

2018

NEW PRODUCTS, LATEST TRENDS, THE SNACKS TO STOCK

SNACK BUYER

MAGAZINE

From the publishers of
SPECIALITY FOOD

NEW



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As a constantly-evolving sector, it's important to keep abreast of what's hot and what's not in the snack market to keep your sales consistently high. Intrigued by how popcorn is currently faring? Wondering if nuts are still captivating consumers? Keep abreast of the recent developments in the snack sector with this in-depth report

8 SNACK 50

If you want to give your snack offering a boost, look no further. We've gathered expert comment, industry trends, must-stock products and useful retailing advice to ensure that your snack section is the best it can possibly be

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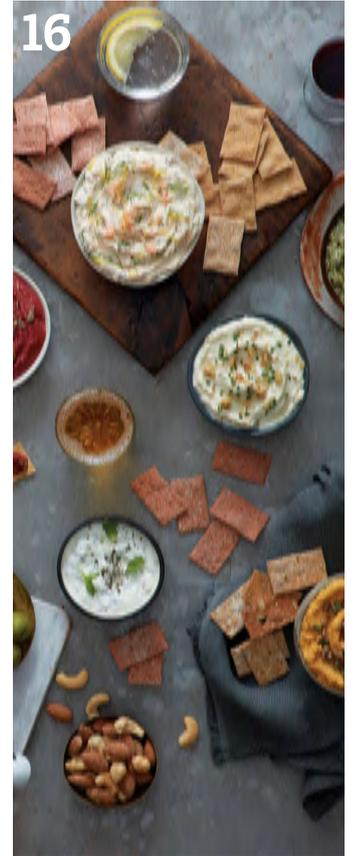
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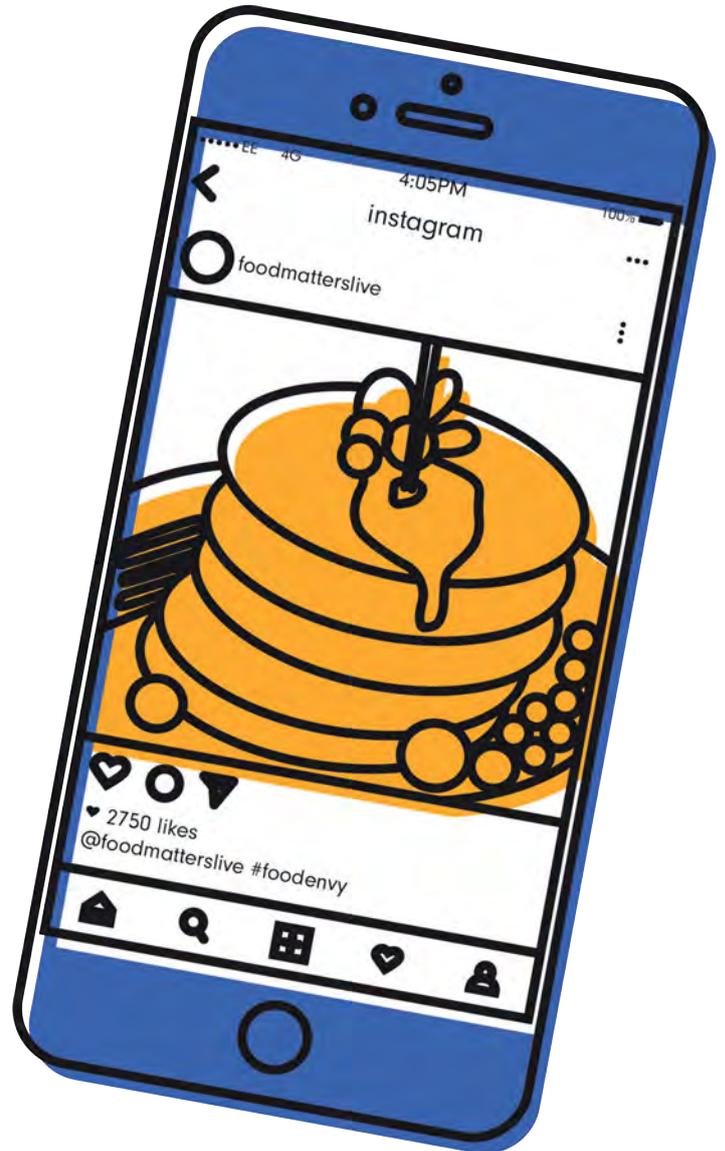


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THE STATE OF SNACKING

Has popcorn's bubble finally burst? Do premium crisps still boast the same clout? And what's next for nuts? We take a look at the latest trends and innovations impacting the savoury snack market

It's tricky to think of a sector that has changed and evolved as much as the savoury snack category. What used to be dominated almost entirely by crisps and nuts, and then popcorn shortly thereafter, is now proliferated with boundary-pushing and sub-category defining foodstuffs. And, lest we forget, the UK market has an insatiable hunger when it comes to snacks. Consumers now want their snacks to not only taste good, but to be healthy, too. With the demographic shifting – keep reading to find out how key the Millennial consumer base is to the snack sector – many established players are having to rethink their strategies to keep up with consumer demand, and maintain their place in the market.

Kantar Worldpanel data shows that the breakfast bar – which was once a solidly popular snack – is slowly going out of fashion, with consumers looking more towards fruit and granola bars for their on-the-go breakfast fix. Kantar notes

that the healthy snack bar market is now worth £365m, having grown 1.5% in 2017. That means that 560,000 new shoppers are picking up healthy snack bars, with fruit and granola bars specifically up 9.3%. “As people switch to balanced health and fruit and granola bars, breakfast bars have seen a 4.6% decrease in sales,” says Benji Owusu-Daaku, client manager at Kantar Worldpanel. “Penetration is actually up 2.9% as breakfast-on-the-go is still popular, but people just don't buy them as often.”

Data such as this corroborates the theory that the UK public is actually snacking more than ever, with most Millennials consuming up to four snacks per day, however, there are dozens of new formats in the category nowadays. The versatility of snacking products, like energy balls and jerky, means that although consumers may be slowly turning their backs on the traditional breakfast bar, that's not to say that they're foregoing snacks as a morning pick-me-up entirely. The formality of set meal times is now blurred, with a growing percentage of the public dismissing standard mealtimes and opting for a healthy snack instead.

How key is NPDP?

Whether it's Tyrrells releasing posh prawn cocktail-flavoured crisps featuring a dash of brandy, Perkier's Cacao & Cashew Quinoa Bar or Fairfield Farm Crisps' Heat & Up microwaveable crisps – designed to lend a freshly-cooked taste and texture, interesting flavours and unique packaging formats abound in the snacking sector. “Since 2013, the number of ‘unique’ flavours within savoury snacks has increased by around 300 – a 21% increase,” says Benji. “Consumer interest in food trends, and media coverage of street food and health, have eventually trickled down into the category. Brands rather than supermarkets are leading the way.”

While many left-field flavour launches tend to be limited edition launches – a technique the bigger

brands employ so their core lines maintain a steady flow of revenue, while special edition options allow them to test the water and be perceived as innovators – it's the start-up disruptors who are really testing the major snack brands' mettle. Bold flavours will always serve a savoury snack manufacturer well, with today's consumers opting for flavourful, exotically-spiced products.

Yoshi's pea-based baked crisps are certainly making waves, especially with punchy flavours like Soy & Balsamic Vinegar and Sweet Chilli & Lemon in the portfolio. Hippeas has enjoyed a great success lately, with its chickpea snacks coming in exciting flavours like Sweet & Smokin' and Far Out Fajita. These lines show innovation in not only the choice of ingredient used to create the snack, but their nod to more exotic flavour profiles, too. This is something that Walkers has taken note of, with the major manufacturer rolling out a Japanese Wasabi & Ginger flavour under its Sensations brand, with other flavours including Chargrilled Steak & Chimichurri and Mango & Red Chilli Chutney poppadoms.

Meaty snacks

When it comes to meat snacks, it's not all about ethically-sourced,

“Consumer interest in food trends, and media coverage of street food and health, have eventually tricked down into the category”

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POPCORN POPULARITY NOT SET TO POP

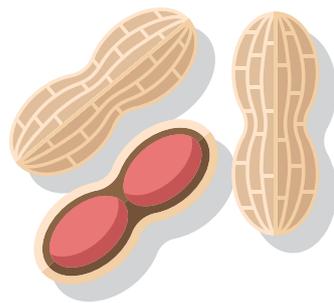
Popcorn sales have doubled in value since 2013, according to Euromonitor. Driven by continued interest in exciting gourmet flavours, and air-popped snacks promoting a healthy image among consumers, sales of popcorn in the UK reached £152m in 2017 – up more than 10% from the previous year. UK snackers now consume twice as much popcorn as any other European country.



high quality biltong and jerky any more. Advances in NPD, and an audience craving ingenuity and alternatives due to dietary restrictions, has meant that there are more companies developing alternatives to conventional meat products.

Dehydrated salmon is one product that's really making waves, with the products coveted due to them not only being high in protein but also Omega 3. Speyside Smokehouse, which makes three low calorie varieties from farmed Scottish Atlantic salmon, provide mini wooden tongs in each packet to ensure that consumers don't need to worry about having a fish smell on their hands while out and about. The Meat Snacks Group deals almost exclusively with dehydrated meat brands, and has experienced a strong lift in consumer demand for jerky and biltong products. "We are seeing demand grow for meat snacks with pack sales up 19%," says Jennifer Macdonald-Nethercott, marketing manager at The Meat Snacks Group. "Demand for alternative snacks is growing, with consumers continuing to enjoy the benefits of high protein, gluten-free snack market that can be enjoyed at any time of the day."

Sea Chips, which launched in November 2017, has already secured listings with retailers like Harrods, Fenwick and Whole Foods Market, and is generating a strong consumer following. The company's salmon skin snacks come in Lightly Salted, Salt & Vinegar and Lime & Chilli flavours, and not only boast a range of health benefits, but satisfy consumer demand for sustainable snacks, too. The team at Sea Chips state that when sourcing the salmon skins they discovered that fishmongers would typically discard it – prompting them to discover that almost half of all seafood that's caught goes on to be disposed of. Sea Chips also donates a portion of its profits to supporting organisations and charities which are helping to clean up the seas and oceans.



While the oxymoron nature of vegan jerky will confuse some, this subcategory is really generating a buzz. With ingredients ranging from mushroom to aubergine, there are plenty of meat-free brands looking to capture the vegan fitness fanatics and outdoors activity-loving consumers with faux jerky and biltong offerings. One of which is Primal Strips, which produces a range of meatless jerky made from soy, seitan and shiitake mushrooms. Options range from Texas BBQ to Hickory Smoked, which offer authentic American-style flavours on dried vegetable bites which are uncannily similar to the traditional meat versions.

Are we all going nuts?

Whether it's nut butter spreads

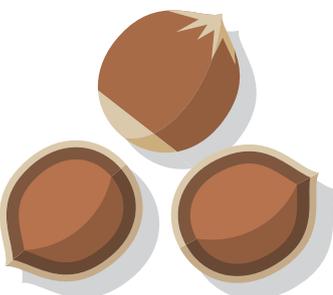
SNACK INDUSTRY: AT A GLANCE

- Demand for popcorn shows no signs of slowing down – in fact, sales continue to grow at a rapid pace
- Consumers – especially younger ones – are more prone to substituting a meal for a snack than ever before
- Exotic, exciting and bold flavours are in, especially when it comes to nuts and meat snacks
- The traditional breakfast bar isn't faring particularly well in today's market – shoppers tend to be more on the lookout for granola and nut bars



or superfood nuts, the category is reportedly in fine fettle. While the more household name nuts are still performing well, it's the superfood-affiliated and international nuts that are really gaining momentum with consumers. Pili nuts, which are grown in the volcanic soil of the Philippines, are currently all the rage with food bloggers and superfood lovers. They are pre-sprouted and dehydrated to preserve vital enzymes, minerals and nutrients, and an activation

process breaks down complex starch and neutralises the phytic acid found in nuts and seeds. The creamy nut is also high in Vitamin E and Magnesium, with brands like Raw & Wild selling flavours like Himalayan Pink Salt and Turmeric & Ginger to much acclaim – they're now stocked in popular health blogger haunts like Whole Foods Market and Holland & Barrett. The demand for the on-trend nut is so high that producers are using it as the ingredient for other products,





THE SNACKING DEMOGRAPHIC

While 96% of people are reported to eat snacks, the consumption of savoury snacks substantially dips among over-55s, according to Mintel. Crisp and crisp-style snacks are in pole position for the most turned-to savoury options. Not only does nearly everyone eat snacks, but 69% of people consume them on a daily basis. The most frequent snackers include under-35s, students, city dwellers and parents. 37% of consumers state that they substitute a meal for a snack at least once a week.

SNACK INDUSTRY: IN NUMBERS

- 37% of consumers state that they substitute a meal for a snack at least once a week
- UK popcorn sales reached £152m in 2017 – up more than 10% from 2016
- The number of 'unique' flavours within the savoury snack category have increased by 300 since 2013 – a 21% increase
- The number of consumers eating healthier packaged snacks has risen by 12% since 2016, according to Kallo

with US nut-based yoghurt brand Lavva launching a pili nut yoghurt earlier this year – it's rumoured to be entering the UK market in the not so distant future.

The health conscious are also turning to nuts and seeds as toppers for foods like smoothies, healthy yoghurt and salads. Producers have acted accordingly, and even rolled out flavours that reflect food trends that are currently coveted by foodies, for instance Munchy Seeds has recently launched Salted Caramel Roasted Seeds – consisting of roasted sunflower and pumpkin

seeds with a pinch of coconut and sea salt flakes – which were created to sprinkle on dishes or eat as a snack on their own.

Matching beer with snacks

It appears that a packet of KP Nuts or scampi fries won't suffice for modern beer drinkers. With a growth in beer style education, consumers are more genned up than ever on their IPAs and quadrapels, and are looking to pair them with savoury snacks. Mintel research indicates that 2018 is the year that proper beer and savoury snack matching sees a substantial uplift, with just under half of UK beer drinkers expressing that they would like to see more information about matching food with beer on product packaging.

"When it comes to snacking, this summer will see strong flavours and textures that are specifically designed to go with alcohol that, no doubt, will be popular during the World Cup and barbecues alike," says Ayisha

Koyenikan, global food and drink analyst at Mintel. "Snacks that have strong textures and flavours hold up particularly well with beer and other drinks and, thus, will win in popularity this summer."

A raft of food and drink producers have noticed this call for premium snacks to complement the phenomenal demand for craft beer. Made for Drink is a company that sells artisanal snacks that celebrate the drinking cultures from across the globe and aim to match their specially-created snacks to complement certain beverages, with pairing advice adorning the packaging. For instance, its new Mangalitzia Salami Chips were developed to be paired with a pilsner, while the company's Duck Fritons, inspired by a rural southern French delicacy, were created to match a flavourful IPA.

In a bid to capture this engaged audience, major manufacturers have started producing snacks with flavours that are suited to different varieties of beer. Walkers UK recently launched its Max Strong line, which is a range of ridged crisps in spicy flavours which were developed with "flavour experts to match Walkers Max with different kinds of beer". The packs come with a 'perfect for beer' strapline, driving the message home.



MILLENNIALS AND THE 'FOURTH MEAL'

Snack company Pladis has noted that younger consumers are snacking more than any previous generation. As part of its 'new breed of snacking' research, the firm notes that Millennials – or 'taste-makers' as they refer to them – are dismissing traditional food rituals such as set meals, and opting for the 'fourth meal' instead. Mintel also notes that young consumers typically snack four or more times per day, choosing healthy protein-heavy items over lunch, dinner or breakfast. "The boundary between meals and snacks is blurring," explains Colette Noé, senior director for consumer and market insights at Pladis. "Most people understand a meal to be influenced by cultural traditions around timing, setting and specific food groups. Snacks, on the other hand, are highly personalised and variable mini meals."





INTRODUCING... SNACK 50

Everything you need to know about the contemporary savoury snack scene

For a retailer, the beauty of the savoury snack category is that it provides a reliable source of revenue, and that it is a sector which enjoys plenty of limited edition launches, ever-evolving NPD and consistent demand. The snack category is so dynamic, ever-developing and innovative we felt it was only right that we present you with pages that

reflect this ethos. That's why we've rounded-up 50 – ranked in no particular order – of the top snack sector movers and shakers, trends, insights and products that you need to know about.

The snack sector is currently a hive of activity. From producers being inventive with surplus vegetables to companies using insects as the core ingredient in their snack bars, this is a sector which is certainly not lacking in ingenuity and creative thinking. Within these pages we've covered what we think are the biggest topics in the industry today: Innovation, Sustainability, Tradition, Health and International – all topics to bear in mind when making your offering the best it can be.

We have talked to producers that have made their stamp, liaised with retailers who successfully sell snacks, rounded up some of the sector's most prevalent trends, and, of course, provided you with plenty of product inspiration to whet your snack-buying appetite. So if you're looking to pep up your on-the-go section or wanting to invigorate your crisp offering, read on for a smorgasbord of insight and inspiration.

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INDUSTRY ONLY



A NEW SNACKING GENERATION

Katy Hamblin, marketing manager of Pipers Crisps, explains why retailers should insist on a premium snack brands with strong shelf presence and insight-led innovation to meet the needs of today's consumers

WHAT MADE PIPERS DEVELOP CRISPEAS?

Pipers Crispeas are a fresh take on the British pea, available in three delicious flavours – Matar Paneer, Salsa Verde and English Mint – offering a low calorie (less than 91 calories-per-pack) source of protein and source of fibre, with all the bold taste associated with a Pipers snack.

We looked carefully at the trends that are driving the healthy snacking market. It's clear that there are two key factors: taste and nutritional benefits. As well as being lower in calories than standard crisps, Crispeas are also a source of protein and fibre. Protein as a cited benefit is an important global food trend, with over 50% of consumers citing the need for more protein in their daily diet. But, overall, taste is still the key driver for snack-purchasing consumers. That's why we've combined three delicious flavours for our British peas. Pipers Crispeas are also gluten-free, wheat-free, barley-free and suitable for vegetarians.

WHAT IS CONSUMER DEMAND LIKE FOR HEALTHY SNACKS?

The healthy snacking market is

growing fast, and showing no signs of a slowing down. The total BFY market is now worth nearly £125m – with 9.3% year-on-year growth – and over half the population is now buying into the BFY category. In this segment two-thirds of shoppers are repeat purchasers and healthy eating snacks are being bought far more frequently – with estimations showing up to six trips a year.

The three new Crispeas varieties will satisfy a wide range of tastes at different times of the day. Crispeas will be particularly popular in the thriving food-to-go sector – they're great alongside sandwiches and salads. They are expected to be a big hit with 18-to-34-year-olds, who represent the most significant snack-buying segment and who lead the healthy eating revolution, as they're looking for nutritional benefits and lower calorie options.

WHY DO YOU THINK THAT FARM SHOPS AND DELIS SHOULD STOCK THE CRISPEAS RANGE?

Pipers is the leading premium snack brand for independent and specialist food retailers. In addition to their great taste and provenance,

Pipers' strong shelf presence and impactful point of sale materials play a vital role in helping to drive these snack sales.

Pipers Crisps is a two-time winner of the prestigious DBA Design Effectiveness Award, which recognises the effectiveness of packaging design in helping to win new customers. The recently announced packaging 'refresh' is aimed at keeping the brand ahead of their competitors. So if you want a great-tasting snack range that meets the demands of the fast-growing healthy snacking market, with good on-shelf stand-out and a design that reinforces the brand's approach, look no further than Pipers Crispeas.

WHAT MADE PIPERS REFRESH ITS PACKAGING?

As a leading brand it's important we never stand still. To maintain our great shelf presence and to keep ourselves ahead of our competitors we're constantly looking around the world at consumer trends in tastes and purchasing patterns, as well as conducting our own research. It's this insight that drives our branding strategy, our new product development and

our iconic packaging design developments.

Our latest packaging refresh is based on semiotic studies (research into the impact of signs in communication), as well as feedback we've had from our customers and end-users. The new design development gives more emphasis and personality to our 'Piper' logo, who is becoming synonymous with the brand. It also introduces the 'Live life full of flavour' concept; a clear message that captures the brand's essence. We have introduced clearer nutritional messaging to the back of packs, which coincides with the launch of Pipers Crispeas to meet the demand for Better For You (BFY) snacks, and snacks with nutritional benefits.

Pipers Crisps is perceived as a brand of substance which leads the way in the marketplace both through design and innovative products. This new design development builds on the existing strengths of the Pipers brand, which for end-users is all about 'snacks as they should taste', and for retailers is all about great shelf presence. It's refreshingly new but, importantly for retailers, it retains all that's popular about the Pipers packaging, including the bold pack colours themselves.



DELICIAS JALAPEÑO & DILL

The Jalapeño peppers come from Delicias, a town in northern Mexico, and are farmed by Rogelio Bermudez – a passionate producer who is determined to grow the very best chillies. Pipers have combined them with aromatic dill to create a unique fusion of tastes to complement the much-loved potato crisps.

“ Pipers Crisps is perceived as a brand of substance which leads the way in the marketplace both through design and innovative products ”

DISRUPTORS

While disruptors are roughly in the same ballpark as innovators, it's primarily the effect they have on the market – and the approach which makes this happen – which turns a brand into a disruptive force. Essentially, disrupter brands are those which don't just create something new to consumers' and retailers' delight, they leave a lasting impression on the wider industry, changing things for the better in practical terms – so much so that others follow, and eventually what once seemed adversarial becomes the norm. Moving briefly into the drinks arena, think of Innocent. Fruit smoothies were nothing new when the brand launched in 2009, but with its stand-out branding and familiar language, it paved the way for the informal, friendly, fun-filled marketing which has been adopted by brands old and new across food and drink and beyond.

ONES TO WATCH



We caught up with Theodora Alexander, co-founder of Young Foodies and ex-Propercorn, who named her top disruptors to know:

The Curators: these guys make ready to eat single serve beef jerky. They have recently come to market with a range of flavours and they taste absolutely amazing. It's not your average dry jerky – it's succulent and tasty and totally different to the traditional offerings. It satisfies the need for deep savoury flavours and delivers on protein at the same time.

Well and Truly: AKA healthy Nik Naks. They've been around for a while but their new rebrand takes them to the next level. They're the most moreish savoury snack I have had in a very long time while also, somehow, being low cal. In my view, no other snack on the market delivers flavour quite like them and it's exciting to see their distribution rocket in response.



SARA TRECHMAN: WELL&TRULY

“ Potato alternatives are still going strong such as our exclusive avocado, pasta, oat and pumpkin crisps, and we'll soon be launching a new exclusive range of almond-based chips ”

SELFRIDGES



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BEYOND POTATOES

It's not only popcorn which has been stealing the crown of the conventional potato crisp. Producers seem to be pretty open-minded when it comes to what they'll put in the fryer, and while sweet potato crisps are still relatively new compared to those made from white potato, it's the products made of anything from chickpeas to fruit which are exciting consumers right now.

NEW FORMATS

Conventional packaging is so last year; more brands than ever are looking for new formats and ways to present their product to the world – and often, an innovative product necessarily means innovative packaging. Consider Fairfield’s new microwaveable crisps as an example. The brand created a genuinely new way to enjoy crisps – by heating in the pack before eating to emulate a freshly-fried taste – and other companies will be looking to tap into this brand new market swiftly, for sure.

Convenience is also playing its part in the new formats coming into the market. We’ve all seen the ubiquitous carrot and hummus snack packs in chillers over the past couple of years, M&S have launched apple and peanut butter dip packs, and ambient options are now launching across the market – who could say no to enjoying a crisp and dip combo on-the-go?



“Conventional packaging is so last year; more brands than ever are looking for new formats and ways to present their product to the world – and often, an innovative product necessarily means innovative packaging”

THE FUTURE OF SNACKING

“Mealtimes are blurring as consumers are moving away from the rigidity of breakfast, lunch and dinner,” says Jessica Abela, product developer at Selfridges, “[and] this has led to an increase in snack foods.”

And when it comes to the foods that shoppers are after when they’re

wanting to bridge the gap between mealtimes or satisfy their hunger on-the-go? “Consumers are not just looking for ordinary snacks but want an added benefit,” Jessica explains. “Whether it is a snack that is high in protein such as quinoa chips, high in vitamins e.g. dehydrated vegetable/fruit crisps or even the addition of ‘superfoods’ such as maca, matcha, yerba mate to anything from kale chips to protein balls.”

How is Selfridges catering for this new demand? “One of our newer products is faba beans by Human Beans,” says Jessica. “They are vegan, organic, high protein air popped beans but in flavours such as BBQ and pizza.”

And what is next for the snacking sector? Change is afoot, according to Jessica: “We will continue to see growth in the snacking category as new and innovative flavours, techniques and raw materials are used.” Watch this space.



INVENTIVE FLAVOURS

Tesco has become famous (or infamous) for its festive flavour range – which includes the likes of Candy Cane-flavoured crisps – but the idea of weird and wonderful crisp flavours is actually nothing new. Remember Walkers’ Hedgehog crisps in the 1980s and the later Cajun Squirrel variant? It’s safe to say that they probably didn’t knock Salt & Vinegar off the top spot during their time on the shelves, but they got people talking – and that is often more valuable to a brand than you might think.

You can tempt consumers away from their usual choices without opting for anything too far out of their comfort zone. Selfridges has launched an exclusive range of Honey Butter crisps – a familiar flavour, if an unfamiliar vehicle for it – and Sal de Ibiza’s Flor de Sal Chips with White Truffle will satisfy foodies looking to impress.

“60% OF CONSUMERS AGED 25–34 AND 18% OF CONSUMERS AGED OVER 55 REGULARLY OR ALWAYS TRY NEW OR ADVENTUROUS SNACKS”

SOURCE: A POLL CONDUCTED ON BEHALF OF THE GROCER BY HARRIS INTERACTIVE

PRODUCER SPOTLIGHT

MA BAKER

After 25 successful years and over 200 million bars sold, we know quite a bit about making great tasting flapjacks, so we’re not changing our recipes – just our packaging! Our new colourful and contemporary identity showcases what we’re proud of in the Ma Baker brand – wheat free, vegetarian and vegan handmade products with British oats and natural ingredients in over 27 flavours!

firstqualityfoods.co.uk





KERNELS OF CREATIVITY

How has Joe & Seph's amassed such a vast following? For the gourmet popcorn brand it all comes down to taste, innovation and quality

The popcorn market has witnessed its fair share of growth over the past few years, but few, if any, can raise the innovator crown as high as Joe & Seph's. Launched eight years ago – before the demand for premium popcorn reached fever pitch – by

Adam Sopher and his parents, Joseph (whose name adorns the packs) and Jackie, the business is synonymous with the category thanks to a combination of fun, family and creativity.

It's this cutting-edge approach paired with authentic family values

that has garnered the business its legions of fans. With over 40 flavours in the Joe & Seph's portfolio, boasting 34 Great Taste Awards between them, you can see why the brand resonates with consumers from all over the world.

"Everything we do is about taste, innovation and quality," explains Adam, "We actually have our own production kitchens and pastry chefs based in London, so every kernel is well looked after." The range contains an impressive number of strong sellers, chief among them classic flavours like Salted Caramel, Chocolate and Peanut Butter, but the more inventive options like Marmite and Gin & Tonic continue to pique the interest of curious foodies.

Key to Joe & Seph's success is its creative outlook, with the brand managing successfully differentiating itself by offering unique, premium products unlike anything on the market. The number of products in the range gives independents the opportunity to showcase a raft of different flavours, which help keep customers inspired. "We work closely with all of our independent stockists to ensure the perfect offering for each store" says Adam. "Ultimately, we

would like to have our popcorn sold in every great store around the world – we're lucky enough to already have our products sold in premium shops in the likes of Scandinavia and Hong Kong."

Joe & Seph's has plenty of exciting offerings, flavours and pack formats in the pipeline, too, with Cheese & Onion, Ploughman's and Banoffee Pie varieties about to launch. And Christmas couldn't come soon enough for popcorn fans, with the brand rolling out the UK's first Popcorn Advent Calendar filled with 12 different flavours of popcorn this year, plus a new Popcorn Shop Bauble filled with Salted Caramel Gourmet Popcorn.



great taste **34** GREAT TASTE AWARDS

great taste

JOE & SEPH'S
GOURMET POPCORN CHEF & CONNOISSEUR

SALTED CARAMEL GOURMET POPCORN
A marvellous combination of sweet and salty

AIR-POPPED POPCORN COATED WITH SMOOTH CARAMEL WITH A HIGH PERCENTAGE OF BUTTER

POP-CORN WITH CARAMEL AND PEANUT BUTTER
"Creamy & Nutty."

MADE IN GREAT BRITAIN

JOE & SEPH'S
GOURMET POPCORN CHEF & CONNOISSEUR

GOURMET POPCORN

OFFICIALLY
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POPCORN BRAND

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A NOVEL APPROACH

*Delicious, satisfying and guilt-free?
Novel Foods have struck upon a
winning formula*



It's not often that a genuinely healthy snack which is also thoroughly satisfying comes onto the market, but this is just what Novel Foods is introducing to the UK. Snacking may have garnered some bad press of late, with Government health advisors suggesting that consumers avoid snacks containing more than 100 calories, but the brand is passionate about spreading the message that

healthy snacking is a great add-on to everyday diets. With Novel Foods' delicious #indulge range, a tasty range of savouries that are rich in fibre as well as free from gluten and nuts, this certainly seems to be the case.

The range offers four variants, all premium quality and boasting a range of of-the-moment healthy plus points such as being gluten-free, high in fibre, and containing

superfoods like chia seeds. Not only that, but the range is deliciously addictive thanks to full-on flavours and more-is-more textures with a satisfying crunch.

First up, #indulge Corn Chips – a vegan-friendly and fibre-filled option containing chia seeds and Omega-3 which is free from gluten and nuts. Three flavours are available to tempt discerning consumers' tastebuds: Original, Smoke BBQ and Sizzling Spice, each of which make these snacks a delicious option for on-the-go snacking or for enjoying with dips. Plus, multiple pack sizes are available: single portion 20g and

family pack-size 150g.

For an addictive and exciting snacking experience, try Crunchy Corn Combo – a wholesome, savoury combination of roasted nibble-sized corn snacks – and equally satisfying are the brand's Crunchy Corn Rings, a gluten and nut-free partner for drinks and suitable for vegans. Finally, Crunchy Corn Curls, a crunchy, high fibre alternative to crisps that delivers plenty of taste with every bite.

Free from nuts and gluten, as well as being vegan-friendly, means plenty of pleasure and no guilt. Race you to the till!

“ Free from nuts and gluten, as well as being vegan-friendly, means plenty of pleasure and no guilt ”



#indulge.

The brand new range of savoury snacks in a choice of *exciting flavours*



VEGAN

NUT FREE

GLUTEN FREE



0208 144 1200

hello@novel-foods.co.uk

www.novel-foods.co.uk



"MORE THAN TWO THIRDS (72%) OF SHOPPERS IN THE UK ARE BUYING HEALTHY FOOD – WITH LESS SALT, SUGAR, FAT OR CALORIES"

“ The protein trend just keeps on growing with consumers searching for high protein and low carb snacks, which in some cases are replacing salads and savoury items such as pies and scotch eggs as a lunch solution. Our current biltong and jerky sales are +8% against last year. Alternative snacking options such as chorizo/salami balls are also in high demand, trading at +3% compared to last year ”

ADRIAN BOSWELL, DELI AND CHEESE BUYER AT SELFRIDGES

VEGAN

The number of vegans in the UK has risen to over 3.5 million, according to research carried out by comparethemarket.com – 7% of the UK’s population, a sizeable jump from the 1% recorded in 2016.



CLEARSPRING ORGANIC SEAVEG CRISPIES

Made with just four simple ingredients: nori grown in the waters off the coast of Korea, unrefined sea salt, organic sunflower oil and organic turmeric or ginger.
clearspring.co.uk



PULSIN SALTED CARAMEL RAW CHOC BROWNIE

A deliciously indulgent vegan-friendly brownie crafted using the finest natural ingredients.
pulsin.co.uk



COCOFINA COCONUT & MANGO BAR

An indulgent bar made from just a handful of organic ingredients: dried mango, rice syrup, oats, coconut, rice crisps and sunflower oil.
cocofina.com



DOVES FARM FREE BY DOVES FARM CHOCOLATE CHIP OAT BARS

High in fibre, gluten-free, organic and made with natural ingredients, including creamy wholegrain English oats.
dovesfarm.co.uk/free



ABAKUS JUJUBE FRUIT

Jujube fruit have a delicious caramel flavour, are naturally gluten-free and make the perfect afternoon pick-me-up.
abakusfoods.com

EASY BEAN BEAN & SEED CRACKERS

Handmade using protein-packed British pulse flour and only 100% natural ingredients, gluten and dairy-free.
easybean.co.uk



GLUTEN FREE

Mintel has predicted the free-from market to be worth £558 million in 2018, with 55% of consumers who purchase free-from products doing so as a lifestyle choice

Around a third of Brits are purchasing free-from food. Of these shoppers:

- 22% buy gluten-free
- 19% buy dairy-free
- 16% buy wheat and lactose-free

(Source: Department for International Trade)

“ Concern for general wellness is the biggest reason that Europeans are buying healthier food options. They are more concerned with the quality, safety and healthiness of the food that they buy, have an intolerance to certain foods or just want to lose weight. With obesity becoming a key challenge for health in the UK, it is encouraging to see that one in four shoppers (25%) want to achieve weight loss ”

LIVIO MARTUCCI, DIRECTOR AT IRI

PROTEIN

Protein is big news right now. It's moved on from being the reserve of gym-goers to become much more mainstream – it's not only tubs of protein powders shouting about their protein content these days, everything from drinks to cheese is using protein as a selling tool to lure in health-conscious shoppers. The world of snacking has adopted this trend with aplomb; numerous brands are bringing their take on South African dried meat snack biltong to market, protein bars are stepping out of the sports shops and into the food sphere with attractive foodie-luring looks and language, and naturally protein-packed foods like chickpeas and fava beans are making the most of their time in the spotlight. In retail terms, biltong and jerky are still leading the way in the Selfridges snacking aisle – they've seen an 8% increase from last year.



HODMEDOD'S ROASTED FAVA BEANS

Hodmedod's have roasted British-grown fava beans and seasoned them with a little sea salt to create this exceedingly moreish snack that's packed with natural vegetable protein.

hodmedods.co.uk



BEEFIT SNACKS TRULY TRADITIONAL BILTONG

Snacks should be healthy and delicious, so BeeFit created a high protein/low carb snack that's just like steak in a bag.

beefitsnacks.co.uk



THE PRIMAL PANTRY DOUBLE ESPRESSO HIGH-PROTEIN BAR

'The cleanest protein bar on the market', made with only 100% real food ingredients, providing 146mg of caffeine from raw ground coffee.

primalpantry.com

“ ANYONE CAN MAKE A SNACK WITH NO SUGAR AND NO SALT. ONLY TRUE INNOVATORS CAN MAKE THAT SNACK TASTE AS GOOD AS THE ORIGINAL ”

THEADORA ALEXANDER, CO-FOUNDER OF YOUNG FOODIES AND EX-PROPERCORN

“ Trends at the moment include a continued interest in fermented products, products containing adaptogens, single-serve cookies and cakes and protein-focused snacks. On the horizon we're seeing more of the same plus more probiotic snacking lines ”

AMELIA RICHARDS, PLANET ORGANIC

PRODUCER SPOTLIGHT

SUGAR'D OUT

Handmade in the UK with British oats and natural ingredients, Sugar'd Out Flapjacks have the same great taste and oaty goodness of a classic flapjack but are wheat free, vegan and have no added sugar, no syrup, no artificial sweeteners and no additives!

firstqualityfoods.co.uk





“THE NATURAL CHOICE FOR DIPS”

Peter's Yard, makers of the now-iconic authentic Swedish crispbreads, introduce their Bites variant

These delicious Crispbread Bites are the natural choice for dips. Peter's Yard always use authentic recipes and completely natural ingredients and the Crispbread Bites are no exception. Made from simple, natural ingredients including

organic flour, organic fresh milk and sourdough, the Crispbread Bites are cut into bite-sized pieces and oven baked until crisp and golden. There are two recipes in the range: Sea Salt – seasoned with Halen Môn PDO organic sea salt – and 5 Seed, which includes five healthy seeds

(sunflower, poppy, pumpkin, chia and millet). They are packed into 105g resealable bags so are perfect for sharing.

The Bites have been especially designed to tap into the growing baked snacks market and can be enjoyed with drinks and dips. They also tick the box for the rise in casual dining and shared eating occasions and would not look out of place on smörgasbords, charcuterie platters etc. There are so many good quality brands that produce delicious dips with interesting flavour profiles on the market. This provides consumers with a quick and easy solution for a snacking occasion. Alternatively, Peter's Yard have devised an array of easy dip recipes that utilise seasonal ingredients and go perfectly well with the Sea Salt and 5 Seed Bites. The Crispbread Bites are a great bedfellow to alcoholic and non-alcoholic drinks, whether it's a pre-dinner gin and tonic, summer cocktails, real ales, crisp ciders or mocktails. They don't need to be reserved for summer snacking, as the bites are just as good alongside a mulled wine or Winter Pimms.

The two variants available have a relative neutral flavour base that ensures the bites do not



The sourdough Crispbread Bites offer retailers a point of difference as they can be sited in several locations across the store: at the deli counter with dips, by drinks and in the snack aisle. This will help to drive secondary sales to encourage shoppers to buy appropriate snacks alongside mainstream lines

overpower or mask the star of the show, whether it's a fresh herby dip or cool, crisp drink. The bites are robust so they do not break when dipped and are cut to the perfect size to avoid any issues with 'double-dipping'. They are packed into a resealable sharing bag, so they will stay fresh for a couple of days after the pack is first opened.



The natural choice for dipping

Voted Best Biscuit Brand 2016, 2017 & 2018 by independent retailers



PETER'S YARD



A CORKER OF AN IDEA!

Cambridgeshire's renowned crisp brand has launched hand-cooked olive oil crisps – a UK first

Corkers Crisps have found another recipe for success with their new hand-cooked Olive Oil crisps – a first to the UK market!

Always looking for exciting innovations in snacking, renowned crisp makers Corkers spotted a gap in the premium market and have turned their hand to a new style of crisp – creating the UK's first hand-cooked Olive Oil crisps! Having previously created their own style of potato, the Naturalo potato, to ensure their crisps are perfectly crunchy without being greasy, they decided that such a premium product should be cooked in the finest oil around.

Corkers grow this special potato and the root vegetables for their vegetable crisps on the Taylors' family farm in Ely, Cambridgeshire, where the rich, black, peaty soil imparts a unique flavour and allows the vegetables to develop the perfect

texture. As soon as the vegetables are harvested they're driven a few minutes down the road to be stored and then turned into the award-winning crisps – from field to fryer all on the farm, the ultimate British crisp!

Co-founder, Rod Garnham, made the decision to create this new range of crisps after a holiday to the Mediterranean where he was inspired by the luscious olive groves and the fresh, bold flavours of the local cuisine. Wanting to re-create the stunning flavours he experienced he decided to investigate the possibility of creating a crisp cooked in olive oil.

Never doing anything by half, the team began their search for the ultimate olive oil which led them to the most decorated olive oil producer in Southern Spain, Muleolivia, who were crowned the World's Best Olive Oil four years in a row, amongst other

prestigious global accolades. Like Corkers, Muleolivia take their ingredients seriously, using only the best green olives from their 3,000 groves in Andalucia. Cold pressed within fifteen hours of harvesting, the genuine aroma of the olives is preserved. Such attention to detail makes Muleolivia's olive oil the perfect partner for Corkers' distinctive Naturalo potato.

Olive oil is well recognised to have great health benefits, and the Mediterranean diet is often lauded as helping to improve cognitive function amongst other perks. With a lighter, fresher taste but still with the outstanding crunch that Corkers fans know and love, this is a crisp which is perfect for discerning customers who really love their food and drink and are looking for something new and exciting to spice up their lunch break.

Inspired by the stunning Spanish countryside surrounding



Corkers suggest different drinks pairings to go with these tasty treats. Why not try a glass of English sparkling wine with the Black Truffle flavour – choose something with a medium body as to not overwhelm the delicate flavour of the truffles and let the sparkles perfectly complement the crisps – ideal for a drinks party or dinner with friends. If you're more of a beer fan, why not try the Sea Salt & Balsamic Vinegar olive oil crisps with a Belgian-Style Saison? The tart vinegar sourness might make your cheeks tingle at first, but a Saison's vibrant pepper taste will slice through the acidity – delicious!



Muleolivia's olive groves, Corkers worked tirelessly to create beautifully harmonised flavours to bring the taste of the Mediterranean to this quintessentially British brand. These light, crunchy crisps come in a selection of seven distinctive flavours including: Black Truffle, Rosemary & Garlic, Mediterranean Cheese & Roasted Onion, Lightly Sea Salted, Sea Salt and Balsamic Vinegar, Sweet Potato with Sea Salt and Parsnip, Sweet Potato & Beetroot with Sea Salt.

The Olive Oil crisps are currently stocked nationally with Ocado, so Corkers are now engaging the speciality sector with this new snack.

Corkers' core sunflower oil range is available across the country and can be found in quintessentially British stately homes, Harrods, farm shops, delis, railways and airlines. The delicious flavours include: Simply Sea Salt, Cheddar Cheese & Chive, Sea Salt & Cider Vinegar, Sweet Thai Chilli, Pork Sausage & English Mustard, Duck & Hoisin Sauce, Sea Salt & Black Pepper and Sweet Potato, Parsnip, Carrot & Beetroot.

What's next for Corkers? Watch this space!

“ From field to fryer all on the farm, the ultimate British crisp! ”

“ I visit a lot of sales events and shows throughout the year to keep an eye on trends and hopefully spot up-and-coming products that would suit our business but also won't be found in supermarkets”

ANTHONY POOLE, RETAIL MANAGER AT CROOTS FARM SHOP IN DERBYSHIRE, ON SOURCING METHODS FOR CLASSIC SNACKS



CLASSIC SNACK CHECKLIST

MAKE SURE YOU HAVE THESE ITEMS COVERED TO ENSURE YOU'RE THE GO-TO DESTINATION FOR SAVOURY SNACKS :

- GOURMET CRISPS ● NUTS
- CRACKERS ● TRAIL MIX
- PREMIUM POPCORN
- OLIVES ● DIPS

“We make sure savoury snacks are visible to those shopping for beer and wine”

Partridges, the Royal Warrant-holding retailer, is renowned for its array of savoury snacks. John Warren, systems co-ordinator, highlights how the business sells traditional snacks:

● POPULAR PRODUCTS:

Popcorn is proving successful due to a variety of inventive flavour combinations and its relatively low calorie content

● RETAIL ADVICE:

We typically position snacks at the front of the store, near the sandwiches, to appeal to the grab-and-go custom. We also make sure savoury snacks are visible to those shopping for beer and wine. Frequent sampling of savoury snacks and cross-sampling with cheeses and chutneys help maximise sales



KENT CRISPS HAM & MUSTARD

A hearty combination developed with Pork & Cork in Canterbury to create a traditionally English flavour with a meaty punch.
kentcrisps.com



TASTE OF GAME SMOKED PHEASANT & WILD MUSHROOM

Produced using British potatoes, Taste of Game developed this variety to encourage consumers to buy more game meat.
tasteofgame.org.uk

SAVOURSMITHS TRUFFLE & ROSEMARY

Fresh sprigs of rosemary are combined with a hint of the wild and decadent taste of black truffle.
savoursmiths.com



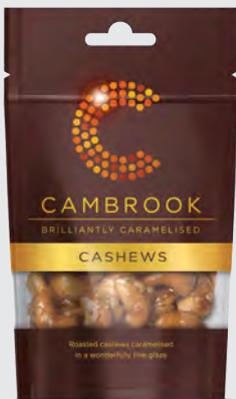
CRISPS

While the crisp category remains a consistently strong performer, Mintel points out that interesting flavours are a key driver for piquing the attention of consumers. According to the consumer insight organisation, snackers are frequently looking for sweet and savoury flavours in their products, spearheaded by the rise of salted caramel and other popular flavour combinations. It is now making an appearance in the crisp sector, too. The classic flavours still remaining top sellers across the board, though, with producers like Tyrrells and Burts Chips stating that despite their portfolios boasting a wealth of interesting-sounding crisps, sea salted flavours remain the strongest sellers, followed by flavours like sea salt and cider vinegar.



NUTS

While nut butters have been the recent standout performer when it comes to the category, there is still strong demand for the nut in its original form. The phenomenal rise of Graze, which started as a subscription service but recently expanded into retail and was last year valued at £300m, has spawned many new nut-centric businesses wishing to crack this in-demand sector. Consumers are now on the lookout for more exotic nuts, too – especially varieties when they boast nutritional benefits and come coated in exciting flavours. Tiger nuts are a variety that’s also becoming increasingly popular – although they’re technically a tuber – they are championed by gym goers for being high in fibre and magnesium.



CAMBROOK CASHEWS

Roasted cashews are caramelised in a fine glaze to produce this moreish snack. cambrookfoods.co.uk



OLIVES ET AL CAJUN SPICED CHILLI NUTS

A mix of peanuts, almonds and cashews are kiln roasted and tumbled with a blend of Southern-style spices. olivesetal.co.uk



MUNKY CHILLI ROASTED NUTS

These roasted monkey nuts are well spiced to give them a fiery kick and addictive flavour. munkyproducts.com

POPCORN

Popcorn has been a true success story for UK food manufacturing, with products and interesting flavours enticing consumers from the UK and abroad. Euromonitor states that popcorn sales in the UK reached £152m in 2017 – which is up more than 10% from the previous year – whereas other figures range from between £116m and £170m, and year-on-year growth is thought to be somewhere between 4 to 12%.

The Snack, Nut and Crisp Manufacturers Association states that in terms of volumes, UK manufacturers are thought to be producing around 12,000 to 15,000 metric tonnes of bagged popcorn per year. There are now over 20 popcorn manufacturers and brand owners known to be operating in the UK, most of which are SMEs.

POPCORN KITCHEN SALTED CARAMEL

Caramel sauce made with double cream, butter and a sprinkle of salt is gently mixed with air-popped corn. popcornkitchen.co.uk



PROPERCORN SMOOTH PEANUT & ALMOND

Hand-popped corn, sprinkled with a smooth blend of peanut and almond for a rich nut butter hit. propercorn.co.uk



SALTY DOG SEA SALT POPCORN

Delicious popcorn that is around 72 calories per bag, offering consumers a healthier snacking option. saltydog-grrr.com

PRODUCER SPOTLIGHT



FLOWER & WHITE

Award-winning bakers of indulgence, Flower & White have launched an innovative new range of grab-and-go Meringue Bars, containing under 100 calories per bar. What goes into them and the way they are made makes the meringues truly unique. Slow-baked to a traditional Swiss recipe, the Meringue Bars are handcrafted using only the finest ingredients, including free-range eggs, natural flavours and colours, and Callebaut chocolate.

They’re under 100 calories per bar, naturally gluten-free and suitable for vegetarians. Choose from Raspberry - raspberry-flavoured meringue coated in white chocolate and raspberry crumble or Chocolate - chocolate-flavoured meringue coated in dark chocolate and chocolate crumbs.

flowerandwhite.co.uk

THE PRIDE OF LANCASHIRE

Fiddler's Crisps is honoured to continue its home county's rich food heritage

For over 50 years, John Fiddler's family has been farming the land around Rufford, Lancashire, and it remains dedicated to its roots in that county today. The rich, fertile soil of Lancashire has been key to the success of this farming family; for generations it has grown cereals and vegetables such as cabbages, leeks and carrots, but it's for its potatoes that the business is best known. From the early days of the business, the family has been proud of its potatoes – so much so that a cabin was built at the farm gate to sell fish and chips. Lightly fried in oil and made from potatoes enriched by the farm's fertile soil, they were the first iteration of the family's

fried potato offering.

The range's combination of proud Lancashire heritage, flavourful potatoes and wide product selection have played a key role in it becoming one of the UK's most loved crisp brands. Discerning independent retailers have found the range increasingly popular; flavours include Sea Salt, Sea Salt & Lancashire Vinegar, Lancashire Sauce, Lancashire Cheese & Onion, Lancashire Sweet Chilli, Lancashire Black Pudding & English Mustard, Cracked Black Pepper & Sea Salt and Simply Spuds – a seasoning-free option which showcases the delicious natural flavours of the potatoes.

Made from thinly sliced Lady Claire and Lady Rosetta potatoes, the lightly fried crisps

are flavoured with the produce of a number of business hailing from the local area. With cheese made from milk from the Trough of Bowland and vinegar from Wigan's Ellsey & Co, these crisps have thoroughly Lancastrian roots. Indeed, in order to offer crisp lovers the full taste of Lancashire, Fiddler's flavourist team developed a Lancashire Sauce variation in partnership with Entwistles of Ramsbottom – a secret blend of herbs and spices.

The varied product range isn't the only thing which has developed over the course of Fiddler's 50 years of farming. The family's 150 acre farm, located deep in the Lancashire countryside, is now the site of a state of the art production facility, meaning that every crisp



LANCASHIRE BLACK PUDDING & ENGLISH MUSTARD

A striking combination of English mustard and herb and spice-filled black pudding, this popular flavour is Great Taste winner and year-round favourite

carrying the Fiddler's name has genuine 'field to packet' provenance, having been grown, cut, fried and packaged on the farm.

A British-born and bred snacking brand with a focus on flavour, provenance and environment-sensitive production, Fiddler's ticks all the boxes.

“ At the moment the black pudding flavour is really popular, and with the nice weather we have been having the crisps are really going well in the pub gardens and for picnics ”



ECO-FRIENDLY FARMERS

The Fiddler's farm is surrounded by countryside which acts as havens for rare birds and wildlife, and the brand goes to great efforts to ensure that its farming practices does not have any detrimental effect on this invaluable habitat. The neighbouring Martin Mere and Mere Sands Wood are a natural combination of meadow, heath and woodland, and are important ecological sites for the region.

Fiddler's LANCASHIRE CRISPS

HAND COOKED  ON OUR FARM ®

PREMIUM CRISPS FOR YOUR CUSTOMERS

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

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



TO ORDER – GET IN TOUCH

Tel: 01704 823 572

Email: info@fiddlerslancashirecrisps.co.uk

Web: www.fiddlerslancashirecrisps.co.uk

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



SWEET
CHILLI



LANCASHIRE
CHEESE &
ONION



LANCASHIRE
SAUCE



SEA
SALT



SEA SALT &
CRACKED
BLACK PEPPER



SEA SALT &
ELLEY'S MALT
VINEGAR

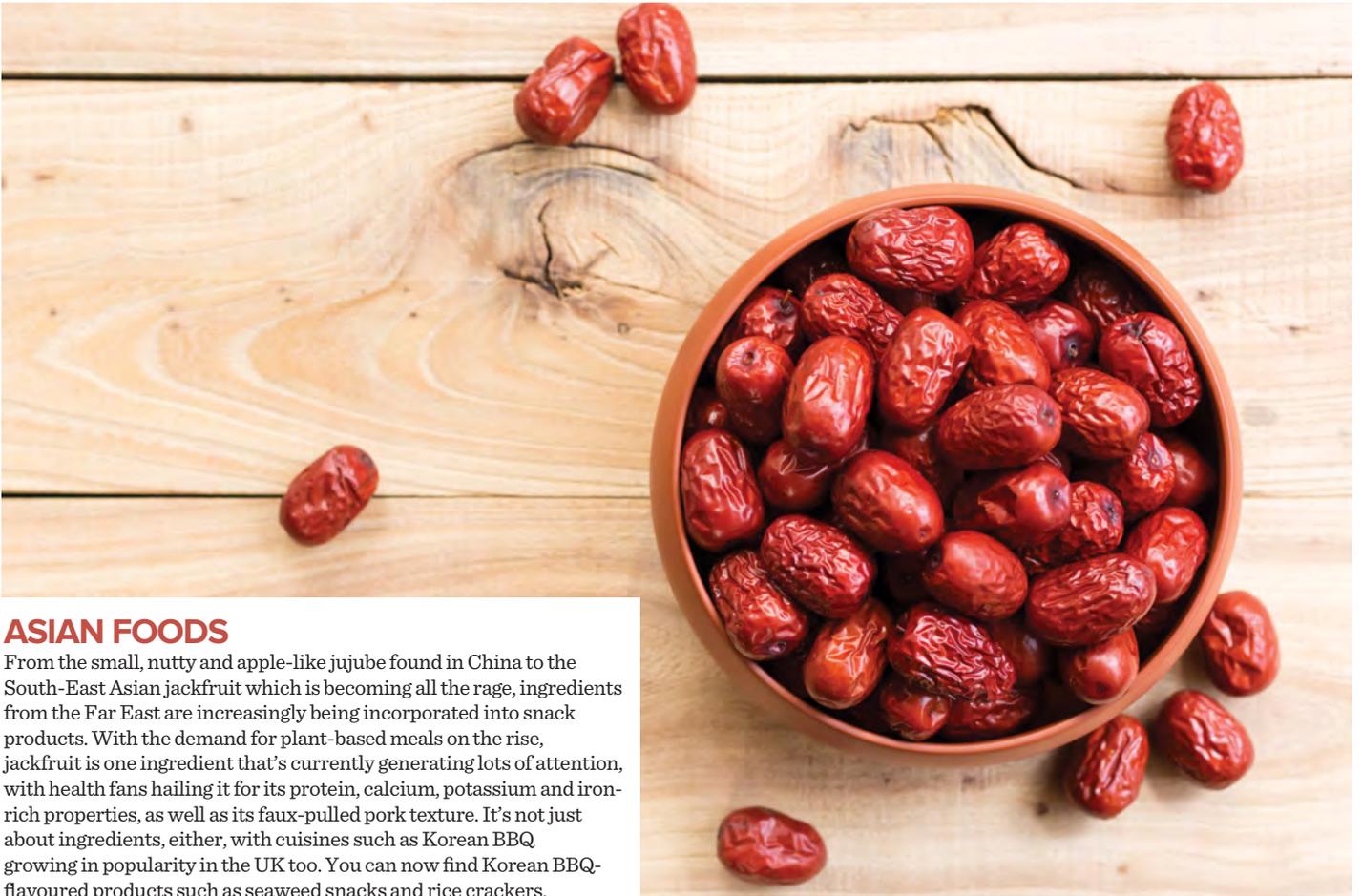


SIMPLY
SPUDS



LANCASHIRE
BLACK PUDDING
& ENGLISH
MUSTARD





ASIAN FOODS

From the small, nutty and apple-like jujube found in China to the South-East Asian jackfruit which is becoming all the rage, ingredients from the Far East are increasingly being incorporated into snack products. With the demand for plant-based meals on the rise, jackfruit is one ingredient that's currently generating lots of attention, with health fans hailing it for its protein, calcium, potassium and iron-rich properties, as well as its faux-pulled pork texture. It's not just about ingredients, either, with cuisines such as Korean BBQ growing in popularity in the UK too. You can now find Korean BBQ-flavoured products such as seaweed snacks and rice crackers.

“ We discovered a better way of processing our products from the Azteca and the Aborigines – soaking nuts and seeds in water before baking them unleashes a whole bunch of goodness lying in wait inside. Our ingredient combinations have a wide range of influences: from Cayenne & Rosemary, which provides the unmistakable heat of South American cayenne grounded by the pine-filled notes of robust rosemary, to Tamari & Aleppo, which is Persia meeting Asia in a complex tapestry of sweet and sour ”

CATHY MOSELEY, FOUNDER OF BOUNDLESS NUTS



PIPER'S SWEET CHILLI

Cayenne and jalapeno varieties of chilli produce a spice blend that gives the crisps a slightly sweet and spicy kick.

piperscrisps.com



OLLY'S OLIVES THE BANDIT

Green Halkidiki olives are spiced up with a marinade of red chillies, extra virgin olive oil and a rousing sprinkle of rosemary.

ollysolives.com



MR LEES NOODLES DRAGON FIRE VEGETABLES

Hot and sour rice noodles with red miso, bamboo shoots, green beans, mushroom and tamari soy sauce.

mrleesnoodles.com

CHILLI

As Brits' appreciation of spicy Indian and Asian curries grows, and the boom in enlivening Mexican cuisine shows no sign of waning, a new interest in the world of chillies is coming to the fore. Discerning foodies nowadays understand the multitude of chilli varieties and their differing flavours. The demand for fiery foods doesn't seem to be cooling anytime soon, with large numbers of products released each year with exciting chilli-focused flavours.



STREET FOOD

The street food scene is a hotbed for exciting flavours and innovative creations. In its *Food & Drink Report 2017/18*, Waitrose hotly tips tapas-style Indian street food as the newest trend set to win over consumers. According to the multiple, it revolves around smoked and grilled delicacies, with food trucks selling puris (deep-fried breads), which are often stuffed with zingy vegetables and drizzled in chutney – Waitrose states that the puri is set to become a “common site”.

"STREET FOOD IS 86% MORE POPULAR THAN IT WAS TWO YEARS AGO, ACCORDING TO A REPORT PUBLISHED BY FOOD MANUFACTURER SANTA MARIA. THE RISE IN POPULARITY OF THE STREET FOOD CONCEPT HAS BEEN PINPOINTED AS A KEY DRIVER BEHIND THE DEMAND FOR INTERNATIONAL FOODS IN THE UK, WITH 78% OF PEOPLE SURVEYED SAYING STREET FOOD INTRODUCED THEM TO NEW SPICES"



"I think that a combination of interesting flavours and innovative mixes are more significant drivers"

According to fine food distributor, Cotswold Fayre, the crisps, nuts and snacks category continues to thrive, with the company seeing a 15% growth over the past year. Paul Hargreaves,

chief executive, is seeing some significant trends developing in premium snacking, especially with more internationally-inspired snacks. "Pea and bean-based snacks are performing well, with Cheeky P's and Nina Muru being two great examples," he says. "Olives as a snack are also proving popular, with increased sales for brands including Olly's Olives."

Cotswold Fayre recommends:



CHEEKY P'S

Cheeky P's range of roasted chickpeas is full of flavour with added crunch, as well as high in protein and fibre. Available in Black Pepper and Curry flavours.
cheekyps.co.uk



NINA MURU

A range of Giant Corn tossed in deliciously mineral-rich pink salt from the Andes. Other flavours in the range include Yellow Chilli & Quinoa, Andean Corn and Sweet.
cuzcofoods.com

WHAT TO STOCK: SAVOURY SNACKS FROM AMERICA

● JERKY:

Once affiliated with 'dude food', jerky and biltong have been repurposed as a more premium offering, with information such as welfare and traceability common sights on jerky packaging nowadays

● TORTILLA CHIPS:

While typically associated with Mexico, nachos have become a Tex-Mex-style American staple over the years, and are becoming equally as popular in the UK now. With premium brands like Manomasa now on the market, tortilla chips are expected to continue to impress consumers

● PRETZELS:

The German pretzel has been reinterpreted for an American audience. The US-style snack has a growing audience – Snyder's bite-sized options are especially popular – and consumers are appreciating a wide range of flavours, from salted to BBQ

PRODUCER SPOTLIGHT



I LOVE SNACKS

Consumers increasingly want to know what they put in their mouth, where their food comes from and who is behind the products and brands they love and trust.

I Love Snacks is a contemporary brand offering healthy, delicious snacks full of natural goodness. A brand to love and trust offering a range of deliciously tasty, gluten and GMO-free snacks suitable for vegetarians and vegans.

I Love Snacks takes inspiration from world snacks with centuries of proven appeal and sources only the finest quality ingredients, including Natural Italian Olives, Californian Almonds, Thai Fruits and Belgian Chocolate.

ilovesnacks.co.uk

GOURMET GRAZING

A rich history serving the industry coupled with a vast knowledge of nuts and dried fruits has helped Zeina Foods to remain at the top of its game

FINE FOOD HERITAGE

Established in 1983, West Yorkshire-based snack company Zeina Foods has come a long way since managing director, Safaa Ali, would drive the length and breadth of Britain delivering his much-loved pistachios. This determination and passion for quality has contributed to Zeina Foods' ongoing upwards trajectory, with the company now creating

a whole range of delectable nut and dried fruit products that are revered in the speciality and fine food industry and beyond.

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

full of flavour." The business, which is currently celebrating its 35th anniversary, has a wealth of experience roasting nuts, and uses this specialist knowledge to produce the most delicious snacks on the market. The nuts are flavoured by hand and then roasted in small batches, ensuring perfect consistency.

WHAT'S IN THE RANGE?

The company now boasts an eclectic array of premium snacks. The Delicious range carries five taste bud-tantalising flavours: Black Pepper Almonds, Sea Salt & Smokey Chipotle Pistachios and Spicy BBQ Roasted Almonds and Cashews. The products are available in three different sizes: 40g and 80g bags, and 170g gift boxes. Always one to keep ahead of the curve, Zeina Foods also has a range of Delicious premium nut butters launching later this year.

In celebration of its 35th anniversary year, Zeina's Love Our Food range of healthy ingredients is undergoing a packaging redesign, and the company is introducing new 'shot' packs for those with busy lifestyles seeking a healthy snack on-the-go.

A dedication to quality and



DELICIOUS SMOKEY CHIPOTLE PISTACHIOS

These premium pistachios are oven-baked to produce their rich and buttery taste. The distinctive chipotle lends the nuts a rich and smokey barbecue flavour.

innovation has allowed the family-owned business to supply its nuts, dried fruit, seeds and Middle Eastern products to retail, wholesale and business-to-business customers in the UK and overseas. This demand has been achieved through Zeina Foods priding itself on its core principles, which are to work closely with customers and suppliers, price competitively, consistently innovate products and champion and support the hard works of its employees.



SNACKS PACKED FULL OF FLAVOUR WE'RE NUTS ABOUT NUTS

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

five delicious varieties available



Contact us:

Tel: 01924 280 180 Email: marketing@zeinafoods.com

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

www.zeinafoods.com

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zeina
ESTABLISHED IN 1983

CONTINENTAL CRUNCH

With iconic 500g tins and authentic Spanish provenance, the award-winning Bonilla a la Vista crisps can offer independent retailers genuine point-of-difference



While the crisp category has been reinvigorated with the emergence of British-made premium varieties, there have been producers from further afield making waves in the sector, too. Especially quality continental crisp producer Bonilla a la Vista, which has really made its stamp on the fine food market. Introduced to the UK by Clare Dryden, director of Riverside Artisan Foods – the sole distributor of the brand – the Spanish producer is now renowned in artisan food-loving circles for creating a gourmet crisp of unparalleled quality.

This boils down to the fact that there is a transparent, high quality

production process and expertly sourced ingredients behind the cooking of the crisps. “They are the healthiest crisps, cooked in an authentic Spanish style consisting of just sea salt, quality olive oil and fantastic potatoes,” says Clare. “You won’t find crunchier crisps on the market.” Each bag is made with two specific varieties of the best potatoes, which are finely cut and cooked in cold-pressed olive oil. Each gourmet crisp is then hand-selected for perfection, before being lightly sprinkled with salt before packing.

The packaging of the product is another key feature behind what makes the brand so unique. Available in 50g individual bags, 150g sharing bags, 300g family bags or the 500g eye-catching tins, the packaging options and iconic design has proven to be an influential driver behind the company’s sales. “The tins make for a fantastic gifting option for retailers to offer customers,” says Clare. “And stockist numbers are continuing to grow – we now supply 40 different farm shops and delis with the products.”

Another reason consumers are so fond of the product, Clare tells us, is because of its authentic Spanish



Bonilla a la Vista Patatas Fritas contain absolutely no additives and are completely gluten-free

heritage. Founded in 1932 by Salvador Bonilla in his home town of Ferrol in north-western Spain, the company started with Salvador selling his churros and potato chips at fairs and festivals. Since then, the Bonilla a la Vista brand evolved into a household name in Northern Spain.

These days the family-run company is helmed by Cesar Bonilla Vasquez, the son of Salvador, who remains passionate about creating gourmet crisps which can provide UK consumers with an authentic taste of the Mediterranean with every crunch.

Riverside
ARTISAN FOODS

THE NATURAL
CRISP WITH
OLIVE OIL
AND SEA SALT

DELICIOUS,
ADDICTIVE,
DANGEROUS

BEST CRUNCH EVER

FOR TRADE ENQUIRIES
PLEASE CONTACT:
07973 215 407 /
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TASTE OF HOLLAND

Van Strien offers discerning customers a delicious range of high quality Dutch flavours

At Van Strien bakery, everything revolves around creating the tastiest products. In its Dutch artisan bakery over 100 different biscuits are produced. Their signature products are savoury biscuits, based on all-butter, hand-made pastry dough. The best-seller is a folded cheese palmier, made with real PDO North Holland aged cheese.

In 2013 Van Strien introduced their own brand: Handmade by Van Strien. After initial success in the Netherlands and Belgium, they ventured out to the UK in 2016 for an introduction of their brand on the other side of the North Sea.

It is usually very challenging for an overseas brand to successfully break into the competitive UK speciality market. There is often resistance to stocking non-UK

brands, there is only so much shelf space, and the devaluation of sterling following the referendum did not help. However, by the time of the referendum, Van Strien's range of savoury products were performing very well. Thus, Van Strien committed to absorbing the additional costs of exchange rates for 18 months to support sales and distribution.

Working with its customers

In conjunction with its UK distributors, a programme of tastings and other promotional activity was agreed with customers to grow distribution and increase consumer awareness. Extensive activity was carried out, for instance, at Booths and at other outlets, such as Macknade Farm

Shop in Faversham, where the support of the buyer and regular tasting activity resulted in significant volumes being sold.

Quality is key

Even with the economic changes, and the high prices of butter, Van Strien are committed to their brand value of uncompromising quality. Van Strien, which now has 13 Great Taste Awards, has kept recipes to their original design. Using the finest quality ingredients and keeping to the old fashioned hand-made method for the best outcome.

Results

As a result, Van Strien has now established itself as a firm seasonal favourite in winter and a strongly growing presence in the summer time, as consumers switch to higher quality nibbles. Its Cheese Palmiers and Straws have been a huge success.

As new prices were finally introduced in January 2018, the impact on rate of sales has therefore been minimal. Indeed, Christmas orders for the range are looking their strongest yet, and new distribution has been achieved to include, for instance,

Cotswold Fayre's all-year-round and Christmas catalogues.

With recent product launches including Cheese & Onion Straws and Multi Seed Straws, Van Strien remains confident about prospects for the UK market.

"We are pleased that the UK market has welcomed our unique savoury nibble proposition and we will support this enthusiasm with new products and strong promotional support," said Els van Strien, sales and marketing director.

Van Strien will be attending the Speciality & Fine Food Fair in September for the third time and its products are available through all fine food wholesalers.



HANDMADE BY
VAN STRIEN
SINCE 1938

MADE BY CRAFTSMEN, NOT MACHINES

At Dutch bakery van Strien we have been producing exceptional patisserie since 1938.

Craftsmanship, top-quality ingredients and a love for baking are our secret to creating the best tasting savoury biscuits.



Our light and crispy savoury biscuits are made with our signature made-by-hand all butter pastry dough.

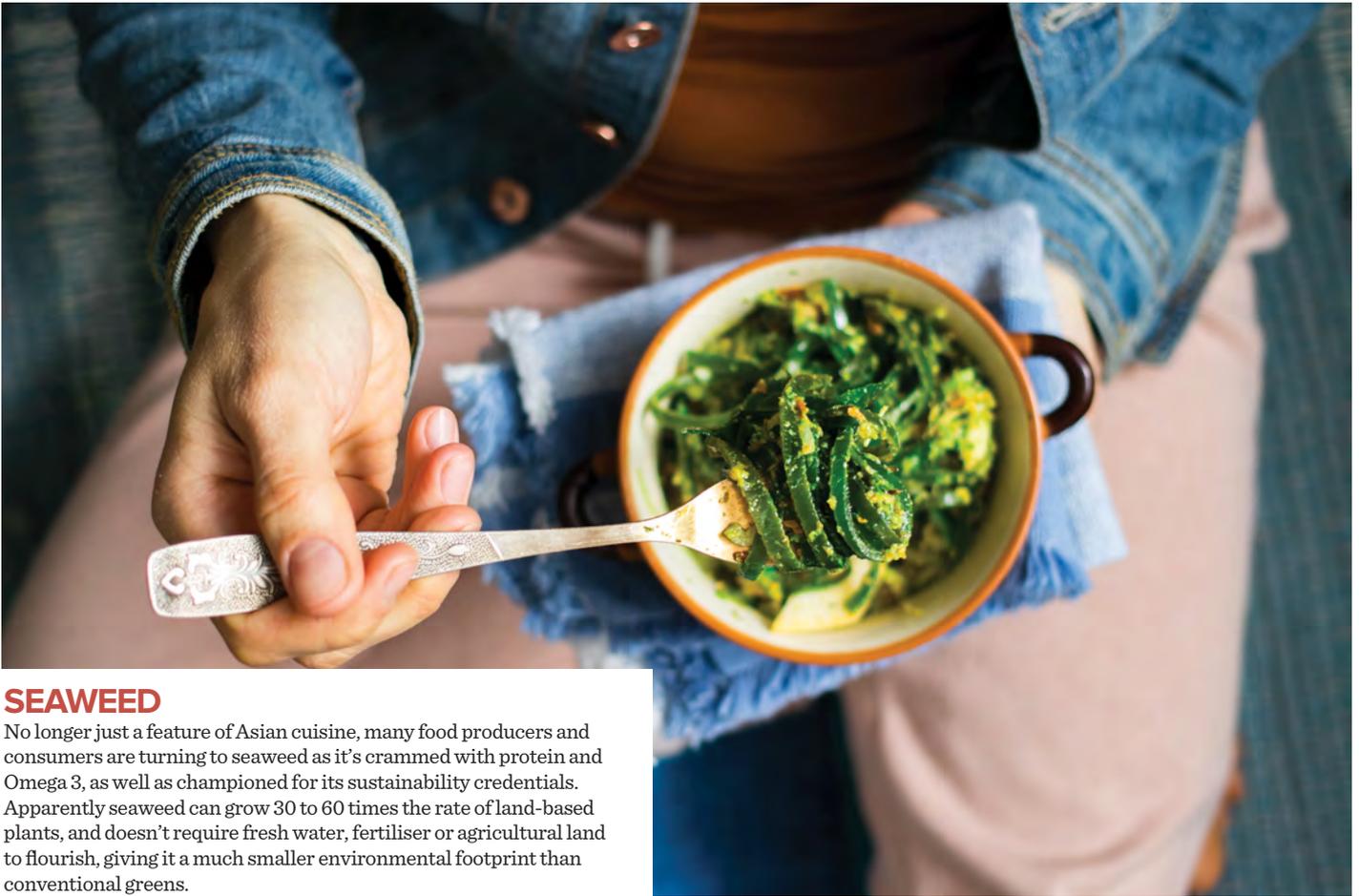
For our best selling cheese palmier the pastry dough is folded around real PDO North Holland aged Gouda cheese.

Other flavours are cheese & onion, curry & cashew nuts, Emmentaler cheese and mixed seeds.

Available through all major distributors.

Handmade by van Strien: taste the difference!

VAN-STRIEN.NL



SEAWEED

No longer just a feature of Asian cuisine, many food producers and consumers are turning to seaweed as it's crammed with protein and Omega 3, as well as championed for its sustainability credentials. Apparently seaweed can grow 30 to 60 times the rate of land-based plants, and doesn't require fresh water, fertiliser or agricultural land to flourish, giving it a much smaller environmental footprint than conventional greens.



CLEARSPRING TURMERIC SEAVEG CRISPIES

This range of light, thin and crispy toasted snacks are made from nori grown in the waters off the coast of Korea, unrefined sea salt, and organic sunflower and rapeseed oil. clearspring.co.uk

SHORE LIMI, CHILLI & COCONUT SEAWEED PUFFS
All-natural crispy seaweed puffs with a zing of lime, a warming chilli kick and a touch of coconut. shoreseaweed.com



KINOMI WAKUWAKU CASHESWS

Creamy organic cashews are coated with a soya glaze and finished with a sprinkling of arctic seaweed and sumac. kinominuts.co.uk

“ We listened to our customers and have seen and understand the growing concern around the use of plastic and excessive packaging, so we've decided to launch our next popcorn product in fully compostable packaging. We understand the damage and long-lasting effect plastic packaging can have on the environment ”

FRANCO BEER, FOUNDER OF BOKA FOOD

FIGHTING FOOD WASTE

After WRAP announced the staggering figure that around 3.1m tonnes of food waste occurred in the entire supply chain in 2015, many food producers jumped into action. Calls for supermarkets to start accepting – and selling – wonky or misshapen produce helped in the drive to waste less fruit and vegetables, but it's the innovative, eco-driven and

entrepreneurial spirit of many snack producers that have really captured the imagination of the public, with companies like Snact and Spare Fruit turning to farmers and taking the surplus vegetables and fruit that would typically go to waste to make foods like fruit jerky and dried crisps. By stocking them you're not only helping a good cause, but offering your customers healthy snacks with a strong USP.

INSECTS

Edible insect companies claim that the sustainability benefits to consuming creepy crawlies are myriad, stating that farming insects requires fewer resources than cattle, that insects grow and breed quickly, they release 99% fewer greenhouse gases than cows and that they're crammed full of nutritional benefits. And with over two billion people from all over the world reportedly already eating bugs, it's tough to argue with those facts. Taking note, food producers are now either incorporating insects into their products – like snack bars featuring cricket flour – or selling seasoned dried insects.



“ Over two billion people from all over the world are reportedly already eating bugs ”

JIMINI'S SMOKED ONION BBQ CRICKETS

Edible crickets seasoned with barbecue flavours and packed with Omega 3, vitamin B12 and more than 60% protein.
jiminis.co.uk



EAT GRUB CACAO & COCONUT CRICKET ENERGY BAR

Made using cricket flour, a sustainable source of protein, with cacao and chunky coconut for a wholesome flavour.
eatgrub.co.uk

CRUNCHY CRITTERS LOCUSTS

High in protein and low in carbohydrates, these locusts offer a walnut-like topping to pizza or pasta and are sourced from sustainable stocks.
crunchycritters.com



ECO-FRIENDLY PACKAGING

Since *Blue Planet II* showed the level of destruction that non-recyclable plastics are doing to the planet's oceans, the government sent out strong messages to food and drink producers choosing single-use plastics for their packaging. Since then, numerous food and drink manufacturers of all sizes have switched to eco-friendly packaging solutions and other sustainable alternatives, with many turning to compostable packaging to house their products.

The refill system has also become popular in retail, with zero waste retail solution Unpackaged installing its concession in the likes of Planet Organic and Welbeck Farm Shop earlier this year. Catherine Conway, founder of Unpackaged said, "Independent retailers have a huge opportunity to beat the big supermarkets to reduce waste – and shopping 'by refill' ensures repeat business! Without getting sentimental, the 'old' way of shopping was much kinder to our environment. The supply chain was a simpler affair, and bulk offerings allowed shoppers to choose how much they wanted, thus cutting down on packaging and food waste."

“ Europeans, on average, throw away more than 30kg of plastic packaging per person per year ”

FROM A RECENT UNWRAPPED REPORT COMMISSIONED BY FRIENDS OF THE EARTH EUROPE AND ZERO WASTE EUROPE

PRODUCER SPOTLIGHT



BITESWELOVE

Meet BitesWeLove's delicious and healthy nut-based snacks. BitesWeLove makes healthy snacking easy and delicious under the motto: little things to brighten your day. We don't compromise on health or taste. Our bites are full of natural ingredients and come in bio-plastic portion packs for on the go. **Healthy:** always your daily dose of nuts and less than 200cal. **Delicious:** unique flavour combinations. **Sustainable:** biodegradable packaging. Come and visit the BitesWeLove team, and try some snacks at Lunch! (stand number SU11), or Speciality & Fine Food Fair (stand number 1636f) in September.
biteswelove.nl



If you haven't yet filled your snacking fixture with better-for-you vegan snacks then you are possibly missing out on sales opportunities. Healthier snacking is not just a trend but a segment that can't be ignored in retail. The consumer demand for new and interesting snacks that offer a benefit continues to drive innovation within the snacking category, and brands like Nudie Snacks are well placed to meet that demand.

The Nudie Snacks brand was born in 2016 with the launch of the first coconut chip snacking products into the UK market, where the coconut trend was growing rapidly and all coconut products were in high demand. It was a simple concept – gently roasting thin slices of young Thai coconut at our facility in Thailand and packing them in premium pouches for the UK market. Consumers loved the products and the brand has since grown rapidly and evolved into a brand that is all about producing great tasting and innovative better-for-you vegan snacks.

Ross Currie, MD at Freedom Brands says, "Nudie Snacks is still a small and nimble brand that produces great snacks that we are passionate about. We spend a lot of our time developing products that we love to make ourselves at home so that consumers can enjoy exciting new healthy vegan snacks – a segment that has until recently been underrepresented in retail."

BETTER FOR YOU SNACKS

Tap into the trend for healthy, vegan snacking with help from Nudie Snacks

"We produce our products in small batches and only use the highest quality ingredients in every item in our range – this is very important to us and has been proven in the Great Taste awards we have won for several of our products. We're committed to making products that consumers love but that are made without any nasty ingredients, so are better for them than commercially-produced products like crisps which are full of trans fats and preservatives. Nudie is all about smart snacking – making better choices when you want to snack and enjoying great vegan products".

This spring has been a busy one for Nudie Snacks, who have recently launched a raft of new and innovative snacks. Their exciting range of Vegan Roasted Pulses are focused on the better-for-you trend which is being driven by consumers' demand for healthier products.

"The items in the new Nudie Snacks Roasted Pulses range are great for on-the-go healthy snacking and are high in plant-based protein and fibre, two benefits that are

very on-trend. We've used simple ingredients that consumers understand and know well, such as lentils and chickpeas, which until now haven't been available in this format as a healthy tasty snack. We've seen an increase in demand for new exciting healthy snacks and the response from the trade on this new line has been fantastic".

"Consumer demand for products like chickpeas, lentils and split peas has been on the rise over the last few years following the clean eating and vegan trends, and to date there hasn't been any snacking product on the market that has used these raw ingredients separately as a snack like nuts and seeds. Nudie will be the first to produce roasted pulses in a snack format with seasonings, and we are delighted to bring this new snacking concept to the market.

"These new Roasted Pulses are packed in super convenient shot packs which are fantastic for on-the-go impulse and lunchtime retail as they are so easy to merchandise at checkouts or on snacking fixtures. The packaging is very colourful and really stands out

on the shelf, and we are very excited about the response and demand we have had so far since launch in April.

"We've also launched our very healthy and raw vegan protein energy ball products, which are available in three great flavours (including Cinnamon and Almond) that are all gluten-free, paleo and high in protein. We developed these products for consumers who want protein snacks but are tired of all the unhealthy protein bars that are full of artificial ingredients and sweeteners".

"Consumers now want protein snacks that have clean labels and are made using plant-based ingredients that they know are healthy, not some nasty lab-formulated chemical-based ingredients that they can't even pronounce. Snacking should be all about adding value to your diet, not being detrimental to your health".

Nudie is rolling out these two new vegan snack lines in wholesalers such as Cotswold Fayre, Suma Wholefoods, Holleys Fine Foods, Tree of Life and Diverse Fine Foods this summer.

4 GREAT FLAVOURS

- Roasted Lentils Sea Salt & Black Pepper
- Roasted Chickpeas Chilli & Lime
- Roasted Split Peas BBQ
- Roasted Broad beans Sour Cream & Chive

“ These new Roasted Pulses are packed in super convenient shot packs which are fantastic for on-the-go impulse and lunchtime retail as they are so easy to merchandise at checkouts or on snacking fixtures ”

SMART
SNACKING!

Nudie SNACKS

NEW!

STOCK THE NEXT
BIG THING
IN HEALTHY SNACKING!



NUDIE SNACKS EXCITING NEW RANGE OF ROASTED PULSES SHOT PACKS TICK ALL THE RIGHT BOXES IN KEY CONSUMER TRENDS. THIS NEW LINE IS TRUE INNOVATION IN SNACKING WHICH WILL ADD INCREMENTAL SALES TO YOUR ON THE GO FIXTURE!

SMART SNACKING
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Original,
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