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SPECIALITY FOOD

NEWS, COMMENT AND BUYING IDEAS FOR FINE FOOD RETAILERS



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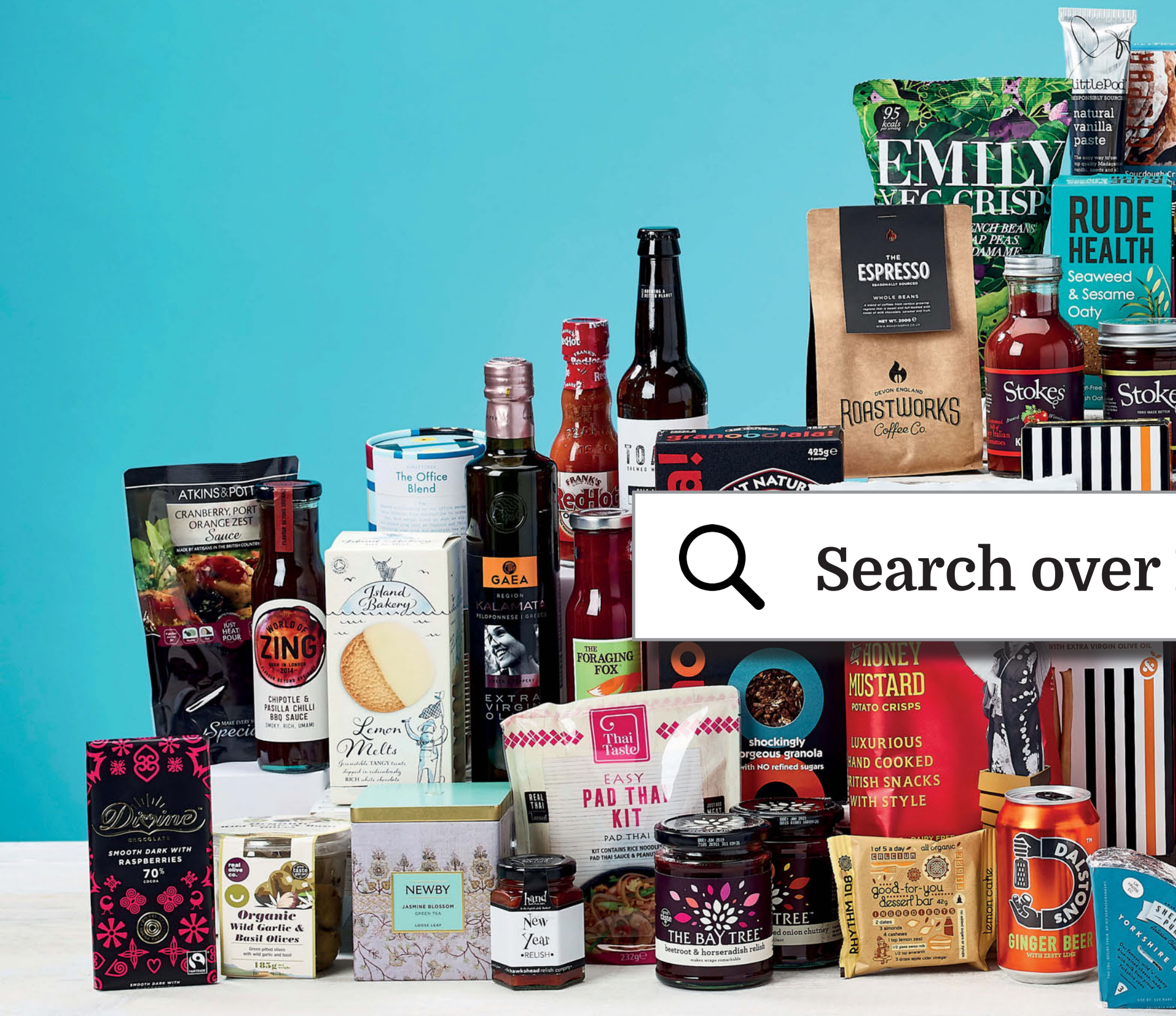
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EDITOR'S LETTER



Welcome to the May issue of *Speciality Food*.

The sun is starting to make an appearance, so we've been delving into the realms of summer drinks (p29), barbecue-friendly foods (p32), and perenially popular oils, vinegars and dressings (p36) so you can kick off your warm weather preparations with confidence.

The British Cheese Awards have long been a mainstay on our foodie calendar, and we introduce this year's installment – its 25th, would you believe – on page 19.

We also speak to a number of women who have become bastions of the food and drink industry, including Minette Batters, newly-elected president of the NFU (p12), Ceri Cryer of Brinkworth Dairy and Mary Holbrook of Sleight Farm (p17) and emerging stars of London's buzzing food scene, Lucy Carr-Ellison & Jemima Jones of Tart London (p38). We also enter the world of the Millenial to find out what they want, and how they want us to give it to them (p10).

Holly

holly.shackleton@aceville.co.uk





Countdown to Brexit: the fine food industry's view

With just under a year until Britain leaves the EU, we ask industry figureheads and experts what needs to be ironed out amidst a backdrop of political and economic uncertainty



Richard Lim, chief executive of Retail Economics: Should the Government fail to agree a deal with the EU, the retail industry faces a debilitating wave of rising costs from import duties. Extensive research has been carried out which reveals an additional £7.8bn could be added to the cost of retail goods should a hard Brexit scenario become a reality following a transition period. Food retailers would face the toughest challenge, given that almost three quarters of what we eat is imported from the EU. Some tariffs on meat and dairy products would rise to more than 80 per cent, causing an inevitable surge in food inflation to hit families.

Retailers need to scenario plan for a range of outcomes while feeding to Government their view of a viable trading framework post-Brexit.



Lucianne Allen, sales and marketing director at Aubrey Allen: It's impossible to know what the economy would look like if the Brexit vote had not happened. There were certainly price increases as the pound devalued immediately after the vote, and imports of lamb are now low due to this: we have seen a 42 per cent increase in four months and demand grow for homegrown products has increased.

The important thing for us post-Brexit vote was to reassure our European workers that they were welcomed and valued by us. There has been much talk about lack of labour due to Brexit, although this had been a challenge for the industry before the vote, it certainly seems to have exacerbated it. What the industry needs is certainty of what is to happen. We need to know where we are going, so speculation can end and people can get on with the job of doing business.

We don't feel it is necessary to prepare as such for 'Brexit Day'. We will continue to do what we do well: work with people who value the best ingredients, to keep improving, look after our staff and plan for the future. We have been around for over 85 years and seen many changes over that time, which you may have to adapt to while staying true to your own business philosophies.



Ian Wright, chief executive of the Food & Drink Federation (FDF): We have repeatedly stated that the food and drink sector will be one of the industries most affected by Brexit. FDF welcomed the clarity provided by the announcement of a 'status quo', a time-limited transition period, which maintains the ease of trading we currently enjoy. Up to December 2020 we now have the certainty for which we have been arguing but the transition is significantly briefer than FDF believes would be optimum. We must be reassured that this is sufficient time for governments and businesses to put in place infrastructure and systems, so we avoid chaos at borders and disruption to our food chain.

It is vital that the negotiations achieve four key outcomes: frictionless, tariff-free trade, access to our valued EU workforce, a stable regulatory regime and a special deal for Ireland.



Darren Seward, food and drink manufacturing specialist at NFU Mutual: The way that the food industry approaches supply strategies is already changing. A Brexit-induced drop in the value of sterling has contributed to significant price rises in imported produce, forcing retailers to improve supply efficiencies, reduce margins or increase prices for consumers. In attempts to offset rising import costs, retailers are bidding to source more goods produced in Britain.

Our research also found that 99 per cent of consumers would buy more British or local food if retailers made it easier for them.British food also has its advantages through a shorter and better regulated supply chain that may be more manageable and less likely to be susceptible to fraud. The most important thing is that the food industry has the detail, time and head space to properly plan for Brexit and to encourage genuine and lasting consumer confidence in a post-Brexit food landscape.

KEY POINTS THAT NEED ANSWERING:

- British firms are increasingly finding that they cannot get the staff they need. – Despite assurances over the rights of EU workers to live in the UK, businesses are requesting more steadfast answers
- Businesses want to continue tariff-free trade in food and drink post-Brexit, and need to know whether the EU is likely to demand compliance with a wide range of non-trade regulations which may be difficult for the UK to accept
- Whether potential alternative non-EU sources of food and drink are limited by either high tariffs and/or non-tariff barriers







JOHN SHEPHERD OF PARTRIDGES

"A perfect storm"

The expression 'A Perfect Storm' has been used in the media a lot recently to describe current business conditions in the UK. It generally means a rare combination of elements that when coinciding can significantly worsen a situation. The two words together have, in fact, been used so often that they have even topped a poll of phrases that people wish never to hear again in their lifetime. Setting aside irritations about this rampant cliché, how apt a description is it in terms of our own experiences at the start of 2018?

It is certainly true to say that 2018 has been, to put it mildly, challenging for a number of reasons. Firstly let's get the 'Beasts from the East' out of the way. There have been two of them with a third threatening to pour snow over our Easter Eggs. As I have always said, weather plays a key part in maintaining upward sales in a delicatessen. Not only that but Saturday being on the whole the busiest day of the week means that it is particularly sensitive to weather events. If it rains on Saturday the whole week catches a cold. At the time of writing this we have completed 12 Saturdays so far this year and most have been affected by a slew of bad weather – Rain, wind, snow, ice, sleet. You name it – we've had it.

The result is that after 12 Saturdays of 2018 our sales are down compared to the first 12 Saturdays of 2017 by 11.5% and customers are down on these days by 11.3%. Thank goodness there are six other days in a week when you can try to catch up. Hallelujah for online sales, too! One area that does actually seem to benefit from the Beasts albeit as a small percentage of overall sales. The fact is that weekends are when speciality food shops are destinations for shoppers, and when this is disrupted by the weather overall sales are affected disproportionately.

There is of course nothing we can do about the weather – and believe me we have tried – and there is also very little we can do about the other combination of elements that conspire to create a perfect storm. For example our rent has gone up by about 10% this year and our rates liability by about 32%. Service charges are also up quite a bit, it is time for the next instalment of our Nest payments, we are negotiating a lease renewal, grappling with rising food prices, planning a refurbishment, trying to survive local building works and confronting a Pension Fund Deficit. Brexit stills overshadows things. Also receiving emails warning us about the implementation of GDPR by the end of May is not helpful! These are the combination of elements that make up a 'Perfect Storm' for us.

Under these circumstances it is easy to slip into a siege mentality. The problem is that it never achieves anything. On the contrary, it is important to remain positive and compartmentalise each of the various elements. Do what is possible to mitigate each issue, come up with a recovery plan, reduce costs and comfort zones where you can, keep positive communication going with the landlord and keep your team informed and engaged about the situation as much as possible.

The weather will get better, new customers arrive and online sales grow. Looking back at the past the Perfect Storms have often been in a teacup – let's hope this one is. And its spring!



Food Matters Live Awards return for second year



The Food Matters Live Awards are back for the 2018 edition of the exhibition, featuring four new categories including Best New Ingredient, Best Healthy Eating Initiative and Best Retailer for Health and Wellbeing.

The awards are set to recognise the creativity and inventiveness of the industry to produce 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 Food Matters Live, and make the important connections across all elements of the food and drink supply chain – from innovative product development and ground-breaking science and technology through to packaging design and consumer marketing strategies.

Whatever it is that is making producers' innovative food or drink products, ingredients or initiatives a commercial success, the Food Matters Live Awards are an opportunity to gain recognition for your brand, business or client.

Entries for the 2018 Awards will open to all exhibitors and registered visitors on Monday 21st May 2018.

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 iconic award trophy, as well as extensive media coverage through our own marketing channels and *Speciality Food*. We're looking forward to opening the 2018 Awards for entry on 21st May."

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

THE 2018 AWARD CATEGORIES ARE:

- 'Better for You' Product of the Year
- Natural & Organic Product of the Year
- Food to Go Product of the Year
- 'Better for You' Ingredient of the Year
- Natural Ingredient of the Year
- Functional Ingredient of the Year
- Sustainability Initiative of the Year
- Food & Drink Process or Technology of the Year
- Packaging Design of the Year
- New Food Product of the Year
- New Drink Product of the Year
- New Ingredient of the Year
- Best Retailer for Health and Wellbeing
- Best Healthy Eating Initiative

NEW SHOP ALERT

London wine merchant Jeroboams is set to add a new location to its portfolio. The seventh Jeroboams shop will be situated on Kensington High Street in London, and is set to open its doors in early May. The shop boasts 900ft floor space, and will be stocking Jeroboams' extensive collection of wines. The opening of the new brick-and-mortar locations highlights the company's confidence in the UK market, believes Hugh Sturges, managing director. "Jeroboams believes that the best wine merchant is a local wine merchant," he said. "We are proud of the role our existing shops play in their local communities and we are very pleased to be bringing our community-based approach to Kensington High Street and the businesses and residents of that area – our first and most important job is to get to know these local residents and we look forward to that."

Fortnum & Mason at The Royal Exchange

Upmarket department store Fortnum & Mason is set to open its first standalone shop and restaurant in the Square Mile at The Royal Exchange in central London by October 2018.

The brand will take the place of previous occupants D&D London, with its establishments like The Grand Café and Sauterelle restaurant trading in the Square Mile for 15 years.

The Royal Exchange location will be Fortnum & Mason's first operation based in the City, with the brand planning to cater for the global finance community with its gift and hamper selection, as well as food and drink items from its food halls. It also ties in with its plans to develop the brand overseas off the back of forming retail partnerships across Asia with Shinsegae and Lane Crawford.

The brand will occupy two positions at The Royal Exchange, with one being a 2,368 square foot retail space that will sell a selection of products from its flagship Piccadilly store, including teas and preserves, alongside a dining and bar area that can accommodate up to 90 covers.

Ewan Venters, CEO of Fortnum & Mason said, "Fortnum's at The Royal Exchange is the manifestation of our message that London remains open, and that the world's most important financial centre in the City remains vibrant.

"The Royal Exchange provides not only an important postcode location, but a culturally important environment bringing together two brands with a shared history in trade."

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TRADE ONLY EVENT



CHARLES CAMPION

"What's in a name?"

The weeks following the British Pie Awards are always a time for reflection. This year there were 963 entries from 180 pie makers and the event moved back to the newly refurbished St Mary's church in Melton Mowbray. There was much to ponder as the high quality, and large number, of entries made judging a pleasant ordeal. However, the list of pies jostling for honours contains enough quirks and ambiguities to delight the most scrupulous pie-pedant. For openers there is the pasty question, should a pasty qualify as a pie? The pasty is portable and has a filling encased on all sides by pastry... and that sounds very like a pie. Pasty judging at the Awards has always been a ticklish subject – going back to the year when the title Champion Cornish Pasty was won by a bakery in Devon. This year the pasty class was particularly hard fought. The judges awarded 10 Bronzes, five Silvers, three highly commended, and the Class Champion which was made by Rowe's Cornish Bakers. But things are never straightforward, just when you are imagining a traditional pasty with skirt steak, spud, turnip and white pepper, Rowe's throw a curve ball and the winner is a pasty that you are unlikely to be familiar with – the Penang Chicken Pasty. Perhaps all pasty makers are deranged bakers who try outlandish combinations of taste and texture to stop themselves getting bored during the off-season when tourists are in short supply? Other exotic pasties to get awards included the Apple & Sultana pasty from the Boghall Butchers, the Chunk of Devon Cheddar and Onion pasty, the Dinosaur Pasty from Mud Foods, the Pulled Lamb Pasty from Bakehouse Born and Bred, and Ginster's Moroccan Vegetable Pasty.

Sadly, the long tentacles of the Brexit debate have slithered over pasties and several other lines of premium food and drink. We are accustomed to blaming the worst European bureaucratic excesses on "Brussels". We are puzzled by the forest of initials – PGI (stands for Protected Geographical Indication), PDO (Protected Designation of Origin), TSG (Traditional Speciality Guaranteed) – but now we should worry about what is to become of these accreditation schemes when we finally make our exit. It took the hard working and food-loving folk in Melton Mowbray the best part of a decade to get European recognition for the magnificent Melton Mowbray Pork Pie. We have an impressive range of food and drinks which currently have "protected status". How would it be if their hard-won reputation meant there was a market place for Arbroath smokies but made in Belgium? Or perry made in Germany? Or Herdwick mutton under a French label? We were not always so sensible about the value of brands and their impact on trade. Cheddar cheese is made in dozens of different countries in Europe and beyond. Now cheesemakers in Somerset no longer have the right to call their cheese after their location, and all because interlopers named their cheese after the cheddaring process they used. We can only hope that the benefits of 'Protected Status' survive what is going to be a very gruelling time, and one that will make arguments like "when is a pasty not a pasty" fade into insignificance.





Iconic Italian brands to be showcased at industry event

Bellavita Expo, the Italian food and beverage event, returns to the Business Design Centre in London on 17th until 19th June in what is set to be its biggest edition ever.

The fifth version of the show attracts thousands of buyers, retailers, Michelin-star chefs, importers and distributors, with the number of exhibitors increasing by 23 per cent since last year.

This year's exhibition will showcase nearly 1,000 new products, including categories that have been specially selected for the UK market. They include lesser-known aged foods, botanical-infused oils and dressings, cheese, organic and indigenous wines, sugar and gluten-free and vegan treats and bakery products.

Aldo Mazzocco, CEO of Bellavita said, "The UK is the fourth largest importer of Italian products worldwide, with food and beverage at the forefront in terms of growth. In the UK the culture around food is constantly changing: the British public is more knowledgeable about Italian food and expects transparency and quality at fair price. This is why Bellavita Expo is such an important date for food and beverage professionals looking for innovative produce that can capture consumers' attention and increase sales thanks to its authentic regional identity."

Cotswold Fayre launches specialist butchers range

Fine food wholesaler and distributor Cotswold Fayre has launched a new range of products specifically selected for butcher shops.

The range focuses on meat accompaniments such as sauces, marinades, seasoning, meat snacks and stuffing. Cotswold Fayre notes that it has seen the demand from butcher shops increase over the past two years, and meat accompaniment producers are now expanding offerings to include additional categories such as desserts.

Paul Hargreaves, chief executive at Cotswold Fayre said, "The food retail market continues to evolve at a pace with savvy independent retailers, across all sectors looking to capitalise on the consumer trends of the top-up shop and dining in premium treat occasion.

"Butchers are no different. In fact they have a huge head start as shoppers actively seek out not only quality meat but also advice on cuts and cooking delivered with the knowledge that is only offered by a specialist butcher. Offering additional products would seem to be a logical step."

There were 15,000 butchers in the UK in 1990 and by 2016 this number was reported to have dropped to 5,400, perhaps underpinning the need for independent retailers to diversify.

"Talking to some of our butcher customers, sales of non-meat products can make up a substantial proportion of their total sales, with a third stating that it represents between 10 to 25 per cent of total sales," continues Paul.

Derek Crimmins, manager of butcher and farm shop Lidgates at Crockford Bridge Farm in Surrey said, "While a major part of our shop is the butchers, we are aware that not all customers visit with the sole intention of buying meat, so we try to stock lots of other interesting products to tempt everyone. Our customers are buying top quality meat and they want accompaniments that are of equal quality."

Mark Bradbury of butcher's shop Bradbury's of Ravenshead said, "It is better to offer a wider variety of produce than just rely on one main line of produce, and we have been stocking complementary products for more than 15 years.

"Now, we don't just stock products associated with meat, but have found that biscuits sell particularly well – it's not quite what I would have expected when opening the shop!"

MARKET HALLS: UPDATE

The much-anticipated opening of company Market Halls' first UK food hall has been earmarked for May, housed in the Grade II-listed former Edwardian ticket hall of Fulham Broadway station.

Market Hall Fulham will hold nine kitchens, a deli, coffee shop and bar, with a large communal dining area for over 200 people. Food and drink vendors include Yard Sale Pizza, Press Coffee, Hot Box and many more.

There is also set to be a bar based in the refurbished London Underground ticket office booths, stocking spirits, soft drinks and beers from artisan brewers such as Cloudwater, Wild Beer Co. and Siren Craft Brew.

With two more locations planned to open in London, and three others based around the UK to be announced, the food and drink industry has been enthusiastically tracking the Market Halls group's development of food halls.

Simon Anderson, co-founder of the Market Halls project said, "We're very excited to bring the Fulham Broadway ticket hall back to life and think we've created something new and unique for Fulham and London. We've studied the local area and pulled together a varied roster of traders, from local favourites to street food stars, that we hope will please everyone."

Retailers up the ante in war on waste

After banning all single-use plastic water bottles from its stores two years ago, Selfridges has announced plans to remove all carbonated drinks sold in single-use plastic bottles as well.

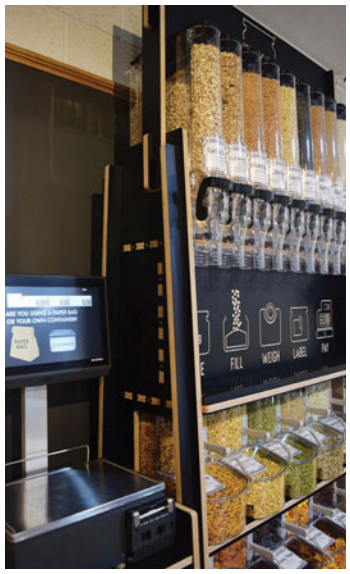
The department store wishes to encourage other companies to remove all drinks in throwaway plastic from their offices and stores in a bid to stamp out single-use plastic.

The move will come into effect this week and will prevent the sale of the equivalent of six tonnes of plastic.

Alannah Weston, deputy chairman of Selfridges Group said, "Our customers expect us to be responsible and our values underpin this requirement. We have supported the #OneLess campaign from 2016 which, as a result, has seen the Mayor promise to improve access to drinking water across London.

"We are seeing a huge shift in people's attitudes to single-use plastic water bottles, and now carbonated drinks. As a city, we still have a long way to go but we can encourage environmentally conscious behaviour from individuals to manufacturers and retailers. At Selfridges we want to continue to support that change and give our customers the choice to buy better."

John Sauven, Greenpeace UK's executive director said, "One of the world's best-known retailers is sending a clear message to major drinks manufacturers that they need to reduce their use of plastic bottles. Selfridges has been highlighting marine conservation issues for nearly a decade. It is continuing to confront the crisis in our oceans by dealing with the problem of plastics at its source – banning the single-use



plastic drinks bottles produced by carbonated soft drinks companies. This is a great move by Selfridges.

The award-winning Welbeck Farm Shop in Nottinghamshire has also sought more sustainable retailing solutions, and has fitted an Unpackaged retail system at its premises to satisfy customers wishing to keep their eco-footprint low.

The sustainable retail concept allows customers to fill up their own containers full of cereal, pulses, pasta, rice and other raw and ambient foodstuffs using dispensers and weigh their goods before taking them to the till to pay.

Catherine Conway, the founder behind Unpackaged, developed the retail offering specifically for farm shops, delis and independent retailers. The inspiration behind the scheme was to revert back to a more traditional way of shopping, where food is measured and weighed without the need to use hard-to-recycle plastic packaging.

Catherine said, "With bulk shopping, the customer is offered alternative packaging – often plastic bags – whereas refill shopping is all about enabling customers to bring their own containers. To do this, we give them the ability to tare and deduct the weight of any containers they bring from the overall weight of the goods they are buying, so it's self-service, easy to use and complies with all legislation on weights, measures and labelling."

Off the back of Welbeck Farm Shop's implementation of the Unpackaged retail concept, Catherine will be looking to roll it out to other farm shops and delis nationwide. She continued, "Earlier this year I launched my concept into Planet Organic shops across London. Moving into farm shops and delis is a huge jump for me. More and more people in towns, villages and rural areas are committed to supporting these kinds of shops, and it's a huge achievement for Unpackaged to be here.

"Independent retailers have a huge opportunity to beat the big supermarkets in reducing waste, and shopping 'by refill' ensures repeat business. Without getting sentimental, the old way of shopping was much, much kinder to the environment. The supply chain was a simpler affair, and bulk offerings allowed shoppers to choose how much they wanted, thus cutting down on packaging and food waste. I'm incredibly proud – Unpackaged is a massive step in the long journey towards a truly zero-waste weekly shop."

Retailers which sign up to Unpackaged get everything they need to set up a refill section within their stores, including an easy-to-install unit holding 10 gravity and 15 scoop bins, as well as a high-spec weighing scale that allows customers to tare.

> "Independent retailers have a huge opportunity to beat the big supermarkets in reducing waste"



CLARE McDERMOTT
SOIL ASSOCIATION

"Making the most of organic"

With summer right around the corner and shoppers citing health as one of their clear drivers for product choice, we're working to highlight the best of organic products in store. With £1 in every £7 spent on organic now done through the independent sector, where specialist knowledge appeals to shoppers' desire to connect more closely with their food, sales through independent stores now account for over 16% of all spend on organic. In total, the organic market is now worth more than ever at over £2.2 billion, and we're expecting 2018 to mark the seventh year of consecutive growth in organic.

So, what should independent retailers be stocking? Fresh produce held the second biggest share of organic food and drink in 2017 at 24%, and is an easy access point into organic, with apples and blueberries selling particularly well. Some of the biggest growth, however, was from chilled foods and deli, at over 21% growth with grocery, all the teas, nut butters, pasta and oils flying off shelves last year. This marked growth reflects continuing innovation in the market to meet demand for fresh, healthy, nutritious, as well as vegan and vegetarian options, and there are hundreds of new products being launched. It's been exciting to see independent retailers step up to these trends, with sales of organic in independent retail growing by nearly 10% last year.

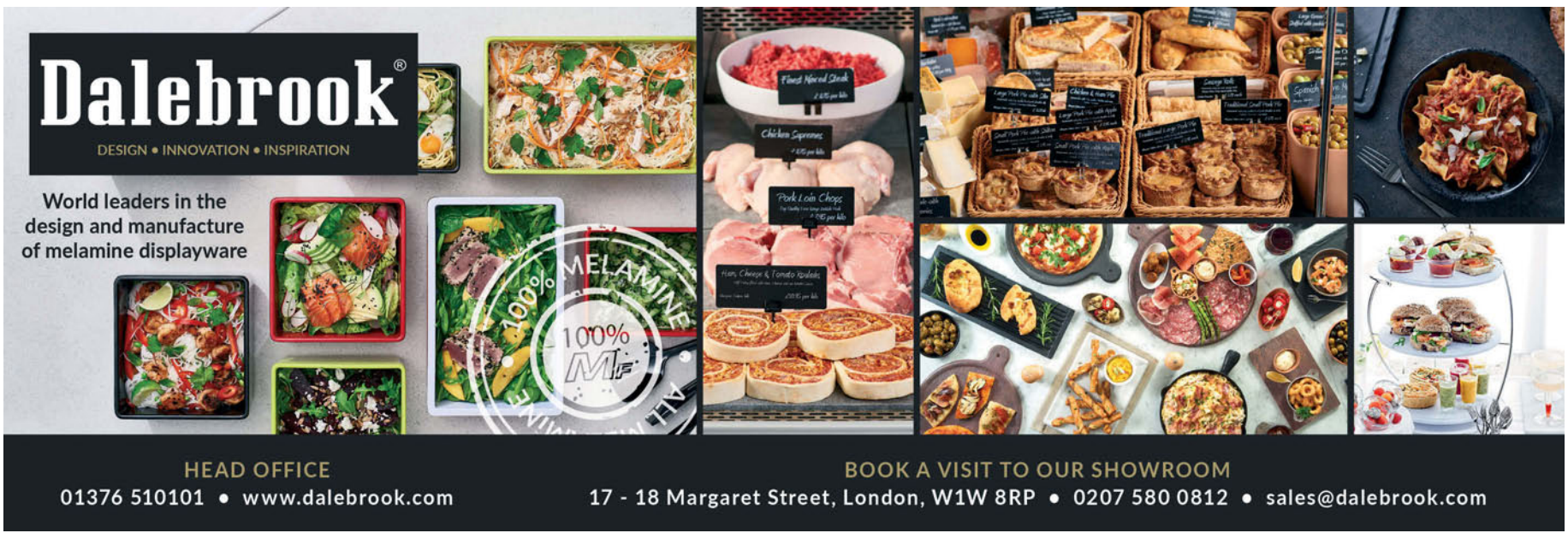
Shoppers are increasingly conscious of where their food comes from and how it was produced, and organic is well placed to answer this thirst for knowledge and reassurance about food provenance as mistrust about food production increases following all the recent food scares. In addition to giving a clear message about transparency and sourcing, organic is now seen by shoppers as a direct signpost to health, thanks to mounting evidence of the differences between organic and non-organic, both in terms of nutrition and environmental impact.

Consumer-focused research led by Soil Association Certification found that, among shoppers aged 25–55, health is a top priority when choosing food, and confirmed that they recognise organic as that clear marker to a healthy choice. Our research with shoppers also interestingly pointed to the combinations of organic and vegan or organic and vegetarian greatly appealing to shoppers. 82% of Brits put at least one organic item in their shopping basket last year, showing that organic has become more mainstream. More people understand that organic is food as it should be – always free-range, with fewer pesticides, no artificial colours or preservatives, no routine use of antibiotics and no GM ingredients.

With almost 30% of all organic sales now taking place online or on the high street, there is a massive opportunity for independent retailers to stock organic. We know that more people are shopping for top ups more often, rather than a single, large weekly shop, so this is an opportunity that independent retailers can meet. Consumers trust independent and fine food retailers when it comes to asking about ingredients, sourcing and health benefits of products, and appreciate the added value that the personal touch of a specialist brings.

There are multiple campaigns to look forward to this year, and we have a free visual merchandising guide available to help get the organic message across throughout 2018, including new point-of-sale toolkits to help highlight organic products with clear messages for shoppers.

To download your free point-of-sale toolkit and merchandising guide, visit soilassociation.org/independentretail



PARTNER CONTENT

LOVINGLY CRAFTED

At The Little Treats Bakery, we make, bake and decorate sweet treats for all the family



Made in Cheshire by our family bakers we know a thing or two about biscuits! Our premium decorated treats have a handcrafted artisan feel, really tapping into consumers' growing interest in all things homemade.

You can taste the passion of our bakers who've been honing and refining recipes for over 25 years to lovingly craft each new little treat. We champion top-notch ingredients, because we know our consumers love to treat themselves and indulge every now and again. Traditional gingerbread will always be a favourite (as nearly a third of our customers tell us), but we know customers, especially younger ones, love the taste of our yummy chocolate and sweet vanilla shortcake, so we use these flavours across all our scrumptious biscuits, lollipops and mini bites. Topped of course with irresistibly sweet sugar paste and fondant icing.

But what really sets The Little Treats Bakery apart is our sense of fun. In a world where so many things are run of the mill, our delightfully decorated biscuits will appeal to consumers who are looking for something more exciting. From our farmyard friends to playful dominos and rockets, our recipes whisk together warmth, character and a generous sprinkle of fun!

Biscuits are bought by every generation and both men and women are equally happy to indulge. A moment to cherish for grandparents who love to spoil their grandchildren. A little treat for mum who's busy juggling work, family and friends. And of course, an extra special way to say well done when children have passed another little milestone in life! Biscuit lovers young and old will delight in the fun designs and enjoy sharing moments with these delicious little mouthfuls.

Our little treats also tick the boxes for an array of occasions. From creative playtime with kids, birthday parties and sleepovers to family days out and even cosy nights on the sofa. A taste to share on special occasions or a thoughtful treat for someone super special or a moment of indulgence. 48% of consumers in the UK say they allow some budget each month for treats, and these fun bakes are sure to raise a smile!

And the finishing touch of course, is our lovely packaging, with a handcrafted feel that captures lots of fun occasions through our quirky hand drawn illustrations. Our consumers have told us that they are willing to pay more for premium packaging and 59% of customers think sweet biscuits make a nice gift all year around, so it makes sense to invest in well packaged products.

Individually packaged treats like our Rocket and Flower Lollipops make great stocking fillers, whilst being mindful of portion control. And our fun grab bags of mini biscuits are perfect to share for families or even at work. Great for consumers who want to eat some now, and save some for later.

With such charming designs and colourful personalities, it's hard to resist these sweet treats from the Nation's favourite character bakers. There's personality baked into every biscuit and they're ready and waiting to fly off your shelves. Because everyone deserves a little treat, don't they?

For more information about The Little Treats Bakery call 01606 815 466 or visit www.thelittletreatsbakery.co.uk



ARE YOU GETTING IT RIGHT WITH MILLENNIALS?

Are marketplace myths holding back your relationship with new customers? Anna Blewett explores the received wisdom of 'millennials'

Whether it's older millennials (the 'Generation Y' born between 1980 and 1995) or the precocious Gen Zs (born after 1995), the demographic that generates the most column inches is getting more important all the time. Millennials will make up nearly half the working population by 2020, so are you meeting their needs?

1 THEY PARTICIPATE IN A HERD MENTALITY

TRUE

Is the 'hive mind' social media provides really welcomed? "That is a truth that comes through very strongly in shopping behaviours," says Peter Wilson, a 'Generation Y and Z' specialist at advertising agency Iris Worldwide, which has conducted deep research into shopping habits of millennials. "They absolutely invite and embrace influence from friends and influencers." In fact, the virtual presence of their 'tribe' accompanies millennials into your shop. "The 'influence exchange' as we call it is a two-way process. On one hand there's the desire to assert yourself as an individual: 'I bought this' or 'I shopped here' because it says something about them. But the second element is receiving validation back from the peer group. They're asking 'Is this product or retailer I'm choosing saying the right thing about me?'"



2 THEY'RE ALL ABOUT INSTANT GRATIFICATION

FALSE

The 'swipe right generation' are regularly described as needing instant gratification. Fair? "The claim that they're fickle and impulsive is an absolute myth," says Peter. "They're incredibly measured in the way they make purchases." Okay, the decision-making process will vary depending on whether they're choosing 200g of salami or a cold-smoking set-up, but millennials are ever-mindful of the 'repercussions' of an impulse buy. "That might be finding a better deal somewhere else – they like to check different channels to get the best price. But on an emotional level it's 'What if I'm buying something that doesn't fit with my image?' The idea of impulse purchases is anathema; they always look to screen or vet what they're buying."

3 THEY'RE MORE MEDIA-LITERATE THAN OLDER GENERATIONS

TRUE

This digital native, media-savvy demographic might opt-in to marketing material across a range of channels, but won't be spun a yarn. "Transparency is key for the millennial generation," says Catherine Conway, director of zero waste concept Unpackaged. "I'm not sure how committed they are to ethics – you still see them queueing to buy sweatshop clothes – but because the world they live in can transmit stories in seconds, information travels like wildfire. You can't hide stories any more, so brands can't pretend to be authentic." That's great news if your range is built on the fabulous provenance or your shop has a genuine commitment to the causes it supports. If not, expect to be rumbled.



4 THE TRANSACTION HAS TO BE MEGA SLICK

TRUE

Are ease and speed at the point of purchase as important as people say? "Our research found it is," says Peter, "but with Gen Z the celebration of that purchase is crucial. Getting the product is one thing, getting a piece of social currency they can share on Snapchat or Instagram is another." One retailer nailing the post-purchase moment is Peggy Porschen Parlour, a boutique bakery in London's swish Belgravia thronging with influencers snapping selfies. This 'fairytale' destination retailer has bagged 219,000 Instagram followers, and delivers them regular marketing messages cloaked in a healthy dose of powder pink. The shop's success with millennials is no happy accident; Peggy herself delivers a module on PR and marketing on the bakery's Business Of Wedding Cake day course (£350).



5 THEY'VE ABANDONED BRICKS FOR CLICKS

FALSE

"Online retail plays a really important part, of course, but physical retail experience has a critical role," says Peter. He uses the analogy of online dating: no matter how attractive the digital incarnation of a retail brand, it's the face-to-face experience that seals the deal. "Millennials have a desire to experience how brands behave. Bricks and mortar might be just the tip of the iceberg – the bulk of sales might be online – but that tip is really important. That experience is bigger than just a transaction; it's multi-sensorial and that's crucial for fine food. They want to be seeing and smelling and tasting and touching."



MOBILISING **MILLENIALS**

Sean O' Callaghan (AKA Fat Gay Vegan) has rallied Gen Y and Zs to the burgeoning vegan scene, transforming the fortunes of niché food traders

I'm outside the millennial bracket but I work hard to make things like vegan markets and pop-ups feel fun, accessible, and value driven. I consider what I'd like to see in an event, what works at my other events (such as London Vegan Beer Fest), and how it can work financially.

Vegan and vegan-curious millennials are responding to a style of event they've seen non-vegans embracing and enjoying for a long time. The difference is in 2018 they are getting vegan versions delivered to them at a very high standard.

If anything I do has the power to engage younger people it's my use of and dedication to social media. Instagram especially is an incredibly powerful tool for event outreach.

Sean is co-founder of Hackney Downs Vegan Market. His first book, Fat Gay Vegan: Eat, Drink and Live Like You Give a Sh!t (£8.99, Nourish Books), is out now.

> "You can't hide stories any more, so brands can't pretend to be authentic"

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From recruiting social media influencers to devising an ingenious campaign, we navigate the world of advertising and marketing

The food and drink industry is a hotbed when it comes to marketing. Cast your mind back to all of the noteworthy marketing campaigns you've experienced – the Yeo Valley farmer rap, Budweiser's 'whassup?', et al – lots of them revolve around advertising food and drink products. This primarily boils down to the fact that food and drink products are an outlet of enjoyment for most people, and expressive and adventurous marketing campaigns can harness those feelings in a stimulating way.

However, things have now evolved past brands simply relying on print or television commercial-orientated projects, and now food and drink companies and retailers are looking to utilise social media, YouTube, TV, podcasts, print and other platforms to spread messages in a bid to resonate with customers old and new.

Rise of the influencers

Nowadays brands and advertisers are so obsessed with the power influencer's wield that 75% of companies now use influencer marketing, according to a survey by the Association of National Advertisers (ANA). In fact, almost half of the companies surveyed are planning to increase their spending budgets in the next year in order to invest in more influencer marketing.

The ANA cites influencer marketing as "the process in which companies compensate celebrities, social media 'stars', or industry experts to create content on behalf of brands or provide endorsements for brands."

The survey found that Facebook (with 86%) and Instagram (with 84%) were the overall top social media channels for influencer marketing. "It's clear that the popularity of influencer marketing has increased among marketers in recent years, largely due to the growth and evolution of social media," said Bob Liodice, CEO of ANA. "We've found that a growing number of marketers are turning to influencers to help them combat ad blocking, leverage creative content in an authentic way, drive engagement, and reach millennial and gen Z audiences who avidly follow and genuinely trust social media celebrities."

Due to more advanced algorithims on social media networks that can detect 'quality content', lots of companies are being more selective with the influencers they want to get on board, too. Apparently micro-influencers' – those with less than 100,000 followers – posts fare better as the social media platforms' algorithms interpret them as a friend or family's content on a user's timeline.

Hit and misses

While some brands are trying to create a difference and wish to use their reach to highlight injustices, this area can prove dicey territory for some companies. Craft brewery BrewDog recently came under fire for its Pink IPA protest beer – a "satirical" pink rebrand of its blue-labelled Punk IPA that was released to mark International Women's Day in a bid to "end the discrimination of gender pay inequality" and to "expose sexist marketing to women, particularly within the beer industry".

BrewDog has long courted controversy, arguably to its advantage, but the latest push was criticised for piggy-backing on well-meaning events in order to benefit from the exposure a marketing stunt generates, which can alienate potential customers.

Getting behind a worthy cause can go a long way in endearing a brand to its audience, but it would be wise to take stock from the Pink IPA debacle and deploy any marketing move with tact. Doritos was recently embroiled in a similar backlash, when Indra Nooyi, CEO of Doritos' parent company PepsiCo, apparently mentioned in an interview that the company was toying with the idea of releasing 'Lady Doritos' – a gender-specific snack which would have less of a crunch and would be a cleaner eating experience. Needless to say, the concept was met with outrage, and PepsiCo was quick to shoot down the speculation that it would be launching the female-centric product.

Aim for authenticity

These examples show that if consumers get a whiff of a brand appearing disingenuous, they won't hesitate to take to social media to make it known. Consumers are demanding authenticity, and are getting better at sniffing out any marketing fluff. Waitrose pulled off a well-received bit of marketing in 2016, when it live-streamed footage of a dairy farm supplier on YouTube and television advertising breaks. The supermarket fixed a GoPro camera on a cow, presenting to the country that all of the cows that provide them with milk and cream have access to grazing.

While farm shops won't have trouble conveying their genuine farming practices to customers, other retailers like Waitrose can sometimes find it difficult to push this message. For Rupert Thomas, marketing director at Waitrose, the GoPro cow campaign was a bonafide success. He said, "We have never compromised on quality, and never will – but rather than telling customers what we do, we've decided to show them."

Although, on the other end of the spectrum, supermarket Aldi came under fire in 2016 when it created an advert focused on its salmon sourcing methods, showing wild salmon in Scotland. Campaigners accused the supermarket of misleading the public as it actually sells farmed fish, which sparked an investigation by the Advertising Standards Agency. It goes to show that if your brand is making bold claims via its marketing material, it will certainly need to back them up.

> "Micro-influencers - those with less than 100,000 followers - posts fare better as the social media platforms' algorithms will select as a friend or family's content"

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THE INTERVIEW: MINETTE BATTERS

The newly elected president of the NFU talks policy, food chains and how to help



I started farming 25 years ago, and am currently a tenant farmer of beef, sheep and arable crops in Wiltshire. The NFU represents 50,000 farmer grower members and we'd always been a member, but I became more involved when I realised that we needed to make changes – when my frustration with things that weren't working policy-wise on the farm came to a head. I realised that the NFU was the only organisation that was big enough to actually make the changes I wanted to see. In terms of my working in the organisation, I became county chairman of Wiltshire, then went on to become the regional chairman of the south west. I was persuaded from there to stand as a national officer about five years ago and became deputy president, before being elected president in late February. My original thoughts were that while we were a relatively small farming enterprise the NFU is really about very large farming businesses, and I thought it was very male-dominated; that there wasn't really a place for a woman to get involved. Since I've been working within the NFU this view has been turned on its head. This entire progression has been driven by my love of farming, and my belief that farmers need to have our voice heard in a positive way. It's very easy to be constantly moaning and complaining, but I felt that reaching out to the consumer is absolutely key.

It's my view that the food industry is the marketplace of the NFU, so we're engaged at all levels with the supply chain. We meet with all the major retailers on a regular basis and have a food chain team which is dedicated to building those relationships and working with us as office holders – making sure that we're having these important conversations consistently. Within the organisation we have 371 members of staff who are dedicated to every level of policy relating to our farmers and growers' businesses – everything from planning to tax and legal – and we're also very involved in food policy sector-by-sector for all commodities. We have a team who are dedicated to retail and foodservice, and I am on the London food board, too. This is something that I feel very strongly about – there are challenges for all of us, including budgetary challenges for consumers, and ultimately we want our farmers and growers to hit every price point. It's about offering a scale of opportunity which means that whatever budget you have, you're able to get hold of quality, traceable British food. That's incredibly important, especially as we work to build a policy which is tailored to the UK's needs – we're all going to be invested in it, so it needs to work for all. We're hoping to scale up our 'brand'; high standards are needed, but we must continue to offer consumers the best regardless of their income. They cannot be disadvantaged as a result of policy.

We're on the cusp of an agricultural and food revolution in terms of how we use data. If you could show the whole journey of food on your smartphone, that is going to not only give a global advantage to the farmers I represent – I want British food to be the envy of the world – but it would also be a phenomenal tool for the consumers in the UK. The supply chain should be accessable to all, and the high standards of food production and short supply chains that we can boast should be more widely known.

I believe that all of the food industry in Britain would be aligned in saying that our relationship with Europe has long been an enormously positive one. We trade with the European Union more than any other part of the world, and have been doing this tax-free and on a harmonisation of standards. Our biggest worry is stepping back from this and opening our doors to the rest of the world, which might in the short term provide cheaper food, but could also bring with it great risk and potentially undermine the sustainability of British production. Farmers in the UK need to remain competitive, so we must build the standard that we produce to into future trade negotiations. The British consumer expects their food to have high standards of welfare and environmental responsibility, but trading with countries which have access to things that we don't will ultimately be what shapes the landscape for years to come far more than anything else.

Our commitment has to be that we want to be the envy of the world, and to not be priced out of the marketplace. We must keep aiming to be the world's supplier of choice – not out of loyalty, but because our quality is the best. Retailers and producers need to engage with their MP and make it clear that food security and self sufficiency matters – much as they would do when it comes to schools, the NHS and rail and road infrastructure. We're an island nation – I think the realities of that became clear during the snow storms earlier this year – so it's important that the voice of the food industry is heard by the people who are securing its future.

QUICKFIRE QUESTIONS

INSPIRATION...

I've been fortunate to meet many people who have changed the way that I think and do things throughout my life. There are some people you meet who really do make a difference to you, from all walks of life, and as I become older I listen more. I've always tried to improve myself and what I stand for, and continue to learn, and listening is the most important lesson I've had.

PHILOSOPHIES...

Nothing is a given in life, and you only get back what you put in – that thought keeps me focused. It's important that I stand for what I believe in, and in my role it's made clear that my work isn't a popularity contest but about being straight with people. I respect that in other people, and I hope they respect that in me. Be a grafter, and be prepared to dig deep – whatever you're doing, sometimes you have to dig deep and knuckle down. The life lesson is that you're always better for working hard.

THE WORLD...

Russia has gone from being one of the biggest producers of wheat at 60 million tonnes per year to 85 million. China is the biggest global player and is producing ever more wheat. In this volatile world, are we happy to decrease our self sufficiency and rest on our laurels, or work hard to maintain and grow our capability.

> "Retailers and producers need to engage with their MP and make it clear that food security and self sufficiency matters – it's important that the voice of the food industry is heard by the people who are securing its future"

MAKING IT WORK

The strengths of the UK's food industry today are the very short, safe and secure supply chains that we have. It's only really when you compare it to the car industry that you realise how lucky we are; when they're talking about Brexit being a great opportunity to build British supply chains again, we have all invested time and resources in building our own. We have the safest and securest supply chains in the world, and we must work to maintain and build on this – we all take food safety as a given, but as we start to globalise the food system far more it's not something that can be taken for granted. Our independently-audited supply chain, Red Tractor, the traceability of food... we're world-leading. We can certainly get better, but we're starting from a good place.

However, over the years Britain as a nation has stopped valuing food in the way we used to; it's a commodity these days, and not given the respect it deserves. This has repercussions. Take the issue of food waste as an example. We're only going to make the change that needs to be made if we start to value food more. To be wasting 10 million tonnes of food every year at a value of £16 billion is just unsustainable, and it's a great sadness that this is happening. We all talk about people getting out on the farm and understanding more about the food they're eating; farmers and businesses close to the grass roots of food production need to be getting out there and telling their story – we need to have a far greater engagement between growers and consumers.

I'm very optimistic about the future of the food industry, but it does need a total political rethink. Across the political spectrum they will tell you that food security is not important – we're a wealthy nation and can therefore afford to import our food – but I feel very strongly that we need to make a new case for food security, how we produce food and how we look after the very large population that we have. I fear that despite everything that I say about our safe, secure supply chains, we need to be looking at this in a commercial way and making sure that we keep producing food sustainably. I worry that these issues are not taken seriously politically at the moment because it didn't particularly matter when we were part of the EU with everything we needed on our doorstep, but that's changed.

PREVIEW: THE FOOD & DRINK TRADE SHOW

Get a taste for the best the UK has to offer at this unmissable event running 2nd–3rd May



Your recipe for success in 2018

The Food & Drink Trade Show in May is an unmissable event for all those involved in this innovative and fast-moving industry. Whether you are a producer, supplier or a buyer, success depends on keeping your offering fresh, on-trend and inspirational – you need to be totally up to speed with the latest developments, ideas and opportunities, meeting the movers and shakers, and getting your own products and services out there. This unique show enables you to achieve all this, and more, for a very modest investment of time or resources.

Satisfy your curiosity

Visitors will be spoilt for choice with a unique spread of inspirational speciality food and drink products. There's a great range of exhibitors; from the small and regional to those who trade throughout the UK and internationally.

We understand that you are pressed for time, so the show makes it easy for you to find unusual products with fascinating provenance stories to tell – the kind that discerning customers are so hungry for. You'll be able to meet an exclusive mix of passionate producers who are really pushing the boundaries – whether you are looking for locally-sourced goods or speciality items, seasonal offerings or just the very best mainstream suppliers, you certainly won't be disappointed. There's something for everyone, from fresh to frozen, confectionery to convenience, and fish to food gift and foodservice.

A feast for all your senses

These days shopping all seems to be about the internet, but you can't properly judge food and drink without tasting, touching, smelling, talking and observing. The smartest way to get this full-on sensory experience, all under one roof and in just a few hours, is to attend this show. It's business, but it's fun too! You get a rare opportunity to make valuable new connections, build better relationships with existing suppliers and catch up with colleagues and friends. The timing couldn't be better, enabling you to get stocked up and raring to go before the busy summer season.



If you're hungry for culinary inspiration the popular demonstration kitchen gives you the opportunity to see great chefs, including Felice Tocchini, Andrew Link, Mark Stinchcombe and Yvette Farrell, share their knowledge, skills and stories – it's informative, but great entertainment too. You'll come away brimming with exciting ideas and fresh menu ideas that are sure to delight customers and get them enthusing about your offering.

Partners who are pitching in for you

The show is supported by the following partners, all of whom are dedicated to supporting the growth of food and drink businesses in the Three Counties area:

- Cotswold Taste Food & Drink, which is a brand that celebrates and promotes the local producers, processors, suppliers, retailers and hospitality outlets who play such an important role in contributing to making the Cotswolds a special place. cotswoldtaste.co.uk
- Eat Sleep Live Herefordshire, which is the Herefordshire tourism and leisure guide for people who love to eat, sleep and live life to the full in this beautiful county. Their site is constantly updated with great places to stay, dine, explore and enjoy. eatsleepliveherefordshire.co.uk
- Taste of the West, which is the largest independent regional food group in the UK and supports fantastic local food and drink from Cornwall, Devon, Dorset, Gloucestershire, Somerset and Wiltshire. They were established in 1991, and today remain the leading supply chain co-operative for the South West's food and drink industry. Their ethos of quality, integrity and provenance underpins everything they do. tasteofthewest.co.uk
- Worcestershire Food & Drink, which is a group of businesses, working with the support of Worcestershire Regulatory Services, that have set up Worcestershire Food and Drink to help promote the wide variety of produce that Worcestershire offers, whether it be to a trade buyer or high street business. worcsregservices.gov.uk/foodhealth/food

You can meet and chat to these organisations at the show – it's a great opportunity to find out more about how they can help your business thrive.

Meet The Buyer

New for 2018, taking place on the second day of the show, in the adjacent Lindon Suite, is an opportunity for buyers to see a selection of products exclusively from the three counties of Worcestershire, Herefordshire and Gloucestershire.

This carefully selected range of products comes both from exhibitors at the show, and from companies who are not exhibiting. It's a great opportunity to taste and examine in detail specific products from Three Counties producers; many of whom are brand new to trade. If you want to find out more about a product or producer, there will be a one-to-one meeting area provided where you can hold in-depth conversations. 40 companies have signed up and will present over 100 new products. Your free trade entry badge for The Food & Drink Trade Show will also allow you entrance to Meet The Buyer event.

Book your place now!

You'll discover new products for your shop, ingredients for your menu, equipment for your kitchen, ideas from industry experts as well as new partners and customers. It's your recipe for success!

IN DETAIL

WHAT: The Food & Drink Trade Show
WHERE: Three Counties Showground, Malvern
WHEN: 2nd–3rd May
TEL: 01934 733 433
WEB: thefoodanddrinktradeshow.co.uk
TWITTER: @lovefinefood



Take stock with our new food and drink round-up

Atkins & Potts' dressings range gets a fresh look

Family food business Atkins & Potts has rolled out a new-look bottle design across its dressings range.

The range of dressings was launched over 10 years ago and since then there have been recipe improvements and new flavours added.

Flavours include Wasabi & Lime, Roast Garlic & Balsamic Vinegar, Ranch, Honey & Mustard, Caesar and Herbes de Provence.

The company states that it was important that the new modern-look bottles gave the range more shelf presence.

Caroline Westlake of Atkins & Potts said, "We wanted a more modern look to help the range stand out on shelf and give it a refresh. We wanted to retain the fact that customers can see lots of the product in the bottle, and we think our new bottle shape gives us the best of both worlds."

atkinsandpotts.co.uk



New salted caramel variant for Walker's Nonsuch

Traditional family-run toffee company Walker's Nonsuch has launched new individually-wrapped Salted Caramel Toffees.

The product is made with ingredients such as whole milk, butter, natural caramel flavour and Anglesey sea salt.

Jonathan Rae, grandson of the late Walkers Nonsuch chairman Ian Walker, developed the new flavour after joining the company two years ago.

The Salted Caramel Toffees is available now in 150g packs, 2.5kg bulk bags and 1.25kg gifting jars. All Walker's Nonsuch toffee is free from artificial colours, preservatives, hydrogenated vegetable oil and gluten.

Emma Walker, director of Walker's Nonsuch said, "Salted caramel has become one of the nation's favourite flavours over the last 12 months. Combined with our creamy toffee, it gives a taste and chew that's second to none."

walkers-nonsuch.co.uk





Goupie taps into protein trend with new launch

Chewy chocolate producer Goupie has developed a new protein-rich Sesame Butter flavour, which is vegan, gluten-free and contains 15.7g of protein per 100g, due to the addition of soy protein.

The new product, which is available in Goupie's signature 80g snack boxes, came to fruition following consumer taste testing at trade show Vegan Life Live and a social media poll.



Grace Simpson, brand manager at Goupie said, "We've seen a huge demand for tasty indulgences in the vegan market that don't cost a bomb and have some added nutritional benefit. With this flavour we hope to tick all the boxes: originality, competitive pricing, great taste and free-from."

The company will initially launch 8,000 mini boxes of the flavour to give it limited edition appeal and to assess customer feedback. Janet Simpson, co-founder of Goupie said, "The hope is that we can launch more flavours in this fashion, and the flavours our customers love the most will stay on! This way we can keep our customers supplied with a constant flow of new and tasty free-from products."

goupie.co.uk

BRAND NEW FOR NEW BRANDS

SPECIALITY FOOD MAGAZINE
NEW PRODUCER EDITION
2018



If you're a new business or are bringing a new product into the market, please get in touch to find out how you can get involved in this very special issue.

Jessica Stevenson
01206 505901
jessica.stevenson@aceville.co.uk

Samantha Giles
01206 500240
samantha.giles@aceville.co.uk

Aaron Northcott
01206 505934
aaron.northcott@aceville.co.uk



Belvoir extends its Pressé range with four new options

Premium soft drinks producer Belvoir Fruit Farms has launched four new products: Pink Grapefruit Pressé, Rhubarb & Apple Pressé, Botanical Juniper & Tonic and Light Ginger Beer.

The new drinks are inspired by the growing consumer demand for soft drinks, says the company, as one in five adults claim to be tee-total and two in three are reducing their alcohol intake. For example, Botanical Juniper & Tonic was created to provide consumers with a non-alcoholic alternative to a classic gin and tonic.

Pev Manners, managing director of Belvoir Fruit Farms said, "Flavours abound across the whole Belvoir range, but these new products alone feature rhubarb, grapefruit, juniper, lemon thyme and cardamom, some of the biggest trending flavours currently, and ensure the brand remains highly relevant in today's soft drinks market and within consumer taste profiles."

As with all Belvoir's drinks, the new Pressés are made on the family farm using natural fruit juices, herbs and botanicals, and no artificial flavourings, colourings, preservatives or sweeteners.

belvoirfruitfarms.co.uk

Seed & Bean rolls out 'mini-bars'



Organic British chocolate brand Seed & Bean has announced the introduction of its The Little One range.

The Little One line launches with four flavours that come in 25g bars, including Extra Dark, Dark Espresso, Dark Sweet Orange & Thyme and Milk Sea Salt & Lime.

The new range is one of the first launches from the brand in years and was introduced with the intention of bringing a quality grab-and-go chocolate option to the market.

Colm Curran, owner of Seed & Bean said, "The brand needs to evolve and change to stay interesting and relevant without being novelty. Our mini-bar launch has been a big investment and a labour of love, which has taken some time, to ensure we get it spot on, from size, the look of the bar, its name and the flavours we launch with.

"It is important we bear in mind our export market and think ahead as to what will satisfy them. This launch will introduce us to a new audience, the grab-and-go, and also give our existing fans something new to get their teeth stuck in to. It's exciting times for Seed and Bean."

seedandbean.co.uk

Stute Foods unveils new line of mixed fruit juices

Bristol-based food and drink manufacturer Stute Foods has launched a range of one-litre mixed fruit juices.

The range comprises of four varieties: Apple & Mango, Orange & Passion Fruit, Apple & Raspberry and Mango & Melon.

The company intended to produce a line of mixed fruit drinks that are low in sugar, while also containing no preservatives, artificial colours or flavours.

Laurence Hybs, managing director at Stute Foods said, "We're thrilled to announce the launch of our new range. It has taken us over a year to develop the new flavours and we believe they will be a fantastic success, both in the UK and internationally. Our new range is filled into striking carton designs which will allow the products to really stand out on shelves."

Laurence also stated that the company has further product launches in the pipeline to celebrate Stute Foods' 50th anniversary.

stute-foods.com





Great British Biscotti Co launches four new flavours

Dorset-based Great British Biscotti Co has unveiled four new flavours, centered on a "quintessentially English" theme.

The latest flavours include Red Onion Marmalade & Walnut, Stilton & Raisins, Spiced Apple & Chocolate and Sour Cherry & Double Chocolate.

With the company proving popular overseas – it currently exports to a number of countries including Italy, Lebanon, Scandinavia, Dubai and Singapore – founder Paul Rostand felt the time was right to showcase a new range of classic British flavours.

Paul said, "At the beginning of our journey our priority was to convince biscuit lovers that an artisan Dorset bakery could provide the perfect setting to rekindle biscotti appreciation. Since then goals have become more ambitious, establishing a game-changing savoury range and a second wave of more flavours that match the demands of top delis and upmarket foodservice providers. Now feels like the right moment to back our expanding export order with a new deck of undisputedly British-inspired flavour marriages."

greatbritishbiscotti.co.uk





MEET THE DISTRIBUTOR

Supplying retailers with gourmet food may be the cornerstone of Cotswold Fayre's business, but a focus on sustainability is just as high up on the wholesaler's agenda

The number of cars on UK roads rose by about 1.6m in England between 2011 and 2016, and while factors like a growing population and more women at work are noted as reasons behind the increasing number of vehicles on the road, it's important to consider the environmental ramifications involved. This is a topic that fine food wholesaler Cotswold Fayre considers thoroughly, and while streamlining deliveries and invoices is undeniably preferable for retailers in a logistical sense, the company believes that the environmental benefits outweigh all other factors.

"Many of the medium to large independent retailers have been consolidating through wholesalers for reasons of efficiency for many years," explains Paul Hargreaves, chief exec at Cotswold Fayre. "In fact, it was through a conversation with a farm shop owner, who was frustrated by the number of orders and deliveries that her team were managing each week, that led me to start Cotswold Fayre in the first place. Many efficient retailers in other industries use wholesalers more than the speciality food sector, for the same reasons of efficiency, but very few so far have cited environmental reasons for consolidating deliveries."

This is set to change, believes Paul. "We have done some basic mathematical modelling around this and have found that even with a warehouse miles away from the producers in a particular region, there are three times fewer miles driven by vehicles delivering to that particular retailer," he explains. "With producers and retailers closer to our warehouse, the saving in food miles is up to six times. Using a wholesaler results in fewer vehicles on the road, and less damage to the environment as a result."





Having witnessed the damage done to the environment by climate change in some third world countries, Paul is committed to spreading this message. "We simply cannot continue as we have been for the last two centuries," he says. "Clearly the message will also benefit other wholesalers, too, but I don't care – the environment is far more important than our individual company's own commercial gain."

Creating change through business

Never one to rest on its laurels, Cotswold Fayre was accredited as a B Corp in 2015. B Corp is to business what Fairtrade certification is to coffee – companies that are B Corps are certified by the non-profit B Lab to meet rigorous standards of social and environmental performance, accountability and transparency. There are now more than 2,400 certified B Corps from over 30 countries and 60 industries around the world.

"The B Corp values epitomised everything I stood for in business – namely that business is not simply about making money, but changing the world for the better," explains Paul. "From the start of Cotswold Fayre we have always aimed to use business to improve people's lives. Meeting other B Corps was just like 'coming home' – finding a load of other business that believed in the same core values as us was incredibly encouraging. Since then a few of our suppliers have also become B Corps, as several of them, like us, value people and planet as highly as profit."

Cotswold Fayre's mission to improve the world has also seen the company help the Bala Children's Centre in Western Kenya – an orphanage dedicated to changing the lives of young children who have nowhere to go and who are in desperate need of help or support. "The plan for the orphanage, schools, farm and children centre is to move them from a position where they were virtually 100% reliant on western money – including ours – for the running of the centre to them being completely self-sufficient for the day-to-day running costs. At this point the money from Cotswold Fayre and others can be used for infrastructure projects," explains Paul. "We are doing this by starting agri-businesses at the school and on the farm. We had a team of five on our last trip this February. The people who joined me were Alistair, the owner of our web design company, his two children, and Jim, who comes from the farm where Daioni milk is produced in West Wales. Good progress was made on the farm and we managed to get the secondary school connected to the world wide web, which will revolutionise the teaching over there."

Looking to the future, Cotswold Fayre will continue to look at solutions regarding how it can be more energy efficient. "We currently offset all carbon generated by business travel – both cars and flight – so are carbon neutral in this area," says Paul. "By the next time any of our cars are replaced, the miles range of completely electric cars should be sufficient to do our jobs without being stranded.

"Longer term we would also like to move towards completely carbon-neutral deliveries, as electric lorries start to come on-stream. We have a team within the business that are looking at new ways of working in order to fit in more with our staff's lifestyles and home commitments. Some of these ideas will set us apart from our comparatively old fashioned competitors and make us the kind of company where the best talent is queuing up to join!"

> "Business is not simply about making money, but changing the world for the better"

COTSWOLD FAYRE*

-EST 1999-

Certified B Corporation

Christmas Launch Events

Retailers, join us for one of these seven spectacular days:

Thursday	10 May	London/Surrey
Tuesday	15 May	South West
Thursday	17 May	South East
Tuesday	22 May	North West
Wednesday	23 May	North East
Thursday	07 June	Midlands
Tuesday	12 June	London/Herts-Essex



Register your attendance with your account manager or via our website

sales@cotswold-fayre.co.uk 03452 606060 www.cotswold-fayre.co.uk

Cheese Talk



CERI CRYER BRINKWORTH DAIRY

"Women have long been valued in cheesemaking"

Traditionally, cheesemaking was women's work, and cheesemaking knowledge was passed from mother to daughter. From the 16th century on, the farmer's wife was responsible for turning milk into cheese and butter. The typical Wiltshire dairy farm wife was likely to be a farmer's daughter, and she would be responsible for the cheese and household with little time of her own. If a farmer employed a dairy maid – an employee who was known as 'a girl who meddled with milk', and was most likely to be a strong, healthy and energetic daughter of a labourer – there had to be a lot of trust between the dairy maid and the farmer's wife as, because cheesemaking is such a stop and start process, the farmer's wife couldn't afford to stand all day watching the dairy maid. The wife's economic contribution to the farm provided half of its income, and although she received no wages, the proceeds of the butter sales were hers.

Lisle, a Wiltshire landlord in the 1700s, recommended that a Somerset farmer who wished to increase his income should marry a girl from a Wiltshire dairy. The dairy maids were considered very eligible, and farmers wanted to marry them to pinch their dairy skills and expertise.

Marshal in 1796 wrote of Wiltshire cheesemaking that it was the best practice in the kingdom at this day. However – destitute of principles (presumably in cheesemaking!). Then, in 1875, Aylesbury Dairy in Swindon began making Cheddar as it was more factory-suitable than North Wiltshire Loaf cheese (by the by, cheese factories took Somerset males not romantic Wiltshire dairy maids).

Moving forward to today, women play just as big a role in cheesemaking and I am proud to be continuing the tradition. I was honoured to be asked to judge the Western Daily Press Women of the West Awards this year. It did make me pause to think about whether one day maybe there would be so much equality that we wouldn't need this category of awards.

In terms of my family, my father had six sisters. From birth his future to take over the farm was mapped out. He has never wanted to do anything other than raise our pedigree Friesian herd, but I sometimes think about how his gender determined his future. I have two sisters and we are expected to be able to ride a horse, drive a tractor and milk a cow, but we were expected to seek our fortunes elsewhere. I am sure that if one of us were male, we would have been conscripted onto the farm from an early age. As it was, I went away and trained to be a teacher before making the choice to return home and seek an alternative income from the farm.

I started Brinkworth Dairy in 2005, and, of course, just had to make the traditional Wiltshire cheese that my great grandfather had made. I chose to make 3kg cheeses as I thought that was a good size for me to be able to lift.

Ultimately, I haven't felt discriminated against because of my gender. A childhood brought up lifting small bales means that I could beat anyone at arm wrestling. Because of the tradition of female cheesemakers, I don't think people are surprised that I am female. My name, Ceri, is in fact a Welsh male name.

For myself, I have three sons. Culturally, there is already pressure on them to be farmers. People say, "Oh good, you've got three sons – one of them can take over the farm, then." However, they will have been brought up seeing how hard mummy works so they might choose a sensible career instead!

> "Because of the tradition of female cheesemakers, I don't think people are surprised that I am female. My name, Ceri, is in fact a Welsh male name"



MARY HOLBROOK SLEIGHT FARM

"I have never felt at a disadvantage"

My life as a cheesemaker began with a series of chance events. Trained as an archaeologist and after 14 years working in Germany and Bath, and married into a farming family, I abandoned my museum career to become involved with the farm. I had acquired two goats which produced far too much milk to drink. It was natural that my thoughts would turn to goat's cheese which I had encountered during my travels as an archaeologist. In the 1980s there was little expertise in making soft cheese in the UK or in the use of sheep or goat milk. Several trips to France introduced me to the production of lactic curd.

I owe a lot to the local stores in Bath and Bristol who stocked my cheese in those early days. The interest in goat's cheese encouraged me to expand the herd, not easy since I was obliged to acquire animals from different sources with all the resultant problems of stress when new animals were introduced. Only when the progeny of the original goats were retained was a settled herd established. At one point I also had a Friesland flock and made sheep's cheese, but the flock was dispersed in 2002. As the herd increased in size (it still only numbers about 100 goats) I started to sell my cheese in London, and my contact with Neal's Yard Dairy began. They now sell a large percentage of the cheese I produce and their support and promotion of artisan cheesemakers has been invaluable.

Since all the milk is produced on the farm, and carefully monitored, the cheese is made from raw milk. Whey from the lactic curd cheese, Tymsboro, is used rather than a cheese starter and this brings out the distinctive character of the milk produced from goats grazing the ancient hilly pastures overlooking Bath. Cheesemaking is seasonal: the exposed location of the farm, 600 feet up and facing north east, makes winter milk production difficult.

Inspiration for the cheeses I make comes from the countries I've visited and the cheesemakers I've met: France for the soft lactic curd cheeses, and Portugal where I was fascinated by the small artisan cheesemakers and their use of cardoon stamens as a coagulant for their sheep's milk. The result was a cheese of a type only found in Portugal and some areas of southern Spain. Using goat's milk rather than sheep's, and the very different English climate, has resulted in Cardo, a distinctive cheese – although the recipe is one which I saw used in Portugal. Old Ford, the hard goat's cheese produced only for a few months in the summer is essentially a Gouda recipe and was inspired by Luc Van Kampen's Croghan. Needless to say, in my hands the result were very different, and progresses from a nutty and fairly moist cheese to one which can be used as a cheese for grating and shaving onto food like a Pecorino or Parmesan.

As a woman cheesemaker involved in artisan cheesemaking, I have never felt at a disadvantage. Perhaps as a farmer of cattle and outdoor pigs (originally kept in order to consume whey from the cheese production) I am more in a minority. There are many successful female cheesemakers in the UK especially working with sheep's and goat's milk, but also with cow's milk. In France and Portugal it is the norm in small and medium-sized businesses.

There is actually an interesting contrast in the cheese world between cheeses predominantly produced by women and those mostly produced by the farming method. Sometimes this is cultural, as in some Mediterranean countries, in other cases it is determined by the farming method. When transhumance takes place and the animals spend the summer in the distant hills, herds were small, and a few cheeses were produced each day by women. With large herds and consequently large amounts of cheese produced daily, unsurprisingly men tend to be involved. This is not a matter of prejudice, but of realism, common sense and the aptitude of women to pay attention to the finer details of soft cheese production.

> "When there are large herds and lots of cheeses, men tend to be involved. This is not a matter of prejudice, but of realism, common sense and the aptitude of women to pay attention to the finer details of soft cheese production"

New retail perspectives from industry experts

News, opinion and comment from dairy insiders

Experiment proves power of microflora

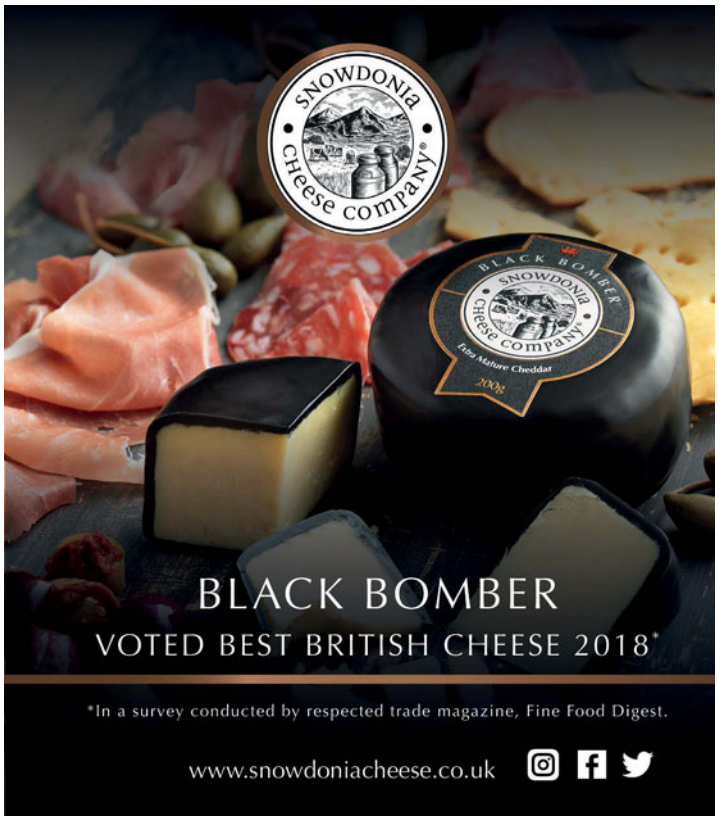
A groundbreaking experiment has been carried out by renowned cheesemakers Quicke's and Montgomery's in an attempt to explore the mysteries behind traditional clothbound Cheddar.

For the experiment, truckles of clothbound Cheddar from the two cheesemakers traded places to be aged in the other maker's maturing rooms – experiencing a vastly different environment in terms of microflora in the process.

The taste, texture and appearance of the cheeses were dramatically affected, with the Quicke's truckle aged at Montgomery's gaining a waxier texture, darker colour and more acidic aroma than one aged on home soil, and the Montgomery's Cheddar which spent time in the Quicke's maturing rooms displaying particularly dramatic textural changes – with a more brittle rind and milkier centre than those matured at Montgomery's.

The experiment was part of a project headed up by Vince Razionale of Grafton Village Cheese into the role of microflora in cheesemaking.

> "Stark differences were noted in terms of taste, texture and appearance"





The Ethical Dairy launches with four cheeses

A new Scottish dairy and cheesemaker has launched with an ethos of keeping cows and their calves together – a rarity in dairy farming today, say the owners.

Launching with four cheeses, The Ethical Dairy's Rainton Farm base – which is also the home of Cream O'Galloway ice cream – is the UK's first commercial cow with calf dairy.

Cow with calf – or 'calf-at-foot' as it is otherwise known – entails that calves are not removed from their mothers at birth, but are allowed to suckle, with the cows milked only once a day.

According to the dairy, this approach means that compared to a conventional dairy The Ethical Dairy has cut greenhouse gas emissions by half, reduced energy use by more than half, cut antibiotic use by 90 per cent, cut agro-chemical use by 90 per cent and doubled the productive life of cows among a host of other benefits.

Wilma Finlay, co-owner of The Ethical Dairy said, "We have been thrilled by the response from members of the public to the launch of The Ethical Dairy and pleasantly surprised at the volume of orders that have been coming in as a result of the recent publicity."

David Finlay, co-owner of The Ethical Dairy said, "There's been awareness within the farming community for some time that we were introducing a new method of dairy production, and it's been fair to say that while the industry hasn't been openly hostile to what we were doing, there has been an expectation that it was unlikely to work.

"Cow with calf farming is not unique to our farm but we are the largest farm currently using this system, and it has been challenging in every way. A few of our neighbours are watching what we're doing with considerable interest and within the next year I'd like to think we will be able to share our experience in more detail with farmers who are interested in this way of working."



THE ETHICAL DAIRY: CHEESE SUMMARY

RAINTON TOMME
A mellow golden Alpine-style cheese with a nutty flavour profile. It gets its name from Rainton Farm, where the cheese is made

LAGANORY
A young semi-hard farmstead Caerphilly-style cheese with a well-rounded lemony background finish

CARRICK
A traditional handmade farmhouse cheese with a creamy texture and taste similar to a medium Cheddar

FLEET VALLEY BLUE
A blue cheese made from unpasteurised milk. It's unpressed and ripened for over three to four months. This culminates in a cheese with a creamy texture and strong flavour

CHEESE EXPORT: IN BRIEF

- Cheesemakers are sending roughly a third of their products abroad, with Dairy UK figures showing that January 2018 saw a 23 per cent increase in UK cheese exports compared with January 2017.
- Total exports of Cheddar were up, with growth coming from Cheddar exports mainly going to EU destinations
- Exports of territorial cheeses were up by 12 per cent compared to last year
- Mintel recently identified protein-rich dairy products as a key trend emerging in China. Cheese imports to China for 2017 were up 11 per cent in volume terms and 26 per cent in value

TUNE IN

Cheesemonger Paxton & Whitfield has entered the podcasting world with a new cheese-orientated free to download audio series. Hero Hirsh, head of retail at the award-winning cheesemonger, takes listeners on a sonic journey through the world of cheese, with episodes so far covering topics ranging from fondue to cheese seasonality



PREVIEW: THE BRITISH CHEESE AWARDS 2018

The renowned event celebrates its 25th birthday



Celebrating its 25th year, the awards will take place on Wednesday 30th May 2018 at the Royal Bath & West Show, Shepton Mallet, Somerset. The judging and the presentation of the prizes at the awards dinner will all take place on the same day.

As well as Supreme Champion, the Reserve Champion, the four Country Awards and the eight Main Category Awards, there will also be 13 Special Awards. Within the Special Awards there is a new award this year for the best sheep's milk cheese.

Last year's competition attracted 1,000 entries from 148 makers, an 11% increase on numbers for the 2016 awards. Cheeses entered came from over 54 counties that covered the length and breadth of the UK and Ireland, showing just how vibrant the British cheese industry is today.

For 2018, 90 judges will judge 123 classes of cheese in nine categories. Judges will score the cheeses on presentation, texture, aroma, flavour and balance. Dependent on the scores that each cheese receives, gold, silver and bronze medals will be awarded.

The British Cheese Awards were started by cheese expert Juliet Harbutt in 1994 to celebrate the renaissance in British cheesemaking and to raise awareness of the diversity and quality of British artisan cheese. In the first year there were 296 entries from 97. Juliet will be judging at this year's awards at the invitation of the committee and will present one of the awards at the Awards Dinner.



New Award – Best Sheep Cheese Award

This new award has been created to recognise the popularity of British cheeses made from sheep's milk. In 1994 there were 20 cheeses made from ewe's milk entered into the Awards and in 2017 there were 61, an increase of +205%. The committee hopes that this award will go some way to help raise the profile of these cheeses.

Young Cheesemonger of the Year Award

This exciting competition to find Britain's Young Cheesemonger for 2018 will take place on Thursday 31st May. Becoming an expert cheesemonger is more than just learning about how to cut cheese. It's about knowing all the cheese varieties, how to care for them and understanding how they are made. The finalists for this award will have been selected by judges from an entry form where entrants, who must be under the age of 30 to enter, had to respond to the following question: 'You have £20 to shop for a cheeseboard for 6 people – which British cheeses would you buy?' The final eight entrants will then take part in four rounds: round one – a discussion about the cheeseboard that they selected or their entry form; round two – a Cut & Wrap exercise where they will have to cut and wrap five different weights of cheese from five whole cheeses by sight with no use of weighing scales; round three – Identification, where contestants will have to taste and identify five unmarked cheeses; and round four – where each contestant will take part in a Mastermind-style quiz and give responses to questions asked about British cheese. The winner will be announced later the same day.



> "It's an exciting year for us as it's the 25th Anniversary of the awards. Since they were first started we've seen a large increase in the number of cheesemakers entering. It just shows that not only is it a vibrant industry but that it is one that produces superb cheese. The awards are a great celebration of cheesemakers' passion and variety. We are looking forward to seeing what these cheesemakers, renowned for their excellence and commitment to quality, will put into competition for this year"
>
> PETER MITCHELL, CHAIRMAN OF THE BRITISH CHEESE AWARDS

The Awards Dinner

The awards dinner will take place on the evening of the same day as the judging, Wednesday 30th May. As well as being about promoting the fantastic range of cheeses produced in the UK, the awards are also a great opportunity to network and meet up with colleagues and friends in the industry. Nigel Barden, the renowned BBC Radio 2 food journalist, will host this year's awards dinner. Winning an award means that not only will the cheesemaker be recognised for the high standard of their product, it will also give them the opportunity to market their award-winning cheese to buyers and consumers over the following year.

Cheese Marquee

As well as the awards, there will also be the Cheese Marquee where cheesemakers who have entered the awards have the opportunity to sell their delicious products to visitors. There will also be a variety of cheese tastings and talks for visitors to enjoy. So, from traditional farmhouse Cheddar to more adventurous cheese, such as highly fragrant washed rind cheeses, there will be a great selection of products to try and buy.

IN DETAIL

WHAT: The British Cheese Awards 2018
WHERE: The Showground, Shepton Mallet, Somerset, BA4 6QN
WHEN: Wednesday 30th May – Saturday 2nd June 2018
WEB: britishcheeseawards.com
TWITTER: @BritCheeseAward



THE CENT



Help your customers stock their larders wisely with the help of these quality storecupboard essentials

1 FORESTA MUSHROOMS

With an increasing number of people choosing to cook at home using natural and healthy ingredients, Foresta hand-picked dried wild mushrooms have become a must-have store-cupboard essential. With four varieties in the range, including Chanterelle, Shiitake, Porcini and Mixed Forest. Foresta dried mushrooms have a two-year ambient shelf life and are 100% natural. They're packed in 25g bags, with 10 packs in a carton, and each carton contains a wood-effect tray which allows the mushrooms to be merchandised straight onto the retail shelf.

theprogressivefoodcompany.co.uk

2 WHARFE VALLEY RAPESEED OIL

Yorkshire-based Wharfe Valley is renowned for producing traditionally farmed, cold-pressed rapeseed oil, as well as vinegars, dressings, mayonnaise and truffle-infused oil. "Our rapeseed oil is extra virgin because we only press once and don't use heat or chemicals to extract the oil," says Sallyann Kilby, director. "Not only that, but we don't use chemicals in our harvesting methods, either, thus taking great care to preserve all the natural benefits of the oil."

wharfevalley.co.uk

3 LITTLEPOD VANILLA PASTE

Over the last decade LittlePod's Vanilla Paste has earned its reputation through professional chefs and home cooks as a proven quality products. Found in farm shops, delis and independent stores nationwide, this essential storecupboard ingredient – the equivalent to 20 pods, seeds and all – is hailed as a "much needed evolution for the kitchen!" LittlePod also supplies a whole host of other high quality vanilla items, including extracts, pods and even a beer!

littlepod.co.uk

RE SPREAD



4 HAWKSHEAD RELISH

A storecupboard isn't complete without these Hawkshead Relish products. Black Garlic Ketchup is created using black garlic bulbs that are crushed and combined with tomatoes, olive oil, balsamic vinegar, spices and Anglesey Sea Salt. Damson Ketchup is rich and fruity and perfect with meat. The signature Hawkshead Relish is a delicious, soft and fragrant Worcestershire-style sauce which is suitable for veggies. Ripe tomatoes are carefully blended with savoury spices to produce the fresh and tangy Tomato Sauce.
hawksheadrelish.com

5 MARRIAGES FLOUR

Marriages' selection of flours are the ultimate items for any storecupboard. Strong White Bread Flour is high in protein for tasty bread, rolls, pizza bases and puff pastry. Organic Strong Stoneground Wholemeal Bread Flour is milled using traditional Victorian French Burr millstones to deliver a unique texture and taste, making it great to bake traditional or speciality bread. Golden Wholegrain Bread Flour contains over twice as much dietary fibre as white flour and is an easy and tasty way to boost your intake of fibre and grains.
flour.co.uk

6 WILTSHIRE CHILLI FARM CHILLI SAUCES

Ignore Wiltshire Chilli Farm's range of exciting chilli sauces at your own risk - they're seriously good. "Here are three of our best sauces – between them there is something to liven up any dish," says Martin Bond, sales director. "Mango gives fish and chicken dishes a sweet warmth, Winter is perfect for soups and stews, and Fruity is best friends with a bacon sandwich. They're all suitable to add during cooking or at the dinner table and none can be ignored at the back of the cupboard!"
fearlessflavour.co.uk

7 WILLY'S APPLE CIDER VINEGAR

Willy's Apple Cider Vinegar is the mother of all-natural remedies. Used all over the world for centuries, it is an age-old health tonic, which has remarkable healing properties. ACV is hugely on-trend in the celebrity world for its weight-loss properties and is known as an all-round miracle cure for ailments – it tastes great, too. Made using hand-picked organic apples from the company's Hereford orchards, a daily shot of ACV can change your life, but don't just take our word for it, try it yourself!
willysacv.com





GUIDE TO: CUSTOMER SERVICE

Want to boost your service skills? The owner of Pangbourne Cheese Shop tells us how

THE DOS AND DON'TS OF CUSTOMER SERVICE

Do:

- Be polite
- Be confident
- Be honest (if you don't know the answer to a question ask your colleagues for help)
- Listen to what your customer wants and take an interest in what they are saying

Don't:

- Make up things about your products (you don't know how much your customer knows)
- Treat customers differently depending on how much you think they'll spend – every customer is equally important

Why does customer service matter?

Customer service can make or break an independent retail business. Picture the scene: it's Saturday afternoon and you have the family in tow. You're walking down the high street of the local town and spot a deli across the road. You walk in the door, expecting to be greeted with a smile and array of delicious-looking cheese, but that doesn't happen. Instead, the person behind the counter doesn't acknowledge your arrival. Or worse, there's a team of staff huddling in the corner gossiping and ignoring your requests for assistance. Not only would you not feel welcomed in both of these instances, but it's likely that you wouldn't be tempted to set foot in that store again.

In today's marketplace, customers are used to differing levels of service according to where they're shopping. One would be surprised to receive a warm smile and offer off help walking through the doors of a large supermarket, but it's considered par for the cours e when shopping at an independent. People visit indies for an experience: to while away a few minutes in an inspiring space shared by fellow foodies, and to learn about the product they're buying. This is far from easy when the staff in that establishment are closed off to conversation, and the process of selling you cheese is merely a cold transaction.

It can seem a time-consuming process to make every customer feel welcomed and looked after the second they step through the door, but once your head is in the game it's easier than you might think. Below, Jen Grimstone-Jones of Pangbourne Cheese Shop shares the knowledge she's learned during her time in retail.

Meet the retailer

"Ali and I took over the Pangbourne Cheese Shop in 2015 but the shop has been a Pangbourne institution since 2005. Our shop manager has been in post since 2007. The shop specialises in cheese and we stock about 130 different types. In addition, we also stock crackers, chutney, charcuterie and a whole range of products which complement a cheese board, as well as boutique wines and locally-produced cider, beers and spirits. We were very proud to win the Cheese Counter of the Year in the 2017/2018 World Cheese Awards. Both Ali and I have backgrounds of sorts in customer service – I was a sports therapist and Ali has worked in marketing and customer service for a mobile communications company.

"The '3 As' are crucial – Appearance, Attitude and Awareness.

- Appearance – you need to look clean and tidy but not flashy, neat clothes and neat hair
- Attitude – you should always treat customers as you would want to be treated
- Awareness – acknowledge your customers, if you're serving someone and someone else comes in take a second to say "I'll be with you in a minute", or if you're offering a taste of a cheese get people in the queue to try it too, this lets the customer know you are aware they are waiting and then they are less likely to leave!"

Product knowledge

"Product knowledge is also extremely important. Our customers come to us because they know that not only are our staff passionate about our products but that their knowledge is immense! We visit cheesemakers and we try and buy as many of our cheeses direct from the dairy. This means that we chat to the very people who know the most about their cheeses and the knowledge we accumulate gets passed on to our staff through extensive background notes. Our staff are all expected to regularly try the cheeses in our counter so that they know how they taste throughout the year. Artisan cheeses change subtly depending on whether the animals are inside in the winter or outside in the spring and summer. We can tell when we receive the first batch of cheese made with the spring milk and we talk to our customers about the changes. We can recommend cheeses which will be great to eat that day or cheeses which will be perfect for a dinner party in four days' time. It is this product knowledge that sets us apart."

Go above and beyond

"We endeavour to go above and beyond for our customers. We recently had an online order for a small amount of cheese to be delivered on Good Friday. We had forgotten to take the date off our delivery options. Instead of letting the customer down we drove about 50 miles and delivered the cheese. The customer was so pleased they have placed another order since. Every customer is important,

> "Customer service is the be all and end all of retail and our shop is no different. Without our customers we wouldn't exist, so everything we do every day is done with our customers' needs in mind"

SUISSE SWITZERLAND SCHWEIZ SVIZZERA
Switzerland. Naturally.
AOP
Cheeses from Switzerland.
www.cheesesfromswitzerland.com





whether they are spending a couple of pounds on a small piece of cheese or ordering a substantial cheese wedding tower.

"I would like to think that our customers always leave our shop happy, but we are human, and mistakes do happen. The important thing is to learn from those mistakes and make sure that they don't ever happen again.

"I would say that customers' expectations when it comes to service have changed throughout my time in cheese retail. When we took over in the shop we made it our mission to ensure that our customers' needs were met. This meant that the already high standards of service were pushed even higher. As our standards have improved so have our customers' expectations. If a customer asks us for a cheese that we don't stock, we will go out of our way to source it for them. This is relatively easy in our business as Ali and I ultimately have the power to buy in new products. Requests don't have to go through a complicated sign off process and decisions are made within moments rather than weeks."

Personalised service

"The joy of shopping in an independent retailer is that you generally get a personalised service. We can take the time to chat to customers and get to know them. We know a lot of our customers by name and we take a genuine interest in them and their lives. Independents often have a smaller customer base and so there is time to give customers that extra bit of attention. For us, this personalised service extends to our customers knowing exactly where their food comes from and how it is made. We try to work with producers who have the same levels of customer service that we do so that we all have the same can do attitude to fulfil those out of the ordinary customer requests.

"Independent retailers have a lot more at stake when it comes to their business. We have to treat our customers as king otherwise we will not survive."

DID U KNOW

GRUYÈRE – THE CHEESE, THE TOWN, AND THE REGION – ARE NAMED AFTER A CRANE, ORGRUE IN FRENCH, WHICH PURPORTEDLY LANDED ON THE SHOULDER OF THE WARLORD WHO FOUNDED THE CIVILIZATION. YOU CAN SEE DEPICTIONS OF IT ON THE STATUES, FLAGS, AND DOORWAYS OF EVERY AREA VILLAGE, AND ON SEVERAL WHEELS OF THE CHEESE



A Family Recipe for 900 Years

LE GRUYÈRE® SWITZERLAND AOP





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

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

Gruyère AOP
Born in Switzerland in 1115.

www.gruyere.com

AOP = PDO (Protected Designation of Origin)

SCHWEIZ SUISSE SVIZZERA SWITZERLAND

Switzerland. Naturally.

AOP

Cheeses from Switzerland.
www.cheesesfromswitzerland.com



FOCUS ON: DAIRY

Fluctuating milk prices? The rise in veganism? It's no skin off our milk, say these trailblazing dairy farmers and business owners

Old Hall Farm, a Norfolk-based micro-dairy and farm shop launched in 2016, champions a grass-fed approach where its Jersey cows are allowed to keep their calves – known as 'calf-at-foot'. We speak to Rebecca Mayhew, co-founder, about her flourishing dairy business:



We sell raw milk, milkshakes, butter, cream and buttermilk. We sell butter to restaurants in Norfolk and London – someone is even going to start making ghee with it – and we need to upscale to fulfil the demand from delis and shops for the product. We started off with just plain unflavoured milk and now we make about 15 different flavours of milkshakes.

We're lucky to be able to control who we sell to, so we're selling directly to the public and we set our own price. For example, we have one cow whose calf is just six weeks old, and because I was slow to get to her this morning, I only got around two litres from her. I don't mind, as when I eventually wean the calf, I know I'll get more. But if you're a big dairy and you have a contract with one of the large buying groups, you have to produce so many thousands of litres every single day, and if you're inconsistent, well that contract is in the balance.

A calf at foot approach is certainly a growing phenomenon – there's a dairy up in Scotland and they've got 100 or so cows and calves, and they successfully keep them together for their first five months. It's something that can certainly be scaled up.

Some people are slightly scared of the concept of unpasteurised milk. But when you explain the numerous health benefits of raw milk and the fact it's not homogenised, they realise that it's perfectly safe and better for us than what we purchase in the supermarket. Also, when you explain to people that if they're eating Brie, Camembert or Stilton, those are cheeses with a listeria culture added to create the mould, and compare it to my milk, which is cleaner as it doesn't have listeria, they're converted! We can't supply other shops with our raw milk, but we can sell it direct and send it by post – we send it to London, Yorkshire and lots of other places.

As I always say, you can't milk an almond! People ask me about the rise of soya and if I'm worried, but I just respond by saying if you look into soya and its effect on the environment, that's what people should be more worried about. Cows are part of a very sound basis of improving soil and the climate – it's not like buying soya milk from Brazil where the forest is being burnt away so they have fields to plant the soya. My cows are a lot better to the planet than your soya. In February there was the Februdairy campaign, and during that month the percentage of dairy products consumed grew despite all the anti-dairy campaigning from the vegans. I don't believe that our desire for milk is going to go away, but I think in order to satisfy the wants and needs, we'll need to find a way to do it more ethically, and certainly keeping cows and calves together is the way to do that.

Peter Kindel, head cheesemaker at Daylesford Organic, discusses how a strong demand for dairy spurred them on to start developing kefir:



"The creamery at Daylesford Organic begun in 2000, and today we make nine different kinds of cheese and a range of dairy products which include milk, yoghurt, butter, kefir and buttermilk. Daylesford uses the organic milk from their own pedigree herd of British Friesian cows and their herd of rare breed Gloucester cattle, which travels just 50 yards from the dairy to the creamery. It's so pure you can taste the difference from when the cows are grazing on fresh grass to when they are on silage and hay over the winter. They don't homogenise the milk, either.

"Consumer demand still remains strong for dairy products. Sales growth across all dairy products grew last year by 30%. The farm shop always sells out of milk, but the most popular current dairy product product is Kefir. Kefir is an ancient natural dairy product, proven over generations to be excellent for natural good gut health. Milk kefir is a great substitution for regular buttermilk, sour cream, heavy cream or yoghurt. You can substitute plain of flavoured kefir for any of these ingredients in your favourite recipes for making bread, mashed potato, soups and more. Its sour flavour isn't to everyone's liking, so we are introducing two new flavours – Ginger, Turmeric & Honey and Blueberry & Acai – which balance the sharp taste of plain kefir, making them more enjoyable, especially for children."



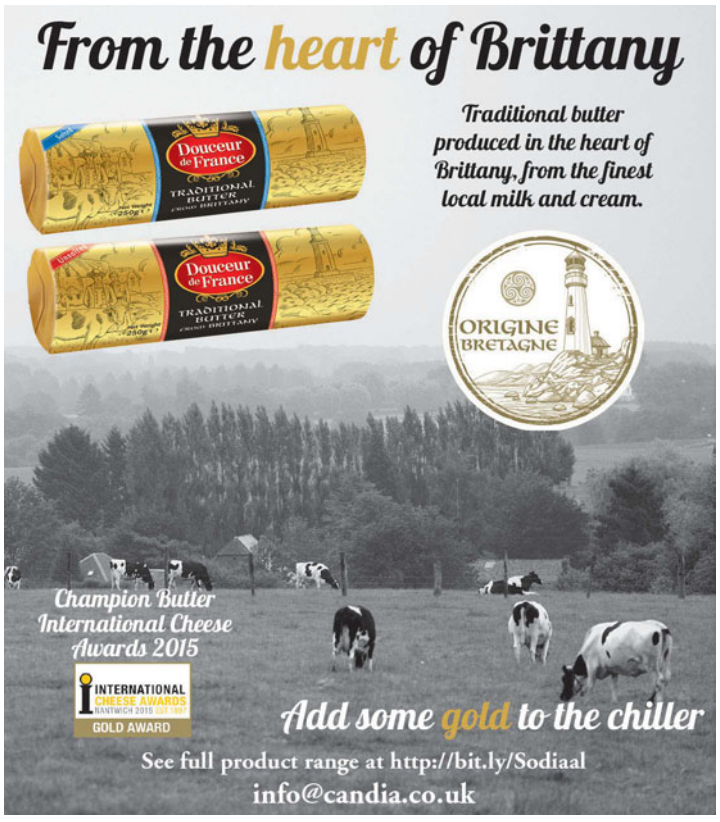


RAW POWER

Welbeck Farm Shop's team tell us all about its raw milk, the shop's innovative way of supplying it to customers and their most popular dairy items:

Graham Walker, dairy farmer at Welbeck said, "We've been selling raw milk through our vending machine in Welbeck Farm Shop since December 2015. Sales started slowly, as expected, but with the events put on at Welbeck and explaining to customers in-store, we are now selling around 10,000 litres a year. We seem to have found our core customers who buy regularly throughout the year."

Oliver Stubbins, farm shop manager said, "Cheesemaking kits are proving popular, which we brought in as customers were asking for them once they could get raw milk and they wanted to make cheese using it. Also, yoghurts and gelato are popular, but we don't make them from our own milk just yet."





1 TIMS DAIRY: Greek Style Set & Stirred Yoghurts

From award-winning family producers with a Greek heritage, and specialists in making Greek style yogurt – give your customers trusted great taste and quality. Made in Buckinghamshire with fresh pasteurised British milk and cream, bio-live cultures and only natural ingredients.

Select from large or small pots in Greek style bio-live natural, honey, vanilla, blackcurrant and raspberry, or from their range of bio-live thick set yogurts in natural, toasted coconut and passion fruit. They can be enjoyed at breakfast, lunch or as a snack with fruit, nuts, cereal and as healthy alternative to cream.

"A luxury creamy texture and beautifully balanced flavours are the key to our range of delicious Greek Style bio-live yogurts," says Chris Timotheou, managing director.

timsdairy.co.uk



2 RODDA'S: Classic Cornish Clotted Cream

For the past 128 years, Rodda's has been the purveyor of the finest Cornish clotted cream. Today, the Rodda family is still crafting their product the same way Eliza Jane Rodda did five generations ago – by carefully separating cream from milk and then gently baking it until it's thick and silky. Rodda's only uses milk produced by farms based within 30 miles of its Cornwall creamery to ensure the utmost quality.

Being awarded Protected Designation of Origin ensures the product has been made in Cornwall with traditional local methods, using 100% Cornish milk.

"We believe that supporting local farming families is key to everything that we do," said Nicholas Rodda. "You can't make the best cream without the best milk, so we have carefully selected farmers who take real pride in what they produce."

roddas.co.uk





3 JOSEPH HELER: Cheshire Butter

Recognised as one of the leading British cheesemakers, Joseph Heler actually has a long history as a buttermaker, but the company stopped making it back in the 1970s. Fast-forward to 2018, after many years and many requests for a real local butter, Joseph Heler decided to revive its old recipe.

Produced using whey cream from the cheesemaking process, the cream is traditionally churned to produce a rich and creamy butter with a distinctive taste. The only other ingredient is Maldon Sea Salt flakes, chosen for their quality.

"Batch-made with 100% Cheshire cream and Maldon Sea Salt to give it a distinct rich and creamy taste, this butter is really unique," says Mike Heler, co-owner. "It also has a rich, yellow colour that looks great when melted on a piece of toast. It's a butter for everyone who loves real food."

joseph-heler.co.uk



4 VILLAGE DAIRY/ LLAETH Y LLAN: Natural with Honey

Teaming up with Welsh producer Hilltop Honey, Village Dairy is proud to announce the launch of the latest addition to its range of yoghurts, Natural with Honey.

The new product contains just Hilltop Honey's blossom honey and Village Dairy's Natural Yoghurt, hence why it is simply named Natural with Honey.

It's also naturally high in protein and contains all natural ingredients. Available in 450g pots, the product offers a convenient breakfast option, delivering natural sweetness along with health benefits in an easy-to-use format.

"What do you get when a Great Taste Award-winning company works alongside another Great Taste Award-winning company?" says Gruffudd Roberts of Village Dairy. "A Great Taste Award-winning product, of course!"

villagedairy.co.uk

5 DOUCEUR DE FRANCE Traditional Butter

Douceur de France is a range of traditional lactic French butter, available in salted and unsalted options.

"Since its creation in 2011 Douceur de France has established itself as the leading butter brand for chefs in London," says Camille Sharif, key account manager at Sodiaal. "The most distinctive and prestigious products of this range are the rolls produced in the heart of Brittany in Quimper from the finest local milk and cream."

The Salted variety even received a silver medal from the Concours General Agricole in Paris back in February, and the butter rolls are quickly gaining in popularity thanks to their consistent quality and delicate flavour.

sodiaal.co.uk







SPANISH FOOD: WHAT SHOULD I STOCK?

While Manchego, Iberico ham and Rioja certainly deserve their acclaim, we explore what other Spanish foods should claim a place in deli counters

When you take a look at your stock, how much of it hails from Spain? While the sun-drenched nation is synonymous with some of cuisine's most revered items – think Iberico and Serrano hams, vivid red Rioja, aged Manchego – the lion's share of most fine food outlet's shelf space can often veer towards Italian and French fare.

Why? Well, a lot of it comes down to consumer perception, and the awareness in the UK surrounding other countries' food culture. French food has long been deemed the apex of gastronomy. Italian cuisine, on the other hand, is typically shrouded in romanticism and is revered for incorporating aspects



of the healthy Mediterranean diet. But what about their continental neighbour, Spain? "Spanish food has definitely grown in popularity in recent years," explains Cesar Garcia, group head chef of the Ibérica chain of restaurants and shops. "There are now many shops, delis and restaurants serving tapas and Spanish dishes and selling the country's food and drink products. Spain is a country that's well-known to people from the UK, and 16 million people travel from the UK to Spain each year for their holidays. People seem to enjoy the Spanish small



CESAR'S LESSER-KNOWN SPANISH FOOD MUST-HAVES:

- **Cecina:** An air-cured beef that's similar to Italian bresaola but more delicate in flavour and smoother in texture
- **Lomito:** Cured Presa Ibérica – it has such an intense flavour
- **Catillo de Canena oils:** We use and stock olive oils from this producer, who has been making it for over 200 years
- **Oro de San Carlos:** Another award-winning oil producer from Spain. We love their white reserve balsamic vinegar
- **Blue cheeses from the north:** Look for cheese from places like Cabrales and Le Peral. Many of them are matured in natural caves in the mountains
- **Idiazabal:** A smoked vegetarian cheese from Basque Country
- **Ibores:** A goat's cheese from Extremadura that's rubbed in smoked paprika and has gained PDO status – it's a highly prized ingredient
- **Tempranillo wines:** We've seen these wines on menus in the UK, but normally they're the cheapest option. We have more easier to drink and complex Tempranillos in Spain – it's a Spanish wine which should be made more of in the UK

plate, which is a tapas-style of eating that's versatile, tasty and accessible. The small plates concept that Spain is known for has grown popular in the UK and has boomed in all cuisines, from Asian to American, yet Spain is really where it all began."

When it comes to the most popular Spanish products that the company sells, there's no questioning the buzz surrounding Iberico ham. "Our must-stock product is Iberico pork ham, without question," states Cesar. "Iberico is a unique breed of pig native to Spain that roams freely in the 'dehasas' – oak forests – and grazes on acorns. It's incredible how the same animal breed and a very similar diet can produce meat of different textures and flavours primarily due to the weather or soil in the area in which they grow up."

As with every country's cuisine, each region boasts different nuances in flavour and serving style. For Cesar, it's all about the north-west coast of Spain, where seafood is plentiful and there are fantastic-quality diverse cheeses like Cabrales and Casín.

"For its culinary output, my favourite area has got to be Asturias," he says. "Apart from the quality of products and style of cooking, Nacho Manzano, our executive chef, is from there, and he has abig influence over our menu and our philosophy."

HOW TO: SELECT SPANISH WINE

Peter Mitchell, Master of Wine and wine director of Jeroboams, London's premier wine merchant, raises a glass to exciting varieties from Spain:



"It's dangerous to generalise such a large wine-growing country, but Spanish wine often has a softness and easy drinkability to it – one could say it requires less thought to enjoy it. The traditional widespread use of oak along with grape varieties that are not too high in acid or tannin also makes wine that is generous and easy to enjoy. The region of Rioja is revered. At the cheaper end it has produced reliable, sweet fruited and gentle wines, whilst at the grander end it makes wines of immense complexity that can age for decades.

A lesser-known wine which I love is Mencia, from the northwest, which at its best has a density and freshness reminiscent of Bordeaux. Sumoll from Penedes is another one – it's a very obscure variety that produces wine with ripe Spanish fruit but with an Italian-like structure. Priorat is not that well-known, but makes some of the greatest wines in Spain from old vine Grenache and Samso. These are immensely powerful wines with a spicy edge to them.

Current trends in Spanish wine include less reliance on heavy American oaking. Also, the northwest, being somewhat cooler, is producing some fresher styles of wine in tune with modern tastes. We are seeing the resurrection of more 'forgotten' varietals, although Tempranillo still dominates. I am seeing more single varietal Grenache wines from ancient vines which, when grown at altitude, can be remarkably intense and fresh.

When it comes to sourcing wines, the team often attends trade fairs of various sorts and look at unrepresented estates. Sometimes we get recommendations from other estates that we already represent. If we feel we want wine from a specific area then we might contact the local Consejo to get a list of local producers, as well as look through guides such as Peñin for up-and-coming producers and contact those without UK representation whose range and ethos we feel would fit with us. We source a few famous names for our retail shelves from UK agents. These are chosen after comparative tastings of samples."

> "The region of Rioja is revered. At the cheaper end it has produced reliable, sweet fruited and gentle wines, whilst at the grander end it makes wines of immense complexity that can age for decades"





A SELECTION OF HAMS AT THE SPANISH SHOP, EXETER

SPANISH FOOD INDUSTRY: AT A GLANCE

The Spanish food and drinks industry reported its best ever year in 2016, breaking export, production and employment records, according to the Spanish Federation of Food and Beverage Industries (FIAB).

- The FIAB revealed that demand for the country's exports are up 8.4% year-on-year
- The food and drinks industry now represents 11% of the country's total goods exports, and is valued at €27 billion
- Meat products are Spain's most in-demand food and their export is valued at €4.42 billion, followed by olive oil, fish products and wine
- Most of the products are sent to countries within the EU, but exports to China, Japan and the US have all increased

"I couldn't believe what major retailers were presenting as Spanish food – I had to take action"

When Bogdan Zeamaneagr came to the UK from Catalonia, he was gobsmacked by the lack of quality Spanish produce on the UK market. He explains how this fuelled him to open The Spanish Shop in Exeter:

We opened our food shop mainly due to hunger. I couldn't believe what major retailers were presenting as Spanish food. I remember that Lidl was selling a chorizo made in Germany. Obviously you can't market a Spanish chorizo made in Germany! It was very disappointing, so I decided to take action.

In my eyes, you can't run a Spanish shop without some kind of chorizo, Iberico hams, hand-carved hams and Manchego. Seafood is obviously very important to have, too. We're pleased to offer the biggest peaches I've ever seen here in England; I believe that they're the second biggest in the world. They're preserved in sugar, and are utterly delicious. Our clients often tell us that we sell the best peaches they've ever tasted. We also sell a lot of pulses – people love them! The pulses and grains we stock are quadruple the size of the ones you find on the market – people are addicted to them. There are some products I can't introduce to England as they're hard to understand. I've tried, but some people don't have the palate to enjoy the drinks. I don't presume that everything Spain has to offer is going to be accepted in England – that can be a disaster.

Barcelona's food is astonishing, but that doesn't mean Madrid hasn't got it going on, too. Or Seville for that matter – the food there is gorgeous. And the tapas in the Basque country is undoubtedly the best in Spain! All of Spain has something to offer. Barcelona, being on the Mediterranean sea, has fantastic seafood dishes, which are representative of Barcelona gastronomy.

We have four or five wines that come from very small producers in Catalonia – we come from Barcelona, so we have the desire to represent that region as much as we can. Spain is famous for its wine, but also its beer. We have a gorgeous water in Catalonia, called Vichy Catalan – it's one of my favourite drinks. It's a tonic water, an unadulterated fresh water that comes from the land.

> I don't presume that everything Spain has to offer is going to be accepted in England – that could be a disaster

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SUPERFOOD POWDERS

'Why chew your food when you can sprinkle it?' asks Sally-Jayne Wright. Antioxidant and vitamin-packed powders are all the rage



They started on celebrities' websites. The rich and fashionable whizzed them into smoothies, stirred them into oatmeal and sprinkled them over salads. The surprise is that superfood powders such as spirulina, cacao, chia and ground baobab fruits have moved beyond Hollywood and the health food stores to land at your local supermarket. Asda sells Naturya maca powder, Tesco online sells Bioglan Superfood super-greens powder and Lidl has milled linseed with sunflower seeds, pumpkin seeds, goji berries and chia seeds.

I KNOW BROCCOLI AND BLUEBERRIES ARE SUPERFOODS. ARE THESE THE GROUND-UP VERSIONS?

No, though greens and berries do figure. There's no official definition of a superfood. Respected nutrition therapist and food writer, Ian Marber, cynically says it's any food with a marketing department and preferably from the Amazon.

Superfood powders are dehydrated, freeze dried or finely milled versions of nutrient-dense seeds, roots, leaves and berries. They could be chlorella and spirulina (both algae), wheatgrass, barley grass, kale or simply super-greens combining some or all of them. Other examples are Brazilian goji berries said to boost the immune system and brain activity, or sweet, malty maca, also known as Peruvian ginseng and alleged to boost your energy.

WHAT'S BEHIND THE TREND?

Clean eating. Social media influencers have inspired health-conscious, younger consumers to eat highly nutritious foods to make up for their busy lifestyles. A typical 'clean' dessert would be Gato & Co's chocolate aubergine fondant which contains raw cacao, almonds and spirulina. The aim is to reach beyond good health towards positive wellness.

IS THERE A DOWNSIDE?

It's expensive. At £10 for 70g, Tesco's super-greens powder works out at nearly £143 a kilo for seven servings. We may be wasting our money since dietitians report that tests used small samples or very high concentrations of the wonder-ingredient. They also say our bodies work best on fibre.

Another downside is taste. "Mixed in water by itself, a super-greens powder is rather unpalatable, giving off a distinctly earthy, fish-tank fragrance" wrote journalist Charlotte Sinclair in the Telegraph online. Sales of cacao powder remain steady because it masks the pondy flavours and colour of say, chlorella, and makes smoothies more luxurious.

DO WHEY PROTEIN POWDERS COUNT?

Sure they do. Protein is king. Athletes and everyday exercisers use it in shakes and smoothies. It's a bonus if a superfood like chia or matcha contains protein naturally; vegans, vegetarians and the lactose intolerant can use it to pack more protein into a plant-based diet. Chia seeds contain all the essential amino acids as does moringa.

> "The trend for protein shows no signs of going away. Nor does the power of marketing"

WHO'S A FAN OF THESE POWDERS?

Londoner Emily, 24, who lives with her parents in an affluent suburb is typical. She drinks protein shakes for breakfast and buys the whey powder from MyProtein online. "I can't 100% say how much good it is doing me as I either go all out on a health kick or don't bother." She and her younger sisters have dabbled with: spirulina in their smoothies (doesn't taste too awful), turmeric (fine if you want your shake to taste of curry), acai and chia, all from Holland & Barrett.

Her grandparents are less likely to use them. A study of 2,000 adults over 60 undertaken by OnePoll.com for the Chilean Blueberry Committee found over 90% had never tried matcha, over 73% never tried chia seeds and over 62 per cent never tried flax seeds. They preferred to get their vitamins and minerals from more conventional and local sources.

WHEN DO SUPERFOOD POWDERS SELL BEST?

In January when customers start their fitness programme. There's a dip around Easter followed by increased motivation as summer draws near. There's another peak in September (Kantar Worldpanel).

HOW CAN WE MAKE THE MOST OF THIS TREND?

If you are not a health food store, you will be out of your comfort zone. Keep an eye on what the supermarkets are stocking and ask your customers what they'd like to buy. Choose the better tasting such as raw cacao or matcha which can be used in shakes, ice cream, lattes and brownies. Go for those with promising science such as turmeric. Ian Marber likes flaxseed, a good source of fibre and Omega 3 and easy to sprinkle over yoghurt or porridge.

WHAT'S COMING NEXT?

Joe Drennan of Spill the Beans, a long established health food store in Dorset, reports that moringa is gaining profile. For those customers who demand the very latest, look out for: ashwagandha, a herb used in ayurvedic medicine to reduce stress; camu camu, said to be very high in vitamin C and antioxidants; and mushroom powder. Mushroom lattes – maca, mushroom, almond milk and coconut sugar – could soon replace turmeric lattes at your coffee shop.

WILL THIS TREND LAST?

Be cautious about ordering wheatgrass, barley grass and kale powder. Drennan reports that sales are not as strong as they were. The trend for protein, preferably 20g per serving, shows no signs of going away. Nor does the power of marketing.



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WHAT DRINKS TO STOCK THIS SUMMER

Get your summer 2018 off to a fresh start with thirst-quenching new launches, perfect pairings and refreshing recommendations

WHAT TO STOCK TO CASH IN ON CONSUMER DEMAND

Mark Wiltshire, Diverse Fine Foods

The drinks market has seen a lot of change over the last few years and we have really started to see brands working hard to produce products that not only have a point of difference but are cleverly branded and helping to shape what the consumer wants.

The trends we are seeing at the moment focus are focused around three main areas, these are the planet, ingredients (Sugar Tax) and alternatives. Below I have tried to give some examples of this using some of the amazing brands we work with.

Firstly, the impact on the environment is finally starting to gain more headlines and a large part of this is down to the huge amount of single use plastic we are seeing produced, Canowater are leading the way of being environmentally friendly as it is 100% recyclable and also refillable due to its resealable lid, this is working well for stores that offer free refills of water.

The other side of the helping the planet is also about people and Karma Cola is a brand with a purpose, they are directly improving the lives of people in Sierra Leone where they source their cola nut. Proceeds from the sale of every bottle or can go back to these communities through the Karma Cola Foundation this brand is Ethical, Organic, Fairtrade and delicious.

On the ingredients side, it's more about taking things out than adding things in, consumers are looking for cleaner, healthier, real ingredients. Dash Water is an amazing British spring water infused with wonky fruit and vegetables for a subtle flavour containing no sugar, calories or sweeteners, so not only helping the war on food waste but using clean ingredients and no sugar.

Another exciting product is No 1 Rosemary Water which was created as the first pure botanical extract to provide a convenient means of incorporating rosemary into the conventional Western diet as a no sugar alternative.

We are seeing a lot of the big drink manufacturers trying to emulate what the independent guys have been doing for the last couple of years, taking all the unnecessary ingredients from drinks. Alternatives are becoming a big part of the market now with consumers wanting something different and no longer happy with the same old soft drinks.

Real Kombucha was inspired by techniques going back over millennia, blended with processes from fine wines and craft beers. Their unique brewing process builds on the delicacy of their teas with complex floral and fruity flavours, astringency and subtle acidity more commonly seen in the most carefully crafted alcoholic brews.

Kineta is a health and lifestyle matcha green tea drink. Matcha is known for the energy and focus it delivers and as such more and more people are turning to matcha for a healthy, natural sustained energy hit.

Fitch Cold Brew Coffee is on a mission to challenge traditional perceptions of coffee by creating new and exciting ready to drink coffee products. Fitch has begun by producing its Still and Nitro Cold Brew coffees. Cold brew will be big in 2018!

Seedlip and Fit Beer are two from our non alcoholic range that are hitting the market by storm! We receive so many requests for non alcoholic alternatives. The market has really improved over the last couple of years, giving us products that are now hard to distinguish from their alcoholic equivalents.

Finally, the independent drinks arena is certainly an exciting place at the moment and retailers have an opportunity to do away with the mass brands and not only stock better quality products but help the planet and others in the process, what can be better than that?





STOCK CHECK 2018 SPECIALITY FOOD MAGAZINE



SALCOMBE GIN START POINT
Citrus led with classic juniper notes and is balanced with warming spice and a lengthy finish.
salcombegin.com



SILVER SWIFT TIPSY ICED TEA VODKA
A lightly sparkling blend of award-winning ultra-premium British vodka, gooseberry, elderflower and earl grey.
silverswiftdrinks.com



KOLD FROZEN LYCHEE MARTINI
Aromatic lychees blended with pure, triple distilled vodka.
koldcocktails.com



CAWSTON PRESS RHUBARB
Made with pressed rhubarb, grapes, apples and sparkling water.
cawstonpress.com



LONGFLINT GRAPEFRUIT, SOUR CHERRY & MEZCAL PALOMA
An almost sherbert-like flavour with herby citrus notes.
longflint.com



NONSUCH SHRUBS PEACH & BASIL
A herbaceous blend of fruit juice, cider vinegar and sparkling spring water.
nonsuchshrubs.com

PERFECT PAIRINGS: ENGLISH WINE AND SUMMER FOODS

Simon Hawkins of Hawkins Bros



All hail the onset of summer! After enduring a long and freezing winter the thought of the light at the end of the tunnel is enticing. All those fantastic seasonal delicacies that will emerge on our supermarket shelves and deli fridges send me into a spin of anticipation. Then comes that most agonising of choices, what to drink with them? It's time to think of pairing our seasonal food with our wonderful home produced wines.

Here I've taken some of my summer favourites and paired them with some outstanding English wines.

● ASPARAGUS
Possibly the most eagerly awaited vegetable of the early summer, there's nothing that quite compares to English asparagus in season, served steamed with melted butter and a grind of black pepper. Hidden Spring Vineyard's Bacchus 2016 is the perfect accompaniment – the crisp gooseberry and elderflower notes of this East Sussex wine work wonderfully with the succulent spears.

● STRAWBERRIES
Even though we can now get poly-tunnel English strawberries most of the year, the summer varieties are still the best. The acidity of strawberries works fantastically with a sparkling rosé. Greyfriars Rosé Reserve 2014 is one such wine – its strawberries and cream nose and balancing acidity mirrors perfectly the flavours of the ruby fruits.

● SAMPHIRE
This salty sea-vegetable is a particular favourite of mine, harvested at low tide, steamed and served with a perfectly cooked piece of fresh fish. The saltiness of the samphire needs a bone-dry white to make it sing, I recommend Westwell Vineyard's Ortega Classic Ferment 2016

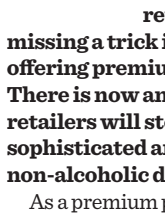
● BURRATA
After over-wintering on silage, the sudden richness of the milk from cows re-introduced to upland pasture produces this wonderful, tangy, grown-up brother to mozzarella. Works fabulously with a lovely, light-bodied Pinot Noir such as Bolney's Foxhole Pinot Noir.

● GLOBE ARTICHOKES
Some think this a fiddly vegetable to work with and eat, but boy does it reward you with outstanding flavours! Here's where I bang the drum for my own wine, Hawkins Bros Brut Reserve is a classic English fizz with great balance between fruit and acidity and is the perfect bedfellow for this delicious, edible thistle.

● SUNSHINE
Okay, it's not a food and we don't get very much of it, so when it does appear let's celebrate by cracking open a bottle of my favourite summer tipple, Hush Heath Nannette's English Rosé, perfect on its own. It's the English summer in a glass. Cheers!

THE VALUE OF PREMIUM DRINKS

Gabriel David, founder and chairman of Luscombe Drinks



With growing numbers of adults choosing not to drink alcohol, speciality food retailers are missing a trick if they aren't offering premium soft drinks. There is now an expectation that retailers will stock a variety of sophisticated and interesting non-alcoholic drinks.

As a premium producer, Luscombe Drinks have worked hard to source the finest ingredients, perfect our recipes and use minimal processing to create award-winning drinks. Over time we have developed our range, complementing Luscombe's organic fruit juices with a selection of effervescent fruit crushes and timeless classics, such as ginger beers and a still Sicilian Lemonade. These are all made with soft Devon spring water and are ideal for summer days and alfresco dining. Take the Strawberry or Raspberry Crush – both pair beautifully with afternoon cream teas.

Alternatively, if you're looking for something a bit special, our range of delicate bubblies are an excellent alternative to champagne. Try serving the Damascene Rose Bubbly chilled in a champagne flute – guests will feel truly spoilt.

It is all about the taste, and the current trends are for floral notes and, with the introduction of the sugar levy, low sugar content. Many of the Luscombe range use the natural sweetness of the ingredients, and we are now launching a range of Sparkling Fruit Waters – just in time for the summer.

The first three flavours are Passionfruit, Sour Cherry and Raspberry. With minimal processing, these new Fruit Waters are made with gently carbonated soft Devon spring water and a high organic fruit content. There are no artificial flavours, additives, sweeteners or preservatives. Each flavour is low in natural sugar content and low in calories (less than 15kcal/100ml), and yet each retains the delicious taste of the organic fruit.

OPT FOR THE ALTERNATIVE

Jonathan Wallington, Wild Drinks

From an independent retailer's point of view, the value in stocking alternative brands is an important way of giving them a point of difference from larger multi-outlet stores. A main line brand, say for example Coca-Cola, can be bought pretty much anywhere, so an independent trying to compete with the larger retailers in drawing in potential new customers by using Coca-Cola is a non-starter.

The drinking public is becoming more adventurous, and is on the lookout for something beyond the established offering. So retailers stocking a wider and more audacious range will inevitably attract an alternative purchaser to someone who is just looking at the mainstream.

Wild Drinks is a case in point: it's gaining traction with the independent sector as it offers 'that' alternative. A combination of Perry and Gin, both of which are trending now, combined with very British flavours puts it at the forefront of a new wave of artisan drinks. It's brands like Wild that are offering both the discerning drinking public and so in turn the retailer real added value and that point of difference that everybody is looking for.





MEET THE PRODUCER

From quality ready-to-serve cocktails to healthy premium pre-mixed drinks, Kold Group's in-demand ranges are sure to captivate your customers this summer

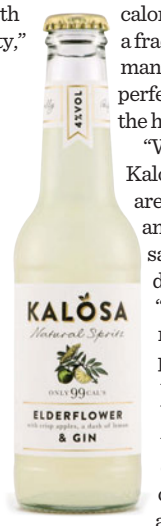
With each passing day steadily getting warmer, discerning retailers will be assessing their alcohol options with utmost attentiveness. It's a key driver of sales for any shop during the summer months, however, a simple offering comprising of just beers, wines, spirits and ciders is unlikely to suffice for today's health-conscious and adventurous consumers. Founded in 2013, the Kold Group could be the answer to retailers' prayers.

The independent British drinks company produces and markets exciting, premium alcoholic drinks under two brands: KÖLD Cocktails and Kalosa Natural Spritz. The former was created to help cocktail-lovers enjoy the perfect serve at home in the form of award-winning frozen cocktails created using traditional recipes, premium spirits and the finest natural ingredients, all contained in a convenient and stylish pouch.

"We thought wouldn't it be great if you could easily enjoy cocktails at home that tasted just as good as the ones you're served in a top bar," explains Nick Sotiropoulos, founder of Kold Group. "So we set about creating KÖLD – effortless, bar-quality cocktails that you simply freeze and serve! We drew inspiration for the design, packaging and brand name from one of our favourite places in the world: Scandinavia! Their effortlessly cool style was the perfect inspiration for the brand and for our award-winning packaging design. After two very long years of sourcing ingredients, developing recipes and finalising packaging, we finally launched the brand."

A true pioneer of the ready-to-serve market, the KÖLD Cocktails range comes in four flavours: Cosmopolitan; Mojito; an award-winning Lychee Martini and an Elderflower Martini. The diverse array of varieties all incorporate the best quality, all-natural ingredients and follow classic recipes for iron-clad authenticity. To make the cocktails, KÖLD uses the highest quality spirits, from barrel-aged rum from the Caribbean to triple-distilled vodka. "Our aim was to create a range of cocktails that were both convenient yet excellent quality," says Nick. "It wasn't easy!"

Evidently, it was worth it. The Lychee Martini has won a Great Taste Award for two years in a row. "It is fairly rare for a ready-to-serve cocktail to win such accolades, and it just goes to show the quality of our products," he says. "We believe we won the awards due to the authenticity of our cocktails – at 8% ABV, each cocktail is the equivalent to a double measure, so it's similar to what you'd expect to be served in a good bar, but in a convenient, ready-to-serve format."



Sophisticated sipping

After the unequivocal success of introducing KÖLD Cocktails to the market, the company set about releasing another innovative range, Kalosa Natural Spritz. Specially crafted for the modern drinker looking for an exciting and all-natural alternative to the norm, the range is made by mixing premium pure-distilled spirits with the finest ingredients. Flavours include Pink Grapefruit with Crisp Cranberries & Vodka and Elderflower with Crisp Apples, a Dash of Lemon & Gin. All consumers need to do is pour them over ice, garnish with a slice of lemon or grapefruit and serve. At only 99 calories per bottle, and containing a fraction of the sugar found in many alcoholic drinks, they're perfectly positioned to appeal to the health-conscious crowd.

"We were inspired to create Kalosa Spritz because people are now demanding healthier and lighter alcoholic drinks," says Tori Carlaw, marketing director at Kold Group. "Consumers are becoming far more aware of what they're putting into their bodies, and this includes not only food, but what they're drinking, too. With so few healthier options in the alcoholic drinks category, we set about creating a light and refreshing alcoholic drink that not only tastes great, but ticks the lower calorie, lower sugar, all natural and lower alcohol boxes at the same time."

The spirits used to create the drinks were carefully selected, with the team pinpointing premium varieties that customers are currently coveting. "Using gin was an obvious choice given the incredible rise in popularity of artisan gins over the last few years," she says. "The elderflower gives it a slight sweetness, which is balanced by the zesty lemon. Pink grapefruit has become really popular recently, and it not only looks fantastic but tastes very refreshing – it really complements the vodka. The result is a drink which has tasting notes not too dissimilar to that of a classic G&T, but less bitter."



The demand for premium, healthier drinks is steadily growing, with one in four people deciding on what they drink due to its calorie content, according to Mintel. "At first it was just about eating a bit healthier, but now it is starting to be about drinking healthier, too," says Tori. "Consumers want to enjoy lower calorie and lower sugar alcoholic drinks, but still drink something more exciting than simply a gin and slimline tonic." That's where Kalosa Spirtz comes in, believes Tori. "You can see times are changing with the release of non-alcoholic spirits and lower ABV beers – there is a real demand for lighter alcoholic drinks, and it will only increase in the coming years."



> "There is a real demand for lighter alcoholic drinks, and it will only increase in the coming years"



KÖLD

Our authentic bar-quality cocktails are made with a double measure of premium spirits and only the finest natural ingredients.

With no mixing, mess or hassle, you simply freeze, serve and enjoy!

Sold ambient and available in 4 delicious varieties: Mojito, Cosmopolitan, Elderflower Martini and Great Taste Award Winning Lychee Martini.

www.koldcocktails.com





FIRE IT UP

Barbecue season is now in full swing, but with Brits' appetites for sausages on the decrease, and exotic ingredients on the rise, what's next for cooking alfresco?

The British certainly do not require any persuading when it comes to dusting off the barbecue and getting friends and family over for a barbecue. And nowadays the stereotypical British barbecue scene doesn't solely consist of wafer-thin burgers, substandard quality sausages and luminous yellow cheese slices, either – guests will often come armed with exciting dishes and innovative products.

In fact, the British public seems so eager to try new flame-grilled flavours that consumers appear to have lost their appetite for sausages and generic barbecued meats, with many opting for high quality cuts and other varieties. Kantar Worldpanel noted in September of last year that chicken was quickly becoming one of the nation's favourite meats for barbecuing, with Nathan Ward, business unit director at the consumer insight specialist stating, "The traditional barbecue staples of sausages and burgers are struggling in the short term."

The rise of American barbecue in the UK, plus the proliferation of Asian-inspired barbecue flavours at street food locations, means that British consumers are being influenced by barbecuing styles and flavours from abroad more, and are testing cooking techniques out in the garden. Now the market is filled with exciting rubs, marinades, blends, sauces and other accompaniments to help barbecue connoisseurs and novices alike. While deep southern American barbecue flavours complement low-and-slow cooked brisket or pulled pork, Asian barbecue flavours are often perceived as lighter, and are helping to boost the profile of outdoor cooking of vegetarians and vegan-friendly products, too.





PHOTO BY JENI KNOTT

Summer sauces

One thing is for certain, though – the British public's appetite for condiments isn't waning. Stokes Sauces are a stalwart of many outdoor culinary occasion, with the company's iconic labels and bottles often a common sight on a picnic bench or blanket. "Whether you're cooking outdoors or in the kitchen, Stokes' range of ketchups, mayonnaise, BBQ sauces and relishes add a spring to barbecued, grilled and oven-roasted meats and vegetables," explains Vicky McTaggart of Stokes Sauces. "We believe that we have a sauce to suit all palates: smoky, sweet, sticky and hot. The Tomato Ketchup is the absolute star of our portfolio, and contains deliciously juicy Italian tomatoes – 200g of them are packed into every 100g bottle! Our Real Mayonnaise is made with Greek Koroneiki oil, British free-range eggs, salt from the Dead Sea and unrefined cane sugar – it's delicious with crème fraiche for a deliciously creamy dressing for salads, fish or new potatoes. Other favourites include the Original BBQ Sauce Hot & Spicy BBQ Sauce, Sweet & Sticky BBQ, Burger Relish, Red Onion Marmalade and Chilli Jam."

In a bid to convert any reluctant mayonnaise fans, Stokes Sauces has just launched its Real and Garlic Mayonnaise options in smaller 210g jars, alongside its 345g version. "This sized jar is ideally suited for individuals who either haven't yet tried this incredible mayonnaise experience or for a smaller family who feel they would struggle to consume a large jar," says Vicky.

> "British consumers are being influenced by barbecuing styles and flavours from abroad more, and testing cooking techniques out in the garden"





"Let's shake it up and steal some of the adventure from the blokes!"

Cook, writer, food stylist and one of the foremost voices in British barbecue, Genevieve Taylor, talks to us about the allure of cooking outdoors, the rise of chilli-products and why the grill is most certainly not just the man's domain:

I love cooking outside, eating out and being outside. I get out there as often as I possibly can, and I've written various books on cooking outside – I've got a new one coming out in a month of so focused on wood-fired ovens. You can find out more about that at my website genevievetaylor.co.uk. My garden is full of different bits of kit which I cook on. I'm brand ambassador for Napoleon Grills – a Canadian barbecue brand – and they predominantly make gas barbecues. The beauty of gas means that even in the middle of winter I can just pop out there and cook a steak – it's nice to know that all you need to do is switch it on and off, and it can really quickly reach a very high heat. I'll then turn to charcoal barbecues from around Easter onwards. That's when the evenings are longer and you're happier to hang around outside by the barbecue and the coals – they take a little bit more tending to. Barbecuing is a great social event, and the kids are always excited to get out there and help out. We've also just built a wood-fired oven in the garden, so that's another thing I'm cooking away on!

We're generally becoming more adventurous – a bit more savvy – and wanting to try new things. Vegetables are brilliant on the barbecue because that high heat does wonders for aubergines and peppers – it packs them full of flavour. The whole American low-and-slow thing is pretty big at the moment, where you're not cooking directly over the heat, you cook to one side of it so it takes a lot longer. People have realised you can't just whack on some meat right over the coals, which is where you get the classic burnt on the outside and raw in the middle scenario. That's unless you're flash cooking a steak, of course. Cooking chicken and pork slowly on an indirect heat is a real trend. Festivals like Meatopia and outdoor barbecue events have helped raise the profile of this new way of barbecuing – it's not just all about torching sausages any more.

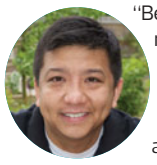
I'm hoping that I'm spreading the message that women like fire as well. There's definitely something addictive about cooking on fire. It has always been seen as the man's domain – where women would do the salads and the men would hold fort around the barbecue – but it's 2018 now and that's changing. There are a lot more women that are barbecue chefs and people like myself who specialise in fire cooking; it's great. Let's shake it up and steal some of the adventure from the blokes! There's a couple of girls from Cardiff called the Hang Fire Southern Kitchen – they're brilliant. They gave up their sensible office jobs and went travelling around the southern states of America one summer and learnt as much as they could about American barbecue, and came back and set up pop-up barbecue events, and now they've got their own restaurant and a book.

I use lots of different spices and there are some excellent chilli sauces out there. I'm lucky enough to live in Bristol where there are lots of ethnic food shops. I'm mostly all about using spices rather than ready-made sauces. I often make my own rubs, but to be honest, the shops now have plenty of great ready-made items that make this style of cooking a bit more accessible. These days you can buy jerk pastes, chipotle chilli pastes and all these interesting chillies. Chillies are no longer labelled just 'hot': there are fruity ones, smokey ones – it's great!



PRODUCER PERSPECTIVE

Andre Dang, the man behind condiments and sauce company Manfood, talks to us about the trends currently igniting the barbecue world:



"Because of the media, there's a lot of emphasis on American barbecue, so we have tried to address that with our Smokehouse range. That said, cooking over fire is popular in countries all over the world – you only have to look to Australia, South Africa and Asia to see examples of street foods and popular dishes that come into their own cooked on open flame. For this year, we launched an Asian Fusion range to give something a little different to the consumer. While they're not necessarily traditional recipes, we've taken inspiration from different parts of Asia to encourage experimentation. For instance, our Adobo Wing sauce is the perfect marinade for chicken wings, our Korean sauce works very well with beef ribs, while our Wasabi sauce is a great dip for fish.

Our most popular range during the summer season is Smokehouse. This selection focuses on smoke in food, so with each recipe we've tried to include a hint of natural smoke, which makes them perfect for the barbecue. The products include: Smoked Garlic Mayonnaise; Smoked Onion Relish; Beer & Smoked Pickles; and Smoked Corn Relish. In our sauce range we also do an excellent Beer Barbecue Sauce, which works well as an accompaniment and marinade, and also a Peanut Satay Sauce, which is fantastic with chicken skewers."

"Stokes Sauces' Mayonnaise range extends from the Real and Garlic Mayonnaise options to other flavours, too. There's Lemon, Blushed Tomato and Chilli Mayonnaise, along with more flavours in development."

Exotic flavours

Tom and Claire Ali are two food fans who noticed a gap in the market for high-caliber spice blends for those who lack the time or know-how to create their own seasonings – much of the range is perfect for adding to barbecue dishes, believes the husband and wife team. Their company, Freshly Spiced, was formed back in 2016, and has been captivating foodie's palates ever since. "We combined our passion for food, health and fitness and wanted to offer a range of natural, vibrant spice blends and healthy, simple recipes to support customers' busy lifestyles," says Tom. "This makes them great for families, people leading a healthy lifestyle and want to know what goes into their food and those who follow strict diet plans."

The company has a selection of products tailor-made for adding some pizzazz to barbecue dishes. "We have a BBQ Rub, which offers smokey flavours with a kick of chilli," he explains. "We also have Spiced Burger and Vegan Burger blends to cater for those dietary needs. Our Tandoori, Ras El Hanout, Kebab and Jerk blend are great for barbecue. They range from Hot Jerk, which is perfect for chicken or salmon, to Kebab, which makes for healthy takeaway-style kebabs."

When it comes to exciting new flavours, Freshly Spiced has that area covered, with the company constantly creating new products – it even has a few lined up just in time for summer. "We have five new blends launching in the coming weeks," explains Tom. "They include a Persian Advieh Blend, Middle Eastern Za'atar and Ethiopian Berbere blend, which feature recipes for stews, whole chicken rubs and fish seasonings." Time to fire up that barbecue!





STOCK CHECK 2018 SPECIALITY FOOD MAGAZINE



HAWKSHEAD RELISH BARBECUE SAUCE

Hawkshead further improved what was already an award-winning sauce with the addition of chipotle chillies.

hawksheadrelish.com



MANFOOD BEER & SMOKE PICKLE

Pickled sweet and sour cucumbers that come in a beer and smoke brine – they're an ideal barbecue accompaniment.

welovemanfood.com



STOKES REAL MAYONNAISE

Stokes uses British free-range whole eggs with a healthy dash of olive oil to make this mayo.

stokessauces.co.uk



KÜHNE PICKLED GHERKINS

Authentic pickles which are perfect for adding to a beef or vegetarian burger.

rhamar.com



GORDON RHODES SMOULDERING HOT RUB WITH CHIPOTLE CHILLI

Blow your espadrilles off with this gluten-free, spicy hot rub for meat, fish or vegetables.

gordonrhodes.co.uk



FIREFLY BARBECUE TEXAS SPICY BBQ SAUCE

A rich sauce combined with the complex smoky flavours of Mexican Guajillo, Pasilla and Ancho Chillies.

fireflybbq.eu



STUBB'S WICKED HABANERO PEPPER WING SAUCE

Texas-born and made with real habanero peppers, this sauce will turn up the heat on wings.

stubbsbbq.com



ALFEE'S MUSTARD BBQ SAUCE

This sauce starts with a mustard base mixed with some sweetness and vinegar to give it the barbecue tang.

richsauces.com



BUCKSHOT ORIGINAL CHILLI SAUCE

A chilli sauce to appeal to all tastes. Fresh green chillies blended with ginger and cumin brings out a delicious flavour.

buckshotoriginal.com



POTTS' BARBECUE MARINATING BAG

Bags that come pre-filled with marinades – you just add your meat and leave it to soak up the flavours.

pottspartnership.co.uk

5 MINUTES WITH... MARIA WHITEHEAD

co-owner and director of Hawkshead Relish



WHAT HAWKSHEAD PRODUCTS ARE GOOD BBQ ACCOMPANIMENTS?

Our BBQ sauce is a fairly obvious choice, but with a slightly smoky flavour, this rich and fruity ketchup is designed to go with meats and vegetables cooked on the barbecue. It also works well with a little vinegar and sugar to create a marinade for meat prior to cooking.

The Lake District is famous for Damsons, which grow in profusion in the area. Our Damson Ketchup is deep, rich and vibrant in taste, bringing a sweet fruitiness to a savoury sauce that's perfect with everything from sausages to chicken and vegetables.

Our Bloody Mary Chutney is a favourite for the summer, evoking flavours of the cocktail with traditional tomato, celery, vodka and our own Worcester Style Sauce. Chillililli Pickle is a piccalilli blend of fruits and veg, but with a bit of heat for a spicy chilli kick that's fabulous with anything cooked on the barbecue.

Hot Garlic Pickle is certainly one for the garlic lovers out there. This is a pickle made with whole garlic cloves which are softly cooked with a myriad of spices and chilli.

WHAT DO YOU EXPECT TO BE POPULAR THIS SUMMER?

We're all hoping for a long and hot summer, which means plenty of barbecues. With the added interest of programmes such as MasterChef, it's clear that the public loves getting creative with their cooking and experimenting with flavours. We're currently working on a Smoked Black Garlic Ketchup, which we should have ready for the summer. It's a delicious blend of the Black Garlic Ketchup, but with a depth of smokiness that is subtle and will work perfectly for barbecues.

> "It's clear that the public loves getting creative with their cooking and experimenting with flavours"

WHAT TO STOCK: BUCKSHOT ORIGINAL

Paul Winchester, managing director, walks us through the company's range of craft sauces and summer refreshments:



"Our USP is that we're a small family-run company that makes small-batch sauces for the foodie in all of us – our Brown Sauce is from a 60-year-old recipe, and the Bloody Mary Mix is from the last generation. All of our condiments can be used as either a cooking sauce or as a table sauce. All are designed to complement food rather than mask flavours – I'm yet to find any food item that I cannot marry with one of our sauces.

The summer season is perfect for either our Chilli or Barbecue Sauce. The Chilli is a delightful green colour and great with grilled fish and chicken. The Barbecue is just that – it's equally good with ribs and slow-cooked pork, even our Brown Sauce is delicious with steak. The Bloody Mary Mix will be the new non-alcoholic option for consumers – having said that, there's nothing quite as refreshing as a Bloody Mary as a sundowner!"

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HOW TO SELL: OILS, VINEGARS AND DRESSINGS

From oils renowned for their health benefits to dressings packed full of local ingredients, industry experts tell us what products consumers are coveting



ASK THE EXPERT:

Andy Harris, Vinegar Shed

WHAT OILS AND VINEGARS SHOULD A GOOD SHOP BE STOCKING?

Everyone should be stocking a cider vinegar that's perfect for pickling, several different red and wine varietal vinegars from Europe and some fruit or herb-infused vinegars. They all have myriad culinary uses and a long shelf life. For olive oil, it's good to have both an everyday cooking oil from Sicily or Greece and a more expensive finishing oil from Liquria or Tuscany to drizzle over salads and pasta.

WHAT'S SET TO BE POPULAR THIS SUMMER?

Flavoured vinegars and olive oils for marinades, salads and drizzling over seafood and meat on the barbecue.

WHAT PRODUCTS HAVE IMPRESSED YOU LATELY?

Finca La Barca smoked oil made with Arbequina olives is a brilliant finishing oil – it's naturally smoked over holm oak logs for three weeks, giving it a lovely and natural smoky flavour.

Nathalie Lefort's La Guinelle Banyuls vinegars are also amazing. They're made outdoors near Banyuls-sur-Mer in the south of France, close to Spain. Everything is double-fermented in barrels before being aged in demijohns for six to 12 months. All of the vinegars add amazing depth of flavour to your cooking.

There are also some exciting vinegars from the Italian Alps made by Pojer e Sandri, innovative wine-makers in the Dolomites – who make and age wine and fruit vinegars in chestnut, oak and cherry barrels before bottling. I particularly like the elderberry, rowanberry, quince and pear vinegars.

WHAT FASCINATES YOU MOST ABOUT THE WORLD OF VINEGAR AND OILS?

I'm constantly amazed by the sheer diversity of vinegars around in Europe, which are made by dedicated artisan producers. Terroir and the use of local wines specific to their area really does make a difference. I think there's a vinegar revolution taking place now as people realise that using food quality wine and fruit vinegars as opposed to mediocre, mass-produced balsamic vinegars can change culinary life.

> "There's a vinegar revolution taking place"

SUPPLIER PERSPECTIVE



We turn to Joe Wall, managing director of The Cress Co., to find out about the company's array of oils, vinegars and dressings

"At The Cress Co. we have a wide selection of oils, vinegars and dressings that we have carefully sourced to offer inspiration and choice for retailers. Heritage and provenance remain at the forefront of our latest additions to the range. So our range includes Greek varieties, but there's also a choice of domestic oils such as cold-pressed rapeseed oils from Scotland and England. Our dressings follow a similar principle and feature locally sourced ingredients.

"Trends wise, these categories are mirroring exactly what's happening in the overall market with health and nutritional influences. For example, the popular Lucy's Dressings now has low sugar varieties and there has been an upsurge in gluten-free and free from variants. Apple cider vinegar is really popular, especially following recent media reports surrounding its health benefits.

"Although oils, vinegars and dressings have year-round usage, they really come into their own in the summer. Traditional and classic flavours like Caesar, Ranch and French are mainstays of the range, but we list many brands which use innovative ingredients and flavour combinations. Brianna's, Scarlett & Mustard, Little Herb Farm, Lucy's, Gusto and Stokes all produce delicious cream or oil-based dressings.

"Oils is a crowded category, so we only select the finest brands, which include Silver & Green, Odysea, Highland Rapeseed, Summer Harvest, Charlie & Ivy's and Honest Toil. Many of these brands also produce vinegars, but Willy's Apple Cider Vinegar is one of the most sought-after."

> "Although oils, vinegars and dressings have year-round usage, they really come into their own in the summer"

FOCUS ON: ITALY

Italy's culinary output is synonymous with premium olive oil. We talk to Aldo Mazzocco, CEO of Italian food and drink expo Bellavita, about the country's prestigious products:

"Italy's extra virgin olive oil is renowned around the world for its quality and outstanding health benefits. It is also a key ingredient in every area of Italian cuisine – even in desserts – and is produced in many regions throughout the peninsula.

"Italy has over 350 varieties of olives and the season, soil and pressing processes all determine the colour and aroma of each olive oil. Provenance remains key along with flavour. From delicate and light green oils to darker and earthier blends, each bottle should be chosen like you would a wine, and should always be kept at room temperature to allow for the full flavour to evolve.

"It's exciting to see the variety of products that will be showcased at this year's Bellavita event. Extra virgin olive oil will take the spotlight, including aromatic blends with herbs and other botanicals. We're also delighted to have several organic producers who will bring a curated selection of oils and vinegars, including extra-aged varieties that really pack a punch!"

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www.vinegarshed.com



WHAT TO STOCK:

Zoltan Kopacsi, co-owner of Hungarian food supplier Best of Hungary, talks to us about the exciting vinegars and oils of his homeland

We set up our business around a year ago. My mother and I moved to Wales from Hungary 11 years ago and had always been hankering for delicious Hungarian meals, but we struggled to make them taste like they did back home due to the lack of ingredients. We thought we'd start a business to showcase the brilliant foods that are on offer from Hungary. Because of the more advantageous climate, our producers are able to grow food without chemicals, and while the resulting products are additive and preservative-free, they taste so much better than what's sold here at the moment.

We're currently selling an award-winning Slightly Toasted Pumpkin Seed Oil which has won four consecutive Great Taste Awards. We also sell Hot and Sweet Paprika Seed Oils, which are unique to Hungary. We use them to give soups or stews a beautiful deep ruby colour and a nice kick. We also sell Olive Oil with Truffles, which combines the finest Sicilian olive oil (the only thing we don't source from Hungary) with divine Hungarian black truffle. Our most popular oil is the Pumpkin Seed Oil, while the best-selling vinegar is the Aszu Vinegar, which is a truly exclusive product.

Vinegars from Hungary differ substantially from those sourced from other places. In terms of the production technology, our vinegars undergo fermentation at lower than typical temperatures, which makes for a slower but kinder process overall. Due to the volcanic soil, the products are also richer in minerals and antioxidants. Finally, all the wine vinegars spend six months in oak barrels which were previously used to age the finest Tokay wines.

> "Because of the climate of Hungary, our producers are able to grow food without chemicals, and while the resulting products are additive and preservative-free, they taste so much better than what's sold here at the moment"

AN OPPORTUNITY TO UPSELL

- Sampling is a great way to convert curiosity into sales, and vinegars, oils and dressings are perfect for offering out as samples
- Gift sets are fantastic for up-selling if a customer has shown interest in a particular product. This category benefits from lots of companies releasing gift packs
- Offering a mix-and-match or three-for-two offer can generate extra appeal
- Showing how certain oils and vinegars can combine to make a delicious vinaigrette could help boost sales of individual items

All of our products are from artisan manufacturers, additive-free and made from premium quality ingredients. They also have to have a unique twist to them, so they can fill a niche in the British market. We have hand-picked all of our suppliers, selecting the best from each category based on their track record and passion and dedication to producing only the finest quality vinegars and oils.

STOCK CHECK



WHARFE VALLEY CHILLI GINGER & SPICED ORANGE
A subtle mixture of chilli and ginger with overtones of orange. Made with low saturated oil for a healthier option.
wharfevalley.co.uk



TOKAJI SPECIALITY VINEGAR
A wine vinegar matured in oak barrels that have been used for maturing Tokaji Aszu wine. Aszu was once known as the wine of the kings.
bestofhungary.co.uk



LIBERTY FIELDS APPLE BALSAMIC VINEGAR
Made in the traditional Italian method and aged in oak barrels for six years for a rich and intense flavour.
libertyfields.co.uk



RAYNER'S ORGANIC COLD-PRESSED FLAX SEED OIL
Cold-pressed in small batches in Sussex, this oil is also unfiltered to maximise the nutrients and flavours.
healthysales.co.uk



KALAMATA PREMIUM OLIVE OIL
This high quality oil is made from Koroneiki olives using the first cold press to guarantee natural olive oil.
kalamatapremiumoliveoil.com



BONO IL SOLE
Bono's range of premium extra virgin olive oils are inspired by tarot cards and tell a story of different aromas and flavours.
bonoevoo.com



TIGGS SMOKIN' TOMATO
Coming in a handy on-the-go format, this dressing includes fresh tomatoes, smoked paprika, red chilli and apple cider vinegar.
tiggitup.co.uk



PALADIN CIDER VINEGAR
A punchy vinegar that is much loved due to its myriad health benefits – its acidity level allows for the absorption of calcium and other minerals.
soulfoodcollective.co.uk



LUCY'S DRESSINGS AUTHENTIC ASIAN DRESSING
A light and versatile dressing bursting with an array of fresh, zingy Asian flavours.
lucysdressings.co.uk



DONUM TERREA PUMPKIN SEED OIL
Ideal for salads and dips, the oil preserves the valuable nutrients and taste of pumpkin seeds.
bestofhungary.co.uk



Last Words

The final word on fine food

THE INDEPENDENT SHOPPER

Lucy Carr-Ellison and Jemima Jones, the duo behind Tart London, tell us about their local shops and how they inspire the creation of their recipes



We're both very lucky to be living in London as we have an abundance of wonderful independent retailers nearby. We are North London-based and huge fans of the greengrocer Parkway Greens in Camden. It's the most inspiring place to walk into: there's seasonal produce everywhere, beautiful colours and vegetables that almost take your breath away, and even purple cauliflower and white strawberries!

We love creating recipes from the produce there. It's perfect for our love of making big Asian stocks, as the shop stocks specialist ingredients like lime leaves, lemongrass, fresh turmeric, micro-coriander, and all different types of chilli. We wait eagerly for the start of each season – we can't tell you the amount of times we've 'hurrahed' when apricots or borlotti beans finally arrive!

Around the corner is our go-to fishmonger in Primrose Hill called La Petite Poissonnerie, which has the best quality and variety of fresh fish. They call themselves London's fusion fishmonger – French in spirit and Japanese for the quality – so this is where we get all our sushi-grade fish from.

For cheese we head to Marylebone to La Fromagerie, which boasts the most wonderful selection of fantastic cheeses; it is heaven in there. For meat we go to The Ginger Pig – Lucy's farm actually supplies them with grass-fed Galloway beef and hopefully lamb soon, too! On a Sunday we head to Queens Park Farmers' Market to pick up fresh bread, eggs and other goodies like wild mushrooms and homemade kimchi.

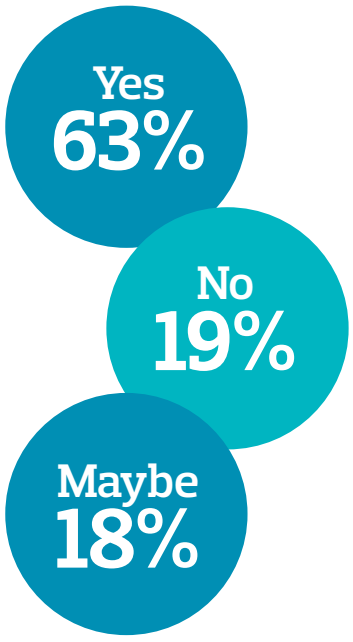
We make a huge effort to shop in independent shops for both work (our catering jobs) and for personal shopping for so many reasons. Most importantly quality, but also to know where the food came from which is important. We feel that reducing the distance between where food is produced and where it is consumed increases accountability, and offers all sorts of health, environmental and societal benefits.

Tart London's book, A Love of Eating, is published by Square Peg and available to buy now

> "We're both very lucky to be living in London as we have an abundance of wonderful independent retailers nearby"

TWITTER POLL

Would you de-list a product if you found out that it was available in cut-price supermarkets?



Editor
Holly Shackleton, 01206 505981
holly.shackleton@aceville.co.uk

Deputy Editor
James Fell, 01206 505971
james.fell@aceville.co.uk

Reporter Anna Blewett

Editorial Director Fae Gilfillan
fae.gilfillan@aceville.co.uk

Group Advertising Manager
Sam Reubin 01206 505936
sam.reubin@aceville.co.uk

Senior Account Manager
Aaron Northcott 01206 505934
aaron.northcott@aceville.co.uk

Account Managers
Samantha Giles 01206 500240
samantha.giles@aceville.co.uk

Jessica Stevenson 01206 505901
jessica.stevenson@aceville.co.uk

Accounts Sue Carr 01206 505903

Art Director
Lee Whiteford lwhiteford@btconnect.com

Illustrations Louise Abbott

Publisher Helen Tudor 01206 505970

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Aceville Publications Ltd, 21-23 Phoenix Court, Hawkins Road, Colchester, Essex, CO2 8JY

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SPECIALITY FOOD MAGAZINE



The next issue of Speciality Food will include:

- Smoked Foods
- Chilli Products
- Labelling & Packaging
- Home Baking
- Charcuterie Trends
- Sweet & Savoury Biscuits
- Summer Cheese
- Condiments

BRAND NEW FOR NEW BRANDS

If you're a new business or are bringing a new product into the market, please get in touch to find out how you can get involved in this very special issue.

SPECIALITY FOOD MAGAZINE
NEW PRODUCER EDITION
2018



Jessica Stevenson	Samantha Giles	Aaron Northcott
01206 505901	01206 500240	01206 505934
jessica.stevenson@aceville.co.uk	samantha.giles@aceville.co.uk	aaron.northcott@aceville.co.uk

TALKING SHOP

@SpecialityFood linkedin.com/company/speciality-food specialityfoodmagazine

With high street footfall numbers far from inspiring much confidence in professionals in the retail world, shoppers being tempted to buy food and drink online and cut-price multiples offering 'artisan' or 'gourmet' food brands, there's a fair amount of pressure on brick-and-mortar speciality retailers nowadays.

And while the retail world is surely going through seismic changes, it means that delis, farm shops and indie food shops need to think on their feet to keep today's demanding customers satisfied. As the physicist William Pollard once said, "Without change there is no innovation, creativity or incentive for improvement".

Sampling and meet the producer events are effective, tried and tested methods of attracting extra custom to your store. While you're most likely familiar with them, and may well be hosting events at your establishment, there are plenty of other ideas worth trying out. You only need to take a look at other sectors to see what's working well in the retail domain.

'Experiential' appears to be the buzzword doing the rounds right now, but consider it a 'here today, gone tomorrow' concept at your peril – there are some impressive goings-on that are offering differentiated and personalised experiences with retailers offering lots of value-added activities. According to a survey conducted by the consultancy PwC in 2015, millennials said 52% of their spending goes towards experience-related purchases, showing that they're willing to open up their wallets, but mainly when there's an immersive experience involved. Going to a shop, paying for a product and leaving doesn't appear to satisfy consumers as much any more – this isn't anything they can't get online from the comfort of their homes.

When Dr Martens opened its flagship store in Camden, it installed a VR station, which took guests on a tour of the brand's UK factory. It also boasted a gif creator, where shoppers could share clips of their shopping experience on social media. It may appear bizarre, but posting on social media plays an important role in how people value certain experiences nowadays, so providing a platform to allow customers to incorporate this into their shopping trip could prove a shrewd move. Plus, your shop will appear on their timelines, bagging you some free marketing in the process. You only need to see the Peggy Porschen Parlour in Belgravia, covered in our millennials feature on p.10, to see how aesthetics and social media savviness can pay dividends.

Another canny operator, Uniqlo, has found much success in holding vibrant and unique in-store events, from yoga mornings to tennis matches at its flagship London store. One more example of a retailer thinking outside the box is IKEA, with the Swedish retailer once offering an overnight sleepover in one of its stores. The reception was overwhelmingly positive, with YouTube videos generating thousands of views and the event causing a social media frenzy – it was a PR home run.

If you have the technology, know-how and time, maybe next time your suppliers pop by, film them introducing their product and brand. Having videos of them on a tablet or similar device, which you can show to shoppers, could well prove a worthwhile experience that could help forge a bond and offer them a more immersive shopping trip.

Have you implemented any experiential concepts at your shop? Let us know by emailing james.fell@aceville.co.uk

> "You only need to take a look at other sectors to see what's working well in the retail domain"

5 MINUTES WITH...
MIKE STANFIELD
Founder and MD of Jenny Wren



WHAT WOULD YOU BE DOING IF YOU WEREN'T IN THE FOOD INDUSTRY?
In the sports industry – I'm a huge sports fan!

WHAT WAS YOUR FIRST JOB?
Working in my village shop. My grandma still shops there and they were the first place to stock Jenny Wren, so it's got a warm place in my heart

WHAT INSPIRES YOU?
My family. Making them proud of me and providing for them is the best reason to strive

WHAT'S THE WORST JOB YOU'VE DONE?
I was a labourer during my teens. It's physically demanding, and digging foundations in the rain during December made me want to work hard and get a good job

WHAT'S YOUR FAVOURITE PART OF YOUR JOB?
Eating chocolate. I'm a self-confessed chocaholic and I love trying everything I can get my hands on. It helps keep my ideas fresh and my sweet tooth happy!

WHAT'S YOUR MOTTO?
Don't take 'no' for an answer

AND YOUR LEAST FAVOURITE?
Supply and demand. It's definitely the toughest part of the job and was my biggest learning curve

TEA OR COFFEE?
Coffee. Strong and white

HOW ABOUT THE FOOD INDUSTRY – IS THERE ANYTHING YOU'D LIKE TO CHANGE?
Some regulations make it hard to fit anything about the brand on packaging, so it ends up just being a long boring list of figures

WHAT WOULD BE YOUR LAST SUPPER?
Barbecued spare ribs, cooked by my dad

WHAT'S THE WEIRDEST THING THAT YOU'VE EVER EATEN?
Thousand-year eggs in Thailand. The thought still makes me retch!

WHAT'S YOUR FAVOURITE BOOK?
A Memory of Light by Robert Jordan and Brandon Sanderson

DIARY DATES

May

2nd –3rd
THE FOOD & DRINK TRADE SHOW
Three Counties Showground, Malvern
thefoodanddrinktradeshow.co.uk

16th – 17th
FREE FROM FUNCTIONAL FOOD EXPO
Stockholm, Sweden
freefromfoodexpo.com

21st – 23rd
LONDON INTERNATIONAL WINE FAIR
Olympia, London
londonwinefair.com

22nd – 24th
SWEET & SNACKS EXPO
Chicago, USA
sweetsandsnacks.com

28th – 3rd
NATIONAL BBQ WEEK
Nationwide
nationalbbqweek.info

30th – 2nd
ROYAL BATH & WEST SHOW
The Showground, Somerset
bathandwest.com

June

5th – 6th
FOOD & GIFT SHOW
Cranmore Park
foodandgiftshow.co.uk

14th – 17th
BBC GOOD FOOD SHOW
NEC, Birmingham
bbcgoodfoodshow.com

17th – 19th
BELLAVITA
Business Design Centre, London
bellavita.com

21st– 24th
ROYAL HIGHLAND SHOW
Edinburgh
royalhighlandshow.org

TRIED & TESTED



JAMES, DEPUTY EDITOR

SANDOWS COLD BREW SODA



While I'm an absolute caffeine addict, I often find myself slightly miffed that I don't particularly enjoy cold brew coffee. I can't really grasp the appeal – it just tastes a bit like leftover coffee to me. Lo and behold, maybe I just needed it in fizzy format, as these small tins of sparkling soda made with cold brew coffee are utterly delicious. Available in Spice (my favourite – it tastes like cola) and Citrus flavours, I haven't encountered anything as unique and tasty as these little guys in a long time.
sandows.com



ROOTS & WINGS ORGANIC BEE POLLEN

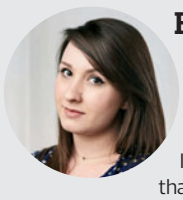
According to the wise folk at Roots & Wings, bee pollen is thought to be one of nature's most nourishing foods. It's rich in vitamins, minerals, proteins, lipids, fatty acids, enzymes, – bear with me while I catch my breath! – carotenoids and bioflavonoids. Basically, it's one of those foods that's terrific for maintaining good gut health! The best part about it is undoubtedly its naturally sweet flavour – my morning yoghurt isn't the same without it.
rootsandwingsorganic.com

JAMES WHITE DRINKS ACAI & CAFFEINE ZINGER



This Suffolk-based fine pressed juice producer is one of the foremost manufacturers of the healthy shot format. This new flavour is perfect for perking you up when you're suffering from a midday slump or in desperate need of a lift in the morning. With 200mg of natural caffeine from the green tea plant Camellia sinensis – which is equivalent to a double espresso – it certainly puts some swing in your step!
jameswhite.co.uk

HOLLY, EDITOR



EMBER BILTONG SHOTS

EDITOR'S PICK



I'm always intrigued by producers that drive innovation when it comes to on-the-go options. So I was excited when I discovered that biltong producer Ember has developed a new 'shot' format. The 16g mini packs feature 10g of protein, and come in two tasty flavours: Original and Chilli. It's interesting to see that this company has tapped into both the on-the-go and high protein markets – that's got to make for a winning combination, right?
embersnacks.com

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