

# SPECIALITY FOOD

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## EDITOR'S LETTER



**W**elcome to the January issue of *Speciality Food*. I hope you've had a successful Christmas season and managed to fit in some resting time – easier said than done, but an invaluable boost to energy and inspiration levels.

Speaking of inspiration, 'tis the season of resolutions, and we've put together some features I hope will spur you on to make exciting changes in 2019. Whether you're looking to change up the look of your shop (turn to page 22 if so), benefit both personally and professionally from 'wellness' (p. 34), or want to find out how you can run your business in a more planet-friendly way (p. 16 and p. 18), we've got you covered.

In the spirit of looking forward, we're delighted to introduce you to the winners of the recent Food Matters Live Awards (p. 12). Poster businesses for the future of food and drink, they're worth keeping an eye on, for sure.

Happy New Year!

Holly

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# 2018: a look back at a year in fine food

From speciality food on the BBC to a supermarket mega merger shaking up the retailing landscape and everything in between, we take a look back at a busy year for the fine food industry

## JANUARY

The multiples launched a huge plant-based push during January – otherwise known as Veganuary – with Sainsbury's launching a vegan range, and Tesco unveiling its phenomenally popular 20-strong Wicked Kitchen range. In a move that surprised many in fine food circles, crisp producer Fairfield's Farm acquired free-from popcorn and crisp brand Ten Acre for an undisclosed sum.

## FEBRUARY

New player in the food and drink retail game, Market Halls, announced its plans to open three high-end food halls in London, buying and refurbishing large unused buildings including a train station in Fulham and a former BHS premises on Oxford Street. Discount supermarket

Lidl continued its ineffable rise, opening its 700th UK store.

## MARCH

After the success of the inaugural New Producer Awards in 2017, *Speciality Food* launched the second edition of the scheme. Entries flooded in, with eager start-up founders keen to get involved in a new-and-improved awards, which included two new categories and a refreshed judging panel. In his Spring Statement, Chancellor of the Exchequer Philip Hammond announced that there will be a business rates review, a consultation on plastics and a study conducted into the decline of cash payments.

## APRIL

Edge & Son in Birkenhead scooped the coveted Retailer of the Year

accolade at the Farm Shop & Deli Awards 2018. The BBC aired the first episode of new programme *Top of the Shop with Tom Kerridge*, which saw artisan food producers from across Britain go head-to-head to promote and sell their wares in the Town End Farm Shop & Tearoom in Yorkshire. Also, the Sugar Levy came into effect, taxing producers of fizzy drinks in a bid to curb rising levels of obesity and tooth decay.

## MAY

*Speciality Food* unveiled its Product Finder online tool (specialityfoodmagazine.com/productfinder), the biggest collection of artisan products in fine food. In awards news, White Lake Cheese took home the Supreme Champion prize for its Sheep Rustler ewe's milk cheese at the British Cheese

Awards. Wholesaler Cotswold Fayre launched a range of products under the Ministers of Taste brand, offering retailers traditional food gifts with a contemporary twist, and Sainsbury's and Asda announced a mega-merger.

## JUNE

Labour launched an attack on the Government over the state of the high street, with Rebecca Long-Bailey, shadow business secretary, blaming the Conservatives for helping to cause the current retail climate, stating that it has failed to support shops.

## JULY

Belton Farm's Cheshire took home both the Supreme Champion and Westminster Cup accolades at the International Cheese Awards. Fine food distributor Hider Foods announced the acquisition of Hampshire-based Dart Valley Foods, which had gone into administration.

## AUGUST

The Soil Association noted that the organic market was enjoying its seventh year of growth, with Nielsen Scantrack data revealing that sales figures show an overall sales growth of 4 per cent for the 52 weeks to 30th June 2018.

## SEPTEMBER

After almost half a century under EU rule as part of the Direct Payments system, the Agriculture Bill, which was replacing legislation

focused on providing a cleaner environment for future Brits, was introduced to Parliament.

## OCTOBER

Bullion Chocolate was named Supreme Champion of the New Producer Awards. Chancellor Philip Hammond made his Budget statement, elements of which came as a relief to high streets, entrepreneurs and rural businesses. After a lengthy court battle with South Lanarkshire Council, cheesemaker Errington Cheese was able to trade again.

## NOVEMBER

A Europe-wide potato shortage was pinpointed as the reason behind a hike in prices for crisps and chips, with the Beast From The East delaying planting and the summer heatwave not providing the correct conditions for spuds to grow. Retailers who avoided Friday promotions were proven right for doing so by data released by retail management platform Vend.

## DECEMBER

Upmarket retailer Fortnum & Mason announced record annual sales. The queen's grocer listed the "calming properties" of tea and biscuits, as well as a growing demand for British-made products, as key as reasons to why the company's sales were up 12 per cent at 126m in the year to the end of July.



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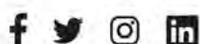
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## JOHN SHEPHERD OF PARTRIDGES



### “2018: the year that was”

Out of the 46 years we have been trading, the year 2018 has been one of the most remarkable. Talk about troughs and peaks! From Brexit to building works and from weather to royal weddings and World Cups, we have seen it all.

On a month-by-month basis sales and customers counts have swung dramatically. January actually started off serenely enough and turned out to be one of the best ever. Sales were up 3.9% on the previous year and average spending rose by 5.5%, although customer count was down 1.5%. February wobbled a bit. Sales were down nearly 2% and customers down by 5%. Average spending was up but this often happens when customer count goes down. Core customers tend to spend more. March was again down by 1.5% in terms of sales but a whopping 9.5% in terms of customers. This got me rummaging through Shepherd's Mammoth Book of Excuses, with weather and building works being the most suitable candidates for blame.

Nothing prepared us for the horror of April. Sales were nearly 11% down and customers down 10%. It was, however, a month of four Saturdays compared to five the year before, and on one of them it rained heavily and sales were affected badly. Easter was in the wrong place at the wrong time. May offered no real recovery with sales only fractionally up on the year before. From June onwards things got better with sales up 2.8%. July was exceptional with sales up 15.5% and even August and September chipped in with sales increases of 2.5% and 2% respectively. Glorious weather was the key ingredient, but add a dash of royal wedding and a sprinkling of World Cup and it was the

perfect speciality food and drink cocktail.

October was actually a fraction down on the year before, but November was 4.5% up with the Christmas Lights Switch On the busiest November day we have ever had. Thanksgiving was also 3.4% up on the previous year. As things stand we have managed to get to just under 1% up for the year. This would normally be a disappointing result for a summer of outstanding weather. For example and by contrast, our other shops are averaging 5% increases for the year. However building works, which have at last finished, affected us for high on 18 months and hopefully we can now look to the future with renewed hope.

So on that subject, and as I am writing this at the end of November, how will December turn out? One of my theories used to be that if Christmas Day fell at the beginning of the week, then sales for the last seven days were generally not so good because a weekend interfered with the last minute rush. However, in recent times two good Christmas weeks have been in 2009 (Christmas Day was on a Tuesday) and 2014 (Monday) thereby knocking that theory slightly on the head. My next theory is that if there are four meaningful shopping Saturdays before Christmas Day it should be a bumper December. This year, with December 1st falling on a Saturday and the last Saturday before the big day falling on December 22nd, our hopes are that December 2018 will be a 'good Christmas' just like in 2012 – the last time this happened. Therefore fingers are firmly crossed in the hope that, by the time you read this, Christmas sales helped turn 2018 from a remarkable year into a memorable one.

And here's to an even better 2019!

## BIOFACH returns for 2019

**BIOFACH, the world's leading trade fair for organic food, is being held at the Exhibition Centre in Nuremberg on 13th-16th February 2019.**

The main topic of the 2019 event, its 30th anniversary, is The Organic System: Healthy in a Holistic Approach, and visitors will discover trends, meet organic pioneers, newcomers and start-ups, and benefit from multiple networking opportunities.

The show will host a number of networking hubs including Organic Right from the Start, Generation Future and Initiatives and NGOs, as well as an exclusive awards campaign.

Barbara Böck, public relations

manager at show organiser NürnbergMesse said, “BIOFACH is where the heart of the international organic sector will be beating again – celebrating its 30th anniversary – from 13th to 16th of February 2019. The world's leading trade fair for organic food will then host more than 2,900 exhibitors and 50,000 trade visitors.

“BIOFACH stands for tradition and innovation, and brings together the entire sector from pioneers to newcomers. Product variety – of course also speciality food! – networking and knowledge sharing at the congress will take centre stage. We are looking forward to welcoming the organic movement in Nuremberg in only three month's time!”

Figures from across the food and drink industry are set to attend the BlasCymru/TasteWales 2019 conference, where they'll hear leading experts discuss why the industry needs to embrace the concept of 'disruptive thinking'. Headline speakers during the two-day event include four-times winner of the World's Best Restaurant title, Claus Meyer, as well as Innocent smoothies' Tansy Drake and Penny MacKintosh from Graze. Held on 20th and 21st March 2019, it follows on from last year's hugely successful event, and brings together producers, buyers and food industry professionals from across the world at the Celtic Manor Resort in Newport. The focus will be on 'Accelerating Sustainable Growth – faster, smarter, cleaner', and to secure your place, visit [tastewales.com/en/conference](http://tastewales.com/en/conference)

## Soil Association revamps organic standards

**The Soil Association has made changes to its organic standards to allow for better understanding for licensees and the public to provide the highest level of protection for food, livestock and the environment.**

Farmers, the food industry, advisors and the public were consulted during this major review, which as well as simplifying the certification process for farmers has strengthened standards in areas such as animal welfare.

The Soil Association is working

closely with Government to ensure that the impact of Brexit on the organic sector will be mitigated.

The updated standards will come into effect in spring 2019.

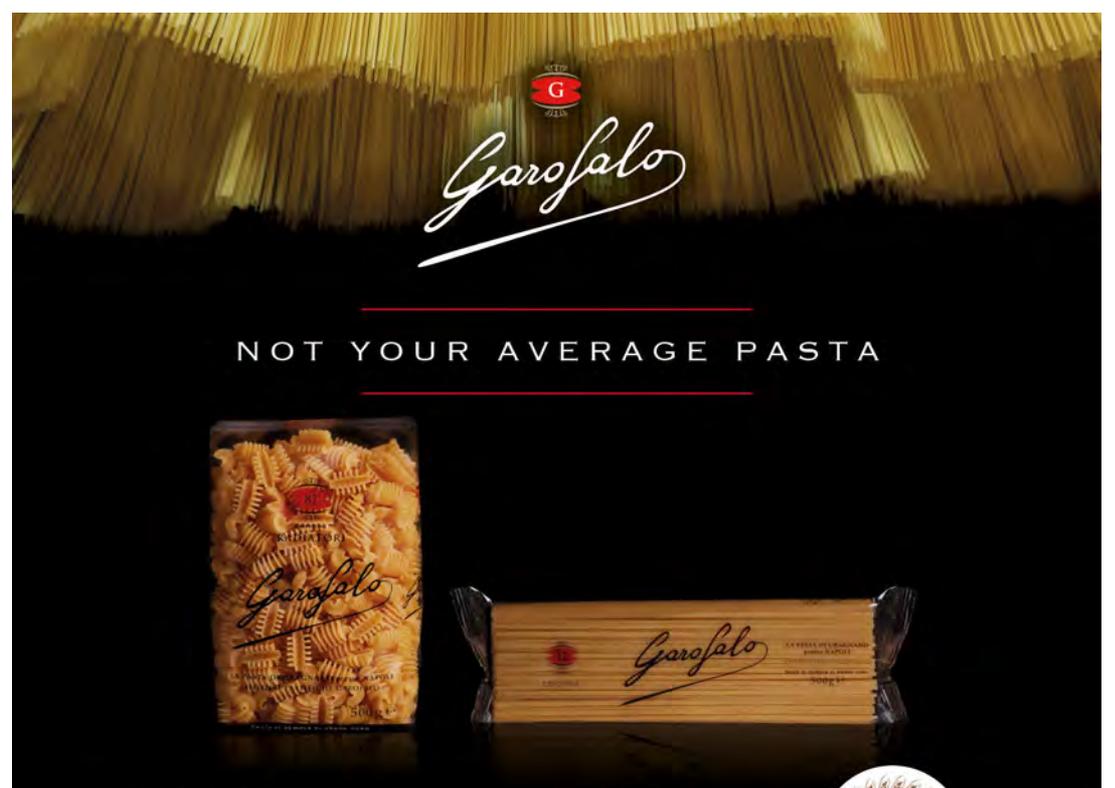
Daisy Blackhurst, standards impact manager for the Soil Association said, “These revised organic standards mean independent retailers can continue to be assured that when they stock organic products they are helping to support the highest standards of food and farming. For their shoppers, it means supporting

the things we know they are concerned about, like protection for the environment, animal welfare and antibiotic resistance”.

Dr Benjamin Dent, chair of the Soil Association Standards Board said, “We believe that the Soil Association's higher standards are the right standards for organic food and farming in the UK. This has been an extremely thorough, evidence-based review. Our expert committees and consultations have ensured the new standards are practical for our licensees and encourage them to innovate, and that where we are more demanding than the regulations, that this is justified in terms of enhanced impacts on animal welfare and the environment.”



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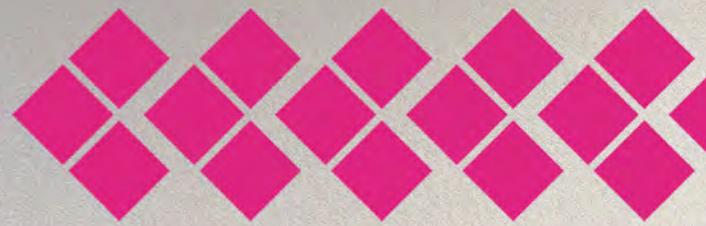
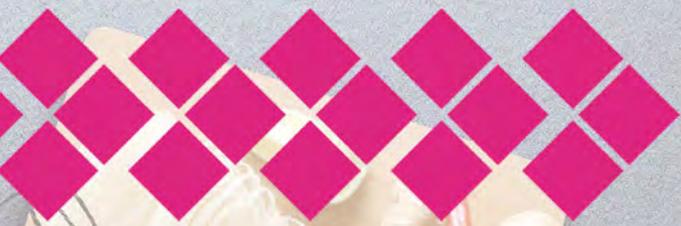
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## CHARLES CAMPION



### “New year, new possibilities”

In 2018, shopping as a pastime stumbled down a steep step and somewhere a hard-pressed hack staring at a screen full of emails had a lightbulb moment as he (or she) coined the phrase “the death of the high street”. Such is our love of disasters this particular bit of gloom-mongering hit home. Several large department stores collapsed; several more closed branches; while some just closed. The nature of shopping has changed, all hail to the internet. The food and drink offer in most of the huge high street stores is a pretty glum affair and now might be the time for smaller independent shops to consider waging war on the high street giants.

In practice this may end up as choosing between tasselled cushion covers and a piece of carefully matured vintage Cheddar. Any half way decent shopper will tell you that soft furnishings just don't have the same mouth appeal. Various other shopping cultures have their own rules and rituals that swing into place in January. Chinese shop keepers are said to start a new accounts book on New Year's day and then try to do a grand deal with the first customer of the year. Unfortunately, crafty day-one shoppers have spotted this stratagem and go on to secure their role as the year's first customer. Then they negotiate hard in the knowledge that for a propitious start to the year the shopkeeper wants to make that first sale. Retail has seldom been so challenging and the internet so hard to second guess.

New Year resolutions demand more resolve than ever before, and

a steady stream of gaffes shows that we ignore social media at our peril. It doesn't matter how niche a cause may be, its online footprint can reach out to the world at the touch of a button – as various intemperate writers have found out to their cost during the past year. In this ethical, ongoing, David and Goliath contest the honours go to the small, but trenchant, pressure groups purely because they know how to wring every drip of traction from social media. One person's joke is another's bitter insult, and the only sensible attitude is dear Nanny's advice: “if you cannot say anything nice don't say anything at all”.

2018 will also be remembered for the great sausage scandal. An academic in one of our fine Universities proposed a health tax on sausages and processed meat. The argument was that we would all be healthier if we stopped eating sausages and that the consequential health benefits would save the NHS a heap of money. The media pointed to the sugar tax and the alcohol tax, both of which seem to slip into place with minimal fuss. But surely everyone would agree that a sausage tax is a tax on joy? There is some sense in loading tax onto bad sausages – those over-processed, pallid pink, squishy bangers could be pushed to the side to make way for plump, meaty, porky, well-sizzled Snorkas. (Snorkas is naval slang for a sausage – a favourite delicacy with the senior service). Take heed, the foolish sausage tax might just threaten our national security. It makes you wonder what is President Trump's view upon the role of sausages in Nato. We eagerly await a fake news posting by way of clarification.

# Finalists for Farm Retail Association Awards revealed

**The Farm Retail Association (formerly FARMA) has announced the list of finalists in its annual Farm Retail Association Awards, which celebrate the best farm shops, farm cafés and restaurants, farmers' markets and trade suppliers.**

Judged by fellow farm retailers, the winners will be announced at an awards dinner on 26th

February, as part of the Farm Retail Association's Annual Conference and Trade Show in Oxford.

David Leon, managing agent of the Farm Retail Association said, “The range and standard of award entries demonstrates the exceptional quality of the produce and customer service customers can expect from our members. Savvy shoppers know that by buying directly from their local

farm shop, farmers' market and Pick Your Own farm, they are getting the very best of local food and service.

“The judges have carefully examined all the entries to produce the list of finalists who will now go forward to the second round, which includes a secret shopper visit and a further round of judging to determine the overall winner in each category.”

## LIST OF FINALISTS

### LARGE FARM SHOP OF THE YEAR (TURNOVER OVER £1M)

- Back to the Garden, Norfolk
- Cannon Hall Farm, South Yorkshire
- Denstone Hall Farm Shop & Café, Staffordshire
- Essington Farm, Wolverhampton
- Farmer Copley's, West Yorkshire

### SMALL FARM SHOP OF THE YEAR (TURNOVER UNDER £1M)

- Hutchinson Hobbs Farm Shop & Butchers, Stockton-on-Tees
- Knight Farm Shop, Devon
- Morris's Farm Shop, Usk

### ● Three Trees Farm Shop & Café, Swindon

### PICK YOUR OWN OF THE YEAR

- Lotmead Farm, Swindon
- Maxeys Farm Shop, Nottinghamshire
- Parkside Farm Pick Your Own, Middlesex

### FARMERS' MARKET OF THE YEAR

- Abbey Leys Farmers' Market, Cheshire
- Headingley Farmers' Market, Leeds
- Oakwood Farmers' Market, Leeds
- Shipbourne Farmers' Market, Kent

### ● West Malling Farmers' Market, Kent

### FARM CAFÉ/RESTAURANT OF THE YEAR

- Battlefield 1403, Shrewsbury
- Cannon Hall Farm, South Yorkshire
- Denstone Hall Farm Shop & Café, Staffordshire
- The Dairy Barn Café, Melton Mowbray

### ASSOCIATE MEMBER SUPPLIER OF THE YEAR

- Lakeland Computers, Northern Ireland
- Greenspan, Southampton
- The Cress Co, Dunfermline
- field fare, Kent

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# Bodnant Welsh Food Centre saved by local businessman

**The Bodnant Welsh Food Centre, situated in Conwy, has been bought by local businessman Richard Reynolds.**

Reynolds, who's also the managing director of tearoom brand Love To Eat, has bought the business and assets of Bodnant Welsh Food, taking over the site of the farm shop and wedding venue.

Previous owners, Michael and Caroline McLaren, who put the business up for sale after suffering "unsustainable losses", had a few weeks to find a potential buyer or the company was to go into administration.

Richard Reynolds, the new operator of the Bodnant Welsh Food Centre said, "I am delighted to have bought the business and assets of Bodnant Welsh Food, having already agreed Heads of Terms for my lease of the Bodnant Welsh Food Centre site, and I will be working hard to ensure its future success."

"The centre is situated in spectacular surroundings and has so much potential, boasting a fantastic array of award-winning products and services which I hope to honour and enhance further. I hope to have the business up and running again as soon as possible, under the name Bodnant Welsh Food – and to continue promoting Welsh food in the Conwy Valley, for the benefit of the local community."

Michael McLaren, former owner



of the Bodnant Welsh Food Centre said, "I am delighted that Richard Reynolds has today purchased the business and assets of Bodnant Welsh Food from the liquidator of Furnace Farm Ltd. He reassured me that he was aiming to carry on the same range of businesses at the Bodnant Welsh Food Centre, using the same name and branding – and to be open again to the public very soon indeed."

"I wish him every success in the future of the business, which has greatly benefited the area. I also hope that he can re-employ many of the staff who have lost their jobs. The vision and concept of a Welsh Food Centre in the Conwy Valley will continue and thrive – and this will be a legacy of which we can all be very proud."

## PAUL GREGORY, FOOD SOLUTIONS



### "Cost increases"

I write to highlight proposed cost increases affecting all food businesses, particularly artisan.

The FSA wants whole cost recovery for inspections because of cuts in local authority budgets. What does this mean? EC costs include an official's salary, pension, social security and insurance, facilities, equipment and maintenance, consumables, training, travel, subsistence, laboratory sampling and diagnosis. The cost of all support staff as well – and applied to all outsourced services.

Member States may charge whole cost recovery, partially pay or fund all from central taxation. Germany and France do not charge, the Netherlands charge €70 for a compliant revisit, but more for failure, then penalties. Italy charges manufacturing units €1000–1500 for setup. Now inspections ("intervention visits") are mandatory, so Local Authorities (LAs) cannot charge. Requested revisits are being charged for e.g. Wales £160 to City of London £220. Historically, LAs gave FBOs free advice, but the October FSA Regulating our Future (ROF) meeting noted that local authorities are now charging between £45–£80 per hour. LAs use the 2011 Localism Act 1 as authority to charge. The response to these charges is in the Food Solutions survey on our website. 98.7% were against any form of charges, while 57% said they would close (EU FBO employee average is three). UK FBOs will be uncompetitive when faced with the increases.

"There is not a single abattoir where officials do not get more than the business" – said in the 1990s at the start of the EC improved hygiene controls, which increased costs by 300% and resulted in the closure of most small abattoirs.

France then compulsorily purchased abattoirs, upgraded them to the new standards, and sold them back to the owners for the same price. They also use an auxiliary official (meat inspector) – not a vet – who refers any problem for a vet's decision. As vets are charged out £39 per hour, about half could be saved. Installing CCTV – this is subsidised in Wales. In England abattoirs have to meet the unaffordable full cost. Whilst CCTV is installed for animal welfare, most breaches are not in small abattoirs: small abattoirs unable to meet the cost and deadline are threatened with legal action and closure.

A network of small abattoirs should be re-established. In 1938 there were 12,000 licensed/authorised slaughterhouses – small are now reduced to about 90. If costs are not constrained, there will be a large black market with no control of health/safety. Whilst a £12million grant was given to a large abattoir, nothing is given to small. Funding is essential for a survey of three sites to ensure viability, then erection of modular abattoirs, swiftly to be expanded. HMG should fund them for food security and the benefit of the country.

In the ROF review, the FSA wants to introduce charges for intervention visits and for registration – sustainable funding. Some FBOs have told us that they will pay if there is an equivalent rebate from their rates. Under our Constitution, charges must firstly be enacted by Parliament, in the same manner as the Budget. Otherwise, they are taxes imposed by the back door and thus violate the Bill of Rights.

The Genesis Initiative (the All-Party Parliamentary Small Business Group) has set up its Food Sector and is lobbying MPs on food concerns.

hawksheadrelish.com

firstchop.co.uk

# BOOM awards return to celebrate the best of the organic market

**Entries for the UK's only organic food and drink awards open on 7th January, 2019. Run by the Soil Association, the UK's largest organic certification body, the Best of Organic Market (BOOM) awards are a chance to celebrate the very best of organic food, drink, hospitality and innovation, as well as the pioneers shaping a more sustainable food system.**

Demand for organic has been increasing rapidly, with organic sales growing consistently for the last seven years, according to the Soil Association's Organic Market Report.

The BOOM Awards, now in their third year, celebrate what's currently happening in the market, as well as the innovators shaping the future of food and farming. For the first time,

the BOOM awards will be sponsored, with Soil Association partnering with organic grocer Abel & Cole, to celebrate the best of organic.

The awards are open to all organic producers and businesses across a wide range of categories. Food and drink categories, judged blind purely on taste and quality, span subjects such as best alcoholic beverages to independent shops. New categories for 2019 include organic specialist diet and best organic snack.

2017's awards saw a record number of entries, with winners including Da Mhile Distillery, Waitrose, Abel & Cole and Booja-Booja's hazelnut chocolate truffles.

Voting on the awards will be independent panels of expert judges from the organic industry, food writers, chefs and bloggers. Also joining the Soil Association

to celebrate the brightest organic businesses in the UK will be a high-profile 'BOOM-bassador' – set to be announced in early 2019 – who will take part in the judging, as well as hosting the award ceremony in a new venue on 26th June, 2019.

Returning to the BOOM awards next year will be the Nation's Favourite category. This award, voted for by consumers, aims to find the public's most-loved organic product. In 2017, over 3000 organic products were nominated and voted for, with the overall award claimed by Island Bakery for its Lemon Melts.

Entries for the BOOM awards close on 28th February 2019 with judging taking place between 30th April and 3rd May, ahead of an awards night on 26th June.

Clare McDermott, business development director for Soil



Association Certification said, "The organic market is booming, with more people than ever looking for, talking about and choosing organic. Small steps can make a big difference in promoting a better world, and by choosing organic shoppers are playing their part in supporting a more sustainable food system, working with nature to protect the soil, encourage wildlife, avoid antibiotics and reduce pesticide use.

"Organic farmers and producers have always been innovators and

pioneers, and hundreds of products have been launched in the last year alone. The BOOM awards get bigger and bigger each year and are our chance to make some noise about organic, celebrating the amazing food and drink that organic offers.

"These awards are a UK-wide showcase of organic, so I'd encourage any organic business to enter and give themselves a chance to be recognised as the best that organic has to offer."



## "An unrivalled collection of artisan products"

The brainchild of food industry expert Gianfranco Perri, Just Gourmet Foods brings together the founder's southern Italian roots, love of the Italian peninsula and a deep-rooted passion to support and share the stories of artisan producers. The result is an unrivalled collection of artisan products. The portfolio includes regional Italian extra virgin olive oils; balsamic vinegars; organic pasta; pasta sauces; antipasti and sweet treats.

Perri said, "It has always been a lifetime goal to bring undiscovered gems of Italian food culture to the UK and support the passion, sheer hard work and determination of these kinds of producers. I am extremely excited to be showcasing and unveiling our unrivalled product range. With growing consumer demand for more specialised, cleaner food produce, I am confident that the exclusivity of the portfolio gives us the edge and will appeal to high end retailers for whom quality is imperative."

[justgourmetfoods.co.uk](http://justgourmetfoods.co.uk) [info@justgourmetfoods.co.uk](mailto:info@justgourmetfoods.co.uk)  
01932 488111

## Success is brewing for independent coffee shops

**There will be 13 per cent more independent UK coffee bars in five years' time, new research by American Express and GlobalData suggests.**

Independent coffee shops are in the black according to research by the American Express Shop Small campaign, which reveals the category is set to grow faster than ever in coming years.

Almost 500 new independent coffee bars opened their doors on high streets across the UK between 2012 and 2017 (a net increase of 9 per cent) – making it the fastest-growing category in food and drink over the period.

According to forecasting by retail experts GlobalData, the boom is far from over and UK high streets are poised to experience an even bigger

boost in the years still to come. The nation is predicted to see a further 780 new independent coffee bars open by 2023, as the overall number will increase by another 13 per cent. That would mean that the UK will be home to 6,604 independent coffee shops by 2023 – up from 5,337 and 5,826 in 2012 and 2017 respectively.

The trend is in part being driven by millennial consumers, with the research showing that almost two thirds (65 per cent) of millennials agree that cafés and coffee shops are their favourite places to socialise.

This trend has had a big impact on consumer spending patterns, as research has found that UK consumers spend £9.6bn annually on coffee alone.

Maureen Hinton, global retail research director at GlobalData

said, "While the big coffee shop groups have grown substantially, opportunities persist for independents, who have carved out a niche for themselves and continue to thrive. Coffee shops have been one of the fastest growing categories in independent retail and are set to maintain a leading role. The fact that they are increasingly seen as a social destination by younger consumers means we anticipate there will be a further increase in the rate of growth in the coming five years."

Caroline Bouvet, VP of American Express said, "The nation's high streets have long been the backbone of their local communities, and the growth in cafés and coffee shops in particular are providing new hubs where consumers can socialise as well as eat and drink."

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# Black Friday a bust for independent food and drink retailers

**Data from retail management platform Vend shows that despite increasing discounting by 66 per cent, in-store spending for independent speciality food and drink retailers over the Black Friday shopping period (24th-27th November) remained the same as an average week.**

Vend, which provides point-of-sale systems to thousands of UK-based small-to-medium and independent retail stores, notes that Black Friday provides a significant spike in the retail calendar. When looking at the Black Friday period (24th-27th November), spending increased by 28 per cent compared to the previous weeks.

According to Vend's data, while the speciality food and drink retailers that took part in Black Friday did not experience rises in revenue, that was not the case for other categories. The data, which compares discounts and sales during the Black Friday period compared to an average week, shows

that fashion and apparel shops saw the biggest increase in sales (55 per cent sales increase; 480 per cent discounting increase), while the health and beauty (50 per cent sales increase; 566 per cent discounting interest), home, lifestyle and gifts (34 per cent sales increase; 64 per cent discounting increase) and sports, hobbies and toys (11 per cent sales increase; 102 per cent discounting increase) categories all fared well, too.

Despite the huge amount of publicity the event receives, this year saw many independent retail stores take a stand against Black Friday, opting out of promotional activities and the pressures it places on margins.

Higor Torchia, UK country manager for Vend said, "Heavy discounting can be really tough for independent retailers with smaller margins, especially as we head into the most important trading period of the year. And these retailers have so much more to offer with

their unique, cherishable products, compared to some of the bigger stores that can push prices low. But we've also seen a 62 per cent increase in discounting overall compared to the rest of October and November. So many smaller retailers are still dropping prices to try and capture footfall over the Black Friday weekend.

"Though something our data shows very clearly is that big discounts don't necessarily equal big sales. Which means that other than a marketing exercise, it really might not be that beneficial for smaller stores to be trying to compete on price."

By city, Bristol and London appeared to see the biggest increases in sales over the Black Friday sales period, with sales increasing by 14 per cent and 13 per cent respectively, compared to previous weeks. Sales in Brighton also increased by 8 per cent and Edinburgh by 4 per cent, while in Manchester there was no change.

## UK food and drink exports reach £16.4bn in first nine months of 2018

**Food and drink exports increased by 1.8 per cent to £16.4bn from January to September 2018, when compared to the same period in 2017, says The Food and Drink Federation (FDF).**

The analysis by FDF also shows that the food and drink trade deficit narrowed by 1.3 per cent and it now stands at -£18.0bn, which is £243.0m lower than the same period in 2017. Export growth to EU markets was positive (4.1 per cent), while exports to non-EU markets declined (-1.8 per cent), with the EU exports share growing to 62.1 per cent.

Exports of branded goods grew by £35.2m to £4.3bn, up 0.8 per cent.

All of the top 10 export products reported growth in January to September, apart from beer and salmon. The fall in exports of salmon, down 20.1 per cent, is primarily a result in a fall in sales to France (-19 per cent) and the US (-36.2 per cent). In volume terms, this represents a decline of 16.6 thousand tonnes, which is equivalent to £94.3m.

Ian Wright, chief executive of FDF said, "Despite the tumultuous times, UK food and drink exports continue to grow. These results record a very

credible performance across many product categories and destination markets. However, it is clear that businesses must work ever harder to deliver."

Elsa Fairbanks, director of the Food & Drink Exports Association (FDEA) said, "The FDEA has received positive feedback from members in our recent 2018 Export Survey. Most respondents report continued export growth both in EU and non-EU markets, although in the main this comes from more 'established' markets. As the reality of the changing trading environment emerges, there is concern that sales may start to fall in the EU after Brexit, and many exporters are exploring opportunities in new areas further afield. In light of this, we fully endorse the need for practical help and support to ensure that companies are prepared for what lies ahead."



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# FOOD MATTERS LIVE AWARDS: WINNERS ANNOUNCED

Meet the winners of this year's awards – AKA the most innovative forces in food and drink in 2019

**T**he Food Matters Live Awards were created to celebrate the very best products and innovation in the UK's food and drink industry, and the 2018 edition – the second year of the Awards – did not disappoint. From groundbreaking science and technology to sustainable packaging, healthy eating initiatives and innovative product development, the Awards exist to shine the spotlight on the innovators changing the face of food and drink.

A 24-strong group of renowned professionals from across the food and drink industry were gathered to judge at the 2018 edition, spanning industry advisors, trade magazine editors and experts representing some of the sector's most successful businesses. The panel included Paul Foulkes-Arellano, packaging advisor at A Plastic Planet; Holly Shackleton, editor of *Speciality Food*; Paul Hargreaves, chief executive of Cotswold Fayre and Dr Rachel Cheatham, founder of Foodscape Group.



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## LOVEGRASS ETHIOPIA

**INNOVATIVE BETTER-FOR-YOU PRODUCT OF THE YEAR**  
**100% WHITE TEFF FUSILLI PASTA**



It's a commonly-held belief that choosing products good for one's health means that you have to sacrifice on things such as taste, texture and overall enjoyment. This is certainly not the case with Lovegrass Ethiopia's 100% White Teff Fusilli Pasta.

Made from teff, an ancient grain originating from Ethiopia, the pasta is not only gluten-free – making it the perfect choice for gluten-intolerant and coeliac shoppers, but it's also high in protein, iron, magnesium, calcium and copper. It's also high in both B and C vitamins – the only grain known to boast such benefits – as well as prebiotic fibre.

The judges were impressed by not only how delicious and versatile the pasta is, but also by its story: founder Yonas Alemu grew up farming teff in Ethiopia, and having moved to Europe to work in the finance sector found that while teff was on the shelves in the UK, it came from commercial farms in the US rather than its native Ethiopia. Lovegrass Ethiopia is his way of bringing the ancient grain and its true heritage to the UK market.

Holly Shackleton, editor of *Speciality Food* and member of the judging panel said, "I was pleasantly surprised by how tasty and versatile this product is. It's rare to find a free-from product that would satisfy both coeliac and non-intolerant consumers, but here one is – and the fact this pasta boasts a wide range of health benefits too makes it even more of a find."

## FOOD FOR PROGRESS

**BEST NEW FOOD PRODUCT OF THE YEAR**  
**OUMPH! KEBAB SPICED**

There's an impressive number of vegan and vegetarian meats coming onto the shelves of British retailers these days, with varying degrees of success. There are burgers and sausages aplenty for meat-avoiders – even jackfruit has taken on a popular new role as a barbecue sauce-coated alternative to pulled pork. But it was Oumph!'s Kebab Spiced product that really impressed the judges at this year's Food Matters Live Awards.

This deliciously seasoned and highly versatile pack of soya strips

wowed the judges with its taste – a satisfying combination of paprika, coriander, ginger, cardamom, cumin, chilli and a whole host of other flavourful seasonings – as well as its versatility.

Not only can the strips be used in place of barbecued beef or chicken in a classic pitta kebab, but they are delicious when stirred last-minute into a casserole or even served alongside couscous, grilled vegetables and a garlicky yoghurt.

This is an exciting new addition to the growing stable of meat alternatives in the UK, perfect for the increasing number of consumers who are either looking to reduce their meat consumption or cut meat and other animal products out of their diet completely. Not only that, but Oumph! is part of the Food For Progress movement – an approach which fights for food to be beneficial to both people and the planet.



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“ I am looking primarily for innovation and in a good, new product. Ideally it hasn't been done before or is doing something different, but at the same time it needs to taste good. An incredibly healthy product will never sell well unless it still tastes good.

Taste is everything! ”

BRIONY MANSELL-LEWIS, DIRECTOR OF FOOD MATTERS LIVE

## TEA REX

**BEST NEW DRINK PRODUCT OF THE YEAR**  
**LEMON GINGER TURMERIC LEMONGRASS**

There's plenty of innovation in the food and drink arena at present, but if you're looking for an entirely new take on hot drinks – tea, to be specific – look no further than Tea Rex.

Founder Andrew Walker has turned a seemingly staid market on its head by not only bringing to market truly vibrant and exciting flavour combinations (the range currently consists of enlivening Lemon Ginger Turmeric, punchy Rhubarb Redcurrant and spicy Turmeric Black Pepper), but taking an entirely new approach

to fruit teas.

Rather than blending dried fruit and herbs to create traditional teabags, Tea Rex puts fresh ingredients into plastic sachets and provides consumers with a tea strainer so they can extract every ounce of flavour from the product. That's how the flavours in the range are so vibrant – making them a great option for tea drinkers who say they don't like conventional fruit and herbal teas.

At the heart of Tea Rex is innovation; Andrew is described as both founder and inventor, and this was a major element of the product which impressed the judges. Bringing a combination of quality, flavour and true innovation to the market isn't an easy feat, but Tea



Rex have done this with aplomb.

Not only that, but it has almost coincidentally ticked a lot of boxes for today's consumer. Health? Tick. Freshness? Tick. Flavour? Tick. And for retailers, too; bold, eye-catching packaging with a never-seen-before concept to boot? It's a no-brainer.

## RUBIES IN THE RUBBLE

**INNOVATIVE NATURAL & ORGANIC PRODUCT OF THE YEAR**  
**AQUAFABA MAYO**



The vegan movement is going great guns at the moment in terms of meat alternatives and cheese products, but mayonnaise has seen a boom in product innovation of late. Rubies in the Rubble's Aquafaba Mayo, although a relatively recent launch, has been making waves since it first entered the market.

An issue that vegans have tended to face when sourcing vegan mayonnaise is that the flavour of non-egg options just isn't similar enough to conventional mayonnaises; vegans have felt that they are missing out on a truly great alternative in a way that they don't with other vegan products. Rubies

in the Rubble's Aquafaba Mayo has changed all this, with a satisfying, creamy texture, full flavour and impressive versatility.

How has the brand managed this, where other brands haven't quite hit the mark? Aquafaba. The chickpea water boasts a similar texture to egg and therefore provides the mayonnaise with its traditionally creamy mouthfeel and texture. You'll be seeing a lot more of aquafaba in 2019, and Rubies in the Rubble are great flagbearers for the little-heard-of ingredient.

Holly Shackleton, editor of *Speciality Food* and judge at the Awards said, "As a meat reducer who is keen to adopt more vegan products into my diet, I'm so happy to have found a genuinely delicious vegan alternative to conventional mayonnaise – the best bit? Non-vegans won't feel that they're missing out, either!



**SUSTAINABILITY INITIATIVE OF THE YEAR**

**LeanPath UK:** Scaling Food Waste Prevention through Measurement and Data



**BEST NATURAL INGREDIENT OF THE YEAR**

**Casa Del Fermentino:** Anacardino Soft Fermentino



**BEST BETTER-FOR-YOU INGREDIENT OF THE YEAR**

**Agrasys SL:** Tritordeum



**INNOVATIVE FOOD-TO-GO PRODUCT OF THE YEAR**

**Gigi Holding B.V.:** Gigi Gelato



**BEST FUNCTIONAL INGREDIENT OF THE YEAR**

**Gelita UK Ltd:** Fortibone



**BEST HEALTHY EATING INITIATIVE**

**HES Catering Services:** Veggie Run



**BEST FOOD TECH INNOVATION OF THE YEAR**

**Tetra Pak:** Tetra Pak Extrusion Wheel



**BEST NEW INGREDIENT OF THE YEAR**

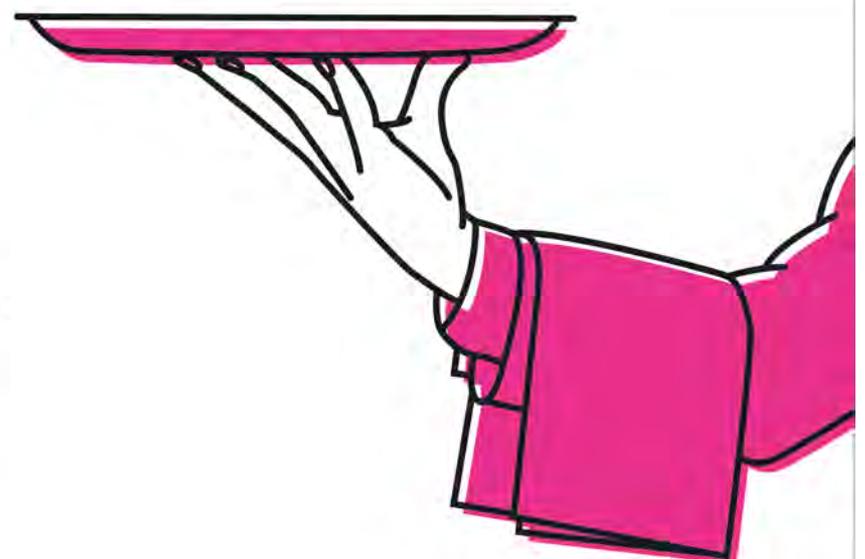
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Take stock with our new food and drink round-up

## Mini Gingerbread Men unveiled by Original Biscuit Bakers

Biscuit specialists Original Biscuit Bakers have launched Mini Gingerbread Men into the UK market.

The bite-sized novelty gingerbread jacks are handcrafted to a traditional gingerbread recipe and wrapped in clear cellophane wrappers to make them a fun product which consumers of all ages are sure to find attractive.

Gemma Williams, product development manager said, "Our mini gingerbread men are the ideal bite-sized snack for those on-the-go, superb as a little treat and make the ideal accompaniment to a cup of tea, coffee or hot chocolate."

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



## New premium soda trio from Franklins

The premium soft drink, tonic and mixer brand has tapped into the growing audience for non-alcoholic beverages by creating a new range of infused sodas.

The range consists of three options: Fragrant Guava & Persian Lime with Root Ginger, Exotic Pineapple & Aromatic Cardamom

with Cracked Cubeb Pepper, and Succulent Pomegranate & Floral Hibiscus with Delicate Rose.

Inspired by distillers and a continuation of the brand's focus on quality flavour infusions and expressions, the new drinks offer the complex taste and flavour profile of a cocktail without the alcohol content and as such are designed to be served chilled over ice in a tall wine glass and garnished with fresh fruit.

Jen Draper, marketing director at Franklin & Sons said, "Fragrant Guava & Persian Lime With Root Ginger Infused Soda from Franklin and Sons is the perfect soft-drink for consumers looking for unique and refreshing flavours. Serve this light drink chilled over ice and garnished with a twist of lime to enhance the exceptional flavour."

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



## SHØRE brings healthy snacks to market

A new brand of healthy snacks has been launched to satisfy consumers who are looking for healthier alternatives to

conventional snacking options.

Shore Seaweed Puffs contain less than 100 calories per bag and high levels of nutrients, fibre,

antioxidants, electrolytes, vitamins and minerals, and the equivalent of over 6g of Scottish seaweed in each bag. The seaweed used for the snacks is sustainable and hand-harvested off the Scottish coast.

The snacks are also gluten-free and suitable for vegans.

Keith Paterson, managing director at SHØRE said, "We are really delighted by the response to our newly launched range of SHØRE Seaweed Puffed Snacks. People who have tried our them just can't believe seaweed can be so tasty! Our SHØRE Seaweed Puffs are truly innovative snacking range which heroes a local, sustainable Scottish superfood. So our puffs are not only delicious but good for you, too."

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

## West Country Legends releases Farmhouse Cheddar Cheese Straws

New brand West Country Legends has entered the market with a trio of cheese straws.

Combining West Country Farmhouse Cheddar with rich, butter pastry, the brand has created three variations: Farmhouse Cheddar Cheese Straws, Sea Salt & Rosemary Cheese Straws and Spicy Chilli Cheese Straws.

Ideal for parties and picnics or served with dips, soups or on a cheeseboard, these versatile snacks can be enjoyed at any time of day.

The cheese straws are not available in major supermarkets,

making them a popular option for independent retailers.

Procurement Manager of Holleys Fine Foods said, "Flavours to savour, stories to tell... We're delighted to be able to offer this excellent new range which fills a gap in the market for affordable, UK produced artisan cheese straws. Made with all butter puff pastry and genuine West Country Cheddar Cheese, each pack features interesting folklore from the West Country and a 'did you know?' food related fact."

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



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## Single Variety Co launches limited edition rhubarb jam



Single Variety Co, specialists in single variety fruit preserves and chilli jams, have created a special edition rhubarb jam for spring 2019.

As with every item in the brand's range, the rhubarb variant has been created by working closely with selected farmers to identify the best ingredients to provide the very best flavour and quality to the finished product.

With its vibrant pink colour and sweet and tangy flavour, Harbinger rhubarb was chosen to be the basis of the brand's first launch for 2019 – but its short season means that the product is available for a limited time only. The jam will be available from February while stocks last.

Nicola Simons, founder said, "We source our Harbinger Rhubarb from a third generation family rhubarb farm in Yorkshire. We love its vibrant pink colour and unique tang, which we are very proud to showcase in this delicious seasonal preserve."

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



## Billington's Gingerbread enters food-to-go market

For 200 years heritage gingerbread brand Billington's has been renowned across the UK for its quality biscuits, and is now launching into the food-to-go and coffee shop industry with a two-finger snack pack.

The launch offers on-the-go consumers a convenient and indulgent treat to enjoy with a hot drink or a sweet finish to their meal.

The gingerbread fingers are a great option for independent retailers with a café, as the branded clear cellophane packs are perfect served alongside a hot drink.

Gemma Williams, product development manager at Billington's Gingerbread said, "We are delighted to be bringing this brand new product line to the food service industry market at a time of rapid growth within the sector. As well as being a convenient, on the go treat, Billington's Gingerbread, also has a 200 year history of great taste, quality and provenance which cannot be replicated. The provenance of this product is integral to its branding and adds value to customer satisfaction and experience."

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



## Nomad Health unveils Gourmet Jams & Chutneys

Nomad Health has developed a range of handmade, free-from nasties with an over-the-top fresh fruit content (between 66-99%), to make jam glam again. These condiments will ensure home cooks and bakers can create delicious, healthy treats without the fuss.

The 312ml ambient glass jars come in eight flavours. Jams: Apple & Sea Buckthorn; Summer Berries; Strawberry & Lavender; Apricot & Sultana Jam, and Chutneys: Caramelised Onion, Mango & Onion Seed, Red Cabbage & Apple and Pineapple & Chilli Chutney.

Keith, founder of Nomad Health said, "For us it's a given that health and indulgence should come hand in hand, and that is exactly what you get with our new jams and chutneys: they are vegan, reduced sugar and artificial preservatives free, but most certainly free from compromise!"

[nomadhealth.uk](http://nomadhealth.uk)

## Piedmontese pasta brought to UK by field fare

Frozen food specialists field fare have launched an exclusive range of fresh stuffed frozen pasta products, sourced directly from a family firm in Liguria, Italy.

The products are made to local Piedmontese recipes using local ingredients by Pastificio La Ginestra, and field fare is the only supplier to the UK.

There are four products in the range: Blue Cheese & Walnut Saccotini, Vegetable & Ricotta Ravioli, Red Meat & Wine Ravioli and Mortadella Sausage & Cheese Tortellini.

Karen Deans, MD of field fare said, "For 40 years, field fare has been about supporting independents. We only supply to independent stockists and our producers are mainly independents that specialise in their product. That way we ensure the quality and provenance that are central to the brand. Where would we go for fresh pasta then, but Italy?"

"Our new range of four frozen, filled, fresh pastas is made by La Ginestra, a family run firm in the Bormida Valley, between Liguria and Piedmont. Their small team of artisans make nothing but pastas, have done so for three generations and have got rather good at it as a result!"

"We were not only blown away by the quality of the pastas, rich with egg, but by the authenticity of the recipes and the ingredients.



All come steeped in regional history and specialisms, from the traditional Piedmontese Gorgonzola in our 'Blue-cheese and Walnut Saccotini' to the ancient Ligurian tradition of Nonna's packing ravioli with seasonal produce from their gardens, which is recreated in the 'Vegetable and Ricotta Ravioli'.

"So exquisite are the flavours, in fact, that we shelved the plan to launch an accompanying range of pasta sauces. A little olive oil and Parmesan shavings are all that's needed to fully appreciate the flavours, making them the simplest of gourmet meals, ready in under five minutes.

"We are very proud to be the only brand in the UK carrying these pastas and understandably excited by the range. In anticipation of the response, we are already talking about expanding the range in the future."

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## THE INTERVIEW: JOSEPH CAMERON BOOTH

The Rainforest Alliance's UK Lead, Market Engagement talks about the cost of large-scale agriculture, the importance of sustainability and what retailers and consumers can do to help

**I**'ve worked at the Rainforest Alliance for about five years now, but I've always been passionate about sustainability and particularly sustainable food systems. Before starting at RAI I worked as a consultant in several sustainability-focused positions after completing a Master's degree in Food Policy at London City University. In one way or another I've always been close to food throughout my career; my first job was in a canteen kitchen when I was 15!

The global food system is incredibly complex and shapes almost every aspect of our environment. When you account for all facets of the food industry, from fertiliser and

food storage to transport and packaging, it is responsible for one third of all human-caused greenhouse gas emissions.

Agriculture currently uses 38% of the Earth's land, and industrial agriculture is a leading source of pollution, water use and deforestation. The good news is that, because of the enormous footprint of the food industry, it is uniquely positioned to mitigate the negative impact it has on the environment by demanding and implementing sustainable solutions. Farms can play an extremely important role in safeguarding natural ecosystems, protecting wildlife, generating income for farming families and providing employment to local community

members, and our work at Rainforest Alliance aims to help farms move along that sustainability journey.

I think it's important to not be overwhelmed by the scale and size of the challenge. Although the issue of sustainability can seem immense, remember that your contribution helps. Take it step by step and move in the right direction.

One easy step that we at the Rainforest Alliance encourage retailers and businesses to do is source Rainforest Alliance Certified crops such as bananas, coffee, tea and cocoa. Rainforest Alliance certified farms producing the crops adhere to a rigorous set of environmental, social and economic criteria that promote sustainability.

Sourcing is a powerful tool for change. When you choose to switch to a more sustainable source for your goods, whether it be packaging, energy or an agricultural product, you are not only having a positive impact via your own supply chain, but you are also sending an important signal to the market that it pays to supply customers with sustainable options.

At the Rainforest Alliance we believe that sustainability standards and certification are important tools for transforming the way businesses operate. As a framework for change, certification delivers real business value, improved yields and quality of agricultural crops, improved conditions for workers, and access to markets via an independent, third party system.

At the Rainforest Alliance we are working hard on our evolving model of certification. We think that it's a valuable tool, but only one in a toolkit of potential options to tackle unsustainable practices.

Food retailers and producers have an amazing opportunity to leverage their purchasing power to encourage and reward suppliers that are doing things the right way and to disincentivise suppliers that aren't.

For me, a perfect model of food retail would take a holistic, long-term approach to sustainability and treat every person in the supply chain fairly. Alongside this, I would look for a retailer that communicates the work it is doing to the consumer, so that they can bring them along on the journey and foster a closer relationship.

Use your establishments and community hubs to spread information and advocate for change. Give your customers the option to make more sustainable choices and educate them in an engaging way as to how their everyday choices can make a huge difference. I believe it's important to empower consumers, so that they are aware of the importance their shopping habits and purchasing decisions can have on the environment.

I think the general public is becoming more aware of the social and environmental impacts of the products they purchase and are therefore becoming more mindful about what they buy. So, I would say implement sustainable practices and then talk to your customers about it, as people are more receptive than ever about sustainability.

### TALKING POINTS

#### CONSUMER POWER...

**I am so passionate about buying sustainable products. When I buy sustainably sourced tea, for example, I'm aware that the relative impact of a few tea bags is small in the grand scheme of things, but what I am ultimately trying to do is signal to the retailer, manufacturer and producer that there is a market demand for these products. In the long run, through purchasing decisions, we can promote best practice throughout the wider industry.**

#### THE COST OF INDUSTRIAL-SCALE AGRICULTURE...

**Another area, linked to deforestation, that is heavily impacted by industrial scale agriculture is biodiversity loss. You may have read the Living Planet report by WWF, which recently highlighted that since 1970 humanity has wiped out 60% of all mammals, birds, fish and reptiles. Protecting forest ecosystems, the habitat for thousands of species, is key to ensuring their survival and is at the heart of the Rainforest Alliance's mission.**



# TOP DRAWER 2019

January's event will once again host the Food Emporium: a carefully curated range of edible gifts

**T**op Drawer's FOOD EMPORIUM returns for the January edition, hosting a delectable edit of edible gifts, offering a unique opportunity for buyers, from independent concept stores through to large department stores, to source products for the new season. With an innovative and diverse selection, including some exclusive launches, FOOD EMPORIUM will present produce from the finest artisans and brands across Confectionery, Oils & Condiments, Beverages and Seasonal Products. Look out for brands including Driver's Pickles, Joe's Tea Co., Norton Barton Artisan Food Village, Dorset Sea Salt Co., Hustle Gin, Miod Raw Honey Co., Popcorn Shed, Spice Kitchen, Love Shortie, PLAY in CHOC, Ross & Ross Food, Popaball, Urban Cordial, T2 Tea and The Magnificent Marshmallow Company, to name but a few.

## MUST-SEE EXHIBITORS

### COCO CHOCOLATIER

Once you've seen the stunningly presented bright and whimsical

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

### GROWN UP MARSHMALLOWS

These Gourmet, handmade marshmallows are naturally free from fat, egg, gluten and dairy products. Produced by artisans in small batches, these hand-cut marshmallows use fresh fruit and the best quality Fairtrade chocolate, to bring a unique taste experience to any special event be it wedding, soirée, dinner party or just a treat for you at home!

### LEMONAID BEVERAGES

Each bottle of Lemonaid and ChariTea contains only organic ingredients and is fully Fairtrade-

certified. Every bottle that's bought supports the Lemonaid & ChariTea Foundation which since January 2010, has raised more than € 3,000,000. Not only are these beverages Fairtrade, organic and charitable, they are delicious soft drinks with unique flavours like Passionfruit and Blood Orange Lemonade, with the aim of changing the world drink by drink.

### O'DONNELL MOONSHINE LTD.

Named after the notorious leader of the South Side O'Donnell gang in the 1902's, Edward 'Spike' O'Donnell, this moonshine is made using traditional methods, the best available ingredients and bottled in those same traditional American "Mason Jars" of the prohibition era. Offering 3 liquors, "Roasted Apple" (20% ABV) with a touch of cinnamon and vanilla, "Bitter Rose" (25% ABV) made with Grapefruit and "Tough Nut" (25% ABV) made from Hazelnut, Caramel and a hint of whiskey, these spirits are delicious served straight up or mixed into a cocktail.



**T2** Even with over 200 teas available, tea artisans T2 are always constantly experimenting with new combinations and tasty brews. Showcasing new blends alongside classic favourites, T2 reinvents the humble tea leaf with exotic scents and taste sensations. Together with its ever-growing collection of teas, T2's intricately designed teaware and beautifully presented treats, are sure to make the perfect year-round present, or ideal goodies for a little self-care.

### PAXTON & WHITFIELD

A more affluent cheesemonger cannot be found; Paxton & Whitfield was first recorded as a partnership in 1797, Winston Churchill once observed "a gentleman only buys his cheese at Paxton & Whitfield" and



the company has held many Royal Warrants through their history and to this day hold Royal Warrants of Appointment to Her Majesty The Queen and HRH The Prince of Wales. Now in their third century of trading, they continue to offer diverse and unique cheeses fit for those new to the world of cheese as well as true connoisseurs.

Held at Olympia London 13th-15th January 2019, Top Drawer will also present a global edit of over 1,500 design-led brands across 11 curated lifestyle sectors. For more information visit [topdrawer.co.uk](http://topdrawer.co.uk)

## IN DETAIL

**WHEN:** 13th-15th January 2019  
**WHERE:** Olympia, London  
**WEB:** [topdrawer.co.uk](http://topdrawer.co.uk)  
**TWITTER:** @TopDrawerLondon

## OUT OF THE ORDINARY

S/S 19

# FOOD EMPORIUM

[www.topdrawer.co.uk/speciality](http://www.topdrawer.co.uk/speciality)

**TOP DRAWER**  
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## SAY NO TO PLASTIC

Owners of food businesses love to trumpet their eco-credentials, says Sally-Jayne Wright, but is avoiding plastic do-able?

**E**motions ran high after the BBC aired David Attenborough's *Blue Planet II* documentary in 2017. Viewers couldn't believe the scale of pollution – a sea turtle's nose sporting a plastic straw; albatrosses feeding their chicks plastic. People questioned not just single-use straws but plastic use in general.

### WHAT WAS THE GOVERNMENT RESPONSE?

Defra is consulting on a proposal to ban plastic straws by the end of October 2019. At the time of going to print, it is also reviewing the introduction of a plastic bottle deposit return scheme, promised end of 2018 subject to consultation. In Norway and Germany such policies have had success rates of over 90%.

### WHAT IS THE FOOD INDUSTRY DOING ABOUT PLASTIC?

Action is voluntary: many retailers interviewed for this feature no longer sell plastic straws nor water bottles; as part of plans to eliminate unnecessary use, Waitrose stopped using disposable, polyethylene-lined cups for cardholders' free coffees.

### I'VE HEARD BLACK PLASTIC IS VERY HARD TO RECYCLE.

Yes, the infra-red sorting machines can't see it and waste collectors get hardly anything for it. Sainsbury's, Marks & Spencer and Tesco have joined forces to find a solution. Waitrose, Aldi and Quorn plan to remove black plastic from some or all own-brand products.

### WHY DO WE NEED PLASTIC ANYWAY?

Because it's hygienic and brilliant at extending shelf life and protecting fragile items. We mustn't forget that food waste, too, has environmental implications.

### CAN'T WE JUST RECYCLE EVERYTHING?

Not easily and without confusion. Each local authority does its own thing as do Scotland and Wales. Of the UK's 350-plus councils, only 17% collect plastic film and more than one in five (21%) won't recycle plastic pots. Even packaging companies are frustrated; they've adopted the phrase 'recyclable where

“Favour products in glass rather than plastic and larger containers over small; commission a branded reusable cup; start your own plastic bottle deposit scheme – good for PR and footfall”

local schemes exist'. Then there's the challenge of where to send it. Only 9% of plastic waste is recycled domestically (Green Alliance); a year ago, China announced it no longer wants our rubbish.

### WE'VE INTRODUCED 100% BIODEGRADABLE PLASTIC BAGS IN STORE. ANY GOOD?

They need sunlight exposure to biodegrade. Buried in landfill, they will take as many years to decompose as ordinary plastic. Try selling cloth bags instead. Used at least 500 times, they're better than paper or plastic.

### ANY ALTERNATIVE TO CLINGFILM? WE USE SO MUCH.

Restaurateur Skye Gyngell uses beeswax wraps. Made from cotton and beeswax, they are washable, reusable and ultimately compostable. After discovering her kitchen team used 3,600km of clingfilm in a year, she began using both wraps and labelled, lidded containers.

Cheesemonger Jen Grimstone-Jones of Cheese Etc. won't make the swap: "Some people are allergic to bees' products and it would alter the taste of the cheese." Andy Swinscoe of The Courtyard Dairy is put off by the need to boil-wash it to avoid cross-contamination: "Boiling has environmental impact and how durable will it be if constantly re-boiled? Plus you can't display cheese in it."

### WE CAN'T REUSE PACKAGING FOR FRESH FOOD DELIVERIES BECAUSE OF POSSIBLE CROSS-CONTAMINATION. ANY SOLUTIONS?

How about WoolCool – compostable wool wrapped in recyclable plastic – as used by Riverford Organic Farmers. Not everyone likes it, however. Online retailer Drogo Montagu of The Fine Food Specialist said, "The wool couldn't maintain the cool chain and it was too time-consuming to layer it in boxes." Andy Swinscoe feared that, in warm weather, the wool's faint lanolin whiff would taint his wax paper-wrapped cheeses; the makers claim the only aroma is of a new, pure wool sweater. Andy uses shredded timber from Wood Wool UK for his insulation.

### WHATEVER HAPPENED TO POLYSTYRENE FOAM?

There are corn and sorghum-based alternatives to polystyrene foam chips. Some retailers warned us they turn to mush if they get damp. When buying eco-friendly packaging materials, look for the words 'home-compostable'. Not all biodegradable plastic is compostable, but all compostable plastic is biodegradable.

### HOW CAN WE DO OUR BIT?

Educate yourself, staff and customers and get them on-side. Make time to comment on Defra consultation papers. Blog about the importance of being eco-friendly and add a recycling locator widget to your website by emailing [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk).

### AND ON A DAY-TO-DAY BUSINESS, WHAT SMALL CHANGES CAN WE MAKE?

Favour glass or aluminium rather than plastic, and larger containers over small; commission a branded reusable coffee cup; start your own plastic bottle deposit scheme, and consider selling canned water ([canowater.com](http://canowater.com)). Could you offer your pies in pottery dishes or the customers' own? At Cheese Etc a few regulars bring in their own mugs and containers for soup and cheese.

### IS THE SAY-NO-TO-PLASTIC TREND HERE TO STAY?

We predict public interest will soon wane. As we saw with the levy on plastic bags, it will need top-down legislation to effect change. We urgently need a coordinated national recycling policy.

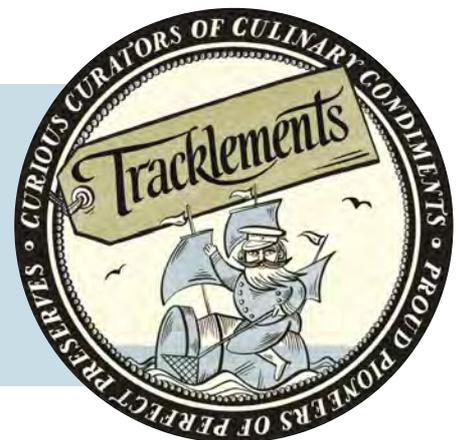
It won't be easy or convenient, but protecting the seas should be instinctive, not a passing fad.



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# IN THE SPOTLIGHT

Introducing Route2.supply, a new service providing a simplified distribution solution for the fine food industry bringing producers and retailers together in a single marketplace

Getting your house in order and having a clear vision for the year ahead is one of the best ways for a business to kick-start a new year the right way. So the news of the launch of Route2, the brainchild of renowned wholesaler The Cress Co., will be music to the ears of time-pressed food and drink retailers and producers. This revolutionary distribution model, which will go live in Q1 2019, will enable producers to reach specialist shops throughout the UK, and serves as a hybrid option of direct selling and traditional wholesale.

Created for small or medium-sized ambient food and drink producers the Route2 marketplace not only streamlines and simplifies the distribution process, but it offers the advantages of working via a wholesaler but without the restrictions that are typically imposed. "Route2 provides a solution for producers who want to take the next step towards national distribution but wish to retain full control of their product range, price, sales and marketing," says Joe Wall, director of Route2.

## Transparent, flexible and simple to use

One huge benefit of using the Route2 service is that it allows producers to take advantage of the efficiencies and distribution knowledge of award-winning and leading fine food and drinks distributor The Cress Co., which supplies thousands of specialist retailers throughout the UK. "Route2 will consolidate deliveries and manage the invoicing and payment process, too," Joe tells us. "The producer, meanwhile, retains full control of their product range, stock availability and sales. Producers will also have the ability to tailor their pricing to individual

accounts giving them full control over their pricing structure. All this will allow them to continue to do what they do best – marketing their products and developing their brand."

The Route2 marketplace is designed to be transparent, flexible and simple to use, with the Route2 web portal (launching in Q1 2019) bringing producers and retailers closer together on its single online marketplace. The service especially benefits speciality retailers such as

delis, farm shops and cafés, as they can access the extensive product portfolio and ordering system and only need to process one delivery, one invoice and one payment.

"Initial feedback has been really positive, from both producers and retailers," explains Joe. "We have held a series of roadshow-style events across the UK to introduce the service to producers. Sign-up to Route2 is well underway, with new producers signing up on a daily basis to start using the service."

## Delivering benefits

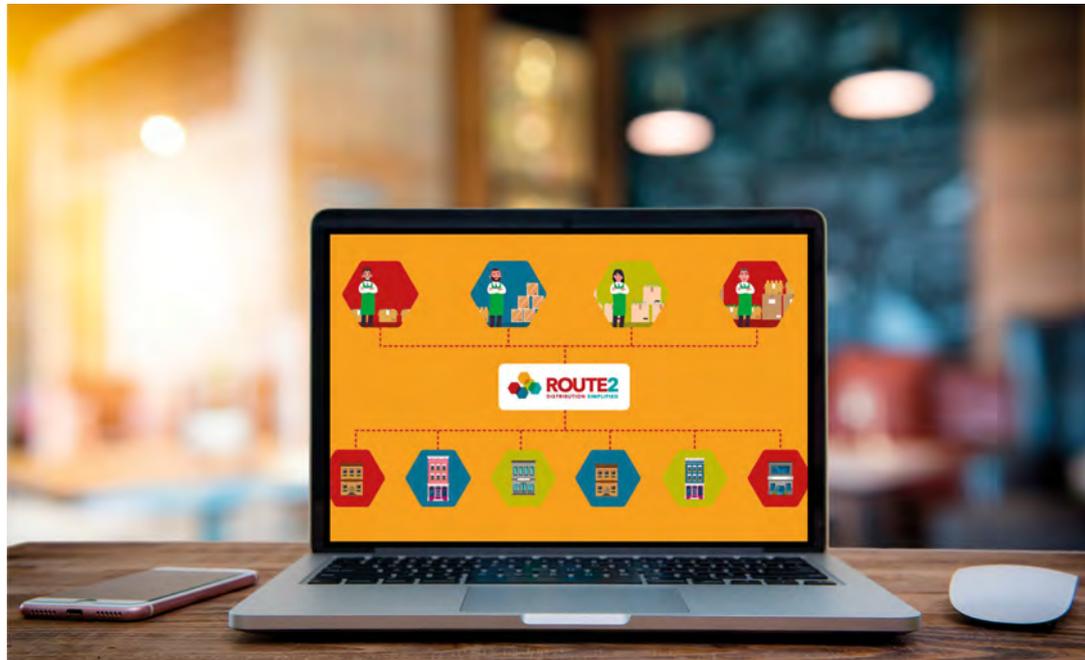
It's no wonder that the feedback that the Route2 team is receiving is all positive, considering the plethora of advantages the system offers retailers and producers. By using Route2, it effectively removes the barrier of multiple minimum orders for retailers, while stock from producers is consolidated into one delivery with one invoice. And because the company consolidates the stock, the retailer only needs to place one order, with Route2 taking care of

delivery and invoicing. This service means that producers can focus on forging close relationships with their stockists while retaining full control of their range, price and sales.

In order for producers to analyse how well certain products are performing, Route2 will provide a regular breakdown of all recent sales, along with pending orders, with monthly statements showing all transactions along with regular stock level reports, too. Plus, producers can benefit from discovering which retailers have purchased their products and with what frequency they're doing so.

Route2 supplies the infrastructure, bringing retailers and producers closer together, while simplifying the supply chain and reducing the cost for both. It works closely with its sister business The Cress Co. to raise awareness among its extensive customer base and to encourage them to also utilise the Route2 service which will provide a varied and extensive product offer. The Route2 team will also be exhibiting at some of the key trade shows in 2019 to introduce the service to retailers and encourage sign up.

The service also prides itself on its flexibility, enforcing no fixed contract period. Producers can add or remove products at any time without incurring additional charges allowing them full control of their range. The costs for using the Route2 marketplace are made up of a small % charge of the sale price to cover the invoice collection and a small fixed delivery charge for each case that is sold. Route2 does not charge a listing fee, require advertising contribution or expect rebates. Ever find yourself thinking: "There must be a simpler distribution system?" With the launch of Route2, there now is.



“ Route2 will bring producers and retailers closer together in a single online marketplace ”



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#### 2 THURSDAY COTTAGE BLOOD ORANGE MARMALADE, REDUCED SUGAR BLACKCURRANT JAM AND PASSIONFRUIT CURD

Thursday Cottage have been hand-making their jams, marmalades and curds in small batches for over 50 years. Their preserves are lovingly hand poured individually to ensure that each jar is perfect. Pouring by hand also means that each jar will contain more whole fruit which equals more flavour. [thursday-cottage.com](http://thursday-cottage.com)

#### 3 JOSEPH HELER CHESHIRE BUTTER

Made with Cheshire whey cream and Maldon Sea Salt, renowned cheesemaker Joseph Heler's Cheshire Butter adds quality to any breakfast selection. The whey cream - which is created as part of the cheesemaking process - gives the butter a deep golden colour and rich indulgent flavour, making it perfect for melting on hot toast or pancakes. Gold award winner at both the 2018 International Cheese & Dairy Awards and Great Yorkshire Show. [joseph-heler.co.uk](http://joseph-heler.co.uk)

#### 4 RORA DAIRY NATURAL YOGURT

Yogurt is the 'must-have' ingredient for a healthy breakfast. Flexible to suit every taste, it is delicious served with muesli, granola and fruit or more exotic ingredients such as avocado and eggs. Award-winning Rora Dairy natural yogurt is made on the family farm using fresh, non homogenised milk with no added sugar. The yogurt is also available filled with locally grown strawberries, raspberries, blueberries or heather honey. [roradairy.co.uk](http://roradairy.co.uk)



**5 FIELD FARE HAM & CHEESE CROISSANT**

In this deliciously indulgent breakfast option, flaky and light all-butter pastry is filled with ham and Gouda cheese. A fabulous savoury alternative to our classic field fare All-Butter Croissant. Sold loose from the freezer and ready-to-bake. They make a luxury breakfast or a convenient hand-held snack enjoyed anytime of the day.

[field-fare.com](http://field-fare.com)

**6 TAYLORS OF HARROGATE BREAKFAST BREW**

Part of the Yorkshire Tea Speciality Brews range, Breakfast Brew is packed with a powerful punch. It's the rich, strong, satisfying taste of Yorkshire Tea with an extra powerful punch of Assam, for a mighty burst of morning-conquering flavour to jump-start the day.

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

**7 MA BAKER FLAPJACKS**

With 26 successful years of experience, Ma Baker knows quite a bit about making great flapjacks. Its range includes Giant Flapjacks, generous-sized oat bars available in 27 different flavours; Protein Flapjacks, four flavours containing 20g of protein per bar; and Sugar'd Out, a no added sugar range that helps consumers reduce their sugar intake while still enjoying delicious Ma Baker flapjack.

[mabaker.eu](http://mabaker.eu)

**8 ST. EWE RICH YOLK EGGS**

Developed for chefs and foodies with the help of Michelin-starred chef, Chris Eden. Mixed-weight deli eggs with fantastically rich looking and tasting deep orange-coloured yolks. They're perfect for any breakfast dish to give it that showstopper look. Available in a six pack or in five, 15 or 30 dozen boxes for wholesale.

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

# NEW YEAR, NEW LOOK

Refurbishing and expanding a shop can bring in considerable benefits, but as John Bensalhia finds out, advance planning is key to a successful outcome



LUDLOW FARMSHOP'S REVAMPED CHEESE COUNTER

**A** new look is inevitable in all walks of life. Is your car on its last wheels? Time to put that bank balance into fifth gear and buy a new motor! Hair too long? Off to the barbers or hairdressers for a stylish new cut! Does your house need a bit of TLC? Bring on the paints, wallpaper and new carpets! The same applies to shop refurbishment and expansion. A number of farm shops have recently invested in a brand new look.

There are many good reasons for refurbishing and expanding a shop. Product placement. Improved accessibility. Or simply to show off a modern, fresher feel to the shop. Harker's Farm Shop in Nottinghamshire, for example, has introduced a new butchery counter, maturing fridge and deli counter, as well as new floors and cladding, upgrades to the electrics and water system, and a new production room.

## Room for produce

A common reason for expansion is to accommodate the growing levels of products in the shop. The Lincoln-based Doddington Hall Farm Shop, for instance, has been extended in order to provide room for its greater range of products. The project boasts a bigger deli and an expanded butchery area, as well as a new wine shop and a space that has been created for a new range of items such as professional cookware. With more locally sourced beers and spirits, the extension is an ideal way of showcasing these new arrivals, and furthermore, the wine shop's tasting area allows customers to sample some of the finest wines on the market.

Wakefield's Blacker Hall Farm Shop has refurbished and expanded its butchery counter as a means of displaying a wider range of new

products. A notable new addition is a dedicated wet fish counter that provides fresh fish and shellfish to customers. Following Blacker Hall's partnership with Hodgsons Fish, the wet fish counter is the perfect place to sell high quality fresh Hodgsons' catches. Another new aspect is the dry-aging cabinet that allows customers to say how long they would like their selected choice of meat to be aged.

Meanwhile, Watson Smyth Farms Ltd, which owns Tregirls Farm's Padstow Farm Shop, has renovated a former grain mill roundhouse, converting it into a 576-square-foot deli. This new facility allows the farm shop to expand its home-grown produce ranges, such as salads, casseroles and fresh sandwiches.

“ There are many good reasons for refurbishing and expanding a shop. Product placement. Improved accessibility. Or simply to show off a modern, fresher feel ”

## Planning and budget

Any project on this scale needs careful preparation and pre-planning. One of the biggest considerations is budget. The scope of the refurbishment and expansion depends on how much money is in the kitty. In many cases, a loan is the solution, and with a detailed plan that can explain how the proposed changes will bring in more custom (recouping the costs in the process),

the bank will be confident enough to lend you the money.

In cases of a tighter budget, think about what resources you have at your disposal. Maybe you have enough experience and skill to work on the renovations yourself or perhaps friends or family can help pitch in.

Consider what you hope to get out of the new look. It could just be a classic case of Feng Shui. Rearranging the furniture to maximise the space at your disposal won't break the bank. In cases of redecoration, decide on a suitable colour scheme, and shop around for affordable but high quality items that will add a fresh splash of colour to your shop.

If you have enough money, or have secured a bank loan, it's worth looking at specialist companies that can do the job for you. With experience, technology and resources at their disposal, everything can be planned and carried out to the letter from the early days of design through to the finishing touches.

HB Projects, for example, worked on Keelham Farm Shop's new shop and café. From the original brief, HB Projects ensured that all the requirements were met, ensuring value and quality. Among the specified works were decoration, signage, tiling and vinyl floors, drylining, joinery, M&E, plus refrigeration and coldrooms.

HK Interiors also offers a full package that includes experienced design teams, state of the art software (including CAD and 3D modelling) and professional fitters. Hayward's Farmshop used HK Interiors to work

on refurbishment, creating a modern, fresh look which was done to the highest standard.

## Customer feedback

Refurbishing or expanding a farm shop is all about attracting more custom. A good method is to ask the customers directly what they want through surveys. Whether it's online or good, old-fashioned pen and paper, a customer survey can find out key attractions and also potential improvements. The layout should also reflect the target market that you're after. If you're after a younger target market, a more conventional look may be regarded as too old-fashioned. The other side of this coin is to alienate an older target audience with a modern, funky look that's too snazzy for some tastes.

Ludlow Food Centre's new rebranding as Ludlow Farmshop has prompted a number of notable changes to the shop layout. Some of these have taken customer opinions on board with regards to accessibility (for example, two of the retail area counters have been removed, based on customer feedback) and reducing waiting times during busy periods.

Refurbishing and expanding a shop is a case of chicken and egg. While initial funding is required, if the project is completed to a high standard, this will be an excellent way of attracting even more custom, bringing in revenue that will not only recoup the original costs, but will add a profit on top. It's a win-win situation for both the customer (who can be wowed by the greater selection of products and the all-new surroundings) and the business (more customers, more profits).

Definitely a change for the better.

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## SCOTLAND SPECIAL

SPOTLIGHT ON  
SCOTLAND

From the finest single malt whisky to award-winning cheese, Scotland's fare is rightfully revered. We traverse its rich food scene and talk to the passionate individuals behind it

Scottish food and drink is synonymous with quality and innovation. From Michelin-starred restaurants to famous farm shops and delis, the produce from north of the border is as varied and fantastic as the beautiful landscapes and vistas the country boasts. In fact, lots of Scotland's foods are held up as being the best examples of their kind available on the planet, with Scotch whisky and luscious smoked salmon both garnering worldwide acclaim. But it's not just the usual suspects that are catching attention, either, with many trailblazing producers coming to the fore.

Mark Saunders, director of Springboard Events, the company behind Scotland's Speciality Food Show, believes that the UK has a strong reputation for world class food and drink, but Scotland leads the way. "Scotland's heritage in meat, fish and drink production is world class, and Scotch beef, salmon and whisky are testament to this," Mark explains. "This deep knowledge naturally leads to the growth in the niche speciality

food and drink sectors. Allied with this, strong Government support and a world class leadership organisation in Scotland Food & Drink helps not only to drive Scotland as a food and drink brand, but also to nurture, support and champion the many producers dotted around Scotland. Food and drink sales have grown from £10bn in 2007 to £14bn in 2018, with an aim for £30bn by 2030. A combination of great produce, deep knowledge, a powerful credible brand and strong Government and industry support are the key ingredients to the success of the industry in Scotland."

Mark is particularly enthused by the thriving Scottish gin industry, and he believes that its success helps to bolster other categories, too. "Currently there are around 110 different Scottish gin brands on the market, which is impressive for a country of just 5m people," he explains. "Yet, more significantly, 70% of gin consumed in the UK is produced in Scotland, led by world-leading brands such as Gordon's,

Tanqueray and Hendrick's. This growth at the volume-end of the market has paved the way for the craft brands. Who said Scotland was all about whisky? Peak gin may arrive soon, but the legacy of this boom will be more additions to add to Scotland's stable of world class food and drink brands."

When it comes to smaller producers that are making names for themselves, Mark has a long list of ones to watch. "There's a plethora of really interesting brands emerging," he says. "Producers that have caught our attention this year at the show include Braw Biltong, a spiced cured meat snack; The Hungry Squirrel, a delicious range of nut butters; Aye Pickled, a gourmet range of pickles and live cultured ferments; Genius Brewing, the UK's first light craft lager; Miod Raw Honey Co., high quality raw honey from its Perthshire apiary; Birken Tree, a brand new mixer made from birch water; and Isle of Skye Smokehouse, hot smoked salmon using alder chips."

SIX  
SCOTTISH GREATS

Wow your customers with our pick of fabulous Scottish food & drink

## ISLE OF ARRAN

**1** The Torrylinn Creamery on the stunning Isle of Arran has launched an award-winning vintage Cheddar which is sure to be the highlight of any cheeseboard. Handcrafted by skilled cheesemakers, this full bodied cheddar is typically matured for 18 months for a complex flavour giving sweet, nutty notes and a beautiful creamy taste. Available in 2kg waxed rounds the cheese won gold for 'Best Artisan Cheddar' at the 2018 Global Cheese Awards. [isleofarrancheese.co.uk](http://isleofarrancheese.co.uk)



## DEAN'S

**2** Aberdeenshire shortbread bakers Dean's has teamed up with popular Scottish artist Steven Brown to create a range of colourful and contemporary gift tins. Shaking up the old-fashioned image of the traditional shortbread tin, Dean's has replaced the more conventional tartan, stags and Scottie dogs with Steven Brown's iconic multi-coloured designs, creating an eye-catching modernisation of this classic Scottish gift. Dean's first started baking their shortbread in the 1970's, when Helen Dean started baking in her Aberdeenshire kitchen to raise funds for the local pipe band. Today Dean's still bakes its shortbread to Helen's exacting standards, and the brand has grown to become a household name across Scotland and beyond. [deans.co.uk](http://deans.co.uk)



## ISLAND BAKERY

**3** Joe and Dawn Reade have been making the Island Bakery organics biscuits on the Isle of Mull for 15 years. Coming in a range of delicious flavours – including the hugely popular Lemon Melts – the range is lovingly made in a premises powered by local renewable energy, including wind and water for electricity and local woodchip from Mull's abundant timber plantations for heating the ovens. This is not only environmentally sustainable, but the gentle heat gives the biscuits a slow, perfect bake. [islandbakery.com](http://islandbakery.com)



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### Fostering the upstarts

While Scottish food and drink is recognised worldwide for its traditional offering, the country's start-up scene is consistently defying convention, and is generating a strong following in the process. To push this creativity along, there are umpteen incubator schemes based across the country supporting and harbouring small businesses, many with a focus on pushing the culinary boundaries.

The Baker Street incubator in Inverclyde is just one these start-up fostering set-ups, supplying small and medium-sized food and drink businesses with shared office space, storage units and boardroom facilities. Riverside Inverclyde, the organisation behind the scheme, also provides a business growth programme to support the tenants, as well as seeking match-funding support for machinery and equipment. The Baker Street incubator is being supported by £900,000 from the Scottish Government's Regeneration Capital Grant Fund, which is a part of the country's overall goal to double the food and drink sector's turnover to £30bn by 2030.

Fermented foods upstart Edinburgh Fermentarium epitomises the enterprising, buccaneering spirit of the Scottish startup scene. Producing small-



batch, healthy, fermented food – including Scottish kimchi and sauerkraut – Edinburgh Fermentarium's colourful collection of products are sending Caledonian consumers crazy.

"Fermented foods are incredibly popular in other countries, but there are very few makers in Scotland," explains Ruth Munro, founder of Edinburgh Fermentarium. "When I started eating fermented foods, my health changed for the better. I'm passionate about championing the health benefits of fermented foods and drinks, and offer workshops in making kimchi, kraut and kombucha."

While the items she creates tend to be affiliated more with regions from further afield, Ruth makes a concerted effort to ensure they all



contain a distinctly Scottish twist. "I love to use local brands in my ferments," she says. "Recently, I used Eteaket and Isle of Harris' Gin Tea to make a limited edition kraut called The Bonnie Botanical. It proved really popular, and the botanicals used in the Isle of Harris gin brought through a different flavour with each mouthful. I've also made a kimchi with Mara Seaweed's Furikake – the seaweed creates an amazing umami flavour, and helps to lend the product a taste of the sea without using fish sauce, which is traditionally used in kimchi. Both of these were

### FROM THE RETAILER...

#### Claire Pollock, partner at Ardross Farm Shop, Fife, talks about her shop's role in showcasing Scottish fare

##### WHAT ARE YOUR MOST POPULAR SCOTTISH-MADE PRODUCTS?

They're no doubt the ones we produce ourselves. This ranges from our grass-fed beef, lamb and mutton, to our array of vegetables that are picked fresh from the fields each day, to our raw honey, and even to the fantastic selections of goodies which come out of our farmhouse kitchen.

##### WHAT SCOTTISH PRODUCERS ARE CURRENTLY GAINING ATTENTION?

Alcohol is always exciting, especially when you have to taste test everything! The two alcoholic products we are most excited about is Ovenstone109 beer, which is very local to us – just a five-minute drive along the road, in fact. The other, which is also very local to us, is Lundin

Distilling Company, which not only produces a very unique and popular gin product, but is constantly being inventive with it.

##### WHAT MAKES SCOTTISH FOOD SO SPECIAL?

I do think Scotland might be ahead of the game – the food offering here is fantastic. I am going to be biased and say that Fife in particular is really getting a name for itself in the food world. Gordon Ramsay, Gino D'Acampo and Fred Sirieix recently visited our farm for some of our grass-fed beef as part of a trip where they travelled across Scotland showcasing the best food the country has to offer. This level of publicity is fantastic for Scotland, and really shows off how wonderful our food is.

made with organic cabbage and kohlrabi from Meadowsweet Organics in Fife."

Although Scotland has garnered a world-renowned reputation for good food, there are still hurdles that Ruth has to navigate, and there's a degree of consumer education involved. "The reason I love attending local markets and hosting workshops is to try and break the taboo of people thinking fermented foods are strange, a bit scary and not very tasty," she said. "The more people I can encourage to try them, the better. There are so many people who have never heard

of fermented foods – I love sharing the benefits of adding traditional foods to a diet brings."

**The Scottish Cold Pressed Rapeseed Oil Group was set up in 2013 by Scotland Food & Drink as an initiative to increase the awareness of Scotland's rapeseed oil producers. Here, Graham Young, industry development manager at Scotland Food & Drink, tells us more:**

"The Scottish Cold Pressed Rapeseed Oil Group's collection of producers span from Tain in the Highlands down to East Lothian,



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## SCOTLAND SPECIAL



**A difficult route to market for Scottish producers is one of the reasons Toby Anstruther started Bowhouse, a Fife-based food business development operation.**

"In Scotland, we are certainly lucky enough to have some of the finest raw materials for food and drink production. For centuries we have used this as the basis for a thriving trade in food and drink. But there's still room for improvement, particularly in what's available locally. There's a genuine sense of pride in local produce, but complicated supply chains sometimes mean that it's not as widely available as people would like.

"I opened Bowhouse on Balcaskie Estate in Fife in July 2017, and it's now home to a growing community of food and drink makers, who take full advantage of what the local area has to offer. Bowhouse is home to a brewery, a mill, a baker, a shellfish specialist, an edible flower producer, a

butcher, and even a new café. But we're not just offering space for making.

"Bowhouse allows businesses the chance to innovate, collaborate and experiment. So now our own milled flour is used in the café, seaweed foraged nearby is used in our brewery and much more. Scotland's rural areas produce wonderful ingredients but sometimes our distance from market is a real barrier, particularly for smaller, artisan producers. As these businesses grow, it's also a chance to team up and share the costs for distribution, marketing and more.

"In addition to the production units, I set up Bowhouse as a covered space for food markets, events and other food-related activities. These events have proved a useful opportunity to bring customers to the makers, and for them to 'test the market' with new products and ideas. Farmers from the area are able to see the fruits of their labour enjoyed by the end consumer.

"These people – often over 5,000 of them over a Bowhouse Food Weekend – become much more than

just stall customers. A customer who feels they have experienced the soul of a product by talking with the producer, becomes recruited as a life-long customer and a brand advocate who will seek out the product to buy again over the internet or in another retail environment. Other Bowhouse visitors are inspired to seek out work with existing makers or even start their own food business. Where recruitment is increasingly challenging across Scotland, having committed supporters keen to be part of a team can be a real benefit to speciality food producers.

"So in these ways, Bowhouse encapsulates some of the issues and innovations that Scotland's food and drink industry are subject to. We're working to reshape the traditional environment with transparent supply chains of local producers and internet-oriented retail; opportunities for new food and drink businesses to thrive; a growing and passionate base of consumers; and recognition of the importance in business of looking beyond the purely financial."

and all produce quality cold pressed rapeseed oil. The producers that make up the group are Black & Gold from East Lothian, Supernature from Midlothian, Summer Harvest from Perthshire, Cullisse from the Highlands and Ola Oils and Mackintosh of Glendaveny from Aberdeenshire. Each producer farms, harvests, presses and bottles their own oil on-site, giving them full control of the production process and reducing food miles.

"The group works together to increase the public's awareness of the product and share why everyone should introduce rapeseed oil in

their cooking at home. Cold pressed rapeseed oil has seen a growth in popularity as the public is realising the health benefits that come with the product. It contains less saturated fat than other cooking oils and fats. It is also high in naturally occurring antioxidants and is a great source of plant-based Omega 3, so it can help to maintain healthy cholesterol levels as part of a healthy and balanced diet. It is also beneficial for heart health and a rich source of vitamin E. By cold pressing the oil, the nutritional benefits are preserved and the best flavour is achieved. As well as its

numerous health benefits, cold pressed rapeseed oil is incredibly versatile and can be used in virtually all cooking, from sautéing to baking.

"As the group works together and increases the popularity of the product, there has been a corresponding increase in demand. We have seen more and more influential chefs introduce the oil to their kitchens across the country and sing its praises. The innovative ways that chefs are using the products, featuring them on their menus and supporting these quality Scottish businesses, is encouraging."

## ST ANDREWS CHEESE

**4** The Stewart family use raw milk from their herd of home bred Friesian Holstein cows to create a range of award winning artisan cheeses including Anster (a crumbly farmhouse); Red Anster (incorporating fresh chives and garlic); and St Andrews (a mature cheddar). Awards for St Andrews in 2018 included 'Best British Territorial Cheese' at Melton Mowbray; 'Best Scottish Dairy Product' at the Scotland Food and Drink Excellence Awards; and Silver at the World Cheese Awards for both Anster and St Andrews. [standrewscheese.co.uk](http://standrewscheese.co.uk)



## RORA DAIRY

**5** Award-winning Rora Dairy natural yogurt is made on a family farm near the fishing port of Peter in Aberdeenshire. Made using fresh, non-homogenised milk with no added sugar, the products are gluten-free, suitable for vegetarians and free from artificial colours, flavours, sweeteners and preservatives. As well as its classic Natural Yogurt, there are also options available featuring locally grown strawberries, raspberries, blueberries and heather honey. [roradairy.co.uk](http://roradairy.co.uk)



## STAG BAKERIES

**6** Based in the scenic Outer Hebrides of Scotland, Stag Bakeries has a heritage going back to 1885. The bakery is family-run and specialises in producing the finest sweet and savoury biscuits and other snacks. Traditional recipes, time-honoured methods and a team of skilled bakers are still at the heart of everything that Stag produces on its premises on the Isle of Lewis, and the result is an award-winning range unmatched for flavour and quality. Stag's signature product is its Stornoway Water Biscuit, available in a variety of flavours including Seaweed – a worthy accompaniment for any cheeseboard. [stagbakeries.co.uk](http://stagbakeries.co.uk)



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# SCOTLAND'S SPECIALITY FOOD SHOW 2019

This year's edition of the annual event promises to be a cracker

## IN DETAIL

**WHAT:** Scotland's Speciality Food Show  
**WHERE:** SECC, Glasgow  
**WHEN:** 20th-22nd January 2019  
**WEB:** scotlandsspecialityfoodshow.co.uk

**K**icking off the food and drink buying process in the UK is Scotland's Speciality Food Show, which is already near capacity with a huge breadth of exciting food and drink producers. Taking place in Glasgow at the SEC from 20th-22nd Jan 2019, this show is one of the few opportunities to source fine food and drinks for the retail and catering industries.

Renowned for the high quality and innovation of the food and drink industry in Scotland, the Show comprises about two thirds of all exhibitors from Scotland with the remainder from the rest of the UK and beyond. Many will be completely new to the trade offering buyers the first chance to taste and see the delicacies.

This Show is a 'must visit' for all fine food retailers, delis, farm shops, tourist destinations, cafes, restaurants, hotels and other catering outlets across Scotland and the north of England, as it is the only chance for sourcing products for the retail and food service industry together in one venue. As Robert Thain, foodhall buying manager at House of Bruar says. "At the show I will be looking for new and exciting brands that will allow us to provide a different offering to what we currently have, as well as providing



a value for money purchase for our customers. I will also be on the lookout for product ranges that cross over brands that we currently have to ensure that the products we have in store are the best value for money for us, but most importantly for our customers."

### New! New! New!

The variety and quality of exhibitors is exceptional this year with almost a third as new exhibitors, such as Deans of Huntly, Seedlip Drinks, Aye Pickled, Puddledub Food Co, Edinburgh Cakes and Jams, Henry's Coffee Company, Succulento premium sauces, Just Crisps, Genovese Foods from Dublin, Blackford Craft Distillery, Aye

Pickled, The Dessert Depot, Spice Kitchen and many, many more. There is even something for dogs this year with the arrival of Anco Dog Treats. This Show is certainly the place to discover what's new in the food and drink world.

### Launching themselves

In the centre of the Show is the Launch Gallery where about 15 young, innovative companies under two years old will showcase their products such as Isle of Skye Smokehouse, Genius Brewing, Hungry Squirrel nut butters, Ice and Fire Distillery, Pittenween



Preserves, Scottish Bee Company, Libber Tea, Rora Dairy, The Great British Vermouth Company and Rebel Chocolate. These companies are well worth a visit as many are so new that they will be presenting products and packaging that has just launched, and are brimming with enthusiasm and creativity.

### Out in the regions

Several regions of the UK are represented in special blocks of stands. Show stalwart The Orkney Aisles, has a host of delicious producers from the Orkneys, including Orkney Bakery, Orkney Distilling, Orkney Ice Cream, Westray Bakehouse and Orkney Food and Drink. Going even further north and new for this year is A Taste of Shetland, with producers such as Viking Mead, Lerwick Brewery, Shetland Deli, Valhalla Brewery and Thule Ventus fish. In the east there is East Lothian Food and Drink and Invest Northern Ireland is also returning with some great produce from this region.

There is an increasing demand



in Scotland from customers for genuinely good quality, local/seasonal/ethnically sourced products for health benefits which customers are prepared to pay more for. Catriona Farquharson, Owner of Finzean Farm Shop in Aberdeenshire added: "Keeping ahead means sourcing new products as well as old favourites. There are a huge range of new products being brought out all the time right across the board – it makes going to Scotland's Speciality Food Show each year much more fun and exciting and also worthwhile! Our customers seem to enjoy looking for products that are unique and exciting, sometimes with quirky and fun packaging, but also very importantly they like them to be ethically produced with locally sourced environmentally friendly ingredients."

As well as the constant food and drink product innovation the retail offering is becoming more and more sophisticated and experiential at farm and fine food shops as they broaden their

“ It is great to see such a huge range of products, many produced in Scotland. Finally Scotland is shaking off its purely oatcake and tartan image and embracing so many more diverse products. You could tell how passionate and dedicated some producers are with their excellent marketing and packaging, and above all really working on getting their products to stand out from the crowd ”

JAMIE LANDALE FROM THE CRIEFF FOOD CO

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Many farm shops and food halls are also seeing a rise in popularity of in-house butchery departments where the shop can provide locally sourced, high quality produce. These small concessions, cafés or even gift departments within larger farm shops can provide an extra reason for customers to come in and shop.

one for speciality food and drink in Scotland. A combination of good weather, strong tourist footfall and more and more product innovation has meant good sales for many retailers. As we enter the most important trading period, everyone is hoping the year will close on a high with strong festive season sales. This would be the perfect backdrop for the show in January and retailers can start the hunt for new ideas with confidence, off the back of a successful year. Looking forward I see no reason why the fundamentals that have driven the market this year should change in 2019. So, I, for one, am optimistic for another good year."

### Distributing to every corner

Key food and drink distributors, such as The Cress Company and Greencity Wholefoods, will host large stands with an incredible array of products that will certainly tickle the tastebuds of the many visitors.

### Improve your retail skills

In the Seminar Theatre there will be a great programme of seminars and workshops provided by retail experts on many vital aspects of retailing:

- Ian Retallick will talk on 'Seven Success Secrets of High Performing Retailers'
- Rene Looper from Tuminds Social Media will talk on using social media to effectively grow your business
- Lynda Murray will give advice on Visual Merchandising
- Lauren Regan-Ingram from O Communications will demonstrate how to work with digital influencers
- Chris Greenwood and Lesley Whitehill from Visit Scotland will speak on maximising the tourist spend
- Phil Prentice from Scotland's Town Partnership will enlighten the audience on the Reinvention of Scotland's Towns

### New for 2019: Nessie's Den

Selected exhibitors will have the chance to pitch their products to 3 key buyers, including Nikki Castley of the Cress Co, Sue Montgomery of Ardardan Farm Shop and Emma Niven from Loch Leven's Larder in an entertaining and useful interactive session.

### Foodie Tuesday

Seminars and events will be geared especially towards food and drinks on the Tuesday, with famed Instagrammer Del Sneddon presenting a hands-on workshop on social media photography of food, among other events.

### Awarding the best

The best products in the Show will be picked out and exhibited in special design cases in the Best Product Awards judged by a highly experienced line-up of judges including Alison Niven from Gloagburn Farm Shop in Perthshire, Ex-master chef pro winner and National Chef of Scotland Gary Maclean, Gillian Allsop, buyer at Klondyke Garden Centres and Kieran Austin, Deli and Organic Manager at Roots and Fruits, Glasgow.

### Trading up

Scotland's Speciality Food Show is run in conjunction with Scotland's Trade Fair where about 500 gift, homewares, craft, jewellery, fashion accessories, clothing and textile producers will be on display, allowing buyers a 'one-stop' buying platform.

Jamie Landale from The Crieff Food Co said of the Show, "It is great to see such a huge range of products, many produced in Scotland. Finally Scotland is shaking off its purely oatcake and tartan image and embracing so many more diverse products. You could tell how passionate and dedicated some producers are with their excellent marketing and packaging, and above all really working on getting their products to stand out from the crowd."

### Drink to this

The popularity of craft distillers, brewers and artisan drink producers has exploded in the last few years with Scotland housing 70% of all gin produced in the UK. Each one from the furthest islands to the central lowlands produce drinks that are tasty and different and appeal to the discerning customer. With almost 20% of all exhibitors at the Show as drinks producers, alcoholic and soft, there is no reason to leave thirsty! Drinks exhibitors include El-gin, Summerhouse Drinks, Folkington's Juices, Laprig Valley Apple Juice, Seedlip Drinks, Lilliard Gin, Lussa Gin and Scruffy Dog Cider.

Robert Thain adds, "We have over 60 different types of gins on offer at House of Bruar from all over Scotland, and they all sell very well for us. Gin is an on-trend spirit, as we all know and this is partly down to the fact that it is still accessible from an affordability point of view. The one thing that will harm this category is all of the craft distillers putting their products into the multiple retailers, as it will devalue the brand and suddenly make it a less attractive proposition for the independent market."

### Perfect venue

Held at the SEC, in the centre of Glasgow, it is easy to access from motorway, train and airport with many large hotels close by. One large hall housing both Shows in a clear grid layout makes for a very enjoyable visitor experience.

Michelle Wilkinson from The Very Lovely Sauce Company who exhibits at the Show added: "This is a must attend annual event for me as it allows me to catch up with existing customers, as well as meet new customers and more importantly have more people sample my products and give feedback."

**Registration is now open so sign up now for your free entry at [scotlandsspecialityfoodshow.com](http://scotlandsspecialityfoodshow.com)**

appeal. The food and drink offering in cafés are pulling people in and then they are being introduced to a huge range of speciality food and drink at a retail level. In addition, seasonal marketing such as workshops, special offers and talks and workshops on a wide variety of subjects to drive footfall are becoming more commonplace. All of these themes are reflected at the show to assist retailers and make their visit more and more compelling.

### Always worth seeing

Established exhibitors are back at the Show in their droves with some great new product launches promised from Folkingtons Drinks, Little Herb Farm, Scotia Spice, The Gin Bothy, Mackies, Brodies Coffee and Tea, Stewart Tower dairy, Campbells Fudge, Crystals Shortbread and Galloway Lodge Preserves.

Mark Saunders, show director said, "2018 has been a successful



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# CHOCOLATE IN 2019

From innovative flavour combinations to ethical values – we explore the new face of chocolate

**A**s the shoppers of today become increasingly educated about what goes on behind the scenes at mainstream brands, so their demands of innovation, flavour and ethics from the speciality sector increase.

“When it comes to chocolates, consumers are looking for flavours that either evoke their memories, or introduce them to a new flavour adventure,” say Russell Pullan and Albert Chau of Fifth Dimension Chocolates. The pair say that many consumers are seeking out more exciting ingredients and flavour pairings in chocolates as a result of the “rise of different cuisines from all around the world being available in the UK and more people travelling to exotic locations for holidays,” with far flung flavours such as yuzu and matcha – both hailing from Japan – proving popular additions to food and drink products as varied

as health drinks and confectionery. “At Fifth Dimension Chocolates,” they say, “we have gone one step further, incorporating flavours that are typically associated with savoury dishes.” This innovative approach to flavouring sweet chocolate has seen the pair gain a number of industry accolades. “One of our top award-winners and bestsellers is our Soy Caramel filled chocolate – salted caramel has already captured the hearts of many customers, but we realised that using soya sauce here provides extra umami flavour and adds an extra dimension to the chocolate. This year we created a Cambodian Curry chocolate that encapsulates the complex balanced flavour of a Southeast Asian curry within a white chocolate – this innovative flavour won us a British Gold plus a World Silver at 2018’s International Chocolate Awards.”

The pursuit of newness is also attractive to today’s consumers

when it comes in the form of ethical credentials – whether in terms of social or environmental benefits. Since launch, Divine Chocolate has flown the flag as an organic and social enterprise, and its focus on organic has seen it become one of the UK’s most recognised faces of the movement. Chris Noel, sales director of Divine Chocolate explains that, although organic certification does not necessarily indicate the quality of chocolate, “it does give the consumer assurance that farmers have received a premium price for their crop, allowing them

“ Consumers are looking for brands they know deliver excellent quality and flavour – but which are also fulfilling their values, and that will mean choosing chocolate with certifications like organic, Fairtrade and vegan which are delivering those assurances ”

CHRIS NOEL, SALES DIRECTOR AT DIVINE CHOCOLATE

to invest more in their farms and communities. That and the knowledge that soil, plant and animal life will not have been negatively impacted by the growing of the cocoa are both good news for consumers.”

“Without organic certification,” he says, “you cannot be sure that the bar you are buying comes from a supply chain that aims to minimise the negative impacts on the environment the ingredients are grown in. We are more generally seeing consumers caring more about the provenance and impact of the products they are buying – if they are buying a favourite indulgence, they don’t want that indulgence to be at the cost of people or planet.”

Russell and Albert have also gone down the carefully-sourced ingredients route, using only single-origin chocolate made with premium cacao. “This has a more interesting flavour profile,” explain the pair, “compared to the flat profile that’s found in chocolate made from bulk cacao beans (which over 80% of the chocolates in the market is made from).” Quality is also the award-attracting element to their products’ fillings, with only fresh, natural ingredients used in place of flavouring oils and essences

apparent in lower quality options. This approach led to the Fifth Dimension’s Hazelnut Gianduja being awarded a World Bronze, in a category usually dominated by chocolatiers hailing from Italy (the home of the hazelnut paste).

Equally flavour-led is Divine’s new Organic range, which appeals to the consumers increasingly interested in high cocoa content, with “the intense flavour and wellbeing benefits that delivers,” as well as showcasing “a different, interesting and delicious recipe to appeal to vegans and those who choose to buy organic.”

As consumer demands evolve to incorporate new levels of demand when it comes to flavour and ethics, we’re also seeing makers cater for the growing vegan market. “As veganism has grown and become increasingly mainstream so chocolate has developed, and more sources of cocoa are being made into chocolate acceptable to vegans,” explains Chris at Divine. “Recipes are evolving and improving. As our new range demonstrates, there is no doubt that you can make really delicious indulgent chocolate without palm oil, milk or any animal-based ingredients.”

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## BILLY KEVAN COLSTON BASSETT



### “Standing the test of time”

**A**s dairy manager of Colston Bassett it is my responsibility to oversee every aspect of the cheesemaking process and the wider business functions, from sales to marketing. Ultimately, I'm accountable for upholding the brand's reputation and ensuring that we maintain the exceptional quality that we're renowned for.

If you're unable to sustain the highest standards in food production, it can cause damage very quickly. You risk a detrimental impact on sales; customers will simply go elsewhere if the product doesn't meet expectations.

To preserve your brand's status, you must be truly fastidious. One of Colston Bassett's key strengths has been the continuity that has existed throughout its history. Having

had only four dairy managers in the past 105 years has created a natural stability. I have been at the dairy since 1999. The then dairy manager, Richard Rowlett and I wanted to grow an already highly regarded brand. We knew this reputation had been hard won by the previous manager of 40 years, Ernest Wagstaff. There were solid foundations in place and during my time, we've cemented our place in the market as one of the most highly regarded blue cheeses.

My role is to preserve Colston Bassett's heritage and gradually add value to it. Changing any aspect of a historic brand must be an evolutionary process, it shouldn't be too disruptive. My first year at Colston Bassett Dairy was spent observing and evaluating the existing cheesemaking practices.

In 2000 I began slowly introducing changes, very subtle changes but ones that my experience had taught me would create a much more consistent product. This level of consistency has been repeatedly recognised at international cheese competitions over the years and has been a valuable tool for asserting our credentials.

Even though the dairy has been in existence for 105 years, nothing stands still for very long. Brands must continually invest to maintain their position. Colston Bassett Dairy has steadily grown production from around 260 tonnes of cheese in 1999 to 420 tonnes of cheese in 2017. We deliberately maintain traditional methods and continue to make all our cheese in open vats by hand. Success is based on recognising your business' strengths and making tweaks to constantly improve and develop your brand.

Stilton having PDO status certainly helps; achieving accreditation can be onerous but PDO products are internationally recognised and can help to grow export sales. Stilton has an enduring appeal for customers both in the UK and increasingly overseas. We have particularly healthy exports to the US and Europe. It's

incredibly important to interact with export customers; I try to schedule personal visits to key customers with our main export partner Neal's Yard Dairy. These are crucial to better understand how to fulfil the requirements of these different markets.

Maintaining a public profile is vital to a brand's success. This can be maximised through networking at events, being involved in judging or having a presence at exhibitions. Additionally, it's important to invest in effective trade and consumer marketing activity. Strategically driven and creative campaigns can really help to reinforce your points of difference and ultimately generate additional sales.

Thankfully, there is a lot of mutual respect within the cheese industry and I have complete respect for cheesemakers that bring something new to the market – I don't underestimate the challenge they face. Colston Bassett Dairy is steeped in history which is hugely beneficial in terms of brand recognition. There are many lessons that can be learnt simply by looking at those food businesses that have stood the test of time and that continue to grow an incredibly loyal following.

“ Colston Bassett Dairy is steeped in history which is hugely beneficial in terms of brand recognition. There are many lessons that can be learnt simply by looking at those food businesses that have stood the test of time and that continue to grow an incredibly loyal following ”

## ROS WINDSOR PAXTON & WHITFIELD



### “Maintaining an icon”

**W**hen it comes to cheese, Paxton & Whitfield is famous for being an expert cheesemonger with over 200 years' experience in selling artisan cheese. Today we have five shops, two in London, one in each of the historic cities of Bath and Stratford-upon-Avon and an ever-expanding virtual shop that is based at our Bourton-on-the-Water warehouse. We also wholesale to many of the finest restaurants, particularly in London, and to other retailers in the UK and overseas who want to sell our cheese and other branded lines.

We are a Royal Warrant holding company, currently holding two Royal Warrants – one to Her Majesty the Queen and the other to HRH The Prince of Wales. We were

granted our first Warrant by Queen Victoria in 1850.

To begin with you have to be clear on what has kept you in business for the last 200+ years and ensure that you continue to deliver these things consistently in all your activities, since these are the factors that your customers value, and it's the customers that keep you in business! For Paxtons this has been quality – in our products and service. It has also been about being leaders not followers, and this has also enabled us to maintain our reputation and to innovate and change through the years.

● **Quality product:** From the quality of artisan cheese we source from cheesemakers through to the high level of care we put into how our cheeses are delivered to our customers we always strive for the best. We are nothing without the

cheese that we carefully source and stock as well as the fine foods and accessories we buy and/or develop with producers. Yes, we're expected to sell the traditional British and Continental European cheeses but without new products to entice customers we are not developing, so stocking new cheeses by established and new cheesemakers gives us more to offer customers.

● **Quality service:** I'm passionate about this as it is one of the most important things you need to consider in retail. You give good customer service, your customers will remember it and want to come back. Bad service and forget it. This is why we invest in staff training and recruitment. You need good training and a good team to maintain these standards. This differentiates businesses even more in the internet age.

● **Lead not follow, innovate and change:** As with any retailer who has been trading for many years, we have to recognise that our customers' values and tastes change, and will continue to do so. We endeavour to stay abreast of this by looking at trends in sales and the industry, trends in consumer habits and lifestyle so that we're creating new ways to appeal to customers whilst

valuing what we do well already. We were one of the first cheese business to have a web shop, even before the millennium; we brought wedding cheesecakes to the market; we're innovating with new products all the time. Currently it's about the appeal of 'flexitarianism' and so we are looking at this trend and how we can deliver in that area.

It's not just about innovating within the business but also within the industry. As a founding partner of the Academy of Cheese, the educational programme bringing knowledge and career development to the industry, and as an accredited training partner we have so far helped over 150 people in the industry and passionate consumers learn more about cheese. We believe that the more people know about artisan cheese the better they become as sales people or as customers.

Maintaining a historical business' reputation so that it is relevant to consumers and can respond to the current climate takes work but it's work that is challenging and ultimately really rewarding. You can't rest on your laurels – you have to use your heritage, today and the future to help maintain and build on your success.

# Talk Cheese

New retail perspectives from industry experts

News, opinion and comment from dairy insiders

## NEWS IN BRIEF

**DUTCH COMPANY FAILS IN BID TO COPYRIGHT TASTE OF CHEESE**

The European Court of Justice (ECJ) has ruled that the taste of food cannot be protected under copyright law because judgements on the flavour of something is too subjective, ending a long-running legal battle between two Dutch cheesemakers.

Levola, a company that produces a cheese spread called Heks'nkaas, five years ago claimed that rival cheesemaker Smilde's spread called Witte Wievenkaas tasted exactly the same as its cheese. The company claimed that Smilde was breaking its copyright when it came to taste. The case went all the way to the ECJ, which concluded that for something to be a copyrightable work under European law, it has to be an expression of an 'original intellectual creation' – ideas, procedures or methods of operation do not count.

**DEMAND FOR HALLOUMI SPARKS SHORTAGE CONCERNS**

Cypriot dairy farmers are expressing concern as they fear they won't be able to keep up with global demand for Halloumi.

The Cypriot government recently signed a protocol allowing the export of dairy products to China, where the country has said to have developed a newfound taste for the popular cheese.

This lumps more pressure on the farmers creating the cheese, who state that they were experiencing difficulty servicing the demand from the UK, Germany, Sweden, Denmark and Australia, before the China protocol was agreed.

While halloumi is traditionally an even mixture of cow, sheep and goat's milk, it has been stated that producers have increased the proportion of cow's milk due to a limited supply of sheep and goat's. Cypriot dairy farmer Alexis Pantziaros told *The Guardian* that he has resorted to importing sheep from Italy and Denmark to keep up with the demand.

# More positive news for Errington Cheese

**The founders of Errington Cheese have expressed their happiness after winning a further legal dispute with South Lanarkshire Council (SLC) in relation to four batches of cheese confiscated by the Local Authority in 2016.**

The Court of Session has ruled that Sheriff Weir of SLC had "misdirected" himself, acting "unreasonably and irrationally at common law, contrary to the approach required as matter of EU law."

Sheriff Weir had accepted the argument that a draft policy document produced by Food Standards Scotland allowed him to condemn the cheese. In doing so Sheriff Weir assumed a

policy document can override the requirements of EU regulations, which state if an uncertain organism is suspected in food, a comprehensive risk assessment must be undertaken, before the food can be condemned.

South Lanarkshire Council must now release the three batches of Corra Linn cheese and one of Lanark Blue, although the latter item is now unsaleable. The company continues to pursue a compensation case against the local authority for both its legal costs in fighting the case and for the business impact of the incorrectly condemned product.

Speaking about Lord Bannatyne's judgement, founder of Errington Cheese, Humphrey Errington said, "This is a significant legal

ruling which will have lasting implications for food producers as well as the overall remit of Food Standards Scotland.

"Food Standards Scotland can no longer issue enforcement policy if it goes above and beyond what is required in EU regulations. These actions have been extremely detrimental to our business, with sales falling to as low as 25 per cent of the pre-2016 levels, and we were forced to lay off staff and funnel almost all our cash reserves, not to mention personal savings, into a costly legal battle.

"We're delighted the Court of Session has ruled in our favour, with the company's efforts now focussed on getting the business back on track by increasing production and sales,



while also coming to a settlement with the local authority over our legal fees and compensation for spoiled produce. Once an agreement is reached, we'll hopefully be in a position to re-employ some of our loyal workforce."

Errington Cheese states that sales of Corra Linn have also surged, as distribution increases across the UK.

## Raw milk producer opens Belfast's first specialist cheese shop

**Mike Thomson, who runs Mike's Fancy Cheese, the company behind Young Buck, has opened the first specialist cheese shop in Belfast.**

The new shop, which is located close to Belfast city centre, lists Thomson's cheese and other raw milk cheeses, as well as artisan accompaniments such as biscuits, chutneys and sourdough bread.

Mike's Fancy Cheese, which has its small creamery in Newtownards, County Down, has won a series of awards for the Young Buck blue cheese, which is Northern Ireland's first made from unpasteurised milk from a local grass-fed dairy herd.

He said, "Opening my own shop in Belfast has given me a tremendous opportunity to reach a much wider audience of lovers of artisan cheese

especially my own Young Buck blue. It's a location where ordinary consumers know exactly where to find me in what is easily the biggest



market for specialist cheese.

"Before I opened the shop my cheese was generally only available at local food markets and some delis. The shop, in addition, enables me to explain how I produce the cheese to shoppers and encourage them to taste it for themselves.

"Many cheese enthusiasts, furthermore, here know very little about the taste and texture of the sort of raw milk blue that I am producing. I readily spend time to explain to them how my cheese – and other Irish unpasteurised cheeses – and being produced.

"I believe there's now a growing interest in Belfast and many other larger towns in Northern Ireland in specialist cheese and this belief encouraged me to push ahead with the shop."

### CHEESE FACT FILE: PAVÉ COBBLE

- **Country of origin:** UK
- **Region:** Somerset
- **Milk:** ewe's
- **Rennet:** vegetarian
- **Type:** soft
- **Texture:** a bobbly ash-coated rind houses a silky, creamy texture
- **Taste:** creamy, buttery
- **Pasteurised/Unpasteurised:** pasteurised



## The natural choice for cheese



PETER'S YARD

## Fanaost from Norway crowned World Champion Cheese in Bergen

**Fanaost, an aged Gouda made by Norwegian cheesemaker Ostegården has been named World Champion Cheese at the 31st edition of the World Cheese Awards in Bergen, Norway.**

Produced from a herd of 12 cows on a farm less than 20km from Bergen, Fanaost rose to the top among 3,472 entries judged in a single day at the city's Grieg Hall.

Jørn Hafslund from Ostegården said, "I have no words. Our herd of 12 cows produces nice milk to make this Dutch-inspired Fanaost cheese, which we have been making for 12 years. Cheesemakers here look out for each other and work together, so this is for Norway!"

Jason Hinds, sales director at Neal's Yard Dairy, which received an Exceptional Contribution to Cheese award, said, "This was a refreshing thing to taste with none of that confectioned sweetness that can sometimes be prevalent in this style of cheese. I was looking for terroir and this cheese, which turned out to be from Norway, really delivers a sense of place with a great texture and wonderful marriage of sweet and savoury notes."

Agour Pur Brebis AOP Ossau Iraty from France, made by Fromagerie Agour, and Helfeit, Brun Geitost – Tintradisjon, a traditional brown goat's cheese from Norway, were named joint runners-up.



**Alpine classic now available to UK retailers**

**Wheels of Saint Mont Des Alpes, a popular alpine cheese, are now being imported to the UK by Sordial UK.**

Traditionally made using milk from cows which graze in the Savoie region of France, Saint Mont Des Alpes was awarded a Gold Medal at the 2018 Concours Général Agricole in Paris.

After a seven-month maturation period, the cheese develops a flavour which showcases the richness of the flora present in the alpine region from which it originates.

**JUSTIN TUNSTALL**  
**RETAIL CONSULTANT**



**"What a wonderful world"**

I was one of 235 judges at the recent World Cheese Awards, held in Bergen, Norway. You'll probably know by now that the winner was a Norwegian Gouda-style cheese called Fanaost. I don't have first-hand experience of how it tastes; the cheese entered being devoured by the 16 judges in the final rounds. To give a footballing analogy, I judged in the first round of the FA Cup, but didn't get to blow the whistle at Wembley. But this cheese was a clear winner, scoring really well from the finals panel. Not heard of it before these awards? Me neither. The producer is tiny, only has 12 cows. Yep, TWELVE!

World Champion: what a wonderful accolade for any cheesemaker, let alone a small one. They, Ostegården, have been making Fanaost for 12 years to develop a true world-beater. This follows on the heels of the 2016 World Cheese Awards winner, Tingvollst's Kraftkar, a blue cheese, again from a small Norwegian producer. There's something going on in those small farms on the edge of the fjords. While the country that gave Primula to the world has also long had a vibrant artisan cheese tradition, it seems that only now is it getting broader exposure. Judges were treated to a presentation on the Norwegian cheese world, and it was fascinating to learn how different varieties of traditional cheese came into being (eg a completely unsalted cheese to accompany the North's ubiquitous dried (and VERY salty) fish). Brown cheese is another Norwegian speciality – in fact there's lots of them. But what fascinates me is the

experimentation being undertaken by these artisans – certainly this Norwegian Gouda-style Fanaost is no inferior knock-off of the cheese that inspired it, but earned global recognition – much like Tunworth, twice Supreme Champion at the British Cheese Awards. That Camembert-style cheese from Hampshire has received accolades from French chefs and cheese experts alike. I'd pick it over a large creamery supermarket Camembert on any day of the week.

Herein lies probably the major lesson that I received from my time in Norway: that great cheeses may be being made by small enterprises just around the corner – and that is true wherever you may be. There's superb Feta-style cheese being made in small units on industrial estates, Mexican style cheese coming out of railway arches as well as small-holders experimenting, refining and tweaking new cheese from flocks almost as tiny as those up in the fjords. Yesterday I met a Dorset sheep farmer who had brought two varieties of her unpasteurised cheese to a food fair. I particularly loved her Buckshaw Blewe – look out for it, a subtle blue with spiciness and a rich ewe's milk flavour. The variety in our own cheese world has grown massively over the last 30 years or so and there's always more to discover, even without digging out the passport.

It's up to all of us to encourage the as-yet unsung heroes, whether it's by stocking their produce in our shops, asking for them from wholesalers or by getting them to fill in entry forms for awards events.

## British Cheese Awards names new chairman

**British cheese stalwart, sales director of Longman's Cheese and former vice-chairman, Julius Longman, has been appointed as the new chairman of the British Cheese Awards.**

Julius will be taking over from Philip Mitchell, with his first British Cheese Awards as chairman taking place on 29th May 2019 at the Royal Bath & West Show in Shepton Mallet, Somerset.

He said, "I am honoured to have been appointed chairman of the British Cheese Awards. Having been involved with the awards for many years, over the past few years as vice-chairman, I'm looking forward to

steering it into 2019 and beyond.

"The British cheesemaking industry is vibrant and diverse. We're fortunate in this country to have such a great number of dedicated, expert and skilled cheesemakers that are renowned for their commitment to quality. It will be interesting to see the cheeses entered for the 2019 awards on 29th May."

This 2018 edition of the British Cheese Awards – its 25th year – attracted over 1,000 entries from 147 makers, with 77 judges reviewing 123 classes of cheese. Cheeses entered came from over 54 counties that covered the length and breadth of the UK and Ireland.



### Shipston Blue

With its origins based in Warwickshire, Shipston Blue is now made from pasture to plate, on our farm in Inglewhite, Lancashire.

With a smooth, creamy texture, Shipston Blue is a wonderful alternative to cows milk blue cheeses. Not only is it produced exclusively with milk from our own herd of Water Buffalo, it's also matured in our cave here at Park Head Farm.

## Award Winning Buffalo Cheese From Pasture to Plate....

....Through the Farm Gate



### Inglewhite Buffalo

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Watch out for our Inglewhite Buffalo making a TV appearance in early 2019!

**Super Gold at World Cheese Awards 2018**

**Best Speciality Cheese at International Cheese Awards 2018**



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# THE ART OF CHEESE PAIRING

Want to impress customers and guests alike with masterful cheese matches? Juliet Harbutt shares her need-to-know tips



except for the UK, has their own that differs according to the style of cheese they typically make. So I combined them all, and in 1994 created the seven types when I set up the British Cheese Awards. Once you know the types then you can talk a shared language with your customers and cheesemakers, learn to judge the age, ripeness, condition and texture of a cheese, which in turn enables anyone to understand how they will behave when cooked, what wine they are best matched with, or what cracker, chutney or even honey would help bring out their best.

If you don't use my system then use another – if you can make sense of them – but you'll need to know if a cheese is cooked or uncooked, pressed, mould ripened or thermised! My system is based on what you see – the rind and the texture – simple! So here is a brief description of each type (which can be made with cow, goat, ewe, buffalo or even camel!) and what they pair best with.

The secret to great combinations, however, is an open mind, a willingness to experiment and to recognise it's the journey that's fun! If a combination doesn't work it's a good reason to try another cheese, or instead of wine why not try a cider or beer – they have much more potential for perfect pairing than wine!

Strange chemistry occurs when matching wines with food. Asparagus with Beaujolais – likened to dining with a skunk – is a disgusting and most irreligious mix! Equally Champagne and smoked salmon, a favourite combination for celebration across the world, far from enhancing each others greatness, behave like spoilt brats. The Champagne steals the sweetness and delicate feel of the salmon while the Champagne develops an unpleasant smarmy attitude, leaving both without charm or elegance.

Marriage with cheese and wine, beer or cider can provide equally disreputable or distinguished matches. When the complex blends of ethers and esters, acids and fats meet, like any blind date, hidden flaws may be revealed, subtle characteristics released or

**W**hat is it about cheese that makes everyone think they are an expert? Nobody, well almost nobody, would be foolish enough to argue with a wine expert what is or isn't a great Chardonnay, how to make the perfect tarte tatin with a pastry chef or what makes a great oil with the Oil Merchant. But when it comes to cheese, as every retailer knows, everyone is a self-proclaimed expert. And when it comes to discussing what wine to match with cheese I have to leave the room.

The root of the problem is that people talk about "cheese" in wide generalisations as if it all tastes the same. To say "cheese goes with red wine" or "I don't like goat cheese" is like eating a piece of watermelon and saying "I don't like fruit!" or "I've decided to plant flowers in my garden".

You can't treat cheese as a single entity any more than you can animals, flowers or people! Though we might wish we could. Instead, they are classified into smaller and smaller sub-categories. Yet, for most people, cheese remains as cheese, or – at best – soft, hard and blues.

Part of the problem is there is no universal classification system. Each European cheese country,

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“ The secret to great combinations is an open mind, a willingness to experiment and to recognise it's the journey that's fun ”



rough edges smoothed away. New and unique sensations of taste and textures may be created or the personalities of each annihilated.

Unfortunately many of the classic matches like Cheddar and Bordeaux or Port and Stilton are based on

historical political alliances rather than gastronomic suitability. Equally biased are some wine lovers who eulogise over matches where their precious wines are carried to new highs while the cheese is forced to absorb its harsh edges and imperfections at the expense of its own distinct character.

The following guidelines are based on known success and failures and recommendations from those that love both cheese and wine and look for a match that truly brings out the best in both. Opinions, however, are neither right nor wrong and one should not lose sight of the objective – it is the journey not the destination that brings pleasure.

**1 FRESH CHEESE: CREAM CHEESE, RICOTTA, FETA, ROBIOLA, MOZZARELLA, QUARK**  
Mild with varying degrees of acidity, they respond to fresh light, crisp white wines or fruity rosés. Red wines are too heavy, unless the cheese is part of a more savoury

or spicy dish such as pizza, where a more demonstrative partner is required such as a demi-sec cider, a malty larger or maybe a wheat beer.

Superb uncooked, mixed with herbs and spread on a crunchy, dry cracker, but they also grill and bake well.

**2 AGED FRESH: SANCERRE, CROTTIN, BANON, ST MAURE**

Wrinkled, creamy white geotricum rind, they are nutty, sharp, creamy and aromatic with overtones of hawthorn and tarragon. They prefer dry, white wines with some acidity like Sauvignon Blanc, rosé or Chinon. The fruity acidity encourages the cheese to open up and some matches produce a marvellous ice cream feel in the mouth. The older they are the more intense the flavour, so they'll need a more spicy, forthright wine like the young, fruity reds of the Loire or the soft-natured Merlot.

A clean, not-too-bitter pilsner (lager rather than ale) brings out

“ Many of the classic matches like Cheddar and Bordeaux or Port and Stilton are based on historical political alliances rather than gastronomic suitability ”

the peppery, spicy nature of the cheese. Yeasty ciabatta not crunchy crackers for these guys, who come into their own when drizzled with oil and grilled on ciabatta. Impressive partners include tapenade and sundried tomatoes but not chutneys.

**3 SOFT WHITE: CAMEMBERT, BRIE DE MEAUX, CHEVRÉ LOG, CHAOURCE**

Young, slightly sharp, salty Neufchatel-style varieties prefer the sweet, late harvest wines while the rich, double cream cheeses need a fruitier wine with a good acidity to cut through the extra fat like rosé, fruity whites or Champagne. The more meaty, savoury classic Brie-style cheeses prefer a full-bodied, oaked white or soft tannin red like Pinot Noir, and the French love a dry cider.

Squished on sourdough, baked in a croissant or served with brioche alongside plum chutneys, fig syrup, or one of those balls of pressed figs in chestnut leaves. Can be baked whole then used as a 'dip' but that's never really worked for me.

**4 SEMI SOFT: EDAM, HAVARTI, PORT SALUT, MAASDAM, REBLOCHON**

Generally the sweet-savoury, cheese sauce character and elastic texture of these cheeses marries well with oaked Chardonnay or light fruity reds like Merlot. The firmer, more distinctly flavoured ones need a Chianti, Rioja or a Cabernet Sauvignon like those from Chile or Hungary, or a not-too-bitter Porter can be amazing.

They come into their own grilled and love the sharp acidity of gherkins, pickled onions, tomato relish and toasted bread.

**5 WASHED RIND: LANGRES, MUNSTER, EPOISSES, STINKING BISHOP, KELTIC GOLD**

The meaty, pungent, punchy, voluptuous washed rind style demands the complex but mellow character of full bodied Pinot Noir or Cabernet-Merlot blends, the spicy, wines of Alsace, off dry Rieslings or the down to earth, assertive nature of fruity ciders or a big hoppy IPA.

Their bold, assertive character can be balanced with dried figs, muscatel raisins, or even caper berries.

**6 HARD CHEESES: CHEDDAR, PECORINO, CHESHIRE, COMTÉ, MANCHEGO**

Because they range from mild, smooth and buttery to the mouth-puckeringly tangy, almost any wine can be a potential match, however the general rule is the stronger and darker the cheese the bigger and darker the wine. White wine loses itself to a strong, mature cheese; the cheese's butterfat coats the palate, blocking the wine's flavour. Fortified wines like Fino sherry, vintage Port, Marsala or an old Madeira can be truly magnificent with the

very old, very hard brittle cheeses. The younger hard English cheeses are more than happy alongside a cider or beer, especially a big British bitter, while hard ewes milk cheeses like the soft notes of a Shiraz or Sangiovese or a lighter vintage character Port

These are bold, full bodied cheeses so they relish a partnership with similar punch like chutneys, dried nuts, cornichons or sweet chilli jam, accompanied by a good solid cracker like an oatcake.

**7 BLUE CHEESES: STILTON, ROQUEFORT, GORGONZOLA, BARKHAM BLUE**

European blues are wet, sticky and wrapped in tinfoil, and their salty tang and old socks aroma holds a strong attraction for the sweet and luscious dessert wines like Muscat, Late Harvest Gewurztraminer, Montbazilliac and some of the less sweet pudding wines of the New World, creating a marvellous marriage of opposites. The right match will also emphasis the hidden sweetness of the milk, particularly Roquefort. When faced with red wines they are less receptive, the salt often emphasising the wine's less attractive attributes including its tannin and more astringent nature.

English blues are typically dry, crusty and wrapped in parchment like Stilton or Shropshire Blue, with a rich, buttery texture that loves the sweet caramel notes of a tawny Port. For something a little different try a Spanish Alberino, a very appley cider or a chocolatey Porter. Soft creamy brie-style blues respond better to reds, although overly luscious, floral reds are definitely unfriendly. If red, Pinot Noir or an aged Rioja is much better than a Cabernet.

The spicy tang of the blue is the perfect match for the pressed fig and almond cakes of Portugal and Spain.

**8 FLAVOUR ADDED: GOUDA WITH CUMIN, SMOKED CHEDDAR, CORNISH YARG**

These are typically hard cheeses to which herbs or spices have been added – typically cumin, coriander, garlic or chives. Most are best with an IPA or cider as they don't try to overpower each other. I'm ignoring the ones with fruit cake, strawberries, cranberries and the like as they are impossible to match with wine, beer or cider.

**IN BRIEF**

- Acid likes acid
- Fruit likes fruit
- Weight needs weight or complete contrast
- Sweet kills acidity
- Combining is to do with tastes and textures
- The whiter and fresher the cheese, the whiter and crisper the wine
- The darker and stronger the cheese, the darker and heavier the wine





# Award Winning Cheese

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## HEALTH & WELLNESS: WHAT DOES IT MEAN FOR US?

What is 'wellness', and should independent retailers cash in on the growing trend?

It's all too easy to write off 'wellness' as a trend which, for the most part, starts and ends on Instagram. At the time of writing, the social media platform hosted 22,844,321 images with the hashtag #wellness and that number is constantly growing, and yet this isn't a passing fad and neither is it a philosophy upheld only by 'like' hungry teens and Millennials. Although probably not definable as a 'movement', at least not just yet, the health and wellness approach has cause and effect throughout the food

and drink industry.

Think about it: these days we're all – excuse the generalisation – continuously wanting to eat better, look better and generally go about life in a 'better' way in terms of caring for ourselves, the environment and the wider planet. We're waking up to the realities of too much sugar and processed food at the same time as the realities of the environmental and social impact of our actions. Your everyday consumer is conscious of the pressure to ditch plastic

bags and lessen their consumption of unhealthy food and drink; as retailers, you're probably looking to better support local producers (smaller carbon footprint) and find an alternative to conventional packaging and distribution. Believe it or not, this all comes under the health and wellness umbrella – it's an approach, not just a craze for those who live and compete on social media.

The message is – don't assume that wellness isn't for you and your business. If anything, it's

### NO COMPROMISE

Noble is an example of a business which is combining booster ingredients with convenient and understandable formats. The brand's Phoebe Wynne explains how it's catering for today's health-conscious consumer:

#### HOW IMPORTANT ARE QUALITY, CONVENIENCE AND TRANSPARENCY WHEN IT COMES TO FOOD WELLNESS PRODUCTS?

Our mission at Noble is to produce natural products with maximum nutritional value. We want to provide our customers with an easy way to access and include these amazing organic ingredients in their diet every day. Some people don't have time to blend a smoothie every morning, and with Noble, one spoonful of our blend stirred into hot mylk or water can provide a daily nutritional punch. Whilst our blends can be a beneficial

addition to a smoothie, unlike many other powdered drinks available, there is no need to improve the taste by adding in other ingredients. We wanted to create a superfood mix that was utterly delicious and you could have all on its own. Taking inspiration from traditional hot chocolates and new favourites such as matcha and turmeric latte, we created our five Noble blends.

#### HOW DO YOU GO ABOUT ATTRACTING FOODIES WHO THINK THAT WELLNESS PRODUCTS AREN'T FOR THEM?

Our aim is that each blend is perfectly

balanced to be as nourishing as it is delicious. This balance between the nutritional benefits and the taste is at the heart of Noble. Far too often drinks are either delicious or good for you but not both – we hope Noble proves that there is no need for compromise. Our range of natural ingredients with a rich, authentic taste should attract any foodie interested in the wellness sphere of the food market.

It was important that the five flavours have their own character and identity, as well as targeting key health benefits. A lot of research, testing and tasting has gone into the production of our blends, to ensure that the flavours really sing. It is also vital to the blends that we use organic ingredients whenever possible and that our blends are free from dairy, additives, preservatives, refined sugar and fillers.

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## FROM THE RETAILER...

**Ben Aveling, Radmore Farm Shop**

With January approaching we enter the zone of healthy living. It's no secret that we all strive to get our health in check. The majority of us search for a way to detox and get healthy as fast as possible after a Christmas binge.

The wellness product market is reported to be worth in the regions of nearly trillion dollars worldwide if you include every lotion and potion, so one would assume there is something to learn from this statistic, and that is that we all want to find the magic pill, potion or lotion.

In all my years of food retail and production I have had the luxury of having access to delicious and fresh food and have never felt the need to turn to a wellness product. In my opinion I feel that a lot of wellness products sell a promise that can't be fulfilled and prey on our inherent need that we have to look for an easier and more convenient way to get nutrients and goodness into our bodies.

My experience is that good food holds the key to success in healthy

living because your relationship with food and food processes are where the long term health goals lurk! My customer base would be pigeon holed into the 'healthy' category for sure, but this is very much because of their attitude to food and cooking. Sourcing fresh food, cooking from scratch and watching the amount of additives in their food seems to be all the wellness productivity they need. I would also fall into this category.

There will always be health crazes, magic lotions and potions but nothing beats fresh fruit and vegetables, quality meat and dairy products, whole foods and unrefined produce. I have no doubt that food wellness products are great for some people and hold the key to filling nutrient voids but my honest opinion would be to enjoy the products alongside a healthy diet as an added bonus. In short, my opinion is cook and eat your way to wellness the old fashioned way with plates full of colours, variety and taste!



## FROM THE PRODUCER...

**Christina Baskerville, MD of Easy Bean**

Easy Bean creates one-pot meals and baked crackers and crispbread, with a focus on creating natural and healthy food based on pulses (beans, peas and lentils). We believe that food should be as delicious as it is healthy and that a balanced diet of wholesome, natural ingredients makes perfect sense.

In recent years there has been a strong consumer interest in plant-based diets as a result of a growing awareness of the environmental impact of meat eating and the trend for "clean eating". This means that more and more people are choosing to follow a vegetarian, vegan or flexitarian diet (i.e. opting for veggie and vegan options a few times a week). Another health-driven trend is that of selecting gluten-free and other free-from products. *The Grocer* predicts that gluten-free products will be worth £1 billion in sales by 2020.

Finally, the UK snacking culture offers retailers opportunities to satisfy those looking for healthy snacks. According to a 2018 Mintel

report, 39% of snackers look for healthy options all or most of the time.

The newly-launched Bean & Seed Cracker Range satisfies a number of these health driven trends, and are handmade in their bakery using British pulse flours, oatmeal and healthy seeds. The crackers are slow baked to achieve a pleasing crunchy texture. The range is gluten-free, dairy-free, high fibre, source of protein, no added sugar and using only 100% natural ingredients.

On the pulse and on-trend, the crackers are suitable for vegans as well as offering a healthy, savoury snack. They come in four handy packs per carton, so easy to grab a pack and pop it in a lunch box.

A tricolour of soft shades of red, green and white; these savoury crackers flake, snap and have a crunchy texture. The wholegrain, earthy flavours with a hint of sweetness make them a good accompaniment to cheese, hummus and other dips.

an opportunity to cash in on the growing number of shoppers who are looking for quality, locally-produced products with an ingredients list and story they can understand; in short, probably exactly what you've been pushing for.

A couple of years ago it seemed as though we were reaching peak superfood – new foods with bold health claims were appearing out of the woodwork like never before, and trends like 'clean eating' and 'raw diet' were being adopted in full force by twenty-something 'influencers'. That appears to have quietened as the realities of leaping headfirst into these lifestyles, without doing your research, are being realised, but what has been retained is a recognition of the importance of consuming simple, healthy foods. And if a product contains health-boosting ingredients, all the better.

While clean ingredients lists containing benefit-laden foods can sometimes be tricky to pronounce, shoppers are looking for formats which take the trickiness out of preparation. Enter Super U, a young brand launched by Charlotte Bailey and Sean Ali to feed the consumer appetite for nutrition without the fuff. Charlotte explains, "We know that health and nutrition are becoming increasingly important to UK consumers and more than half of all UK adults state they now try to eat healthily most of the time (Mintel). But we also know it can sometimes be a challenge to find interesting, easy to prepare and great tasting healthier options when we all lead such busy lives." The simultaneous development of the vegan market in the UK has paved the way for wellness products. "We've seen a real growth in the number of vegan

and plant-based products in the market in the last year as shoppers become more interested in buying healthier options," she continues. "These new products have driven sales growth of 14% to over £352m (Kantar Worldpanel), so it's becoming a big category. Yet at the core of this sales growth are products that deliver nutritious, great tasting alternatives with maximum convenience." The seeds of Super U were sown as a result of Charlotte's own symptoms as a coeliac, but

“Cook and eat your way to wellness the old fashioned way with plates full of colours, variety and taste”

the pair "soon realised that it had the potential to help so many more consumers. Super U delivers not just for people with digestive issues but also those who are looking to incorporate healthier solutions into their everyday diet." As ever, convenience is king. "Our unique

blend of superfood powders means that consumers get the maximum nutrition whether they decide to make a simple smoothie or shake, or get more creative with recipes including energy bars and desserts – it works in whatever way is easiest for the consumer."

**FRUIT HALO**

**MOS**

**Snack for on the go, vegan/raw/without added sugars**

info@cosmoshalo.nl cosmoshalo.nl

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# TASTE DIRECT 2019

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## Manchester Gin

The award-winning Manchester Gin comes from a small, independent distillery located in the city centre, producing the finest spirits that are traditionally distilled in copper column stills. Contemporary in style, each bottle is lovingly handmade by Seb and Jen, a couple that met and fell in love in the heart of the city. We have three gins in our core range, and dandelion and burdock root, somewhat of a northern favourite, is present in all of our gins. Our Signature gin was created to epitomise everything Jen and Seb love about gin – it's smooth and citrus-led with a hint of sweetness on the finish. Taking the same recipe, we have developed our Raspberry Infused which has a delicate flavour of raspberries, underpinned by a clear gin character. Finally, our Wild Spirit is an evolution of our distilling journey and leans on subtle herbaceous notes such as sage, lemon balm and thyme, which was inspired by walks around the woodlands of Manchester with our distillery dog Dee Dee.

FREE SAMPLE MIXED MINIATURE BOTTLES FIRST 100!

## Mokhado

We produce cold pressed extra virgin oils of the finest quality. Our goal is to show you that oil doesn't have to be a mundane ingredient - in fact, we think it could even be the star of the show. We want to make exceptional oil a staple in kitchen cupboards nationwide. With good health and great taste in mind, we use only the best raw ingredients to make our oils. The range includes avocado, apricot kernel and macadamia, and each and every one of them is Great Taste Award-winning.

FREE SAMPLE MIXED SAMPLE FIRST 150!



## Bobalife

Bobalife is a purveyor of all things Bubble Tea and has now brought to market its exciting new range called Bublzz. Bublzz are fruit-infused, soft, edible bubbles that have been expertly paired with the most popular alcoholic drinks, mocktails and cocktails. The new range of Bublzz has 4 x 100g tubs of wonderful flavours in each pack, and have been selected to perfectly complement each drink in the range. The range of Bublzz consists of: Gin, Vodka, Rum, Prosecco and Cocktails.

FREE SAMPLE ONE FLAVOUR BUBBLZZ 4-PACK FIRST 50!

## Franklin & Sons

Franklin & Sons is a premium range of award-winning handcrafted soft-drinks, tonics and mixers that delivers a high level of sophistication and class to every drinking experience. First introduced in 1886, the brand has flourished into the aspirational lifestyle name it is today. Each expertly crafted soft drink is deliciously different and includes only natural flavours, extracts and colours and never preservatives or sweeteners. Within our premium soft drinks range, we are introducing a new, elegant and convenient 250ml can variant. This is the latest product development from Franklin & Sons and has been specifically designed for 'on-the-go' consumers who still seek to enjoy a high-quality, sophisticated drinking experience. The first exquisite flavours to become available in a 250ml can are Apple & Rhubarb, Orange & Grapefruit and Lemonade & Elderflower. With each unique flavour containing under 90 calories, the naturally refreshing taste of Franklin & Sons can be enjoyed without compromise.

FREE SAMPLE TRY THE RANGE FIRST 100!



## Cosmos Halos

Cosmos Halos are so delicious they seem out of this world! Made from dates, coconut, nuts and dried fruits these lovely snacks don't contain anything besides pure natural ingredients. And the best thing? They are vegan, gluten-free and without added sugars. So perfectly healthy without losing their great flavors. Take these little halos on the road, enjoy them together with your kids or serve them with a steaming cup of tea. It will give you enough energy to shoot for the stars!

FREE SAMPLE MIXED BOX FIRST 150!

## Mr Lee's Noodles

Mr Lee's Noodles brand of "no nasties" gourmet instant noodles in a cup is taking the industry by storm by providing one of the healthiest cup noodles on the market due to their unique use of nutritious freeze-dried ingredients, health credentials and authentic oriental flavours. The award-winning range is one of the market's lowest in salt, sugar, saturated fats and calories, certified gluten-free, with absolutely no nasties and two vegan options; also with 12 months shelf life. Available in two sizes - the 16oz cup is perfect for retail, whilst their 14oz cup is ideal for the travel industry: trains, planes, hotel mini-bars and on-the-move serving.



FREE SAMPLE MIXED BOX OF ALL 6 FIRST 100!

### TERMS AND CONDITIONS OF ALL OFFERS

- Offers are only open to potential stockists of the products and are fulfilled at the producer's discretion
- One order per customer
- Offers may only be available to new customers, however this is at the producer's discretion
- There are no cash or credit alternatives to any of the offers
- The producers reserve the right to withdraw the offers at any time
- All orders and offers are fulfilled and dispatched by the producers, therefore *Speciality Food Magazine* is not responsible for any disputes over delivery, eligibility etc
- Offers available until 31st January 2019

## First Chop

Salford-based First Chop were established in 2012 and over the years have established themselves as highly respected craft brewers. They have been awarded 2 Great Taste Awards, a gold medal at the World Gluten Free Beer Awards and many awards from SIBA and CAMRA. They have a wide range, including hoppy IPAs and flavourful stouts to fruity saisons and pale ales. All their beers are vegan and certified gluten free by the coeliac society - meaning that nobody has to miss out on a great-tasting beer.

**FREE SAMPLE MIXED SAMPLE FIRST 100!**



## Nomad Health

Handmade, free from nasties with an over-the-top fresh fruit content (between 66-99%), Nomad Health made jam glam again. They took a dull cupboard essential and created an inspiring range of premium, gourmet family favourite with exciting flavour combinations. The products are developed for discerning, health conscious consumers, and the brand offers high quality, no compromise delicious solutions. The maximum sugar content is between 9g/100g up to 27.35g/100g approx, which is approx. 50% less than a market leading alternative. Filling a gap in the market with 'no guilt - no compromise - no nasties' solutions that hit the spot in terms of great ingredients and healthy, fresh taste. Get ready for jam glam!



**FREE SAMPLE MIXED SAMPLE FIRST 100!**



## Nouri

Nouri is a new brand of healthy, all natural balls. They are vegan, sugar and gluten-free, while tasting really indulgent. Our slogan 'nourish your body, indulge your soul' pretty much sums up our company ethos: the belief that we should all be able to eat delicious and indulgent foods whilst simultaneously giving our body all the nourishment it needs. Nouri brings you health and indulgence combined! Only a few months after its launch, Nouri has expanded internationally, has been awarded the prestigious SIAL INNOVATION Selection 2018 in Paris and can be found in the mini bars of some of the top hotels in the world.

**FREE SAMPLE MIXED BOX FIRST 100!**

## Dragonfly Tea

Dragonfly Tea is an independent British family company with over a hundred years of expertise in sourcing, growing and making the very finest of teas. The team's long standing relationships with growers and master tea-makers around the world help them to source the highest quality, sustainable and fairly traded harvests.

Dragonfly's carefully chosen organic speciality range includes classic black teas, delicate green teas and gentle herbal infusions that are perfect for tea lovers and tea explorers alike. Dragonfly's dedication to quality is reinforced by the range's recently updated, eye-catching packaging. Each variant - from Golden Himalaya Darjeeling to Moonlight Jasmine green tea - has been given its own evocative illustration and signature colour. Taken together, the packs form a bright and vibrant garden of some of the most wonderful teas in the world. Each tea comes in 20 individually wrapped string and tag sachets and are free from artificial flavourings, preservatives and additives. The tea bags are folded and stitched, making them plastic and staple-free.

**FREE SAMPLE MIXED SAMPLE FIRST 200!**



Getting your hands on free samples could not be easier. Simply fill out your details below or save yourself a stamp and visit [tastedirect2019.com](http://tastedirect2019.com)

Taste Direct is only open to retailers and potential stockists of these products

### YOUR DETAILS

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Business Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Mobile Number: \_\_\_\_\_

Business Type (Deli, Café etc)? \_\_\_\_\_

Do you have a licence to sell alcohol? \_\_\_\_\_

Delivery Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

### PLEASE SEND ME THE FOLLOWING SAMPLES

- Manchester Gin
- Cosmos Halos
- Mokhado
- Bobalife
- Mr Lee's Noodles
- Franklin & Sons
- First Chop
- Nomad Health
- Nouri
- Dragonfly Tea

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The final word  
on fine food

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

**Next issue available:** February 2019

**Subscriptions** 01293 312188  
specialityfood@subscriptionhelpline.co.uk

The BAR rate UK £29.25. Overseas £40.00  
Tel. 01778 392464

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# THE INDEPENDENT SHOPPER

Paul Welburn, executive chef at  
Michelin-starred The Oxford Kitchen



**M**y style of food is classic flavours with some modern techniques. I cook food I love to eat – bold flavours taking inspiration from seasons and great ingredients, allowing them to speak for themselves. Occasionally I like to challenge the guests with flavour combinations or use of ingredients that may not be so obvious, as being too safe prevents both the team and the customers from opening and expanding their minds.

I try as much as possible to locate local produce; provenance

is important from both a chef's point of view and the customer's. Around Oxfordshire there are some great local suppliers and they can really inspire menus and dishes. Although I'm new to the area, I plan to expand my base of local suppliers.

From a chef who grew up in the country but also by the sea in North Yorkshire, Oxford brings a different challenge when locating local produce.

We are situated in an area that has the Cotswolds close by, and with the game season in full flow the local game is stunning.

I have always encouraged the use of local farmers and suppliers wherever I have worked, the hardest part is finding these small artisan suppliers but when I do it's great to champion them for the work they do.

Becoming immersed in your local area is great to push the area and support the region, and these producers and suppliers can be a great part of your offer.

New Wave seafood based close

to us in Fairford champion local game and fresh produce – we're in daily contact to find what's in season, what's local and what's at its best, which helps so much in planning menus.

Huntsham farm, who we have started working with, are based just 60 miles from us near Ross-on-Wye – they are great producers of rare breed middle white pigs which we take now on the menu, great product and amazing flavour.

Meadow Honey Farm in Didcot – it's from local bees and the flavour is amazing and allows us to create desserts showcasing the honey. The fact that it's local and not a mass produced product gives it quality and also for the guests, a talking point when we drizzle it over.

Collagin is a great local supplier we have been using on the bar here at the Oxford Kitchen – their use of botanicals, liquorice and rose, makes for an elegant style of gin.

The area has a few hidden gems which deserve a shout out. As mentioned, Meadow Honey Farm create great honey products. I'm a big fan of Cotswold Distillery, and other great local gin suppliers include Spirit of Toad (I also enjoy their vodka) and Collagin.

## TWITTER POLL

Have you seen a decline  
in the use of single-use  
plastics in the fine food  
industry?

YES  
16%

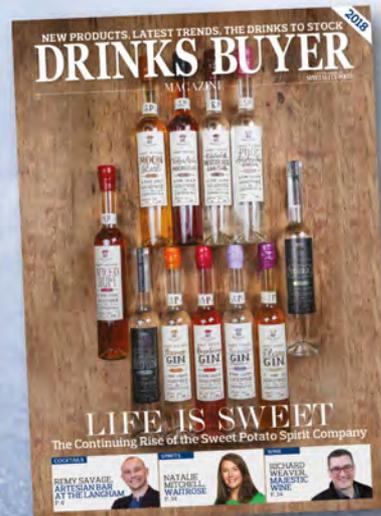
NO  
63%

DON'T  
KNOW  
21%

## SPECIALITY FOOD MAGAZINE

The next issue will include:

- Essential Products (for Spring & Summer)
- Fairtrade
- Frozen Food & Ready Meals
- Temperature Controlled Packaging



For a preview or to submit your drinks contact  
Jess on 01206 505901 or [jessica.stevenson@aceville.co.uk](mailto:jessica.stevenson@aceville.co.uk)

A few months ago, I was invited to be a guest on the FoodTalk radio show podcast. As well as cementing the fact that I talk a fair amount of gibberish when I get nervous or overexcited about the subject I'm talking about – making each recording a lesson in self-restraint and thinking before I speak (still working on that) – it's given me an even deeper appreciation of the amazing people who work in the food and drink industry.

Over the past few recordings I've learned about the future of refrigeration thanks to Miles Hawley of Precipice Design's appearance on the show – refrigerated cheese drawer next to the chutney cupboard, I'm ready for you – the past, present and future of free-from from pioneer Michelle Berriedale-Johnson, the best food to pair with beer (now that was a fun show...) with the great Lotte Peplow of Brewers Association,

and what it really takes to run a successful food or drink business. The phrase 'it takes an army' springs to mind.

I've also had the pleasure of sitting down to talk with Ben Aveling, who launched an innovative farm shop format in the centre of Cambridge with little-to-no experience and not much besides the enthusiasm and energy of a young twenty-something. You can read Ben's take on the drive towards 'wellness' in the food and drink sector on page 34.

It's people like this who are moving the industry forward. Business acumen is key to making an exciting new business idea

sustainable, but without a heart of passion, energy and inspiration a venture won't have the fire to drive it. It could be that a brand idea has been quietly squirrelled away by its founder, to be launched when the time is right (often when the founder has left the rat race), or it

could be that a young and vibrant foodie has launched into the scene full of excitement for what's to come. Both have taken risks to be where they are. Both can provide inspiration to us all.

At the risk of sounding sycophantic, I can honestly say that

every day I'm inspired by the people who work in the food and drink industry. That's why I set up the New Producer Awards, to celebrate the new blood coming into the sector; why I'm proud to be a part of the FoodTalk team; and why I walk around shows and shops getting overexcited about the new people to meet and brands to discover.

During the course of the daily grind it's easy for us all to forget why we're here. Let's make it a resolution for 2019 to rekindle our appreciation for food, drink, and the people involved within that world.

## TALKING SHOP

[@SpecialityFood](https://twitter.com/SpecialityFood) [linkedin.com/company/speciality-food](https://www.linkedin.com/company/speciality-food) [specialityfoodmagazine](https://www.instagram.com/specialityfoodmagazine)

“ At the risk of sounding sycophantic, I can honestly say that every day I'm inspired by the people who work in the food and drink industry. That's why I set up the New Producer Awards and why I'm proud to be a part of the FoodTalk team ”

## 5 MINUTES WITH... STU MACDONALD

founder of ManiLife



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

I'd be setting up a Tom's model for bikes, where for every bike you buy, a similar one is donated to someone in Africa. I've just got back from a trip there and was very aware of the need as I sped past thousands of people in my wee car!

### WHAT WAS YOUR FIRST JOB?

I was a bartender at Slug & Lettuce in Wimbledon for all of about 15 minutes. I'd lied about my age (I was 15) and felt so guilty at the prospect of getting them into trouble that I owned up

### WHAT INSPIRES YOU?

Overcoming struggles and making people happy

### WHAT'S THE WORST JOB YOU'VE DONE?

As much as I learned and as great as the people I worked with were, working in Audit was pretty sh\*!

### WHAT'S YOUR FAVOURITE PART OF THE JOB?

Working with inspirational people each week and realising the team and I could all be working in jobs we don't like but the choices we've made have led us to work we love

### AND YOUR LEAST FAVOURITE?

The incapability to switch off

### HOW ABOUT THE FOOD INDUSTRY?

Super supportive network with a very relatable, tangible product so anyone/everyone can input

### TEA OR COFFEE?

Coffee... to a perhaps concerning degree

### WHAT WOULD BE YOUR LAST SUPPER?

Asado (BBQ) on a roof terrace in Argentina with all my friends and family

### WHAT'S YOUR MOTTO?

Happiness comes from overcoming struggle so don't give up

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

Pig's ears are pretty unusual

### WHAT'S YOUR FAVOURITE BOOK?

*Man's Search for Meaning* by Viktor Frankl

### SWEET OR SAVOURY?

Savoury

## DIARY DATES

### January

**7th-9th**  
**BELLAVITA**  
RAI Amsterdam  
[bellavita.com](http://bellavita.com)

**13th-15th**  
**FOOD EMPORIUM AT TOP DRAWER**  
Olympia, London  
[topdrawer.co.uk](http://topdrawer.co.uk)

**13th-15th**  
**WINTER FANCY FOOD SHOW**  
Moscone Center, San Francisco  
[specialtyfood.com](http://specialtyfood.com)

**20th-22nd**  
**SCOTLAND'S SPECIALITY FOOD SHOW**  
SECC, Glasgow  
[scotlandsspecialityfoodshow.com](http://scotlandsspecialityfoodshow.com)

**22nd-24th**  
**COTSWOLD FAYRE NEW PRODUCT LAUNCH SHOWS**  
[cotswold-fayre.co.uk](http://cotswold-fayre.co.uk)

**22nd-23rd**  
**THE FOODSERVICE SHOW**  
NEC, Birmingham  
[foodserviceshow.co.uk](http://foodserviceshow.co.uk)

**27th-30th**  
**ISM**  
Cologne  
[ism-cologne.com](http://ism-cologne.com)

### February

**3rd-7th**  
**SPRING FAIR**  
NEC, Birmingham  
[springfair.com](http://springfair.com)

**6th-7th**  
**THE SOURCE TRADESHOW**  
Westpoint, Exeter  
[thesourcetradeshow.co.uk](http://thesourcetradeshow.co.uk)

**13th-16th**  
**BIOFACH**  
Nuremberg, Germany  
[biofach.de](http://biofach.de)

## TRIED & TESTED



HOLLY, EDITOR

### ONE GIN

Similar to thousands of British shoppers these days, I'm a keen drinker and shopper of gin. Give me a well-designed bottle and a perfectly

partnered tonic and I'm happy. Simultaneously, I'm conscious of the environmental and societal implications of my choices when it comes to food and drink, which is why I was excited to hear of One Water's – the ethical drinks brand – venture into the spirits sector. Not only is the gin a smooth blend of sage, juniper and citrus, but at least 10% of profits go towards funding life-changing water projects across the world. Cheers!

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



### THE PISHED FISH BOOZE INFUSED SMOKE SALMON

Party season may have officially come to an end, but who's to say that we shouldn't still be looking to inject a little more fun into our food and drink? Pished Fish's booze-infused smoked salmon options make any meal into an occasion. For those giving Dry January a go, fear not, because there's a flavourful The Designated Driver option (infused with juniper smoke and cherries) to enjoy. For the rest of us there's a gamut of intense flavours to choose from, from

Erik The Red (Aquavit, juniper, star anise and beetroot) to Margarita (tequila, coriander, chilli and lime). Who says party season can't last all year round?

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

### NEMI TEAS CARDAMOM CHAI

As a longtime lover of chai tea – particularly in the colder months – I was delighted to come across Nemi Teas a couple of years ago, and even more delighted when they entered and won the Mission Driven category at the recent New Producer Awards. I'm a fan of all of their teas, but with cardamom my favourite spice, I couldn't help but be enthralled by their Cardamom Chai option. Wonderfully fragrant with a cardamom hit very much lacking in other chais available in the UK, this is a real treat – with ethical credentials to boot, too.

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



### GAROFALO FUSILLI LUNGHI

There's something so satisfying about a pasta dish – whether full of flavour or simple and elegant, it's one of life's great pleasures – so the discovery of a new shape to add an extra special something to a weeknight meal was a happy one. This attractive alternative to spaghetti or linguini adds another dimension to a

meal, and the story behind it only adds to the event; traditionally rolled around chestnut twigs and slipped off to create a ringlet-like shape, Garofalo's Fusilli Lunghi adds another dimension to a dish with no extra effort on the part of the home cook. Perfecto.

[pastagarofalo.it](http://pastagarofalo.it)



# FARM SHOP & *Deli* SHOW

8-10 April 2019 **NEC Birmingham**

**SOURCE.  
SAMPLE.  
SUCCEED.**

Speciality success starts at the Farm Shop & Deli Show. Come and meet key suppliers, gain non-stop industry inspiration and find profit boosting ways to get your business on top in 2019.

This is a trade event. No under 16s will be admitted



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[farmshopanddelishow.co.uk](http://farmshopanddelishow.co.uk)  @FarmShop\_Deli #FSD2019

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William Reed  
INFORMING BUSINESS GROWTH