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INTERVIEW

JASON HINDS,
NEAL'S YARD DAIRY:
**ADVENTURES
IN CHEESE**
P.30



CHARCUTERIE

SEAN CANNON,
CANNON & CANNON:
**WHAT TO SELL
AND HOW**
P.38



SEASONAL

CANDICE FONSECA,
DELIFONSECA:
**HOW TO PREPARE
FOR PARTY SEASON**
P.42



Issue



16 Trend Watch

A look at the growing trend for nut and seed butters



22 Retail School: Photography

Sally-Jane Wright explains how to show your shop in its best light



24 Centre Spread: Festive Gifting

Our pick of the best gifting options this festive season



30 The Interview

Jason Hinds of Neal's Yard Dairy shares the story behind his success



38 How To: Source Charcuterie

What meat to stock and how to sell it

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EDITOR'S LETTER



Welcome to the October issue of *Speciality Food*.

First and foremost, I have to say a big thank you and congratulations to everyone who got involved with the New Producer Awards this year. I was truly astounded by the quality of the entries that were sent in, and although it's taken a number of weeks, three food editors, experts across retail, distribution and production, and a fair amount of brain (and stomach) power, I'm very happy to announce our shortlisted entries in the following pages. Something which really stood out to me and the other judges was the quality and passion behind each entry. Some entries were stand-out examples of how the industry is evolving, some of how families can continue to make waves throughout the years, but all of them wowed us with their combination of entrepreneurial spirit and sheer determination. In the next issue of *Speciality Food* we'll be meeting the winner of each category as well as the producer who beat hundreds of other applicants to be named the overall winner. The final will be taking place at the Institute of Directors in London on 6th October, and I for one can't wait! In this issue you'll see the full shortlist of winners and find out who won each category on page 18.

Entries to the New Producer Awards wowed us with their combination of entrepreneurial spirit and sheer determination

Also in this issue you'll find a masterclass on photographing your establishment to help it meet its full potential (p. 22), an interview with cheese retail pro Jason Hinds of Neal's Yard Dairy (p. 30), a roundup of our favourite gifting ideas (p. 24) and a look at top party season products and how to sell them (p40-43), as well as news, views and our product picks.

Finally, be sure to check out our inaugural *Café Buyer* industry special, complete with sector insights, product recommendations and a catch up with arguably the king of food-to-go, founder of Pret A Manger and itsu Julian Metcalfe.

Holly

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NEWS IN BRIEF

ORGANIC MARKET CONTINUES TO SEE STRONG GROWTH

The Soil Association has stated that the organic market is expected to exceed £2.2bn in sales by the end of 2017, its highest end-of-year figures yet.

Dan Rusga, marketing director at Yeo Valley, the UK's largest organic brand, said, "Consumer attitudes are changing, with the importance of quality products and traceability now at the forefront of producer, brand and retailer strategies. Delivering products that continue to meet consumer needs and values, which match our own, gives us a unique opportunity to keep the organic market growing."

BATH & WEST TO OPEN RURAL ENTERPRISE CENTRE

The Bath & West Society has announced it is to open a Rural Enterprise Centre to encourage education and business growth amongst the rural community.

The society's former office building is currently undergoing a £520k refurbishment in order to transform it into the new centre. It is due to open in January 2018, with the society planning for it to become the hub of rural enterprise across Somerset and the South West.

Rupert Cox, chief executive of the Bath & West Society said, "Our aim is to cultivate rural advancement, and we want to do this by creating a living-breathing community for rural businesses to collaborate and learn, share insight, develop products and help one another to advance enterprise across the region."

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INTERNATIONAL CHEESE AWARDS
WANTWICH 2017
GOLD AWARD

GOLD WINNER

Government Rallies Behind Britain's Food and Drink Industry in Latest Parliamentary Review

British food and drink producers and manufacturers have been selected by the Government to appear in its 2017 edition of *The Parliamentary Review* – a publication that flagships the very best practice in British businesses.

The document's chief message is to bolster British produce's status across the globe by supporting food and drink manufacturers to export their goods, with the publication showcasing companies that have a successful track record in this field.

Michael Gove, Secretary of State for Environment, Food and Rural Affairs, also underlines the importance of sustainability and the Government delivering a 'Green Brexit'. He states that the Government will reward environmentally-responsible businesses, with bills implemented to provide stability for Britain's farming community.

Intended to celebrate excellence and to raise standards, the document is sent out to tens of thousands of leading policymakers and businesses, showcasing British food producers and manufacturers that are

exemplary in their field. The articles act as both a blueprint for success and a template for reform.

Daniel Yossman, director of The Parliamentary Review commented, "Sharing knowledge and insight with both peers and Government is essential work and I am delighted that this year's Review will reach every corner of the British economy. It's always a real joy to hear from policymakers who tell me that something they have read in the Review has had an effect on their thinking. It is my belief that innovation is contagious, if only it is given the platform to spread. It is the Review's purpose to provide this platform and I am confident we are fulfilling it."

There are 15 food and drink companies that have been selected to be included in the influential document, with speciality producers like Lynher Dairies, Traybakes and Lyburn Farmhouse Cheesemakers amongst them.

Catherine Mead, owner of artisan cheese producer Lynher Dairies said, "We are delighted and proud to be chosen to appear in such an influential review. 2017 has been

a busy and innovative year for us. The launch of our new cheese, Kern, has seen the dairy grow, not just in terms of space with opening of our new building, but also in terms of our skills and investment. We hope our working practice will inspire others to reach for the top, too."

Justine Carruthers, managing director of Traybakes said, "We were delighted and honoured to be considered for this prestigious publication.

"We have been approached on a number of occasions from customers across Europe and Scandinavia and as a result we have dipped our toe in the exporting water and fulfilled a small number of orders. We are continuing to research new markets whilst awaiting the outcome of Brexit negotiations."

Mike Smales, owner of Lyburn Farmhouse Cheesemakers said, "I had seen *The Parliamentary Review* previously and had regarded it as a quality publication – when we were invited to be featured in it I told them that we'd love to be involved.

"Location plays a big part in what we do, and being in Hampshire, just on the northern edge of the New

Forest, we're fairly close to the London market, and we're also close to Southampton as a port and we do a lot of business with the cruise liners.

"Regarding Brexit and the future, 2018's cheese is already made, with Old Winchester being an 18-month aged cheese, so what we're going to sell in 2018 is already in the store, and we should still be here in 2019."

Michael Gove,
Secretary of State for Environment, Food and Rural Affairs:

"We have a once in a lifetime opportunity to reshape our relationship with our land, our rivers and our seas. By delivering a Green Brexit we can reform how we manage agriculture and fisheries, and how we protect our natural environment.

Our 25-year Environment Plan will help shape the upcoming Agriculture and Fisheries Bills and how we use public money to reward environmentally-responsible practices. These bills will provide stability for farmers as we leave the EU and make sure we can continue to protect and enhance our environment and, as an independent coastal state, do more with conservation.

That is my Department's driving ambition – and it should be central in the next five years of our national mission."



Ian Wright,
director
general of the
Food & Drink
Federation
(FDF):

"The food and

drink manufacturing sector generated more than £20bn in exports last year. Around 400,000 people earn a living working from these businesses in almost 7,000 companies spread throughout the country. We work closely with our partners in farming, food retail and hospitality to harness the voice of the entire supply chain. The wider 'farm to fork' industry is an economic superpower, worth £110bn to the UK and employing more than four million people.

Our industry has seen continued success in overseas markets. Total exports of food and drink in 2016 grew by 10.5 per cent to a record figure of more than £20bn, as UK manufacturers responded to rapid growth in demand for quality produce. This was the 16th year of consecutive growth, yet there is still massive potential. Only one in five food and drink manufacturers currently export. The FDF is clear that dedicated specialist support – along the lines of Ireland's Bord Bia – for new and existing exporters is required for us to fulfil our ambition to grow branded exports by a third by 2020 to more than £6bn."



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Speciality Food's New Producer Awards Shortlist Announced

The shortlist for *Speciality Food's* inaugural New Producer Awards has been announced, with judges naming their favourite producers of seven different categories.

The seven Category Champions will go on to pitch to the panel of judges at the Bread & Jam festival in London on 6th October 2017, where one company will be named the overall Supreme Champion in front of an audience of fellow new businesses and key influencers.

The judging panel comprises of some of the biggest names in the world of speciality food and drink, including John Shepherd, managing director of Partridges, Paul Hargreaves, chief executive of Cotswold Fayre, Jason Gibb, co-founder of Bread & Jam, Michael Weber, executive coordinator of purchasing and distribution of Whole Foods, Adam Sopher, co-founder and director of Joe & Seph's and Holly Shackleton, editor of *Speciality Food*. The shortlisted winners of each category are:

- **Sustainable:** Change Please
- **Farm-to-Fork:** Wignalls Yallo
- **Young Producer:** Tigg's
- **Innovator:** Big Drop Brewing Co.
- **New Concept:** Co-Created
- **Crowdfunded:** World Of Zing
- **British:** Eastgate Larder

Holly Shackleton, editor of *Speciality Food* said, "We've seen some truly innovative producers showcase their stories and products, and as tough as it was to narrow the hundreds of entries down to a shortlist – let alone pick an individual winner for each category – I'm confident that in doing so we've highlighted some of the very finest growing businesses in our sector."



"This Spells the End for Most Independent Retailers"

we're never gonna get rich from it but it ticks over and all works – but suddenly this puts us very close to the red line.

If I spent an extra £10,000 a year investing in the business I'd get money back. My rates don't even entitle me to a rubbish collection. When we had money stolen recently the police didn't bother to come, so what am I getting for that money? We're hoping there's going to be a long-term solution; the local retailers group estimates between five and eight indie shops will go out of business, which is massive for a small town. I think [the rate rise] spells the end for most independent retailers, not just in Southwold but nationwide.

One politician said that since the rise comes in gradually over four or five years we've 'been given time to change the business plan'. If we could save that much money with a business plan surely we'd already be doing it! I don't waste £10,000 a year that I can save. Where and how am

I supposed to find that money every year? It's crazy. The rents – which decide your business rates – are crippling us as well. I've been here 12 years and our rent is almost three times what I paid when I started. In their manifesto our council says it prefers independent businesses to preserve the flavour of the high street. On the other hand, as my landlord, it's telling me it needs to charge market rent.

Has the campaign to raise awareness helped? In a word: no. If I'm really honest, saving a posh deli in the middle of Southwold high street isn't top of anyone's list. The perception of the town is of people driving around in their Range Rovers. That's true of Londoners with a second home here, but we're just normal people. Nobody I employ can afford to live in the town. We might sell posh items but in terms of the business and how much money we earn, we're just normal. This is all really quite grim.

Weather-related Price Hikes to "Become More Frequent"

Produce shortages and price spikes may have impacted on your stock and takings in recent months, but there's worse to come, according to a leading expert in food supply.

"The extreme weather we've always had – storm seasons and hurricanes – is becoming more frequent and more severe," said Clare Oxborrow, senior food and farming campaigner at Friends of the Earth. "That is obviously going to impact food supplies from the zones that

those events are hitting." Up to 70 per cent of the anticipated harvest from Florida's orange groves were devastated by last month's Hurricane Irma, while pecan yields in storm-hit Georgia are down 30 per cent. Less dramatic weather is also squeezing supply. "This year's avocado crisis, for example, was caused by five years of drought and consistently high temperatures in California," says Clare.

Adverse weather is also impacting pricing on premium products

flavoured with natural vanilla. April's Cyclone Enawo destroyed 80 per cent of the harvest in the key growing region of Madagascar, causing prices to soar from around £50 per kilo in 2012 to over £650 per kilo this summer. "Vanilla has been a major issue; our supplier has had to increase prices phenomenally," said Paul Hargreaves of Cotswold Fayre. "Production is concentrated in one area, so problems there affect the whole world; not great if you're selling vanilla pods."



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**CHARLES
CAMPION**

"Some like it hot"

Stand by to be swept away by a tide of melted stuff – cooked cheese is coming to town. The market leader, (and currently the must-have on food wagons throughout the country) is called Halloumi fries. A fledgling cousin of cheesy chips, Halloumi fries are made by cutting Halloumi into chip shaped pieces, flouring them and then giving them a turn around the deep fryer. Someone has developed chips that are potato-free and doubtless they are very proud of their cutting-edge indulgence. Despite the hideous squeaking of the cheese on your teeth, and the knowledge that a portion's worth of Halloumi contains a testing amount of salt, hungry people are queuing for this. Chefs and short-order cooks everywhere have reason to be pleased, their customers love the combination of double-fried anything with batter and salt. Just watch the chap salting your next portion of fish and chips. Not much restraint there, and that is before the vinegar is splashed over your dinner.

Cheese has always been one of the trump cards in the kitchen. There is something very appealing about the richness and tang of a good cheese when you meet it on an otherwise plain dish. The only ingredient that challenges for the crown is bacon (greedy people will tell you that there is no dish that is not improved by adding bacon). But think back to all those occasions when a dollop of melted cheese has been the grace note. The 1970s was the decade of deep fried Camembert – rubbery, stinky and oozing across the plate – but it still appeals and occasionally you will find it lurking on a gastropub starters menu. Retro dishes must deliver otherwise they

are swept away by progress. Or there is Raclette, which works on the principle that we are seduced by the machinery devised to cut a helping of molten cheese. Or fondue. Eat a half pound of melted cheese sauce with a few bits of bread and then add a glass of chilled white wine. The result is shocking – your innards will solidify as their contents bind up and set firm. Fondue at lunch time is a trial, in the evening it is terminal. Another hot cheese that is trending is mac and cheese. What's an American comfort food doing on menus this side of the Atlantic? Macaroni Cheese is one of those traditional dishes that is easier made in theory than in practice – the problem lies in getting the cheese sauce wet enough for the pasta to swell and soften. So far so good, but what about the current fad for "deep fried mac and cheese"? Nasty, chewy, dried out balls of pasta with a cheese-dusted coat. It'll never catch on... but it has.

One of the most abused cheeses in the hot and melted category is Stilton, the king of cheeses. Setting aside perverse ideas like Stilton sauce on a steak (a sure way to ruin both the steak and cheese) there is one circumstance when cooked Stilton delights. The Welsh rarebit. In the Savoy Hotel before the war, it was best practice to spoon the Stilton, and the grill room would get through several Stilton cheeses each day. Spooning is very wasteful but it did provide the kitchen with a valuable ingredient. The rind and the remains of every Stilton played a key role in the Welsh rarebit. Try it – a Stilton rarebit, made with beer and mustard, white bread, very pungent. You have to wonder whether Halloumi fries will have the same kind of longevity.

Pulp Products Wow Crowd at Young Entrepreneur Awards

The final of Cotswold Fayre's fifth annual support scheme to find Britain's most exciting food company helmed by a young businessperson was announced at this year's Speciality & Fine Food Fair.

The title was awarded to 25-year-old Chloe Stewart and her brand Nibs Etc, a range of granola, crackers and loaf cakes predominantly made using leftover juice pulp, after being chosen by the attending audience. Three finalists pitched to the crowd for up to 10 minutes and shared samples of their products.

Runners up in the competition were Get Wonky, a drinks company using unwanted fruits as its chief ingredients, and Elly Joy, a brand of soft scoop coconut milk ice creams which come served with a variety of healthy toppings.

As winner, Chloe will receive a year of mentoring from Paul Hargreaves, chief executive

of Cotswold Fayre, £1500 and marketing support for developing her business.

Chloe Stewart said, "I'm really overwhelmed and so grateful! There were some really interesting brands this year and some great competition. I'm so thrilled that people are excited about pulp as I am!"

"My initial next steps will be to work on the packaging – the customers love it but I think retailers will need it to be a bit more detailed. I want to convey the message as much as possible about the fibre you get from pulp. I also want to outsource production – that will really help to scale it up and bring the products to retailers."

Paul Hargreaves, chief executive of Cotswold Fayre said, "All of the products and presentations were definitely the best we've experienced over the last five years that we've ran this scheme. The number one thing I am most

pleased about is that we have a female winner, as we've had female finalists before but it's always been boys that have won over the last four years, and I feel there needs to be more role models for girls at school to show that women can go out and run businesses just the same as boys can."

"I think that the product itself is absolutely fantastic, particularly the pulp crackers. The biggest challenge will be developing the packaging and getting that right, but that's quite an easy thing to do. It's a very innovative product which will have its challenges compared to some other products we've worked with – it's always more challenging if a product is truly innovative. The recycling side of the project is really on-trend, so it's going to work really well in health food shops in London, and it will cross over nicely into delis as it's a very good tasting product, too."

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Chegworth Valley Opens Second Shop in Kent



Chegworth Farm Shop has opened a second Kent-based premises, following the success of its Pantiles shop which opened last year.

The new farm shop will be located in the heart of Boughton Monchelsea and offers fresh seasonal fruit, vegetables and salads delivered directly from the family farm located just eight miles away.

The shop will also sell the company's Chegworth Valley farm-pressed juices, as well as a wide range of produce from local and speciality suppliers, including meat, dairy, bread, drinks, oils and plants. Some of the suppliers already stocked in the shop are Sheffield Farm Meats, Hinxden Dairy, The Weald Smokery and The Hungry Guest.

Charlotte Walter, owner of Chegworth Farm Shop said, "We're very excited to be opening our second Kent farm shop, especially in a location that's so close to the farm. We'll be working with many of the same producers who supply our Paniles and Notting Hill shops, with a few additions to reflect the needs of the local customer base."

JOHN SHEPHERD OF PARTRIDGES

"When things go wrong"

Just over 40 years ago on July 13th, during the summer of 1977, the whole of Manhattan Island and many parts of greater New York suffered an electrical blackout and were plunged into darkness. The cause was found to be a lightning strike on two separate power lines. I was actually in New York and always remember the expression that Consolidated Edison, the power supplier, used to describe the situation: "an act of God". Scores of supermarkets and speciality food shops went without power for about 24 hours, and who knows how much food went to waste. Perhaps some shops never re-opened.

In our 45 years of trading I am pleased to report that we have not endured such a dramatic catastrophe proportionate to the scale of New York City. However, like probably most speciality food shops, we have suffered a series of mini disasters along the way that have undoubtedly challenged and destabilised the running of the business. Fire, flood and flipping blackouts – you name 'em, we've had 'em.

Fire: We have had two fires at two shops over the years. It is, of course, a very distressing experience. Both fires were caused by electrical faults and the combustible nature of food packaging provides fuel for the flames. In one case the fire was localized, fortunately, but in the other case the shop was completely affected and I made the great mistake of rushing to get the shop to reopen before the smell of smoke had dissipated. This meant for a long time afterwards sales were reduced as customers lacked the confidence to return. The disruption here was measured in months.

Terrorism: As we trade in Central London the threat of terrorism is sadly at a high level, and on a few occasions over the years we have been asked to close our shops due to an incident. The effect of this is more psychological than financial and the damage is not necessarily long term. In fact, the local community tends to rally round on these occasions and remember that having a speciality food shop nearby is in many ways a blessing and that the normal things in life should continue.

On a similar subject, we have had one incidence of cyber terrorism when our software was hacked and the functioning of the tills was put in jeopardy at Christmas trading time. This could have been a protracted and very hazardous event but after taking legal action the matter was, somewhat speedily and surprisingly, resolved.

The above examples of crises have happened over the 45-year lifespan of the business, and while nervewracking at the time have ultimately presented less of a challenge than those chronic and prolonged problems faced on a daily or weekly basis. For example shoplifting, food safety concerns, operating cost increases, customer service issues, equipment breakdowns and the interference brought about by local building works to name a few. It is easy to dismiss these as part of retail life but each in their own way can cause significant damage if not addressed as quickly as possible.

The key is to respond quickly, not take it personally and learn as much as possible from the bad times. The continual assertion of a positive outlook is probably the greatest skill you will ever need and the most courageous act you can carry out for the sake of your own business. See New York City for further details...

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TARA MEI

"All right, stop! Collaborate and listen"

It was from my first foray into buying that I knew things had to change. He was a slick, suited sales rep from a hip new brand and I was a bright eyed, heart driven shopkeeper with an empty inventory. It was a match made in heaven... At least, for one of us! "Everything sells," he said. "Everything in our range just flies off the shelf." I was struck by the absence of questions about my shop and my customers. Why was there this feeling that we weren't on the same team?

Months later, I'm at a FoodHub social on the other side of the fence, listening to a triumphant startup food producer who's just secured a key account. "I knew he'd be a tough one to get but I hounded him. After months of calling, I finally nailed him!" Cheers rippled through the crowd, all from producers who'd each been there a hundred times before. Amidst the congratulations, I wondered about Mr Key Account and what he'd have to say about being 'nailed'.

Never in these conversations about scoring a listing do we hear much about Mr Deli or Mr Grocer. Often, the buyer doesn't even have a name: just The Buyer, a mysterious cutthroat character with beady eyes and calculator shaped insides, obsessed with margins and markups. When did the independent shopkeeper, with his incredible passion for food become so anonymous and so terrifying? I couldn't understand how the idea of 'us' and 'them' proliferated, when the benefits of working together seem so obvious. I decided to catch

up with two independent London delis to see what they thought.

"The most important thing is when producers have thought about it from the point of view of what we want to sell rather than just what they have," says Zoltan Abbott from The Brockley Deli. "The best suppliers are the ones that come through the door with samples ready to discuss what we need instead of just pushing for their product to be everywhere. We want to support local suppliers but it's off-putting when I share my views as a shopkeeper and they aren't listened to."

Katherine Purse and her business partner Cynthia Lamptey from The Larder in Ladywood are true locavores. Katherine sources products throughout the year, actively working directly with over 70 local suppliers that they champion in-store. "We've got a reputation now of taking on new producers and nurturing them. When producers appreciate that we're here to work in partnership, things can work really well. Sometimes things aren't shifting as fast as they used to and they'll come in and make suggestions – that can be great because you're working together."

"I want people to come back to me and say that it was the best the best sandwich, the best coffee, the best olive oil they ever tasted," explains Zoltan. Working together as a rule, not the exception, seems more pertinent than ever. Whether as a buyer or supplier, Zoltan's mission is what we're all here trying to do.

Food Matters Live Unveils New Matchmaking Service

Meet buyers, make collaborative partnerships and keep innovating with Match: the new matchmaking service from Food Matters Live – taking place at London's ExCeL from 21st until 23rd November 2017.

Match provides an opportunity for professionals across the food and drink industry to use the three-day event to identify potential partners and pre-arrange meetings with them. Food and drink manufacturers, ingredients suppliers, retailers, distributors, importers, exporters, packaging experts, health professionals, innovative start-ups, high street names and many others food and drink professionals from the UK and internationally are expected to take advantage of the service.

A dedicated Meet The Buyer programme is also available, connecting buyers from retailers and foodservice providers with innovative companies. Buyers from the likes of Planet Organic, Marks

& Spencer, Superdrug, EAT, Planet Organic, Tree of Life, Protein World, Ramsden International, Buckley and Beale, Greencore and Delicatessa are among the first to confirm their participation. Food Matters Live is working with the Department of International Trade to curate an international buyer programme and will be bringing buyers from European retailers to be part of Match.

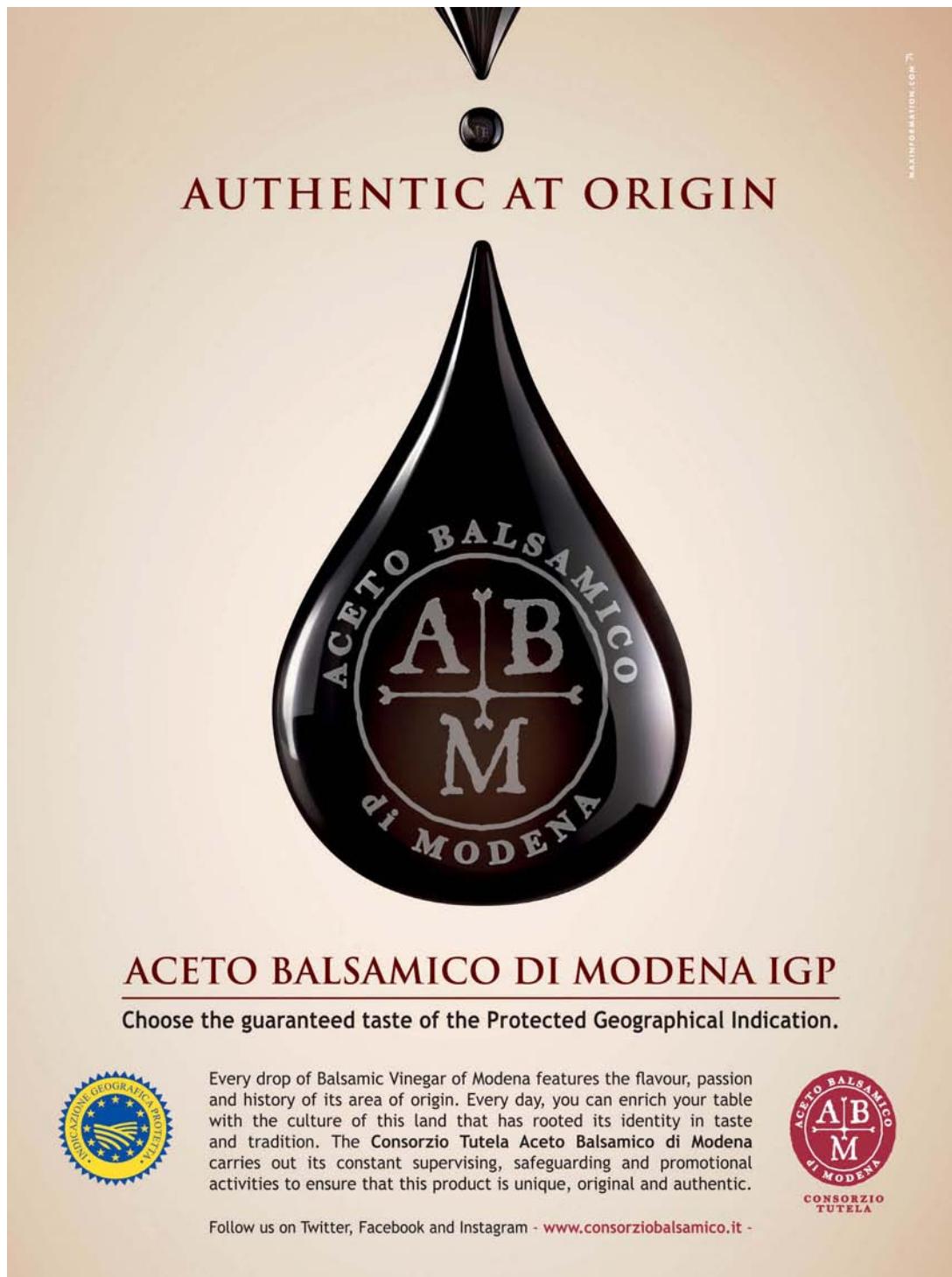
The matchmaking service is built around key themes, from better-for-you food and drink manufacturing, healthy snacking and natural and functional ingredients to future food technology, new business models, packaging design, marketing and brand management. In addition, a Premium Business Base offers visitors their own private meeting area that can be used to arrange meetings with new and existing contacts.

Briony Mansell-Lewis, director of Food Matters Live said, "We are

very pleased to offer Match at this year's Food Matters Live, which presents a fantastic opportunity to meet thousands of business professionals from across the food and drink industry. We look forward to facilitating positive business relationships between buyers and innovative producers.

"We are also delighted to be working with the Department for International Trade and look forward to welcoming international buyers to Food Matters Live looking to make new business partnerships."

Food Matters Live is the UK's only cross-sector event to bring together government ministers, business leaders, industry and health experts to address the increasingly critical relationship between food, health and nutrition. In addition to a multi-stream seminar programme and main stage conference featuring 400 influential speakers, Food Matters Live offers an extensive exhibition, highlighting 800 organisations at the cutting edge of innovation – from innovative start-up food producers, ingredients suppliers and food and drink manufacturers, to high street names, foodservice providers, retailers, distributors and wholesalers worldwide.



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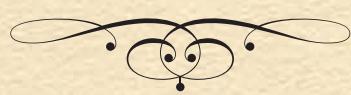
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Britain's Best Artisan Products Announced in the Great British Food Awards

Nathan Outlaw, Valentine Warner, John Torode, Michel Roux Jr, along with other celebrated chefs, food personalities and critics, have revealed their favourite British artisan products in 2017's Great British Food Awards, the benchmark of excellence for British artisan food.

Representing the best of British from across 20 categories, this year's winning products included an "absolute gem" of a Rosé Brut from Axminster, an "outstanding" dry cured bacon from Ludlow and a "seriously beautiful" gin from Wales.

Nathan Outlaw, British chef, restaurateur and regular judge said, "The quality and innovative ideas that British artisan producers are bringing to the marketplace is quite extraordinary. I've seen that over the past three years of judging for of the Great British Food awards. This year I had the pleasure of sampling

baked goods and am happy to say that I wasn't disappointed. The standard continues to improve year-on-year and the passion these producers have for what they are doing shines through in their products."

Great British Food readers judged across a further 20 categories with a record 11,400 participating. Mary Berry was voted their favourite British TV personality and Nigel Slater won the accolade of Best Food Writer. Readers' favourite British Food Brand was luxury snack brand Tyrrells, and the River Cottage's popular courses ensured they won the Best Cookery School category. Best Independent Online Retailer went to The Cheese Shed, the Devon-based emporium of artisan cheese, and some of the Regional Independent Retailer winners included The Scottish Deli in Perthshire, Pheasants' Hill Farm in Downpatrick, Foxholes Farm Shop

in Herefordshire and Keelham Farm Shop in Thornton and Skipton.

Natasha Lovell-Smith, editor of Great British Food and chair of the judging panel said, "Yet again, I was impressed beyond expectation by the outstanding quality of entries. They came from every corner of the UK and just the process of shortlisting them for the judging finals was no mean feat. Our judges are all celebrated in their fields, and all were extremely complimentary about the quality of the shortlisted products. All our winners, runners up and finalists should be very proud indeed."



“The quality and innovative ideas that British artisan producers are bringing to the marketplace is quite extraordinary”

'No Deal' Brexit Could Spell Everyday Food Item Price Hike

New analysis by the British Retail Consortium (BRC) spells out the potential cost to shoppers of leaving the EU without a tariff-free trade deal.

Over three quarters of the food that the UK imports comes from the EU and without reaching an agreement on trade, most of these goods will be subject to new tariffs. As a result, the average cost of food imported by retailers from the EU would increase by 22 per cent, states the report.

Further analysis, based on the proportion of European food retailers sell and the impact of new tariffs demonstrates how much typical products could be affected. The impact will be considerable if UK producers react to higher import prices and push their prices up to align with foreign products.

According to the report, new tariffs will mean higher prices for consumers. BRC has estimated potential price increases for a number of everyday food items, should goods from the EU face WTO tariffs. The price of cheese for instance could rise by more than 30 per cent, or for tomatoes nearly 20 per cent.

Andrew Opie, director of food policy at BRC said "Price increases of this scale to everyday food items will add a huge burden to hard pressed consumers whose finances are already under increasing strain from inflationary pressures.

"Even at the lower end of the risk, price rises of five to nine per cent dwarf the increase from inflation that shoppers are currently paying on food goods. And the tariffs are particularly high on meat and dairy products, meaning that products such as beef and cheese would be hardest hit.

"With consumers' buying habits being dictated ever more by a shrinking pool of discretionary spend, there's no doubt that they will find an additional hit of this magnitude to their weekly food bills extremely hard to swallow.

"There will be opportunities from new trade deals in the medium to long term, but there's a pressing need to avoid a cliff-edge situation on Brexit day. This is why the priority for the UK Government has to be securing the continuity of free trade with Europe from March 2019 and thereby delivering a fair Brexit for consumers."



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Retail Sales Hold Up In August

August UK retail sales increased by 1.3 per cent on a like-for-like basis from August 2016, when they had decreased 0.9 per cent from the preceding year, according to the BRC – KPMG August Retail Sales Monitor.

On a total basis, sales rose 2.4 per cent in August, against a decline of 0.3 per cent in August 2016, which had been the poorest performance of the year. This is the strongest growth since Easter, above the 3-month and 12-month averages of 1.9 per cent and 1.6 per cent respectively.

Over the three months to August 2017, in-store sales declined 1.4 per cent on a total basis and 1.9 per cent on a like-for-like basis.

Over the three months to August, food sales increased 1.8 per cent on a like-for-like basis and 3.2 per cent on a total basis. This continued to slow versus the three months to July of 3.4 per cent but remained above the 12-month total average growth of 2.7 per cent.

Over the three-months to August, non-food retail sales in the UK increased 0.6 per cent on a like-for-like basis and 0.9 per cent on a total basis, above the 12-month total average growth of 0.6 per cent.

“Stark challenges lurk around the corner for the retail industry”

Helen Dickinson, chief executive of British Retail Consortium (BRC) said, “August provided a welcome pick-up in retail sales across channels, with non-food returning to growth as shoppers' attentions turned to homewares, autumn clothing ranges and the new school term.

“However, these figures tell a less positive story about the health of consumer spending than it might seem at first glance. Non-food sales have only just recovered to levels seen two years ago, after a dismal August in 2016; while strong figures for food are largely the result of rising prices, leaving growth in volume terms weaker than last year.

“Stark challenges lurk around the corner for the retail industry. Purchasing decisions are very much dictated by a shrinking pool of discretionary consumer spend, with the amount of money in people's pockets set to be dented by inflation and statutory rises in employee pension contributions in a few months' time. It's therefore crucial to protect consumers wherever possible from further cost pressures. For Government, this includes ensuring continued choice and availability of affordable, quality products for

shoppers post-Brexit, by securing a strong deal on customs and tariff-free trade with the EU.”

Don Williams, retail partner at KPMG said, “Despite the ongoing challenges for the industry, retailers achieved reasonable growth in August, which is positive news for the industry. Even non-food categories experienced an uptick – a welcome relief given the poor performance recently.

“Retailers taught us a thing or two about Back to School, with children's clothes and footwear obtaining top marks in terms of sales. Elsewhere, growth in home improvement sales – including furniture – point to the influence of staycations, although it could also be that home furnishing retailers are not having to compete with the likes of the Olympics for attention this year.

“Mirroring the successes of the high street, online sales continued to go from strength to strength, with all categories noting growth.

“Retailers have managed to achieve stronger than expected growth, however, adding to this could be the fact that consumers appear to be turning a blind eye to the potential crush on spending power to come.”

Public Perception of Farmers Remains Positive, Survey Shows

Almost seven in ten people have a ‘favourable’ or ‘very favourable’ view of farmers, and two-thirds regularly look for British food when shopping, according to the 2017 NFU Farmer Favourability Survey – the first conducted since the UK’s vote to leave the EU.

The National Farmers' Union (NFU) said the findings demonstrate the public's strong recognition of British farming's contribution to the country, sending a “strong message” to MPs and decision makers.

The NFU commissioned the OnePoll survey of 2,000 adults in England and Wales, conducted between 25th May and 2nd June.

It also showed that 90 per cent of people think farming is important to the UK economy and 89 per cent think it is important to have a productive farming industry.

The role farming plays in providing safe, traceable food through supply chains, audited by assurance schemes like Red Tractor, was also recognised. Some 64 per cent of respondents trust British food more than produce from the rest of the world. 66 per cent ‘often’ or ‘always’ specifically look for

British food when shopping.

Government support for farmers post-Brexit was also something the public felt strongly about. The survey found that 68 per cent of the public feel that farmers should receive support to both produce food and look after the environment in equal measure. 75 per cent agree that farmers should receive assistance towards protecting the environment and for dealing with climate change.

Meurig Raymond, president of the NFU said, “The results of this survey will make for welcome news for the farming sector. It's clear the public recognise the strategic importance of farming in feeding the country, looking after the countryside and contributing to the economy.

“Public support is vital to the British farming industry. It sends a strong message to the MPs and decision-makers who have a huge opportunity during Brexit negotiations to create a political environment where farming can really thrive. This support will be instrumental for the British farming sector in the coming months and years ahead.”

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PROTECTING YOUR CUSTOMERS AND BUSINESS

Is food safety one of your key priorities? Jenny Morris from the Chartered Institute of Environmental Health explains why it should be

Running a food business is often a 24-hour job, and making sure all the food safety checks are done may be low down on your list.

However, things do go wrong, with the worst cases hitting the national press. Recently, there was an E.coli outbreak in Scotland linked to an artisan cheese producer. This has unfortunately resulted in a death and the company's cheeses were withdrawn from the market. At the time of writing this, the business faces a very uncertain future and may not be able to continue to trade.

The law is clear: a business is responsible for producing and selling safe food. Customers expect their food to be safe and auditors

and local authority inspectors check that a business is doing what it should. But the inspectors aren't there day-in and day-out, so it's up to managers to make sure that things are done properly.

Getting it wrong is costly; food may need to be thrown away, the business may hit the headlines and could even end up in court, potentially leading to closure.

Most businesses take food hygiene seriously, though problems can still occur. The UK has one of the best food safety systems in the world but, despite this, in 2014 the Food Standards Agency (FSA) estimated that there were around a million cases of food poisoning a year and there is no indication that numbers have gone down

significantly since.

And it's not just personal health. There are health service costs, loss of working days, loss of business income and the costs of putting things right. In 2010 the FSA estimated the economic burden from foodborne disease in England and Wales to be around £1,544 million – a huge and often avoidable cost.

Getting it right

Clearly food safety is a serious issue for all businesses, including speciality food businesses, but getting it right does not have to be overcomplicated, and having good standards can help improve business success.

The first step for a new business is to register with the local council before starting. This should trigger an inspection and the inspector will advise on what needs to be done, with the aim of avoiding complications later.

You can also receive useful information from Industry Guides or through membership of relevant Trade Associations.

Of particular interest for a food businesses is to know what the inspector will be looking for during an inspection. Generally there will be three parts to an inspection, starting off with a review of the food safety management system. Inspectors will want to know how it applies to the food produced, stored and sold and will want to see records of checks that have been made.

The choice of food safety management system is up to the business but it must be suitable for the type and volume of food produced. For a speciality food business the Food Standards Agency's Safer Food Better Business system may be suitable.

The inspector will also want to see if the layout and facilities allow for good hygienic practice. For example, separating raw and cooked food activities to avoid cross-contamination and provision of suitable and sufficient equipment for food processing e.g. refrigerators.

But the most important part for the inspector is talking to staff to check that safe practices identified in

the food safety management system are being carried out.

After an inspection the inspector will discuss the findings with the owner and explain what needs to be done to correct any problems. If there are serious problems the inspector may serve an Improvement Notice, which requires certain action in a specified period. Where there is a serious risk to health a Prohibition Notice might be served. This could close the business down or prohibit the use of a piece of equipment, such as a faulty refrigerator.

The findings of the inspection will be used to produce the food hygiene rating for the business, across the range of 0 to 5. There is good evidence customers favour businesses with high ratings, a 5 or a 4, and are reluctant to use low-rated premises.

So getting a good rating is really important for business and will become even more so if display of ratings becomes mandatory in England, as it already is in Wales.

Staff training plays a key part in getting things right. There are two parts to this: firstly understanding the hygiene issues, and secondly understanding how the business food safety management system controls problems and the specific staff roles.

Once staff have been trained it's important to make sure they put what they have learnt into practice and are regularly updated.

Investing in good standards of food safety is of the utmost importance, especially for speciality food businesses. It can improve business success and remove some worries from the food business operator. The costs of failure are increasing due to new sentencing rules but there is plenty of support and guidance on how to get things right and protect your business and your customers.

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New Product and Branding for Capsicana

Latin America-inspired cook sauce company Capsicana has unveiled a brand refresh, as well as a new Cuban Chilli & Lime sauce.

The Cuban Chilli & Lime sauce is based on Cuba's famous mojo sauce, which contains habanero chillies with a citrus tang from orange and lime juice. The latest addition joins the current range comprising Brazilian Chilli & Coconut, Peruvian Chilli & Lemon and Mexican Chilli & Honey – a recent Great Taste Award winner.

Capsicana has also refreshed its packaging, which now features brightly coloured branding, a map of Latin America on each packet and a new Capsicana compass emblem.

The company hopes that the new look will help with brand recognition as its range expands.

Ben Jackson, founder of Capsicana said, "Following the World Cup and Rio 2016, consumer interest in Latin foods has continued to grow. Consumers tell us that they love Mexican, but they now also really want to explore and experiment with different regional cuisines and this is driving huge growth for us. Latin cook sauces drive category value as they sell for a significant premium to sauces in other segments such as Italian and Indian, and there's also a really rich culture for people to discover."

capsicana.co.uk

We Are Little's Releases Decaf Range

Premium flavoured instant coffee producer We Are Little's has released decaffeinated versions of four of its best-selling flavours.

The four decaf products include Natural Island Coconut, Chocolate Caramel Flavour, Natural French Vanilla and Rich Hazelnut Flavour.

The company sources quality Arabica coffee and infuses it with flavours in its Devon factory. The products contain no added sugar and only four calories per cup.

Will Little, co-founder of We Are Little's said, "Our flavoured coffee range still uses the same high-grade Arabica coffee and high-quality ingredients in every recipe. The caffeine has been removed using a chemical-free CO₂ process, which retains all of the coffee's great natural taste and means there are no unnecessary nasties. Now flavoured coffee lovers can enjoy We Are Little's flavoured coffee well into the evening, whilst ensuring they get that essential good night's sleep."

wearelittles.com



Rhythm 108 Rolls Out Four New Tea Biscuits

Healthy eating brand Rhythm 108 has added four new flavours to its Ooh-La-La tea biscuit range.

The four new 160g-sized share bag flavours are Almond Biscotti, Coconut Cookie, Double Chocolate Hazelnut and Lemon Ginger Chia.

The range is entirely gluten-free and vegan, with the biscuits containing ingredients such as gluten-free oat flour and coconut oil; Rhythm 108 is keen to distance itself from ingredients such as margarine, palm oil and refined sugar.

Siddhi Mehta, founder of Rhythm 108 said, "We believe our quality products and unique brand will relate well with UK consumers looking for authentic products in a new, fresh and healthy format. As someone who loves food, I found that the current offerings in the snack space are either functional and low on taste and texture, or indulgent but filled with sugar and extremely unhealthy ingredients."

rhythm108.com



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Stokes Releases New Christmas Gift Tube

Stokes Sauces has added a Taste of Luxury to its gift tube selection for Christmas 2017 following the success of its Selections for Cheese version launched last year.

The Taste of Luxury tube contains Blackcurrant Extra Jam with Claret, Spiced Winter Chutney and Orange Cranberry & Cinnamon Conserve. The Selection for Cheese tube contains Fig Relish, Chilli Jam and Red Onion Marmalade.

Vicky McTaggart, PA to the managing director of Stokes Sauces said, "Stokes' products sit perfectly alongside the superiority and dependability of other fine food products, which discerning shoppers expect to find in quality independent retailers."

stokesauces.co.uk



Tracklements Develops Balsamic Onion Jam

Tracklements has announced its latest limited edition release, a Balsamic Onion Jam that comes in a jar wrapped in a gold-tinted label.



The savoury jam includes golden, caramelised Lincolnshire onions with rich balsamic vinegar and muscovado sugar, all cooked over a low heat.

Tracklement's Special Editions are released three times a year and are only available whilst stocks last. The brand believes that the unique flavours create interest and give retailers the opportunity to create seasonal displays to maximise sales.

Guy Tullberg, managing director of Tracklements said, "Following this summer's festival trend I'm rediscovering the simple pleasure of grilled cheese toasties, and our new Balsamic Onion Jam is just perfect with melted Provolone cheese on toasted sourdough."

tracklements.co.uk

Lurvill's concocts Lavender Spice Variety

Welsh soda maker Lurvill's Delight has introduced a new Lavender Spice flavour as a low-sugar alternative to ginger beer.

Lavender Spice features a botanical blend of lavender with ginger, horseradish, hibiscus, cardamom and rose with gently carbonated Welsh spring water.

It is all-natural, free from any additives, preservatives, colourings or added sugar, and is 86 calories per 330ml bottle.

Dave Steward, managing director at Lurvill's Delight said, "From the outset, we've been asked by stockists for another variant. However, we wanted to wait until we'd built solid distribution in our heartland, and were able to prove that a high quality soda with no added sugar would be a hit amongst adults. We've done that now and Lavender Spice is a stunning addition to what we can offer – it's got a subtlety that you don't get from many drinks with ginger in them."

lurvillsdelight.com



Delamere Dairy Unveils New Drinks Brand

Delamere Dairy has announced the launch of sister company Nutty Drinks Co.'s range of nut-based drinks with added fruit and vegetables, which are positioned to offer customers a healthy on-the-go option.

The drinks are vegan-friendly and contain no added sugar and less than 140 calories per 250ml bottle.

The range comprises three almond-based drinks including Cucumber, Pineapple & Kiwi, Mango, Carrot & Goji and Pomegranate, Beetroot & Raspberry. Seasonal varieties are being lined up for Christmas, alongside options specially designed for specific meal times, such as breakfast.

Nutty Drinks are made in the UK with real nuts which are soaked, pressed and blended with fruit and vegetables. They are cold processed rather than heat treated.

Emma Kirkham, PR and marketing manager at Delamere



Dairy said, "The Nutty Drink Co. is a natural extension to Delamere Dairy's proven track record in dairy alternatives, indeed sales of its existing plant-based drinks were up 31 per cent in 2016 against 2015. With current trends in the market including increasing popularity of plant-based milk alternatives, demand for healthy and reduced sugar on-the-go drinks and the rising interest in the vegan diet, now is the time for delis and farm shops to get their slice of this action."

nuttydrinks.co.uk

Pulsin Launches Porridge Oat Bars

Nutritional snack brand Pulsin has released Porridge Oat Bars which it states will "plug the gap in the market for a healthy, on-the-go breakfast option for time-strapped consumers".

The new bars are made with gluten-free oats, whole seeds and fruit and come in Apple & Cinnamon, Super Seed & Maple and Orange Choc Chip.

Steff Parker, marketing manager at Pulsin said, "Consumers are faced with more choice than ever when it comes to healthy snacking, but they often don't have the time or the energy to read label after label to see if what's on offer is a healthy as it claims to be, as it often isn't."

"We're very excited to introduce our new Porridge Oat Bars to customers. They are simple and easy to grab if you have a busy morning, while still providing you with nutrition and energy for the day. Also, they have 30 per cent less sugar and double the fibre of other porridge bars on the market, but they don't compromise on taste."

pulsin.co.uk



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NUT AND SEED BUTTERS

We've gone nuts for nut and seed butters, says Sally-Jayne Wright. Value sales in the category are growing 20% year-on-year

I'VE NOTICED YOU CAN GET CASHEW AND ALMOND BUTTERS AT TESCO AND ASDA NOW. WHAT'S THAT ABOUT?

Plant-based protein butters were once associated with mantra-chanting, meat-avoiding health freaks but they've gone mainstream. Choose from own label (including Marks & Spencer), small artisan producers and big brands, both new and well-established. Faced with healthy competition, veteran UK producer, Meridian, has had to accelerate new product development and launch numerous variants: from Peanut Butter with Pumpkin, Sunflower & Black Sesame Seeds, to Pistachio, to Cocoa with Peanuts, Coconut & Honey.

Pip & Nut, the fastest growing nut butter brand, ran a pop-up toast bar at Selfridges food hall for Veganuary; marinated strawberries with almond butter was just one of the toppings customers enjoyed on their sourdough or rye.

WHAT'S MADE US SO NUTTY?
We've become more experimental. Veganism, dairy-free eating, sports nutrition and an ongoing concern with wellness have all contributed. Packed with good fats, protein, fibre and minerals, nuts are good news, and nut butters are versatile. Blitz them into smoothies, dips and dressings, drizzle them over porridge and ice cream, dollop them into bakes and thicken stews with them.

Mindful Bites and Pip & Nut even make nut butters you can suck out of squeeze packs for an on-the-go protein hit.

THERE'S A WIDE DIFFERENCE IN PRICE ACROSS BRANDS. WHY IS THAT?

The cheaper ones contain cheap fillers and sweeteners including

palm oil, glucose-fructose syrup and maltodextrin. Unsustainable palm oil production has led to loss of vital habitat so the environmentally aware and health conscious will look for the words 'no palm oil' and 'no sugar' on the pack. Among premium brands, the differences are subtle: Meridian offers a no salt, 100% peanut butter; artisan producer, Stephanie Peritore, founder of Mindful Bites, claims the Sicilian almonds in her Almond & Maca snacks have more protein than Californian.

WHERE DOES NUTELLA FIT INTO THIS?

We all love it and know we shouldn't. That's why nut butter producers are

adding cocoa, honey, agave, maple, carob and coconut to their recipes to satisfy our craving. Trend Watch loves Nutural World's Hazelnut and carob butter, their award winning Hazelnut butter, and Sesame and dates, as well as Savvy Foods Sesame and carob. We like to sandwich the butters into pitted dates or mash them with ripe banana.

ANY NUT BUTTER TRIVIA I SHOULD KNOW?

Peanuts aren't nuts but legumes. And if you're allergic, you can buy a peanut-free peanut butter, called Wowbutter. The next Big Thing in health could be activated nut and seed butters. The nuts or seeds are soaked in water then sprouted.

HOW CAN I POSSIBLY COMPETE WHEN CUSTOMERS CAN BUY CASHEW BUTTER AT SAINSBURY'S?

We recommend the following. Stock intriguing flavours from smaller artisan producers – Butter-Nut's Cashew, Maple & Turmeric Butter, and Mindful Bites Brazil Nuts & Cacao Nibs or Hazelnut & Berries, for instance. Favour brands such as Pic's that have scooped Great Taste Awards. Be different; West London deli chain Bayley & Sage sets itself apart by offering Mani-life, 'the Argentinian peanut butter'. Go organic; at the time of going to press, Meridian don't sell their organic nut butters to multiples. When ordering, remember: crunchy outsells smooth; peanut butters outsell nut butters; and customers appreciate the value of larger plastic tubs.

WILL THE TREND LAST?

In such a crowded marketplace, some brands and flavours will inevitably fall by the wayside. But for now, long may the nuttiness continue.

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Ofall the categories in the fine food world, the snack and convenience food sector comes top of the pile when assessing the sheer amount of innovation and experimentation on show. Whether it's the inclusion of rare superfoods in a product, boundary-pushing packaging or a well-judged marketing drive targeting a new shopper demographic, the ambient nature, long shelf-life and typically reasonable price point of the product makes it a category ripe for rolling out exciting new styles of snacks. From dried jujuba crisps to artisan high-protein jerky, kale crackers to gluten-free cheese bites, the diverse array of flavours is astonishing, with many snack producers noting health-conscious consumers or avid gym-goers as their target demographic.

The rise of the paleo diet has also spawned a plethora of snack and confectionery companies setting up shop, with numerous products developed to target this growing and fervent customer base. For instance, The Paleo Foods Co. and The Primal Pantry have developed snack bars and treats that are primarily positioned to cater to this demand. Other diet and lifestyle choices that have captured the attention of the general public are vegan and coeliac, with Deliciously Ella's Energy Balls,

With the general public now more receptive to health-focused products than ever, what does the future hold for the snacks sector?

The Protein Ball Co. and Thanks for Frank's producing extensive ranges of gluten-free products to satisfy the ever-growing demand.

Market in rude health

This exciting upturn has undoubtedly bolstered the market. According to the Snack, Nut & Crisp Manufacturers Association's (SNACMA) latest report, the savoury snacks industry in the UK is estimated to be worth £2,857m. The report states, "In 2016, the UK crisps and savoury snacks market was estimated at £2,226m. For the same period nuts were valued at £317m, popcorn at £131m and baked snacks at £183m. Savoury snack manufacturers make up a vital part of the food and drink manufacturing sector, the largest and most innovative manufacturing sector within the UK. We represent

around 2.5% of the agri-food sector's total value."

In fact, over 50% of consumers in the UK are eating packaged and healthier snacks – such as rice cakes, cereal bars and nuts – at least once a day, according to a new survey conducted by food brand Kallø. The research also notes that the number of consumers who eat packaged healthier snacks had risen notably by 12% since it conducted the same study in 2016. Younger adults, London residents and people with children are the most likely to enjoy a healthy snack, according to the study. Interestingly, almost one fifth (18 per cent) of those asked believe that health foods are only purchased by fitness enthusiasts. "It is encouraging to see that more and more consumers are moving on from unhealthy snacking choices and actively looking for food and drinks that are better

for them while still in a convenient packaged format," says Beth Roxburgh, Kallø brand manager. "The findings of our latest survey show that there is a big opportunity for brands and retailers operating within the healthy snacking category. Healthy lifestyles are becoming increasingly sought after, yet there is still plenty of scope to actively support consumers to adopt a better approach to food."

Snacking success stories

There are many examples of health-centric snack manufacturers that have performed impressively in the flourishing market. Graze, which originally launched as a snacking subscription service, has now rolled out a retail range, is available in the US and is touted to be worth £300m, according to The Telegraph.

“ Savoury snack manufacturers make up a vital part of the food and drink manufacturing sector, the largest and most innovative manufacturing sector within the UK ”

Many snack producers have seen the monumental rise of Graze, as well as smaller healthy food businesses like Nakd and Bear being snapped up by multinational food companies, and are inspired to follow in their footsteps to success.

With the market for healthier and 'better for you' snacks and confectionery increasing rapidly, the Healthy Snacking Zone at this year's Food Matters Live is the perfect platform to experience the latest innovations hitting the industry in person. This year's event sees companies like Munchy Seeds, Googly Fruits and Wish Snacks presenting their healthy snacking products to intrigued retailers and buyers. Munchy Seeds creates toasted seeds coated in savoury or sweet flavours, with each individual seed crammed with protein, fibre, iron and zinc. The brand concentrates on the versatile nature of snacking, and recommends that consumers sprinkle them over their breakfast or lunch, stir them into soups or casseroles, and of course, simply enjoy them on-the-go. This is just one example of a company that has pinpointed a specific selling-point within the buoyant snacking sector. This novel approach typifies the creative-thinking that's rife in the sector, and with this track-record, we can only expect plenty more to come.

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NEW PRODUCER AWARDS CHAMPIONS 2017

These producers have shone through hundreds of entries to wow top retailers, distributors, journalists and food experts. Meet this year's shortlist and category winners

SUSTAINABLE SHORTLIST

NEMI

Employing refugees to help them integrate into society is the aim of London-based tea brand, Nemi. The refugees hand-pick and hand-pack tea blends which are then sold via retail and wholesale channels, as well as in the form of fresh chai at food markets and events.

Paul Hargreaves: "Giving value and employment to refugees is the mission of Nemi. Refugees are employed to sell this Fairtrade tea across London."

JIMINI'S

An interest in alternative food sources was the inspiration behind Jimini's, a range of insect-based snacks with sustainability at its heart. As well as snack boxes and bars, the producer creates pasta made using insect flour and three types of honey. As well as being high in protein, Jimini's products are sustainably farmed; with insects producing 99% less greenhouse gases than traditional cattle farming, as well as requiring a tenth of the space, food and water, this could be the taste of the future.

Paul Hargreaves: "Could this be the future? Eating insects compared to cows generate less than 1% of the greenhouse gases. This innovative business is leading the way in a new way of eating and education!"

MAMA BUCI

Over 9,000 Zambian families are supported by Mama Buci, the largest social enterprise in sub-Saharan Africa. By providing training and beehives to these families, the business is enabling them to farm pure organic wildforest honey and receive the best rate for their harvest. Of the 60,000 people benefitting from Mama Buci's endeavour, hundreds of children are able to attend the school set up by the brand, where they receive a free education and a meal a day.

Paul Hargreaves: "A fantastic example of a business that is changing the world for better. Innovative bee hives mean that more honey is harvested and Zambian families gain in both cash and value."

SPARE FRUIT

High in fibre, low calorie and pure – not to mention delicious – Spare Fruit's air-dried apple crisps tick a lot of boxes, and that's even before you consider the brand's sustainable credentials. 100% of surplus Kentish apples that would otherwise go to waste are used by the producer, reducing food waste at ground level and allowing farmers to be more sustainable environmentally and financially.

SUSTAINABLE
Judged by Paul Hargreaves,
chief executive of Cotswold Fayre

WINNER: CHANGE PLEASE

A London-based business with a range of three ground coffees, Change Please is supporting sustainability in two ways: by not only supporting the farmers who grow their coffee – their work with Peruvian farmers supports female victims of domestic abuse, and they source from a farm in Tanzania which supports land mine victims and young people not in education or training – but by putting all profits towards helping London's homeless get off the streets. Once in the UK, the beans are roasted by people who are homeless before being sent to the

business's coffee shops and vans across the UK – these employees are paid the London Living Wage and supplied with a bank account and therapy support. The environment is supported too; solar panels are used when making Change Please's coffee, its waste coffee grounds are converted to bio fuel, and all of its cups are bio-degradable. These ethics don't come at the cost of quality or taste; the brand has won countless awards, including Best New Social Enterprise and Best Coffee 2016 at the World Beverage Innovation Awards.



JUDGE PAUL HARGREAVES SAYS:

“Sustainability, innovation and compassion run right through this remarkable business's product, supply chain, packaging and people. The homeless are trained as baristas, paid the London Living Wage and taken off the street, as well as supporting them with housing, bank accounts and mental wellbeing. The Great Taste Award winning coffee is ethically sourced and roasted in Peckham and really is taking people off the streets. I spoke to one of them who has had his life completely turned around by this ground-breaking business.”

Paul Hargreaves: "Wonky fruit now need not be thrown away, but turned into a healthy, nutritious snack."

SNACT

As well as saving surplus British fruit from going to waste by producing a range of nutritious and healthy snacks, Snact was behind a milestone in the UK's sustainable sector by creating home-compostable packaging. The business is keen to not only produce a healthy snack but to act on its principles and help consumers to do the same.

Paul Hargreaves: "Another new company making snacks from waste fruit, also with fully compostable packaging."

TOAST ALE

The craft beer market is growing, but Toast Ale stand apart from the rest thanks to their sustainable roots. The brand uses bread sourced from bakeries that would otherwise be wasted, using it in its recipes to create a truly delicious and unique alcoholic drink which genuinely makes a difference in the fight against food waste.

Paul Hargreaves: "Who would have thought that beer could be brewed from bread? An innovative way of recycling food waste from the sandwich industry."

INNOVATOR SHORTLIST

FIOVANA

Although there are a number of fruit cordials and ready-to-drink beverages on the market, it's easy to see what sets Fiovana apart from the crowd. As well as incorporating consumer-loved superfoods into its recipes – including baobab, which alone contains twice the calcium content of milk and three times the vitamin C of an orange – the brand eschews conventional white sugar in favour of nectar sourced from the flowers of coconut trees. As well as being available for retail, Fiovana's bottles are supplied to the consumer direct via subscription.

Jason Gibb: "Hats off for innovating and pushing the boundaries in terms of the product (and adult cordial) and the route to market. If you can crack the subscription model it is a fantastic achievement and a launchpad to grow the retail side of the business. Beautiful branding, but some reservations about the bottle which looks a bit medicinal. Each flavour was a joy to taste – if I had a trumpet I would now be blowing it in your honor."

PRESS'D

Innovating the on-the-go coffee category was the mission behind Press'd, a brand which produces

pocket-sized squeezy bottles of 100% arabica coffee concentrate. Great for coffee lovers who are after a portable, convenient and delicious alternative to instant coffee, Press'd is determined to do things differently to the big coffee brands and resonate with its target market of young, on-the-go coffee lovers who like to experiment with their coffee styles and formats.

Jason Gibb: "What an innovative product, solving a problem that has been ignored for too long – what to do when there are no hipster coffee shops around, but you're not willing to stoop to instant coffee. Showing great traction too."

BANANA KARMA

"Bananas about bananas", Sarah Durber, the founder of Banana Karma, was looking for an innovative way to spread the word about her favourite fruit. She struck upon the idea of a healthy drinkable snack, which would combine the natural sweet flavour of bananas with nutritious ingredients such as hemp seeds and flax oil. There are currently three products in the range: Banana Caffe Latte, Banana Cocoa and Banana Oat & Cinnamon.

Jason Gibb: "These products are delivering on so many happening food trends that my brain is ready to

explode out of my ears. You have a really well thought out, and compelling, proposition. I'm sold. The product feels 95% there and the branding 90%. So close!"

FRIANDIZ

A modern take on a classic, Friandiz's products are an exciting addition to the chilled dessert category. The low-carb and gluten-free custards are available in a range of flavours: Memphis (peanut butter and banana), Toronto (raspberry, cranberries and maple syrup), Havana (lime and mint), Brussels (speculoos biscuit) and San Juan (pineapple and coconut), and with more internationally-inspired tastes on the horizon, this is definitely a brand to know.

Jason Gibb: "A really interesting way of invigorating an old fashioned category. Amazing products – each flavour was a new joy to discover. Delicious and indulgent, they were so good that they felt they must be bad (and on that note – are they 'bad'? Please please tell me they are not). The consumer will need specific instruction on where and when to use these products."

CAO KITCHEN

Originally created to be a bedtime drink to help founder Lucinda Perks get to sleep, the cacao paste Cao has

demonstrated that its uses go far beyond being enjoyed as a night time drink. Available in three flavours: Mellow (a blend of cinnamon, turmeric and nutmeg), Malt (with malted barley), Mint (with peppermint extract) and Classic (a more traditional hot chocolate), these drinks are suitable for a range of uses including cooking, baking, drink-making and even eating straight from the jar.

Jason Gibb: "A great concept and clearly a lot of thought and process has gone into creating imaginative flavour combinations. And with a compelling founder story behind it. Branding is slick and classy, but the hierarchy of messaging could be clearer. I think it should be clear that it is an adult hot chocolate treat first and foremost, and then highlight its versatility. Rich, decadent, and dairy-free. Very well executed and addictive."

LA CREMERIE

The UK's first rice-based dairy alternative, La Cremerie's yoghurts are not only delicious but probiotic, low in fat and sugar, and free from gluten, soy, nuts and added sugar. Lighter than coconut yoghurt and cheaper than nut-based yoghurts, the brand has created a viable – and delicious – alternative to more conventional dairy-free products available in a wide range of flavours: Original, Vanilla, Cherry Rhubarb, Espresso and Basil.

Jason Gibb: "A fantastic new alternative to dairy-based yoghurt, which adds another viable option to people who want to move away from dairy for whatever reason. Interesting product and texture. The basil variety was a surprise hit."

NIBS ETC.

A brand which combines sustainable credentials with a genuinely healthy and tasty range of products, Nibs etc.

INNOVATOR

Judged by Jason Gibb,
co-founder of Bread & Jam

WINNER: BIG DROP



Not only does Big Drop fit perfectly into the craft beer industry's desire for delicious, well-made beer, but it takes it up a notch by lowering its alcohol content – a big plus for lovers of beer who want to lessen their alcohol intake. Conceived by Rob Fink following a period of abstaining from beer and discovering that the low or

no-alcohol options available weren't impressing him with their taste or depth, he set about creating beer which would not only satisfy discerning beer-lovers but come in a range of flavours. Big Drop currently has two low alcohol beers in its arsenal: a Milk Chocolate Stout, and a Citrus Pale Ale which was launched in April 2017.

JUDGE JASON GIBB SAYS:

“Big Drop's low alcohol crafted beers are brilliantly conceived and fantastically executed. The founder's passion and expertise are clearly evident as they innovate in category that is very on trend and has buckets loads of potential. The technical details of their brewing technique demonstrate an obsessive dedication to brewing a high quality, innovative product. The branding and messaging is top drawer and the products don't disappoint – the lager was divine, the pale ale was awesome and the stout had me jumping up out of my seat!”

upcycles waste fruit pulp to produce a wide selection of breakfast and snack products including Juice Pulp Granola, Juice Pulp Crackers, and Pulp-Banana Loaf. High in fibre and nutritionally rich, these products tick a lot of boxes for health and environment-conscious consumers.

Jason Gibb: "This is a bold, imaginative and original way of tackling a particular type of food waste. Very on trend, and a very very important issue to focus

on. The challenge will be to maintain the core values and also scale. And the word 'pulp' is quite playful and could be incorporated into the name, which currently doesn't necessarily seem to have an obvious connection with the product. Artisan branding and great quality products."

QUOATS

A delicious alternative to a traditional breakfast, Quoats combines British

quinoa, oats and flax to create a truly healthy breakfast option which is high in protein and fibre and low in sugar. As well as being delicious – they're available in Original, Date & Pecan and Coconut & Raspberry flavours – the portion-sized pots are great for consumers who eat breakfast on the go; simply stir in boiling water and enjoy.

Jason Gibb: "A clever concept, using original, local ingredients, which solves

a clear, specific problem. Hats off. Nice branding, convenient pots and a sound product (this judge was most taken by the Date & Pecan version)."

PICKLE HOUSE

A trip to New York gave founder Florence Cherrault the inspiration to launch The Pickle House, a producer of pickle juice and a bloody mary mix. Bringing together quality and convenience, these eyecatching bottles have come at a perfect time for cocktail-loving consumers after a new taste experience.

Jason Gibb: "You have already broadened the horizons of one judge. Nice idea and clever extension of the crafted mixers movement. Wow, this product packs a flavour punch and makes such a great bloody mary that I wasn't sure if I should be whooping with excitement or crying with joy."

CROWDFUNDED SHORTLIST

PUDDINGSTONE DISTILLERY

A great example of how food and drink can benefit the infrastructure and tourism sector of its home. Puddingstone brings together other like-minded producers from the local area for the events it holds in its distillery and beyond, and the products at the heart of this endeavour are award-winning, too. The distillery produces three gins: Campfire London Dry Gin, Campfire Cask Aged Gin and Navy Strength Gin.

Michael Weber: "I'm delighted the Campfire Gin transports to a season and place moving gin from the familiar G&T to an inspiration for invention. Well balanced flavour amongst the spectrum of craft gin in the market. I appreciate the detail taken to build the brand. There is a high level of care given to show the product as a lifestyle brand."

CROWDFUNDED

Judged by Michael Weber,
executive coordinator of purchasing
& distribution at Whole Foods Market

WINNER: WORLD OF ZING

The demand for food and drink with zing is showing no sign of slowing down, as consumers are becoming more and more interested in international flavours and unusual ingredients. World of Zing satisfies this demand as well as the modern need for convenience in their range of attractive and adventurous bottled spirits including a Bordeaux Barrel Aged Negroni and Persian Lime & Nori Margarita,

as well as their eyecatching range of condiments. The business is passionate about maintaining its craft, handmade ethos – a refreshing change from a cocktail sector all too well known for often less considered products. This approach has seen the business win multiple gold medals at the International Spirits Masters Competition – success which we can easily see continuing.



JUDGE MICHAEL WEBER SAYS:

“These cocktails are close enough to your classics to comfort but clever ingredients are enough to charm you. Bordeaux barrel aged with the addition of Rosehip gives the Negroni a soft rounder complexity. This is a fantastic brand that has built a following on the cocktail trend of recent years coupled with artisan craft spirits. World of Zing shows a broad-minded approach to range development while staying true to the original vision. It can be seen in the further development of additional craft cocktails, clever combinations of peppers and fruit in the table sauce range, and the update of their logo. It looks as though they are taking a holistic view of their brand with future planning in mind. They seem poised to elevate themselves to next level.”

NEW CONCEPT SHORTLIST

GRIMBLE'S VINEGAR

True food lovers rejoice, for here is a producer offering an eclectic and exciting range of traditional matured artisan vinegars. Apple Balsamic rubs shoulders with Walnut and Date vinegars, and a Scottish malt vinegar is in the pipeline, too. The brand has its roots in cider production, and this is seen in the wide range of products Grimble's produces, including a range of artisanal apple dessert syrups.

Michael Weber: "I like the depth of range developed here. There are some standout flavours in vinegar and syrups. The depth of flavour in the malt vinegar stands out. I do love oak casks and the time spent maturing was well spent here. Also, the Apple syrup is crying out for a stack of buttered pancakes. I'd like a Saturday night and the range of Syrups to fully connect with my inner mixologist. Smoked garlic and shallot vinegar was delicious. Both flavours really shine through."

PEEL & SPICE

One to watch, Peel & Spice is a business exploring the customer demand for quality soft drinks which can be consumed in the place of the mass-produced, sugar-heavy options traditionally seen in pubs and restaurants. The range has already proven popular with health and cost-conscious consumers looking for a viable alternative to unhealthy effervescent drinks, and we look forward to seeing this popularity continue to rise.

Michael Weber: "Good balance of sweet and enough spice to tingle the tongue. Effervescence sufficient to satisfy the cola fix. I like the idea of spice additions to all three flavours."

THE VEGGIE PLOT

Savoury yoghurts may be relatively new to the palate of the British shopper, but with The Veggie Plot's range of savoury yoghurts fighting the corner of this healthy trend we can see it hitting the mainstream. Made using zero fat Greek yoghurt and no added sugar, the range is a

NEW CONCEPT

Judged by Michael Weber,
executive coordinator of purchasing
& distribution at Whole Foods Market

WINNER: CO-CREATED

Truly delicious baked products with heart – that's what Co-Created offers retailers and consumers with aplomb. It's often said that baked treats made at home taste the best, and Co-Created expertly brings together brilliantly skilled bakers and hungry, discerning consumers in a combination sure to be a long-term success. It's important to

founder Katarina Tencor that she offers opportunities to bakers with the best possible recipes which would otherwise not have a chance to be appreciated by the wider public; profits are shared with these bakers too, so communities benefit from the collaborations, too. Representing and celebrating real people is the name of the game, and we're excited to see more.



66 If the two items I tasted are an indication of what can be harnessed from the recipes out there, I'm keen to try more. I'm always elated to find new baked treasures. Conceptually, bringing to life the producers of amazing food is a point of pride for WFM. I love the plans for scalability and where this could lead. Crowd sourcing the best-of-the-best recipes will be a sustainable path to constant range improvement. I appreciate the use of the Community as the Brand. I would love to hear more about the collaborative process and remuneration.

great option for retailers who want to tempt their customers with something a little different from the norm – and with The Veggie Plot promoting the health benefits of natural yoghurt into the bargain, this is a very exciting proposition.

Michael Weber: "Loving the deep roasted flavour obtained in Red Pepper with Zing savoury yoghurt. I think we are poised to turn toward savoury yoghurts. I can easily imagine a healthy lunch bowl of Beetroot with Cumin topped with sliced radishes, crunchy cashews and a handful of greens. Big bonus to zero fat and no added sugar."

YOUNG PRODUCER SHORTLIST

NUT BLEND

Gabriella Block, founder of Nut Blend, has ticked a lot of boxes with her range of tasty and 100% natural nut butters. At once healthy, nutritious and indulgent-tasting, this selection of versatile

products – incorporate them into your smoothies, baking, cooking or eat straight from the spoon – and the success that the business has seen so far is impressive to say the least, and no doubt down to the business-savviness of Gabriella and a genuinely tasty product.

Adam Sopher: "Love the range of flavours and that there are no added extras in the nut butters. We would eat these by the spoon (!) or they'd be amazing in a smoothie. Also love the fresh, distinctive branding. We love that Gabriella has made her nut butters herself and achieved so much already. I really get the impression that Gabriella will be a huge success in the industry – she has a great product and all the determination and passion needed."

NUTRI2GO

In the past, when you had food delivered it was all too often an indulgence; consider your conventional takeaway menu 10

years ago – you'd be hard-pressed to find anything truly healthy and nutritious. Not so any more, thanks to Jordana Chin's modern-thinking and understanding of the demands of today's consumer. Convenient and healthy, Nutri2go offers nutritionally-balanced and ready-to-eat meals delivered on bicycles; we look forward to the service being offered closer to the Speciality Food offices!

Adam Sopher: "Love the excellent texture of the crackers in particular. Jordana's business is more than just the crackers and the Soba noodles with salmon and cucumber salad we spotted on her website look fantastic (Joe & Seph's whole office team will be your customers when you open in London!). I was really impressed by Jordana's story of how she set up the business as a student and has achieved so much already. She's definitely one to watch in the industry."

RIISE

When it comes to catering for the demand of modern food lovers, founder of Riise, Amrit Hathiramani, has it covered. He's created a delicious, dairy-free breakfast drink for on-the-go, and not only is it healthy but it tastes good, too. Available in three flavours: Cocoa, Banana & Hazelnut; Coconut, Blueberry & Raspberry and Apple, Pear & Cinnamon, this is an appealing product and brand set to go far – not least because it strives to counter a problem a lot of us face on a daily basis: not having the 'get up and go' to face modern life with a smile.

Adam Sopher: "This product ticks a lot of boxes. As well as offering a delicious-sounding product range, Riise solves a problem all too often faced by Brits today – struggling to find a breakfast product which is both satisfying and sets you up for the day. The brand's passion for and understanding of positive mental health is inspiring; it's a fantastic cause to champion and I look forward to seeing what's to come."

BEST OF BRITISH SHORTLIST

OLD RECTORY PRESERVES

Provenance, seasonality and quality of ingredients are integral to Old Rectory Preserves, artisan maker of multiple award-winning preserves, jellies and marmalades. The flavours are inspired by classic combinations of fruit and herbs, and where possible use heritage fruit varieties. Recently, the producer has collaborated with the Elvedon Estate to launch several new flavours, using flowers and fruit foraged from the estate throughout the seasons. These will be included in innovative dishes served at the Elvedon Courtyard Restaurant as well as sold as individual products.

John Shepherd: "The Red Gooseberry & Elderflower Preserve is well balanced with a good texture of gooseberry and a slight hint of elderflower to complement. The Hedgerow Harvest is nicely sharp, but a sweetness comes through towards the end."

YOUNG PRODUCER

Judged by Adam Sopher,
co-founder and director of Joe & Seph's

WINNER: TIGG'S

Already having garnered a strong reputation and legion of fans despite the brand – and founders' – young age, Tigg's is a fine example of the quality and passion abound in the younger generation of producers making their mark on today's industry. Not only has the two-brother team created a range of truly delicious and versatile sauces based on the recipe handed down to them through generations

of their family, but they've innovated within the category, too; the business has launched the range in a format perfect for on-the-go and impulse buying – something previously unseen in the sauce and dressing category. Tigg's range and innovation, together with their solid family foundations, should see their already-impressive success continue for generations to come.



JUDGE ADAM SOPHER SAYS:

66 Myself and the whole Joe & Seph's team loved the intense flavours of these sauces and the innovative pack formats they come in. I also love how Tigg's is two brothers using their Grandma's recipe – a proper family business – and travelling all over the UK with a packed schedule of food festivals. All the finalists have achieved so much, so young, but for us Tigg's product shakes up their category and we see a huge potential for them in the coming years.

BEST OF BRITISH

Judged by John Shepherd,
managing director of Partridges

WINNER: EASTGATE LARDER



JUDGE JOHN SHEPHERD SAYS:
It is extremely pleasing to see Jane Steward putting the medlar back on British tables. Our tasting panel thought her Medlar Jelly had a great texture with a full flavour and it is particularly good for cheese pairing. We also liked the jar and the labelling which emphasises the feeling that it is a delicacy. We always run out of Medlar Jelly soon after we can get hold of it in the autumn and think it is particularly suited to the discerning customers of the speciality food shop.

Congratulations to Jane who as a one woman band is helping to bring about the great British medlar jelly revival.

POPTI

Proudly Cornish, Popti has evolved from an artisan bakery to producer of a range of own-brand savoury biscuits, as well as a white label for other prestigious companies across Cornwall and the UK. The subtly-seasoned Thins are designed to accompany cheese, charcuterie and dips, while the Snaps are a cheese sable style snack, rich with West Country Cheddar and butter. A ERDF grant for a bakery expansion due to be completed at the end of 2017 will enable the company to increase its sales capacity by 300%.

John Shepherd: "The Cornish Sea Salt Thins have a lovely crisp texture, perfect for a salt addict and excellent on their own."

LURVILL'S DELIGHT

'Grown-up' botanical soft drinks with a dry bite, which are low in sugar and calories and only gently sparkling. Lurvill's draw upon the food and drink heritage of Wales, including the botanical extracts used by Welsh druids in ancient times. The original version, popular in Wales in the late 1800s is delicious dry with hints of pine, while the new variant, Lavender Spice, features lavender, ginger, horseradish, hibiscus, cardamom and rose and is dry and aromatic with a light, spicy finish. A third variant is planned for spring 2018.

John Shepherd: "Lavender Spice is reminiscent of ginger beer but with a hint of lavender. Great idea and background – this is a strong contender."

A LITTLE BIT FOOD COMPANY

A range of dressings, ambient dips, ketchup and pasta sauces which are made using herbs that are only freshly grown and sourced as locally as possible. All are gluten free, suitable for vegetarians and contain nothing artificial. Herbs are central to the flavour profile of all the products in the range and have been the key element in how the brand story is told through the design of the packaging.

John Shepherd: "The Oregano, Olive and Tomato Pasta Sauce is very fresh tasting with a clear representation

of olive and tomato. The Tarragon & Lemon Dressing is very fresh and lemony with a background hum of tarragon. The Mint, Feta & Beetroot Dip contains well-established flavours which complement each other."

PEARLY QUEEN BEER COMPANY

The Honey Pale Ale only uses honey from sustainable London bee hives kept by local bee keepers. Endorsed by Jamie Oliver, voted as one of the top sustainable beers in Europe and with an agreed distribution of high profile alcohol distributors and new craft beers that support local, sustainable growers in the pipeline, the future's looking bright for this East London enterprise.

John Shepherd: "Hoppy freshness with a nice infusion of raw honey."

WILD DRINKS

A truly British product in flavour, style and branding, Wild Drinks produce the only products which combine cider, fruit and a spirit. There are currently three flavours – elderflower, plum and ginger wine – with sloe launching in September 2017 and rhubarb in spring 2018. All have a perry base, with a dash of London dry gin and are 5.4% abv.

John Shepherd: "Interesting concept of combining perry with a dash of gin. Great to see a combination of English berries and fruit."

HAWKINS BROS FINE ENGLISH WINES

An English wine merchant and producer of Hawkins Bros Brut Reserve, an award-winning English sparkling wine grown and made on

the south-facing chalk hills of Surrey. Champions of the new wave of English wine makers, brothers Simon and James sell wines from 29 vineyards across the south of England and have done wonders for spreading the gospel of English wine, celebrating the huge diversity and incredible quality produced in this country.

John Shepherd: "Our tasting panel found the wine to be well balanced and very pleasant, the label was clear and attractive and will stand out on the shelves. It is a good example of the quality of English sparkling wines. It is also good to see a new family business run by two brothers, which is how Partridges got going 45 years ago!"

FARM-TO-FORK SHORTLIST

ISLE OF BARRA OYSTERS

Oysters have long been a food for consumers with a taste for quality, but Isle of Barra Oysters takes this reputation and runs with it. Hand reared in the pure waters surrounding the Scottish Hebridean Isle of Barra, these oysters boast a unique cleanliness of taste and appearance, and the business is proud to have brought employment to the island as well as use new systems to ensure that oyster lovers around the world can appreciate how delicious oysters can be.

John Shepherd: "Some of the best oysters that our team have tasted."

GOATSBIDGE TROUT FARM

With its catch coming from the clear waters of Ireland's Little Arrigle River, the trout produced by Goatsbridge Trout Farm has a taste and texture which is uniquely delicious. The brand offers trout in a variety of guises – from cold smoked, hot smoked and flaked trout to trout pate and caviar – all of which are sure to go down well within the British food market and beyond.

John Shepherd: "Great range of products with excellent packaging. Another strong contender."

DORSET DAIRY CO

You can't beat a classic, a lot of food lovers say, and The Dorset Dairy Co is bringing a classic product to today's food market with aplomb. Made on the family dairy farm and containing no sugar or thickeners this is the real deal – it comes as no surprise to hear that the team strongly supports natural foods, and this is a fantastic example of just that. Satisfyingly creamy and with a quality and story to match, this is a producer for food lovers in the know.

John Shepherd: "Beautifully creamy and certainly reminiscent of quality Greek yoghurt."

FARM-TO-FORK

Judged by John Shepherd,
managing director of Partridges

WINNER: D&J WIGNALL FARMS



Grown, pressed and bottled on the farm, Wignalls Yallo Cold Pressed Rapeseed oil is a stand-out example of a food product with provenance. The original oil is an instant classic, but the Wignall family has produced a range of delicious flavours: Garlic & Garden Herb, Lemon & Thyme, Habanero Chilli and Rosemary & Thyme, sure to tempt the tastebuds of discerning customers. Not only is the product fully produced on the farm, but the family uses sustainable farming methods to safeguard the Lincolnshire landscape for generations to come. This is a business and product which Britain should be proud to call its own.



JUDGE JOHN SHEPHERD SAYS:
It has an excellent flavour and is well packaged but in addition has an inspiring story in terms of provenance and sustainability. Yallo is a single seed variety oil, sown, grown, and harvested on previously neglected land recently brought back to life and pressed on site. The sustainability story is a lesson to us all. Not only that but the nutty flavour impressed our tasting panel and it is a versatile product with a range of additional infused oils being developed. Rapeseed Oil production has actually declined in the UK since 2011 but with initiatives like Yallo we hope to see a revival. Finally the product is nutritionally very beneficial and one that we would be very proud to see on our shelves at Partridges. It is a great credit to John and Clare Wignall.

Retail School

Invest in a stock of publicity pictures, says Sally-Jayne Wright, and it'll more than pay for itself



Matt Kelly, owner of London deli Pistachio & Pickle, knows how important it is to be prepared. A magazine journalist rang him out of the blue for a quote and he supplied it along with a great selection of store images.

He said: "When the feature came out, our picture dominated the page. I soon realised why. Of all the photos people had given them, it was the best." Would you be ready for that surprise call? If not, read on.

Getting started

Make a list of all possible uses for photos. Social media. Your website. Your e-newsletter. Flyers for your Saturday sampling event. Posters for the shop. Then make a list of subjects, for example, that old-fashioned pushbike with your shop name on it; the head butcher with his team. If your cheese shop specialises

SUCCESSFUL PICTURES

Use the PICS rule...

- P – people**
- I – involvement**
- C – composition**
- S – symbol**

A shot of Poppy (person) on the branded shop bicycle (symbol) delivering bread (involvement) to a customer is more interesting than Poppy posing outside the shop, or an empty shop which can look bleak.

Composition is about your 'eye for a picture'. If you can, frame the subject – perhaps shoot the garden café through the ancient stone arch or the cook through an archway of hanging copper pans. Don't have people walking out of the picture as it leads the eye away from your subject.

INTERESTING ANGLES AND HAPPY STAFF AT UNCLE HENRY'S



in locally made, sheep's milk cheese, you'll need: a farm shot of the ewes; a close-up of cheesemaking in the dairy; an appetising cheese salad in your café and an assistant serving customers on the cheese counter.

- pictures that are out of focus
- failing to notice the background – Rex, the dog, cocking his leg, or an ugly car park

Things to tell your photographer

Where appropriate, make sure the person photographed weighing out cheese or meat is wearing gloves, hat or apron. Be kind. I once asked a photographer to snap an operations manager with his team for the front page of a food company's newsletter. The manager was a little overweight and scruffy and appeared with sleeves rolled up. "Next time, make sure he puts his jacket on," came the rebuke from my client. If snapping children for commercial use, make sure you have written permission from their parent or guardian and they know how the picture will be used. It's cost-effective to shoot as many subjects as possible on the same day.

High resolution pictures

Website designers and publications need pictures which are at least 300dpi (dots per inch). If they are lower resolution than this, they lose clarity when blown up. If sending

MORE TOP TIPS

- Get closer, then closer again You don't need to see every part of a person including his feet. If he is slicing pate, zoom in on the activity
- Take plenty With group shots, someone will blink and someone else will move his head. Taking lots helps ensure that everyone looks ok
- Be creative. View the subject from every angle, not just the most obvious. Stand on a ladder and shoot down, or crouch on the floor and shoot upwards
- Use the background include the shop logo on the wall and match red packaging on the shelf to Poppy's red apron. Don't forget your branding
- Shoot outdoors People look more relaxed outside. And outside looks better in spring and summer. Have a leafy branch in the foreground of the shot of your farm shop café and it'll look all the more inviting
- Even if you take many photos yourself, I'd recommend you also commission a stock of professional photos, especially for the landing page of your website. Save your quirky images for Instagram. Update your professional photo library at least once a year. Top tip: phone the news desk of the local paper and ask them to recommend a seasoned freelance photographer. Professionals make a picture tell a story

several hi-res photos by email, use picture-sharing software such as WeTransfer or Dropbox.

With your stock of images in the bag, you're ready for that website designer to ask: 'What pictures do you already have?' and for that journalist to call you. Smile. You're ready to go public.



WELCOME ITALIA 2017

Discover Italian food, meet producers and see chefs in action at one of London's best Italian events

Are you unsure where to invest among the wealth of Italian produce found in the UK? Then you cannot miss Welcome Italia, one of the best Italian events in London. It is a unique opportunity for buyers to meet new companies and try products, and also for visitors to experience Italian cuisine. You will witness famous Italian chefs in action and taste Italian food and beverages.

The Royal Horticultural Halls will host the fifth edition of Welcome Italia, and will recreate an authentic Italian atmosphere for three days, hosting 60 companies that are interested in branching out into the UK market. The event is organised by the Italian Chamber of Commerce and Industry for the UK, which has been working for more than a century on the promotion of 'Made in Italy' produce in the British market.

The event will start with a trade only day on the 13th of October, welcoming more than 400 buyers and professionals from the food and HORECA (hotels, restaurants and cafés) industry. They will get the chance to network with the companies present at the fair. The visitor days (14th and 15th October) will be attended by around 4,000 people who wish to discover new

flavours and buy products from the Italian Peninsula.

New this year is the Best of Welcome Italia Award; the best product at the fair will be distributed for three months by the leading e-commerce platform for Italian products, nifeislife.com. More highlights will include traditional cooking shows by chefs Francesco Mazzei, Danilo Cortellini and many more, allowing buyers and visitors to learn what authentic Italian food tastes like and how to cook it. Tastings will also be part of the show. Judy Ridgeway, the UK's expert in olive oil, will hold a masterclass comparing the different varieties of oil present at the fair.

This event will be sponsored by Nonno Nanni, Oxigenia, Bormioli Rocco, Nife Is Life, Alessi, F.I.C. Delegazione UK, Etnacoffee and Anyplan.

What's new for 2017

NONNO NANNI

This family-run business, founded in 1947 by Giovanni Lazzarin, is now in its third generation and keeps on delivering the same genuine and homemade taste to consumers through its inimitable fresh cheese. It is produced in Italy but has become famous worldwide.

Nonno Nanni returns to Welcome Italia, where it will present its wide range of products in three cooking shows, one per day. They will highlight the quality of their products, especially their delicious Stracchino cheese.

OXIGENIA

Oxigenia allows hotels and restaurants to offer one of the best products on the market without transportation costs, thanks to its technology. This water contains 36 times more oxygen than a standard product, and one of its main benefits is helping digestion. Oxigenia was the water sponsor for



the Vinitaly trade fair, held each April in Verona. Now the company has decided to enter the UK market and has chosen Welcome Italia to promote its brand.

BARONE CARNI

Barone Carni was founded in 1980 by Antonino Barone. Since then, the company has been offering its customers high-quality products. According to Enzo, who took over his father's business in 2000, quality meat can only be obtained by animals fed and reared in a healthy and ethical way. Locally-sourced animals and quality feed is the starting point for good quality meat. Barone Carni's work ethic is focused on being a good butcher, appreciating the value of local products, consuming their own produce to ensure its quality, and being committed to advising clients the best possible way. Its products include specific meat breeds such as Fassona, a Piedmontese beef, and varieties of game meat such as boar, quail, pigeon, and duck.

UMA CASANATURA

77 acres of biodiversity at 400 metres above sea level in the beautiful region of Abruzzo Region, bio-cultivated in harmony with the surrounding nature. Uma Casa Natura's range of products spans from wine, such as the delicious Montepulciano d'Abruzzo, and Pecorino cheese to oil, truffles and jam. Its fields have different crops, which guarantee an outstanding quality and flavour for its products.

SPAZIO ITALIA

Spazio Italia is a pop-up shop connected to The Italian Niche

HOW TO REGISTER

Entry to Welcome Italia is free. Please visit welcome-italia.co.uk to book your ticket. The venue will be open to visitors on Saturday and Sunday, while Friday will be exclusively trade only

IN DETAIL

WHERE: Royal Horticultural Halls, The Lindley Hall, Elverton Street, London, SW1P 2QW

WHEN: Trade Day: Friday 13th October 1pm-5.30pm

Visitor Days: Saturday 14th 10.30am-7pm - Sunday 15th 10.30am-5pm

BY CAR: Elverton St is located just north of Vincent Square, Victoria

BY RAIL/UNDERGROUND: Victoria; Victoria and Pimlico

WEBSITE: welcome-italia.co.uk

CONTACT: 0207 495 8191

EMAIL: info@welcome-italia.co.uk

project, aimed at promoting Sicilian products through cultural and touristic events which are connected to Italian cuisine. Spazio Italia is based in the heart of London and it is one of the 'Showcases' in the United Kingdom and Italy. There the clients will be able to taste, learn about and purchase high-quality products. Spazio Italia will be present at Welcome Italia with some of their best products, ranging from oil and wine to specialised flours for professional bakers and pizzaioli (pizza chefs).

REGIONAL GROUPS

Thanks to the cooperation between the Italian Chamber of Commerce and regional Italian organisations, the regions of Sicily and Calabria will be present at Welcome Italia. The two groups will present typical products from their territories, from tasteful varieties of wine to cheese, meat, oil and much more. The best chefs from each region will hold masterclasses and perform cooking shows. The regions will also showcase the full array of flavours that their cuisine and products can offer to the British market.

WELCOME ITALIA 2017

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

Sponsored by

Nonno Nanni



nife is life
Eritis Inclusi Food Beverage

OXIGENIA
acqua arricchita d'ossigeno



In cooperation with:

ITA
ITALIAN TRADE AGENCY

ITALIA

Organized by:

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

BOOK YOUR FREE TICKET!

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



@WelcomeItaliaUK



Make your shop a must-visit destination for Christmas present shopping with these artisan food and drink gift sets

1 THE FINE CONFECTIONERY COMPANY MARZIPANERIE SELECTION

"For our fast-growing fan base, Christmas would not be complete without Niederegger – the benchmark in marzipan and produced to a 200-year-old recipe," says Andrew Mitchell, director of The Fine Confectionery Company. "The Marzipanerie Assortment contains marzipan hearts, loaves and fruit tartlets."

fineconfectionery.co.uk

2 BEECH'S FINE CHOCOLATES CHAMPAGNE AND PROSECCO TRUFFLE GIFT SETS

These handmade and hand-finished luxury truffles contain real Champagne and Prosecco, are coated in the finest and smoothest milk chocolate and lightly dusted with icing sugar. A real treat and absolutely delicious – their silver foil-embossed message on the front of the box makes them a perfect Christmas gift.

beechsfinechocolates.co.uk

3 CAO KITCHEN CAO HERD HAMPER

Cao's handmade, raw cacao chocolate paste not only creates the most indulgent hot and cold drinks but can also be spread straight from the jar. There are four fabulous flavours: Classic, Malt, Mint and Orange. They're all made using only natural ingredients, are refined sugar-free and ideal for vegans. Available in gift pack, catering and retail sizes.

caokitchen.com

4 ROSS & ROSS FOOD ROAST RANGE

Determined to liven up the usual foods that make up the traditional Christmas Dinner, seasonings specialist Ross & Ross has launched its innovative Roast range. Available from the end of October, the range includes a Turkey Rub, Roast Beef Rub, Roast Potato Oil, Brussel Sprout Dust, Pigs in Blanket Dust and Roast Ham Glaze.

rossandrossfood.co.uk



5 HAWKSHEAD RELISH COUTURE CHRISTMAS SELECTION

"Make life easier at Christmas with this of handmade preserves designed to adorn the festive table," says Maria Whitehead of Hawkshead Relish. "This collection includes Christmas Marmalade, Cranberry Relish and a Christmas chutney, and is the perfect pick up for customers looking for condiments for the festive period and an ideal stocking filler."

hawksheadrelish.com

6 BALLANCOURT PÂTÉ COLLECTION

"Ballancourt jute gift bags make a perfect gift for any lover of pâtés, which have been specially paired with Peters Yard award-winning sourdough crispbreads," says James Evans of Ballancourt. "Available in three fantastic varieties: Game, Farmhouse and Fish. Gift bags can be supplied with either Ballancourt label or customer own-label."

ballancourt.co.uk

7 WALKER'S NONSUCH LUXURY TOFFEE SELECTION

"Our Luxury Toffee Selection is great for gifting and perfect for sharing at Christmastime," says Lisa Clowes of Walker's Nonsuch. "There's a favourite variety for everyone as the pack offers Original Creamy, Liquorice, Fruit & Nut and Hazelnut bars. Complete with your own toffee hammer to whack, then unwrap and enjoy!"

walkers-nonsuch.co.uk

8 WBC GIFT PACKAGING

When it comes to selecting the perfect festive packaging, look no further than retail supplier WBC. "Clever gifting doesn't have to be complicated or expensive," says Maria Tross, marketing strategist. "Start by choosing a neutral base that allows you to fit in a variety of products, and complete your look with seasonal shred and fill with accessories like gift tags."

wbc.co.uk



Our Cheddar awards are going from strength to strength

Passion IT'S WHAT WE DO BEST

Our Taw Valley creamery is famous across the country for its distinctive Devonshire Cheddar, Double Gloucester and Red Leicester. Its fame is down to the skill and passion of our master cheesemakers who helped Taw Valley to win the highly sought after 'Danisco Grand Prix' for the fourth consecutive year.

Taw Valley
CREAMERY



DISCOVER MORE TODAY. visit arlacheese.co.uk

GEORGE PAUL OF BRADBURY'S



"Shades of autumn"

As summer slowly drifts into autumn, and cool breezes and rain begin to dominate, the weather brings a imperceptible but decisive change in taste and style for most shoppers. The summer sensations of Feta, Brie, additive cheese and BBQ favourite Halloumi slip off the agenda in favour of stronger, rounded flavours. Delicacy gives way to robust styles and a depth of taste.

There is a profusion of cheese types to fill that demand. Barbers and their associate company Ford Farm offer two stylish and contrasting West Country Cheddar brands that would grace any counter. The 1833 Cheddar at 24 months is an absolute classic, with great depth, lingering flavour and a subtle delicate crunch that retains the faith in the UK's greatest gift to the cheese world. By contrast the coastal brand of Ford Farm is sweeter and lighter, but nonetheless an absolute pedigree Cheddar that will delight the younger shopper

who enjoys that modernist style.

Missing for over one year, following the disastrous collapse of a Midland cold store, Belton's Red Fox will return to shelves by late September. True, the traditional version has been consistently available, but in its relatively short time in the mainstream, the main bulk production of Red Fox Red Leicester has cast a big shadow. With its intensity, richness, crunchy edge and long distinctive flavour it will soon be back in full demand.

From the artisan locker, James Martin's personal favourite Lincolnshire Poacher has never stuttered from its lofty position as a classic of British unpasteurised cheesemaking. Robust and hard with a fractured texture from 18 months of rigorous ageing, it delivers complex, comprehensive flavours that ring around the palate long after it's consumed.

Keen's Cheddar also demands a revisit as autumn leaves fall. It has a big, sturdy body, and transports the classic West Country farmhouse taste beloved by so many.

Sparkenhoe Red Leicester, the classic Midlands favourite, is vying for its share of trade identity that it's worked so hard to establish and is another classic cheesemaker who makes distinctive, full-flavoured cheese. Also for the autumn taste checklist are Gorwyd Caerphilly and the powerful unpasteurised Mrs Kirkhams Lancashire. Classic Lancashire originals; lightweights these are not.

Mrs Appleby's is another winter warmer, with a tangy fruit edge on the classic breakable but creamy texture that is the hallmark of the most recognisable unpasteurised Cheshire in the UK, and its ancestral roots going all the way back to the Domesday book.

No gathering could be complete without the leader of blue cheese in the UK, Blue Stilton. Colston Bassett, from its spiritual home in the vale of Belvoir, superbly balances the sharpness of blue with the golden sweetness of the paste, melding into a rich, creamy, luxuriant treat.

And it need not end there, because our Continental cousins want their autumn winners to

invade our world. In a short time we shall see the arrival of Vaccherin Mont d'Or, that classic winter cheese from the Vosges Mountains, as the cows come to lower pastures. Growing in popularity year upon year, this powerful, intense, rich cheese improves week-on-week through the season to its Christmas peak. Served cold or even hot with crusty bread, this is an amazing autumn treat.

Full-flavoured hard goat's cheese now takes centre stage, easing aside the soft varieties of summer. From the amazing Klaver family in Holland comes an eponymous handmade Gouda-style aged goat's cheese. Brilliant white, resonant with flavour yet smooth and elegant, few are aware of its 100% goat's milk credentials.

Autumn may leave us yearning for sunny summer days, but it rewards us with an intensity of flavour that smears the palate with great taste that lingers like a good red wine. The seasons have turned and so flavours will deepen and intensify as the colder weather closes in, but we are ready and it's set to be a great autumn.

“The seasons have turned and so flavours will deepen and intensify as the colder weather closes in, but we are ready and it is set to be a great autumn”

DIANE KEEN OF KEEN'S



"For the love of Cheddar"

Cheese. Was there ever a more versatile cheese? Sprinkle it on a freshly baked potato, wrap it around pasta in a smooth sauce, slap it between two slabs of crusty bread, or display it with pride on your cheeseboard. The options are endless. Do you prefer a mellow flavour? Fabulous, opt for a mild Cheddar. Or maybe you like your Cheddar to pack a punch? Also fabulous, grab yourself a vintage wedge. There really is a cheddar for everybody.

Academics love to write about it; the word Cheddar has been included in the titles of over 1,400 scientific publications and featured in countless more. British people love to eat it, consuming 233 thousand kilograms of it in 2016. In fact, Cheddar cheese sales in 2016 equated to 53% in total cheese sales in the UK. That's pretty impressive considering there are over 2,000 varieties of cheese for the consumer to choose

from. If you are one of the two thirds of people surveyed by a leading British manufacturer of pickles who cited Cheddar as your favourite cheese, you are in great company. Regal company in fact.

We all know that Cheddar cheese boasts an impressive history, but did you know that there are records of King Henry II purchasing your favourite cheese as far back as 1170? When King Charles I was on the throne in the 1600s the demand for Cheddar outweighed supply so much that it was only available from the king's court, with payment up front, of course. And, when Queen Victoria was wed in 1840 she was presented with a giant wheel of Cheddar weighing over 450kg. So next time you're tucking into your

preferred wedge of Cheddar, know that you are also tasting a slice of royal history.

So, why do we love it so much? Aficionados enthuse about its texture. Though a hard cheese, it retains enough moisture to crumble in our hands but still melt in our mouths. It keeps well, too. Under the right conditions, Cheddar will develop stronger undertones as it ages, causing a riot of flavours ranging from savoury to sweet to erupt. Never lonely, Cheddar pairs well with an array of foods from delicate fruits to cold meats. You'd be hard pressed to find a good British country pub that doesn't feature a hearty Ploughman option on its menu, or a fluffy quiche, or feature our country's favourite cheese prominently on its cheeseboard. In Somerset, the home of quality Cheddar, our local pub even offers a cheeseboard consisting entirely of local Cheddars, which demonstrates beautifully how varied our beloved Cheddar cheese can be.

There is cheese for every occasion. Block cheeses for quick

and convenient sandwiches on the run, some are nice and mild and perfect for even the most fussy of kids, others matured for a deeper flavour, ideal splashed with Worcestershire Sauce and melted on toast under the grill. Traditional pasteurised Cheddar, suited for the pregnant woman who just cannot give up her daily cheese fix. But it's when a consumer ventures into the heady world of traditional, unpasteurised Cheddar cheese that an entirely new experience opens up to them. When a Cheddar is made from milk lovingly provided by the farms own herd, milk that is not transported heaven only knows how many miles, and is treated respectfully by the artisan producer, then finally painstakingly matured on-site for a minimum of 12 months, that is when a Cheddar cheese performs a spectacular performance of gastro delights. That is when the diner can lay their cutlery down and relish in the pleasure that was one of the most popular foods in British history.

“Cheddar sales in 2016 equated to 53% in total cheese sales in the UK. That's pretty impressive considering there are over 2,000 varieties of cheese for the consumer to choose from”

Specialty cheese

New retail perspectives from industry experts

News, opinion and comment from dairy insiders

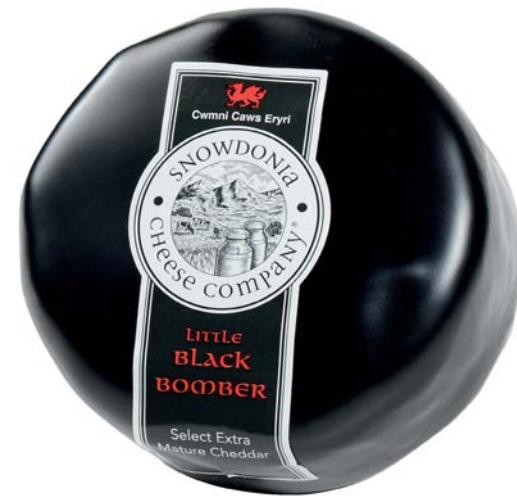
New Gift Set For Godminster



Organic cheese producer
Godminster has launched a new After Dinner Port Selection on the lead-up to the festive season.

The set includes its Vintage Organic Cheddar, Oak-Smoked Cheddar and Churchill's award-winning Reserve Port. The cheesemaker selected Churchill's Port due to the traditional production methods the company upholds, as well as the beverage's ability to complement the cheesemaker's Organic Cheddars.

Katherine Dalgety, content and social marketer at Godminster said, "The After Dinner Port Selection is the perfect gift for cheese lovers, coming in a handy gift size with fantastic provenance of all of the products. It is the ultimate festive treat to enjoy with friends or family – the Cheddar is available in heart or round-shaped truckles."



Canada Trade Ruling a Boon For Snowdonia Cheese Company

Firms across the UK will be able to take advantage of a near-total removal of tariffs on exports to Canada, as the EU-Canada Comprehensive Economic and Trade (CETA) came into effect on 21st September.

The ruling means that 98 per cent of import duties will be scrapped, giving UK companies easy access to a valuable market of more than 35 million people and opening the door for companies to strike up productive relationships for future trade with Canada.

With tariffs cut to zero on food and drink such as cheese, beef and marmalade, CETA will see an increase in the volume of high-quality products that are allowed into the Canadian market, providing increased access for UK exporters, such as the Snowdonia Cheese Company.

After eleven years of focusing on building the brand in the UK, the North Wales-based cheesemaker has set its sights on the international market. In 2012 the company decided to create a business plan to expand its markets abroad and identified Canada as one clear market to target.

Richard Newton-Jones, commercial director of the

Snowdonia Cheese Company said, "Canada is an affluent country; it fits the right profile for exporting. The Canadians appreciate high quality products and from a trade perspective, everyone is open to business, welcoming and keen to talk which is very refreshing."

"Canadian audiences in particular seem to have a real affinity with Britain and British products. Our brand really resonates with them and consumers and investors have been extremely warm and welcoming to us. Exporting to Canada has raised our profits and grown our business. I'd definitely recommend other UK businesses to explore trading with Canada."

Dr Liam Fox, international trade secretary said, "CETA opens the door for UK companies to trade easily and cheaply with a valuable market in which there is considerable demand for British food and drink products, skills and expertise."

"It is also an important blueprint for what our future trading relationship with Canada could look like. As an international economic department, we will help UK companies to make the most of this boost to bilateral trade and lay solid foundations for our trading ties with Canada."

Paxton & Whitfield Releases New Christmas Products



Paxton & Whitfield has announced the launch of a new Cheese Making Kit, as well as a range of gift packs that include selections of fine cheeses and food products.

The gift packs come in three different styles of presentation boxes: a house-branded presentation box with an acetate window, a clear acetate box or a house-branded wooden box with a clear acetate sleeve. All of the products highlight the company's history and London-based heritage.

Paxton's Cheese Making Kit contains everything consumers need to make fresh Mozzarella, Ricotta, Burrata, soft goat's cheese and soft cow's cheese at home. It features a 0-100°C thermometer, citric acid, cheese salt, a cheese cloth, rennet tablets, a basket mould and a recipe booklet.

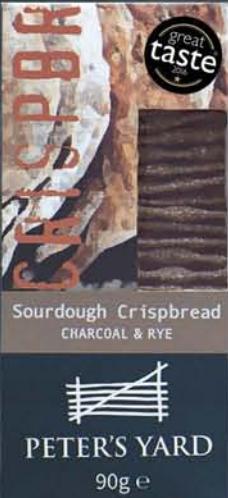
Jeremy Bowen, trade and corporate sales manager for Paxton & Whitfield said, "We've worked hard this year to create a range of appealing, pre-made gift packs that contain our delicious cheeses and

fine food items. With three different presentation options, all at good trade price points, they make fine food gift purchasing easy in terms of purchase and display. Our new Cheese Making Kit not only looks great for merchandising in-store, but it is also a unique gift item for customers to buy for food lovers."

"As well as these great products, we can also advise retailers on cheese ranges and the best cheeses to stock to create an attractive assortment, leading to increased sales over the festive season. We can create bespoke gift ranges for individual customers as well as offering a complete cheese story that can be developed for retail."



The natural choice for cheese



NEW
Charcoal & Rye
now available



PETER'S YARD

Eurilait's Soignon Gets Chef Seal of Approval

Eurilait's range of Soignon goat's cheese logs have achieved an above average rating under the Craft Guild of Chef's Product Endorsement Scheme, enabling the speciality cheese suppliers to use an 'approved product' logo on its packaging.

During the product endorsement programme, three chefs agreed that the goat's cheese logs were of "superior quality" and that they would be "happy to use the products in a number of dishes".

Made by the award-winning Soignon goat's cheese producers in the heart of France's Poitou-Charentes region, the goat's cheese log range benefits from over 100 years of cheesemaking experience.

Eurilait is one of the UK's major suppliers of speciality continental cheese and dairy products, providing the UK retail, industrial and foodservice markets.

Craig Brayshaw, director of sales at Eurilait said, "We are delighted to achieve the Craft Guild endorsement for our Soignon Goat's Log – this is one of our hero brands and to have such a positive response from this prestigious organisation is a fantastic result. Goat's cheese



continues to perform well in the market as consumers and chefs become more familiar with it and more adventurous with its usage – our aim is to introduce more people to high quality goat's cheese and its everyday use."

We have massive challenges ahead of us, particularly in relation to Brexit, so there has never been a more important time to remind government and decision-makers of the relevance and importance of dairy. Whilst Brexit might dominate the political landscape, we must not forget that there is still work to do across a whole range of other key issues facing the industry, such as protecting and promoting the nutritional benefits of dairy foods.

"These are extraordinary times, but where there is challenge there is also opportunity. We must ensure our industry works to create an environment conducive to these new opportunities."

Dairy UK Announces New Chairman

Paul Vernon, chief executive of Glanbia Cheese, has been elected to succeed Dr David Dobbin as the new chairman of trade association Dairy UK.

Vernon, who has worked with Glanbia for 22 years, is joined by Tomas Pietrangeli, managing director of Arla Foods and Andrew McInnes, managing director of Muller Milk & Ingredients, as newly-elected vice chairs of Dairy UK.

Paul Vernon said, "It is a huge

privilege to be elected chairman of an organisation that puts itself at the forefront of representing the interests of one of the nation's greatest industries. I both appreciate and am humbled by the support other leading figures across the supply chain have given me in accepting this role.

"I can make one firm commitment without any hesitation, and that is that Dairy UK will spare no effort in fighting for the interests of dairy.

**JUSTIN TUNSTALL
RETAIL CONSULTANT**



"Shrink to fit"

Recently I was captivated by the story of 11 blocks and truckles of cheese that had been stolen in a heist at a cheese show. What was to be the fate of the prize-winning cheeses? Served at an unscrupulous gangster's party, trumpeted as a "Supreme Champion", while stolen grand masters looked down on the occasion? I was thinking of a Ernst Stavros Blofeld/Dr Evil type lair. Or might the 220kg of cheese be anonymised, stripped of all provenance and sold as commodity bulk cheddar via shady markets for a knock down price, even lower than the cost of the milk? Apparently the cheeses were all recovered within 24 hours, their intended fate unknown.

Seemingly, cheese is a popular thing to steal, particularly from supermarkets. As we well know, cheese is a fantastic concentrated food – very attractive if you are genuinely needy/hungry. It also fits into a category described by criminologist Ron Clarke as 'craved items'. Most such items are now tagged in major retailers – the mass availability of razor cartridges of dubious origin at car boot sales in the 1990s led to the development of an alarmed outer plastic shell to deter shoplifters. Bottles of spirits get the same treatment, but this isn't really feasible for portions of cheese in an open fridge.

In seven years running a small cheese shop, I think I was only victim to one cheese theft. I'd like to think that that the 500g of 1833 went to a desperate and needy family, rather than an opportunist, but it didn't stop me from using an open multi-deck, rather than keeping all the cheese behind a serve-over

counter. Small retailers with personal service seem to deter shoplifters and apparently thieves still prefer to rob corporations rather than individuals.

Loss of stock to theft, or 'shrinkage', as the polite euphemism would have it, may not be a significant problem for most small retailers, but some thought as to layout to remove unwelcome temptation is worthwhile. We're all about persuading shoppers that they want our goods, but not to the point of making it easy to whip them out of the door rather than passing by the till and settling up. Cases of wine by the door are not an uncommon sight in many shops, yet so easy for a thief to lift and get out of the shop in a jiffy, if staff members are busy elsewhere.

A friend runs a lovely bakery-cum-coffee shop, where customers are encouraged to help themselves, then declare what they've eaten when they get to the till. I once asked him whether many people were dishonest and under-reported their consumption. 'A few', he said. 'What do you do about it', I asked. 'Nothing', he replied. He knows that imposing pre-payment systems, or heightened supervision would spoil 'the vibe' – the very essence of the store's proposition – yet probably have little effect on his lost turnover.

It may be morally repugnant to allow 'customers' to steal from us, but we do need to remember that our retail brand values should incorporate friendliness and openness, rather than a Terminator type control over our punters.

There's much to be gained from concentrating our efforts on the vast majority of honest shoppers, and not gearing our operation to manage the actions of a very small minority.

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THE INTERVIEW: JASON HINDS

Jason Hinds of Neal's Yard Dairy's recipe for happiness? Travel, dance music and great cheese

My route into my current role was quite an interesting one. I have a theory that there is a ladder of quality that we're always moving up; some people never make it up that ladder and some people don't make it very far, but I always use a coffee analogy to explain. Like most of us, I started drinking Nescafé – highly processed, granulated coffee – then a while later, probably in my mid to late teens, I discovered Lavazza, which introduced the process of coffee. All of a sudden I became engaged with coffee. It was powdered, already ground, but the interesting taste and the fact it required a process made it appealing to me. It wasn't particularly good quality coffee, but it was a step up the ladder. A while later I was introduced to coffee beans and realised where the 'dust' had come from. I ground them for myself and learned the

difference between robusta and arabica beans, then single origin and different roasters... I'm now drinking single origin, I know the company which roasts it and much more – I've taken yet another step up the ladder of understanding the difference quality can make.

I grew up in Cairo in Egypt in the early seventies. We were there for six or seven years, at a time when President Sadat had just arrived in the country, my father was writing a dictionary from colloquial Arabic into English – a big project sponsored by the Ford Foundation – and there wasn't much in the way of symbols of Western civilisation as the Americans had only just moved in. I went to a French school, where I was educated by Franciscan nuns, and all my friends were crazy about Tin Tin, Asterix and French

animations – that was the currency in the playground. There was a French grocery shop nearby which sold a cheese (Vache Qui Rit or Laughing Cow) which would include a Tin Tin or Asterix sticker in the packaging; we all collected these stickers and I would put them on my suitcase we used when we travelled around the Middle East. What's significant about that moment is that, without me realising it at the time, it set in motion a passion for both cheese and travel. Because I bought the cheese to buy the stickers, I ended up eating the cheese – in a strange way, that was my introduction to it.

We moved back to Cambridge when I was 10, and the bit of the weekly Sainsbury's shop which I most enjoyed was when I used to pick out the cheese for my family to eat. I graded my way up to a strength level of 5 (my brother, who had little interest in cheese to speak of, ate level 1), and when I was around 13 I discovered real, Farmhouse Cheddar – starting with Keen's. I then started buying this cheese from outside the supermarket – a bit of a jump! – then when I went to the University of Sussex to read French, African and Asian Studies I pretty much lived on cheese. In my final year I discovered Stilton made by Colston Bassett, which really was a hallelujah moment; I'd always hated Stilton but all of a sudden here was something completely different. As I came to the end of my degree I had a serious think about what I wanted to do for work,

and felt that I needed to do something I felt passionately about. At that time those things were travelling, football, music and cheese. The dream was to find a combination of two of those things which I could be paid to do.

I swiftly moved to London after university and did a post-graduate course in business, which turned out to be a bit of a waste of time, then set out to learn all I could about British cheese. I hadn't realised we made so many great cheeses in the UK, as it was absent from supermarket shelves and even specialist delis. It occurred to me that if I could fashion a job which allowed me to export great British cheese that would be a great opportunity, as nobody else was doing it and it would combine two of my greatest passions: cheese and travel. I went to a few cheese wholesalers and found them to be quite uninspiring, and not soon after that discovered Neal's Yard Dairy on one of my trips to buy records in Covent Garden. It offered everything I was looking for, and I started spending some of my record-buying budget on cheese to learn about it. I was a regular customer; I used to go there every Saturday, and would share the cheese I bought with friends before we went out clubbing. I later applied for a job there, and found myself working on the counter selling cheese and then taking on the responsibility of shipping cheese to the US. From there, over the course of time, the export business has grown, and now my role incorporates exporting to markets across the world which counts for around 80% of our annual turnover.

QUICKFIRE QUESTIONS

THE NEXT GENERATION...

What's very encouraging is that when I was young, very few people considered going into the food industry a positive thing – most saw it as a dead-end job, as you'd most probably be working in a factory or in a supermarket. Today you might be working on a farm, or in a specialist cheesemaking operation, or raising interesting cattle for beef. It's great that young people see that food is a viable and enjoyable career path.

THE FUTURE...

I've always felt born to sell great British cheese, and I don't have any plans to do anything different with my life. Neal's Yard Dairy is relocating to slightly larger premises in Bermondsey – we're taking on some local railway arches – so I'm focused on that at the moment, but as long as I'm fit and able, and as passionate about it as I am now, I can't see myself doing anything else. Maybe when the last of my four children has grown up I may dedicate my life to travelling the world, but I'm lucky enough to already travel a lot through my work – to America and Australia, France, Italy and Spain and wherever else I'm needed. Perhaps one day as the business grows my role will evolve into one which will allow me to be involved still, but also spend more time travelling – ideally in the southern hemisphere during the UK's cold season!

“ If the pillars of quality milk and growing demand rise in unison, then I can see the industry on a sound footing and the future will look bright ”

MAKING IT WORK

What most excites me right now is working with liquid milk farmers who are producing excellent milk and are keen to transform it into cheese, to help them maintain their livelihoods. Not too long ago it was

inconceivable that a British raw milk farmhouse cheese would be gracing supermarket shelves, but now the industry is a widespread success. If we want to continue this good work we have to secure the future of quality milk. The commodity milk market isn't going to step up to do

this, so we have to motivate quality dairy milk farmers and develop a demand for farmhouse cheese in Britain. That's one of the reasons I get out of bed every morning – to work with our colleagues and allies in the industry to keep the quality cheese market evolving and growing.

The arrival of dynamic, dedicated cheese shops who are passionate about selling amazing British cheese is also fantastically exciting. They're telling the story of the cheeses they stock with aplomb, and their role in the cycle is vital because if you don't have these communicators then the

livelihoods of the dairy farmers and cheesemakers who are focusing all their efforts on the pursuit of quality are at risk. These cheesemongers are often young people, which was unthinkable even 10 years ago let alone 20 or 30 years ago when I came into the industry.

SHOW REVIEW: SPECIALITY & FINE FOOD FAIR 2017

A look back at one of the biggest shows of the year



SHOW REPORT
James Fell, deputy editor

My Speciality & Fine Food Fair epicurean tour started with the discovery of Graham's, an Irish condiment brand helmed by Graham Kearns, who concocts a range of lip-smackingly good mustards and horseradishes with the help of his mum, Geraldine. My personal favourite has to be the Wholegrain Mustard: housed in an elegant spherical jar, it boasts vivaciously deep and rich flavours. "This was our second year exhibiting at the fair and it looks like it was another great success," says Graham. "We were delighted to have so many people visit our stall wanting to taste our products, people who had heard about the mustards we were making and wanting to try them for themselves."

One thing that I noticed at this year's show was the presence of more Nordic brands, with Denmark's Wally and Whiz's gourmet winegums especially piquing my interest. Completely gluten, lactose and alcohol-free and certified vegan, flavours of the little cube-shaped gummies include the likes of Grape with Yuzu, Blackcurrant & Verbena and

Liquorice & Buckthorn. Michael Vansgaard Hansen, international sales manager and co-owner of Wally and Whiz told me, "SFFF was our first encounter with the UK market – it was a great opportunity to test out how the industry liked our products. We returned from SFFF with a lot of orders from high-end department stores, speciality shops and delis, which are our core market as we don't trade in supermarkets."

I'm a sucker for a well-seasoned home-cooked curry, so my

eyes immediately lit up when I discovered the award-winning Spice Sanctuary. Founder of the company, Trusha Patel, seeks out the freshest and finest single and speciality spices from all corners of the planet, with the packaging of her products proudly emblazoned with facts about the flavours and sustainable sourcing methods used to make the small batch products. Trusha says, "We had an absolutely fantastic response to our spices and spice blends – everyone loved and commented on the packaging and the sampling of our products was all very positive, especially our turmeric latte/golden milk spice blend."



"This was an exciting year for Speciality & Fine Food Fair, curating the show and an unveiling our new look and feel whilst continuing to be a platform for innovation across the food and drink industry. These changes help keep the Fair unique from other trade events and buyers came looking for products, ideas and inspiration – to take back to their shelves, into their kitchens or to serve on board planes, trains and cruiseliners! It was fantastic to see producers who have exhibited with us for years fully support and benefit from our changes. We also welcomed many new producers, who chose the Fair to launch a wide variety of innovative products, and we look forward to welcoming them back for 2018

SORAYA GADELARB, PORTFOLIO DIRECTOR FOR FRESH MONTGOMERY

EDITOR'S PICKS

Holly Shackleton, editor of Speciality Food, speaks to her pick of the show's exhibitors

ANDY HARRIS, VINEGAR SHED

"As a brand new business we really want to meet like minded food businesses, chefs, restaurateurs, delis, farm shops and buyers and show all our amazing products to them. We love to get people tasting all our small batch artisan vinegars and other pantry items. It was so great to see people sampling our vinegars as if they were at a wine tasting and getting them excited about the sheer range of vinegars out there and the secrets they hold. We really hope they join our vinegar revolution."



exciting to see. The show was the perfect showcase for us, both to get vital feedback to the product, its taste and our branding as well as to put us in front of key buyers. Now the priority is to follow up all the brilliant leads and to make sure Sleep Well is easy to buy."

MARK ROBINSON, TASTE COLLECTIV

"We attended Speciality & Fine Food Fair to increase our brand awareness and formally launch with our new distribution partner Cotswold Fayre, and it most certainly met our expectations. All the key buyers were in attendance and we were very pleased with the number of orders that were taken during the three days – we've more than made back the cost of attending the show, and expect to see some exciting growth in the business over the next three months. This is a really exciting time

at Taste Collectiv as we are now getting busy launching in more stores. Watch this space!"



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THE RISE OF BRITISH CHEESE

With consumer demand for artisanal British cheeses showing no sign of petering out, we speak to expert retailers and cheesemongers about the in-demand dairy

The British cheese counter has borne witness to some extraordinary developments over the last few decades. What was once inhabited by a selection of go-to stalwarts – Stiltons and Cheddars, mainly – is now typically filled to the brim with unctuous sheep's cheeses, fragrant washed rinds and infused flavours. The British cheese industry has

been injected with a dose of energy and creativity that is catching the attention of the nation's foodies – customers are now eager to know all about the new wave of British cheesemakers and are craving a taste of things to come.

This is where your role as a retailer – and educator – is pivotal to the ongoing progression of the British artisan cheese movement.

While many shoppers will be accustomed to the cornucopia of different options out there, some may be content to select the familiar favourites. Although there is nothing wrong with the traditional varieties – they're called classics for a reason, after all – it can benefit your shop's overall turnover to recommend similar, lesser-known cheeses to broaden your customers' horizons.

This same approach can be applied to suggesting alternatives to Continental favourites, too, as Steve Cooper, co-owner of Pistachio & Pickle Dairy in Camden, tells us. "There's still a perception amongst our customers that artisan must be European," he says. "So customers will often use cheeses like Manchego, Brie, Pecorino and Gouda as benchmarks to request against, for example: 'do you have something like a Pecorino?' We always offer the British alternative and try to educate customers away from comparisons with European classics. This is a slow burn, but comparisons are still the most effective shorthand to sales. Our most exciting recent discovery is the impressively-sized 3kg Baron Bigod. It's from Suffolk, and delivers the earthy Brie de Meaux profile. We try to push the British territorials as much as possible, but successive years of tasteless supermarket versions have maligned the good name of these excellent, home-grown gems."

Steve believes that the buoyant UK artisan cheese movement has definitely been felt by Pistachio & Pickle Dairy, with many shoppers wishing to try creations by young cheesemakers in particular.

"Rollright by Kingstone Dairy is definitely the rising star – it has a big social media presence and stands up against Charles Martell's Stinking Bishop," he says. "Having said that, many people are moving towards goat's and sheep's milk due to them containing less fat than cow's cheese. We have seen a surge in sales for Village Maid Cheese's Spenwood and Wigmore cheeses."

Although the young guns are certainly turning heads, it's the classics that prove the most popular at the Camden-based cheesemonger, and customers seem to have a predilection for the stronger varieties. "The British cheese that everyone walks in and asks for is Stinking Bishop, but the most popular in terms of sales is Cheddar," explains Steve. "We stock several: Montgomery's, Barber's Mature and 24-month Quicke's. Our other must-stock British cheeses include Spenwood, Old Winchester, Baron Bigod, Rachel, Colston Bassett Stilton, Cropwell Bishop Beauvale, Lancashire Bomb (we sell hundreds at Christmas!) and Tunworth."

Championing British

For Lawson's Delicatessen in Aldeburgh in Suffolk, customers are often on the lookout for local cheeses, which helps bolster the shop's British offering. "Our most popular British cheeses are those most local to us, like St Jude, Shipcord, Suffolk Gold and Baron Bigod," explains Clare Jackson, owner of Lawson's Delicatessen. "Our other popular British cheeses are the well-known kinds such as Montgomery's Cheddar, Cornish Yarg and Lincolnshire Poacher."

There is one particular British variety of cheese that Clare is extremely enthusiastic about. "Recently we have featured one of the UK's most exciting new cheeses as our 'Cheese of the Month,'" she says. "It's Sinodun Hill, made by Rachel Yarrow and Fraser Norton in Oxfordshire. This cheese is in its second year of production and is already award-winning: it's delicious, fresh, smooth and boasts a hint of nuttiness. We are also big fans of the fantastic cheesemakers we that are local to us – the Crickmores who make Baron Bigod and Julie Cheyney who makes St Jude."

Welsh wonders

The Marches Delicatessen in Abergavenny in Wales is another retailer that can testify to how much the 'buy local' message can resonate with customers. "Our most popular cheese would be Perl Las or Perl Wen," says Tom Lewis, owner. "They are what I describe as 'easy eating', so appeal to both adventurous and conservative palates alike. It also helps that most restaurants' menus feature at least one of them in a dish, so they are very well known."

Tom believes that the cheesemaking scene in the UK is in fine fettle, and that this is echoed in consumers' growing appreciation of artisanal cheese. "The ever-increasing range of artisan cheese being made throughout the UK goes hand-in-hand with the level of demand from our customers," he reiterates. "With so many great cheeses being made on these shores, the knowledge of customers has also increased, so you find they are more interested in the provenance of the cheese, as well as the flavours. Being able to have those kind of conversations with customers is great for me as it means I have finally found a job where people actually want to listen to me talking about cheese all day long!"

When it comes to a fantastic cheese which Tom doesn't think is receiving as many plaudits as it should, he points to Saval. "I have managed to get many of my regulars hooked on this washed rind cheese," he explains. "Or I'd recommend the elusive and rarely seen Jersey cow's milk blue Mouldy Malbel, which is made in Carmarthenshire. It sells out so quickly that I have been known to not have time to re-wrap the 3kg wheel before it is all gone again!"

Investing in the future

Not only are the staff at cheesemongers, delis and farm shops often fonts of knowledge and fervent supporters when it comes to British cheese, but some actively become involved in the production of some varieties. West London-based deli Bayley & Sage is one such establishment, with the company aiding Blackwoods Cheese Company in its growth.

“ The number of young cheesemakers using different varieties of milk and making genuine artisan products is exciting ”

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RETAILER SPOTLIGHT

Harry Ford, deli assistant at Darts Farm:

**WHO ARE THE CURRENT RISING STARS IN BRITISH CHEESEMAKING?**

Two sheep's cheeses are in the ascendant in the cheesemaking scene. On the one hand, Pavé Cobble, made by White Lake's Pete Humphries and Peter Longman, is currently the éminence grise of British cheeses, quite literally a grey, stony-looking cheese hiding a soft, white centre. There is also Mere Park Blue which won the Vegetarian Society's Cheese of the Year last year, a beguiling new sheep cheese with a yielding texture that is a result of the rich Dorset pasture-land.

WHAT EXCITES YOU MOST ABOUT THE BRITISH CHEESEMAKING INDUSTRY?

We're really adventurous when it comes to making cheese in this country, and the cheesemakers who have provided us with our most characterful new cheeses are often mavericks who are not afraid to take risks. Cheeses like Cornish Kern, a fudge-like and Gouda-style variety, and Cornish Jack, a cheese that has the holes familiar to Swiss cheeses, are testament to the experimental nature of British cheese making.

WHICH ARE YOUR MOST POPULAR BRITISH CHEESES?

The most popular cheeses are the Quicke's Cheddars, that come from Newton St Cyres, right on our doorstep. Mary Quicke's Cheddar has a lovely savoury flavour and you can almost taste the grass in it, and her goat's Cheddar is superb. Also popular are the Sharpham Cheeses, particularly the crumbly ones and their Brie has unique flavours that the likes of exceptional French cheeses like Brie de Meaux can never aspire to, owing to the rich Devon Jersey-herd milk.

WHAT ARE YOUR FIVE MUST-STOCK BRITISH CHEESES?

Quicke's Mature Cheddar, for that signature horseradish flavour, but maybe also an unpasteurised Cheddar like Montgomery's for more earthy notes. Dorset Blue Vinny from Sturminster Newton has a real rustic heritage and is unbeatable with apples or pears. Beenleigh Blue from Totnes is like a dessert in itself, with an exquisite, complex flavour and a honey-sweet finish. Then there's Sharpham Cremet, a cheese that brings together goat's and cow's milk, and has the wow-factor in spades. I tried to stick with five, but I've got to include Charles Martell's Stinking Bishop, since it is a characterful washed-rind cheese with a pan-European fan base.

"Blackwoods started small, however now they are now on the farm working directly with the dairy," explains Annabel Lintott, marketing manager. "They're two young men who are passionate about cheese and are doing things right, especially with their innovative, stand-out cheese Graceburn. Bayley & Sage supported this new addition to the cheese scene by contributing to their crowdfunding scheme."

There are myriad factors to why this cheese is one product that retailers need to have on their radars, explains Annabel. "Graceburn is based on a Persian Feta recipe that Dave the cheesemaker learnt in Australia," she says. "Best described as a marinated soft cow's cheese,

Persian Feta is much creamier than traditional Greek Feta and comes steeped in a blend of extra virgin olive oil and rapeseed oil rather than brine. Garlic, thyme, bay and pepper are also added to the oil. They use raw, unpasteurised milk which is collected directly from the farm as the cows are being milked."

It's this enthusiasm and creative flair that the duo behind Graceburn boast which is bolstering the British cheesemaking scene, and this is something that needs to be cherished, explains Annabel. "The number of young cheesemakers using different varieties of milk and making genuine artisan products is exciting," she says. "There is a sense of revival and returning to tradition which is once more very much coming into its own."



Deborah Bradfield, commercial director of Godminster Cheese, explains how the cheesemakers' British and organic credentials are resonating with consumers:

98% of British households buy cheese every week, with Cheddar remaining a British household staple and the nation's favourite. In recent years, the UK has seen a growing shopper interest in provenance and sustainability, resulting in an organic market that's worth £2.09bn, with dairy declared the largest single category with an estimated value of £450m. The growing trend of organic produce is undeniable with 7.1% growth from 2016, according to the Soil Association's 2016 Organic Marketing Report.

As the single largest commodity purchased, according to the 2016 UK Organic Marketing Report published by Bord Bia, milk makes up 11% of the organic market, with the report stating that dairy products are often considered the entry level purchase for consumers looking to explore the organic sector.

The demand for Godminster organic cheese has increased across all channels, particularly in independent retailers which are often seen as reliable outlets with superior provenance knowledge and service. This thought process has encouraged independent retailers and delis to stock organic produce, as it complements their need to differentiate their retail offering from the mainstream retailers.

The well-publicised food provenance and safety issues that have taken place over the last 20 years have prompted consumers to rethink their shopping habits. As a member of the Soil Association, Godminster is subjected to rigorous inspections on an annual basis. This adds a layer of consumer confidence in a competitive marketplace. For shoppers conscious about the origin of their food, knowing a product is organic is considered shorthand for transparent provenance.

In the case of Godminster, the belief is that consumer awareness of the traceability of British organic products has ensured a confidence which keeps loyal customers and increased sales.

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GOING LIVE

Live cultures are gaining new kudos thanks to their star status in the health debate. Anna Blewett explores how natural probiotic foods are snapping up the 'wellness' spend

It's a familiar story: homesick ex-pat craves the taste of their homeland, casts around for a particular food and, finding it unavailable in the UK, sets about developing a product to fill that gap in the market. The difference for Natasha Bowles, a Muscovite who relocated to the UK for a career in finance 18 years ago, is that her leap into food and drink came just as her chosen product – kefir – was about to go stratospheric.

"Demand has been phenomenal," she says of the Bio-tiful Dairy kefir range she launched four years ago. "Back home children, adults and the elderly drink it by the litre but in the UK it was relatively unknown. What we noticed was that by the beginning 2015 the market started catching up in terms of interest and public awareness. It is very clear now with BBC and ITV featuring kefir as hero products on a number of occasions that public awareness has received a particularly significant boost. We've certainly seen it in sales; our sales since the start of this year have doubled on a month-to-month basis."

Probiotic products

Depending on your own sphere of interest in fine food and drink you'll be forgiven for not knowing that kefir is a cultured-milk drink whose ancient origins are attributed to the Caucasus Mountains in the furthest eastern reaches of geographical Europe. The happy outcome of a

fermentation kickstarted by grains carrying bacteria and yeasts, kefir is an effective probiotic, which is to say it introduces live microbial cultures into the digestive tract of the drinker. In fact, it's currently having a real 'moment', thanks in part to high-profile investigations like that of the BBC's *Trust Me, I'm a Doctor*, which found kefir to be significantly more effective than mass-produced probiotic supplements such as Actimel or Yakult.

"The UK gastrointestinal (GI) remedies market enjoyed buoyant value sales growth between 2013 and 2015," says Jack Duckett, senior consumer lifestyle analyst at trend watchers Mintel. "GI health problems are widely experienced; 86% of all adults have had some form of GI issue in the last 12 months. A relatively high proportion of adults believe in taking a more natural approach towards treating GI ailments, including methods such as drinking ginger tea to settle the stomach, taking probiotics and doing gentle exercise. Forty-five percent of Brits who have experienced GI problems in the last 12 months agree that taking probiotics can help to manage digestive problems."

Food as medicine

In fact, the macro trend for 'wellness' has climbed steadily from a net worth of £19.5 billion in 2012 to a whopping £22 billion in 2017, according to market data specialists Statista.

Breakthrough discoveries in nutrition have shed light on the critical importance of our gut microbes to conditions as diverse as Alzheimer's, diabetes, obesity, depression and even cancer. Meanwhile doubt has been cast on the value of nutritional supplements, with a growing emphasis on whole foods as the most effective way of optimising health.

If this all sounds a bit too Holland & Barrett for your business then hold up: Natasha's kefir is selling to your demographic, the discerning consumer willing to pay extra for an authentic recipe and strong provenance. This crossover between iconic cultural foodstuffs, the bread and butter of the fine food industry, and health is blurring the divide between two previously distinct categories.

You won't need telling that the speciality foods traditionally absent from supermarket shelves often involve a wild alchemy that scare away buyers from the multiples. Bacterial cultures are not niché; they are ingredients in many foods and drinks. Ropionibacterium freudenreichii give us the holes in Emmental; candida milleri is the signature yeast in San Franciscan sourdough; saccharomyces cerevisiae transforms grape juice into wine; and yoghurt production would be in a sorry state without the lactobacillus family.

If you doubt the longevity of the natural probiotics trend, it's



PLANET PROBIOTIC

Foods rich in live microbes exist in all the world's food cultures; in their raw, unpasteurised form they offer consumers an excellent alternative to popping supplements

ASIA

- **Kimchi** – Korea's signature spicy condiment made with fermented cabbage and chilli
- **Tempeh** – a protein-rich meat substitute made with fermented soy beans
- **Lassi** – India's yoghurt drink, served sweetened or savoury
- **Amazake** – a fermented rice drink, sometimes alcoholic, from Japan

EUROPE

- **Sauerkraut** – a sour fermented cabbage condiment associated with German cuisine
- **Buttermilk** – the cultured whey drink that's traditionally a by-product of the butter making process
- **Sourdough** – the slow prove of this yeasted bread allows sour-tasting microbes to multiply
- **Cheese** – the ultimate expression of bacteria's subtle interplay with milk

MIDDLE EAST

- **Labneh** – a protein-rich strained yoghurt served as a side dish or dip
- **Aryan** – a thin yoghurt drink popular across Turkey, Syria, Lebanon and Iran
- **Pickled veg** – produce preserved with active cultures are widespread across the region

was a market for a health drink that's both efficacious and enjoyable. In the US kefir is already a popular product and demand continues to grow, and we know that the UK market normally follows suit."

So how have punters greeted this new health product? "On the whole very well," says Jo. "As with all new products to the market there is a degree of education needed to let people understand the benefits of kefir and adjust to the fact that compared with commercial yogurts made with lots of sugar, Yorlife is not as naturally sweet. It has a unique taste which comes from the kefir grains which are used to make the product." Sales have been encouraging enough that plans for spoonable and frozen kefir ranges are afoot, with product releases planned for the coming months.

The implication is clear: there are plenty of food professionals getting their slice of the 'wellness' spend by investing in natural probiotics. Isn't it time you joined the party?

interesting to note that while Natasha's first stockists were Fortnum & Mason and Selfridges, now Sainsbury's has got involved. A small trial chiller in November last year led to listings in 37 major stores and the retailer's online offer. Tesco.com lists three Polish-made kefirs. In other words, the big boys are already onto this.

Cheese and wine

Your own product range could well include products eligible for a bit of attention from probiotic-seeking consumers. "Full-fat, unpasteurised cheese is a fantastic source of helpful fungi and microbes," says Tim Spector, a genetics professor (and author of *The Diet Myth: The Real Science Behind What We Eat*) whose science-based evangelising about the role of gut microbes is graining real traction in the public consciousness. He recently addressed an audience at The School of Artisan Food's Food For Thought event on the role of microbe-rich food in our diets, saying: "The key message for healthy gut microbes is a diverse, varied diet that's adventurous and includes at least 30 different foods."

Tim also points out the value of polyphenol-rich products such as olives, nuts, dark chocolate and red wine in promoting healthy bacteria. Should your fresh produce also need a little marketing stardust you most likely carry some potent prebiotics-rich foods, whose fibres act as 'fertilisers' on the colonies of microbes living in our guts. Leeks, onions, garlic, Jerusalem artichokes, asparagus and chicory root all qualify.

Slow food culture

And while kefir is the current pin-up of the probiotics trend in the UK, a fermented tea originating from

ancient Manchuria has been the USA market's hot ticket. "The rising popularity of fermented drinks in the US has been spearheaded by the achievements of kombucha, which is transitioning from a niché to a mainstream beverage," says Davina Patel, a food and drink analyst for Mintel. "Part of the drink's success has coincided with consumption declines in carbonated soft drinks, as consumers opt for less sugar-laden beverages.

"Another part of the appeal is that they also offer consumers something 'natural' but also tap into the wisdom of traditional methods," says Davina. "As highlighted by our 2017 food and drink trend, 'In Tradition We Trust', consumers continue to seek comfort from modernised updates of age-old formulations, flavours and formats." Kombucha gives a gold standard example of the mystical properties of bacteria. Its production sees flat, sugary tea transformed into a fizzy, sour drink thanks to a week or so fraternising with a 'SCOBY' (symbiotic culture of bacteria and yeast). It also increasingly crops up as an ingredient in trendy cocktail bars.

In on the act

Another company betting on a rosy future for natural probiotics is Yorkshire's Fossfield Farm, where traditional ice cream, sorbet and frozen yoghurts under the Yorvale brand are produced. The company has recently expanded into probiotics by launching 'Yorlife', a range of kefir smoothies that claim to deliver almost 50 bacterial cultures (standard yoghurt contains just one or two). "We first learned of kefir and its miraculous health benefits a couple of years ago," says Jo Bradshaw, marketing manager for Yorlife. "Having made it we felt there

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“ Get your slice of the 'wellness' spend by investing in natural probiotics ”

The Colosseum. The Pantheon. Castel Sant' Angelo. Just a sample of the famous landmarks built in Rome. But one such building constructed in Rome created a different kind of inspiration: one that led to the launch of the Slow Food movement.

The Slow Food movement was founded in the 1980s by Carlo Petrini with the key aim of promoting local foods and traditional gastronomy as alternatives to industrial food production and fast food chains.

"The name itself comes from McDonald's opening opposite the Spanish Steps in Rome," says

Shane Holland, executive chairman of Slow Food In The UK. "Our founder and president, Carlo Petrini was so appalled at this intrusion he set up a movement to counter this, and Slow Food was born."

James Robinson, meat specialist and product trainer at Brindisa, says that the Slow Food movement is fundamentally in opposition to the prevailing trend towards the consolidation of food retailers. "Amazon, with its recent purchase of Whole Foods Market in the US, is looking to sell everything to everybody. In contrast, Slow Food producers and retailers focus on the production of traditional, regional foods with a strong connection to locality and people."

Slow Food works in 150 countries, with over 100,000 members and over a million activists. Slow Food offices have opened all around the world, with locations including France, Switzerland, Germany,



THE SLOW PATH

John Bensalhia investigates the background, benefits and aims of the Slow Food movement

Japan and Chile. The organisation's global headquarters are situated in Bra, close to Turin in Italy.

Aiming high

The Slow Food movement is an antidote to industrial food systems and lack of edible diversity. Shane Holland says that its

principal aims are to enjoy food, to take time for pleasure of eating, and to preserve our culinary and agricultural heritage.

"How we do this varies from each country," says Shane. "In Africa, we have our 10,000 Gardens in Africa campaign, which is about preventing loss of seed sovereignty and tackling

the effects of climate change. In somewhere like the UK it's more about lobbying government when they try to ban, say, raw milk sales, and providing food education to children in schools."

The UK department of Slow Food is divided into four separate locations: England, Scotland, Cymru and Northern Ireland. All four areas work together to raise awareness about the sustainable and social issues concerning British food and farming. The movement has attracted celebrity supporters including Jamie Oliver and Raymond Blanc.

"The key aims of Slow Food are to encourage small scale production and the celebration of heritage," says Ewa Weremij of Emilia Ltd. Founded in 2009, Emilia Ltd's produce comes from the North-Central Italian area of Emilia-Romagna. Enrico Messora, founder of Emilia Ltd, also created Bianca e Mora along with Ewa, which stocks genuine Italian foods including Pecorino cheese and gluten-free salami.

"The Bianca e Mora shop at Borough Market is one of the very few specialist sellers of Slow Food products, and has won multiple awards, including Best Deli, Best Cheesemonger and Supreme Champion product Red Cow Parmigiano Reggiano because of our sourcing of Slow Food products."

"The separation of the consumer from their food, through purchasing online or buying from personality-

free multiples is growing," says James Robinson. "Slow Food's aim is to re-connect the two things."

"Humans are not instinctively merely consumers of food. The act of eating good food in good company results in much more than a satisfaction of hunger. It can result in joy, amazement, insight and affirms the fact that all of us are part of a wider society. These are reasons why the Slow Food Movement is so significant. It represents fundamental human needs which are unlikely to ever disappear."

The big picture

"The Slow Food movement allows us to look at the big picture," says Jonathan Crump, producer of Slow Cheese (made from raw milk). "It promotes and encourages the development of artisan food products." Jonathan uses Old Gloucester cows for the milk: ideal for cheesemaking because of the small fat globules and high protein content. Jonathan also uses organic principals, with no artificial fertilizers or chemicals.

The Slow Food movement offers benefits to both consumers and producers. Shane Holland explains that consumers are able to buy a "breadth of products which are interesting to eat, and which sustain our landscapes so that our countryside continues to look beautiful."

"We have all been to shops where we are asked to pay a premium for a tomato to have flavour, and we all visit the countryside at times, and this looks as it does because of farming."

For farmers and producers, Slow Food informs consumers why their products are important, and the positive effects they have on the landscape, as well as connecting people, including consumers, producers and the media.

"The food has a story, the people has passion and Slow Food have quality marques," says Ewa Weremij. "Which guarantees the authenticity of the food to consumers: meaning that our products are trusted. In a world where everything is 'artisan', Slow Food gives the consumer a guarantee of what genuinely is so."

James Robinson says that from the retailer's perspective, supporting Slow Food makes a strong statement about the ethical and business



“This is not solely about the producers, important though they are, but about the retailer's perception of the value of food as a means of uniting people”

attitudes of the shop. "This is not solely about the producers, important though they are, but about the retailer's perception of the value of food as a means of uniting people. It's about the fundamental importance of sharing something that every human partakes in, of sitting down to enjoy and communicate over good food."

From a business point of view, Slow Food is also beneficial. "It is actually very good for promoting business," says Jonathan Crump. "By talking about Slow Food and raising awareness, producers can generate more interest in the products and as a result, bring in more custom."

In with the Ark

The Slow Food movement includes the Ark of Taste and Chefs' Alliance programmes. The Ark of Taste is the global At Risk Register for foods, with over 150 in the UK. It is an international list of endangered heritage foods maintained by the Slow Food movement, designed to fulfil various functions: chiefly to preserve sustainably produced foods that are deemed to be at risk, and to encourage their growth and cultivation.

"There are more than 4000 such foods now globally," says Shane Holland. "We champion them, tell people where to buy them,

and ensure they are not forgotten. Likewise, the Chefs' Alliance, whose members commit to using Ark products therefore promote what may be unusual indigenous foods to the wider public."

The Chefs' Alliance brings together a network of chefs to protect Britain's edible biodiversity. This is accomplished by the chefs using ingredients of small scale or 'forgotten' foods.

The Slow Food movement isn't just an exclusive concept. As Shane Holland comments: "Everyone can get involved."

"People wishing to get involved can sign up to our newsletters, they can volunteer, attend our dinners, and if they wish to support us further they can join as members."

Ewa Weremij adds that the best way for people to get involved is to contact the Slow Food in the UK office. "Shane will do his utmost to support any business that wishes to work with Slow Food," says Ewa. "We work with him extensively, and he speaks at our events and tastings."

Come together

The Slow Food festivals, conferences and events are a great opportunity for like-minded producers to come together. Events and meetings can help raise awareness of the subject for everyone. Famous events take

place all over the world. Italy, for example, hosts a wide range of festivals and fairs to showcase locally sourced and produced food. These include the Genoan Fish Festival, the Cheese Fair at Bra, and the world's largest food and wine fair, Turin's Salone del Gusto.

"It's amazing," says Jonathan Crump. "The camaraderie at these kinds of events is very inspiring. The events allow Slow Food producers to connect with other people. By sharing ideas and thoughts, producers can learn more and come away with fresh outlooks."

Children can also learn about Slow Food, thanks to school visits from producers and experts. Jonathan says that his cheese has also been a hit with youngsters. "Because the cheese I produce offers a mild but very tasty flavour, it's accessible to everyone. Kids enjoy it, and for them, it's a taste of what Slow Food is all about."

"The very best way for children to learn about this is to come to shops such as ours which sell Slow Food!" says Ewa Weremij. "Taste the food, smell it, and any person young or old will be able to tell the difference of what is Slow and what is an industrial product. Slow Food also works extensively in food education, which we, as a business, also support."

The Slow Food organisation also offers programs called Taste Adventure and Slow Food Kids. Shane Holland explains that this involves teaching children about flavours and sensory experiences (getting them to touch, compare, and smell). "We build school gardens and orchards, we teach cooking skills, have farm visits, butter making workshops... in essence we get kids to do what they are always told not to: to play with food."

Quality, tradition and heritage

Jonathan Crump says that the Slow Food movement "definitely has a good future."

"It's building momentum all the time and becoming well-known all around the globe. Thanks to more education and knowledge about the issue, the next generation can spread the word."

In fact, despite the shaky economic climate, Slow Food has been a big success for Jonathan. "Despite the downturn in the economy, my sales have increased. People want real artisan food products, and producers like me can provide these to a high standard."

"With consumers lacking trust in their food, and scandals appearing in the press almost daily, the future for Slow Food is bright," concludes Ewa

Weremij. "It is a guarantee of quality, of tradition, and of heritage, as well as being something delicious to eat. We see these demands from customers in our shop, and in our markets. Now who wouldn't want those things?"

"We hope that while the big beasts of food retail continue to expand and gain more market share, that this will be balanced by a growing awareness of the benefits and reasons for buying from the small, specialist local producers," says James Robinson.

"Although I understand the practical necessities of easy shopping, of busy lives, of convenience and rushed deadlines; this doesn't mean we shouldn't fight hard to prevent these imperatives from totally dominating the food retailing landscape at the expense of smaller, more human sized priorities. Slow Food provides a much needed platform for promoting this important campaign."

The last word goes to Shane Holland. While he agrees that the future for Slow Food is bright, there is a big issue to consider. "The biggest challenge we have ever faced is with us now in the UK: the impact of Brexit on food and farming. The potential tariffs on high quality exports, and the risk for a race to the bottom in food standards. Slow Food is part of the vanguard of trying to ensure that food is good, clean and fair for all."

“This is not solely about the producers, important though they are, but about the retailer’s perception of the value of food as a means of uniting people”

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HOW TO SOURCE YOUR CHARCUTERIE

The world of cured meats is expanding and evolving at an impressive rate. We reach out to the experts to find out what charcuterie fine food stores need to be stocking



Sean Cannon, founder and MD of retailer and distributor Cannon & Cannon, fills us in on the rising stars of British charcuterie and shares his tips on selecting the best meats:

From a buying perspective, Great Britain can now boast well over 150 producers turning out high quality UK-made cured meats – we have a wonderful array from which to choose. Quality is improving, consistency is high and the ground swell of public demand is such that commercial charcuterie businesses are scaling up and planning for growth. This is all very good news for Cannon & Cannon, and we relish working with our ambitious and talented producers and growing together. From a sales point of view, the change in the public and trade perception of UK cured meats is seismic. They now expect it to be British and they expect the quality that is ensuring a total shift in the cured meat industry, away from mass-produced foreign imports and towards the sustainable, traceable and artisanal British cured meats.

When it comes to sourcing charcuterie, we have a three step process. Firstly, does it taste delicious? Are we unable to resist another bite? Secondly, does it have a story? We do not sell cured meat only; we sell an idea, a vision of a brighter future, a connection to the land and a route towards a localised

food buying world where you get to know your product, producer and the animal and field from whence it came. This provenance must speak through the product. Thirdly, and very importantly, is it produced sustainably, safely and consistently, and can our supplier grow with us and meet potentially exponential demand? If there are three ticks then we start to talk seriously about how we can work together.

All importers and lovers of European charcuterie are starting to sense trouble ahead. It stands to reason: shop local, support local business and invest in a sustainable food future. Customers are fed up

“We often sample charcuterie – it is important to us that shoppers are able to taste products before purchasing”

of supermarket food that has flown miles when it could just as well have been sourced locally.

We have recently started working most recently with Will Macken of Shropshire Salumi – he is a talented man and certainly one to watch. In London, both Black Hand Food and Cobble Lane Cured are going great guns. Both businesses get better and better all the time and we are so proud to be a part of that.

I recommend that retailers make it easy and get customers tasting. Come up with simple, visually pleasing offers. A platter of 60g of salami in a nice vacuum pack or a mixed platter of perhaps 150g ready sliced is something people understand straight away and they can see the value. Try selling smaller whole sausages like we do on our market stalls in a mix and match deal – but you really have to get them tasting. One bite, they will be hooked!

Hannah Groom, delicatessen assistant at Suffolk Food Hall walks us through the reputable retailer's charcuterie selection:

WHAT CURED MEATS AND CHARCUTERIE DO YOU STOCK?

A range of Suffolk Salami products, including the Salami with Red Wine & Peppercorns, Salami with Fennel and Rosemary Salami. We also stock Italian Milano and a select few Spanish-cured pork salami, like Lomo Blanco and a spicy chorizo, Gular. Our cured hams are equally as popular, for example Prosciutto di Parma, Serrano, Speck and cured Pancetta.

WHAT ARE YOUR MOST POPULAR CHARCUTERIE PRODUCTS?

Definitely our Suffolk Salami range, especially the Rosemary Salami. Customers tend to ask if you are able to cook with cured meats, which you

can – the chefs in our internal kitchen make a great charcuterie and basil omelette.

HOW DOES THE TEAM SOURCE THE ITEMS?

Every week the delicatessen team swots up on charcuterie to ensure the variety offers plenty to choose from, whether it is sourced locally or from Spain.

HOW DO YOU DISPLAY AND CATEGORISE CHARCUTERIE?

Most of our charcuterie is displayed in our counter, where customers are able to decide how much of each cured meat they desire. We often sample charcuterie – it is important to us that shoppers are able to taste products before purchasing.

“From a buying perspective, Great Britain can now boast well over 150 producers turning out high quality UK-made cured meats – we have a wonderful array from which to choose”

PREPARING FOR CHRISTMAS

We speak to a cheesemonger, retailer and display expert to find out how they make the festive season work for them



RETAILER INSIGHT

Sue Johns, Johns of Instow

WHEN DOES YOUR PREPARATION FOR CHRISTMAS BEGIN?

Prep for Christmas begins in January, believe it or not, when we review what's worked well and areas for improvement or new ideas for the forthcoming year. June is really when Christmas planning starts in earnest, when we review trade catalogues for ambient produce and place orders before the summer to guarantee the wide variety and volumes of Christmas stock that we require for our two stores. Products will be set up on the EPOS system prior to October.

AT WHAT STAGE WILL YOU BE IN OCTOBER?

In October, everything will be in full swing for the ambient produce in

order to capitalise on the visitors that still come to Devon outside the school holidays, but also in readiness for October half term, where we sell a high volume of produce. Many shoppers including the local community like to buy Christmas gifts or treats early and put them away so this is why it's so important that we are ready for these eager customers!

WHAT'S NEW THIS YEAR – HAVE YOU MADE MISTAKES WHICH YOU'VE LEARNED FROM?

Stocking even more produce to keep the stores bursting with produce from October through to Christmas. This has to be planned and managed very carefully to ensure

that stock sells through. Whilst the merchandising is very time consuming for Christmas, we've learnt that creating a 'grotto' that has people's eyes flicking from one product to another and them having to decide which products they would like usually converts to sales.

WHAT ARE YOU STOCKING THIS CHRISTMAS?

Cheeses will be the highest volume product in a single department that we're stocking, as we're well known for giving recommendations for cheeseboards and it's one of Anthony's favourite pastimes at work! An abundance of food and drink products specialising in local



and artisan, for gifts, stocking fillers, hampers and festive entertaining. These products will range from savoury to sweet, low cost to luxury, healthy to calorific (it is Christmas after all!), canapés to Christmas lunch, local turkeys and sprouts and everything you need for Christmas.

HOW DO YOU SET YOURSELF APART FROM OTHER FOOD RETAILERS AT CHRISTMAS?

We offer a traditional and personal service, giving a customer one on one time to help them as much or as little as they require to select their food and drink for Christmas. Encouraging customers to try produce is highly valued by our customers, along with us recommending products to suit

individual needs, which helps to calm what is often a stressful time for people.

DOES BEING A SUMMER DESTINATION AFFECT YOUR FESTIVE SALES?

We have lots of visitors through to the end of October. Half term at the end of October is the first busy trading week for festive sales as people buy gifts or Christmas products to put away. December is also a busy month with people visiting families prior to or for Christmas, plus the local holiday homes are full in the lead up to and during the festive season, so we sell a high volume of fresh produce as people always think they're going to run out of food!

“We've learnt that creating a 'grotto' that has people's eyes flicking from one product to another and them having to decide which products they would like usually converts to sales”

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

STOCK UP NOW

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PREPARING YOUR CHEESE COUNTER FOR CHRISTMAS

Andy Swinscoe,
Courtyard Dairy



We've already put some our most important orders in for our key cheeses – Stichelton, Kirkham's

Lancashire, Hafod Cheddar. As some of that is being made now and others we are keen to get them in early so they can start to cherry pick out good batches that will wow our retail customers. Most of our seasonal cheeses actually go out of season in the winter (goat and sheep) but a few come to their

best. Vacherin is perhaps the most important in that area and a very big seller for us. Mons Fromages do an absolutely fabulous one, which is by far the best in my opinion.

ACCOMPANIMENTS

Fruitcake / Christmas cake for cheese. Has to be – we're in Yorkshire! Otherwise our great range of chutneys from both Rosebud and Raydale Preserves stand out; as does Kent and Fraser's lovely thin 'Toasts'.

EXTRAS

We will sort out staffing in the next month, along with the extra infrastructure we need to make it a bit smoother (additional cutting space, storage and display space). We also prepare gifts for those wanting to grab n' go, for example cheeseboards and hampers.

FESTIVE DOS AND DON'TS

- Don't bring in new lines just for the sake of Christmas. If it is great stock it all year round

- Be careful with what seasonal lines you bring in – beers branded for Christmas and mini cheeses may sell well in December but have any left into Jan and they'll never go, which could undo all that hard work!

- Anything you do bring in, make sure it fits in with what you believe in and the ethos and sourcing policy for your shop. Otherwise you water down your message when you get the most customers in

- Stack it high. Whatever cheese you thought you'd need, order a wee bit more – it'll go!

FESTIVE DISPLAY MASTERCLASS Gerry Moss, WBC



Like it or loathe it, it's coming up to the most important trading period of the year. For many retailers, a successful Christmas

is the difference between an average year and a good year. We're certainly not here to preach to you about the value that Christmas can have on your profits, hopefully you know that

better than us! But over the last 28 years we have learned a thing or two about what works and what doesn't.

For the ultimate gift and one of our annual best sellers, wicker hampers are a class act to follow. Simple and stylish or elegant and traditional, they can be packed with anything from drinks to luxury food items, and the bonus is, you're offering a beautiful hamper with ongoing use and a gift in its own right.

An environmentally sustainable material, all our wicker is made from high quality autumn willow grown in China by a community whose subsistence depends on its production.

Wicker hampers are available in a wide range of sizes and fresh colourways, so you'll always be sure to find one that suits your hamper needs. Shred and fill holds products in place; bows and ribbons finish it off, and a range of protective outers are available to ensure hampers arrive in one piece.

Traditional wicker baskets still account for a remarkable level of sales in the UK, and quality wicker is very much in demand. So if you're looking for a top tip from a leading gift packaging supplier this season, you can never go wrong with wicker. It'll be great news for your till and great news for the eco-warriors out there.

“ You can never go wrong with wicker. It'll be great news for your till and great news for the eco-warriors out there ”



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HOW TO SELL: PARTY FOOD

From scrumptious canapés to gorgeous English fizz, ensure that your shop is the go-to destination for festive party fare

There's no doubt that consumers are willing to pay that little bit extra for a touch of luxury over the festive season. The beauty of this time of the year is that not only will you have ensured that your shop pulls out all the stops to supply your customers with the best food and drink for a Christmas to remember, but you can tempt them with additional items so they're well stocked for Boxing Day and New Year's festivities, too.

Party and buffet food is an area that Weetons Food Hall in Harrogate really pulls out all the stops for, explains Keren Shaw, general manager. "We have just launched our new Entertain at Christmas brochure for 2017 which

includes party food options either made by our chefs or supplied by one of our local producers," she says. "We have bespoke canapé selections, which include products such as king prawn skewers, goat's cheese & cranberry crackers, Wensleydale & onion tarts, Parma ham & Parmesan danish. These selections were very popular last year. Our pork pies also fly out at Christmas, particularly the cranberry-topped one, and our pigs in blankets are also a certain party crowd-pleaser."

There's no denying that the cheeseboard at a party always draws in guests, so it's worth stocking a range with party-goers in mind. "We stock festive cheeses for the purpose

of entertaining and have a variety of options," says Keren. "This includes Wensleydale with Cranberry and scrumptious Stiltons, as well as cheese infused with flavours such as Champagne, orange, port, whisky and mince pie!"

Parties often entail catering for guests in large quantities, and although it's tough to argue that independents beat the multiples when it comes to budget bulk buying, fine food retailers have the upper hand when it comes to quality and service. "Some of our party food is bespoke to us and made by our own chefs," Keren explains. "The quality is far superior to the mass-produced options at the multiples. Also, we use local ingredients and local suppliers, which is a point our customers will always love and continue to support throughout the festive season. People like different options at Christmas and that is certainly something the speciality retailers can cater for that the multiples can't. And another point of difference for us in particular is that we can create bespoke options specially for customers – they just need to liaise with our chefs."

One of the most important facets of accommodating to the needs of party planners is a well-stocked drinks section, especially one tailored to the festive season. This is an area that Weetons serves with aplomb, believes Keren. "We tend to sell a lot of gifting options, so bottles of Champagne are popular, and gin also sells extremely well nowadays," she says.

"Speciality spirits are selling really well in general, as customers want something a little different. Of course, people can't get enough of Prosecco either! Mulled wine always sells well for us, as does our mulled fruit punch for a less alcoholic option."



Party-focused producer

One producer that caters to festive party food with expertise is field fare. The company's party food range is often popular amongst retailers, explains Karen Deans, managing director. "Especially our recently launched Chorizo Sausage Roll," she says. "Made in Cornwall, this delicious variation of the classic sausage roll contains real pieces of

chorizo sausage in a light puff pastry. The slightly spicy, smoky filling is unique and takes the traditional sausage roll to a whole new level! It makes for a great addition to a seasonal buffet and can even be cut into smaller pieces for scrumptious canapés at a festive gathering."

Also included in field fare's party food range is Wholetail Breaded Scampi, Battered Onion Rings, Spicy

Candice Fonseca, managing director of Delifonseca in Liverpool, shares her tips for offering food and drink fit for a festive banquet



WHICH OF YOUR PARTY FOOD PRODUCTS ARE POPULAR DURING THE FESTIVE SEASON?

Customers are often tempted by the more decadent, luxurious and unusual products, and larger packet sizes prove to be a popular choice as they are great for sharing at a festive get-together. With seasonal parties in mind, we increase our range of large packets of high-end snacks and nibbles. You can expect a wider range of nuts and mixed boxes of festive crackers alongside a delectable range of crisps including popular brands such as RW Garcia, Al Chipino, Kochiti and Manomasa, as well as Tyrrells and Pipers.

No party is complete without canapés, which is why we up our range

at this time of the year, and to make it easier for our customers to create a tasty spread we stock items such as Pidy Canapé Shells, Patchwork's Frozen Blinis and The Fine Cheese Co's crackers. Likewise, we increase our range and size of pâtés with the ambient and fresh, with Findlaters and The Patchwork proving very popular.

WHICH CHEESES ARE FESTIVE FAVOURITES?

As cheese fanatics, we believe an evening of entertaining isn't complete without some seriously good cheese. We've always been great fans of Vacherin Mont D'or but this year they have some tough competition from Hampshire Cheeses' Winslade, which

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PETER'S YARD



Potato Wedges and Garlic Breaded Mushrooms. "Grouped together they make for a really enticing sharing platter and can be enjoyed on their own or with an accompanying dip," explains Karen.



The festive season is favoured by all gourmands, but especially those who have a sweet tooth. Luckily enough, field fare offers an array of products perfectly suited to party goers who might be after a sweet treat. "For something sweet, our frozen cookie pucks can be cooked off in minutes for a freshly baked treat," she says. "The range includes Double Choc Chip for chocoholics, as well as Chocolate Chip and White Chocolate & Pecan Nut. Alternatively, a platter of our range of Danish Pastries, all cooked from frozen in minutes to provide

a wide range of sweet treats including Maple Pecan Plait, Chocolate Twist, Cinnamon Swirl and Apricot Danish."

Christmas and New Year keep the team at field fare incredibly busy, says Karen. "Christmas trading is really important to us as it is the time that people will not only treat themselves but they will also entertain more over a condensed period," she explains. "As a general rule, our sales start to increase in mid-October and then continue throughout November and December."

“ People like different options at Christmas and that is certainly something that speciality retailers can cater for that multiples can’t ”

is an English-made cross between Camembert and Vacherin and seriously delicious! Encircled in spruce and coming in a 230g size, it is perfect for entertaining. Sticking with British, there are some other standout individual cheeses such as the soft Sinodun Hill Goats Cheese or St Jude's from Suffolk that will look great on the cheeseboard.

HOW DO SPECIALITY RETAILERS HAVE MULTIPLES BEAT IN THIS DEPARTMENT?

As a speciality retailer, we really focus on our unbeatable quality and specialist ranges that are truly unique to Delifonseca and offer the customer something extra special. Our staff have the knowledge and expertise to really spend time with customers, recommending their perfect items and offering a level of service that sets us apart. Our customers really want to try and discuss the food that they are purchasing for that special occasion, and that's where we can really shine.

Party food is often over-complicated! We have a philosophy that it should be easy peasy. Take some great Toast For Cheese, crackers or oatcakes, a fantastic pâté and then garnish. A dollop of Findlators Stilton & Pear Pâté on an oatcake topped with a fresh strawberry or raspberry is so easy and delicious, as are skewers with olives, sundried tomatoes, sliced chorizo and other deli goodies, and they're all simple to do, too!

WHAT DISPLAY TECHNIQUES DO YOU UTILISE TO DRAW ATTENTION TO YOUR PARTY FOOD PRODUCTS?

Our whole store turns into a display during the festive season! The shelves are stuffed as full as Santa's Grotto so it's actually hard to make things stand out. To make the shopping experience easier for our customers, we group relevant products together and, of course, our friendly staff are always on hand to make suggestions and offer

great food advice. We also recommend that customers look out for our social media posts where we like to suggest ideas for food-centred entertaining.

WHAT DRINKS ARE POPULAR DURING THE FESTIVE TRADING PERIOD?

During the festive trading season, we notice that spirit sales increase hugely. Not only do they make a great gift but customers also pick up bottles for their own consumption. We find that if we have a range of Madeira and Port open for tasting then the sales flow. At this time of year people definitely consume more after dinner drinks, which makes it a good time to introduce new products such as Sweet Potato Liqueur, British Fruit Liqueur and more specialist gins which are still the most popular spirits of the moment. For those who prefer a soft drink, we offer a selection of unique flavours from ginger wine to fruit punch and French lemonades, so there really is something for everyone.



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THE RETAIL SWEET SPOT

We speak to pioneering producers to find out what they're doing to cater to the consumer demand for jams, honeys and spreads

Jams, marmalades, honey and spreads have been keeping retailers and their customers sweet for as long as anyone can remember, but, as across the rest of the fine food world, artisan producers are taking the quality up a notch and pleasing discerning consumers with a delicious combination of story, provenance and innovation. The classics will never fall out of favour, but now consumers are after more from their strawberry jam – less sugar, more fruit, proven quality and more – so it's time for retailers to step up their game and do their research into what boxes their customers want ticked and the products that tick them.

Some producers are hot on the innovation trail, including Emma Macdonald, founder of The Bay Tree. She has created Marmajams, a unique combination of jam and marmalade, which have gone down a storm with consumers: "Of our most recent releases," she says, "it's the Marmajams that have attracted considerable attention, with consumers really enjoying both flavours (Blueberry & Lemon, Strawberry & Orange). They seem to be the perfect balance for consumers who generally find most jams too sweet. The addition of the lemon or orange really helps to balance out the sweetness by adding a tangy, citrus after bite."

This demand for preserves with less sugary sweetness has also been

tackled by Stokes, who are also making the most of their dedication to traditional practices and quality fruit. "Traditional jam recipes are reasonably straightforward to make," says Rick Sheepshanks, managing director, "but are time consuming and demand a certain patience and loving care if they are to reach the expected standard of a luxury Extra Jam. The more commercial jam producers tend of course to use less fruit than traditional and more luxury recipes, such as you may want to make at home."

"At Stokes' base – the Old Stables at Rendlesham – we go to huge lengths to make not just our jams, but all our sauces in the traditional time-preserved way, almost the same as you would as if you were making it in your own kitchen at home. And Stokes only make 'Extra Jams' – that for us means with lots of fruit. In the case of Blackcurrant, for instance, the law says 35% fruit as a minimum in order to be called 'Extra Jam', but Stokes uses 51% fruit."

"So, taking blackcurrant jam as an example, picture this: hugely experienced, knowing eyes, watch carefully over slow cooking blackcurrants as they simmer, waiting for that moment – the very fine line between "perfect" and "oops" – in order to create the perfect and oh-so-distinct aromatic, sweet and yet contradicting, slightly tart flavour you would expect from Stokes Blackcurrant jam – all this just to

bring a smile to your face. Of course it is not just the amount of fruit, the fact that it is 'Extra Jam' – but it is also the quality of fruit: the vital ingredient. So we are very picky about our raw ingredients."

This attention to detail is very much required in the current industry climate. Mintel's Sweet & Savoury Spreads Global Annual Review 2017 explains that as the consumer taste for bread changes, to include breads from overseas such as focaccia which are not suitable for partnering with sweet spreads, producers and retailers must promote the multiple uses for such products. Not long ago nut butters were mainly considered a topping for toast, but now are being touted as nutritious additions to smoothies and homemade baked goods, to be enjoyed at all occasions throughout the day. This variation in uses is reflected in the variation of products available; no longer is peanut butter the only nut butter widely available – instead, consumers can purchase spreads made from cashews and almonds almost as easily, and these spreads often offer health benefits, too. One producer who has made the most of this taste for change is Pippa Murray of Pip & Nut. She explains, "Since we launched, demand for our nut butters continues to increase ahead of the market, with 60% year-on-year growth expected in 2017. We have always been on a mission to excite consumers with new and



innovative flavour combinations and to bring a sense of fun to the nut butter category. Our Limited Editions provide extra opportunity for creativity – such as our recent launch of a Chocolate Coconut Hazelnut variant. The Crunchy Maple Peanut flavour was such a success we made it a permanent fixture in our range this summer. It also illustrated to us that our consumers have a real appetite for the crunchy nut butters, so we responded to this demand by tripling our crunchy range at the same time. We look forward to adding more new and exciting flavour variations as the brand continues to grow."

This growing consumer taste for new variants is also seen in the honey sector, where the classic blossom and acacia options are no longer enough for foodie customers who are willing to invest in honeys with proven provenance and story. Vincent Antoli, founder of Fine Food Forager tells us what makes honey made by London bees so unique:

"London bees buzz all around this city, and whilst the environment is mainly man-made, there is still forage for bees spread across the Capital. In fact, it's the rich texture and history of this urban landscape which makes London honey so unique."

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"The countryside environment is often thought as a more traditional source of honey, but monoculture (and therefore mono-flavour) combined with widespread use of pesticides and herbicides can often leave bees with little more than a few weeks' worth of food in the year, far removed from the natural environment they are used to. Unlike these rural locations, plants and trees from all over the world grow in the city, providing a diverse mix of food sources which can flower at different parts of the year, helping provide vital support for the bees. It's this variety that is the key to create the rich and complex flavours present in London honey."

"Even within London the depth and mix of flavours vary wildly. Pearly Queen is a network of urban bee keepers whose hives are kept all over the city, and this is mirrored in the unique taste each of our honey varieties has – from the dark and treacly flavours of Enfield to the herbal nutty hue of Balham and warm apricot tones from Hackney. London is one of the most diverse cities on the planet – and our London Honey truly is a product of that! The Fine Food Forager has added this range of Pearly Queen Honey to their line up to help make this diverse mix of unique flavours available for all to experience."

THE FUTURE OF JAM



Elspeth Bilton, owner of Rosebud Preserves explains how food scares and changing consumer demands are benefiting the artisan jam sector

WOULD YOU SAY THAT BRITISH CONSUMERS ARE COMING TO HAVE A TASTE FOR ALL THINGS SIMPLE, NATURAL AND HOMESPUN IN STYLE AS OPPOSED TO MASS-PRODUCED AND LOW QUALITY?

A proportion of British consumers, yes. There will always be certain consumers that want quick, on the run cheap food that uses lesser quality ingredients, but in the past 10 years we've seen that consumers are more interested in purchasing and enjoying simple, well-made products that have shown provenance, use natural ingredients and often carry organic certification.

Simple, natural, well-made, small production is something that has been at the heart of what we have been doing since I started Rosebud Preserves in 1989. We use fresh, high-quality ingredients from producers we've worked with for a number of years to produce our award-winning products. We also try to use, wherever possible, locally-grown ingredients.

HOW DO YOU TICK THESE BOXES?

We tick these boxes in terms of the provenance of the ingredients we use,

simple ingredients without the addition of additives or preservatives and small rather than mass-produced production. The one thing that we cannot get away from is that we use sugar in our products. We are conscious of this and only use unrefined pure sugar. We are always looking at how we can reduce the amount of sugar that we do use. We make a number of reduced sugar jams, our popular Blackberry & Sloe Gin jam being one of the most recent.

WHAT DO YOU THINK THE FUTURE OF FOODS CONSUMERS CAN 'TRUST' LOOKS LIKE?

I think that it's down to producers being open and honest about what goes into the products they make and how they make them. It's about transparency. Over the past number of years we've had issues in food production here in the UK, horse meat being just one of these, and consumers need to feel that they can trust the products/brands that they buy. I'm optimistic about the future. At Rosebud Preserves we are very open about how we make our products, what goes into them and how they are produced.

“ Consumers are more interested in purchasing and enjoying simple, well-made products that have shown provenance, use natural ingredients and often carry organic certification ”



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THE INDEPENDENT SHOPPER

Bronte Aurell, food writer and co-owner of ScandiKitchen, tells us about her relationship with her local independent shops



I try to shop independent whenever I can, and where I live in West London I have plenty of choice. On Sundays the entire family goes to Queens Park Farmers' Market, which is full of independent stall holders. We buy our meat for the week from our favourite farms and purchase seasonal vegetables from the fruit and veg stalls. My whole week's dinner for the family is based on what we find at the market on Sundays. I think it's great for educating the kids, so we take them with us and get them to choose the meat, vegetables and

fruit. With a full spice cupboard at home, we only need a few items to travel around the world in our little kitchen. Last week, we went to Mexico on Tuesday, India on Thursday and Ireland on Friday with a stew. By Saturday, we were back in Sweden; a spice cupboard is the best passport in the world.

For beers I tend to go to Micro Beers in East Sheen – I'll stock up whenever I drive past. It's a

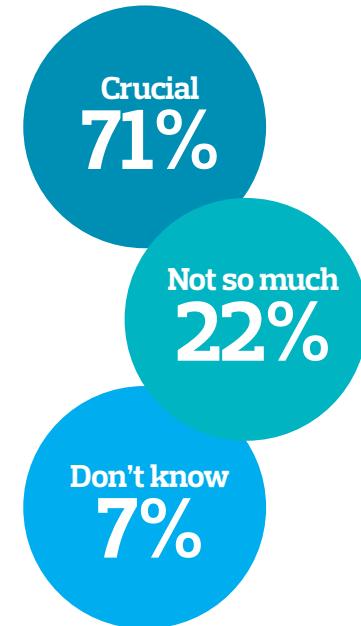
fabulous beer shop with some amazing choice – there's even lots of Scandi beers there. I also really like to go to L'Angolo deli in Kensal Green. The owner Carmello has been selling Italian goodies there for over 25 years – we talk about pasta a lot!

I'm one of those annoying people who smells the vegetables before I buy them and asks about the farms

“ Give me someone who is passionate about what they do over a soulless supermarket shelf any day ”

TWITTER POLL

How important is the festive trading period to your company's overall annual revenue?



SPECIALITY FOOD MAGAZINE

Inside the next issue:

- Italian Food Special
- Food Matters Live Preview
- Last minute Christmas ideas
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STOCK CHECK
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and how the animals are kept. I also like people who really enjoy what they do and I know of no shop owner of an independent shop who does it purely for the money – they do it for the love of it. Give me someone who is passionate about what they do over a soulless supermarket shelf any day.

Another reason to shop local is food waste. I waste less when I pay more for the produce and when I have to throw away something bought in an independent shop it's always reluctantly. Supermarkets offer disposable, endless discounts – I don't care about their products in the same way. A faceless carrot from a farm in Romania doesn't excite me in the same way as one from Mr Smith's farm in Norfolk.

I hope people realise that only by shopping local can we ensure that independent shops remain part of our high street.

The speciality food sector is in a good place right now. We are attracting young talent; there are many young businesses in rapid growth and there are more start-ups than any other industry. It is expected that there will be 600,000 start-up businesses within the UK this year. In just four months of applications to the government's start-up loan scheme back in 2015, 374 out of 2,000 applicants were from food and drink businesses – that's an astonishing 18%. On the top 12 crowdfunding sites in the year to March 2016, 100 out of 678 campaigns were from the food and drink sector – that's 15%. So out of those 600,000 start-ups, a conservative estimate of 10% gives us an amazing 60,000 businesses.

Not surprisingly, with that level of activity investors have been active, but beware those of you investing on crowdfunding platforms; you are equally likely to lose your money than make any from food and drink

SPECIALITY BITES

Paul Hargreaves of Cotswold Fayre



start-ups as the failure rate is 50%. The sector has also attracted a large number of courses, conferences, consultants and other organisations that purport to help your start-up food and drink business. Just as in the dot-com boom, there are a huge number of experts arriving on the scene, who 'guarantee' success or investment in your start-up business.

As someone who is happy to give free advice and knows many others within the sector who do the same, I am starting to feel a slight unease about the sheer numbers of these people and some of the fees that they are charging. There are some very genuine consultant-types who you will benefit many times over from

“More success could be achieved by stopping the talk and getting out there and generating sales”

the investment you make with them, but you need to discern these from those others just trying to make a quick buck!

So, if you feel you need help, first tap into the many avenues of free advice from people within the industry. Also, find other people who have used their services in the past and ask whether they were good value for money. Find out whether they have ever started their own food and drink business themselves.

Perhaps the most concerning thing to me about the growth of all these 'help' agencies is it is fuelled by the number of people that want someone to hold their hand as they start a new business. True

entrepreneurs do not need a lot of hand-holding and mollycoddling. Yes, they will take advice where they can get it and will do their research, but I would question their entrepreneurship if they need too much of this. Sometimes programmes like Dragon's Den have helped perpetuate a myth that you can have a good idea, generate a few initial sales online and then put a large valuation on your business. It doesn't work like that.

In the early days of Cotswold Fayre, I was selling during the day, back to the warehouse (shed in those days) to pick orders at night, and generating invoices at dawn!

It's an old cliché, but there is no substitute for hard work, and I am concerned that some of today's start-up generation think there is, hence the huge appetite for others to spoon feed them. More success could be achieved by stopping the talk and getting out there and generating sales.

5 MINUTES WITH... EMILY WONG

founder of Emily Crisps



horrible experiences, it made me realise what was truly important in life, and it's not money.

WHAT'S YOUR FAVOURITE PART OF YOUR JOB?

I love coming up with new ideas for innovative new products. Making something that's healthier but also tasty can be challenging, but it's also lots of fun.

AND YOUR LEAST FAVOURITE?

The feeling you have to compromise on some level in order to compete and grow. My greatest challenge is to avoid this as much as I can.

TEA OR COFFEE?

I've got to go with tea, but never any fruit-based flavour.

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

I'd try to remove barriers of entry, especially for small businesses. I think ridiculous payment terms and listing and marketing fees make it almost impossible for some businesses to scale or in some cases even crack the market.

WHAT WOULD BE YOUR LAST SUPPER?

Venetian Baccala (salt cod) with polenta, some Somerset Stawley and a glass of Lagavulin to finish.

WHAT'S YOUR MOTO?

Fortune favours the bold.

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

I've had barbecued tarantulas on the side of the road in Cambodia – I wouldn't recommend it.

WHAT'S YOUR FAVOURITE BOOK?

Thinking Fast & Slow by Daniel Kahneman.

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

I'd probably be in some kind of service-related industry. I think one of my strengths has always been anticipating people's needs, so I think that would be a lucrative area for me.

WHAT WAS YOUR FIRST JOB?

I started going with my parents to the flea markets in Canada when I was six years old, but my official job was a newspaper girl when I was about nine.

WHAT INSPIRES YOU?

People inspire me, especially those who have the courage to be brutally honest with themselves and others.

WHAT'S THE WORST JOB YOU'VE DONE?

I was once in a very well-paying back-office job in trading where I was bullied and bored, which made it almost intolerable. Like most

DIARY DATES

October

6th-7th BREAD & JAM

Institute of Directors, London
breadandjamfest.com

9th-16th CHOCOLATE WEEK

Nationwide
chocolateweek.co.uk

12th INNOEAT

Park Inn Hotel, Heathrow
innoveat.co.uk

13th-15th WELCOME ITALIA

Royal Horticultural Halls, London
welcome-italia.co.uk

14th-16th THE CHOCOLATE SHOW

Olympia, London
thechocolateshow.co.uk

31st REAL ITALIAN FOOD & WINE

Church House Centre, London
therealitalianwine.co.uk

November

4th-5th ALLERGY & FREE FROM SHOW NORTH

ECL, Liverpool
allergyshow.co.uk

10th-12th BBC GOOD FOOD LONDON

Olympia, London
bbegoodfoodshowlondon.com

15th-16th THE EUROPEAN PIZZA & PASTA SHOW

Olympia, London
pizzapastashow.com

21st-23rd FOOD MATTERS LIVE

Excel, London
foodmatterslive.com

22nd-26th

Eat & Drink Festival
Olympia, London
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COTSWOLD FAYRE*

Chilled Christmas Range 2017



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Share Our Family Recipe

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

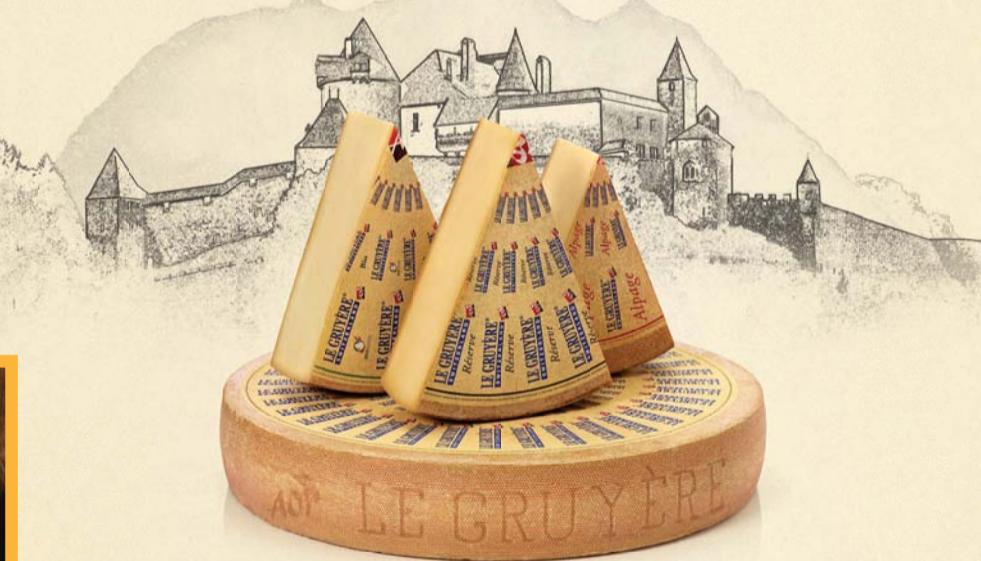


For over 900 years, our milk producers, cheese makers and affineurs in Western Switzerland have followed the same strict protocols and procedures. This is the only way that we can ensure that Gruyère AOP carries the quality and flavour that has been known and trusted for generations. For artisans such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

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

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

Gruyère AOP
Born in Switzerland in 1115.



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

www.gruyere.com

AOP = PDO (Protected Designation of Origin)



Switzerland. Naturally.



Cheeses from Switzerland.
www.cheesesfromswitzerland.com

