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**EDITOR'S LETTER**



**W**elcome to the September issue of *Speciality Food*. Show season is upon us, and so you'll find a whole host of previews within these pages: Speciality & Fine Food Fair (p49), lunch! (p22), Top Drawer (p20), Welcome Italia (p16) and Bread & Jam (p28) – the latter of which, of course, is the setting for the final of the New Producer Awards 2018.

Speaking of the awards, we present our shortlist on page 30, and I can't wait for you to see them. We also explore a number of interesting subjects, from the value of telling the story of food and drink on pages 36 and 37 to the power of collaboration (p46), and get festive with features on Christmas cheese (p42), drinks (p55) and chutneys and pickles (58).

Plus, alongside this bumper issue you'll find the latest issue of *Chocolate & Confectionery Buyer*, a rundown of the latest trends to know, products to stock and brands to get on board with.

Holly

holly.shackleton@aceville.co.uk

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# Food and drink trends: how the pros navigate fads

From vegan 'bleeding burgers' to golden milk, while food and drink trends captivate consumers, how do retailers determine what's a meaningful, sustainable trend and what's just a flash in a pan? Here, retailers tell us how they gauge whether the next newfangled product is worth stocking or if it's destined to be a short-lived fad

## Mark Kacary, managing director of The Norfolk Deli

I think what one has to remember is that food trends tend to originate from the largest metropolis areas, such as London or Manchester. When it comes to whether a trend is worth tapping into, we have to have heard of it first – if it hasn't reached our ears, then it's not as big a trend as it likes to think it is. Secondly, we have to consider our customers and the time of the year. With the beetroot latte and the trend in alternative coffee drinks, we've followed market-leading entrepreneurial brands such as Grind – we first see what's happening and we consider what type of customers are likely to want it. It's probably fair

to say that hardly anybody in Norfolk will have drunk a beetroot latte, but we make it as we are in a seaside resort close to many locations with second home-owners from London; they buy these drinks, not locals.

We were in Vancouver at the start of the year, and there was kombucha everywhere. It's a trend which has been slower to take off here in the UK, but one which has seen us add a brand to our shelves. It won't stay on the shelves throughout the year, though, as once again, at this stage it's a relatively alternative drink.

We have to admit to have not been caught out by many of the so-called trends. We never thought that products like birch water or

watermelon water were anything other than a fad created by somebody desperate to make some money. A product has to not only taste good, but it has to make sense, too.

## Harry Davies, owner of The De Beauvoir Deli Co.

I don't think there's any science to trends if I'm honest – it's an entirely subjective thing, which I think relates to one's own lifestyle and social group. Where we are, in Hackney, we probably see the fads from their outset. I don't see a problem with trying something new, whether one thinks it'll be short-lived or not. We don't commit to a period of stocking anything, so we can be entirely pragmatic about it.

## John Warren, systems coordinator at Partridge's

When it comes to trends, our first consideration is always whether it will be relevant to our customer base. We also question whether the products will be at a price point that results in a significant volume of sales.

Taking a look at the vegan bleeding burgers as an example, Partridge's would initially question how many traditional meat eaters would be willing to convert, and how many vegetarians and vegans would be captivated by a burger that 'bleeds'? We also look at how many product variations relating to a particular trend will emerge – the coconut trend saw the launch of many coconut-

related products, like water, sugar, flour and so on. Kombucha seems to be a big thing at the moment. We were apprehensive about stocking it initially, due to the unusual flavour and associated textures of the symbiotic culture of bacteria and yeasts present in the drinks. However, kombucha sales continue to rise along with the fermented category in general.

## Candice Fonseca, proprietor of Delifonseca

There really isn't a hard and fast rule when it comes to detecting which food trends are worth tapping into. The best option is to give a 'trend product' a punt with good sampling, offers and social media coverage – the customer's response will often tell you everything you need to know, and from there you can make the call when it comes to really investing in it.

We find price is often a big factor when it comes to customers buying into a trend. A prime example of this would be the cold brew coffee fad, which was ultimately a flop in our fridges. I'm sure sales would have been better if it had been closer in price to the soft drinks and juices it stood next to.

The vegan bleeding burger is an interesting food trend to us. The increased awareness surrounding vegetarian and vegan eating has led to more and more people opting for a meat-free lifestyle – and it's here to stay.



PERTZBORN



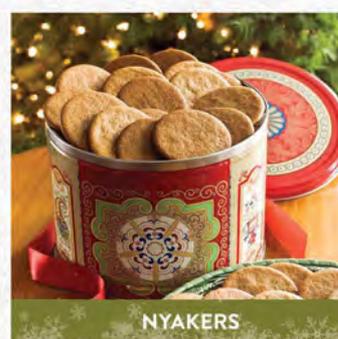
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## JOHN SHEPHERD OF PARTRIDGES



### “Summer Report 2018”

So far this summer for us at Partridges it's been about 1 Royal Wedding, 2 heatwaves and 3 Lions and apologies yet again for being about to use the W word (that is weather by the way).

However it's getting more difficult to avoid. We have gone from one of the coldest and longest winters on record to one of the hottest and longest summers. Talk about a game of two halves! In the first 4 months of the year our sales were 2.3% down compared to last year. 2.3% may not sound much but in light of the fact that all other costs have increased dramatically it really is something to worry about. April in particular was a horrendous month sales-wise.

Then in May we had a good spell of weather, the Chelsea Flower Show and a Royal Wedding and sales actually surpassed the same month last year – albeit by a photo finish. May 2017 was a good month so it was pleasing to be ahead even by a small amount. The Royal Wedding brought more visitors and related items sold well, Gin sales rocketed and thanks to an Italian promotion we sold significantly more cheese and charcuterie than last year.

In June the long hot summer began, the 3 Lions were rampaging (and at times staggering) through the World Cup and the mood of customers, staff and even the Managing Director improved dramatically. Sales actually went up by 2.6% and it became the best June since our records began. Without being scientific this has to be down to the hot weather. Sustained good weather is like catnip to speciality food sales.

However despite the World Cup bringing great enjoyment to England fans like myself, the effect it had on sales is more questionable. Undoubtedly alcohol, soft drinks, crisps and snacks all did well over the 4 week tournament but when England played their matches sales were adversely affected. On the day of England's first match against Tunisia sales were 9.2% down compared to the equivalent day last year. Against Panama 11.1% down, against Belgium and with qualification to the next round secured sales were 1.5% down. Against Colombia in the next round sales were 0.8% down followed by 11.2% down against Sweden when a semi-final place was at stake. Overall the customer count averaged 2.5% down when England played these matches.

Annoyingly whenever the golden eagle of rational thinking majestically soars in the sky you will find a fly in the ointment. So when England played their semi-final match against Croatia sales actually went up by 6.9%. Undoubtedly it was the exception that proves the rule and it must have rained last year as well – but it is still surprising.

So at present our sales stand at 0.9% down compared to last year. Good weather is forecast for the weeks ahead and we might, with luck, be able to turn the negative sales drop into a positive sales increase for the year which will be a major achievement bearing in mind everything that is going on.

So although football isn't coming home this summer footfall just might be.

## New Producer Awards shortlist announced

After much consideration, *Speciality Food* has whittled down a list of hundreds of entries to a 40-strong shortlist of start-ups of its New Producer Awards.

Compiled into a list entitled The Top 40 - head to p.30 to find out who made the cut - companies included will go on to be judged by an array

of experts from the speciality food and drink sector, who will pick the winners of each respective category.

Categories for the 2018 edition of the New Producer Awards included Newcomer, Innovator, Young Producer, Farm-to-Fork, British Brand, World Flavours, Crowdfunded and Mission Driven.



NFU president Minette Batters has urged the Government to put the nation's food security at the top of the political agenda.

According to the NFU, British food stocks would run bare by August 7th if the nation was fed only British food from January 1st.

Minette Batters says food self-sufficiency statistics have always been an important measure of the nation's ability to feed itself, but with Brexit just eight months away, she suggests it shines a new light on the supply of British food.

She said, "British food production has been pulled into sharp focus in recent weeks with farmers across the country wrangling with the impacts of unprecedented dry and hot weather. This has been a real test for the Government to show the farmers and the many concerned members of the public that they think that our ability to produce food in this country is truly important.

## Statistics show need for focus on homegrown food production, says NFU president

"We strongly believe that every British citizen should be entitled to a safe, traceable and high quality supply of British food that is produced to some of the highest animal welfare and environmental standards in the world. Homegrown food production must have the unwavering support of the Government if we are to achieve this post-Brexit.

"The statistics show a concerning long-term decline in the UK's self-sufficiency in food and there is a lot of potential for this to be reversed. And while we recognise the need for importing food which can only be produced in different climates, if we maximise on the food that we can produce well in the UK then that will deliver a whole host of economic, social and environmental benefits to the country.

"The UK farming sector has the potential to be one of the most impacted sectors from a bad Brexit –

All brands being celebrated in this shortlist are aged three years or younger.

The winner of each category will pitch their company concept and products to a panel of judges at Bread & Jam at the Institute of Directors on 4th October, who will then pick their Supreme Champion.

Holly Shackleton, editor of *Speciality Food* said, "I've been so impressed by the calibre of the businesses entering this year's New Producer Awards. It has been a real challenge to choose just 40 entrants to go through to the next stage, but I'm confident that these business demonstrate the very best in innovation and entrepreneurship."

a free and frictionless free trade deal with the EU and access to a reliable and competent workforce for farm businesses is critical to the future of the sector. And as we replace the EU's Common Agricultural Policy, we must keep a sharp focus on what productive, progressive and profitable farm businesses need from a domestic agricultural policy."

**DEFRA DATA FOR 2017 SHOWS THAT BRITAIN PRODUCED 60 PER CENT OF ITS OWN FOOD. THIS FIGURE IS FORECASTED TO DECLINE EVEN FURTHER, ACCORDING TO THE NFU**

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## CHARLES CAMPION



### “The sun has got his hat on”

It has been an unusual Summer. For once “flaming” June actually flamed, and so did most of July. The weather men on television saw their predictions come true not once but for weeks at a time. We have all had to work out what 30 °C means in old money. And then there was the World Cup, with football not only taking over the centre stage but the England team doing surprisingly well.

For once anyone selling food and drink saw sales rise sharply. Which brings us to the strange phenomenon that is synchronised beer throwing. 26 million viewers watched England’s progress and huge crowds gathered in every available open space (providing there was a bar). Then madness took control, whenever England scored a goal or gleaned a penalty everyone threw the contents of their glasses up in the air. Beer flinging has become the 21st Century equivalent of those Victorian worthies who threw their hats in the air to mark any significant sporting triumph. But whilst the Victorians got their hats back, once the beer has taken flight it’s gone and presumably you have to buy another pint in readiness for the next high point in the game. Some drink sellers toe a more cynical line, they do not care whether the beer is drunk or merely thrown up in the air – a sale is a sale and what customers do with the beer they have queued for is their business.

Perhaps beer flinging is all a plot funded by laundries and dry cleaners keen to profit from punters who have watched the game from under a bracing beer shower. Or perhaps there is a marketing opportunity?

If customers are not going to drink the beer but merely fling it, this liquid could be alcohol free. That would save a good deal of tax, better margins. And less attention could be paid to the flavour, cellar conditions and serving temperature of the brew. Thankfully beer flinging is a seasonal pastime it is rather dependent on the weather and mighty though the sales increase was during the football tournament, it would have never been so successful without the prolonged sunny weather that stimulated sales.

The truth is we are silly about the weather, the evidence may be anecdotal but when the mercury rises it seems as if people smile more, drink more and buy more. Hot weather and cheerfulness go hand in hand and the traditional British grumbles about the weather are pushed down the conversational batting order. All of this should be welcomed, we may have to wait several years for football’s World Cup to come around once more, but in the meantime we should celebrate even a few days of good weather. We all have our favourite seasons, May is charming and then there is September which acts as the hinge between summer and autumn and often provides a magnificent Indian summer to change the mood. Just what is needed to lay foundation for pre-Christmas sales.

Not every fad associated with the World Cup has been long lived. Do you remember South Africa and the exasperating, manic drone of the Vuvuzela? Beer flinging also deserves its moment in the spotlight although the need for a friendly nod from the weather gods may well put a crimp in its long term future.

## SALSA announces key changes to its audit standard

**The Safe & Local Supplier Approval (SALSA) Standard, revised for the fourth time since its original launch in March 2007, has just launched Issue 5.**

Issue 5 carries a number of key changes to meet the many and varied needs of smaller food and drink suppliers and the UK’s larger buyers.

Bonnie Joplin, SALSA Scheme development manager said, “In launching Issue 5, the SALSA Standard is updated to reflect the dynamic and changing requirements of the food industry in relation to food safety, whilst always remaining appropriate – and affordable – for the smaller producers and processors

the scheme supports.

“Clarified HACCP requirements now occupy a dedicated section of the standard, reflecting its importance in food safety management systems. The sections relating to management systems and documentation have been amalgamated and strengthened, and a new requirement for raw material risk assessment has been introduced and the focus on traceability has been increased. We are confident the changes in Issue 5 will serve to add weight to the value of SALSA for both the buyers and suppliers that use the scheme.”

According to SALSA, wide

acceptance of the scheme and its standard has led to record numbers of buyers, including the UK’s leading supermarkets, foodservice organisations, public procurement bodies and independent businesses.

Bonnie continues, “We are delighted with the continuing success of SALSA and its growing reach among UK’s buyers. Supplier numbers have also climbed to over 1,500, with SALSA becoming the natural certification choice for the smaller producer.

SALSA Approval allows them to demonstrate their strong credentials in food safety management and is often the key to raising their profile, opening new doors and concluding new contracts.”

Businesses can visit [salsafood.co.uk](http://salsafood.co.uk) to download Issue 5 and its supporting documents.

“ A new requirement for raw material risk assessment has been introduced and the focus on traceability has been increased ”

## North Yorkshire couple revive popular deli

**Thorntons, a business name synonymous with Cross Hills for well over a century, has made a reappearance in the heart of the South Craven village with the recent opening of Thorntons Delicatessen.**

The Main Street-located enterprise represents a new venture for owners, Robert Hart and Helen Burgan.

Robert said, “For over 100 years the shop was run by the Whittaker family and sold cooked meats. The last owner was Peter Whittaker, who sold the business about five years ago, though it’s been closed for the past two or three years.”

Robert – who was born and bred in nearby Sutton-in-Craven – continued, “We identified an

opportunity to give the shop a new lease of life, retain the old trading name and at the same time fill a niche in the local retail and hospitality sector by opening a brand-new delicatessen in the village.”

The couple both have a background in the meat and bakery sectors and first met at Stanforths Butchers shop on Mill Bridge, Skipton.

The entire Thorntons’ offering has a strong focus on homemade producers, which include hot and cold sandwiches, snacks and drinks, salad boxes, paninis and a comprehensive range of home-made pies and pasties, all freshly prepared in the in-house bakery.

The only concession to the homemade ethos is Stanforths



pork pies. Other Thorntons Deli specialities include home-cooked hams, quiches and cakes.

Robert continued, “It’s great to be working in our local village. We’ve been made to feel very welcome, with local people and businesses all wishing us well. In fact, many of them have already become regular customers.”

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

Exhibitors you can expect to meet in 2019 are Cook, Rowcliffe, Franklin & Sons, Monty Bojangles, Sipsmith, Teapigs, and Salty Dog and many many more!

Meanwhile, exhibitors can demonstrate their products and services to thousands of key buyers from the speciality sector, including farm shops, delicatessen, food halls, butchers, bakers, garden centres, greengrocers, online retailers, gift shops and so on.

Farm Shop & Deli Show 2019 is on-track to be the biggest show yet and continues to grow from strength to strength, with increased stand space and a new 'Healthy and Natural' area.

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**FARM SHOP & DELI SHOW IS THE ONLY PLACE TO:**

- Source crowd-pleasing products and see what's new in the speciality market

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- Take away exciting ideas

### 2018 HIGHLIGHTS INCLUDED:

- Giving speciality A Place in the Sun: live interview with TV star Laura Hamilton

- Lord Mark Price, ex Waitrose boss talking Brexit, retail strategy and marketing

- A live Q&A with Matthew Fort on food waste

- Dragon's Panty: where daring entrepreneurs faced the ultimate test

### OUR 2018 EXHIBITORS

- 87% met good quality people
- 81% rated the show as an excellent or good platform for promoting their products or services

### OUR 2018 VISITORS

- 79% planned order with new/existing suppliers
- 78% found inspiration on the show floor

### BE PART OF THIS UNMISSABLE EVENT

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Visitors can benefit from the vast spectrum of exhibitors,



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LORD MARK PRICE, FORMER MD OF WAITROSE

products and live sessions, whilst exhibitors will have an invaluable opportunity to showcase their products and services to a wider, engaged audience.

Expecting over 400 exhibitors over three days, and all under one roof, together these shows create a unique meeting point for the whole community – can you afford to miss it?

### SUPPORTING AND CELEBRATING SPECIALIST RETAILERS

Free to enter, the Farm Shop & Deli Awards, in partnership with The Grocer, are highly respected in the industry for playing an important role in supporting, and celebrating, the UK's independent, specialist retail market.

### Who are the Awards for?

If you are an independent retailer selling regional fresh/farm produce or with a delicatessen counter you should enter. The Awards cover 12 categories, nine regions and the overall 'Retailer of the Year'. Visit

the Awards' website for full details on the categories and judging structure.

### How to enter

Entries for the 2019 Awards close on Friday 21st September with finalists announced on 1st March 2019 and winners revealed live at Farm Shop & Deli Show on Monday 8th April 2019.

Each year the Awards welcome submissions from both new and previous entrants, so the mix of category and regional entries change year on year – meaning everyone is a contender!

**Find out more and enter online at [farmshopanddelishow.co.uk/awards](http://farmshopanddelishow.co.uk/awards)**

### NEED TO KNOW

**WHEN:** 8th-10th April 2019  
**WHERE:** NEC, Birmingham  
**WEB:** [farmshopanddelishow.co.uk](http://farmshopanddelishow.co.uk)  
**TWITTER:** @FarmShop\_Deli #FSD2019

“ This year has exceeded our expectations! It's been phenomenal, we've had so many people through the door and some really good opportunities – couldn't be better ”

MARK WILTSHIRE, DIRECTOR OF DIVERSE FINE FOODS

## CLARE MCDERMOTT, SOIL ASSOCIATION

### “Welcoming Organic September”

For retailers, the number of food trends that come and go can be confusing when thinking about where to start in terms of buying and stocking new products and ranges. Until recently, many in the food and retail sector would have labelled organic as one such trend. But is this still a fair categorisation?

The organic market is now in its 6th year of continuous growth, according to Soil Association's Organic Market Report, and there are no signs of this growth abating. Now worth £2.2 billion – an all-time high – I think it is fair to say that organic food can no longer be classed as a fad. Instead, it is a well-established part of the overall mix, with many categories, especially grocery and fresh produce, that are growing well ahead of their non-organic counterparts.

This growth is coming from younger demographics, which suggests to me that the future is bright for organic food. Indeed, 24% of under 24s now spend more money on food than clothes! Research tells us that mistrust and concern about food production is on the rise, resulting in large part from the increasing number and regularity of food scares.

As consumers' understanding of and interest in food increases and a growing number of shoppers seek out food that has been produced in a way that they can trust, buying of organic – which must be certified under EU law and is rigorously inspected at every step of the process – is only likely to continue.

Despite the surge in organic's popularity and its consistent growth over the last six years, many shoppers and retailers alike aren't always clear about what organic means and some common misconceptions still abound when it

comes to organic food and drink.

Organic September, the month-long celebration of all things organic, presents a golden opportunity to demystify organic.

This year, the Soil Association is going back to basics to show what organic means with the simple message that organic is food as it should be. When consumers and retailers see the organic symbol, they can be sure that what they buy has been produced to the highest standards. It means fewer pesticides, no artificial additives or preservatives, the highest standards of animal welfare and no GM ingredients.

Organic September is a great time for independent retailers, a sector that is leading the dramatic rise of the organic market – up 9.7% in 2017. Organic September is a chance for independent retailers and cafes to show off their expertise and sustainable products to customers.

I would encourage anyone getting involved, particularly on Organic September Saturday (15th September) to offer samples, host talks and demonstrations from producers and utilise digital. Most of the buzz around Organic September happens online – make sure you make the most of it!

Indies can also register their events on the Soil Association website where we will be providing a free point of sale pack, digital assets and building an online hub that will be the central campaign point for events, offers, organic stories, recipes, blogs and competitions, so keep checking in and take what you need.

Organic September is a golden opportunity to tap into the growing demand for organic food and drink by telling the stories of where products come from and how they are produced. I hope as many people take part of possible.

# Simply Good Food TV launches Nigel Barden-fronted show on Amazon Prime Video



**Drivetime Dishes, hosted by food and drink broadcaster and fine food industry stalwart Nigel Barden, is set to launch on Amazon Prime Video on Sunday 2nd September.**

The new programme will run for an initial six weeks and will see Nigel Barden showcasing a range of food and drink products and trialing recipes from new cookbooks, all in support of artisan producers and “food heroes”.

Barden previously showcased speciality food and drink products as part of a long-running weekly cooking segment on BBC Radio 2's *Simon Mayo Drivetime*.

*Drivetime Dishes* will later air on Simply Good Food TV, making the programme accessible to the food and drink app's 550,000 subscribers.

Simply Good Food TV, founded by television chef and author Peter Sidwell, was launched in 2016 in recognition of the growing trend for consumers to access food and drink content via mobile smart devices. Simply Good Food TV states that the new added-value service will help the business to achieve a forecasted growth of over 1m subscribers

within the next six months.

Commenting on the partnership with Amazon Prime Video, Peter Sidwell said, “The UK Subscription Video on Demand (SVoD) market is exploding. Just as consumers are choosing to shop online, they are now also opting to access programming – including food-related content – via the internet, at a time that suits them.

“This move will enable Simply Good Food TV to extend the reach of its unique programming to a wider global audience, representing an excellent proposition to any brands already aligned with our product.”

Nigel Barden, presenter of *Drivetime Dishes* said, “This will be the first of six weekly shows, where I'll be showcasing food and drink from artisan producers, while test-driving recipes from some favourite chefs. Hopefully the fun, energy and information engendered on radio will be replicated.”



**Entries for the Food Matters Live awards close on 14th September – if you run a food or drink business, head to [foodmatterslive.com/awards](http://foodmatterslive.com/awards) to enter**

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## The Best Small Shops competition makes a return

**The Best Small Shops competition, managed by the Independent Retailers Confederation (IRC), celebrates independent retailers and the central role they play in their local community.**

After successful campaigns initiated by the All Party Parliamentary Small Shops Group in 2011 and 2015, the search for the UK's best small shop returns in 2018.

The competition is open to any UK independent retailer – defined as a 'non-corporate business selling goods or services to the public for use or consumption rather than for resale' – from a business-rated premises in the UK.

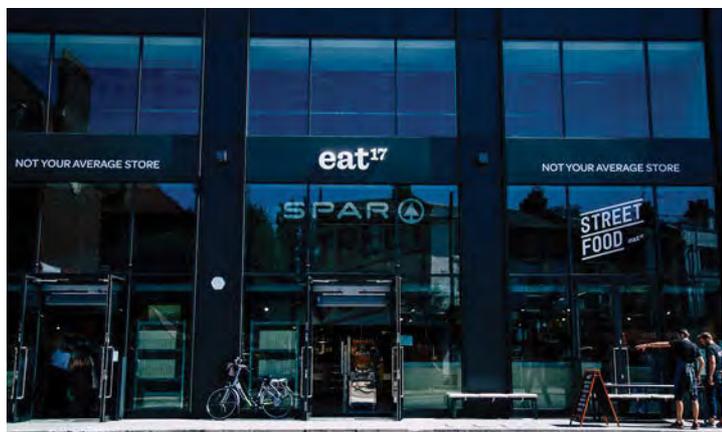
The entry stage for the competition closes on 9th September, with successful applications selected going on to for a final shortlist, which

is submitted to a judging panel made up of key figures from the independent retail industry.

The retailers will be invited to attend the competition reception in autumn 2018, where the winner will be awarded the title of Best Small Shop 2018.

In 2015 the shortlisted retailers attended a reception at the Houses of Parliament where they had the opportunity to meet with MPs, trade representatives and other shortlisted independent retailers before the winner, Hunters of Helmsley, was announced.

To enter the 2018 competition applicants must showcase their innovation, entrepreneurial spirit and community ethos by submitting details of their business via an online application form at [bestsmallshops.co.uk](http://bestsmallshops.co.uk).



## Eat17 opens new store in Hammersmith

**Fine food chain Eat17 has opened a new 'food hall-style' store in Hammersmith, which features an indoor street food market and will also host yoga classes.**

The new premises is the fifth addition to the Eat17 chain, which has stores in Walthamstow, Hackney, Whitstable and Bishop's Stortford.

The Hammersmith branch offers a selection of speciality food and drink, as well as 100 refillable food lines and an indoor street food market.

Eat17's own-brand ranges, such as Bacon Jam, will also be available, as well as self-serve coffee, wine and beer growler refills.

Fresh food will be served from local food concessions, such as Bun Kabab of Empress Market Pakistani Kitchen, Knowing Meat Knowing You and The Pizza Project.

A new Leytonstone-based store is earmarked for opening later this year,

which will be the sixth outlet in the Eat17 chain.

James Brundle, co-founder of Eat17 said, "We've very excited to open our new store in Hammersmith as part of Eat17's plans to expand across London. The Hammersmith store is a great addition to our stores and restaurants and it should serve the area well in a prime location on Fulham Palace Road.

"We aim to offer customers the finest quality food and drink – bringing the best local concessions together with our own-brand ranges. We aim to provide an eco-friendly shopping experience and our 100 refillable food lines are very popular with customers who wish to cut down on their plastic use. They can bring their own reusable containers and refill items such as olive oil, detergent, pasta, rice, cereals, nuts and grains."

## Hider Foods acquires Dart Valley Foods brands and assets

**Fine food and drink distributor Hider Foods has announced the acquisition of a collection of assets from Hampshire-based Dart Valley Foods, which recently went into administration.**

The Yorkshire-based food business has invested an undisclosed sum in purchasing exclusive brands from the firm, which will now be produced on its site. It has also acquired stock, labels and machinery to allow it to produce the brands.

Hider Foods will add Butler's Grove and A Taste of the City to its portfolio of 3,500 lines of fine food and drink brands. Butler's Grove allows farms shops, tourist outlets and delis to personalise the bonnet or label of an array of food products to create an own-label range. Hider Foods will continue to produce approximately

150 products under the brand, which will include jams, honeys, pâtés, biscuits, confectionery, chutneys, pickles, sauces and relishes.

A Taste of the City is a collection of 12 products inspired by London landmarks. The company states that the range is perfect for export and tourist shops, and will include jams, chutneys and pickles.

Hider Foods has also announced that two ex-Dart Valley Foods employees have accepted new roles with the company, which the business believes will "strengthen its expertise across the fine food distribution sector". Ex-managing director and founder of Dart Valley, Michael Jolley, has joined the business in a strategic business development role and will help support the growth of current key Hider Foods' brands,

including Butler's Grove. Ex-sales director, David Parry, also joins as a national account manager.

Duncan Hider, managing director of Hider Foods said, "We are incredibly proud to be an independent third-generation family business and we are continually evolving our offer to meet the changing demands of a competitive retail market. In recent years, we have invested in our people and our facilities, which has put us in good shape for the future. The acquisition of Dart Valley assets and brands means we can add Butler's Grove and A Taste of the City to our key brand portfolio and offer something unique to our customers. We're pleased to welcome Michael and David to the Hider family and I'm confident they will add fantastic expertise to our business.

"We are a business of two halves which allows us to offer a flexible and full-circle service from ingredients sourcing and packing through to distribution, and now a bespoke branded range. We are one of the only distributors with a national presence and we work hard to offer fantastic service to our customers."

“ The Yorkshire-based food business has invested an undisclosed sum in purchasing exclusive brands from the firm ”



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# FOOD MATTERS

In association with



20-22 November  
ExCeL, London  
[www.foodmatterslive.com](http://www.foodmatterslive.com)



The Food Matters Live Awards, back for their second year, shine the spotlight on the innovative ideas driving the food and drink sector forward

The Food Matters Live Awards are set to recognise the creativity and inventiveness of the industry to manufacture products and ingredients that meet the ever-changing demands of health-conscious and trend-hungry consumers.

The awards reflect the themes at the heart of the trade event Food Matters Live, and make the important connections across all elements of the food and drink supply chain – from product development through to consumer marketing strategies.

Last year's award winners included a dazzling array of exciting innovations, with Hunter & Gather Foods' Avocado Oil Mayonnaise, No 1 Rosemary Water and many more boundary-pushing concoctions grabbing headlines.

Entries for the 2018 Awards are now open to all exhibitors and registered visitors.

Briony Mansell-Lewis, director of Food Matters Live said, "We are delighted to be working with *Speciality Food* on the second edition of the Food Matters Live Awards. Featuring new categories, these awards are designed to celebrate innovations shaping the future of food, drink and sustainable nutrition.

"Attracting entries from entrepreneurs right the way through to multinational organisations, the 2018 Awards will see new categories and tasting sessions for the judges at London's famous Borough Market.

"Shortlisted entries benefit from extensive coverage in the Food Matters Live marketing campaign, plus a presence in the awards showcase within the Food Matters Live exhibition, while the winners go on to receive the award trophy."

Food Matters Live takes place at London's ExCeL on 20th-22nd November 2018.

## Q&A WITH... BRIONY MANSELL-LEWIS director of Food Matters Live

### WHAT PROMPTED FOOD MATTERS LIVE TO LAUNCH ITS AWARDS?

We put innovation at the centre of the food, health and nutrition landscape and wanted to provide a platform to celebrate recent innovations that are influencing the industry. We received over 150 high quality entries that were really innovative ideas and received with interest by the judges.

### HOW WILL THIS YEAR'S AWARDS DIFFER?

We have added new categories,

like a healthy eating initiative, and expanded the judging panel, plus we'll be hosting judging days at London's iconic Borough Market.

### WHAT ARE YOU LOOKING FORWARD TO THIS YEAR?

Welcoming new entrants and having the opportunity to see and learn about exciting innovations. I also relish the opportunity to celebrate and recognise innovators influencing the future of food and drink, and seeing what will go on to influence food and drink trends in 2019.

### THE 2018 AWARD CATEGORIES ARE:

- Innovative Better-for-You Product of the Year
- Innovative Natural and Organic Product of the Year
- Innovative Food-to-Go Product of the Year
- Best Better-for-You Ingredient of the Year
- Best Natural Ingredient of the Year
- Best Functional Ingredient of the Year
- Sustainability Initiative of the Year
- Best Food Tech Innovation of the Year
- Innovative Packaging Design of the Year
- Best New Food Product of the Year
- Best New Drink Product of the Year
- Best New Ingredient of the Year
- Best Food or Drink Export for Health and Wellbeing
- Best Healthy Eating Initiative

To enter the awards, head to [foodmatterslive.com/awards](http://foodmatterslive.com/awards)

### BENEFITS OF ENTERING THE AWARDS

- **RECOGNITION**  
A select committee of expert judges from across the food and drink industry will evaluate your product, ingredients and concept
- **BRAND VISIBILITY**  
Shortlisted entries have a presence in the awards showcase, which is seen by thousands of visitors attending Food Matters Live
- **BRAND EXPOSURE**  
Shortlisted entries benefit from extensive coverage in the Food Matters Live marketing campaign, including the event preview
- **CELEBRATED**  
Winners who receive the iconic award trophy will be interviewed live and will get dedicated media coverage in *Speciality Food*

“ Attracting entries from entrepreneurs right the way through to multinational organisations, the 2018 awards will see new categories and tasting sessions for the judges at London's famous Borough Market ”



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Join the industry's most exciting change makers at this year's Food Matters Live.

# Dine out on the freshest innovations.



**W**ith the natural world providing such a rich bounty of ingredients, it would be remiss not to utilise this fare and create something unique and flavoursome with it. That's the ethos which underlines the direction of Forest Feast, a forward-thinking company that was formed in Northern Ireland in 1996 and enlists the help of foodies, tree climbers and explorers to forage ingredients from across the globe. Originally sourcing its popular signature Exotic Dried Mango in the lush forests of the Philippines, the company now has a whole array of dried fruit, nut and seeds snacks in its collection.

"We have always considered ourselves pioneers in dried fruit snacking," explains Ann Woods, product development manager at Forest Feast. "We were one of the first brands to launch dried mango

as a healthy alternative to traditional snacks like crisps and confectionery. Fortunately, our Preda Fair Trade Dried Mango remains the best in the market and is one product that we will be bringing with us as Forest Feast enters its new phase." The new phase is a complete rebrand, which the company will be unveiling alongside a host of new products at the Speciality & Fine Food Fair at

# MEET THE PRODUCER

Renowned for exploring the world for exotic ingredients, dried snacks brand Forest Feast is about to begin the next chapter of its exciting journey

London's Olympia in September.

Speaking about the rebrand, Ann says, "Recently, we've felt that our brand expression wasn't really communicating most effectively all of the great things that we do, so we've redefined our brand's 'North Star' and undertaken a complete overhaul of our visual identity."

While being recognised primarily for its expertise in exotic dried fruit, Ann notes that the brand has since evolved, and incorporated more mainstream snacks – like nuts and nut-style mixes – into its portfolio. The approach has immediately paid dividends, resonating with more consumers than ever before. "In the past, so much of what we did was bought in from other manufacturers," she says, "then blended and packed on-site. Today we are masters of our own destiny, roasting, seasoning, chocolate coating and blending in-house."

## Original snack explorers

Providing quality remains at the heart of everything the business does, with the principle instilled in the business by its founder and managing director, Michael Hall. "Michael is passionate about sourcing, having done all purchasing for the business for the last 22 years," explains Ann. "So much of what we buy is centred around the close relationships Michael has built with our suppliers for many, many years."

Not only are ingredients sourced with quality in mind, but Forest Feasts ensures it pays close attention

to the sustainability of its sourcing methods. "As a business we've always considered ourselves responsible and given consideration to how and what we buy impacts on the people and communities we buy from," she says. "I guess because it is quality and taste, rather than price which motivates us; buying from sustainable sources is just in our nature." Nowhere is this more evident than in the 22-year relationship Forest Feasts has with the Preda Fairtrade organisation – not only does it guarantee a fair price to its growers, it provides improvement projects that help the people in its communities.

Forest Feast's explorations have taken it to far-flung regions to discover lesser-known ingredients. This ethos has helped it to develop its range of new, world class dried fruit, including Whole Canadian Cranberries and Queen Victoria Pineapple Rings – both are products consumers will be familiar with, but not in Forest Feasts' reinterpreted formats. "These products deliver on flavour in a way our dried fruit connoisseurs would not have previously encountered," says Ann. Other new products include Fruit Balls, which are a combination of natural dried fruits and come in three flavours: Mango & Coconut; Pineapple, Mango & Lime; and Milk Chocolate, Mango & Coconut.

"Each product has been selected and blended to meet our exact needs in terms of taste and quality, and to appeal to the next generation of Forest Feast consumer; young, fun and adventurous," Ann concludes.



## FOREST FEAST MUST STOCKS:

- Preda Fair Trade Dried Mango
- Milk Chocolate, Mango & Coconut Fruit Balls
- Mango & Coconut Fruit Balls

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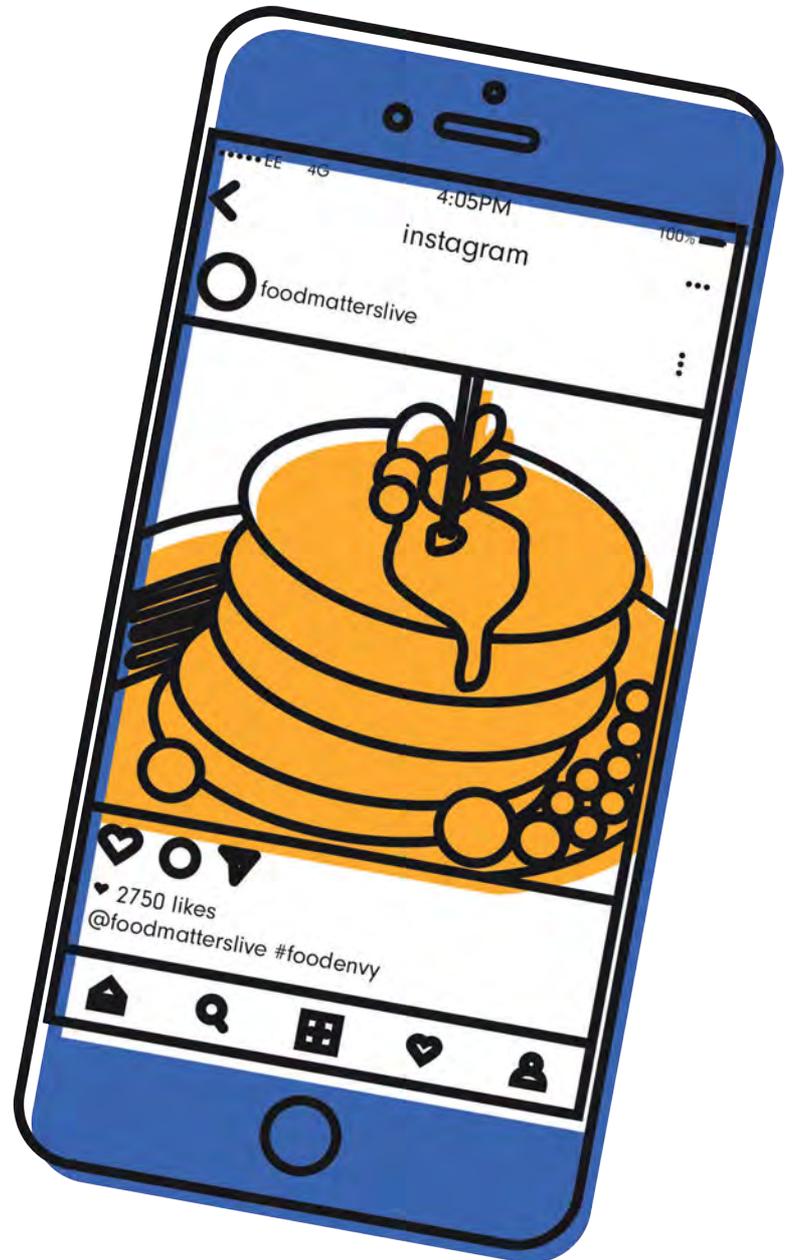
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Calling at all Italian food lovers! Do not miss the opportunity to visit Welcome Italia, where you can taste delicious products and plates prepared by the best Italian cuisine chefs.

The event is taking place from 5th to 7th October 2018 at the elegant Royal Horticultural Halls of Westminster, only few minutes from Victoria Station and Buckingham Palace,

Welcome Italia is a food and beverage event organised by the Italian Chamber of Commerce for the UK since 2013, and its purpose is to promote real Italian products and cuisine. More than 60 Italian artisanal food and wine companies will be there to enter or strengthen their position in the British market.

The event will start with a trade only day, open to professionals who are interested in new products to enlarge their Italian food knowledge. On the weekend (6th and 7th October) general visitors are admitted, with the opportunity to taste and purchase original Italian food. The Cookery Theatre, equipped with luxurious Richard Ginori potteries and other kitchen equipment from the best Italian brands, will host famous chefs' cooking shows and sommeliers' wine-tastings.

By attending seminars, cooking shows and wine tastings, visitors will have an insight not only in traditional Italian food, but also in healthy and organic products included in the Mediterranean diet as well.

Cooking show are scheduled with the best Italian chefs in the UK including Theo Randall, Danilo Cortellini and Enzo Oliveri, some special guests from Italy are expected too!

### What's new?

#### THEO RANDALL

The famous Italian cuisine chef Theo Randall will perform the opening cooking show on Friday 5th, showing the attendees how to employ exhibitors' products in amazing Italian plates.

#### KIMBO

Kimbo story dates back to 1963 in Naples, when three brothers, Francesco, Gerardo, and Elio Rubino, started roasting coffee in



# WELCOME ITALIA 2018

Enjoy the best food and wine straight from Italy in London, 5th-7th October

their father's bakery. The popularity of their espresso grew constantly: with the revolutionary vacuum-packed can, real Neapolitan coffee could be taken anywhere. Their coffee became famous all over the world with the Kimbo trademark: in 1994 it ranked second in the retail sector of the Italian market for packaged coffee, a position that it still holds today. Kimbo is Welcome Italia official sponsor!

#### LAZIO COMPANIES

Thanks to the cooperation between the Development & Innovation Agency for Agriculture of Lazio Region (ARSIAL), various companies will promote a rich variety of regional foods and beverages.

Along with the outstanding beauty of Rome, Lazio so much more to offer: breath-taking lakes and countryside with small villages fascinating gardens, stately palaces and incredible Ancient Roman and Etruscan sites. Lazio has so much to discover: Viterbo and Tuscia areas produce some of the finest Italian olive oil. Amatrice is the homeland of guanciale and Ciociaria is considered one of the gastronomic heavens of Italy with its genuine and strong flavours, without mentioning the famous wines from Castelli Romani! In the Cookery theatre you will also be able to find out and taste

the secrets of the best-sellers of the Italian Capital's rich gastronomic tradition and some hidden gems.

#### AGRIBLEA

Agriblea was born in Sicily with the purpose of bringing genuine and traditional Sicilian food all over the world through sun dried tomatoes - their niche product.

The strength of the firm lies on the drying process: typical weather conditions of Sicily and organic farming procedures exalt the organoleptic properties of the product.

Passion, commitment and respect for the countryside habits are an added value to their dried tomatoes.

#### LA RUOTA

"La Ruota" was founded in 1975 thank to the experience of generations of pastry bakers. After years of hard work, the bakery opened several shops in the Salerno



area. The bakery has equipped their laboratory exclusively dedicated to panettone, pandoro and colomba to increase the production and maintain high quality.

The best known Cilento products are white figs and olive oil, so panettone prepared with these ingredients is the biggest expression of the authenticity and genuineness of their products.

#### MERACINQUE

Meracinqe is a project led by five sisters, with the purpose to celebrate the excellent Italian rice produced by their family to share the love for traditions and the flavour of this ingredient.

Five risottos for five sisters: Saffron, Pumpkin, Mushroom, Asparagus, Tomato: condiments created with 100% selected Italian ingredients, dried and separated from rice to maintain the original flavours and excellent quality.

Meracinqe's mission is to guarantee the well-being of consumers preserving the Earth and the environment.

#### UMA CASANATURA

Uma Casanatura was born in 2013, thanks to the love towards nature and traditions, that give us back excellent, genuine and healthy products. The dream comes true in the beautiful Abruzzo landscape,

where Pierpaolo, Enrico, and Laura have decided to give a new life to an abandoned farm and olive yard, creating a constantly growing reality, with passion and innovation tied to tradition and sustainability. Discover their 100% organic tomato sauce!

#### PIEDMONT DELIGHTS

Born from the passion for their land, Piedmont Delights is the first e-commerce dedicated to Piedmont typical food and drinks. From cheese and cold cuts, to wine and beer - their desire is to share unique flavours, stories and experiences of authentic regional producers to the most demanding palates all over the world.

#### UPROL

Their natural and biological olive oil comes from the oldest tradition of ancient Greece, in the land which was called Lucania under Roman Empire. Only natural products and strictly biological procedures give the best olive oil with ancient flavours and charming shades of green! Their oil is the perfect ingredient to cook Italian classics like pasta and pizza or to serve vegan or more sophisticated natural dishes.



Entry to Welcome Italia is free. Please visit the website [welcome-italia.co.uk](http://welcome-italia.co.uk) to book your ticket.

### IN DETAIL

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

**WHEN: Trade Day:** Friday 5th October 1pm-5:30pm

**Visitor Days:** Saturday 6th 10:30am-7pm  
Sunday 7th October 10am-5pm

**WEBSITE:** [welcome-italia.co.uk](http://welcome-italia.co.uk)

**CONTACT:** 0207 495 8191

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# TALKING TAX

Struggling with the intricacies of tax?  
Sue Nelson, CEO of Breakthrough Funding and  
owner of FoodTalk Radio Show shares her  
need-to-know advice



I work with many food producers who have started off on their kitchen table (literally!), but eventually outgrow their home and start to make their product in ever bigger quantities. It's exciting to see the success of a new venture and to recognise the brand at farmers markets, festivals, and then into delis and mainstream supermarkets. But despite all the hard work and exhilarating growth, it's still a business with the usual headache of tax and VAT and you can't really afford to get these aspects wrong.

At first a business is often operated as a 'Sole Trader'. The business owner just starts off by making products and getting sales, and operates everything through their own bank account. Obviously you have to keep track of what you've spent and what you've made, but it's easy, quick and simple. All you need to do to keep on the right side of the taxman is fill out a self assessment tax return each year to show the amount of profit. You will then be taxed personally on this figure.

So, if you don't intend to have employees or register for VAT (see below), the benefit of being a sole trader is that your personal details are kept private, the accounts are fairly simple and it's not necessary to have a separate business account.

However, you will be personally liable if things go wrong. So if there is a claim against the business or financial difficulties, someone can attempt to secure this amount against your personal assets. In addition, some larger retailers won't work with sole traders.

If you start to get regular monthly sales you're likely to pay more personal tax and National Insurance than if you were a 'Limited Company'. Not only is this the most tax efficient way to run a business, if the company runs into trouble your financial liability

is limited, which usually means your personal assets are safe.

A limited company has a separate legal identity from the owners (shareholders) and directors (the people who run the company). You can of course be both a shareholder and director, but these are separate things legally. The owners ordinarily have no personal liability beyond the amount paid for their shares, as long as they haven't done anything illegal. If you've given personal guarantees for loans these will still apply however.

While being tax efficient there are two other key advantages to forming a limited company. You're more likely to be able to sell a limited company than a sole trade

“ Every business endures the usual headache of tax and VAT, and you can't really afford to get these aspects wrong ”

business and you can raise funds from investors or family members by issuing shares. The downsides are less privacy, (members of the public will be able to see the identity of shareholders and directors), and administrative expenses will be much higher to comply with company law and tax legislation.

Whether you are a sole trader of a limited company, if you have sales of over £85,000 in any 12 months, (not just your financial year), you will have to register for VAT. You can do this online or get your accountant to sort it out for you. For food businesses, many of the products they produce are zero-rated, that is

to say there is no VAT charge to be added to the sale price, but you still have to be registered if you go over the £85,000 threshold.

However, some food products are at the standard rate of 20%. These include alcoholic drinks, confectionery, crisps and savoury snacks, hot food, sports drinks, hot takeaways, ice cream, soft drinks and mineral water. Of course, this means that as soon as you register for VAT, you will be charging your customers 20% more if your product comes under that list.

But there is good news. If you're a VAT-registered business you can generally claim back some or all of the VAT you pay on business expenses. Your VAT return every four months therefore shows what you have charged in VAT to your customers minus the VAT you have paid out in business costs. You make a payment to HMRC for the difference every quarter.

The paperwork is a bit of a burden so it's probably better to get an accountant or bookkeeper to do it for you in the early days. There are also ways to make it simpler by using The Flat Rate Scheme (if your turnover is less than £150,000) and the Cash Accounting Scheme.

The first allows you to pay VAT at a fixed percentage of your turnover instead of calculating every transaction. The rate is lower and you'll have less paperwork, but you can't claim back VAT on your business expenses. The second allows you to pay VAT only when you've actually been paid by your customers, but you can't reclaim VAT on your purchases until after they're paid either.

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THE QUEEN'S AWARDS  
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## VIEWPOINT: SIMON ANDERSON

The co-founder of Market Halls talks community, new concepts, and what's to come in food and drink

**F**rom an early point in my career I worked in advertising, which is where I discovered my love of great food – thanks to my expense account! Through taking clients out for amazing meals I got to experience some incredible food, and really learnt what makes great food stand out from the rest. I worked for a lot of food and drink brands, then set up my own advertising agency before buying a pub. That's when my love for food really began. The pub won awards as time went on and I became involved in other restaurants, too. This professional journey gave me an interesting skillset; I learned a lot about how businesses work and how to market them, including advertising and social media which are very important for food and drink businesses at the moment. I've worked with talented chefs for a long time, which in my role – I work on the operations side of the business – has proven to be valuable experience in terms of how they work and what they need. This experience in

running a company and working in and for food businesses gave me a good all-round grounding for my position at Market Halls.

The format we're working with – a group of independent food and drink businesses in one site, a communal dining experience – is popular around the world. It originates in Asia – the hawker markets of Singapore and Kuala Lumpur have long been a big part of the food scene there – but we probably sourced most of our inspiration from New York. I travelled there with my business partners to research food halls, we ended up seeing 18 in two days, and there's a lot across America as a whole – probably around 200 in total. The format is popular in Europe, too, with a great example in Copenhagen and Amsterdam.

My business partners and I noticed that this trend being seen around the world wasn't being mirrored in the UK – there was a gap in the market. We were seeing established restaurants and exciting young chefs being curated within one shared space, providing

a more informal way of dining, and wanted to bring this concept to Britain. We work with street food vendors, too; this blend creates a really vibrant community. At the moment we're mostly focused on providing restaurant food, but our site also houses a small deli and we'd like to increase our retail offering in the future.

Every day we're reading about the high street struggling, with people asking what can be done to strengthen it, and I think Market Halls offers a breath of fresh air to that doom and gloom. At the core of what we do is the invigoration of large spaces, and I think that's why the industry has really been interested in the concept. As we go on we're launching new ideas; in our next site we're launching new concepts and at our Fulham site we have a couple of new ideas from established names in the pipeline – this is a very agile format.

We only work with independents who demonstrate passion, provenance and exciting products – we never work with established

chains and we don't intend to. That's hugely important to us. Even behind the bar we haven't signed a deal with a big brewery or distiller, instead we work with a number of small-scale producers who are doing great things. We were the first people to work with a brewery called Good Things from just outside Brighton, the first completely off the grid brewery. Our house lager is made by Harbour Brewing Co, a small-scale brewery in Cornwall. It's important for us to be giving a route to market to smaller businesses; we could just work with more established, household name brands, but in doing that we'd just be recreating the high street. We want to give younger brands an opportunity to be somewhere they wouldn't be able to get into otherwise, to give them a route to market they wouldn't ordinarily have. For example, we work with a number of new businesses from East London who would never be able to get a site on Oxford Circus otherwise.

The concept of Market Halls is just one of the many elements pushing the food and drink industry forward, but it's certainly playing a part and I believe there will be more of this kind of thing to come. The market could become very saturated very quickly, and it's imperative that there's a good offering – if it's poor, it simply won't work. We can all remember the hideous food courts of the Eighties, and we need to be very careful not to replicate that. There's amazing food available on the market, but there's also terrible food, and it's important for us and any other business working in this sphere to make sure that the quality is there and the offering is right to make people really appreciate it.

### TALKING POINTS

#### WHAT'S TO COME...

**I hope to see more independents and younger people coming into the industry, helping it to evolve to cater for changing tastes and needs. The Government needs to acknowledge how important the part is that food and drink plays in the fabric of business, culture and society, and help us grow with things like business rates. The chains will continue to be challenged, and it's good to see that great pubs are coming back. This is a very interesting time.**

#### MAKING IT WORK...

**Operationally-speaking, it was quite a challenge to get everything set up and working smoothly. A large part of that was making sure that we got the relationships right – we wanted to make this work like a family, and everyone we work with on this project understands and respects that. That's how we originally pitched it to everyone, giving them an easy point of entry and making it run as smoothly as possible for them so they can focus on doing what they do best.**

### THE BIG PICTURE

An appreciation for the things that independents offer – both in terms of restaurants and retail – such as story, quality, provenance, a greater understanding of food and drink and consumer education isn't going away any time soon. For us, food is the new rock and roll. It's a huge part of peoples' lives and they're spending more on food now than they are on going out, so it's only going to get more important.

“ There's amazing food available on the market, but there's also terrible food, and it's important for us and any other business working in this sphere to make sure that the quality is there and the offering is right to make people really appreciate it ”

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# TOP DRAWER AUTUMN/WINTER 2018

Peruse a range of beautifully curated giftable food and drink at this year's show, being held at Olympia 9-11th September



**T**op Drawer's FOOD EMPORIUM returns for the September edition, housing its exclusive edit of edible gifts, a unique opportunity for buyers, from small independent cafés through to large department stores, to source irresistible new products for the new season.

With a refreshingly diverse and innovative selection, as well as new launches and exclusives, Food Emporium will present the finest artisans, producers and brands across Confectionery, Oils & Condiments, Beverages and Seasonal Products, including Ace Tea London, Briscoes Jellies, Burren Balsamics, Chief Chocolate Officer, Coco Chocolatier, Cult Vinegar, Hawkshead Relish, Kin Toffee Vodka, Lavolio Boutique

Confectionery, Popcorn Kitchen, Seedlip Drinks, Sibling Distillery, Spice Kitchen, T2, Urban Village Chocolates, Wally & Whiz and Willie's Cacao.

As the one-stop-shop showcasing the very best design-led lifestyle brands across a wide range of sectors, visitors will also have the opportunity to explore leading brands and new names in Kitchen & Dining, Interior Accessories, Furniture & Lighting, Outdoor Living, Giftware, Wellbeing and more...

Top Drawer has announced a stellar line-up of leading brands and new names showcasing in this Autumn/Winter 18 edition. Buyers will have the unique opportunity to preview a unique selection of beautifully curated and commercially appealing design-led new products from over 1000 brands. With a refreshingly diverse and innovative selection of products as well as new launches and exclusives, Top Drawer will offer creative retailers an exceptional choice for a successful new season ahead.

**The A/W18 edition will be held at the unique Olympia London from 9- 11 September. Registration is now open at [topdrawer.co.uk](http://topdrawer.co.uk)**



## Must-see producers

### BURREN BALSAMICS

A good quality balsamic vinegar is a fail safe gift for any food lover, but when presented in beautifully-branded glass bottles it becomes irresistible. With a range spanning Blood Orange & Cardamom white condiments, Blackberry & Thyme fruit-infused vinegars, County Armagh-based Burren Balsamics offer the perfect blend of delicious – and versatile – vinegars and stand-out packaging to ensure they'll fly off shelves in no time.

### COCO CHOCOLATIER

Once you've seen the stunningly-presented bars of Coco Chocolatier,



you won't forget them in a hurry. These bright and whimsical chocolate products have been hugely popular with foodies with an eye for design since launch, and the flavours in the brand's offering doesn't disappoint, either. Single origin bars containing flavours such as Gin & Tonic and Date & Ginger sit alongside attractive tins of hot chocolate, chocolate-coated nuts and stylish boxes of truffles.

### DEVON DISTILLERY

Home of the now-famous Dappa – a Devon-inspired take on popular Italian spirit grappa – Devon Distillery has widened its portfolio to include Devoncello (a taste-bud-tingling liqueur made with Dappa



## IN DETAIL

**WHEN:** 9th-11th September 2018  
**WHERE:** London Olympia  
**WEBSITE:** [topdrawer.co.uk](http://topdrawer.co.uk)  
**TWITTER:** @TopDrawerLondon

and lemons) and Sloed Gin (Dappa infused with full-flavoured sloes). Attractive branding, a unique product range and a West Country heritage come together to form a hard-to-resist gift option.

### LAVOLIO

It's not only the brand's iconic brightly-coloured tins which draw the crowds to Lavolio's product range – the London-based brand has created a truly delicious range of premium Italian-inspired confectionery spanning sugar-coated fruit and nuts to nougat and fondants. A prime example of an added-value gift option (recipients often reuse the attractive tins), Lavolio ticks all the boxes for sweet-toothed foodies.

### SEEDLIP

A deliciously versatile botanical-filled spirit which you can enjoy and not suffer the hangover the next day? Just what the growing number of non-drinkers ordered! Packaged in a beautifully-designed bottle sure to look great in your collection.

“ Top Drawer refreshes its offering every season by incorporating new concepts and segments. It embraces trends, presenting brands that inspire whilst offer commercial appeal, and each edition attracts the most successful retailers from the UK and overseas ”

# TOP DRAWER

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FOOD EMPORIUM A/W 18

# MEET THE PRODUCER

Serial innovator William Chase is never short of ideas, and off the back of the success of Willy's Apple Cider Vinegar, he's set to unveil a brand new range of healthy drinks



First came Tyrrells. Then, Chase Distillery. Now, Willy's. William Chase's third brand is making waves in the fine food industry, with its inaugural launch, Willy's Apple Cider Vinegar, winning over gourmet food fans and health-conscious consumers alike. "William, who's always ahead of the trend, noticed that demographics like Millennials were seeking out healthy products much more than previous generations," explains Anna Jones, managing director of Willy's. "And with a surplus of apples at his disposal, he set about making apple cider vinegar."

The organic apples come from William's 300-year-old picturesque orchard in Herefordshire, where they go on to be gently pressed and allowed to naturally ferment to make unfiltered cider. It is then left for around two months to ferment and turn into vinegar. This slow and natural transformation is what creates 'the Mother' – a friendly bacteria which is also referred to as the culture – which sets the vinegar apart from others on the market. "The Mother is what highlights the vinegar's provenance," says Anna. "Not to slam other brands, but some get their culture from all over the world and don't really care where it's from – they turn it into vinegar with whatever other chemicals they're

using. Ours is cultured vinegar which we take time over – we really craft it. The Mother is very, very old and goes from batch to batch – every time we make a batch, she's in there. She's in the storks and cracks of every apple tree, too – it's this culture that develops Willy's unique flavour." Made from just Willy's apples – with no pesticides or artificial fertilisers in sight – it's easy to see why the 100% natural Apple Cider Vinegar is coveted by health-conscious consumers. Often referred

to us as "the mother of all natural remedies", it has many acclaimed health benefits to its name, such as improving digestion, promoting healthier skin, supporting the immune system, helping soothe dry throats, assisting with weight loss and much more. "Lots of people take it as a daily dose with a bit of water and honey," explains Anna. "There's all sorts of ghastly ailments it helps fight or prevent, and because it's a great antibacterial, it even fights fungal nail infections and spots on

the skin – it's amazing stuff." Anna recommends using it as a salad dressing, and many consumers – especially tee-teetotallers – are adding it to their soft drinks and smoothies. Famously versatile, it also works with eggs.

**Up next for Willy's**  
Health food fans will be chomping at the bit with the news that Willy's is set to launch two new products – a Natural Energy Remedy Drink and Plain English Detox Water – which

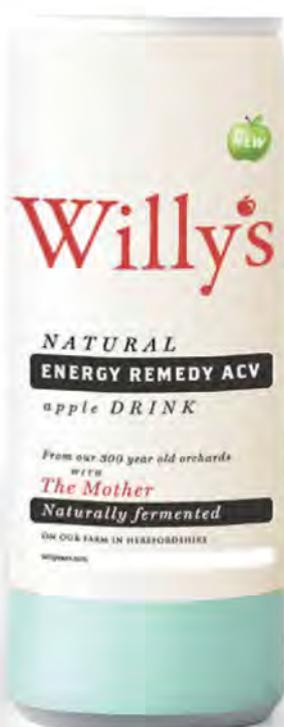
are debuting at Speciality & Fine Food Fair at London's Olympia in September. Willy's Natural Energy Remedy Drink is a low-calorie, probiotic natural energy drink which is made with kombucha, fresh apple juice, distilled bicarbonate water and a dose of Apple Cider Vinegar – it's fantastic for a pre or post-workout and for a morning or evening pick-me-up. The kombucha – a naturally fermented, lightly effervescent tea – features Willy's signature Mother culture to give it its own signature twist. "Not only is it a natural, fermented, remedy drink," explains Anna, "but it also features one of your five-a-day."

Willy's Plain English Detox Water is another beverage positioned to appeal to the health food and drink market. A new concept to the UK, it contains distilled natural spring water with added bicarbonate of soda, which is said help flush out toxins from body, as well as helping gut health. Willy's has invested £1.2m in new bottling lines, tanks and equipment to produce the new range, and the team is positive that it will really make a splash in the sector. "We can't wait for our first presentation to the market at Speciality & Fine Food Fair and to hand out cans of the products," says Anna. "I have absolutely no doubt that Willy's will be another huge success for William Chase."

**GOING TO SPECIALITY & FINE FOOD FAIR?**

**Head to stand 2118 to try Willy's new range!**

“ Health food fans will be chomping at the bit with the news that Willy's is set to launch two new products ”



MEET...

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Valued at £20.7bn, the British food-to-go market is big business. It is ever evolving, highly competitive, and getting bigger by the year. And it is new innovations – like the ones being showcased at lunch! 2018 – that are helping to feed that growth.

lunch!'s group event director Chris Brazier explains the show's long-standing appeal: "lunch! has proved itself year after year to be an essential visit for food-to-go retailers and buyers to see what's new and compare the latest innovations from emerging start-ups and speciality producers alongside some of the best-known brands.

"lunch! 2018 is not just our biggest event it also boasts our most natural line-up yet. Healthier eating and affordable sustainability both continue to be key drivers of food-to-go market growth, and we're certainly seeing that trend reflected right across our exhibitor list.

"Aside from great products, retailers looking to gain insights on what's next can also enjoy Keynotes from Pret, LEON, EAT, Pod, Tossed, Naked Deli, and a rare interview with Julian Metcalfe, founder of Itsu."

#### Who's exhibiting?

With 370 exhibitors now confirmed, this is the UK's biggest food-to-go showcase of the year. There's a wealth of innovation down every aisle, to suit every taste and business need.

The following are just some of the suppliers planning to unveil their new launches at the show: Cocofina (organic hazelnut chocolate spread), The Protein Ball Co (oat breakfast balls with added protein), Thomas Fudge's (out of home Florentines), Freaks Of Nature (dairy free yogurt alternatives and gluten free hot puddings), Go Faster Food (Kate Percy's Go Bites Fruit Pursuit range), Wholesums (popped vegetable snacks), Crealine UK (Gazpacho to Go in 240ml), Paterson Arran (Paterson's Jammy Shortbread), One Earth Organics (Jackfruit chips), Honey & Date (rawcake brownies), Tanpopo Japanese Food (Chirashizushi rice



# lunch! 2018

The UK's favourite food-to-go trade show is back on 20th–21st September at ExCeL London. With a record 370 exhibitors now confirmed, it's an essential visit for retailers looking to expand their grab and go offering

bowls, and rice paper sushi rolls), and St Pierre Bakery (a range of nine anytime snacks, including pain au chocolat, vanilla brioche swirl and belgian waffles).

Plus, there will be 28 new brands making their lunch! debut in the Start-up Zone. Among them are: JEKL steak On The Go! (gourmet meat snack), Other Foods (crunchy mixed mushroom chips, including Shiitake, Oyster and King Oyster), PHIT (protein high indulgent truffles), YAAR (Nordic quark bars), nutree – nutrition for trees (nupro – plant-based protein shake packaged in home-compostable materials), Green Sisters (vegan samosas), The Healthy Protein Co (vieve protein

water), nucao (vegan organic superfood bar), humble warrior (super plant elixirs), Roqberry (tea blends and infusions), and Land & Tide (ready to drink vegan cold brew iced coffees).

Other new exhibitors – there are 144 to choose from this year – include Alara, Califia Farms, Biemel, Mother, Honesty Bakery & Kitchen, Wonder Drink / Pure Steeps, Diablo Sugar Free, Pollen + Grace, Brazilian coconut water brand Obrigado, Upbeat Drinks, Luv Sum, Infinity Foods, Clam's Handmade Cakes, Raw Bake Station, No1 Rosemary Water, Jude's Ice Cream, Halal Kitchen, Thirst Quenchers UK, Remedy Kombuch, Fine Cheese

Company / Artisan Biscuits, Beansies Flavour Coffee, Cool Cold Brew, The berry company, Grenade, For Goodness Shakes, and Soil Association Certification.

For sustainable packaging, eco-friendly coffee cups and disposables, check out Papier-Mettler UK, Harfield Tableware, Pactiv, Pockito, Ecoffecup, Huskup, Benders Paper Cups, ButterflyCup, Sabert Europe, and Biopac UK.

"Each time I visit lunch! I'm reminded and energised about how exciting and market leading our industry is," says Guy Meakin, head of buying at Pret (and a former senior buyer at M&S and Sainsbury's).

#### BIG NAME SPEAKERS

There are over 20 free business seminars – including exclusive Keynotes, interviews, research updates, and panel discussions to enjoy – in two dedicated theatres. Highlights include:

- **Julian Metcalfe OBE**, founder of itsu and co-founder of Pret A Manger
- **Hannah McKay**, head of food & beverage at Caffè Nero
- **David Ross**, head of category at Greggs
- **Clare Clough**, food & coffee director at Pret A Manger
- **Shereen Ritchie**, operations director at LEON
- **Arnaud Kaziewicz**, director of food and beverage at EAT
- **Angelina Harrison**, food & commercial director, Tossed
- **Sam Roberts**, CEO of Boston Tea Party
- **Ollie Rosevear**, head of environment at Costa Coffee
- **John Upton**, chairman of The Naked Deli and street food brand Mother Clucker (and former MD of LEON)

#### IN DETAIL

**WHERE:** ExCeL London  
**WHEN:** Thursday 20th and Friday 21st September  
**OPENING TIMES:** 10am–5pm both days (last entry 4pm)  
**WEBSITE:** [lunchshow.co.uk](http://lunchshow.co.uk)

"Food-to-go is one of the fastest moving categories in the food industry, so pulling innovative and inspirational suppliers together each year for lunch! is a great way for us to keep up-to-date with developments and ensure we are at the forefront of improving our proposition for our customers," he says.

**To register for a free trade ticket to lunch! 2018, please visit [lunchshow.co.uk](http://lunchshow.co.uk) and quote priority code LU87.**

“ I feel passionately about delicious, fresh, fast-food, so I'm delighted to be speaking at the only trade show devoted to the food-to-go sector. See you at ExCeL for lunch! ”

JULIAN METCALFE, FOUNDER OF ITSU & PRET



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# ZEINA FOODS COMES TO Lunch! 2018

Sample the brand's exciting new products  
on stand E10, 20th-21st September

## 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 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.

## 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.



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# zeina

ESTABLISHED IN 1983

Take stock with our new food and drink round-up

## Kineta Tea develops 'UK-first' Matcha Infusion Pods

Kineta Tea Limited's Match Infusion Pods were developed to add to water bottles, spurred on by "the environmental trend towards portable, reusable water bottles".

Each pod contains a blend of premium Japanese sencha and matcha green tea, have been designed for quick infusion once placed in a water bottle and can be used up to three times.

A single Pod is added to tap water and left for one to three hours to infuse the water with naturally energising matcha green tea for on-the-go hydration with health benefits. The pods contain all natural ingredients, no sugar and are vegan-friendly.

Leane Bramhall, founder of Kineta Tea said, "Tea is one of the most universally drunk beverages in the world and we wanted to reinvent an old-time favourite with a modern cold brew twist. Consumers infuse to their own tastes and it supercharges tap water. Simply place the pod into your water bottle, infuse and go."

[ilovematchatea.co.uk](http://ilovematchatea.co.uk)



## Van Strien expands its savoury bake range

Dutch family bakery Van Strien has launched two savoury products – its newest additions since launching into the UK market in 2016.

The new lines are Cheese & Onion Cheese Straws and Multi-Seed Straws, which are made by hand at the family bakery in Rotterdam.

The new product development comes off the back of the success of the company's Cheese Palmiers and Cheese Straws, which are distributed by an array of distributors including Cotswold Fayre, Holleys and Cress Co.

Els van Strien, head of marketing at Van Strien said, "We have been looking to develop our range of savoury lines as they are a success everywhere they are sold. Developing new products with only natural ingredients takes time and patience, especially when using butter and PDO cheese. We had to make sure they are perfect."

[van-strien.nl](http://van-strien.nl)



## Natural and healthy cookie brand launches

Whole Moly, a company founded by couple Meenesh and Parul, has launched with a three-strong portfolio of healthy cookies.

Featuring purely natural ingredients and no refined sugars, the cookies are completely vegan and come in Cacao & Orange, Cacao & Hazelnut and Almond, Hemp & Chia flavours.

The cookies, which launched into Selfridges in July, are now available to other retailers through Diverse Fine Food and Marigold.

Meenesh Mistry, co-founder of Whole Moly said, "We were fed up of snacks pretending to be healthy and not satisfying our cravings, so we've ripped up the baking manual and started from scratch. You won't find any of the usual suspects in our cookies: no butter, no refined sugars, no empty calories or guilt – just honestly good cookies."

[wholemoly.co.uk](http://wholemoly.co.uk)



## A Little Bit creates Thyme & Blackberry Ketchup

Fresh herb-centric producer A Little Bit has announced the addition of a Freshly Picked Thyme & Blackberry Ketchup to its portfolio of condiments, cooking sauces and dips.

The ketchup was launched to coincide with the upcoming game season, which starts on the Glorious 12th and continues throughout the autumn and winter months.

The ketchup contains a blend of herbs and spices including thyme, cinnamon and nutmeg which complement the blackberries. Made with all-natural ingredients, it is gluten-free and suitable for vegans.

Sophie Lane Fox, founder of A Little Bit said, "I wanted to take ketchup to a new level and create a sauce that had a truly British feel to it. There's something so nostalgic about blackberries – they evoke fond memories of foraging in the undergrowth for these shiny little jewels."

"The other joy is that their flavour is really intense – I knew they would work exceptionally well with one of my all-time favourite herbs: thyme. The result is quite unique – it's savoury, silky and rich. The perfect accompaniment to robust gamey dishes."

[alittlebit.co.uk](http://alittlebit.co.uk)



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## Gnaw looks to appeal to free-from generation with new bars

Norwich-based chocolate producer Gnaw Chocolate has launched a new range of 72 per cent cocoa dark chocolate bars to appeal to the growing number of UK consumers who have a food intolerance.

Available in two flavours, Toasted Coconut and Raspberry Crisp, the 100g bars are suitable for vegetarians and are dairy-free. The Toasted Coconut bar is also gluten-free.

Matt Legon, founder of Gnaw said, "By keeping a close eye on the market, we developed the high cocoa 72 per cent in response to a clear consumer demand. We are pleased to be able to respond with our two delicious and exciting luxurious chocolate bars, which not only taste incredible but are suitable for the growing numbers of people living with food intolerances. Any retailer looking to capitalise on the consumer demand for free-from chocolate and increase their confectionery sales should stock up today."

[gnawchocolate.co.uk](http://gnawchocolate.co.uk)



## New Planted drinks hit the shelves

Plant-based drinks brand Planted has released two products: Oat Drink with Banana and Coconut Drink with Cocoa.

Available in 1L cartons, both products are a source of calcium, vitamin D and B12. Further products to follow will include four 330ml on-the-go varieties.

Planted has also partnered with the Woodland Trust, the UK's largest woodland conservation charity, with 2p from every 1L carton sold being donated to plant and protect trees and woods across the UK.

Emma Kirkham, PR and marketing manager at Planted said, "As free-from becomes more mainstream, Planted offers consumers of all ages great tasting drinks which are dairy-free and suitable for vegans. The free-from market has risen in value – 37.5 per cent in the last year, according to Kantar Worldpanel – and while best served out of the chiller, Planted drinks are produced ambient so that delis and farm shops can stock the range, safe in the knowledge there will be little waste and uninterrupted on-shelf availability."

[delameredairy.co.uk](http://delameredairy.co.uk)

## Capsicana releases guacamole to appeal to Latin American food fans

Latin America food specialist Capsicana has launch a new Mexican Guacamole Mix, to help consumers add authentic Manzano chillies direct from the region to their avocado mixture.

The mixture, comprising chillies and garlic, was devised with the intention of mixing into mashed avocado.

Ben Jackson, founder of Capsicana said, "Our new Mexican Guacamole Mix is a unique, convenient and delicious addition to the world food shelves. Latin American food is incredibly popular and we can't wait for our fans to get their hands on this simple and tasty homemade guacamole mix."

[capsicana.co.uk](http://capsicana.co.uk)



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# Luscombe Drinks brings out new mixer range

**Soft drinks producer Luscombe Drinks has extended its offering by launching a new mixer range.**

The new range was developed to use with spirits, cocktails and mocktails and includes Cucumber Tonic Water, Sicilian Bitter Lemon, Hot Ginger Beer, Lime Crush and Devon Soda Water in 20cl bottles.

Gabriel David, chairman and founder of Luscombe Drinks said, "The successful launch of our

tonic waters last year and the increased consumer-led demand for artisanal dark rums and spirits highlighted to us the need to offer an interesting and comprehensive range of premium mixers, going beyond solely tonic waters.

"We have seen an explosion in the popularity of craft spirits with consumers becoming more adventurous and experimental with what they drink and demanding

original and exciting tastes. However, with Mintel reporting last year that 35 per cent of drinkers don't know what to mix white spirits with, we saw this as an excellent opportunity to extend our mixer portfolio. Our premium mixers now also offer establishments versatility when creating mocktails and cocktails and are appealing as standalone drinks or to complement craft spirits."

[luscombe.co.uk](http://luscombe.co.uk)



# Gluten-free bakery launches vegan cupcakes and muffins

**Luxury gluten-free bakery and Dragon's Den contestant B-Tempted has launched a new range of vegan cupcakes and muffins following a successful retail trial.**

The muffins are available in Banana, Banana & Raspberry and Chocolate flavours and come in either a single or twin pack.

The cupcakes come topped with sweet frosting and are available in a single pack of four, with flavours including Banana, Vanilla & Cinnamon, Chocolate & Strawberry, Chocolate & Hazelnut and Chocolate.

Sarah Hilleary, founder of B-Tempted said, "The huge surge in number of people identifying as vegan over the past few years making veganism one of Britain's fastest growing lifestyle movements, so it was a natural progression for us to extend our product development to cater for the vegan market, too.

"The new cupcakes and muffins are beautiful inside and out, and we've been thrilled with the feedback we've had from people so far. This new range is perfect for everyone."

[b-tempted.co.uk](http://b-tempted.co.uk)

# New crackers for Easy Bean



**Somerset-based Easy Bean has launched a new Bean & Seed Cracker Range, with all products handmade using British pulse flours.**

The three-strong range includes Fava Bean & Poppy Seed, Green Pea & Chia Seed and Red Lentil & Poppy Seed crackers. They are all gluten and dairy-free, suitable for vegans and contain no added sugar.

Christina Baskerville, managing director of Easy Bean said, "They are made with flours milled from pulses that provide a source of plant protein, which is typically more than double the protein found in wholemeal wheat flour.

"A tricolour of soft shades of red, green and white – these savoury crackers flake, snap and have a crunchy texture. The bright and colourful packaging shows off the vine and the pod for a selection of pulses."

[easybean.co.uk](http://easybean.co.uk)



# Premium crisp brand launches Street Food range

**Crisps brand London Flavours has launched a line of new crisps which take inspiration from the UK street food scene.**

The range comprises three vegetarian-friendly flavours, including Pho, Teriyaki and Sticky Ribs, which are available in 40g and 150g bags.

Joshua Guest, marketing and projects assistant at London Flavours said, "Our new Street Food range aims to inject more excitement into

the UK crisps market, with a unique new range of flavours that reflect London's food culture and diversity."

London Flavours teamed up with London street food vendor Salt Shed to produce the Sticky Ribs flavour. Laurence Stevens, co-owner of Salt Shed said, "London Flavours, like us, are serious about quality food inspired by the city. We are delighted to work with them to create this irresistible flavour."

[londonflavours.co.uk](http://londonflavours.co.uk)

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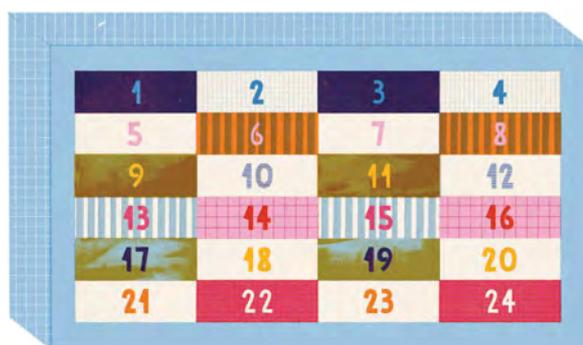









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## PlayIn Choc releases chocolate advent calendar

**PlayIn Choc, a new ethical manufacturer of chocolates and educational toys, has developed an advent calendar for Christmas.**

Each calendar features 24 designed drawers, each containing a 3D puzzle toy to assemble, organic chocolate and a fun fact info card.

Once each drawer is removed and replaced backwards they form a mosaic that will be completed on Christmas Eve. The outside sleeve of the advent calendar can also be opened up into a landscape.

Maya Simler, founder of PlayIn Choc said, "We use no plastic in our packaging or toys, and instead use home-compostable film to individually wrap our 2018 Great Taste Award-winning chocolates. Our 3D puzzle toys are made from 100 per cent recycled card."

[playinchoc.com/wholesale](http://playinchoc.com/wholesale)

## Franklin & Sons rolls out Epicurean Collection

**Premium tonic, mixer and soft drinks brand Franklin & Sons has released four new dual-flavoured tonic waters, dubbed the Epicurean Collection.**

The four new flavours include Rosemary & Black Olive, Pink Grapefruit & Bergamot, Rhubarb & Hibiscus and Elderflower & Cucumber, and were developed to complement a range of spirits to capitalise on key consumer trends.

Calli O'Brien, senior brand manager at Franklin & Sons said, "Consumers are becoming more experimental on the back of the ever-expanding choice of gin flavours – as well as new brands – so we have developed this collection with this in mind to push boundaries and create a better experience for consumers.

"The Epicurean Collection opens up new flavours to pair not only with gin but also with a breadth of other spirits, unlocking curiosity within both bartenders and consumers alike.

"Our new Rosemary & Black Olive tonic, for example, pairs beautifully with a sweet vermouth and brings to life the tastes of summer drinks on the Amalfi Coast in Italy."

[franklinandsons.co.uk](http://franklinandsons.co.uk)



## Zeina rebrands Love Our Food range to coincide with anniversary

**Dried fruit, nuts and seeds manufacturer Zeina Foods has rebranded its Love Our Food range of premium ingredients to celebrate its 35th anniversary year.**

As well as new contemporary visual imaging, the company has also upgraded to providing the products in a resealable doypack format.

The Love Our Food range of raw dried fruit, nuts and seeds are now available in 250g, 500g and 1kg sizes.

Safaa Ali, managing director of Zeina Foods said, "We have always had our consumers in the forefront of our minds by striving to offer the best quality produce across our products range, and this packaging upgrade will deliver our valued customers maximum freshness, improved home storage and shelf life."

Zeina Foods also marked its anniversary by releasing its Delicious range of five flavours earlier this year.

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



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There may never have been a better time to start a food business than now. But to have a real shot at the big-time food entrepreneurs need to be prepared, informed and well connected. The go-to bootcamp for brands starting out in this industry is Bread & Jam, the UK's first food founders' festival, taking place this October 4th and 5th at the Institute of Directors in London. This 2 day celebration of food and drink start-ups sees FMCGs biggest names share their experiences and insight with the next generation of emerging foodpreneurs.

The event is ram-packed with talks, workshops and panels covering every aspect of building a food business, whether you are right at the start or your journey or already have a few years under your belt. On top of the educational program there are also pitching opportunities with the top retailers, the finale of the New Producer Awards, and a Dragon's Dens style pitch offering £20k in cash from hot shot investors like Giles Brook (who backed Pip & Nut amongst others).

### Accessing retailers

One of the biggest challenges that emerging brands face is how to get their foot in the door of the retailers and access buyers who are bombarded daily with new products. Enter the Pitching Zone at Bread & Jam – this is a unique opportunity to pitch your product to senior buyers from the likes of Whole Foods, Planet Organic, Cotswold Fayre, Sourced Market and Hack & Veldt in one to one private meetings. Last year dozens of brands got listed following their pitches at Bread & Jam. Take for example CHAM! who got their first listing with Planet Organic. "We didn't expect things to move so quickly after Bread & Jam, but Planet Organic liked the product so just



# BREAD & JAM 2018

There has never been a better time to start a food business, and the Bread & Jam festival will teach you how to do it

two weeks after the festival we were supplying the market" says founder Alexandria Davies.

The Tasting Panel also offers a once in a lifetime chance to get feedback from a panel of experienced buyers (typically one from a deli, one from a Food Hall and one from a supermarket) on your product's taste, branding and pricing. It's all very well your mum and best mate telling you your product is great, but it's the buyers who you really need to impress, so find out if buyers from Selfridges, Sourced Market, Fortnums, Holland & Barrett and Dugard & Daughters agree with your mum (and best friend).

With the supermarkets finally

cottoning on to the fact that new, innovative food brands are their future Sainsbury's will be running various workshops about working with their Future Brands team who are looking for emerging brands to nurture and grow.

And make sure you drop into the Panel Room sponsored by Joelsons where TEA REX's Andrew Walker explains how dressing up in a dinosaur suit got him a meeting with Ocado in half an hour after turning up unannounced.

### Funding

Financing growth is where most fledgling businesses come unstuck, but with a bit of training and insight

you can easily avoid the obvious mistakes and pitfalls. At this year's Bread & Jam you can attend workshops on crowd funding (from Seedrs), panels on seed funding your business (with the founders of Popcorn Shed, Ice Kitchen and Creative Nature) and workshops on how to attract investors, write a pitch deck and get the most out of R&D tax credits.

And for those on a tight shoestring workshops on topics such as building a social media following on no budget and free PR are an absolute must.

### Dragons Den

An exciting new event at this year's Bread & Jam is their very own



version of Dragon's Den. LVK and Giles Brook (CEO of Vita Coco and investor in the likes of Pip & Nut, Dalston Cola, Bepps and We Are Tea) are offering £20k in cash for any new business that can blow them away in a 3 minute pitch. They'll also get a year's free sales support (from LVK), office space, accountancy support and a branding makeover to boot. Not a bad haul for three minutes' work.

### Business

It's all very well having a great product, but you also need to have some of the basic business skills to make sure your company flies. Hear from the founder of Primal Pantry, Suzie Walker, on how she coped with their rapid growth and expansion that very nearly led to the collapse of her business. Listen to how 29-

“Bread & Jam provides a great opportunity to get inspired by the next generation of entrepreneurs and start ups in our very special industry that is food and drink”

GILES BROOK, CEO VITA COCO

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“ Bread & Jam is a fantastic initiative to share lessons between food brands - allowing us to keep the UK at the forefront of exciting and dynamic food innovation ”

TOM MERCER, FOUNDER OF MOMA FOODS

lucrative travel industry.

If you have specific skills you need to refine then drop into the free speed-mentoring session run by experts from Associated British Foods (the guys behind Dorset Cereal, Twinings and Ryvita amongst others). They'll offer sage advice on everything from HR to marketing to legal to leadership skills. Or check out Food Mentor Karen Green's workshop on how to double your sales without halving your profit. A must for all small businesses.

**Stand out from the crowd**

One of this year's most popular areas of Bread & Jam will be the Point of Difference (POD) pod - here producers can get the opinion of industry experts such as Scott Winston and Tessa Stuart on how their product stands out from the crowd. Or you can drop in the branding clinic run by ex-innocent branding genius' Umbrella to get



advice on how to tweak your label so that it really does sing.

**Peer recognition**

This year's Bread & Jam also hosts the second annual Specialty Food New Business Awards, which aims to celebrate the next generation of FMCG superstars. The 8 award categories cover newcomers, innovators, young producers, farm to fork, British, World flavours, crowdfunded businesses and mission driven businesses, and being open to

any business trading for less than 3 years they offer a unique opportunity for industry recognition for fledgling foodpreneurs. Winners of each category and an overall winner will be announced at a drinks reception on the evening of the 4th October at Bread & Jam. Judging the competition will be industry luminaries such as Paul Hargreaves of Cotswold Fayre, Renée Elliot of Planet Organic and *Speciality Food Magazine's* very own Holly Shackleton.

**FESTIVAL HIGHLIGHTS**

- You can find out how to crowdfund your business from the founders of Aduna, Capsicana and Redemption Coffee who between them have tried every crowdfunding platform out there
- Make sure you enjoy the lively debate between the founders of Livia's Kitchen, Moma and Pukka herbs on how best to tell your brand story
- Book a Tasting Panel session to get your product reviewed by three top retail buyers from the likes of Whole Foods, Holland & Barrett and Selfridges
- Enter the Dragon's Den and win £20k in cash, a years worth of office space, accounting and sales support, and a branding makeover
- In the Leaders' Lectures sponsored by GJE listen to Joe Benn of Ugly Drinks on how they are planning on taking over the US, and Simon Coley of Karma Cola on how to build a profitable brand without selling your soul
- Visit the Exhibitor Marketing place where you can find support in every aspect of your business, from packaging (B&G Products), labelling (Qualvis), NP (Food Buzz), PR (Smoothie), IP (GJE), law (Joelsons) and exporting (Bolst Global)



year old founder of Pip & Nut took her nut butter business from zero to £6m turn over in 4 years. And find out from Joe & Seph's Adam Sopher about how you can access the

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**WHEN:** 4th-5th October  
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**TWITTER:** @breadjamfest

“ It is the only event of its kind which focuses on helping foodpreneurs take their businesses to the next level, whether that be launching, moving from their kitchen to a manufacturer, raising cash, hiring a team, negotiating with buyers and allowing their business to grow up ”

SUZIE WALKER, FOUNDER OF PRIMAL PANTRY

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# THE TOP 40

Speciality Food's New Producer Awards are underway. Here, we showcase the brands that have beaten hundreds of other entries to be shortlisted for these illustrious prizes

## NEWCOMER

### BALLYLISK OF ARMAGH

When a company's motto is 'Begin with perfection', you know provenance will top the agenda, and that's certainly true of Ballylisk of Armagh and its Triple Rose single herd white mould triple cream cheese.

"The land is where our product starts," says farmer Dean Wright, the first of five generations of Wright dairy farmers to produce cheese. "The high health status of the herd, the generations of farming expertise and the complete control over the whole process all help to make this cheese something truly special."

With awards already racking up for this new cheesemaker and, as the only artisan cheesemaker in Northern Ireland to be using their own milk pool, it's clear to see why Ballylisk of Armagh are in the running for a New Producer Award. And with two further cheeses, a blue and a cider washed version, plus a butter in production, the future looks bright for this new cheesemaker.

### BURNING BARN

Inspired by the craft drink revolution, Burning Barn was founded with the aim of offering the same choice to rum drinkers that's already enjoyed by gin fans. Burning Barn currently manufactures two rums: a spiced rum (created by roasting whole spices before infusing them into rum) and a unique smoked rum (made using apple wood smoke, exploiting the apple trees already on-site).

Proud to be a disruptor in a market dominated by big brands, Burning Barn believes its products' flavour profiles are like nothing else on the market.

Managing director Katherine Jenner describes the spiced rum as the perfect product for the discerning rum drinker looking for a better offering, whilst the smoked bottle opens a multitude of exciting new cocktail options.

Burning Barn is already stocked in Harvey Nichols but Jenner has her heart set on nationwide distribution. Gifting has already been earmarked as an area for development for this young brand, and Jenner hopes to produce miniature bottles and gift sets in time for Christmas. And, with a distiller's licence in the application process, experimental distillation looks as though it might be just around



the corner for this growing company.

### HUNTER & GATHER FOODS

Amy Moring - founder of Hunter & Gather Foods - refuses to listen to anyone about what is and isn't 'possible' when it comes to food. She was told that creating a mayonnaise with no sugar and no mustard couldn't be done, but with the launch of her Classic Mayo - which contains just four ingredients: avocado oil, british free-range egg yolks, apple cider vinegar and Himalayan salt - Amy proved the naysayers wrong. It's little wonder she won the 'Innovative Better For You Product Of The Year' award at Food Matters Live within two months of launching.

Since then, Amy has gone on to release two further flavours of mayonnaise (Chilli & Lime and Garlic) as well as an extra virgin avocado oil made from hand-picked Kenyan Hass avocados.

Amy's products are shipped in cardboard boxes packed with paper, meaning no plastic, and she enjoys educating consumers about a healthy lifestyle which her products can support, rather than simply selling her foods.

### KAAKAO

Stand-out packaging is just one of the things that sets Stephanie Seege's confectionery brand apart from the crowd.

Technically not chocolate as it defies the EU's definition of chocolate being a combination of cocoa and sugar, Stephanie has embraced the natural sweetness of dates to create a moreish treat that will satisfy even the most ardent fans of conventional chocolate.

Organic and vegan-friendly, its texture may surprise you - surprisingly creamy with a silky smooth mouthfeel - and there are currently two flavour



options: Original (a blend of cocoa, cocoa butter, dates and coconut milk) and Strawberry & Vanilla, a heavenly combination of freeze-dried strawberries and Madagascan vanilla, with more in the pipeline.

Conventional chocolatiers, watch your step - there's a new option in town.

### SILVER SWIFT

Up until now, drinkers looking for a convenient ready-to-drink option have long had to make do with preservative and sugar-filled cans - not hugely satisfying for the more discerning imbiber. Enter Silver Swift!

This new brand - founded by Rose Unwin - has burst onto the market with three ready-blended bottles of award-winning spirits and of-the-moment taste profiles: Wild Rose Gin, a delicious floral blend of gin, sparkling water, rose, raspberry and blackberry; Tippy Iced Tea, an alcoholic iced tea made with vodka, sparkling water, elderflower, gooseberry and earl grey; and Fresh Venture, a fusion of vodka, sparkling water, strawberry and fresh peppery basil.

These gently sparkling cocktails are not only a refreshing change from the overly-sweet RTD stalwarts, but they stand at under 94 calories a bottle. Cheers!

## INNOVATOR

### BUMBLEZEST HEALTH SHOTS

When founder Daniel Watson's hectic city life working in property started to make him feel burnt out, he turned to his diet for answers. He began by drinking hot water with lemon each morning, adding a drop of honey to help boost his health, and soon, he started experimenting by adding different health-giving herbs that he grew in his small Battersea garden. Wanting to source even more ingredients for his health shots, he gave up his day job and, with listings quickly gained in Whole Foods Market, his wife followed suit to join the company.

Packaged in carbon neutral 90ml glass bottles with aluminium caps, BumbleZest Health Shots contain 8-9 functional ingredients per product and have no preservatives, additives, GMOs or colours. Made in Britain, the shots are also free from dairy, gluten, lactose or nuts.

Since June 2017, BumbleZest is stocked in 250+ delis, coffee shops, health food shops, farm shops, food halls and fitness centres across the UK with talks with further shops currently taking place.

### FEEL GOOD LTD.

'Healthy' and 'unique' were the driving philosophies behind Feel Good Ltd's unroasted green coffee beans. Described by the four company directors as having high antioxidant properties, supporting health and wellbeing by increasing energy levels and also supporting weight control, Feel Good Coffee's Green Bean Coffee comes in coffee bags, making preparation quick and simple. Unlike conventional coffee, Green Bean Coffee is fruity and the range includes three flavours: Original Green Bean, Peach and Strawberry & Raspberry.

Proud to have produced a product unlike anything else on the market, the family behind Green Bean Coffee feel they have created a healthy drink that provides a natural energy boost.

### GROWLER SWAP

If you're old enough to remember bottle swap schemes, where consumers could return their bottles in return for getting a small deposit back and for the bottle to be washed and reused, then Growler Swap - which applies this philosophy to beer - will make a lot of sense to you.

This ecologically sound scheme was started by Bucks Star Beer, allowing you to buy a 'growler' full of good quality and unfiltered beer (meaning more natural goodness) and return your bottle in exchange for your deposit back. Whilst recycling is better than landfill, it still uses energy, making this the greenest way to buy products that use containers.

The drinks they sell through this scheme are unfiltered, unpasteurised and unrefined, and the company has plans to create outlets nationwide, offering the best in quality drinks whilst creating zero waste and making what they believe to be better use of tax payer's money (which is currently pumped into an 'unsustainable' recycling infrastructure).

### HALO COFFEE

Introducing the world's first home compostable coffee capsule! The Nespresso machine-compatible coffees are all sourced by judges of the UK Barista Championship and are: Three Mountain (Kilimanjaro, Everest and Colombia), Kopi Luwak Diamond (the rarest coffee in the world), Panamanian Geisha and Hawaiian Kona.

Before Halo, it was tricky to find good coffee in an environmentally-friendly machine capsule, but





PLANET ORGANIC



COTSWOLD FAYRE\*

- EST 1999 -



Halo has changed that. After much tinkering to get this product right, the (self-confessed) stubborn team behind Halo are proud to have a product that they hope will create a real difference to the world.

Halo are excited to have just finished production on a state-of-the-art encapsulation machine that will allow the brand to 500,000 a month whilst maintaining its high levels of quality. Halo also has a new range of coffees in the pipeline from a plantation that is the world leader in sustainability.

**HAYNES FOOD**

Charity Haynes of Haynes Food has yet to find anyone else making what she produces: candied jalapeño foods. Sure, the products are both sweet and spicy, but the flavour profile of her Candied Jalapeño Relish or Candied Jalapeño BBQ Sauce are nothing like standard chilli jam or chilli sauce.

American-born Charity likes to employ old-fashioned American marketing techniques such as generous free sampling strategy as she finds that once people try her unique products, even those who thought they didn't like jalapeños, they are soon addicted to the range.

Next year, Charity hopes to step up production to keep up with increasing demand and increase her presence at food festivals, whilst building on online sales.

**KIND PROTEIN**

Sick of the supermarket options for vegetarians and vegans being limited to Quorn and Linda McCartney Foods, and having tried and loved seitan (but unable to find it readymade anywhere), Hannah Seifert spotted a gap in the burgeoning vegan market and Kind Protein was born.

There are two lines to Hannah's seitan business – ready-to-cook bites

and sweetened protein snack bars. The ready-to-cook format comes in two flavours: Beef Style (which is flavoured with tomato, smoked paprika, mustard and onion) and Chicken Style (which is seasoned with lemongrass, turmeric, Thai spice and peanuts). The on-the-go superfoods bar format also comes in two flavours: Banana & Chia Seeds and Apple, Cinnamon & Macca.

Whilst other seitan exist, Hannah is confident that no one else sells it in the format of easy-to-cook 'bites'. With plans to change the packaging to 100% biodegradable and with new flavours also on the horizon, 2019 is set to be a busy year for Hannah and Kind Protein.

**KINDA CO.**

Sticking with the vegan theme, Kinda Co makes artisan dairy-free cheese in a range of different flavours, from an almond feta, marinated in oil, garlic and herbs, to a faux lox and dill cream cheese,

which uses carrots that are salt-baked and marinated to create fake salmon pieces. The company also makes a nacho dip, a Cheddar spread and a truffle Brie.

Using traditional cheesemaking methods, from making their own culturing agent, to fermenting the cheese prior to forming and then leaving it to age, Kinda Co are able to recreate cheesy flavours even when using nuts as the main ingredient. *The Guardian's* Grace Dent called the Farmhouse Spread her "favourite cheesy spread".

Kinda Co was born out of a desire to eat great cheese without consuming dairy and that passionate consumer background that drives the business today. And Kinda Co are on a mission to create a substitute for every kind of cheese that would normally be found in the dairy aisle. Watch this space!

**SEA CHIPS**

When founder Daniel Pawson stumbled across the idea for Sea Chips while working in restaurants, he couldn't have known quite how many boxes his new invention would tick for today's consumer. In an attempt to avoid food waste by repurposing unwanted salmon skins, he and his colleagues would fry them until crispy to garnish dishes. The

invention proved so popular that the decision was made to bag them and make them available to the wider British consumer – and so Sea Chips was born. But the box-ticking doesn't end there. As well as producing a delicious and anti-waste product, Daniel has pledged to donate a portion of the business's profits to ocean charities. A moreish snack which is good for the environment? We're in.

**THE WHITE RABBIT PIZZA CO.**

For too long good pizza has been unattainable for vegans and coeliacs, with cardboard-like bases and poor quality 'cheese' simply not hitting the satisfying heights of a really great slice of Italy's best-loved export. But they will suffer no more, as White Rabbit Pizza are here to make delicious pizza edible for all. As well as a plain base, the brand provides pizza lovers with five great-tasting topped options – all gluten-free, and two vegan.

Co-founded by Nick, Josh and Matteo (a passionately foodie Italian), the brand is passionate about not scrimping on flavour or quality in the pursuit of free-from, so that whether you're vegan or coeliac or not, you'll get maximum enjoyment from their pizzas.

Inclusivity is the name of the game, and The White Rabbit Pizza Co. are winning.

**MISSION DRIVEN**

**BIRD & WILD COFFEE**

In September 2017, the RSPB created its first official coffee, Bird & Wild where 6% of all sales are donated to the conservation charity. There are two coffee blends in the range (Medium Roast and Espresso Roast) that come in both whole bean and ground varieties. The RSPB think this may be the UK's most environmentally certified brew, because as well as supporting the wildlife organisation, it is also organic, Fairtrade, Smithsonian Institute Shade Friendly and Smithsonian Institute Bird Friendly.

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Well priced and already enjoying Ocado listings, this environmentally-driven coffee is set to enjoy big successes in 2019.

**FORTY HALL VINEYARD**

Introducing not only the first commercial-scale vineyard in London since Medieval times but the only wine on the market produced from London-grown grapes! Forty Hall is also a not-for-profit social enterprise offering mental health and wellbeing support, plus benefits to the local community.

There are two white wines in the current range (2017 Ortega and 2017 Bacchus) and one sparkling (2015 Vintage London Sparkling Brut) and each bottle is Soil Association-certified organic and suitable for vegans.

What started as an ambitious vision and just an acre of hand-planted vines, has developed into an inclusive social enterprise, delivering health and wellbeing benefits to local people and making seriously good organic wine. The 10-acre vineyard is nestled in the historic grounds of Forty Hall Estate in north London.

And the enterprise doesn't just benefit the volunteers on the project. The vines are planted over two south-facing fields buzzing with wildlife, where recycled London green waste is used to fertilise the vines and the company also employs Forest Stewardship Council-approved wine packaging and lightweight bottles. Plus the winery that is used is solar-powered and the aim is to eventually replace most of

the tractor work with horsepower, meaning green credentials abound for this fledgling vineyard.

**NEMI TEA**

What happens when a passion for one's Indian heritage, chai tea and helping others come together? A range of great-tasting products with heart, that's what. Pranav Chopra, founder of Nemi Tea has created a business which not only supplies discerning tea drinkers with products that taste delicious – and look fantastic on-shelf – but supports refugees coming into the UK by providing work experience, financial stability and an outlet to strengthen their English language skills.

There are 13 different teas in the Nemi range – available in loose and biodegradable teabag format, as well as a versatile (and tasty) chai syrup.

If this is the future for tea brands in the UK, we're looking forward to it.

**THE ETHICAL DAIRY**

It's not often that one comes across a dairy which is open about its ethical credentials, which is just one of the reasons why we're so impressed by The Ethical Dairy.

On a mission to prove that dairy farming can be kind, the team boasts the only cow with calf dairy farm as well as a great-tasting range of unpasteurised cheeses – and has impressed both dairy consumers and vegans alike with its considered approach to dairy farming.

Delicious cheeses, great animal welfare and positive environmental benefits? We're in.



of gluten-, gelatin-, palm oil- and shellac-free ingredients is very much of our time.

Since being opened by HRH The Duke of York, KG back in March 2017, Champion & Reeves has gone from success to success winning awards and selling directly to the House of Lords.

**NEVER.25**

Kecia McDougal, founder of Never.25, set out to create a simple but delicious product which celebrated the produce of her local area, and boy did she succeed.

A far cry from the sugar-laden fruit-flavoured spirits seen across the drinks sector, this range of berry-infused spirits – and seasonal variations including a spirit flavoured with local windblown apples – is made by hand by a mother and daughter team. Locally-grown barley and wheat are collected first to produce the base spirit, using whisky techniques, before fruit from the nearby area is added to create this modern Scottish take on Eau De Vie.

**THE CORNISH DISTILLERY**

One of only a handful of rum producers in the UK, and the only one in Cornwall creating the spirit from scratch, The Cornish Distillery is on course to position itself at the forefront of the British rum industry.

Its range of three flavours has already garnered adoration at the Great Taste Awards, and it's easy to see why with a menu like this: Kalkar, a blend of scratch distilled rum and single origin cold drip coffee; Morvenna Spiced Rum, Cornish rum blended with natural spices with notes of lemongrass, apricot and saffron; and Morvenna White Rum, a smooth and sophisticated option with thoroughly Cornish heritage.

**THE GREAT BRITISH PORRIDGE CO.**

Too often, instant porridge is filled with sugar and non-natural nasties, with flavour winning out over quality ingredients and health credentials.



**TOAST ALE**

As soon as Toast Ale burst onto the scene, we – and the industry as a whole – were impressed. Thanks to Toast, we all learned about the huge volumes of bread the UK wastes every year, and collectively cheered as the brand transformed this unwanted food into genuinely tasty beer.

With director Rob Wilson at its helm, the business has not only provided beer lovers with a new range of products to tuck into but directly benefited charitable causes – all profits go to food waste charities as part of a mission to end food waste worldwide. Cheers to that!

**BRITISH BRAND**

**CHAMPION & REEVES**

When Champion & Reeves was founded, it was done so with a dream of creating an old fashioned confectionery company that was committed to creating quality products using natural ingredients all beautifully packaged. And Champion & Reeves delivers just that.

Specialising in dessert nougat, butterscotch, toffee and dark chocolate and sea salted nuts, Champion & Reeves' products may be encased in old-fashioned packaging, but its commitment to inclusivity through its choice



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This is where The Great British Porridge Co. stands out from the crowd.

Available in three flavours – Strawberry & Banana, Strawberry & Peanut Butter and Goji Berry & Pumpkin Seed – each product in the range is made with entirely natural ingredients and is vegan-friendly, gluten-free, high in fibre and contains absolutely no added sugar. This is a modern take on a traditional British favourite, and we're well and truly fans.

**W FORBES SWEET DELIGHTS**  
If you're looking for a thoroughly British product, W Forbes is your brand.

At the time of going to print W Forbes' catalogue consisted of Fresh Fruit Cake and Mature Fruit Cake, with more launches in the pipeline for 2018. Made to old British recipes using all-British suppliers and made with British hands, their range of fruit cakes is created with a passion for making the most of the UK's resources by employing local skilled workers.

In founder Tracy Woolery-Forbes' products, time-honoured recipes and simple tools come together to create a truly Union Jack-worthy range.

## WORLD FLAVOURS

### ARTISAN OLIVE OIL COMPANY

When Yacine Amor noticed a lack of southern Mediterranean foods gracing the shelves of fine food shops across the UK, despite a proven track record across the rest of Europe and in the States, Les Moulins Mahjoub was born. The range, which includes handmade and organic Tunisian sauces, shakes shuka, harissa and m'hamsa (hand rolled whole wheat couscous that's proving popular with Michelin chefs thanks to its delicious nutty flavour), is produced using traditional farming methods free from artificial ingredients and processes.

Quality is at the heart of these products. Ingredients are harvested at their peak before being cooked in kitchens just hours later using the finest of Tunisian spices. No corners are cut – no added water is used and olive oil is always used over vegetable.

Having launched the range only in September 2017, the brand is already receiving positive feedback from customers excited to be able to create authentic in vogue North African dishes from the comfort of their own kitchens.

### CHOSAN DRINKS

Chosan Drinks was established in 2015 by Eliza Jones who wanted to recreate the delicious and natural fruit drinks of her childhood in The Gambia. The range, inspired by exotic African flavours includes a line of organic all natural hibiscus drinks plus fresh fruit sorbets infused with hibiscus, and Eliza's aim to help empower consumers to try new flavours whilst improving the quality of life for The Gambia's food producers.

The products all use simple authentic ingredients that are ethically sourced from suppliers with recognised accreditations and certifications, as well as small local businesses. Chosan also supports a group of female entrepreneurs that are sharing their food processing skills with other local women to help add value to the produce they're already growing.

Despite these lofty values, what Chosan is most proud of is its uniqueness. And as one of the few African-inspired products on the market, Chosan offers consumers the chance to enjoy something truly different.



### MAHBIR PREMIUM INDIAN SAFFRON

Across the UK, consumers are becoming increasingly knowledgeable about international cuisines and spices are more popular than ever – but how many shoppers really know the story behind what they're buying? Enter Mahbir Premium Indian Saffron.

Passionate about educating consumers about the provenance of the spices they're using, as well as supporting the suppliers in Kashmir, India, by opening up a new customer base in Europe, founder Mahbir Thukral has created a range of products – including chocolate and award-winning saffron-infused fruit jams – designed to improve the consumer understanding and widen the usage of great quality saffron in the UK.

Not only that, but Mahbir can trace the saffron he supplies back to the very farmer who grew it – how's that for spice with a story?

### MAUNGO CRAFT

You can't get much more traditionally British than fruit jams, right? Well, Botswana-based Maungo Craft have turned this quintessential teatime treat on its head with their range of innovative and truly Africa-inspired range of jams.

Trust us, you've never seen jams like this before: Nana, a morula, banana and coconut shavings jam; Mara Mara, made with morula, ginger and chilli jam; Kwii, a blend

of onion and baobab; Khalahari Sands, a marmalade created with demerara and muscovado sugar, baobab, morula, grapefruit, earl grey tea and edible gold; and Child of the Moon, a combination of wild berries from Botswana (locally known as 'montsentsela', navel oranges, sugar, licorice and ginger).

Truly innovative, surprisingly versatile and full of flavour, we're excited to see this company bring authentic African flavours to Britain.

### THE RUSSIAN FOOD COMPANY

French, Italian, Indian, Chinese... When it comes to the international cuisines we Brits have adopted,

there's not much missing from the list. But, have you ever tried Russian food? The Russian Food Company plan to fill that gap in foodies' knowledge by bringing to market one of the country's most popular foods: piroshki.

Described as a cross between a gourmet sandwich and artisan pie (sounds good to us) made with a brioche-like pastry (even better), the business is bringing a range of flavours into the UK market – including Seabass & Cod, Chicken & Chorizo and Spring Onion & Egg, all of which have proven immensely popular if the multiple awards are anything to go by.

If you're looking for a luxurious and exciting lunch option to add to your shelves, look no further.

## FARM TO FORK

### COTCHEL

Pete Thompson's family has been growing fruit and vegetables for local restaurants, markets and greengrocers since 1948 but in November 2017, Pete had had enough. He'd seen so much food go to waste because it was either too big, too small or too ugly, and decided to do something about it.

Cotchel juices are made using all the apples and pears Pete's business can't sell on and they're pressed and bottled on site on the Thompson farm. There are currently four very special juices in the range: Topaz & Evelina, Braeburn, Opal and Conference & Braeburn.

The Thompson family pride themselves on being expert growers. They strive to innovate farming methods and believe they create some of the tastiest fruit grown in the region, making their juices of the highest quality.

Having already received praise from Michel Roux Jnr who described Cotchel as, "A fantastic producer – beautiful juice, each variety distinct, delicious, unique", and with plans to expand to national distribution whilst finding a use for the discarded pulp, Cotchel appear to be on an exciting path.



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We recently welcomed Darren Millins from Millins of Tiptree, our local butcher, as well as our friends; David and Tim from the Butchers Business Club in to our Studio Kitchen for some Summer food ideas.

Watch the full video at [blog.dalebrook.com](http://blog.dalebrook.com)



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### HIVE URBAN FARMS

Once the founders of Hive Urban Farms Ltd. learnt about the environmental and sociological impacts of the industrial food system that occurs in cities; where food is imported from thousands of miles away, they decided enough was enough. Feeling that city dwellers were too disconnected from their food and how it's produced, Hive Urban Farms set about creating farms in urban locations with the aim of improving quality and freshness of city food by reducing food miles, and to provide work for those who are the furthest away from the labour market.

Hive Urban Farms specialises in growing gourmet pink, grey, and yellow oyster mushrooms but also dabble in growing shiitake mushrooms. Each crop is delivered to its clients within one hour of harvest in order to ensure the freshest and tastiest mushrooms possible.

With produce never travelling further than five miles and always reaching the kitchen less than 60 minutes after picking, Hive Urban Farms consider themselves pioneers of the urban farming world. And their clients agree. "We love working with Hive Urban Farms because they provide us with amazing produce, grown just a couple of miles away from us," says Mary-Ellen McTague of Chorlton Creameries, Manchester. "The mushrooms have incredible flavour and are a brilliant addition to our menu, but they also help us achieve our goal of buying food in a much more sustainable way."

Founders Dien Curtis and Gareth Williams are on a mission to prove that urban farming is a viable business and want to prove that this industry will not only survive, but thrive. And, in a bid to change the thinking of the public, their new site will host open days and tours for school children, university students and anyone with an interest in urban farming.

### NETLEBED CREAMERY

With a mission to produce the very best artisan cheese in the country, it would be easy to think that the team at Nettlebed Creamery were reaching for the stars. In fact, in just three short years, their cheeses have become global cheese superstars – how's that for inspiration?

Named Best Soft White White at the British Cheese Awards and Supergold winner at the 2017 World Cheese Awards respectively, Bix and St Bartholomew have wowed the industry since they were first

created – and that's just in flavour terms.

When it comes to philosophies, Nettlebed Creamery have it covered – with a mission to produce cheese which is as synchronised with the environment as possible, and which has an uninterrupted field-to-fork provenance, they're a revelation through and through.

### YOUNG PRODUCER

#### BUI SMOOTHIES

Bui Smoothies was started when owners Haddy and Isatou were both still living with their parents. Haddy was in university and Isatou was working in her first job since graduating, but with the encouragement of both friends and family, they decided to take the plunge to launch what they believe is the first baobab smoothie company in the UK.

Whilst their peers were enjoying holidays and nights out, Haddy and Isatou spent their spare time (and student finance) product testing and conducting market research. They also enrolled in London Met Boot Camp for startup businesses where they learnt about everything from pricing to packaging, where they describe the experience as 'intense and tough'. However, the experience can't have been fruitless as the products now in production (although yet to be listed) are beautifully presented, well thought out and nutritionally beneficial thanks for their production method of cold pressing and healthy ingredients. Haddy and Isatou look forward to securing regular listings soon.

#### BULLION CHOCOLATE

Max Scotford has always been passionate about food, and developed his obsession with chocolate during his time studying at catering college. After reading about the food's rich history and beginning to make it at home, he realised very few people in the UK were making chocolate from scratch in an artisanal fashion. And so he created Bullion Chocolate.

Crafting chocolate from bean to bar, Bullion Chocolate uses the finest cacao sourced from smallholder farmers, striving to showcase the beans' unique flavours in its award-winning single origin bars.

Max wants people to appreciate chocolate in the same way people discover and savour wine. "As a nation, the chocolate



we've come to expect is so far from what it could be," he says. "For years, the true flavour of cacao has been masked in order to create a product which is a consistent sweet fix for the masses." Instead, Max has strived to create a product that focuses on the beans' origins and the distinct flavour nuances those geographical regions offer up.

2018 has been a whirlwind for Max. Having just completed his first year trading, Bullion Chocolate is already stocked in independents, Harvey Nichols and Fenwicks. And plans for 2019 are already afoot, with aspirations of moving to a larger premises and this award could be the perfect moving in present. "Having an accolade like Speciality Food's Young Producer of the Year on the door would be a huge boost to our business," Max says.

#### CLOTTON HALL DAIRY

Ever heard of Cheshire clotted cream? 24 year old Henry Cooke and his family of dairy farmers hadn't either, so in October 2017 Henry took the leap into the world of dairy production - namely, creating a luxurious clotted cream with aspirations to become the number one brand for the North of England.

Within just nine months Clotton Hall Dairy's Clotted Cream has been listed in almost every farm shop in the county and a national supermarket has taken the brand on as part of its local producer scheme. A lot of time and effort has been spent by Henry tweaking the product to get the taste just right, and he has big expansion plans for the future.

#### MADE FOR DRINK

As deliciously addictive as crisps and popcorn are, when a genuinely different snacking option enters the market you can't help but take notice.

Daniel Featherstone's brand Made for Drink made waves as soon as it emerged on the scene, with renowned chefs such as Heston Blumenthal quickly expressing their support and excitement about the products.

Borne from a desire to shake the snacking market up a bit, the range includes Duck Fritons, Chorizo Bites and brand new launch Mangalitza Salami Bites – a modern take on a traditional Hungarian salami. It's also important for the team that each item in the range complements beverages, especially beer, making



the brand a sure-fire hit for both the snacking and drinks aisles.

#### RAW BAKE STATION

At 21, Evie Waxman had an idea for a business. At 22, the business became a reality. And with its founder aged just 24, Raw Bake Station is seriously challenging the status quo of the healthy snack market.

While most healthy sweet snacks are date-heavy, translating into high sugar content, Raw Bake Station's range of five products are vegan, refined sugar, gluten, dairy and wheat-free – making them a genuinely healthier option for consumers watching their waistline.

Innovative, full of ideas and with stand-out packaging to boot – this brand is one to watch out for.

#### WESTER SPIRIT COMPANY

It's safe to say that Scotland has a pretty established reputation when it comes to distilling. The country's whisky is renowned worldwide, its traditions and quality revered, but Wester Spirit represents the new guard of spirit-makers.

Focused on rum, Zander Macgregor's business is already garnering swathes of fans in Glasgow, and with plans to open a distillery in the city's West End this growth shows no sign of waning. Who could be surprised – with tasting notes of spice, citrus and vanilla in its scratch-distilled rum, this is a full-bodied and complex spirit just waiting to be enjoyed by discerning drinkers across the UK.

### CROWDFUNDED

#### NOVELTEA

What happens when you combine two imaginative food entrepreneurs and three of Britain's most popular beverages? Noveltea – a truly

innovative blend of tea, gin and rum. Its launch was intended to open up a new sector in the drinks category, and it's certainly succeeded in its mission. An alcoholic tea (think Long Island Iced Tea) suitable for vegans and coeliacs while maintaining the full flavour of the tea? Sign us up.

The brand was instantly successful; it smashed its crowdfunding target in just one day and sold 1,000 bottles in its first three months – setting founder Lucaz and Vincent up for entrepreneurial success in just a few short weeks.

Next up, the pair plan to conquer the on-trade as well as off-trade. Somehow, we think they'll smash it.

#### ONE PLANET PIZZA

The world of retail is awash with poor quality ready-made pizzas, often made using low grade ingredients and unsuitable for vegans, which is why One Planet Pizza are here.

With a portion of the company owned by members of the public through Seedrs, founders Tanya, Mike and Joe make sure that their finger is always on the pulse when it comes to what their customer base wants. The brand's crowdfunding target was met in less than 24 hours – demonstrating that the desire for a thoroughly vegan frozen pizza, made by vegans for vegans, is widespread.

The One Planet Pizza team is also environmentally-conscious – the packaging it uses is compostable and recycled, meaning that not only do these products satisfy the consumers who have gone without until now, but they help promote an environmentally-friendly message, too.



# MEET THE CHEESEMAKER

Merging provenance and exciting ingredients is the raison d'être driving family-run company Croome Cuisine



Based on the outskirts of Worcester is Croome Cuisine, a small family business that's passionate about creating cheese and relishes that reflect the iconic flavours of the region. From Worcestershire Hop, which is a mature Cheddar rolled in locally-sourced hops, to Worcestershire Honey & Fig, which includes honey gathered by resident bees, the sourcing is of utmost importance to the team. "Provenance is a huge part of our ethos, with many of our cheeses named after our region," explains Nick Hodgetts, managing director of Croome Cuisine. "Since we were established in 2010 we have sourced ingredients from local suppliers wherever possible – Lea & Perrins being an example – and introducing them into our innovative flavour combinations."

## Award-winning flavours

The Worcester Sauce & Shallots, which features the local iconic sauce, is a favourite among fans and even won Gold in the Cheese with Savoury Additives category – a class with 48 entries – of the International Cheese Awards 2018. This kind of

award just underlines the quality cheese, well sourced ingredients and passion that goes into the portfolio of cheeses the company produces. "As a small, family business, this accolade is a huge honour and we as a company are very proud of our achievements as a team," explains Nick.

Another popular variety in the cheesemaker's delectable range includes Worcestershire Hop, which was previously named Hereford Hop. "It's our best-selling cheese," says Nick. "I've been making it for 30 years and it has been winning accolades ever since the first British Cheese Awards. Other awards include a Great Taste award, Supreme Champion, The People's Cheese at The Royal Three Counties show... this list goes on!"

## A wide range

The production of Croome Cuisine's relishes follows the exact same provenance-led ethos that has helped the cheese range to garner its successful reputation. With products like Pershore Plum Chutney, Worcestershire Pear Relish, Apple & Caramelised Onion Relish and Spicy Apple & Tomato Relish included in the range, each product is created with the intention of pairing perfectly with the company's distinctive cheeses.

The eclectic range of flavoursome, exciting cheeses and relishes is one of their key reasons Croome Cuisine has cemented itself as a bonafide farm shop, deli and cheesemonger favourite. "Croome Cuisine cheeses are unique and award-winning with innovative flavour combinations you

won't find anywhere else," says Nick. "With great service from a family-orientated team, we support our stockists with free taster day survival kits for those who wish to promote or simply provide our cheeses for sampling."

Another reason that it's forged such an impressive reputation is the amount of effort the team goes to to promote the cheese.

## PRODUCT FOCUS:

### WORCESTER SAUCE & SHALLOTS

An award-winner and consistent best-seller at shows and events, the shallots are steeped in Worcestershire's local iconic sauce and then carefully blended to create a mouth-watering crunchy and tangy flavour

"We attend many food festivals and shows throughout the year and talk to customers about our cheeses," explains Nick. "It gives us a great understanding of what they look for in the range."

After all of its recent awards success, the company isn't planning on taking its foot off the pedal anytime soon. "We're constantly looking at innovative flavours and ideas to carry forward," he says. A cheese that should certainly pique the interest of retailers on the run-up to Christmas is the Christmas Cake Cheese. Only available between 1st November and 31st December, it contains sultanas, raisins, peel, currants, glace cherries, Worcestershire honey and a tippie of brandy, which is all combined with a light cinnamon dust. "It's all the fruity bits you enjoy in a Christmas Cake, and more!" says Nick. "It's an absolute must-have on any festive cheeseboard and it's suitable for vegetarians."



“Provenance is a huge part of our ethos – many of our cheeses named after our region”

**Worcester Sauce & Shallots wins Gold International Cheese Awards, Nantwich 2018**

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# HOW WE CAN RECONNECT WITH FOOD

Katrina Kollegaeva talks us through the value of food anthropology

**M**y 20 years in the UK has taught me that as well as a penchant for weather talk, there are two things the Brits love saying more often than I care to remember: “Oh, we don’t speak any other languages” (true enough) and “we don’t really have a food culture in this country”, nodding towards their Continental neighbours with an equal measure of envy and awe.

As a food anthropologist, I find this blindness or rejection of indigenous food traditions quite curious. Food anthropology is a relatively new study that seeks to understand how we humans make

sense of the world through how and what and with whom we eat. Increasingly used by businesses to understand their customer base, the anthropological – ethnographic – methods zoom in on specific cultures (say, a village in Trinidad or a deli in Stroud) to explore the nuances and meanings behind people’s words and actions, especially big, everyone-knows-it kind of statements. How is it that we in Britain feel so disconnected from our roots? What role do food businesses play in making us feel more or less connected?

I have worked in many markets and delis in this country and am

always amazed that whenever I talk to people who grew up here, no matter their age or background, they are able to convey the flavours and tastes of their village, town, area with gusto. When prompted, they would ‘remember’ the traditions they grew up with: that a ‘proper’ trifle ‘should’ have a layer of jelly (“how my grandmother always made it”), or how their family in Yorkshire always has grouse each autumn (“nothing fancy about game for us!”). Such recollections are not merely nostalgic. I find that food memories encourage people to rely more on their own taste buds in the present moment.

## “Independent stores are crucial in the process of memory re-creation”

Obviously, independent stores with their emphasis on producer led goods are crucial in this process of memory re-creation. For shops to see themselves as curators of flavours and traditions, gentle educators if you like, can help with both bottom line and a genuine, practical sense of social-community responsibility. Ask your customers about their food memories – whilst chatting over the counter when time permits, or how about a ‘pop-up’ evening to explore memories of a particular era? – as well the more common Meet the Producer turned around to focus on your customer. You would feature products and producers relevant for that topic, but also nudge people to become more inquisitive about others’ products.

## “The French are immersed in casual food knowledge acquisition”

The British feel this ‘disconnect’ from their food traditions for a reason. The industrial revolution that kicked off in the 18th century led to unprecedented levels of urbanisation. Huge masses of people moved away from the countryside to work in factories, distancing many from their roots and the results of their labour. Whereas, for example, France industrialised later and at a different pace, keeping the link between the peasant class and artisans and the land stronger. To this day the French often grow up in an environment where discussing food at a table daily – what they like, don’t like and why – is a normality. They are immersed in this casual food knowledge acquisition.

Whilst not wanting to over romanticise the Continental ways with food (France now has more McDonalds per capita than most other European countries!), I can’t help but think the difference between them and us is about confidence around food. Where the French learn the vocabulary of

what (good) food is and therefore ‘exercise’ their taste buds daily, we in the UK often lack such immersion, historically anyway. A more individualised food storytelling here (‘farmer Ben and his wonky carrots’) are working to help us to re-connect with our roots. Perhaps now more than ever.

## “When things get tough we want to go back to our roots”

The Greek anthropologist Nafsika Papacharalampous argues that at times of crisis Greeks return to the memories of their rural past and embrace artisanal foods. ‘Poverty’ foods are now being transformed into items of value (humble stews appear on the menus of high end restaurants). Similarly, in the UK with the anxieties over Brexit and global instabilities, there’s increased awareness of all things made in Britain. When things get tough we want to go back to our roots (real or imagined), for safety and comfort.

Food is a very real, tangible thing that can give us a sense of groundness. The fact that Spam on white bread can carry as much of a symbolic, social and emotional value as a stew of a Neapolitan Nonna may seem at best a stretch, or plain counterintuitive to many people, but they are the same type of connections – to our own experiences and taste buds. ‘Perfection’ is such an overused word right now. But really, it is in the eye, or the tongue, of a beholder.

## HOW TO TRAIN STAFF IN THE ART OF STORYTELLING

- Your staff are crucial in such knowledge co-creation. Let them pick, say, two products a week to focus in interactions with customers. Or give out a few unpackaged products and ask to describe using comparisons and nouns (eg tastes like a peach that’s been out on the sun for a few hours). You bet, your staff won’t forget – neither will your customers.

# Dragon

Proudly owned by our farmers

We are proudly owned by our farmers who are located in the infamous green rolling hills of North and Mid Wales. Our new packaging echoes the company’s heritage and depicts the lush green pastures that our cows graze in. We offer a wide selection of premium Welsh cheese and butter. Our award winning cheddars vary from a Mild taste all the way through to a stronger Vintage, all of which are lovingly made by using the traditional open table method which allows us to remain true to our original recipes.

dragonwales.co.uk



JULIET HARBUTT

## “The importance of building a story around cheese”

**W**hy are the stories behind a cheese important? Not just because they help sell a cheese but because the story is a combination of history, culture, geology, geography and one of Mother Nature’s finest miracles – milk. So if we lose a cheese or a cheesemaker we lose a piece of history, a special person, maybe a farm and the taste of something precious. If we lose a traditional cheese that can be traced back through the centuries then we may lose forever a village, a way of life, a rare breed of animal, a piece of history.

On a trip to the Pyrenees back in the early 90s to seek out some of Europe’s finest ewes’ milk cheese was probably the first time I really understood this. The aromatic, wild flowers of the Pyrenees mountain pastures or alpage were knee-high, colourful and timeless as Monet’s garden. The mountains that form the border between France and Spain were spectacular, rugged and snow-capped and, unlike NZ pastures, they are never ploughed and can trace their ancestry back thousands of years. The cheeses were stored in the rafters of the small, stone mountain huts and no artificial fertilisers or herbicides have ever been used on the mass of wild flowers, herbs and grasses, alive with the sound of bees, birds, butterflies and bells.

Here transhumance is still a way of life, but only just, for the shepherds who move their sheep to the high summer pastures and return as the first snows fall. Many of the cheeses are still made in mountain chalets and the hills still ring with the orchestra of bells worn by each sheep, and it was my great

fortune to be sitting near one of these chalets when I heard the tinkling and clanging of bells and what sounded like a 100 tottering teens in high heels.

It is stories like these that capture the imagination of those looking for new experiences and to expand their repertoire. Behind every artisan cheese there is always a story waiting to be told, and when we lose a cheesemaker we need to tell that story, so I would like to say a very fond and very heartfelt farewell to one of my favourite cheesemakers Michael Stacey at Gorsehill Abbey Farm near Broadway who recently lost his battle with cancer. He was a lovely, kind, thoughtful man and an inspired, passionate and talented cheesemaker.

No Cotswold cheeseboard, in fact no English cheeseboard, is complete without at least one of his cheeses made from the herd of Friesian and Montbeliarde cows that he developed and loved and that grazed pastures, some of which are at least 150 years old and retain the ridge and furrow pattern developed in the middle ages.

St Oswald was always a favourite with its terracotta, orange rind, supple almost runny interior and rich, savoury, pungent character – like cheese and onion sauce with attitude. Meanwhile St Eadburgha was a bold, boisterous alternative to French Brie with its lovely wrinkly, crusty Brie-type rind, yeasty, mushroom aroma and gorgeously rich, goopy texture that tastes like wild mushroom soup with a dash of sherry that demands to be eaten before it bursts out of its crusty rind. The memories of the cheeses and Michael’s warm, welcoming smile will not be forgotten.



DAVID HARTLEY, WENSLEYDALE CREAMERY

## “Putting cheese on the map”

**T**he Wensleydale Creamery, based at Hawes in the heart of the Yorkshire Dales National Park, is renowned for its traditional cheesemaking skills, as well as being innovative with the development of new cheese and dairy products. It is also home to a popular Visitor Centre.

We are proud of our provenance and heritage which is integral to our products and brand. By retaining our traditional cheesemaking skills, whilst being at the forefront of dairy innovation, and by going above and beyond to attract visitors to provide an unforgettable experience, we have been able to skilfully blend a fully operational dairy with one of the most recognisable and beloved tourist destinations in the North of England.

The history of Wensleydale cheese reaches as far as 1150, when French Cistercian monks settled in Wensleydale, bringing their traditional cheese-making skills with them. Over the years, the Wensleydale Creamery has survived a number of challenges to ensure Wensleydale cheesemaking is made in its rightful home; most recently undergoing a management buyout in 1992.

Since then, we have grown a thriving business, which is a result of our commitment to establishing a brand which is recognised globally. We’re renowned for our top-quality cheesemaking skills and for creating a desirable tourist destination, too.

We remain loyal to traditional cheesemaking methods, while being innovative in the development of new recipes, and feel very strongly about sharing our love and passion for cheesemaking. By telling our fascinating brand story through

an engaging and interactive Visitor Experience, we’re able to connect with our customers and allow them to truly understand our brand values, and what makes Yorkshire Wensleydale Cheese so special.

Today, the Wensleydale Creamery is home to a Visitor Centre which offers a ‘Taste of Yorkshire’ to the 300,000 visitors we welcome each year. Our Visitor Centre includes the Yorkshire Wensleydale Cheese Experience with a Cheesemaking Viewing Gallery, plus a Cheese Shop with free cheese tasting of over 20 varieties, Calvert’s Restaurant and 1897 Coffee Shop, and an extensive Gift Shop.

We’ve worked hard to find a way to go beyond the product to tell the story of our special cheese. By showing our visitors the process from collecting milk from local farms, through the cheesemaking inside our Creamery to the tasting of the finished product. It is the honest, transparent and genuine approach to everything that we do, which helps visitors fall in love with Yorkshire Wensleydale.

Thanks to the focused dedication that we’ve invested in the Creamery and Visitor Centre, we’ve developed a leading tourist destination. Our visitors leave us knowledgeable about our heritage and provenance credentials, together with full and satisfied tummies, and an unforgettable love for Yorkshire Wensleydale – reminded by the easily recognisable Wensleydale Creamery gift bag, packed with goodies for the way home.

We’ve come long way over the last 25+ years, and as we continue to evolve and develop, we will do everything we can to engage the next generation in our very special story. It’s certainly one that deserves to be told centuries from now!

# Cheese Talk

New retail perspectives from industry experts

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**PETER'S YARD**

News, opinion and comment from dairy insiders

## JUSTIN TUNSTALL RETAIL CONSULTANT



### “Seeing stars”

I love food awards. I enjoy helping organise them and judging at them; I spend about 30 days a year on awards-related activity. I've also enjoyed receiving a few awards. I've benefited from using cheesemakers' hard-won medals and stars to sell and promote their achievements. Nonetheless, I felt a little uneasy on hearing that a multiple was considering using receipt of awards as its sole criterion for stocking cheeses.

When I consider a cheese to stock, the prime consideration is whether I can sell it and whether it will delight my customers once they've taken it home. An award is just part of the sales pitch, adding to provenance and indicating that this cheese CAN be fantastic. Whether this particular cheese delivers the same 'wow!' that wooed the judges is partly dependent on the consistency achieved by the cheesemaker. Large 'factory' producers strive to take out the variations in final product that some of us find so beguiling. Smaller makers may show marked variation in their cheeses from batch to batch, with changes of fodder, weather and the invisible agents in the maturing rooms all working their magic. Thus, the cheese that I sell in November may be slightly, yet discernibly different to the one that stole the judges' hearts six months earlier. Some may prefer it, some may not, and still others won't notice any difference!

Variations aren't entirely down to production; our champion cheese may have had particular conditions in transit and for its staging at the

competition table, which have now made it different from other cheeses in the same batch. At larger cheese awards, consolidation of cheeses at a central point, together with chilled custody and delivery, will minimise sudden temperature changes. Nonetheless, the cheese will have been staged and judged in conditions warmer than a sample straight out of a cheesemonger's display cabinet.

There's also a human aspect, as judges and judging teams vary – class specialists can find faults in a cheese which others find charming. The context in which cheeses are judged may come into play; an outstanding cheese after a slew of so-so offerings may gain greater praise than were it presented amidst other great cheeses. There's an old adage that if Picasso and Monet were to have shared an apartment, both artists' works would have been lessened. Does any of this invalidate judging processes and awards schemes? Certainly not, but it does testify to the subjectivity at the heart of the tasting experience and to the many variables at play. I view an award as a high-water mark of what the cheese can be, not how it always is.

Awards are a fantastic way to celebrate the science, craft and art that goes into cheesemaking, they attract attention and can give a cheese a successful future, encouraging interest from media, consumers and retailers. The future for a champion cheese should certainly be bright if the maker is able to achieve consistency in delivering the product's key characteristics and regular supply.



## Belton Farm's Cheshire scoops Supreme Champion at International Cheese Awards

**Belton Farm's Cheshire was awarded both the Supreme Champion and Westminster Cup accolades at this year's International Cheese Awards.**

The dairy industry descended on Nantwich in Cheshire on Tuesday 24th July to take part in the annual celebration of the best cheesemakers and dairy producers from across

the world. Around 300 experts and professionals tested a total of 5,183 entries over a period of five hours.

Justin Beckett, managing director of Belton Farm said of the win, "After the judges tasted over 5,000 cheese entries, being awarded the Supreme Champion is testament to our fantastic team of cheesemakers – who have over 100 years of

experience between them – the quality of the milk our dedicated group of local farmers supply us with and, above all, the commitment of all at Belton Farm to making great tasting British cheese.

"Being awarded the Supreme Champion for our traditionally-made coloured Cheshire cheese reflects our passion for producing great tasting cheese, and that here in Great Britain we have some of the very best cheese made anywhere in the world."

Reserve Supreme Champion was awarded to Arla Foods' Lockerbie – the first time a reduced-fat Cheddar has featured among the main winners.

Overseas Supreme Champion went to Lustenberger und Durst, with Overseas Reserve Champion going to Clarke Gemini International for its Gorgonzola. Godfrey C. Williams & Son Ltd scooped the Independent Deli Cheese Retailer of the Year in the retailer category of the awards.

For a full list of class results and trophy winners, visit [specialityfoodmagazine.com](http://specialityfoodmagazine.com)

**The International Cheese & Dairy Awards introduced The Cheese Accompaniment Awards as part of this year's show, which consisted of seven classes. Four of the classes were for chutneys, with three categories for relish and pickle, charcuterie and biscuits, crackers and crispbreads. The Bay Tree was named Supreme Champion, with the title of Reserve Champion going to Welsh Lady Preserves.**



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## South Caernarfon Creameries launches Penderyn whisky-infused cheese



The Welsh co-operative's new Cheddar, aged in the Llechwedd slate caverns at Blaenau Ffestiniog before being infused with whisky, was released to celebrate its 80th anniversary.

The new celebratory cheese is made with Dragon's premium Llechwedd slate caverns Cheddar and suffused with Penderyn's Madeira Finish whisky, which is aged in ex-bourbon barrels finished in madeira wine casks.

Alan Wyn Jones, managing director of South Caernarfon Creameries said, "We knew whisky would work well in our cheese. We wanted a cheese that was celebratory

to mark South Caernarfon Creameries' 80th year and the re-brand of the Dragon cheese range.

"The heritage and the provenance of our products here in Wales is very important to us so we wanted to use a Welsh whisky, and of course, Penderyn was the natural choice, especially as they are opening a new site in North Wales.

"We chose Penderyn's madeira finish as it has a slightly sweeter flavour which really complements the Llechwedd aged cheese."

As with all of South Caernarfon Creameries' cheeses, it is first made

at the co-operative's base near Pwllheli, where it is salted by hand using traditional methods.

Once aged 11 months, it is taken to the depths of the Llechwedd slate caverns in Blaenau Ffestiniog, where it is matured for a further three months.

The Llechwedd slate cavern-aged Cheddar is then infused with Penderyn whisky before being shaped and packaged.

The launch of the new Dragon cheese took place at the Royal Welsh Show, which coincided with the unveiling of the rebrand of the entire Dragon cheese range.

The Dragon portfolio's new packaging features brighter colours and a contemporary version of the brand's Welsh dragon logo.

"Our customers really value that the cheese is made in Wales and we are supporting the farming community. We are looking forward to sharing what makes Dragon cheese so special in the coming months," said Emma Knight, marketing manager for South Caernarfon Creameries and the Dragon brand.

The rebrand follows a record-breaking year for the co-operative after sales hit £45.1m in 2017/18.



### RETAILER INSIGHT: SOURCING METHODS

**Kathy Hodkinson, manager of Jeroboams' wine and cheese shop in Holland Park, runs us through how she sources new cheeses:**

Our primary method of sourcing new products is through our current suppliers. They may contact us directly to suggest new deli products and bring samples to try, which we then add to our food orders if the samples are popular.

We have an active Twitter account which we find helpful for seeking new deli products. We also visit other fine food establishments to check out new trends, and we make frequent use of food and recipe magazines.

Trade shows are especially useful for sourcing new cheese products. The main show that we typically attend is the Speciality & Fine Food Fair in London.

When sourcing new products and brands, we tend to look for products that offer an innovative flavour twist on classic staples. We also try to stock products from a range of different regions, so we frequently look for new lines that add to this food map.



Devon-based cheesemaker Quicke's has published a new coffee-table magazine entitled *This Land*, which features pieces written by Mary Quicke on the land that her family has nurtured for 14 generations, as well as articles from a host of Quicke's-affiliated contributors. Interspersed with articles, poetry and photography, the magazine – priced £15 – explores the hedgerows, woodlands and pastures that provide the foundation for every truckle that leaves the farm.

# Award Winning Buffalo Cheese

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PARTNER CONTENT



## BELTON FARM: CHAMPION OF TERRITORIALS

The award-winning cheesemaker is passionate about securing the future of some of Britain's best-loved cheese

**F**resh from their win at the International Cheese Awards – The Great British Cheesemaker's Traditional Coloured Cheshire cheese came away with the prestigious Supreme Champion trophy – the team at Belton Farm are taking stock and celebrating the business's place in the British Territorial market.



Cheese has been made by the Beckett family at Belton Farm for nearly 100 years, and when Stanley Beckett arrived at the farm in 1922 he decided to put the Beckett stamp on the British Territorial cheese market. A wide array of cheese is made on the Shropshire farm – located in the stunning countryside just outside Whitchurch – from regional 'crumbly' such as Belton Farm Cheshire, Wensleydale and Caerphilly to other popular options, such as Red Leicester and Double Gloucester, and also a range of organic cheese and vat-made cheese including Sage Derby and Port Wine Derby. One of Belton Farm's most famous creations are the Red Fox and White Fox – Belton's take on modern, contemporary British cheese. Stocked by wholesalers and retailers across the UK and beyond, Belton Farm is widening the audience for British cheese across the world and increasing consumer appreciation for heritage cheese made with skill and care using time-honoured recipes and techniques.

For years Belton has prided itself on the quality and heritage of its cheese, as well as its innate provenance and connection to the local area. The milk that is used to make their award-winning cheese is sourced from local farms within a 25-mile radius of the dairy, and each supplier is chosen for their dedication and care for their land and animals. It's this passion for doing things right, says Justin Beckett, managing director of Belton Farm, that led to the prestigious win. "After the judges tasted over 5,000 cheese entries" he said, "being awarded the Supreme Champion is testament to our fantastic team of cheesemakers – who have over 100 years of experience between them – the quality of the milk our dedicated group of local farmers supply us with and, above all, the commitment of all at Belton Farm to making great tasting British cheese."

Dubbed 'Great British Cheesemakers', Belton has worked hard to strengthen the reputation of traditional cheese from the UK throughout its time in the industry, and its efforts have not gone unnoticed. Undoubtedly aided by Belton's deliciously modern take on the classic, Red Fox (which boasts an intense flavour and "cunning crunch"), UK sales of Red Leicester are up 2.5% year on year in volume terms, and 5.5% in value. Meanwhile, the Territorial cheese sector has grown in value by 6.9%, a sizeable jump when compared with the growth of the overall market which stood at 3.4% in December 2017 [all data from Kantar Worldpanel].

This growth is setting Red Leicester ahead of Cheddar, demonstrating the importance of retailers stocking a selection of British Regional cheese; consumers are buying more alternative Territorials than ever, and it's through recipe suggestions, in-store pairing ideas and promotion on social media as well as traditional channels that Belton has successfully upped the position of traditional Territorials in the British marketplace.

[beltonfarm.co.uk](http://beltonfarm.co.uk) 01948 662125

## Snowdonia Cheese Company develops rum cheese

**Snowdonia Cheese Company has added a new cheese, named Nature's Nectar, to its portfolio of flavoured truckles.**

Nature's Nectar is a mature Cheddar made with rum, which is marinated in figs and honey, and is described as a "cheese with sweet notes from the honey which are perfectly complemented by the rich and fruity dark rum". Snowdonia suggests serving it with digestive biscuits and a sweet dessert wine, such as Gewürztraminer.

Nature's Nectar is the eleventh addition to the range, which includes Black Bomber extra mature Cheddar. Black Bomber was recently awarded Gold in the Speciality Cheese category at the International Cheese & Dairy Awards, while the producer's Red Storm took home silver in the same category.

John Newton-Jones, managing director of Snowdonia Cheese Company said, "We're absolutely delighted to be awarded Gold and Silver in the Speciality Cheese



category at the International Cheese Awards. We work hard to ensure our range of cheese is crafted with care and expertise using the finest ingredients, so it's a pleasure to have our products acknowledge by over 300 industry experts."

## Curd & Cure gains SALSA certification



**Cheese-specialising wholesaler Curd & Cure has been awarded Safe & Local Supplier Approval (SALSA) for the production facility within its new custom-built premises in Staplehurst, Kent.**

The company sources cheese, meats and deli items which are cut and packed to order in their production facility before being

distributed to farm shops and delis nationwide in Curd & Cure-branded retail packs.

SALSA certification is only granted to suppliers who are able to demonstrate to an auditor that they are able to produce safe and legal food and are committed to continually meeting the requirements of the SALSA standard.

Stuart Grant, managing director of Curd & Cure said, "We are very proud to have achieved SALSA certification, especially within such a short time of moving into our new premises. Coupled with our recent rebrand, we are looking forward to the new supply opportunities that SALSA opens up, whilst continuing to give customers complete piece of mind when it comes to the standard

of food safety here at Curd & Cure."

In order to gain approval, it must be demonstrated that the company is operating to standards that are recognised and accepted across the industry and exceed the minimum standards expected by enforcement authorities.

Bonnie Joplin, SALSA scheme development manager said, "The UK is home to the finest food and drink, much of which comes from smaller, local and artisan food and drink businesses. Curd & Cure are great champions of this, and we are thrilled to be a part of their ongoing success story. SALSA certification takes commitment to the highest standards of food safety management and we congratulate Curd & Cure on their achievement."

**YORKSHIRE BLUE**

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# ACING THE ULTIMATE CHRISTMAS CHEESEBOARD

The cheese counter is a go-to destination for shoppers looking to prepare a deluxe festive cheeseboard. Ensure they're well served with this expert advice

**R**uth Holbrook, wholesale manager at Paxton & Whitfield, on retailing cheese during the frantic festive season:

## HOW DOES RETAILING CHEESE DIFFER IN THE RUN-UP TO CHRISTMAS?

It's a very different concept as it's our busiest time of the year, in our shops and online. We treble the number of staff to help cope with the demand. Once recruited, we train our new team members quickly so that they can hit the shop floor running, and serve our customers with a high standard of knowledge. As far as the assortment goes, we ensure that we have good stock of not only our most popular cheeses, like Stilton, Cheddar, Brie or Mont d'Or, but also a selection of some more unusual cheeses so that we can excite our customers.

At this time of the year customers are often catering for big groups with diverse tastes, so being able to suggest different options for the all-important Christmas cheeseboard, other than the classic of Brie, Cheddar and Stilton, is important. We also make sure that we have a number of gift pack options on display for customers to see when they come into the shops so that they can buy them as a quick gift option and then carry on with the rest of their Christmas shopping. We also have a 'click and collect' option on our website which allows customers

to purchase items online that they can then collect from their nearest Paxton & Whitfield shop.

## HOW IMPORTANT ARE GIFTING OPTIONS DURING THE FESTIVE PERIOD?

They are absolutely vital as customers want gift items for family and friends, and they add an extra revenue stream at this all-important trading time of the year. For gift packs the key is to have a series of options at different price points that are well-presented and easy to merchandise which also includes a good selection of branded Paxton items.

We also have a wide variety of accessories for serving cheese, like cheese knives, cheeseboards, items to store cheese and also items to cook cheese with such as fondue sets, Camembert bakers and Raclette machines. We always make sure that we have these on display in the shops and also promote them online; they make great gift items.

## WHAT ACCOMPANIMENTS DO YOU RECOMMEND TO CUSTOMERS TO PAIR WITH FESTIVE CHEESES?

We recommend for a cheeseboard of four to five cheeses to select a chutney or confit that can go with all the flavours on the board. We have a delicious Spiced Plum Chutney that has a mix of spices to add a festive touch that goes with a wide range of cheese. We also have a range of fruit confits made by an artisan producer

in the French Pyrenees that are delicious with cheese.

It's not just about food items that can be enjoyed with cheese, either. We often get asked what's the best drink to accompany with a cheeseboard. Many people opt to have port with their cheese, and there's nothing wrong with that. However, there are so many other drinks that match well with cheese. A medium-bodied red wine can be a good all-round drink for a selection of cheeses, and sweet wine goes very well with blue cheese – our Monbazillac, a sweet white wine from the Dordogne region of France, in particular.



## "CHRISTMAS IS BOOM TIME FOR OUR CHEESES"

**Vicki Hitchcock, manager of The Hungry Guest Shop in Petworth, on how best to capitalise on Christmas cheese consumer interest:**

Christmas is boom time for our cheeses, and we have a very discerning clientele – many of whom are experts and know exactly what they want – but there are a few favourites which really pick up at Christmas. Of course, our Colston Bassett Stilton is tremendously popular, but some of the less obvious cheeses such as Manchego and Lincolnshire Poacher do very well, too. I think that a lot of this is driven by what goes well with some of the more Christmassy accompaniments, such as chutneys.

The basic standard cheeseboard includes Brie, Cheddar and a blue, with more people choosing to add in something a little different, such as a goat or ewe's cheese and possibly a smoked, such as our Smoked Knockanore. Having a great variety in the cheese room means that we're able to make something a bit more special, so we might choose the

Ribblesdale Goat's Blue to go with an aged Comte, bring in some visual appeal with the Lancashire Bomb, and complete it with what for me is the real piece de resistance, the Brebrousse D'Argental. But at the end of the day, everyone is different, and that's why we've chosen to include a voucher for the cheese room with our Cheese Heaven Hamper for Christmas this year.

We're lucky to have a great range of accompaniments from some fantastic suppliers and from our own kitchen, where we can make small batches and tailor the flavours to our range. In the end, though, it comes down to the classic Christmas flavours, like figs, pickled walnuts and two real specials, where are Mebrillo Quince paste for Manchego and Arundel Fruit Chutney, which goes exquisitely with Goodwood Charlton Cheddar.

## PAXTON & WHITFIELD'S ESSENTIAL CHRISTMAS CHEESEBOARD SELECTION:

- **Sheep's cheese – Shepherd's Store:** A hard sheep's cheese with a six-to-nine month's maturation, ensuring that it will be delicious for December. This was one of the most popular new cheeses we sampled this year and we're all eagerly anticipating it hitting the counters
- **Cow's milk cheese – Brillat-Savarin Affiné:** A firm favourite and sits very comfortably on a mixed board
- **Goat's milk – Ticklemore:** Such a wonderful goat's milk cheese
- **Cheddar/Hard cheese – Montgomery's Cheddar:** A world class

Cheddar and has such a richness and depth of flavour that it holds its own among any cheese from anywhere in the world

● **Blue cheese – Perl Las:** This is a great balance of creaminess, saltiness, savoury and piquancy from the blue, yet it doesn't overwhelm any of the more delicate flavours of the other cheeses

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# THE FIVE: CHRISTMAS CHEESE

## 1 CORNISH CHEESE CO. Cornish Blue

Cornish Blue is a truly artisan handmade cheese, produced from milk supplied by the Stansfield's family farm on the edge of Bodmin Moor near Liskeard in Cornwall. "Cornish Blue is a sweet, creamy, artisan blue cheese which appeals to all tastes and thus makes an ideal choice for a Christmas cheeseboard," explains Phil Stansfield, owner of Cornish Cheese Co.

[cornishcheese.co.uk](http://cornishcheese.co.uk)



## 2 EASY BEAN Bean & Seed Crackers

"Easy Bean's new Bean & Seed Crackers are handmade using a British pulse flours – a tricolour of soft shades of red, green and white – and make a colour addition to the Christmas cheeseboard," explains Christina Baskerville, managing director of Easy Bean. "Their wholegrain, earthy flavours with a hint of sweetness marry well with British hard cheeses, such as crumbly Cheshire or a robust mature Cheddar, or equally go well with a creamy Stilton."

[easybean.co.uk](http://easybean.co.uk)



## 3 WHITE LAKE CHEESE Pavé Cobble

A lactic-style ewe's milk cheese which rose to prominence after being named Supreme Champion of the British Cheese Awards 2017. "Pavé Cobble is made from sheep's milk, but not by shepherds!" says Roger Longman, cheesemaker at White Lake Cheese. "It's a lovely light and refreshing cheese that's a perfect balance to the heavier blues and Cheddars at Christmas."

[whitelake.co.uk](http://whitelake.co.uk)



## 4 NEWTON & POTT Tomato and Apple Chutney

"Our Tomato & Apple chutney has the taste notes of Christmas with subtle hints of cloves, making it a delicious addition to the post-Christmas dinner cheeseboard," says Kylee Newton, founder of Newton & Pott. "Match it with the softer, smellier, melted and blue cheeses."

[newtonandpott.co.uk](http://newtonandpott.co.uk)



## 5 CROOME CUISINE Worcestershire Hop

Croome Cuisine's Worcestershire Hop is one of the cheesemaker's most popular cheeses, and makes for a flavourful addition to any Christmas cheeseboard. Featuring mature Cheddar which is coated in roasted hops sourced from local hop yards, there's no wonder why it's a multiple award-winner. "I've been making this cheese for 30 years and it's been winning accolades ever since the first British Cheese Awards," says Nick Hodgetts, managing director.

[croomecuisine.com](http://croomecuisine.com)

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## HOW TO: RUN EVENTS

Patricia Michelson, founder of La Fromagerie, has perfected the art of cheese tastings and events. Here, she tells us how

**T**he importance of tastings depends on how you want your business to be perceived. At La Fromagerie we are all about knowledge. Who we work with, how we train and also how we pass on our knowledge. Right from the start we did informal tastings highlighting the seasons. As the years progressed we made our tasting events more thought-provoking – matching a cheese plate with a wine or beer or cider, showing how a plate of five different cheeses can work together in progression, and how terroir gives flavours. There are a myriad of ideas that flow from just tasting cheese. My way of working was formed right at the beginning of my own journey of learning about cheese, and we like to think that how we work is a thumbprint on the cheese itself – that people will say, “that’s a La Fromagerie cheese”. Everyone who works at La Fromagerie starts fresh – even if they know a little about cheese. The learning process and how we interact as a business is vitally important, not just for our shop customers but for our wholesale clients, too. Tasting together and with customers is part

of the joy of entering into the shop or the business as a platform for experience and furthering your profession.

**When it comes to organising tastings, we normally first consider the time of year.** Seasonality is very much the way we work – moving with the year and seeing how each season gives us something particular to enjoy. We can also look at concentrating on a country, a region and also milk styles. How we style the tasting is based on five cheeses ranging from mild to strong and ending with blue. We choose a wine, beer, cider or other drink to pair with the plate. We have one plate for white wine and one for red wine. If we are going left-field we can pair cheese with whisky, sake or even gin – we’re always open to discovery and adventure.

**Most of our ticketed tasting events are seated and guided by one of our cheesemongers.** We have long tables at each of our shops that operate as tasting cafés during the day – in the evening, the space is perfect to use for intimate events.

During the course of a tasting event, attendees will be guided through the thought process behind the selection; the cheese for tasting will be set out on a board for each person and talked about individually or placed on a large sharing board at the end of the discussion, dependent upon the specific event. We typically prefer not to have the cheese placed out before attendees arrive so that no one is tempted to eat the cheese before the event begins, so we’ll often include other nibbles to start in case any of our guests arrive hungry. This

allows them to gain the most from the tasting experience.

**We run several types of tasting events, each with a different aim.** For example, one of our philosophies is to focus on terroir – the idea that cheese from a certain area should be paired with other products from that area, such as cured meats, wine, and produce such as fruit or nuts from the same region. This allows us to demonstrate some of the particularities about a given region, and also to highlight some of the



beautiful regional products we carry that complement the cheese.

**Staff training is crucial to tastings, as well as to everyday service.** When a customer enters our Cheeseroom with over 250 cheeses it can sometimes be overwhelming, so it’s imperative that our staff are able to guide customers using their knowledge and expertise. Again, understanding the connection between different products in the shop – why a cheese like Roquefort works so well with a lightly chilled Sauternes or Barsac, for example, helps give our staff a better understanding of our products, and helps make them more impassioned about the food we sell.

**Cheese tasting events are foremost valuable to the business from within – that is what it gives the people who work in La Fromagerie.** They are a tool to make all of us learn and also enjoy all the aspects of working and a way of engaging together and with our customers. So, for La

### DOS AND DON'TS

- Do know what you are talking about and do your homework
- Do prepare tasting notes for each place setting and also the accompaniments too – the wines or other drinks with tasting notes
- Do make it informative without seeming to be lecturing, and invite people to comment and bring their excitement to the discussion when they are tasting something new
- Do not be too ambitious – so start with cheeses you know and like and keep it very much contained within a region and not stray. Once you are more confident about the way you are handling the tastings you can be more adventurous. But it is silly to try and talk about the cheese if you don’t know anything about it or don’t have enough information ready to answer questions

“ Le Gruyère AOP has a team of regional ambassadors who are available to assist with cheese tastings and events by providing POS and other promotional support. ”



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## MEET THE RETAILER...

### From garden shed to multiple award-winning shops – this is the journey of La Fromagerie



Patricia's love of cheese began up a mountain whilst she was skiing in Meribel. She returned to London with a wheel of Beaufort Chalet d'Alpage which she sold from her garden shed, graduating

to a stall in Camden market a year later. 27 years on, La Fromagerie now comprises three award-winning shops and a successful wholesale business which supplies many of London's top restaurants, as well as restaurants and speciality shops across the country, plus a range of own-branded biscuits for cheese.

the events through social media, our e-newsletters, in-store posters and in-store hand outs. Newsletters are always by the till area and updated on a monthly basis. A new event we recently added to our calendar of recurring events is our 'It Begins with Milk' event in which we look more in-depth at how the varieties (animal, breed) and handling (pasteurisation, processing methods) of milk affect the finished product. All cheese begins as milk but there is a huge range of variety in the finished product. These workshop events are a natural progression from the cheese tasting events as we want

to now give more information and knowledge to our customer.

**One of our most popular events is an 'Introduction to Cheese' event that explains the different styles and production methods of cheese – for example, what's the difference between a cooked and uncooked cheese, and what role does rennet play in cheese production?** This is a great event for people who know they like cheese, but don't know as much about the history of cheesemaking, or why they like certain styles, and it also introduces different styles that they

might not have tried before. This workshop event is ongoing and progressing from the simple question 'what is cheese', to looking at the different milks and how their cheese tastes. And we are continuing our exploration of creating harmonious cheeseboards with matching wines etc. Workshop events that tackle simple ways to make cheese at home and making butter have been very popular.

**One of the most important things for us is to make sure that event attendees feel welcome and that the environment feels relaxed.** Unfortunately, there can often be an 'exclusive' atmosphere around tasting events, but in reality, much of taste is subjective and everyone should feel comfortable to try a cheese or a pairing, and form their own opinion about whether it 'works'. That said, there are specific things around classic pairing combinations, the cheesemaking process, and the language of discussing flavours and aromas that aids a person in forming these decisions. So, our aim is to give an attendee the tools and background information to do this, but to also give them the desire to learn more and also ask questions.

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Fromagerie, these events are part of our daily life while we are working and also when we are putting together customer events. We are always tasting the cheese and finding out how we relate them to other produce in the shop.

**Our events are a collaboration between our cheesemongers and I – we often start with an idea and then discuss what cheese would best highlight the principle we are trying to demonstrate, taking into consideration seasonality and availability.** Once we've created an event brief, we sell tickets through our website and direct through our shops, and we advertise

“ Do your homework and don't try and talk about a cheese unless you know everything about it. Keep it simple to start and showcase a hero cheese – one that you love and want to talk about ”

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BOWHOUSE, FIFE

# “Collaboration is the Name of the Game”

Ellen Manning discovers that two heads (or more) really is better than one when it comes to creating success in food and drink



PRODUCE AT BOWHOUSE

**T**he food and drink sector is a competitive world. According to government figures, there were around 6,600 micro, small and medium-sized enterprises (SMEs) in the food and drink sector in 2016. It might not sound like much, but that number is likely to have grown hugely in the last two years along with its turnover, which was £19 billion in 2016.

With so many small food and drink businesses vying for success, it would be easy to imagine an environment where each one operates in its own bubble, refusing to engage with competitors for fear they will take much-needed custom in increasingly tough economic times. But it seems that's not the case. In fact, collaboration is the name of the game. In 2015 the government announced a network of food hubs across England to create new jobs, support tourism and inject investment into rural communities. The 17 Food Enterprise Zones were planned to champion celebrated British foods and plans included an Artisanal Food Village in Cornwall, an agri-food park near Malton in North Yorkshire, and a cluster of local artisan food producers around the River Orwell in Suffolk.

## “Support works through sharing knowledge and giving access to practical and academic support”

That kind of support can often pay off. Just last month, a report showed that a Welsh Government and EU-funded project had delivered more than £44m of impact in its first two years of operation. Project HELIX,

delivered by Food Innovation Wales – a partnership of three food centres based in Cardiff, Ceredigion and Anglesey – aimed to support food and drink producers and manufacturers. That support works through sharing knowledge and giving access to practical and academic support, in turn helping businesses increase and retain sales and reduce waste and processing costs. And according to a report in July, it's been a success. The report lists a range of successes that make up the £44m of impact, including creating 147 jobs and safeguarding a further 869, supporting 92 new businesses, accessing 777 new markets and helping develop 203 new products.

## “Away from official help, food and drink producers are forming their own collaborations”

Government support is clearly helpful. But it seems it's not the be-all-and-end-all. Away from official help, food and drink producers are forming their own collaborations to get the best out of their businesses. From food hubs to online communities, organised trails bringing producers together and informal co-operatives, the industry is putting collaboration ahead of competition to ensure its collective, and individual success.

For the founders of Bowhouse, a food innovation hub based at the Balcaskie Estate in Fife, it's about replacing a “missing link” in the food chain from field to fork. The hub already provides a home for at least seven micro and small producers from a heritage flour business to

## COLLABORATION WITH ALL TYPES OF FOOD BUSINESSES IS KEY AT EXETER FOOD & DRINK



craft beer and is likely to see more take up residence there. On top of that is provides a dedicated space for producers as a large, covered market space and holds food ‘weekends’ that draw thousands of people to the site.

Founder Toby Anstruther established Bowhouse after noticing that something was missing in the way the supply chain worked together in his local area. “I was struck when talking to one local chef who said, though he was very keen to use local ingredients, he ended up sourcing his vegetables from the Glasgow veg markets or even from Holland, because, despite seeing the vegetables growing in Fife’s fields all around his restaurant, there was no way to connect the field to his business. Bowhouse is intended to be part of the answer to this challenge.”

## “You feed off everyone and get their expertise”

By putting producers together in one place, the hub helps form that missing link, says Bowhouse Event Organiser Kylie Kirkcaldy. “It connects everyone together,” she says. “They are definitely learning from each other.” The owner of the hub’s soon-to-open cafe is already working with the artisan bread producer based there to learn about how it’s made so he can pass that on to his customers, she says. “It’s just a learning experience for all of them, you kind of feed off everyone and get their expertise.”

That sharing of knowledge is something that Alison Swan Parente, founder of The School of Artisan Food, has seen between food and drink producers for a decade. “For 10 years we have been doing a diploma

in baking and over these years we have not only sent our bakers out to lots of work experience with artisan bakers but they themselves have set up small artisan bakeries and have had our students in on work experience. That in a way is a huge network of collaboration.”

One example is the artisan bread community, she says, with the Real Bread Campaign – since taken up by Sustain – showing how people are working together to make the best products they can. “There’s a whole lot of information exchange going on,” she says, giving an online thread discussing how best to cope with the effects of the recent heatwave on bread-making as one example. For Swan Parente, collaboration among small producers is a product of a lack of co-operation from ‘big food’. “The knowledge exchange is about how to make good food really, because it’s small producers who are doing it,” she says. “They don’t have the kind of institutional support that big industrial food producers have. And I think they have increasingly become interested in networks.” Whether it’s sharing delivery to save costs – something she does herself – or diversifying and working together, Swan Parente recognises growing cooperation and collaboration between small food and drink businesses. “There are different ways that people are doing it, there are small co-operatives doing it. A lot of people are diversifying in the countryside. Say you have a dairy farmer making ice cream. That ice cream might go into the local farm shop. The farm shop then thinks, ‘perhaps I will open a cafe’, and it starts to gain traction in the local economy.”

But despite their growing importance, Swan Parente is concerned by the lack of mention of food in Brexit negotiations and how a departure from the EU could affect these small businesses, adding: “I think small food businesses are part of a huge network of SMEs all over the country and they produce quite a lot of economic activity in ways that the government really should probably look at because it’s becoming much more economically important.”

The position of these small British food and drink producers on a wider stage is one of the motivations behind another manifestation of this collaboration – the Exeter Food and Drink Trail. Launched by Visit Exeter, a tourism arm of Exeter City Council, the trail unites businesses that celebrate local produce, from cheesemakers to brewers, gin distillers and a cooking school. The aim is to put Exeter on the map as an international food festination, says Tourism Promotion Officer Deborah Lewis. “It was about having a trail that people who are coming to the area can use in any way they want. They might come as a group, they might come individually. It’s adaptable to anyone.”

While Exeter has a thriving food scene, from celebrity chefs to award-winning restaurants and producers and a successful annual food festival, uniting all of those small businesses hadn’t quite been done, says Lewis. “It gets the businesses talking to each other. People tend to be so busy doing their own thing but they can really complement that with other businesses.” It’s that

“ With so many small food and drink businesses vying for success, it would be easy to imagine an environment where each one operates in its own bubble, refusing to engage with competitors for fear they will take much-needed custom in increasingly tough economic times. But it seems that’s not the case. In fact, collaboration is the name of the game! ”

the city. Supported by £150,000 in funding from the Business Enterprise Fund (BEF), it is already home to 23 independent businesses.

The Dorset Growth Hub aims to help businesses grow and develop by offering tailored services like advice, training and networking and has partnered with Dorset Food & Drink to help promote the sector and get businesses the help they need. And in Wales, the Black Mountain Food Hub works like an online farmers market where local consumers can buy direct from local food producers

through its website, aimed at helping to encourage more small scale local food producers.

**“Our community is incredibly willing to support each other, share advice and recommendations”**

And while much collaboration is happening in person, the online world opens up a whole new way for food and drink businesses to work together. Jason Gibb, founder of Bread & Jam – an annual two-day conference for emerging and

scaling food and drink brands whose inspiration was collaboration – is also behind the FoodHub Forum. The forum, which is a closed Facebook group of more than 4,000 UK food entrepreneurs, forms an online community of like-minded people who can share contacts, tips, insight and their own experiences and is a great starting point for any food founder. “When you start off on your entrepreneurial journey it can be a lonely road, and you feel like you are on your own, doing it all for the first time,” says Gibb. “The fact is that there are thousands of others following the same path and I discovered that our community is incredibly willing to support each other, share advice and recommendations. Thousands of questions have been asked on the FoodHub, whether it is about getting barcodes, preparing a pitch for Whole Foods, or finding a value-for-money branding agency, and you always get at least five good suggestions. I know of numerous connections and business deals that have been done through the FoodHub and long may it continue.”



THE TEAM AT EXETER FOOD & DRINK

collaboration, says Lewis, that gives those businesses a louder voice. “That’s exactly why we’re doing it - to give a voice, particularly to some of those smaller businesses, and collaboratively they can have a much bigger voice.”

**“We are all relying on each other”**

It’s an idea that fits right in with what Karen Skerratt, owner and managing director of Exeter Gin – part of the trail – has been trying to do for several years. Skerratt, who started Exeter Street Food, is an ambassador for the trail, which she says builds on the same idea of community that she believes can help small businesses in food and drink weather difficult economic times. “We have done things with lots of different people and what we do by

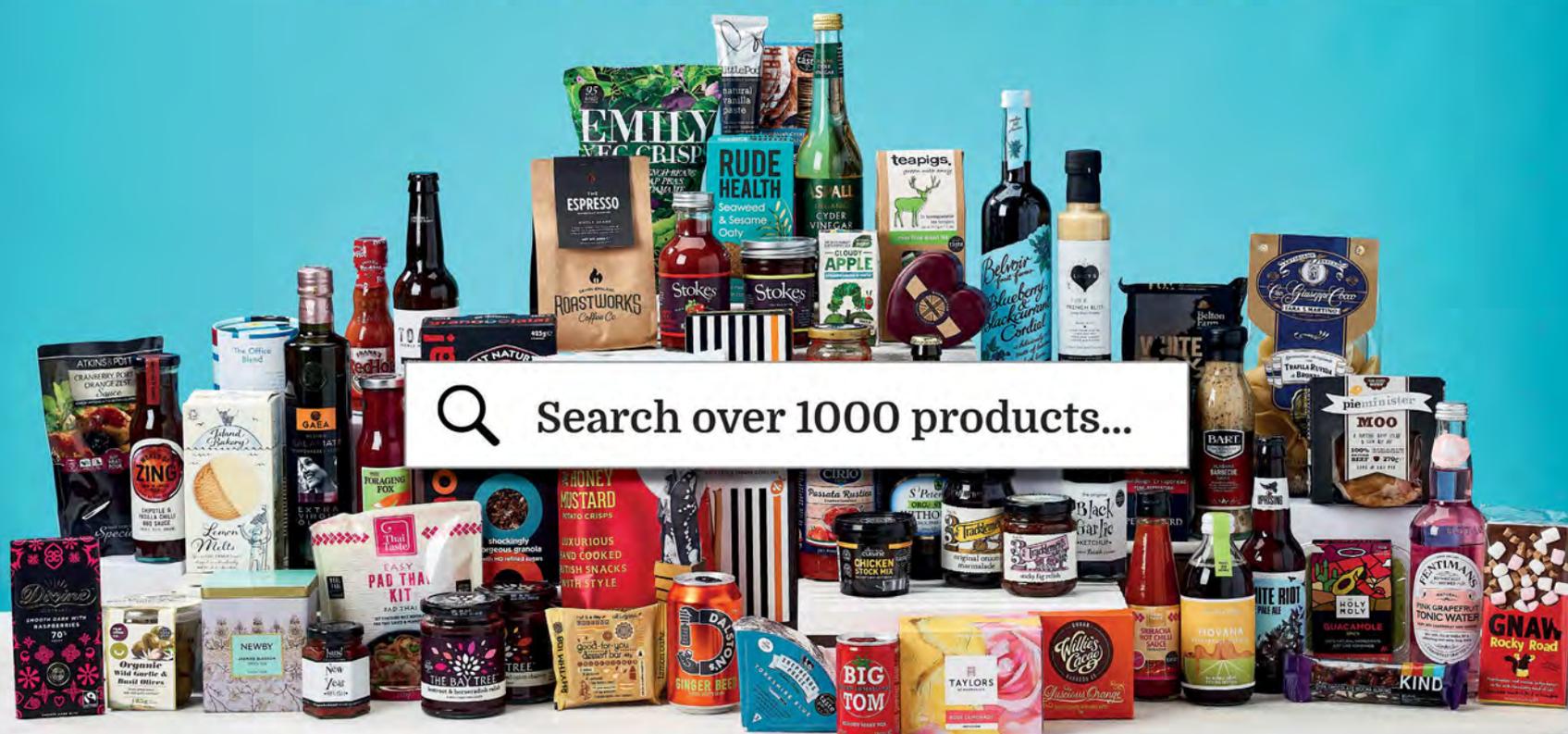
supporting each other gives us all a voice,” she says. “We are all relying on each other.” For Skerratt, initiatives like the trail form the ‘glue’ that knits together individual producers. “All of these things are collaboration but you need something to knit them together,” she says. “The trail knits it all together, it’s basically the glue for the product - the product being us.”

Exeter isn’t the only place where a hub is being used to bring businesses together. The Food Enterprise Park (FEP) in Norwich aims to create a central cluster of food-related businesses by attracting occupiers and investment from local, regional, national and international companies. In Yorkshire, Spark: York is a retail and food hub made from shipping containers in York, aimed at creating an affordable space in



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# “A journey of artisan food and drink innovation”

We go behind the scenes at Speciality & Fine Food Fair 2018 to reveal what you can expect from this year's event

## Something special for everyone

It's back! Speciality & Fine Food Fair takes centre stage for its 19th year of showcasing the UK's leading independent food businesses. Read on to discover the inside track on the most important three days in the fine food diary.

Each autumn Olympia London turns into a cornucopia of the very best artisan food and beverages available in the UK.

Speciality & Fine Food Fair, which takes place over three days (2nd-4th September 2018), offers the perfect opportunity for independent retailers, specialist buyers and wholesalers, importers, chefs and high-end caterers to source new inspiration and find out about upcoming trends.

More than 700 passionate producers reveal their very latest launches and flavoursome innovations alongside the return

of old favourites and heritage brands. At the same time, some of the industry's most well-respected names line up across a busy timetable of talks and workshops to offer their expertise and insights to ensure visitors take away enough inspiration and wisdom to fire their businesses for the following 12 months.

Says Event Director Soraya Gadelrab: “The Fair is the UK's most influential gathering of the fine food industry, where retailers and buyers to tap into a wealth of trends – you can explore everything from the most fashionable flavours and ingredients of the moment and upcoming, to advice and insights into the hot topics of the day, such as sustainability, seasonal trends and the food-to-go sector.

“It is the UK's leading showcase of the best in quality food and drink and offers the industry's leading players in the premium, artisan



food market, the perfect platform to condense a year's worth of product-sourcing into an inspiring journey of discovery.”

Amongst the products to be showcased are The Guild of Fine

Food's Top 50 award winners in the Great Taste Deli, while the Great Taste Supreme Champion will be announced on the evening of the first night and sampled on the Savour the Flavour stage (sponsored by Brazilian Flavors) the next day The Great Taste awards saw judges sampling 12,634 products over 65 days this year, with a total of 4,653 products awarded a coveted Great Taste accolade.

Buyers visiting the Fair should also take time to check out the winners of the Fresh Discovery Awards, which will be announced at the event. Brand new for 2018, the awards will shine a light on the incredible product launches that are set to take the speciality market by storm in 2019.

## YOUR INDUSTRY UNDER THE SPOTLIGHT

Every year Speciality & Fine Food Fair ensures buyers and producers alike are treated to the very latest industry insights and market trends to help them grow and nurture their businesses.

This year the Fair has gone one step further and is publishing a Definitive Market Report. The report is based on research from more than 200 independent, artisan retailers who have answered questions on topics including how they funded the start of their businesses, their best-performing product ranges, how they market their businesses and their views on sustainability and Brexit.

Says event director Soraya Gadelrab: “This year we really wanted to produce insight that our exhibiting producers and visiting buyers could take home with them to see what aspects might be applicable and useful to their businesses.

“For instance, there's an excellent section all about diversification, which highlights how some businesses have boosted their sales significantly by incorporating something different within their core offer. We've also looked a little more closely at e-commerce and asked who is selling online and what results they've had.

“We're hoping to build on this Market Report in future years to continue to help artisan businesses to flourish.”

“We come to Speciality & Fine Food Fair every year. We find it an invaluable way to find new artisan products and producers”

MARK SPRY, SHOP MANAGER, DART FARMS



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## Meat-free: the future?

Last year YouGov research for Eating Better – an alliance of 50 civil society organisations, including Friends of the Earth, Compassion in World Farming and Oxfam – found that 44% of people in Britain are willing, or already committed to reducing or cutting out meat from their diet. This finding was underlined by research from the Mintel Global New Products Database that recorded a 25% increase in vegetarian and a 257% increase in vegan claims in global food and drink launched between September 2015 and August 2016 compared to those launched between September 2010 and August 2011.

Eating Better also reported that the British public say they'd like to see shops and caterers offering a much wider range of meat-free choices.

Soraya Gadelrab says that certainly the past year has seen an explosion of products, shops and eateries aimed at vegetarian and vegan shoppers and diners as plant proteins move into the mainstream and consumers increasingly reduce their meat consumption for health, environmental and animal welfare reasons.



"What better place to seek out innovative, delicious plant-based artisan food and drink than our vegetarian and vegan Trend Trail – a convenient way for buyers to maximise their time at the Fair by picking up our curated map that will

lead them on a journey to uncover the key highlights in this sector. This year's Fair allows visitors to really see the sheer quality and diversity of the growing meat-free sector, with something for everyone, alongside key information and advice to show retailers the benefits for their businesses."

Visitors will also find a raft of new producers and brands throughout the Fair offering products with plant-protein and/or vegan credentials. Newcomer 9 Meals from Anarchy (stand 3370) will be showcasing its three varieties of flavoursome stocks, all containing more than 75% sustainably-sourced and organic vegetables. They're also sugar and palm oil-free with a very low salt content.

Another brand in this sector to check out is The Veggie Plot (stand 3092), which will be sampling its new-to-the-UK vegetable yoghurts, unleashing a trend forecasted to replace traditional sweet-flavoured yoghurts with the likes of cucumber and dill, beetroot with cumin and avocado and lime juice varieties.

From a vegan perspective, Seed and Bean (stand 1641) boasts a selection of 23 unique bean-to-bar chocolate varieties that are 100% vegan-friendly and stand out for using interesting English botanical pairings, such as Aromatic Fennel, Lemon and Poppyseed, Sweet Orange and Thyme, and Lavender.



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## Q&A WITH JENNY ALLEN



Food and drink is a tough industry. Whether you're running your own retail operation, or a producer looking to grow your brand, we thought a little insider knowledge from a successful business woman might just hit the spot. **Jenny Allen is Founder of Bayley & Sage, the fine food retailer that began life in Wimbledon, south west London and now operates from seven outlets with an eighth on the way.**

### The independent retail market is a thriving one – what does Bayley & Sage offer that makes it so successful?

"I think we sell high quality, fresh food from beautiful displays in a friendly atmosphere – a premium, fresh food business with the key product offer centring around bread, cheese and charcuterie. We are an antidote to impersonal supermarket environments where self-scanners negate the need for human contact and the store staff have limited product knowledge."

### What do you believe are the real strengths of the fine food/delicatessen retail market – and what are the strengths of Bayley & Sage?

"I'm a high quality, fine food shop selling premium fresh food. A key USP is that we have pre-selected for you. Food shopping shouldn't be stressful, but too much choice can be confusing and overwhelming. Supermarkets are too much these days – you must set aside up to two hours to get round and then they have the least friendly customer service, which all adds to the stress. At Bayley & Sage we take away that stress. Some of our customers visit us a couple of times a day – in the morning for a coffee and a croissant and perhaps later when they grab the fresh ingredients to make a salad."

### And what are the market's weaknesses? How does Bayley & Sage avoid the pitfalls?

"Laziness, and I often see fine food retailers who don't offer a broad selection of fresh food because they fear waste, so they end up with everything in jars. The problem with that is that people simply don't buy jams and chutneys every day. Those stores focusing only on ambient products end up being "treat" or "gift" shops. Fresh food drives everything

for us. For instance, we have eight bread suppliers dropping product with us every morning and we spend a lot of time looking at our fresh range to ensure it's right."

### What are the threats to the fine food channel and what is Bayley & Sage doing to insure against those threats?

"Food delivery and eating out is a huge threat to traditional food stores. The younger generation of consumers treat food differently. We are trying to bridge the gap between delivery and scratch cooking by providing a range of fresh products – such as salads from our Vitality bars – that are convenient, but still delicious and high quality. We did try Deliveroo, but they wanted a 35% cut – that was basically our margin gone. Also, evolving from a traditional retailer to one that also offers eat-in is not always easy. For instance, our outlets have A1 planning permission for retail – not A3, so the challenge for us moving forward will be how to get hot food into our stores."

### What advice can you offer producers looking to be stocked by outlets such as yours, and what advice can you offer new retailers just starting out?

"We expect prospective suppliers to make contact in person – either on the telephone or via email. It's no use just sending us a sample and then expecting us to stock it. Producers need tell us why a product fits with our outlets, and it's pointless offering us a new cranberry sauce or jam – it'd only mean we had to delist something else to fit in. We usually work with a selection of distributors that specialise in areas such as charcuterie or fresh produce, and look for new suppliers ourselves at farmers markets and local producer markets. If we're going to source new products, we tend to already have an idea of what we're looking for."

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# TAKE YOUR DISCOVERY TOUR

Following its resoundingly successful debut last year, the Fair's Discovery Zone is back to signpost trends-led innovation and quality. The Discovery Zone is a perfectly curated selection of new brands from some 200 food and drink producers, all of which must have traded in the UK for fewer than three years to qualify for their slot.

The diverse range on offer means visitors are gifted a truly inspiring selection and genuine opportunity to discover new products for their businesses, while for those producers in the Zone there's an unrivalled opportunity to get their products in front of an engaged audience.

Adds Soraya Gadelrab: "Last year we saw excellent representation of luxury snacks – nuts were particularly popular, alongside premium chocolate (organic bars without refined sugar) with brands such as Goodio Chocolate and Love Cocoa making their debut. There was also a great focus on speciality and luxury in the world of beer, wine and spirits, with small, specialist products now particularly popular as shops and bars use artisan, premium brands to differentiate themselves from high-street competition. This year the Discovery Zone will once again tempt visitors with an incredible selection of innovative brands across all categories."

Just some of the producers set to bring their innovative flavour to The Discovery Zone are Adam's Organic Cold Pressed Chocolate (stand 3175), Grimsby-based smoked fish specialist Alfred Enderby (stand 3362), Art of Honey (stand 2560) with its raw, pure and delicate honeys from England and Hungary, and the North East's fastest growing start-up brewery, Black Storm Brewery (stand 3170).

“ As the owner of a small business that I have built from scratch, the greatest thrill is to watch people and other companies develop and grow. Finding new products is the best part of running a food business. I am excited to find new food and drink in The Discovery Zone that will delight our customers and enable us to work with new businesses that can grow as we grow!”

JENNIE ALLEN, FOUNDER OF BAYLEY & SAGE

## LAUNCHING IN THE ZONE:

### PEP & LEKKER

[pepandlekker.com](http://pepandlekker.com), Stand 2963



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### HMS SPIRITS

[hmsspirits.com](http://hmsspirits.com), Stand 2673



Showcasing their flagship Mary Rose Gin will be HMS Spirits, an exciting new brand from Southampton. The spirit combines traditional London Dry Gin with subtle notes of zesty grapefruit and herbaceous rosemary, and is deliciously smooth on the palate.

### SPICICA

[spicica.co.uk](http://spicica.co.uk), Stand 2681



For an authentic range of Indian spices, look no further than Spicica. Handcrafted and 100% pure, their range of spice blends – including Rajapuri Turmeric with curcumin and flavour-filled Sambhar Masala – are set to delight spice-loving shoppers.

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Stand 1730H

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The Ministers of Taste is a new heritage inspired range of products, for retailers looking for traditional food gifts with a modern twist. The range includes some of the nation's best-known and well-loved products including biscuits, preserves, chutney, teas, confectionery and cake. These great-tasting treats are made by some of the finest producers the British Isles have to offer. Meet the Ministers on stand 1510C at the Speciality & Fine Food Fair, a quirky team of vibrant characters trusted to have excellence in taste.

03452 606 060 [sales@cotswold-fayre.co.uk](mailto:sales@cotswold-fayre.co.uk)  
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Stand 1510C

### THE LITTLE TREATS BAKERY

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You can taste the passion of our bakers in our Lovingly Crafted range, each biscuit delightfully decorated by hand. And for little ones, our Peppa Pig range brings together warmth and fun for the whole family. Discover our Little Treats at the Hider Stand – 928.



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[thelittletreatsbakery.co.uk](http://thelittletreatsbakery.co.uk)

Stand 928

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# WHAT'S IN THE CABINET?

Brand new for 2018 is The Drinks Cabinet – a first for the Fair that's dedicated to producers of luxury drinks and mixers. This fantastic new addition to the event is designed to boost the presence of the Fair's drinks producers and distilleries, providing retailers, hoteliers, restaurateurs, wholesalers and distributors with some of the newest artisan, luxury drinks and mixers.



Across the three days of the Fair, visitors will have the opportunity to meet with mixologists, experience unique pairings and source new products, whilst also learning about the latest industry trends.

Sponsored by premium soft drinks brands Fentimans, The Drinks Cabinet feature will be a great space for visitors to network and hold business meetings while sampling an array of products available at the pop-up bar.

This new feature is the perfect reflection of an evolving artisan drinks market that has seen the number of distilleries in the UK double to 315 in the past five years, according to latest figures from the Wine & Spirit Association. The number of UK breweries producing craft beer and cider now stands at 1,700, with 520 opening in 2016 alone – unsurprising when research from the Society of Independent Brewers found that half of beer drinkers are now opting for local craft beers, and for 25-34-year-olds this figure rises to 61%.



Among the brands set to take centre stage in The Drinks Cabinet is Berkshire Blend (stand 4473), a premium, no alcohol spirit alternative made with a cucumber and citrus base, spice top notes and is sugar free. Award-winning craft brewer Big Drop Brewing Co (stand 4484) – dedicated solely to production of great quality, full-flavoured low alcohol beer – and Seedlip (stand 5105), the 'world's first' distilled, no-alcohol spirit will be joined by many more premium and artisan producers.

There's also a major focus on English wines, which are thriving as consumers increasingly choose them over traditional wines from Europe or New World producers.

One such label at the Fair will be Renegade & Longton (stand



4492), one of the pioneers of English sparkling elderflower wine and English vineyards, as well as Biddenden (stand 3484) showcasing its range of home-grown wines.

“ The Drinks Cabinet will be a one-stop treasure trove of liquid exhilaration and opportunity – a titillation of tonic waters, a frenzy of frozen cocktails, a gymkhana of gins, a cornucopia of low-cal carbonated drinks, along with ciders, fruit juices and ‘spirits’ with no alcohol in them ”

RUPERT PONSONBY, DIRECTOR OF R&R TEAMWORK

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## CONNECTING RETAILERS TO BRANDS

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## GOLDEN RULES FOR SUCCESS



Marcus Carter, founder of The Artisan Food Club, shares his need-to-know financial tips for start-up brands

The Artisan Food Club is the perfect solution for small producers that need a helping hand with orders and sales, and a middle-man for retailers wanting to avoid numerous, complicated orders with artisan food and drink brands. Marcus Carter, its Founder and start-up guru, has some very sound advice for small food and drinks businesses, that could save them £££s in the early days of getting a brand off to a good start. Here are his golden rules for success.

"For a start I'm very passionate about people not spending any money at all in the beginning. When they first think about launching a new product, they really should see it as a paper exercise at their kitchen table."

Marcus says while product research – everything from recipe, to packaging and labelling is of course important, it can be researched and roughly costed with no investment. "Everything you need to know is on the internet and should cost you nothing. At this stage you don't need a logo or branding. Just your outline ideas and a small number of samples (which can have hand-written labels at this stage!)

He adds that too often new producers get over-excited by their product idea and spend too much time and money on developing it without considering how they are going to sell and distribute it.

Marcus's advice is once artisan producers have got all their product information together on paper, they should seal it in a box, in a cupboard and then get down to the business of understanding who their consumers are, which shops might want to stock it and whether it's a 'pull' product – i.e. one that flies off the shelves, or a 'push' product that takes a little more time and effort to sell.

"My advice is to visit shops as a customer. If, for instance, your product is a chutney, ask the shop owner some general questions about their product range and what the best-seller is and use that as your inspiration.

"At this stage you should still have spent no money – it's all just investigation," Stresses Marcus.

Marcus says once you've put in the ground work, it's time to ask yourself honestly if you have a scalable company. "Put your hand on your heart and ask yourself if it's a business you can grow."

"If the answer is yes, then you also need to carefully consider who is going to do the selling. You'll need to find 10 to 15 shops at first, but who is going to do that? And then those shops will need to be maintained while you find another 15 to 20. You're then in the position of needing to maintain up to 40 stores while you find and sell to another 20, and so on. All this means is you need to consider how you're going to manage this, because at this stage you won't be

able to do everything on your own. But in those early days you have to be prepared to do it all yourself. If you're not, you're going to hit a problem."

Distribution is another major consideration. While small companies selling only to business very local to them might be able to handle deliveries themselves, once orders come in from further afield, producers need to consider different options. Says Marcus: "Don't forget, at this stage your 'product' is still in its box in the cupboard! But think about how you're going to distribute it – yourself, through a wholesaler, a drop-shipping company, such as The Artisan Food Club, or a fulfilment house. They each have their pros and cons but need very careful consideration.

"Only once you've considered all these things should you now get a logo. But don't mistake it for a brand – I believe a brand is something with sales of more than £10m. And you don't need to spend £5,000 on a logo – remember that money will need to be made back in product sales.

"Only now take everything out of the box and go into small production runs. Set up your website and social media and begin your pre-selling and perhaps test the market out of your local area – local brands can always sell locally, because that way you'll know if its selling on how it looks and tastes, not because you're local."

Marcus adds that social media, such as Facebook and Instagram are also important to help you engage with your target audience, and the perfect advertising and marketing vehicle in the early days to build your business.

"In those early days, think small, talk small, act small and spend small. And remember – sales and profit are sanity. Everything else is vanity!"

“ In the early days, think small, act small and spend small. And remember - sales and profit are sanity. Everything else is vanity! ”

## OLD RECTORY PRESERVES



Old Rectory Preserves is an artisan maker of a range of multi award-winning jams, chutneys, jellies and marmalades based in Norfolk. Its products have just scooped another six Great Taste Awards in 2018, including a voluptuous Apricot, Plum & Almond Preserve and a rich Mandarin & Lime Blossom Honey Marmalade made with a rare Norfolk honey. Flavours are inspired by classic combinations of fruit, spices and botanicals, using top quality, locally sourced ingredients and heritage varieties. Speciality & Fine Food Fair 2018 – stand 2210H (in the "Taste of Anglia" section).

Retail price of jars is £4.50 for 220g.

01953 789910 aa@oldrectorypreserves.com  
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**FOOD FOR THOUGHT TIMETABLE**

Information correct at time of print

|                            | 11:30 - 12:15  | 12:30 - 13:15  | 13:30 - 14:15   | 14:30 - 15:15  | 15:30 - 16:15  | 16:15 - 17:00                           |
|----------------------------|--|--|---|--|--|---|
| <b>SUNDAY 2 SEPTEMBER</b>  | <b>The Guild of Fine Food Presents: How to Get Retail Ready</b><br>Jilly Sitch, Guild of Fine Food<br>Charlie Turnbull, DeliShops  | <b>Capitalising on Seasonal Trends</b><br><b>Host:</b> Chris McNeill, The Delicatessen<br>Paul Hargreaves, Cotswold Fayre<br>Tanya Maher, Tanya's Cafe<br>Charlie Turnbull, DeliShops<br>Wajeeha Husain, Chocolateaha              | <b>Speciality Food Magazine Presents: The Value of Running a Mission-Driven Enterprise</b><br><b>Host:</b> Holly Shackleton, Speciality Food Magazine<br>Cemel Ezel, Change Please<br>Andrew Hunt, Aduna<br>Alice Gibsenan, Tiny Leaf | <b>Fine Food Digest Presents: How to Perfect the Shopper's Journey Around Your Store</b><br><b>Host:</b> Michael Lane, Fine Food Digest<br>Rich Ford, Sherlock Studio<br>Jennie Allen, Bayley & Sage<br>Sian Holt, Fudge Kitchen<br>Sara Novakovic, Oliver's Wholefood Store | <b>The Seed Fund Presents: Start-Up Spotlight</b><br><b>Judges:</b> Matthew Shaw, Shaw Provisions<br>Cathy Moseley, Boundless<br>Paul Vita, The One Brand<br>Paul Hargreaves, Cotswold Fayre<br><b>Entrepreneurs:</b> Sweet Beet, Noveltea<br>Great British Biscotti | <b>Cotswold Fayre</b><br>Meet the Buyer |
| <b>MONDAY 3 SEPTEMBER</b>  | <b>How to Win at Lunchtime in the Food-to-Go Market</b><br>Adam Sopher, Joe & Seph's Popcorn<br>Theo Lee-Houston, KERB<br>Ian James, Melrose & Morgan<br>Katy Moses, KAM Media   | <b>A Definitive Look at the Speciality Market</b><br><b>Host:</b> Rodney Hoinks, Fresh Montgomery<br>Morgaine Goye, Futurologist<br>Adrian Beale, Buckley & Beale<br>John Shepherd, Partridges<br>Jeremy Bowen, Paxton & Whitfield | <b>How Will Healthy Eating Trends Continue to Shape the Industry?</b><br><b>Host:</b> Richard Savage, Flavour Feed<br>Jonathan Webb, Brand Tourist<br>Stephanie Peritore, Mindful Bites<br>Phil Owens, Bespoke Menu Design            | <b>Fresh Discovery Awards</b><br>   | <b>The Seed Fund Presents: Start-Up Spotlight</b><br><b>Judges:</b> James Read, Giant Peach<br>Claire Brumby, The Food Guide<br>Camilla Barnard, Rude Health<br>Ben White, Marshfield Bakery<br><b>Entrepreneurs:</b> Puri Pops, Rathlee, Barmies                    | <b>Cotswold Fayre</b><br>Meet the Buyer |
| <b>TUESDAY 4 SEPTEMBER</b> | <b>betterRetailing Presents: A Glimpse into the Future of Retail</b><br><b>Host:</b> Chris Dillon, betterRetailing<br>Richard Maryniak, Black Swan<br>John Farrand, Guild of Fine Food<br>Milena Lazarevska, Sainsbury's | <b>What the Consumer Wants: The Growth of Plant-based Eating</b><br><b>Host:</b> Charles Banks, thefoodpeople<br>Bethan Eaton, COYO<br>Chantelle Adkins, The Vegan Society<br>Al Overton, Planet Organic                           | <b>Preparing for Brexit: Opportunities and Pitfalls</b><br><b>Host:</b> John Stapleton<br>Darren Henaghan, Borough Market<br>Ruth Edge, NFU   | <b>Sustainable Packaging: Pioneering Solutions for Your Business</b><br><b>Host:</b> Sanjoy Patel, Packaging Collective<br>Philip Chadwick, Packaging News<br>James Piper, Ecosurety<br>Andy Byron, leapigs  | <b>The Seed Fund Presents: Start-Up Spotlight</b><br><b>Judges:</b> Renee Elliot, Planet Organic<br>Jeremy Bowen, Paxton & Whitfield<br>Mark Wiltshire, Diverse Fine Food<br><b>Entrepreneurs:</b> Made for Drink, Nerty Puds, Sea Chips                             | <b>Cotswold Fayre</b><br>Meet the Buyer |

**SAVOUR THE FLAVOUR TIMETABLE**

|                            | 11:00-11:45  | 12:00 - 12:25  | 12:45-13:10  | 13:45-14:10  | 14:45-15:30  |
|----------------------------|--|--|--|--|--|
| <b>SUNDAY 2 SEPTEMBER</b>  | <b>Tantalise your Tastebuds with Flavours of Brazil</b><br><b>Presenter:</b> Jorge Baumhauer da Silva, Brazilian Flavors<br> | <b>British Charcuterie Awards - Tastes from the Champion Producer</b><br><b>Presenter:</b> John Gower, British Charcuterie Awards<br>Dhruv Baker, Tempus Foods | <b>Taste and Flavour: WSET's Guide to Food and Wine Pairing</b><br><b>Presenters:</b> Mike Best, Wine and Spirit Education Trust (WSET)  | <b>Melting Point: The Mysteries of Chocolate and their Perfect Pairings</b><br><b>Presenters:</b> Steve Walpole, Ugo Foods<br>Craig Barton, All About Desserts   | <b>Ready, Steady, Speciality! Asian Fusion</b><br><b>A dynamic competition between chefs:</b> Jay Morjaria, Sutra Kitchen vs. Steve Walpole, Ugo Foods   |
| <b>MONDAY 3 SEPTEMBER</b>  | <b>Unveiling the Great Taste Awards' Supreme Champion 2018</b><br><b>Presenter:</b> John Farrand, Guild of Fine Food<br>    | <b>Coffee Academy: A Sensory Guide to the Perfect Cup</b><br><b>Presenters:</b> Kate Durant, Perkulatte<br>Nathalie Newman, Intolerant Gourmand                | <b>Academy of Cheese Tutors Tasting</b><br><b>Presenters:</b> Charlie Turnbull & Tracey Colley, Academy of Cheese<br> | <b>Sample Great Taste: Cooking with the Award Winners</b><br><b>Presenter:</b> Nick Crosley, Guild of Fine Food<br> | <b>Ready, Steady, Speciality! A Taste of Brazil</b><br><b>A dynamic competition between chefs:</b> Jorge Baumhauer da Silva, Brazilian Flavors vs. Steve Walpole, Ugo Foods<br> |
| <b>TUESDAY 4 SEPTEMBER</b> | <b>Explore the Exotic</b><br><b>Presenter:</b> Jorge Baumhauer da Silva, Brazilian Flavors<br>                              | <b>Creative Merchandising for Small Spaces</b><br><b>Presenter:</b> Jilly Sitch, Guild of Fine Food  | <b>Sample Great Taste: Cooking with the Award Winners</b><br><b>Presenter:</b> Nick Crosley, Guild of Fine Food<br>   | <b>Get into the Spirit with WSET: Product vs. Package</b><br><b>Presenter:</b> Hannah Lanfer, Wine and Spirit Education Trust (WSET)   | <b>Ready, Steady, Speciality! A Plant Based Special</b><br><b>A dynamic competition between chefs:</b> Andrew Aston, BaxterStorey vs. Steve Walpole, Ugo Foods   |

**Take-out and insights to fuel your business**

Giving the Fair an element of theatre again this year are Savour the Flavour (sponsored by Brazilian Flavors) and Food for Thought – two standout features that offer practical product advice and industry insight for retailers, operators and caterers to apply to their own businesses.

Savour the Flavour, sponsored by Brazilian Flavors, sees some of the industry's most experienced chefs and specialists take to the stage, including the Wine & Spirit Education Trust, which will demonstrate how a practical approach to food and wine pairings can be applied to any menu and any wine list.

The Food for Thought stage offers

buyers the chance to learn from the experience of industry peers and retail experts who'll address the big hurdles they've had to overcome and how they are future-proofing themselves for the ever-changing food and drink world.

And if you want to ensure you're first to back the next big thing, then take your place for the Start-Up Spotlight sessions to watch nine shortlisted start-ups pitch to you and expert judges chaired by The Seed Fund; a philanthropic organisation, which helps foodies grow.

Each entrant will have been briefed to brave the challenge with advice on presenting and sampling. The ultimate winner will be invited back to Speciality & Fine Food Fair

2019 with a free-of-charge stand.

Start-Up Spotlight sessions take place 3.30pm to 4.15pm each day on the Food for Thought stage, featuring three different businesses pitching each day.

**With so much newness and fresh inspiration to discover, make sure you register for your complimentary industry ticket today at [specialityandfinefoodfairs.co.uk](http://specialityandfinefoodfairs.co.uk).**

**SAVE THE DATE**

Speciality & Fine Food Fair takes place at Olympia London. The show opens on Sunday 2nd September from 10am to 5.30pm, and Monday 3rd and Tuesday 4th September from 9.30am to 5pm. Keep up with the latest news by following the Fair across Instagram Twitter, Facebook and LinkedIn using @specialityfair and #SFFF18.

“ It's the food version of Aladdin's cave ”

STEVE WALPOLE, HEAD OF FOOD, UGO FOOD AND CONSULTANT CHEF

**EMPIRE BESPOKE FOODS**



Making Christmas Special Star Shape, Rotating Musical and Bauble tins are a beautiful keepsake and are lovely gifts for children! The range provides a fantastic offering of shortbread made by a small family run bakery based in the historic capital city of Edinburgh. The shortbread is made by small team of bakers and baked in small batches producing a crumbly, light and wonderfully moreish shortbread. Whilst the Gingerbread men are made by a fourth-generation family business from Lancashire, UK who have been making the finest biscuits for over 40 years.

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## WHAT TO STOCK: FESTIVE DRINKS

While alcoholic beverages are synonymous with Christmastime, it would be remiss to sideline teetotal tipples. Cover all bases with these festive suggestions

The gin renaissance, the rise of British fizz, the craft beer revolution – the alcoholic beverage market is frenetic, exciting and developing at a rapid pace. The good thing for the speciality sector is that there are premium options aplenty, with small batch gin distillers, artisan breweries and high-quality winemakers popping up all over the UK. Experts are forecasting that craft rum is the next craze that will captivate the nation, with an array of rum producers already making their mark on the scene. Which is good timing, as it makes for a great dark alternative to the traditional festive single malt.

While the quality alcoholic options and their availability is on the up, and you'll certainly want to be stocking ample Prosecco, gin and other premium options, it's important to note the rise in the tee-teetotalers as well – it's a tag which has been heavily attributed to the influential Millennial demographic. According to a recent Office for National Statistics survey, more than a quarter of 16-to-24-year-olds do not drink. This is corroborated by Mintel's Alcoholic Drinks Review, which showed that 27% of Britons say they are drinking more low or no-alcohol drinks compared to just a few years ago. Overall, drinking rates among British adults are on the decrease and are now at their lowest in 18 years.

So, while there are lots of fantastic options out there to stock, make sure you that you're not alienating a huge proportion of shoppers when you're next arranging your Christmas drinks section. A clearly marked section of premium soft and alcohol-free drinks will serve you well; from non-alcoholic spirit producer Seedlip to the New Producer Awards-winning craft brewer Big Drop Brewing Co., there are hundreds of teetotal drinks that are performing remarkably well.

The plethora of non-alcoholic spirits, mocktails, foraged botanicals and quality make-at-home cocktails

has sparked a rise in domestic mixology and experimentation, too. Whether it's quality, easy-to-make options, like KÖLD's cocktail pouches or the vibrant ready-mixed Bloody Mary products hitting the fine food sector, or a homemade virgin Mojito created with quality ingredients, the theatre and fun that making creative concoctions at home provides is a great way to excite shoppers and needn't just appeal to drinkers nowadays. It also opens up the opportunity to cross-sell accoutrements, like cocktail shakers, stirrers and luxury gift sets.

### What's the public imbibing?

When it comes to a well-sourced Christmas drinks selection, it's all about offering a varied spread and tapping into consumer demand, says Wendy Stephenson, Christmas buyer at Suffolk Food Hall. "It's essential to have good quality wines, Prosecco, Champagne, seasonal fruit-based punches and mixers, mulled wine and spices, and a good selection of spirits," she says. "Speciality gin sales have definitely increased, and locally-produced wines and spirits are more in-demand than ever before."

When it comes to sourcing, it helps if you're located in an area with a flourishing drinks scene. "We're incredibly lucky to have some fantastic local English wines in our area that are doing really well," explains Wendy. "We try to support small batch, local producers and start-up companies that offer new and exciting products, and we always invite our suppliers to sampling days where they can talk to our customers about their product's story."

This clearly differentiates the retailer from nearby multiples, believes Wendy, but it's also about the specially selected, additional products and how they can be used to upgrade a drink where the Suffolk Food Hall really comes into its own. "Sales of other items such as shimmers, bubbles, syrups and

fruits that can be added to Christmas drinks increase for the party season," notes Wendy. "We also pass on knowledge to the customer about which drinks enhance the flavour of the meats, cheeses and deli products that we sell."

## 5 MINUTES WITH... NIKKI CASTLEY

Buyer at Cress Co.

### WHAT ALCOHOLIC BEVERAGES DO YOU EXPECT TO BE STRONG SELLERS THIS CHRISTMAS?

Drinks at home have been in growth and coupled with the cocktail trend, pre-mixed cocktails will once again be popular. Pre-mixed options like Mojito, Cosmopolitan and Martinis from Köld promise to be big sellers. As well as beverages, cocktail accompaniments are likely to be popular, too. Things like Pop-a-Ball drink shimmers, botanical infusions from Oxi-Gin, Wild Hibiscus flowers and flavoured syrups from Monin are likely to enjoy good sell-through.

### HOW ABOUT NON-ALCOHOLIC?

Belvoir is a mainstay of the non-alcoholic fixture. Its Mulled Winter Punch, Spiced Ginger Punch and Festive Fruit Punch are great options and perfect for gifting. At Christmas, spiced drinks like Rochester Gin Ginger Wine come into their own.

### WHAT NEW LINES WOULD YOU RECOMMEND?

The passion for gin shows no signs of abating, so retailers who offer alternatives to mainstream brands should fare well. New this year is a



range of Sweet Potato Gins from the Sweet Potato Spirit Company, and given their range includes individual bottles and gift boxes, it will be a great brand to have on the shelves. Pickle House's Bloody Mary Mix and Pickle Juice provides a point of difference in the category. Liberty Fields is a new range that includes Dessert Cider and Porters Perfection Vodka, both made from heritage apples.

### WHAT WERE YOUR BIGGEST SELLERS LAST YEAR?

The festive punch range from Belvoir was by far the top seller and held good sales, and thanks to consumer tastes Prosecco Mixers from Drunken Berries were a great addition in 2017.

### CHRISTMAS DRINKS 2018 CHECKLIST:

- British Gin
- Gin liqueur
- English sparkling wine
- Whisky
- Craft beer, especially stouts or porters
- Premium soft drinks
- Non-alcoholic spirits

“ Sales of other items such as shimmers, bubbles, syrups and fruits that can be added to Christmas drinks increase for the party season ”





#### SALCOMBE BREWERY PALE ALE

The Devonshire brewery's latest addition is a classic full-bodied pale ale with a bouquet of orange, pink grapefruit and anise.  
[salcombebrewery.com](http://salcombebrewery.com)



#### SHEPPY'S PREMIUM CLOUDY CIDER

A hazy, light blend of traditional Somerset cider apples with a touch of pure cloudy apple juice.  
[sheppycider.com](http://sheppycider.com)



#### MERRILY MULLED SPICE ANY DRINK

A spiced mixed that can be mixed with red or white wine, cider or apple juice to make a warming drink.  
[merrilymulled.com](http://merrilymulled.com)



#### BIG DROP BREWING CO. SPICED ALE

Aromas of ginger and cinnamon balance out warm malts in this 0.5% ABV beer, while the palate is a mixture of malt, spice and sweet berry.  
[bigdropbrew.com](http://bigdropbrew.com)



#### HALFPENNY GREEN BRUT SPARKLING 2014

English sparkling wine made in the traditional or Champagne method with elegant refined nutty flavours.  
[halfpennygreen.co.uk](http://halfpennygreen.co.uk)



#### BELVOIR BOTANICAL JUNIPER & TONIC

A blend of eight botanical extracts including juniper and elderflower along with sparkling spring water resulting in a non-alcoholic G&T-style drink.  
[belvoirfruitfarms.co.uk](http://belvoirfruitfarms.co.uk)



#### THE ENGLISH DRINKS COMPANY CLASSIC PINK GIN

Traditionally crafted, pink-hued gin with the subtle flavours of pomegranate and chinchona bark.  
[englishdrinkscompany.co.uk](http://englishdrinkscompany.co.uk)



#### LUSCOMBE HOT GINGER BEER

Authentic ginger beer is crafted with the finest fresh root ginger, raw cane sugar and Sicilian lemon juice.  
[luscombe.co.uk](http://luscombe.co.uk)



#### KÖLD FROZEN COSMOPOLITAN COCKTAIL

A blend of cranberries, lime, orange liqueur and triple-distilled grain vodka.  
[koldcocktails.com](http://koldcocktails.com)



#### FOLKINGTON'S GARDEN RHUBARB & APPLE

Gently sparkling rhubarb and apple pressé, made from English rhubarb and apples from Herefordshire.  
[folkingtons.com](http://folkingtons.com)

## Emma Jones, PR & event manager of Uncle Henry's Farm Shop, on the tipples customers crave during the festive season

### CHRISTMAS MUST-STOCKS

Definitely a great wine selection including Champagne, gin, beer and soft drinks and mixers. It is the season to celebrate with friends and family, after all.

### THE DEMAND FOR GIN

The gin trend has become very popular over the last few years and we have found that customers tend to buy more gin than any other alcohol as a gift at Christmas. Last year we stocked

a Chase Distillery advent calendar which was so popular it sold out. Miniature Gin Baubles also made a great stocking filler – for adults, of course!

### OFFERING SOMETHING DIFFERENT TO THE MULTIPLES

Hampers are a great gift and we can create bespoke hampers to suit customer's requirements – we also wrap individual bottles as an instant gift. Our drink producers visit Uncle Henry's during November and

December and provide tastings, which helps to drive sales as customers can try before they buy. Traditional favourites such as Christmas mead and mulled wine are a great example of drinks that customers might not think to buy but once they have tasted them it generally results in a sale.

### THE ART OF CROSS-SELLING

Making great displays and pairing of food and drinks to suit the occasions help our sales. We also provide monthly offers on a variety of alcohol, soft drinks and pairing wines with different meats, which works especially well.



# Here's hoping for an Indian Summer to follow an amazing English one!



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

# MEET THE PRODUCER

Spurred on by the British gin renaissance and consumer appetite for anything pink, the inimitable Pinkster is causing waves. We sit down with Will Holt, co-founder, to find out more about the pink gin pioneer



When the eye-catching Pinkster gin burst onto the fine food scene in 2013, it made an indelible mark. Such is the case with all authentic foodie movements that gather momentum, the plucky artisan producer's fare was soon mimicked by the larger companies. But Will Holt, co-founder of Pinkster, isn't too fussed about the extra competition, he's of the mindset that it could well be a case of a rising tide carrying all ships. "Pink gin is fast becoming a genre in its own right, partly fuelled by the marketing muscle of big mainstream brands, which have joined the bandwagon and are investing heavily," he explains. "Latest data shows there's now 2.2m pink gin drinkers in the UK, with still plenty of growth in the category. We launched five years ago, which makes us a veritable pink pioneer."

However, when founder Stephen Marsh started creating the beverages, he wasn't setting out to make a pink gin at all; it was all part of a happy accident. "After working his way through a fruit bowl, Stephen discovered that raspberry delivered the best flavour," explains Will. Little surprise that when it comes to choosing a gin, the Pinkster team encourage drinkers to focus on the flavour, and where it comes from, rather than the colour itself.

The core spirit is provided by G&J – one of the world's oldest gin distilleries – which produces the gin using five botanicals to Pinkster's original recipe. The Pinkster team then macerate it with a further three botanicals, including the fresh, plump raspberries which are grown locally to the Pinkster rural HQ outside Cambridge. "Back in 2013, the industry said we were mad to use fresh fruit, but we refuse to compromise on flavour," explains Will. "It's this commitment to natural ingredients that sums up our point of difference and marks us out as a premium product for discerning drinkers. We aim to be as authentic as possible. Our raspberries are sourced from a local fruit farm,

and rather like a vineyard, we only produce Pinkster during the summer harvesting season. It's a hectic few months for us when we have to make enough to see us through for the year."

## In the pink

The team at Pinkster applies as much dedication and focus to the sourcing of its local ingredients as it does to upcycling the leftover ingredients from the production process, with the company devising ingenious ways to reuse the berries. "We recycle the inebriated raspberries left over from producing Pinkster as Boozy Berries – it's delicious used in sorbets or dipping in chocolate," says Will. "We've even produced a *Boozy Berries* cookbook, stuffed full of 'ginspired' recipes, which makes for great point-of-sale material. The berries that are too 'squishy' are used in our mildly alcoholic Gin Jam, which will certainly put the tinkle in your teatime."

It's not just food waste that Pinkster has set its sights on, either, as the company has recently launched its Pinkster on Tap product, housed in sustainable packaging. "It's a 100% recyclable, three litre bag-in-box format which is just the ticket for festivals picnics and anywhere with a no-glass policy," says Will. The third – and last – natural by-product that's just been rolled out is the Pinkster Royale – designed to pimp up your Prosecco, it's guaranteed to give cocktails a delicious raspberry hit.



“The industry said we were mad to use fresh fruit, but we refuse to compromise on flavour”

"It's slipping down a treat, but sadly there's a limited supply," explains Will.

## Meet Hedgepig

Buoyed by the success of Pinkster, the team launched its Hedgepig side-brand of fruit gin liqueurs last year. Two expressions are currently available: Rampant Raspberry and Wild Bullace & Quince. "We're calling them pudding gins as they accompany food – especially cheese – particularly well," he says. "They're a quirky alternative to port or sweet wine at the end of an evening."

As with the production of Pinkster, the team views provenance and quality ingredients as integral elements. "We only use fresh, locally-grown fruit," he says. "We only pick in season – often on our hands and knees foraging from hedgerows – and we don't go overboard on sugar. Best of all, we tend to have a higher alcoholic content than many other fruit gin liqueurs."

As the producers of Pinkster, it's fair to say that they know a thing or two about raspberries. Remaining convinced that the raspberry remains one of the most flavoursome and versatile fruits, the Rampant

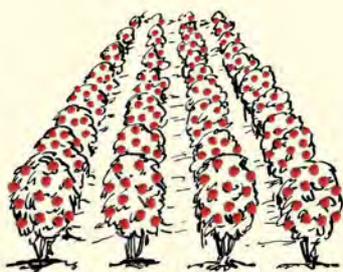
Raspberry liqueur is produced with fresh Cambridgeshire raspberries grown locally at Sunclose Farm in Milton. "Wild Bullace & Quince is made with Suffolk quince and bullace foraged by hand from the hedgerows of East Anglia," says Will.

With so much happening at the Pinkster HQ, it begs the question: what next for the company? "Any minute now we'll be unveiling several Pinkster gift packaging sets for Christmas," he says. "On the Hedgepig front there's a further three drinks to be launched in the next few months. No rest for the wicked!"

## THE DO'S AND DON'T'S OF PINK GIN

OR

GROWING RASPBERRIES THE PINKSTER WAY



### OUR PRODUCTION LINES

Row upon row of beautiful natural raspberry bushes is all we need to create the subtle fresh taste of Pinkster.



### OUR WORKERS

These little chaps work tirelessly all summer long to create raspberries that are pure nectar when added to our gin.



### OUR PRODUCTION PLANT

Here it is in all its glory, *Rubus parvifolius* (the raspberry bush to you and me), ready for the Pinkster Season.



### THE FRUITS OF OUR LABOURS

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[pinkstergin.com](http://pinkstergin.com)

# ALL THE TRIMMINGS

Chutneys, pickles and relishes boast major Christmas clout. Here, retailers, producers and distributors discuss the products to look out for this Yuletide

**C**hutneys, pickles and relishes are a retailer's dream. They're ambient, cross-sellers par excellence, make for a fantastic gifting item, typically come in robust glass jar packaging and there's a multitude of quality companies developing great products. Plus, although the category doesn't necessarily suffer from seasonal dips in sales, it's a range that really comes alive at Christmastime. Think blue cheese with a fig relish, a Cheddar with a punchy chutney, leftover turkey with beetroot relish or a New Year's Eve party canapé featuring a dollop of pickle – the combinations are endless and the products tend to cater for vegans, vegetarians, coeliacs and many other dietary requirements.

Just like with jams and preserves, they're also items which are typically picked up on a whim by a visitor. Plus, when a customer brings a chutney or pickle to the till, it offers a clear-cut opportunity to point them in the direction of other foods the product might complement, especially cheeses. Likewise, they pair wonderfully well with an array of cold meats, so ensure that there are a few jars at reaching distance from your butchery counter, if your premises



boasts one.

Uncle Henry's Farm Shop in Lincolnshire is a retailer that pays close attention to its chutney and pickle range, with the business recognising that it's a consistently strong seller. "We offer a fantastic range of locally produced and British chutneys and pickles, and often provide in-store tastings or promote the ranges through our café menu," explains Emma Jones, PR and events manager. "Customers are always keen to support artisan producers and the products make great gifts, especially at Christmas."

The chutney and pickles that Uncle Henry's stocks come courtesy of producers like Jenny's

Jams of Lincoln, Patteson's Original, Cottage Delight, The Bay Tree, Tracklements, Bracken Hill Fine Foods and Cartwright & Butler. "When we're sourcing products they need to be appealing and have good clear branding to attract customers," says Emma. "Traditional flavours are a firm favourite, but adding flavour twists, such as ale to chutney, also prove popular."

Chutneys and pickles are such a popular range that they often sell themselves, but that's not to say



that they don't benefit from extra promotion and events. "We run monthly promotions in the farm shop and it's always good to work with suppliers to promote their products, especially with free in-store tastings," she says. "Pairing a pickle or a chutney with a cheese from our deli counter is a great way to introduce the product to customers."

Scotland-based fine food distributor Cress Co. equally sees an uplift in interest with chutneys and pickles during the festive season,

but it's rarely in one particular style or category. "We have such a wide selection of chutneys and pickles, but customers tend to opt for a mixture of traditional and contemporary," says Nikki Castley, buyer at the company. "So, we will see the likes of bramley apple or apricot chutney be in as much demand as good quality pickled onions and contemporary fruit-based savoury preserves derived from exotic fruits and chilli."

Whether they're looking for contemporary or traditional,

“ The products make great gifts, especially at Christmas ”



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## PRODUCER PERSPECTIVE

### Becky Vale, marketing director of Tracklements:

Chutneys and pickles go so well with all things festive – it's a time of the year when food becomes a real focus. With a range of fruit cheeses made specifically for the cheeseboard, as well as the enduring best-sellers for the cold cut table, not to mention



**“Keeping things fresh means there's something to talk about”**

**Hugh Fink, co-owner of fine food shop Fink in Boroughbridge, talks to us about the importance of a well-chosen chutney selection:**

“Chutneys and pickles are a traditional complement to so many of the deli products we sell – cheeses, cooked meats and hand-made pies all benefit so much from a spoonful of an appropriate preserve. Offering a well-chosen, high quality range shows that the shop is interested in showcasing its products in the best possible light, as well as boosting revenue in extra sales.

Currently we have a variety of lines from top quality Yorkshire brand Rosebud of Masham, as well as a number of Mercers products, which is another Yorkshire label which is very popular with locals

perfect thank you gifts and stocking-fillers, Tracklements enables retailers to make the most of every seasonal sales opportunity.

This year Tracklements has launched an irresistible impulse purchase gift pack, which is chock-a-block with best-sellers. There are fiery mustards to add piquancy and stimulate the palate, mouthwatering chutneys to transfer simple into sumptuous and fresh and zesty relishes to add depth and flavour.

Perfect for putting near the till and with an RRP of just £5.55, these assortments of nine different mini jars make brilliant presents and

and visitors alike. We also stock products by Mrs Darlington – it's not so local, and is larger in scale than most of our suppliers, but the products are really good quality and sensible pricing justifies their place as an 'everyday' purchase.

As with everything we stock, quality and provenance are the starting point. We like to try most of what offer for sale for ourselves, and we work on the basis that, if we like it at least some our customers will, too – though, generally our record is rather better than that! It also helps if we like the look of the packaging, and we generally favour classical-style over garish design and outlandish descriptions!

Yorkshire chutneys always do well here – which is no surprise given our location – and good quality piccalillis are really popular. We also stock pickled walnuts all-year-round – an old tradition which still has a strong following.

Apart from appropriate merchandising, we don't tend to do too much to promote them – the



style and format of our shop leads our customers to expect us to stock a good range. It isn't often we don't have a line someone asks us for, but if we don't have something in

stock we will try to get it for them. We do try to bring in new items periodically – keeping things fresh means there's something to talk about.”

“Customers tend to opt for a mixture of traditional and contemporary”

what all shoppers can agree on is that chutney and relishes are inseparable bedfellows with a whole array of different cheese varieties. “An accompaniment should be carefully selected so that the flavour complements rather than overpowers cheese,” explains Nikki. She specifically recommends fig and Christmas chutneys as particularly strong sellers during this time of the year, but lest we forget, piccalillis and relishes are popular favourites at Christmastime, too.

### HOW TO: INCREASE CHUTNEY & PICKLE SALES

#### ● PROMOTE PROVENANCE:

There's likely to be chutney and pickle producers located near your business – stocking their lines can curry favour with customers looking for local produce

#### ● MAXIMISE CROSS-SELLING OPPORTUNITIES:

Placing chutneys and pickles near your cheese counter and pointing out the different varieties they complement can help clinch extra sales

#### ● OFFER SAMPLES:

Putting products on a sampling stand alongside some quality crackers requires little upkeep or staff attention and will pique the curiosity of shoppers

#### ● MEET THE PRODUCER:

Encouraging suppliers to visit your shop and promote their products can prove highly effective for all parties

#### ● INCLUDE THEM IN HAMPERS:

A long shelf life makes them perfectly suitable for including in bespoke hampers

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## 5 MINUTES WITH... STEFANO CUOMO

### MD of Macknade Fine Foods



**WHAT MAKES CHUTNEYS AND PICKLES POPULAR WITH YOUR CUSTOMERS?**

Brits love chutneys and pickles and the category allows for a clear differentiation between artisanal products and the mass-produced products found in supermarkets. They tend to be an entry product for small-scale, local producers who want to use local produce – they are a provenance-rich product that supports the ethos of our sector and our customers' expectations. Chutneys and pickles are also a well-priced gifting item, as well as a key component in our hampers. Finally, they work well for cross-selling between our foodservice offer – in sandwiches and on platters – and the retail jars available in our food hall.

#### WHAT LINES DO YOU STOCK?

We have multiple lines ranging from our own-label chutney, which is produced

by a local company for us, to sector stalwarts like Tracklements.

#### WHAT DO YOU LOOK FOR IN A STOCKABLE LINE?

1. Price to quality ratio – it must be reflective
2. Differentiation from the supermarkets, provenance and the strength of story
3. Can we build a good relationship with the producer?
4. Do our customers rate the product?

#### WHAT ARE YOUR BEST-SELLING PRODUCTS?

Stokes' range is very popular. We have stocked it for years and it is in our café. So too is our own-label range.

#### HOW DO YOU INCREASE SALES?

We do lots of sampling and include chutneys and pickles in our hampers. Our delicatessen and café teams will also often use chutneys and pickles

“Chutneys and pickles are a provenance-rich product that supports the ethos of our sector and our customers' expectations”



### HAWKSHEAD RELISH CHRISTMAS CHUTNEY

Spiced apricots and cranberries are combined to make this rich chutney – it's perfect in a turkey sandwich.  
[hawksheadrelish.com](http://hawksheadrelish.com)



### KÜHNE GHERKIN RELISH

Mustard gherkin relish featuring crunchy gherkin cubes and punchy mustard.  
[kuehne-international.com](http://kuehne-international.com)



### STOKES RED ONION CHUTNEY

A red onion relish made with sticky black treacle and rich balsamic vinegar – it's great with a ploughman's.  
[stokessaucos.co.uk](http://stokessaucos.co.uk)



### CARTWRIGHT & BUTLER REAL ALE CHUTNEY

A traditional chunky recipe with real ale, bramley apples, cider vinegar, onions and blend of spices  
[cartwrightandbutler.co.uk](http://cartwrightandbutler.co.uk)



### MRS PICKLEPOT PICKLED ONIONS WITH SWEET RED CHILLI

Pickled onions in a brine which bring a bit of a kick to your Boxing Day cheese platter.  
[mrspicklepot.co.uk](http://mrspicklepot.co.uk)



### THE CARVED ANGEL SPICED APPLE & ONION CHUTNEY

A spicy apple and onion chutney that complements cheese, meats, salads and is great worked into coleslaw.  
[thecarvedangel.com](http://thecarvedangel.com)



### NEWTON & POTT CARAMELISED RED ONION CHUTNEY

Featuring a rich flavour from the balsamic vinegar, this chutney is perfect for all cheeses: hard, soft, fruity or blue.  
[newtonandpott.co.uk](http://newtonandpott.co.uk)



### THE ENGLISH PROVENDER CO. BEETROOT PICKLE

Earthy beetroot is made bolder with the company's secret spice blend. Its pink and red hue and piquant flavours bring character to a dish.  
[englishprovender.com](http://englishprovender.com)



### TRACKLEMENTS CHRISTMAS SPICE CHUTNEY

This chutney is loaded with juicy cranberries, Kentish Bramley apples and a host of festive spices.  
[tracklements.co.uk](http://tracklements.co.uk)



### CHEEKY FOOD CO. CRANBERRY CHUTNEY

Fresh cranberries, apple and onions are slowly cooked with nigella seeds, cinnamon and ginger.  
[cheekyfoodcompany.com](http://cheekyfoodcompany.com)

## OUR CHRISTMAS MUST-STOCKS: HAWKSHEAD RELISH

Anne Jones, sales executive at the condiments producer, tells us what's hot this year:

Our best-sellers, such as Black Garlic Ketchup, Red Onion Marmalade and Westmorland Chutney, are popular year-round and at Christmastime. We have a range of products that match the mood and eating habits during the festive season as well, such as Christmas Chutney, Boxing Day Chutney and New Year Relish. A cheeseboard wouldn't be complete without a dish of chutney on the side!

I advise retailers to get stocked up nice and early. We have a pre-Christmas order for retailers which we will deliver early October. With

our products it is always best to offer samples to customers, and even better to provide accompaniments, such as cheese and cold meats, along with recipe ideas. Using our Couture range for display never fails to attract customers. Our Fruity Cranberry Sauce comes in lovely Couture jars that can go straight from the store-cupboard to the table which will enhance any Christmas dinner table. New products coming soon include Black Garlic Pickle and Pink Grapefruit & Gin Marmalade, and our new wholesale brochure which showcases our refreshed branding is out in September.

## FROM THE RETAILER

Wendy Stephenson, Christmas buyer at Suffolk Food Hall, on what she looks for when sourcing festive chutneys and pickles

### SATISFYING DEMAND

Chutneys and pickles are perfect partners to our locally sourced meats, cheeses and deli products. There are lots of local suppliers, and customers expect a good quality, locally sourced pickle and chutney from a farm shop. When sourcing new products, we look for good quality ingredients, great taste, provenance, availability, value for money and good packaging.

### POPULAR LINES

When it comes to producers we stock the likes of Scarlett & Mustard,

Stokes, Jules & Sharpie, Truckle Cheese Co., Syms, The Fine Cheese Co. and Drivers. Onion marmalade, chilli jam and ale chutney are all products which are currently our best-sellers, although in summer we find that barbecue relishes and pickles are very popular.

### INCREASING SALES

We've found that creative merchandising, producer's with strong stories, regular tastings and matching products with core lines all help lift sales.

## WHAT TO STOCK:



Nikki Castley, buyer at Cress Co. rounds up the distributor's essential pickles and chutneys:

### up the distributor's essential pickles and chutneys:

- Mrs PicklePot offers a range of pickled onions and shallots that have the look, feel and taste of a homemade pickle
- Carved Angel has a range with fantastic names like Gunpowder Hot Garlic Pickle, Zing Perfect Piccalilli and Wired Spiced Apple & Onion Chutney
- The Smokey Carter's Cheese Lovers Chutney Tube will prove irresistible – it comes with Spiced Pineapple & Nigella Chutney, Chilli Jam and Tangy Plum Chutney
- Chutneys and pickle-related items more for great gifts for foodies: look out for Galloway Lodge's Clip Kilners, Claire's Handmade Jute Bags and Wooden Spoon's Ploughman's Choice small wooden rack
- To complement a wide selection of cheeses I recommend Stoke's Fig Relish, Claire's Celebratory Christmas Chutney or Figgy Pudding Chutney with Armagnac. The Ouse Valley Three Kings Chutney also ticks all of the boxes



## New for Christmas 2018

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**E**arlier this year, the makers of Yorkshire Provender soups teamed up with the national youth homelessness charity, Centrepoint, and Waitrose to run the Big Broth competition. They asked for new recipes and promised to give 20p from the sale of every carton of the winning soup to Centrepoint. The producers of SNACT fruit bars aim to reduce the estimated 1.4m a year edible bananas that go to waste in the UK. The founder of veg box business, Riverford Organic Farmers, was so determined not to exploit his Fairtrade pineapple growers, he flew to West Africa to make sure.

All of the above are loud and clear about their intentions in a trend some have called constant conspicuous activism.

**WHAT'S BEHIND IT?**

Partly, a backlash against the greed-is-good culture and social media's self-obsession. Instead of posting endless pictures about how wonderful they are, brands need to show they care about others. In marketing speak, it is about 'brand values'.

It can be hard to find something new to post on Instagram but updating your followers about a worthy campaign is a good place to start.

"You are nobody if you are not attached to a vital cause," wrote former *Vogue* deputy editor, Emily Sheffield, somewhat cynically, in April's *London Evening Standard*. "To be caught posting selfies without a healthy dose of virtuous hashtags renders you hopelessly out of date."

**WHAT'S IN IT FOR THE BRANDS?**

Doing the right thing rewards them with publicity, likeability, extra marketing opportunities and increased sales. A company called One Difference is helping to "fund clean water products in the world's poorest communities". By buying a bottle of One spring water, consumers contribute to the goal 'to raise £20m by 2020'. The blurb on the bottle gives an update: "You've already helped us reach £15m, changing the lives of over three million people."



# CONSPICUOUS ACTIVISM

It's no longer enough to provide delicious food and drink, says Sally-Jayne Wright. We need to raise money for good causes, prevent food waste and treat suppliers fairly

**SURELY IT'S NOT ALL JUST MARKETING HYPE?**

Of course not. More and more food start-ups are owned by disenchanted City professionals who want to make a difference. Surveys show younger consumers are the most likely to care about issues of ethics, sustainability and helping others less fortunate. A US study into the organic snacks market found 67% of under-35s said they would pay more for ethically sourced grab-and-go products.

**WHAT ETHICAL VENTURES HAVE INSPIRED YOU?**

How about Good Food, a social enterprise deli in Catford, south-

“Showing you care about more than just the bottom line will make customers like and trust you and improve customer relations. You never know, you may even sleep more soundly knowing you've made the world a better place”

east London. It was crowdfunded by 350 local residents and businesses fed up with useful high street shops being converted into flats. All money spent in store is reinvested in the business and goes to pay the London Living Wage and to improve the service. In 2018 *Time Out* readers voted it Most Loved Local Shop in Catford. Good Food makes fresh takeaway food in a zero-waste kitchen, uses local suppliers and is a Fare Share collection point.

Gullivers Farm Shop in east Dorset is part of a community trust. As well as selling organic and biodynamically grown fruit and veg, it provides work experience for adults with a learning disability.

**WILL DOING THE RIGHT THING MAKE ME MORE PROFITABLE?**

It won't do any harm. Steenberg's Spices, near Harrogate and Riverford in Devon are two profit-making companies where ethics and sustainability inform every business decision. This summer, Riverford became 74% owned by its employees to ensure it can't be sold to venture capitalists and the brand values diluted.

**HOW CAN WE MAKE THIS TREND WORK FOR US?**

The run-up to Christmas is best for the sale of goods where a percentage goes to charity.

Combine philanthropy with publicity. If you've supported a charity, given a vulnerable adult work experience or donated leftover food to a hostel, make sure customers know.

Consumers link higher ethical and animal welfare standards with higher quality for which they expect to pay a little more. If your sales staff know the product's background, they will be more persuasive.

Sales of Origin Honey help to support dwindling bee populations. For every bag of Oryx desert salt sold, a percentage is donated to local communities in south Africa. Steenberg's Spices imports a saffron made by a women's cooperative in Afghanistan. Harvesting the crocus stamens provides an alternative income source to growing poppies for opiates. Do your homework and if a product has a good story, tweet about it.

Whatever the scale of your contribution, share it on social media. It could be anything from your farm shop manager cutting off her ponytail for charity, to Riverford founder Guy Singh-Watson filming his trip to the Fairtrade pineapple growers. Put it on YouTube and your website. Update followers on progress.

**IS THIS TREND HERE TO STAY?**

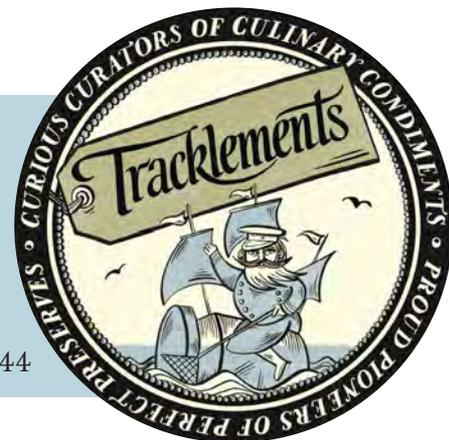
We hope so. Business can be a powerful force for good. Showing you care about more than just the bottom line will make customers like and trust you and improve customer relations. You never know, you may even sleep more soundly knowing you've made the world a better place.



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**Published by**  
Aceville Publications Ltd, 21-23 Phoenix  
Court, Hawkins Road, Colchester,  
Essex, CO2 8JY

**Next issue available:**  
October 2018

**Subscriptions** 01293 312188  
specialityfood@subscriptionhelpline.co.uk  
The BAR rate UK £29.25. Overseas £40.00  
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# THE INDEPENDENT SHOPPER

Danilo Cortellini, head chef at the Italian Embassy in London and *MasterChef: The Professionals* finalist, discusses the Italian deli scene in London



**A**s head chef of the Italian Embassy, I'm extremely busy and don't get that much opportunity to shop for myself or my family. However, when I do have free time in between cooking at important events at the Embassy and running my own catering company, I tend to source my Italian products at well-established Italian delis that stock gourmet artisanal ingredients like Prezzemolo & Vitale (now on King's Road in Chelsea, but was previously at the Mercato Metropolitan food

market in South London), and the Bellavita shop on Dock Street in Whitechapel. Prezzemolo & Vitale have a great trofie pasta which is useful for making quick and convenient pesto dishes after a long day.

As a shopper, going to an independent retailer or food market gives you the opportunity to try

products that are unique, and in most cases that means artisanal products from smaller-scale operations. The love and care that a producer puts into these products really comes through with the taste and quality.

Whenever I'm not working I

rely on simple, regional recipes. In my eyes, the simpler the food the better – so that the ingredients can't hide. One product that I really enjoy using is chickpeas, and I pick up chickpea flour from Prezzemolo & Vitale and use it to make a super easy recipe called Farinata, found in my cookbook 4 Grosvenor Square. It is traditionally from the Liguria region, where Genoa is. It is a sort of thin pie, like a flat focaccia, and is made with chickpea flour, water, extra virgin olive oil, rosemary and salt – it's a great gluten-free alternative to bread.

I recently found out that there is a production of Mozzarella and fresh Ricotta right in the middle of Battersea that is run by an Italian company aimed at the hospitality sector. If you are an Italian living in London, you can't help but feel like this is a fantastic idea – my ravioli has never tasted better. My mission is to now convince them to open a retail shop!

“ Going to an independent retailer gives you the opportunity to try products that are unique ”

## TWITTER POLL

Has this summer's  
heatwave helped to  
lift your sales?

Yes  
38%

No  
53%

Unsure  
9%

## SPECIALITY FOOD MAGAZINE

The next issue of  
Speciality Food includes:

- Preparing for Christmas
- British Cheese
- Party Foods
- Jams, Honey & Spreads
- Christmas Gifting



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

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



# TALKING SHOP

 @SpecialityFood 
  linkedin.com/company/speciality-food 
  specialityfoodmagazine

“S

ell the sizzle, not the steak” proclaimed sales extraordinaire Elmer Wheeler back in the 1920s. This adage boils down to the fact that most consumers will buy products based on emotion alone, and justify their purchases using fact. My friendly neighbourhood beer shop (shout out to Two Brews in Colchester), gets me every time with this technique, with the owner eloquently evoking nostalgic food or drink experiences and applying them to the descriptions of his beers. So spot on are they, that I practically need to pinch myself to stop adding more bottles and cans to the counter. It’s a simple, authentic and effective technique, and as easy as pie to master.

A way with words and a gift of the gab should be a cherished attribute for any shopkeeper to have in their retailing arsenal. But this can often go beyond conversation in person, too. At *Speciality Food*, we keep

tabs on Powys-based The High Street Delicatessen’s blog, which features some really interesting posts focusing on suppliers, the local food scene and other foodie musings. Some would argue this goes beyond the standard assumed practice of running a fine food store, but I think it adds that extra bit of sizzle that the modern consumer is so frequently on the lookout for.

Reading a post extolling the virtues of an exciting coffee company or chutney producer could inspire me enough to earmark a trip to the shop for the coming weekend to sought out the highlighted products... if I lived in

that part of Wales, that is.

I don’t walk into any deli, farm shop or food hall in a questioning or cynical mindset – the joy of the shopping experience relies on the fact that you enter the premises knowing that there’s good grub located through the doorway, and that you’re on a voyage of discovery from therein. The sizzle comes with the extra tidbits of information – hand-written placards denoting staff suggestions and covering how to serve or incorporate the product into cooking can go a long way in

swaying a customer.

The retail world is evolving at an alarming pace, and all the talk of experiential shopping experiences is certainly an interesting development to take heed of, but the simple art of explaining the virtues of a product to a customer in person should never be overlooked.

While social media or blog posts, a sensational window display or well-written signage are all facets of retailing that certainly draw me into a shop or prompt me to study

a product that little bit longer, it’s the good old fashioned dialogue with staff, and even the upsell at the till, that proves the sure-fire way to clinch a sale.

Personal service, expert knowledge and an excellent shopping experience is why shoppers frequent independents, after all – it’s important that we don’t forget that. While we offer in personality and inspired product ranges, supermarkets offer – as a rule, at least – cheaper prices and convenience. Make their experience with you special, and they won’t mind spending a bit more for the pleasure.

**Have you recently enjoyed a stand-out shopping experience that offered up plenty of ‘sizzle’? Tell us about it by emailing: james.fell@aceville.co.uk**

“ A way with words and the gift of the gab should be a cherished attribute for any shopkeeper ”

## 5 MINUTES WITH... CRAIG HUGHES

UK MD of Hippeas



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

If I had enough financial security, then definitely a dive instructor somewhere remote and exotic

### WHAT WAS YOUR FIRST JOB?

Flipping eggs in a café in Birmingham city centre

### WHAT INSPIRES YOU?

Being involved in brands like Hippeas which shape and disrupt the category for the good

### WHAT'S THE WORST JOB YOU'VE DONE?

Hands-down a paper round. I shudder when I think about those super cold, dark, early mornings and the weight of the dirty paper bag!

### WHAT'S YOUR FAVOURITE PART OF YOUR JOB?

Seeing a brand like Hippeas go from a concept board to £5m in less than a year

### AND YOUR LEAST FAVOURITE?

I spend a lot of time chasing

customers and that can sometimes be super frustrating

### TEA OR COFFEE?

Coffee

### HOW ABOUT THE FOOD INDUSTRY?

I would like to see some of the bigger FMCG companies or other successful start-ups foster, incubate and help new businesses

### WHAT WOULD BE YOUR LAST SUPPER?

Got to be haddock, chips and mushy peas with gallons of salt and vinegar

### WHAT'S YOUR MOTTO?

You get a life by what you give not what you get!

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

Sea urchin

### WHAT'S YOUR FAVOURITE BOOK?

*Winning* by Jack Welch

### SWEET OR SAVOURY?

Savoury

## DIARY DATES

### September

**2nd–4th**  
SPECIALITY & FINE FOOD FAIR  
Olympia, London  
[specialityandfinefoodfairs.co.uk](http://specialityandfinefoodfairs.co.uk)

**8th**  
GLOBAL CHEESE AWARDS  
Frome, Somerset  
[globalcheeseawards.com](http://globalcheeseawards.com)

**9th–11th**  
TOP DRAWER AUTUMN  
Olympia, London  
[topdrawer.co.uk](http://topdrawer.co.uk)

**10th–12th**  
GLEE  
NEC, Birmingham  
[gleebirmingham.com](http://gleebirmingham.com)

**20th–21st**  
LUNCH!  
ExCel, London  
[lunchshow.co.uk](http://lunchshow.co.uk)

### October

**5th–7th**  
WELCOME ITALIA  
The Royal Horticultural Halls, London  
[welcome-italia.co.uk](http://welcome-italia.co.uk)

**16th**  
INNOVEAT  
Heathrow  
[innoveat.co.uk](http://innoveat.co.uk)

**21st–25th**  
SIAL  
Paris, France  
[sialparis.com](http://sialparis.com)

### November

**3rd–4th**  
ALLERGY & FREE-FROM SHOW NORTH  
ECL, Liverpool  
[allergyshow.co.uk/liverpool](http://allergyshow.co.uk/liverpool)

**14th–15th**  
THE EUROPEAN PIZZA & PASTA SHOW  
Olympia, London  
[pizzapastashow.com](http://pizzapastashow.com)

[specialityfoodmagazine.com](http://specialityfoodmagazine.com)

## TRIED & TESTED



JAMES, DEPUTY EDITOR

### RUDE HEALTH HAZELNUT & CACAO DRINK

It’s getting difficult to keep up with the amount of different dairy alternative milks that Rude Health is rolling out, but with the category in such, er, rude health, I suppose it makes perfect sense! This latest beverage comprises roasted Italian tondo gentile hazelnuts, cacao, rice, natural spring water and a pinch of sea salt, and whereas I usually use their milks for splashing in my morning granola or smoothies, this beverage is indulgent enough to plug on its own.

[rudehealth.com](http://rudehealth.com)



### SHEPPY'S LOW ALCOHOL CLASSIC CIDER

According to stats put forward by Sheppy’s, the low alcohol sector grew by nearly 30% last year and is set to be worth £330m within ten years – it will also account for 5% of the beer and cider market. All of that number crunching is, presumably, why the cider maker decided to release this version, which clocks in at 0.5% ABV and is almost indistinguishable to a cider that’s heavier on the alcohol. It’s reassuring to see that the designated driver has a lot more choice when it comes to quality non-alcoholic drinks nowadays.

[sheppycider.com](http://sheppycider.com)

### THE PROTEIN BALL CO. BREAKFAST BALLS

The Protein Ball Co. has developed these bite-sized Breakfast Balls in response to the growing demand for healthy, on-the-go breakfast options. I for one am guilty of forfeiting a proper sit-down morning breakfast in favour of a bit more sleep, so these protein-packed products are a godsend. The flavours available are great, too, with the range including Apple & Blueberry, Strawberry & Vanilla and my personal favourite, Hazelnut & Cacao.

[theproteinballo.com](http://theproteinballo.com)



### HOLLY, EDITOR

### MADE FOR DRINK SPUD TUB

I love it when food producers pair ingenuity with resourcefulness, and that’s what artisan snacks company, Made For Drink, has done here with its new Spud Tub brand. The free-range duck fat is a bi-product from the business’s Duck Fritons, and reluctant to waste any of it, they instead turned it into this premium, indulgent product, which helps to create the crispiest roast potatoes.

[madefordrink.com](http://madefordrink.com)



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