difference," she says. "Our bacon and sausage sandwiches are hugely popular at breakfast, mainly due to the fact that all of the meat comes from our butchery counter and is of outstanding quality and provenance. The same applies for our lunch menu, as our Deluxe Burger is our most popular dish and we often find people will purchase from the butchery counter after having one. Customers are often asking if we stock the dressings, chutneys and sauces which we use in our dishes. We also have a specific grazing board with products selected from our deli counter – people really like the fact that the product is fresh from the counters and they can have the option of purchasing them afterwards. The list goes on!"

Another parallel that can be drawn with Lawson's is how essential the hot drinks side of the business is to Weetons Food Hall, especially when catering for customers with varying requirements. "We sell a variety of hot drinks to have in or take

away and find that americano coffees, lattes and cappuccinos are always the most popular," says Keren. "Saying that, decaffeinated options are definitely on the rise, as are requests for different varieties of milk. We did offer a typical afternoon tea, but found our point of difference lies more with our savoury options, as the experience around the food hall lends itself to this."

### A different type of food outlet

As well as operating a much-visited restaurant, Fish Shed and Ale House on-site, Darts Farm has a dedicated Deli Bar which serves freshly-made baguettes, toasties, soups and salads using the quality ingredients from its farm shop, food hall, butcher, baker and deli. "We established our Deli Bar in 2003 and since then it has been incredibly successful," explains Michael Dart, director of Darts Farm. "The service we produce helps to take pressure off of our restaurant when we are at capacity and provides a different type of food outlet, where we offer more snacks and light takeaway lunches."

Using wonderful produce is

one of the reasons behind the Deli Bar's popularity, however there's a whole host of other factors why his customers adore it, explains Michael. "Having a great team is absolutely essential and everything else follows," he says. "Along with good stock control and food hygiene, we look to produce creative displays, as well as always provide a big smile and great customer service!"

Absolutely integral to the eatery is its food-to-go range, which Michael states works well due to the location of the establishment. "Our takeaway options are incredibly popular as we get lots of people stopping by during their lunch hours, as well as busy passing traffic," he says. "People also seem to enjoy our hot drinks very much, too. We sell all types of barista coffees using our single origin coffee beans, as well as a variety of teas and hot chocolates. For colder options we have a selection of smoothies and milkshakes, which we find are very popular over the summer months. Especially popular during the same time of the year is our afternoon tea, which creates a real wow factor amongst visitors, holiday-makers and locals alike!"





# TASTE & TECHNIQUE

*Show you mean business with this guide to need-to-know flavours and skills*

## TASTING NOTES

● **Uganda:** fruity with low acidity

● **Ethiopia:** fragrant citrus notes with a well-rounded sweetness

● **Peru:** nutty with mellow flavours of stone fruit and medium acidity

● **Columbia:** bold and sweet with berry notes and medium acidity

● **Brazil:** nutty and chocolaty with mellow acidity

● **Costa Rica:** milk chocolate and floral tones with notes of stone fruit and mild acidity

● **Guatemala:** rich and chocolaty

● **Nicaragua:** tobacco and leather notes with stone fruit tones

● **Mexico:** light and delicate with mild acidity

● **El Salvador:** red fruit notes with high acidity

● **Kenya:** strong fruit notes with high acidity

● **Rwanda:** balanced and sweet with high acidity



## POPULAR METHODS

### SINGLE SERVE

Made using pods containing ground coffee – we recommend you use ones not made with aluminium, as these can alter the taste of the coffee – for a single serving. An increasing range of pods is available, suitable for most tastes and preferences.

### TURKISH

Not dissimilar to coffee made using a stovetop moka, this is a very traditional method of making coffee. Water is heated with very finely ground coffee beans two or three times to produce a thick beverage which packs a flavour and caffeine punch.

### AEROPRESS

Popular with Millennials due to its speed and quality, this technique requires precise temperatures, gentle air pressure and size of coffee grounds to produce a smooth cup of coffee with low acidity and bitterness.

### DRIP

One of the most popular methods of making coffee in America, drip coffee is made by allowing hot water to drip through ground coffee beans and a paper filter. In Vietnam it is served with condensed milk at the bottom, for a rich and satisfying caffeine hit.

### COLD BREW

A trendy alternative to the French Press method, where ground coffee is steeped in cold water for up to 12 hours. The end result is a sweeter cup of coffee with less acid than other types of coffee. Can be served in a myriad of ways; either serve it with ice cubes and milk for an iced coffee, or make a stronger brew and dilute with hot water for a balanced americano-style cup.

### FRENCH PRESS

Made using a cafetiere, in which hot water is poured onto ground coffee and left to steep for a few minutes. The caffeine content increases the longer the coffee steeps; be careful how much you drink, as a study carried out by the European Journal of Clinical Medicine in 2002 discovered that the cholesterol levels of people who drank four cups of this type of coffee every day increased by 8-10% in one month.

### STOVETOP

Stovetop coffee makers work by pulling boiling water up into the top section of a moka which contains finely ground coffee beans. The coffee sits here when the process is complete, which means that the resulting cup contains some of the coffee grounds and is more bitter than some other types of coffee.



WAVE HEART



ROSETTA



HEART



TULIP

## TOP TERMS

### ACIDITY

The tanginess or brightness of coffee on the palate

### BLOOM

The foam present when freshly-roasted beans have been used to make the beverage, formed by escaping carbon dioxide and naturally-occurring oils in the beans

### CREMA

Similar to the bloom, but only present in espresso. One of the fundamental elements of an espresso – no crema, no espresso

### BODY

The texture and mouthfeel of the liquid element of a cup of coffee

### LIGHT ROAST

Lightest in colour, with full origin flavour and acidity

### MEDIUM ROAST

Deeper in colour than light roast, with more depth of body and less acidity

### DARK ROAST

Dark brown with almost no origin characteristics, flavour mainly of charcoal and quite bitter

**DID U KNOW**

INSTANT (OR SOLUBLE) COFFEE WAS FIRST CREATED BY ALPHONSE ALLAIS OF FRANCE IN 1881, AND IS MADE BY FREEZE- OR SPRAY-DRYING COFFEE EXTRACT. INSTANT COFFEE GENERALLY DOES NOT CONTAIN THE SAME FLAVOUR AND CAFFEINE CONTENT FOUND IN GROUND COFFEE BEANS



### WHAT MADE THE COMPANY RELAUNCH ITS GREEN TEA AND FRUIT & HERBAL INFUSIONS RANGES?

Taylors of Harrogate has been dedicated to sourcing and crafting teas with extraordinary flavour for 130 years, so we brought this to the forefront of the brand through a unified redesign across our tea and coffee ranges and by introducing truly unique new blends and flavours. This new focus means we can be brighter and bolder by stretching our creative wings, both in crafting new taste experiences and with beautiful packaging, bringing flavour to life for the consumer.

### WHAT'S THE CURRENT DEMAND FOR GREEN AND FRUIT TEAS?

Standard black tea is not as popular as it once was and consumers are expanding their tea drinking repertoires, which has seen an increase in the popularity of green teas and fruit and herbal infusions. The Taylors of Harrogate range has seen year-on-year growth since its launch and we hope to continue to strengthen this growth with the new flavours and design.

### WHAT EXOTIC FLAVOUR BLENDS ARE FEATURED IN THE RANGE?

Taylors is all about extraordinary flavour and we want to offer something special for those consumers who are more experimental and look for new and different flavours. Since we first launched this range, Sweet Rhubarb Infusion has always been our best-seller, followed by Rose Lemonade Infusion, and so we have introduced more extraordinary flavours as we know they prove popular.



## A CUP OF QUALITY

*Natalie Cross, out of home manager at Taylors of Harrogate, walks us through the tea specialist's range of extraordinary flavours*

Every blend in the range contains only natural ingredients which have been endorsed for quality and purity by the botanical experts at the Royal Botanic Gardens, Kew. According to Mintel research, consumers are opting for more natural flavours when it comes to beverages. Notable key trends on the rise include botanical flavouring, incorporating herbs, spices and floral notes, and more indulgent blends.

Our new range combines familiar flavours with an unusual twist, to cater for every consumer taste – floral, spice, citrus, sweet and mint. We have created four new

blends which include an on-trend Mandarin and Ginger infusion, for a variation to the popular citrus and ginger combination, and three new green teas blended with Lychee and Lime, White Hibiscus and Peach, and Mango and Cardamom.

### WHY SHOULD CAFÉS, DELIS AND FARM SHOPS STOCK THE RANGE?

Speciality tea drinkers are looking to try new things, as well as making healthier choices. Cafés and delis can capitalise on flavour trends by increasing the range and variety of tea on offer to incorporate seasonal flavours and more unusual blends.

Our new range offers something unique, which consumers really buy into.

The new range, launched in mid-July, has been reinvigorated with illustrations by Colorado-based illustrator David Bates. The bold on-pack illustrations bring the extraordinary flavours within each blend to life. Bright colours, hand-drawn brushstrokes, heavy detailing and artistic flair reflect the craftsmanship involved in creating the blends inside each box and make them stand out on shelf as a quality offering.

### DO YOU HAVE ANY RETAILING ADVICE FOR ANY OUTLETS WISHING TO STOCK OR SERVE THE PRODUCTS?

Speciality tea drinkers are always on the look-out for variety, so it's important outlets capitalise on these trends by stocking the latest products to drive sales. Our fruit and herbal infusions are also delicious served iced and can even be incorporated into seasonal cocktails or mocktails to add something different to a menu.

Serving tea, whether it be traditional or a fruit variety, in traditional teapots creates an occasion and allows customers to try something new. We would also recommend serving our teas and infusions in a china cup. For green tea, always allow boiled water to cool (to about 90°C) before brewing or it will scorch the delicate leaves making them taste bitter. Then only leave a green tea bag brewing for two minutes and then remove it to avoid a bitter taste, whereas you can leave a fruit and herbal bag in the teapot or cup as the flavour intensifies.



“Taylors is all about extraordinary flavour and we want to offer something special for those consumers who are more experimental and look for new and different flavours”



NEW



  
**TAYLORS**  
*of* HARROGATE

NATURALLY EXTRAORDINARY  
GREEN TEAS AND FRUIT & HERBAL INFUSIONS



EXTRAORDINARY FLAVOUR

[TAYLORSOUTOFHOME.CO.UK](http://TAYLORSOUTOFHOME.CO.UK)



# SUPERCARGE YOUR WATER

*Don't underestimate the power of health-boosting and flavour enhancing alkaline ionised water, explains Mei-Mei Lillywhite of Kangen Water*

**W**ater plays an integral part in foodservice establishments. Whether it is used to make a freshly ground cup of coffee or to clean herbs and leaves for a packed salad-to-go, it is an arm of your business that should not be overlooked. Especially when the water that you are using can significantly boost the health of your customers. "The SD501 Kangen Water Machine is capable of doing just that, by making water free from pollutants and leaving it containing only healthy minerals and positive pH levels," says Mei-Mei Lillywhite of Kangen Water. "Every restaurant

and café needs the Kangen Machine because of its unique ability to transform regular tap water into Kangen Water," she explains. "The word Kangen is Japanese for 'return to origin', which helps explain the philosophy behind the alkaline ionised water as it pertains to your body and your health."

The SD501 is the flagship model of Kangen Water machines, boasting the strongest electrolysis chamber available. It comes fully-equipped with the strongest built-in electrolysis chamber available and features a large LCD panel with clear voice prompts. The machine easily fixes to your tap and only

takes 10 to 15 minutes to assemble, making it completely stress-free. "As a café owner, you want to give your customers the best in order to generate repeat business," says Mei-Mei. "Drinking Kangen Water can increase energy, promote healthy digestion, it is high in antioxidants, it neutralises free radicals, it returns your body to a healthy and alkaline state and detoxifies internal organs."



Mei-Mei also states that the water is not only capable of boosting the health of your customers, but can help to enhance the food and drink you are offering. "I believe that you will be adding value to what you are already serving," she explains. "Free from all harmful chemicals, Kangen Water can give fruit and vegetables a sweet natural taste. All of your smoothies will be sweeter, your salads fresher, the flavours of coffee and tea will be wonderfully enhanced. It can make soups, sauces and gravies which taste out of this world."

Kangen Water caters for health-focused customers in an array of different ways, too. "Customers are very health conscious these days and want to know they are getting the best in value, taste and most of all, cleanliness," explains Mei-Mei. "The machine can eliminate e.coli, MRSA and many other bacteria and viruses, as well as sterilise utensils. It is the best investment you can make, not only for your customers, but also for yourself, your family and your staff."

“Customers are very health conscious these days and want to know they are getting the best in value, taste and most of all, cleanliness”

## Change Your Water, Change Your Life

Kangen Water® is delicious water created from Enagic's innovative water technology. Not only do these devices filter your tap water, but they also produce ionized alkaline and acidic waters through electrolysis. These waters can be used for various purposes, including drinking, cooking, beauty, and cleaning.



**Contact:**  
**Mei-Mei Lillywhite**  
**07956 118 291**  
**mm.lillywhite@gmail.com**  
**www.miraclegwater.today**





# NUTS ABOUT NUTS

*A rich history stretching back over 30 years has helped family-owned business Zeina Foods become the nut and dried fruit specialist it is today*

**E**stablished in 1983, West Yorkshire-based snack company Zeina Foods has come a long way since managing director, Safaa Ali, would drive the length and breadth of Britain delivering his coveted pistachios. This determination and passion for quality has contributed to Zeina Foods' ongoing upwards trajectory, with the company now creating a whole range of delectable nut and dried fruit products that are much loved in the speciality and fine food industry and beyond.

"We worked really hard when developing these products to ensure that we created the most delicious products to satisfy a sophisticated palate," explains Safaa. "Our main vision was to create an exciting snack that was nutritious, premium and packed full of flavour. We have over 30

years of experience roasting nuts and use this specialist knowledge to produce the most delicious snacks in the market. The nuts are flavoured by hand and then roasted in small batches, ensuring consistency and quality."

From its humble pistachio selling beginnings the company now boasts an eclectic array of premium snacks, including its

latest Zeina Delicious range, which comprises 80g packs of Black Pepper Almonds, Sea Salt Pistachios, Smokey Chipotle Pistachios, Spicy Barbecue Cashews & Almonds and Spicy Barbecue Cashews. The company also sells a diverse array of other snack products, as well as 500g and 1kg bags of healthy ingredients including Dried Apricots, Dried Figs, Luxury Fruit & Nuts Mix, Roasted & Salted Pistachios and Roasted & Salted Almonds.

A dedication to quality and innovation has allowed the business to supply its nuts, dried fruit, seeds and Middle Eastern products to retail, wholesale and business-to-business customers in the UK and overseas, with it

This demand has been achieved through Zeina Foods priding itself on its core principles, which are to work closely with customers and suppliers, consistently innovate products and champion and support the hard work of its employees.

The company has forged a dedicated relationship with its suppliers, with staff regularly visiting them in California and the Middle East. "Over the years we have built close relationships with our suppliers, often visiting the producers, meaning we only purchase the finest ingredients to go into our products," says Safaa. "Using all of our knowledge and experience we feel we have created five really special products that consumers love."



## SNACKS PACKED FULL OF FLAVOUR WE'RE NUTS ABOUT NUTS

Our snack foods are of extremely high quality and we've worked hard to combine some tantalizing flavours to attract the most sophisticated of palates

**five delicious varieties available**



Contact us:

Tel: 01924 280 180 Email: [marketing@zeinafoods.com](mailto:marketing@zeinafoods.com)

Address: Zeina Foods Limited, Milner Way, Ossett, UK, WF5 9JE

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



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**zeina**  
ESTABLISHED IN 1983





# ITALIAN ICON

*Paolo Morello, export director at Pellini, explains how the premium Italian coffee is winning the hearts of the UK's discerning java drinkers*

## TELL US ABOUT THE HISTORY OF PELLINI

The Pellini family's passion for coffee prompted them to set up the company, which was founded in Verona in 1922. Pellini invested primarily in the Italian professional channel and gained a leading role in the espresso coffee premium segment, but it was with the launch of Pellini Top that the brand became popular nationwide. Its quality and aroma seduced Italy so much that Pellini was identified as the 'dream espresso'.

Loyal to both its historical traditions and quality, the Pellini family actively participates in supervising each stage of manufacturing, from the choice of beans through to the control of crema, aroma and flavour. This dedication to continuous improvement, loyalty to higher quality and attention to the satisfaction of increasingly demanding consumers are the keys to Pellini's success in Italy, and the reasons the company decided to enter the international market – first establishing itself in the UK's independent trade in September 2016.

## WHAT DOES THE RANGE CONSIST OF?

Pellini Caffè has a complete product range comprising ground coffee, whole beans and Nespresso\* compatible capsules.

Pellini Top is the company's flagship UK offering and is available in capsules and ground coffee. It is a



100% Arabica espresso designed for professional coffee bars, however it has also become popular among families for domestic consumption. Appreciated for its elegance and finesse, Pellini Top is a successful brand which adds value to coffee bars, cafés or pastry shops.

Pellini Top Decaffeinated is available in capsules and ground coffee. The decaffeinated coffee is created through a natural decaffeination process to extract caffeine from coffee beans using carbon dioxide.

The Pellini Luxury Coffee Capsules satisfy the most demanding tastes with their variety and complexity. From Supremo with its elegant aroma and scents of fruit and flowers through to Magnifico with its full aroma and scents of chocolate and honey.

Pellini Bio organic coffee is an 100% Arabica espresso, with the care that the farmers dedicate to the conservation of its organic cultivation shining through in its flavours and aroma, and is available in capsules and ground coffee.

## WHAT SETS PELLINI APART FROM OTHER COFFEE PRODUCERS?

The desire for continuous improvement, the uncompromising loyalty to an outstanding quality system and the special attention given to the achievement of the desired taste are the values that the Pellini family and its partners pursue every day.

Pellini was one of the first Italian coffee producers to implement a precise sensory analysis method as part of its quality control system. Each Pellini espresso coffee offers precise visual, olfactory and taste sensations. The team of expert tasters regularly carries out panel tests on all of the coffee blends to ensure consistently high standards of quality, testing new blends, sources, and new production and brewing methods.

## HOW DOES THE COMPANY SOURCE AND PROCESS ITS INGREDIENTS?

Everything begins with the selection of the finest Arabica and Robusta beans which are roasted separately to bring out the best of their flavour and aroma. The beans are then skilfully blended and ground to the degree required by the brewing method (moka, espresso, percolator, capsules).

Pellini's qualified team of expert buyers travel to coffee-producing regions to select only the finest beans direct from the source.

They are the raw material for every Pellini blend: each blend is exclusively created to bring out the aromatic characteristics of the different varieties.

Roasting determines both the character and the aroma of coffee: it is a painstaking process which requires considerable skills to extract the full aromatic profile from the different types of beans. Each variety of coffee is roasted separately with the utmost care, by following a specific temperature-controlled method for each.

## WHAT MAKES PELLINI A GOOD CHOICE FOR PREMIUM RETAILERS?

We believe the Pellini choice of high quality prestigious blends in beans, ground and capsules, as well as decaffeinated and organic options, gives retailers a wide choice to satisfy the needs of their customers.

The elegant and distinctive packaging emphasises the quality of Pellini's product and the premium positioning is in line with the offering found in independent stores. Above all, Pellini is a reliable coffee company with strong expertise thanks to its tradition in Italy.

## WHAT'S NEXT FOR PELLINI?

Although Pellini is an established brand in Italy, it is new to the UK and our aim at the moment is to communicate our presence and coffee ranges to delis and independents. Our distribution route to retail stores is via UK wholesalers and we are actively looking to increase the number of those stocking Pellini.

## WHAT'S THE BEST WAY TO SERVE PELLINI COFFEE?

Pellini offers an authentic Italian espresso designed for the traditional measurement of 25ml coffee, which helps to enhance the taste and the scents of the espresso.

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





# Every day a dreamy espresso.



—  —  
**EXCELLENT  
ITALIAN  
ESPRESSO**  
— AVAILABLE IN —  
**THE UK**

Tradition, excellence and expertise are the keywords of Pellini. Each blend creates unique aromas and flavours, that mix in an inimitable taste. The culture of high quality Italian Espresso coffee from Pellini is available in

- Ground Coffee
- Coffee Beans
- Coffee Capsules compatible with Nespresso\* machines

Distributed in the UK by: Gustalia / Holleys Fine Food / The Gorgeous Food Company.  
For more information email [mal@specialist-foods.co.uk](mailto:mal@specialist-foods.co.uk)

CAPSULES COMPATIBLE WITH ALL NESPRESSO®\* MACHINES.

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

## Pellini

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



# THE PERSONAL TOUCH

*Since 2008, Sachets Direct has been supplying the trade with sugar sachets with a difference*

If you're looking to add the personal touch to your food-to-go offering, Sachets Direct could be just what you're looking for.

Set up in 2008 to supply the niche market of personalised sugar sachets, the small family-run company, with many years' experience in the volume end of the industry under its belt, decided to offer coffee shops and food-to-go outlets a specialised service which was not available at the time – one which offered these businesses personalised sugar sachets with full digital colour prints.

In 2012, the company added Sugar Sticks to its portfolio in order to offer its customers an even more varied and personalised service.

Traditionally, the more colours that a business requests the higher the set up cost, but this is not the case at Sachets Direct. The company's printing methods mean that full colour availability is possible at very reasonable prices



and, importantly, with no set up costs.

These techniques also mean that customers are able to order small quantities which would usually not be possible, starting at just 500 sachets. Sachet Direct's maximum order quantity is 50,000 per delivery and the average order is 2,500, with quantities up to 5,000 operating on a price list with percentage discount. Beyond this, individual quotes can be given against the quantity required and artwork supplied.

“ An opportunity to make your business look just that little more professional ”



## The latest technology can personalise your business!

We can supply you with:

- Your own personalised sugar sachets or sugar sticks
- You can have a full digital colour and a picture or logo one side - copy the other
- No set up costs - send us your picture or artwork (ai, eps, pdf, etc)
- When you re-order, you can change the picture if you wish - no charge
- You can promote your special tea cake offering (or whatever!)
- A choice of White or Brown sugar - sweetener can be supplied to special order

500 Sachets - £59 1000 Sachets - £79  
(2000 less 12.5%, 5000 Less 20% of 1000 rate)  
Above prices are for white sugar  
please add £3 per 1000 for brown sugar.

Packed into 250's using heavy gauge clear re-sealable polybags (retail friendly!)  
Carriage is in addition to above and VAT applied to carriage only  
as Sugar Sachets and Sticks are zero rated



**01743 861 974**  
**[www.sachetsdirect.com](http://www.sachetsdirect.com)**

**Unit 5B Lower Edgebold Industrial Estate,  
Handwood, Shrewsbury, SY5 8NY**



# THINK NUTTY

*Healthy, convenient and vegan-friendly:  
Delamere Dairy's new Nutty Drink Co  
caters for consumer demand*

**A**s the consumer desire for healthier options in food and drink grows, so too does the inventiveness of producers eager to satisfy this demand.

One such inventive producer is Delamere Dairy, which has recently launched a new brand of dairy-free drinks: The Nutty Drink Company.

Delamere Dairy, founded in 1985 in the picturesque Delamere Forest of Cheshire, has earned its reputation as an expert in 'free-from'; launched following the purchase of three goats to address the demand for alternatives to traditional dairy in the UK at that time, the business has gone on to sell an award-winning range of speciality dairy products including cheese, yoghurt, butter and milk – all made using goat

milk. Delamere's dairy alternative portfolio doesn't end there; it also has a wide range of plant-based drinks to its name, including soya, oat, rice, coconut and almond.

In line with growing consumer demand, sales of the Dairy's plant-based drinks saw an increase of 31% in 2016 compared to 2015. A natural extension of this success is The Nutty Drink Co, which answers the consumer call for healthy, plant-based drinks which are suitable to drink on-the-go. Refreshing and healthy, the range consists of Cucumber, Pineapple & Kiwi; Mango, Carrot & Goji and Pomegranate, Beetroot & Raspberry flavours, and each 250ml bottle contains less than 140 calories and no added sugar as well as being suitable for vegans.



Made in the UK with real nuts, fruit and vegetables these bottles pack a healthy punch, and each portion is cold processed rather than heat treated to preserve goodness and freshness.

There is more innovation to

come. As well as having seasonal variations in the pipeline for the upcoming festive season, the Nutty Drink Co is developing options suitable for breakfast to cater for the growing demand for healthy on-the-go breakfast options.

“ The Nutty Drink Co answers the consumer call for healthy, plant-based drinks which are suitable to drink on-the-go ”



**DELICIOUS NEW RANGE OF NUT BASED DRINKS**



**i'm New**

- NO ADDED SUGAR •
- SUITABLE FOR VEGANS •
- DAIRY FREE •
- MADE IN THE UK •

- LESS THAN 140 CALORIES •
- MADE WITH REAL ALMOND NUTS •
- COLD PROCESSED TO PRESERVE THE GOODNESS •

SALES OF ALMOND BASED DRINKS ARE UP 30% IN 2017 COMPARED TO THE SAME PERIOD IN 2016 (AC. NIELSON). VEGANISM IS BECOMING INCREASINGLY POPULAR AND THE NUMBER OF CONSUMERS LOOKING FOR 'ON THE GO' DRINKS WITH NO ADDED SUGAR IS ON THE RISE.

**THAT'S A 100% REASON TO STOCK NUTTY DRINKS NOW!**

**FOR MORE INFO AND SAMPLES CONTACT US • TEL: 01565 632422 • EMAIL: INFO@NUTTYDRINKS.CO.UK**

**WWW.NUTTYDRINKS.CO.UK**

\*CONTAINS NATURALLY OCCURRING SUGARS.



# THE FINISHING TOUCH

*Discover La Perruche, the sugar lump fit for the very finest of hot drinks*

**Y**ou've sourced the very best coffee beans from your specialist supplier, invested in a quality range of teas and ensured that your milk and dairy alternatives are top notch. But what about the sugar? For hot drink and food service counters that want to impress, La Perruche is the way to go.

An icon of French elegance since 1890, when the brand's

unique sugar lumps impressed the world at the Universal Exhibition in Paris, by adding La Perruche to your repertoire you'll be setting yourself apart from the competition.

Not only does the unique flavour of the lumps satisfy the most discerning of palates, but their one-of-a-kind appearance will turn heads, too. Available in golden-brown and pure white,

tea and coffee aficionados will be impressed by the authentic characteristics of 100% pure cane sugar.

If versatility is what you're looking for, the white lumps are for you. Delicious in hot drinks of all kinds, their flavour and quality will help your café service stand head and shoulders above the rest.

Meanwhile, the golden-brown lumps offer a sweet experience very much their own; their caramel notes make them the perfect partner with all coffee-based drinks.

Since its creation, La Perruche has embodied in France and well beyond domestic borders the French class and dedication to quality that the world envies.



“ La Perruche 100% Pure Cane Sugars are a delight to the senses for those who appreciate subtle refined flavours. Each classic cube as a delicious moment. At breakfast, coffee or tea time, La Perruche gives your hot drinks the unique taste and inimitable sweetness of cane sugar. Sweet perfection ”

**la Perruche**  
PURE CANE

**Béghin Say**

For more information please contact: 020 7887 0770 | [www.ivoryandledoux.co.uk](http://www.ivoryandledoux.co.uk) | [info@ivory-ledoux.co.uk](mailto:info@ivory-ledoux.co.uk)



# COTSWOLD FAYRE\*

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**T**he biscuit market is booming. UK market alone is worth over £2.6bn, with the sweet biscuit sector accounting for 62% of all value sales.

Importantly, today's biscuit shopper has a focus on quality. Research shows that consumers are allowing themselves even more indulgence on the occasions when they do snack. If people are going to treat themselves, they want to do it properly – with delicious, premium products that excite and delight them.

This notion is particularly important when it comes to sweet moments spent with family and friends. We know that sometimes a card just isn't enough and people want something a bit different to mark the occasion. 38% of consumers say they have bought biscuits as a gift in the last two years, showing that the market has strong headroom for growth. There is also a growing trend for products with a homemade, artisanal feel that come from local family businesses with a real heart.



The range is available in three classic flavour variants: vanilla shortcake, chocolate and gingerbread. These are proven favourites; 28% of shoppers state that their most preferred biscuit base for use in decorated iced biscuits is chocolate, with one in five stating that gingerbread is their most preferred flavour.

The Lovingly Crafted selection also comes in two individually-wrapped formats, both single and lollipops. Consumers agree that the best part about iced character biscuits is that they are fun to eat and there is no shortage of personality in the range! With characters including Gino the Gingerbread Man, cute farm animals, a cupcake, daisy flower and rocket launcher, there is a product for everyone to experience something exciting and a little out of the ordinary.

Plus, impactful and 'treat-worthy' packaging provides great standout on shelf and highlights the premium nature of the products.

The Little Treats Bakery: everyone deserves a little treat every now and again.

## THE BISCUIT BOOM

*Appeal to today's shopper with The Little Treats Bakery's range of sweet biscuits*

The Little Treats Bakery is part of a baking heritage that has been delighting consumers with decorated biscuits and treats for almost 30 years. We are a group of family bakers from the heart of Cheshire who take pride in creating a variety of lovingly crafted treats.

Our team produces over five million decorated biscuits each year, and this expertise tells us that consumers are looking for products that provide not just a delicious eat, but something which is also visually appealing and a little bit special, too.

Shoppers choose with their eyes and therefore brightly coloured, beautifully created iced biscuits offer a winning combination of taste and shelf-appeal.

We're delighted to introduce our brand new Lovingly Crafted range – a selection of premium iced biscuits that are filled with fun, jam-packed with character and layered with personality. Lovingly crafted by our bakers, the range offers two formats and three flavours, offering a variety of delicious and decorated iced biscuits to delight every time.





THE  
**Little  
Treats**  
BAKERY

# EVERYONE DESERVES

## A LITTLE TREAT EVERY NOW AND AGAIN

TREAT YOUR CUSTOMERS TO OUR LOVINGLY CRAFTED BISCUITS  
IN THREE FAVOURITE FLAVOURS: GINGERBREAD, VANILLA OR CHOCOLATE



EACH ONE  
IS FILLED  
WITH FUN!



JAM PACKED  
WITH  
CHARACTER



AND LAYERED  
WITH  
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# MASTER BREW

*Meet Conker Cold Brew – the true espresso liqueur*

If you've had your ear to the ground, you'll have heard the buzz surrounding Conker Cold Brew Coffee Liqueur – one of the first of its kind in the UK, this talked-about tipple has caused quite a stir amongst baristas and mixologists alike.

Conker Cold Brew Coffee Liqueur doesn't just taste like coffee, it is coffee. Dark, rich, fruity and complex, you'll find no flavourings, thickeners or additives, just plenty of Dorset-roasted speciality coffees, Conker Spirit's distilled British wheat spirit, and a meticulous process that took 96 recipes to refine.

"We came to realise that we couldn't find a single so-called 'coffee liqueur' that even closely resembled the true dark and rich complexities of the espresso. So we set out to make one," says founder and 'head conkerer', Rupert Holloway.

To achieve the depth of flavour expected of a true espresso, coffee is steeped cold for hours on end, allowing the beans' rich, chocolatey

and fruity notes to emerge without the acidity caused by hot temperatures. The cold brew is then blended with demerara sugar to subtly balance the finish.

Rupert adds, "To capture the true taste of freshly roasted coffee in a liqueur, you've got to master a balancing act of roasting, blending and brewing. One wrong move, one shortcut, and the taste will be compromised."

Because it's made with only the finest speciality coffee, Conker Cold Brew Coffee Liqueur lengthens beautifully in drinks; add it to hot steamed milk and it tastes as though it's come fresh from the barista; add it to ice-cold tonic with a wedge of orange and you've got yourself a refreshing iced coffee quencher; and of course, it's also fantastic in classic coffee cocktails such as Espresso Martinis and White Russians.

Having made a splash up and down the country, you can find your cold brew fix online via [conkerspirit.co.uk](http://conkerspirit.co.uk).



DEEPEST.  
DARKEST.  
DORSET.



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



# HOT & HEALING

*Cash in on the growing turmeric trend with Wholebeing Healthfoods*



Good news for businesses looking for the next big thing: turmeric latte has arrived courtesy of Wholebeing Wholefoods, and it's a blessing for consumers who are trying to avoid refined sugar and caffeine. Perfect for the growing customer base of health-conscious vegans and vegetarians and available in 300g pouches, 2kg and 5kg value pack tubs and individual sachets, every foodservice counter should offer this delicious and therapeutic alternative to more conventional hot drinks such as tea, coffee and hot chocolate.

This convenient instant drink can be served hot or cold with any kind of milk or dairy alternative, and is available in three flavours: Original, Cardamom and Spicy Ginger. It offers a unique blend – created by the company's in-house team of Ayurvedic doctors – of organic turmeric, black pepper and coconut to optimise curcumin absorption and maximise health benefits.

Its health benefits don't end there; this is the only turmeric latte which contains B-vitamins, especially B12 – thanks to it being made from SugaVida – and is suitable for consumers following a low glycaemic diet.

Turmeric has been used for centuries due to its known therapeutic benefits – it's widely considered to be anti-inflammatory, great for arthritis and an overall immune system booster – but has frequently been featured in the mainstream media recently, so people are much more aware of the benefits and know that it's valuable to take for overall health and wellbeing.

With turmeric proving to be a growing trend, café owners will see consumers asking for turmeric lattes as an alternative to more conventional hot and cold drinks – Wholebeing Healthfoods believe this will offer them a sizeable new revenue stream with strong profit margins, so why not try turmeric today?

“ I use the Original SugaVida Turmeric Latte in my cafe and my customers love it! They keep coming back and ordering it as some say it's the best they've tried ”

CHELSEA FINCH, PROPRIETOR OF DISTRICT CAFÉ AT LONDON'S PARSONS GREEN

New

## SugaVida™

Organic Palmjira Sugar (Jaggery)

TURMERIC LATTE

The delicious drink of good health made with SugaVida,  
the world's most nutritious natural sweetener.

- ✓ Hugely popular coffee alternative
- ✓ Over 1g of organic turmeric per serving
- ✓ Master blended for optimal curcumin absorption with black pepper
- ✓ The only turmeric latte with B-vitamins and minerals - including B12
- ✓ Attract the fastest growing consumer base - Vegans and Vegetarians
- ✓ Available in 300g pouches/ 2kg & 5kg value pack tubs
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Organic

Vegan

Refined Sugar, Gluten & Caffeine Free

Low GI

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\*valid until 31st December 2017

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



# THE IMPORTANCE OF AESTHETICS

*Whether it's for a jar of own-brand chutney or packet of biscuits, spending some time on quality labelling pays dividends believes Tim Fletcher of Scott Labels Ltd*

**E**stablished since 1994, Hampshire-based Scott Labels Ltd specialises in the design and printing of high-quality self-adhesive labels in short, medium and long runs. "We aim to listen carefully to your specific requirements, advising where appropriate to maximise the positive impact that labels can have in marketing your cherished products," explains Tim Fletcher, sales and marketing manager at Scott Labels Ltd. "Our motto is: 'value without compromise'."

Recently, the company invested significantly in high-end digital label printing and converting equipment, which perfectly complements its six-colour volume U.V. Flexo presses. "Our Konica Minolta digital press is ideally suited to providing artisan manufacturers

and entrepreneurial companies the flexibility to order short runs of full colour labels with (1,200 x 1,200dpi) brilliant image quality on a wide variety of self-adhesive materials specifically tailored to their requirements," explains Tim. "Single and multiple versions of labels can be efficiently and cost-effectively produced to the highest level of quality and consistency." The state-of-the-art machinery is perfectly suited to printing low, medium and high volumes of labels, Tim tells us.

Amongst the array of quality services that Scott Labels Ltd provides is its friendly in-house design and repro-studio, which can swiftly interpret and proof food companies' desired designs to ensure a smooth progression to the finished products. "Alternatively



we can design your labels for you, working to your brief," says Tim. "We are particularly keen to build strong working relationships with companies that require high quality labels delivered reliably and at exceptional value. We feel that our efficient modern technology, our small team of highly trained staff and a very tight control on unnecessary

overheads means that we should be able to pass on significant savings to any SME's bottom line without compromising our service in any way."

Not only is the company dedicated to providing its clients with expertly-produced labels, it is fully committed to working with suppliers, customers and retailers to ensure that it is continuously improving its waste management and recycling procedures. It has on-going programmes dedicated to waste reduction, reduced landfill use, lower carbon impact, by-product recycling and lower energy consumption.



## Scottlabels

Tel.: 01428.741.741 // [sales@scottlabels.co.uk](mailto:sales@scottlabels.co.uk)

### DIGITAL

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# LONDON CALLING

*David Ridings, founder of Jackpot Peanut Butter, introduces the London brand making waves*

**J**ackpot is a small-batch produced, craft peanut butter made in London. Using premium grade American runner peanuts, Jackpot is made using traditional machines to give it a traditional creamy texture rather than the usual smooth or crunchy varieties.

Rather than relying on any additives, Jackpot is made simply with salted roasted peanuts and rapeseed oil, with the enhanced flavour coming via a further roast – a vital process that results in a punchier peanut flavour, with the natural sweetness of the nuts being brought out. This key step in the production negates the need to add any sugar, bulking agents or other additives, resulting in a finely balanced, great tasting, natural product.

The packaging has been designed to stand out from the crowd, with a nod to classic design and PopArt, as well as large size 500ml jars, both to offer bigger portions, but also with wide-mouths and ridge-free sidewalls, allowing consumers to get every single last drop out.

Having built a loyal and devoted fanbase in London via independent coffee shops and delis, and with orders starting to come from as far away as Canada, the United States, South Africa and Japan, Jackpot is now expanding its reach across the UK and approaching new stockists nationwide.

The product has so far proved a massive hit with coffee shops using it in a variety of serves from a traditional spread to

shakes and cheesecakes, right through to the more rock and roll 'Memphis Sandwich' (peanut butter, banana and bacon for those bold enough), as well as selling pots to take home.

Jackpot will be promoting the brand at both the Edinburgh Coffee Festival (14th October), and Manchester Coffee Festival (4-5th November), to offer the opportunity for stockists and consumers to try the brand, following successful shows at the London Coffee Festival in April, and SPIN Cycling festival in May. Further advertising support for the coffee shop scene comes via *Caffeine* magazine and *Blend*.

Jackpot is heavily vested in the cycling scene, supporting a local cycling club, and with a collaboration with Leeds-based Paria, as well as selling through cycle cafés (due to its great protein offering).

Jackpot is also a proud supporter of the Music Venue Trust – a charity set up to help prevent the closure of independent music venues across the UK. Support comes not only via sponsorship, but also via offering jars as backstage riders for musicians pre- and post- gig, with 10 music venues nationwide lined up over the coming months.



“ Once you go Jack, you never go back ”

# jackpot

peanut butter

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# ESSENTIAL PRODUCTS

*Boost your foodservice offering with our round-up of need-to-know products*

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The Tea Makers of London is an award-winning specialist tea brand, revered for offering a wide selection of the finest quality loose leaf teas. Our mission is to create an outstanding tea experience for tea-lovers around the world.

We offer holistic services for hotels, restaurants and cafes. This includes tailored tea menus for your brand, as well as full staff training to help you get up and running with your new tea options. Not only do we stock over 140 teas for you to choose from, we also have a large selection of

unique teaware to complete our offering.

Our founder is an experienced tea connoisseur with an extensive history in the tea industry, which is evident in the services and expertise we can offer you. The quality of all our teas is reflected in our stylish packaging, created to appeal to the luxury audience. We're passionate about everything tea related, so contact us today for more information on how we can help you create an unforgettable tea experience for your customers.

**01322 284 923**

**tea@theteamakers.co.uk**  
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**CHG INTER-TRADING LTD**

CHG Inter-Trading Ltd offers a single point of contact to our clients for multiple suppliers and different commodities from the Dominican Republic. We are excited to introduce to you the best kept secret from the Dominican Republic: Coffee. Our aim is to provide 'quality products at a fair price' and aid in developing commerce between Dominican Republic and the rest of the world. Coffee at its finest:

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**01923 517 400 07810 152 147** [rchevalier@chgintertrading.co.uk](mailto:rchevalier@chgintertrading.co.uk)

**THE DRURY TEA & COFFEE COMPANY**

London-based coffee roaster and tea blender, The Drury Tea & Coffee Company, has introduced the all-new Classe 7 espresso machine, the most recent addition to the portfolio of Italian manufacturer, Rancilio. This innovative new machine incorporates the very latest technology and represents the cutting edge in modern machine design. With over 80 years' experience in the UK coffee trade, Drury, has worked closely with Milan-based Rancilio for practically 30 years.

The all-new Classe 7 has been chosen by Drury to complement its extensive range of over 17 different espresso coffee beans.

**020 7740 1100**

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