

SPECIALITY FOOD

NEWS, COMMENT AND BUYING IDEAS FOR FINE FOOD RETAILERS



The
Snack Show
2019

1-2 JULY - OLYMPIA LONDON

Secure your pass today to attend the UK's dedicated snacking event of the year.

@SNACKSHOWUK | THESNACKSHOW.COM/SPECIALITYFOOD

OPINION

ED HANCOCK,
THE CHEESE GEEK.
THE FUTURE OF
RETAIL P.15



INDUSTRY

SEAN CANNON,
CANNON & CANNON:
THE RISE OF BRITISH
CHARCUTERIE P.22



COMMENT

MICHELLE OVENS,
ENTREPRENEUR:
BEING A WOMAN
IN BUSINESS P.26



June Issue

OPINION

- 4 John Shepherd,**
MD of Partridges
- 5 Charles Campion,**
food writer and critic
- 8 Sue Nelson,**
The FoodTalk Show
- 15 Ed Hancock,**
The Cheese Geek
- 15 Philip Wilton,**
Wildes Cheese
- 34 Adam Byatt,**
Michelin-starred chef, Trinity

REGULARS

- 9 Food Matters:**
An Education
- 14 Trend Watch:**
Ice Cream
- 16 Cheese Uncut**
- 21 Counter Point:**
Communication
- 34 Last Words**
- FEATURES**
- 12 Imbibe Live Preview**
- 13 The Snack Show**
Preview
- 18 Smokin' Hot**
- 19 The Summer**
Cheeseboard
- 22 Spotlight On:**
Charcuterie
- 23 What's New For**
Biscuits?
- 26 The Future is Female**
- 28 Labelling &**
Packaging in 2019
- 29 The Heat Is On!**
- 30 Home Baking 2019**
- 32 Keeping It Community**



21



26

EDITOR'S LETTER



Welcome to the June issue of *Speciality Food*, where summer is in full swing and we are celebrating by rounding up features on what we think makes summer the best season for retail. In this issue you'll find a piece on what makes a great seasonal cheeseboard (p. 19) and how to display the products in your counter (p. 21), a celebration of the rise of the British charcuterie industry (p. 22), the influences and trends shaping the ice cream sector right now (p. 14), and the hottest products to stock in the realms of smoked foods (p. 18) and chilli products (p. 29).

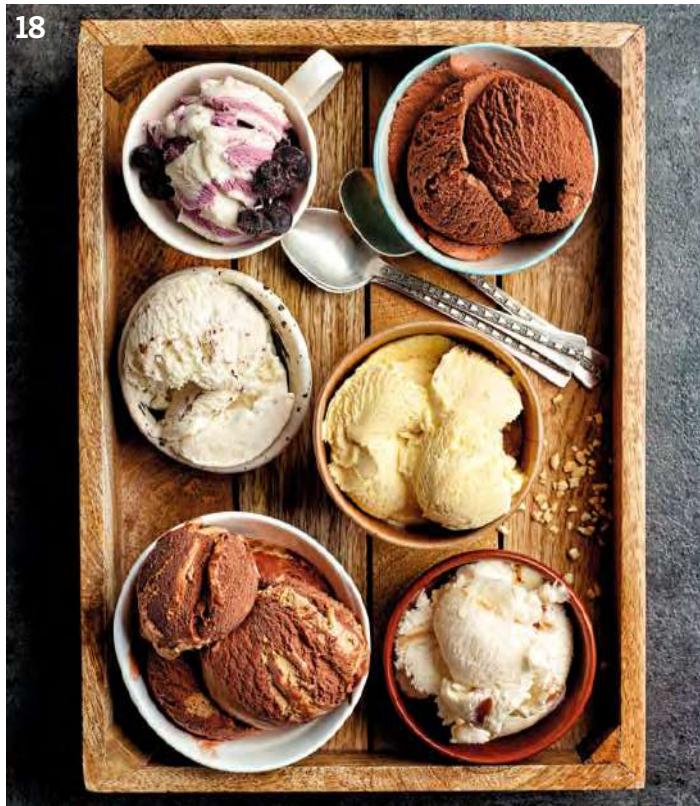
We also highlight what's to come in the upcoming Imbibe Live show (p. 12), and introduce the brand new Snack Show, too (p. 13).

I hope you find the Future Food Edition of *Speciality Food*, accompanying this issue, as enjoyable and enlightening as we found putting it together.

Last but not least, you have until 29th June to enter the Future Food Awards. Good luck!

Holly

holly.shackleton@aceville.co.uk



NOT YOUR AVERAGE PASTA



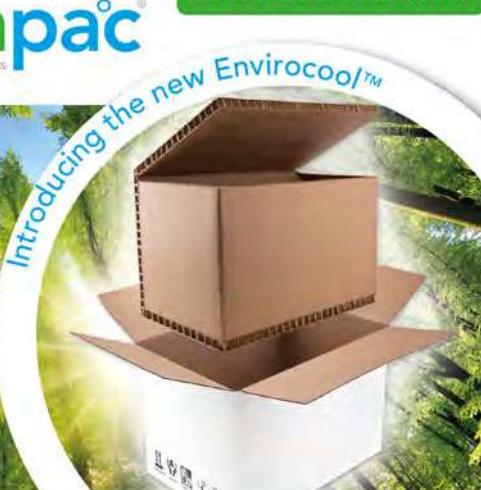

Garofalo UK: 01438 813 444
www.pastagarofalo.it info@garofalo.co.uk



PASTA DI GRAGNANO IGP

Freshpac®
Insulated Food Shipper Systems

Now available to order



Envirocool™ is an environmentally friendly Temperature Controlled system that ticks all the topical environmental boxes.
 Organic, Biodegradable, Recyclable and contains Recycled Material
 Package Responsibly, with Environmentally Cool packaging from Hydropac.
 Now available to order from the website!

Hydropac® www.hydropac.co.uk
01494 530 182

Distributed in the UK by:
 Amato Food Products • Continental Food & Wine • Cotswold Fayre • Gustalia • Hider Holleys Fine Food • Shire Foods • The Gorgeous Food Company • Ticco Foods Ltd

A vote by the European Parliament's agricultural committee last month could mean a ban on words such as 'burger' and 'sausage' on labels for products that don't contain meat. The vote last month to revise regulations passed with 80% approval leaving some to suspect meat lobbyist involvement after trends towards veganism and vegetarianism have seen profits dip.

The British love affair with burgers and sausages and the recent trend towards meat reduction in our diets has culminated in a splurge of new brands indulging our changing habits. Search for "vegetarian burger" on Ocado, for instance, and you'll be met with a whopping 88 results to choose from. Soy, bean, mushroom, lentil, quinoa... you name it, there's a burger made with it. Gone are the days of the tiny freezer section baring only Linda McCartney sausages.

The revision, which will be voted on by the full European Parliament after the May elections before they are passed, could see the chop for terms that MEPs argue are 'confusing' and 'misleading' for consumers. Eric Andrieu, the MEP overseeing the legislation argued that support for the ban was based on "common sense".

"We felt that steak should be kept for real steak with meat and come up with a new moniker for all these new products," he said. "People need to know what they are eating. So people who want to eat less meat

The Vegan 'Meat' Debate

Veggie discs, cauliflower slabs and nut juice: regulatory overkill? Sally Wynter investigates

know what they are eating – people know what is on their plate".

But many are skeptical as to how banning the use of words like 'burger' and 'sausage' on labels will impact the public's use of the words.

Founder of nut-based, dairy-free ice cream, DAPPA, Oliver Jones suggested the effects of such restrictions had already seen limited success.

"People aren't going into coffee shops and asking for a coffee with almond drink. The popular vernacular has already progressed beyond the self-imposed limitations of the dairy and meat industry," he explained.

There have, however, been regulatory success stories with other British favourites such as the Cornish Pasty. In 2011 it was granted a PGI (Protected Geographical Indication), a European designation created to protect and preserve foods produced with a particular

regional characteristic, recipe or production location.

Ruth Huxley, MD of Cornwall Food and Drink, has seen it as crucial in upholding the traditions of the pasty and protecting local businesses.

"The protection was created because it was apparent other products were being made under the name 'Cornish Pasty' but not with the recipe or in Cornwall, which was unfair competition against the genuine article," she explained.

The designation, which requires production to be based within the county and adhere to a strict recipe, has meant demand has not been lost to imitators able to produce at a lower cost-point outside of the region.

Huxley suggested the protection had also given the Cornish Pasty national recognition. "The protection itself isn't necessary beneficial unless it's used. Because

people are aware of it, it means both consumers and wholesale buyers of Cornish pasties are asking for the genuine article."

In 2013, high-street bakers Greggs was forced to change the name of their Cornish pastry as a result of the PGI. Despite reported plans to produce their pastry in Cornwall, the inclusion of peas and carrots within the pastry fell foul of rules stipulating the exclusive use of swede, potato and onion.

The suggested EU labelling revision is supported by the National Beef Association who suggest the revisions are key in protecting terms used for meat-only products for hundreds of years. Chris Mallon, national director, said they thought the stance taken by the French government was "very positive" and that current brands were "deliberately misleading consumers".

"Using terms like mince and sausage deceives the purchaser and

leads to 'remote control buying' of vegetarian products they weren't intending to buy. They see mince and they think pork or beef – especially if it's in the meat section. Why market a veg product and give it a meat-based name?"

Vegan Campaign Group Pro Veg, who launched a petition on 13th May to challenge the "irrational" EU decision, said they felt "confident" that "when we can show European consumers and producers do not want this regulation, reason will prevail."

Pablo Moleman, leader of the petition campaign said: "The use of 'burger', 'sausage', and 'milk' wording on plant-based products actually serves an important function in communicating characteristics that consumers are looking for when buying plant-based products, especially in terms of taste and texture."

The Vegan Society, a charity similarly opposed to the measures, pointed out that the proposals would lead to "widespread administrative chaos, confusion and time wasting" if the bid is voted into effect. It has also launched a legal challenge against the EU in a formal letter warning that the decision would breach "fundamental human rights of vegans" that are set out by the Union. If passed, proposals would likely take several years to come into effect, meaning the status of the revisions would be subject to the outcome of Brexit.

“The popular vernacular has already progressed beyond the self-imposed limitations of the dairy and meat industry”



BORED WITH YOUR CHEESE BOARD?

We have created 'Perfect Pairings' - a list of suggested wines, beers and cocktails to beautifully match with our award-winning cheeses.

Contact us on **01745 360 246** for your 'Perfect Pairings' POS Kit.



Made with pride, bursting with character

JOHN SHEPHERD OF PARTRIDGES



"The importance of regulars"

Vorsprung Durch Technik was a very successful advertising slogan used by Audi in the 1980s.

Frequently repeated on prime time television, the English translation means 'progress through technology.'

This slogan, it is claimed, helped transform the image, not only of Audi but also of Germany, the nation which following the devastation of the Second World War was becoming increasingly associated with quality, efficiency, progress and technology. Although it was suggested by a British advertising agency, BBH, it was actually based on an old Audi advert that had fallen into obscurity.

Of course, the importance of a slogan rests on the value placed on it by customers. It provides a reassurance of sorts, for example quality, nostalgia or value, and by so doing the brand itself becomes a silent member of staff to encourage customers to purchase. It has become a part of speciality food folklore to acknowledge that everyone has a bottle of Tabasco somewhere in their fridge. Which brings me on to the main point of the article about the importance of regular customers.

A few years before he died in 1999 Sir Dirk Bogarde, the highly regarded actor, became a regular, daily customer at Partridges. He was very much like his screen persona, courteous, charming and the traditional English gentleman – although with a wispish turn of phrase if standards were not as they should be (which regrettably was not as infrequent as one would have liked). Not only did he come

in nearly every day but he wrote a complimentary article in our Christmas catalogue for free, contributed to our staff Christmas party fund, referred to us discreetly in his autobiography, *A Short Walk from Harrods*, attended the leaving party for our manageress at the time, Mrs Mack and kindly referred to us as "THE Grocers". As a thank you we promoted him to the rank of honorary member of staff, which provided him with the benefit of the 15% staff discount which he did not want but was too polite to decline. In short, he lifted our spirits to a greater extent than shoplifters and difficult customers reduced them. And chose to spend money with us.

As have many other delightful customers along the way. Another example: every day four gentleman (of Verona) visit the café and entertain their friends there. These actions serve as a reminder that the regular daily customers are the bread and butter of small food shops.

As I try to remind the staff (ad nauseum), if every regular customer spent £1 more a day this would probably overcome all of the great threats from business rates, rent increases and pilferage in one stroke. Easier said than done, of course. This is basically a slither of cheese or three apples or a litre of milk or a bottle of water or a large croissant. The challenge of the speciality food grocer is to get enough customers through the door and keep them coming back. Sir Dirk opened our eyes to this – if they had not been opened before. We were younger then.

The basic warmth of a positive human interaction will never be bettered by a catchy slogan, however helpful. Vorsprung Durch Regulars.

IT'S PATTY TIME!

MADE WITH ETHICALLY SOURCED INGREDIENTS

GORGEOUSLY GOLDEN SAFFRON PASTRY

VEGAN OPTIONS

DELICIOUS HOT OR COLD

PIEMINISTER

0117 950 4567 • SALES@PIEMINISTER.CO.UK

WWW.PIEMINISTER.CO.UK

New campaign to promote Spanish food launches

The Ministry of Agriculture, Fisheries and Food of Spain is launching a new campaign to promote Spanish food under the hashtags #Explore, #Taste, #Enjoy and #Share.

With the slogan of 'know more to know better', this new campaign emphasizes the position of the agro-alimentary and fishing sector through the promotion of the Spanish brand by valuing the work

of the farmers, ranchers and fishmongers as essential creators of Spanish food.

Explore, Taste, Enjoy and Share are experiences that have been chosen for the campaign because they identify Spanish food and its cultural gastronomy. Spain enjoys a great mixture of unique tastes and savours, as well as singular products, which contribute to the food industry in its country.

It is a popular destination for British tourists, who are attracted by the gastronomy, and the food that promotes this campaign has a high presence in the British market to satisfy increasing demand. The variety of tastes, the diversity of its territory and the linkages of tourism and gastronomy in Spain based on the food origins are values recognized by British consumers.



NFU launches Student & Young Farmer Ambassador Programme

Young people have the chance to make their mark on the British farming industry with the launch of the NFU's new Student & Young Farmer Ambassador Programme.

The programme is designed to give young people the opportunity to build their knowledge and become an influential part of the industry, all while receiving the core skills they need to promote themselves and British farming. The ambassadors will be representing the NFU at various events over the course of a year, including the Lord Mayor's Show, NFU Conference and a#StudentFarmer magazine trip.

NFU next generation forum chairman Simon Gadd commented, "The Ambassador Programme is

a fantastic opportunity for young people, from both farming and non-farming backgrounds, to get stuck in to an industry that is both incredibly challenging and incredibly rewarding.

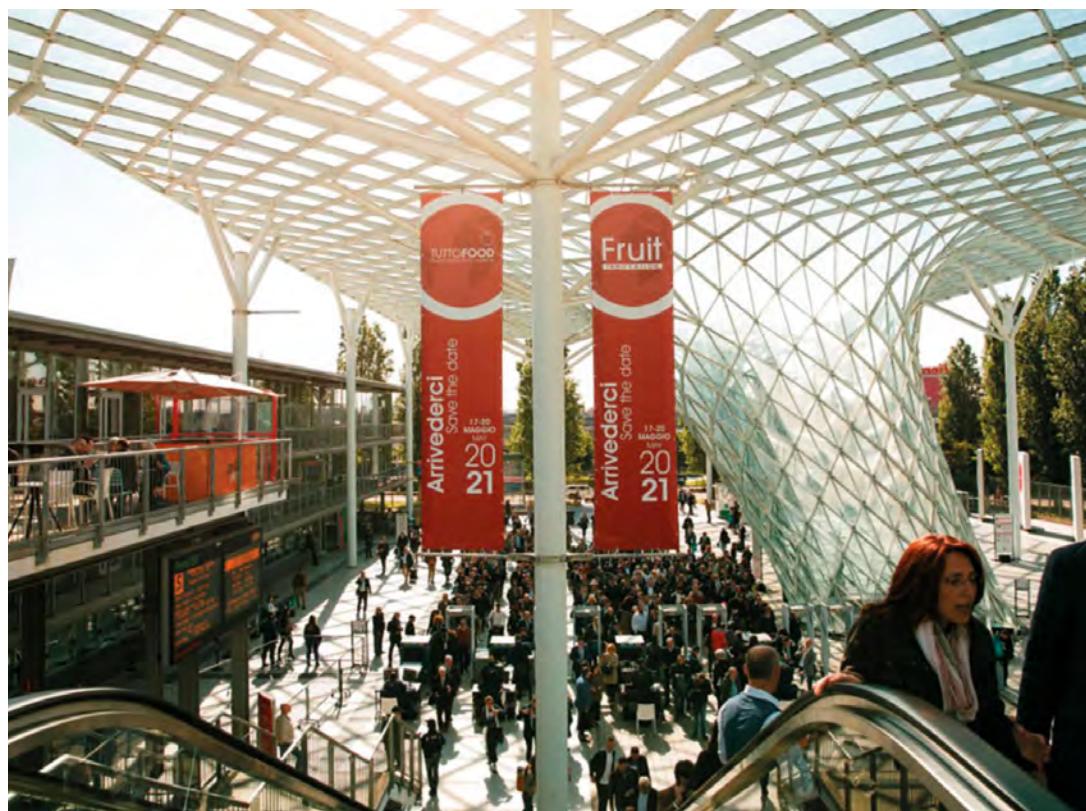
"With new technologies constantly changing the farming landscape and with Brexit on the horizon, it's never been a more

exciting time to think about the future of British farming.

"I urge all students and young farmers with a vested interest in farming and rural affairs to apply, and experience whole new aspects of the agricultural industry."

Applications are open until the 1st July 2019.





TUTTOFOOD show ends on a high note

The seventh edition of TUTTOFOOD, an increasingly international hub and global player in the agri-food sector, came to a close last month.

The show, which ran from 6th to 9th May in Milan, saw Prime Minister Giuseppe Conte and the Minister of Agriculture, Food, Forestry and Tourism, Gian Marco Centinaio, in attendance.

TUTTOFOOD 2019 saw 82,551 visitors, a 3% increase from the previous show, 21% of whom were travelling from 143 countries. There was also 3,079 Italian and international brands

from 43 countries.

There were also large numbers of visitors to the more than 250 side events of the exhibition, such as those dedicated to the blockchain, retail and food intelligence.

In the pavilions and in the stands, exhibitors displayed traditional products alongside new superfood products, with a strong return to the use and enhancement of valuable raw materials. This edition was based on quality food and product innovation, but also on health, proper nutrition and sustainability.

Feedback among exhibitors was positive, with Martina Brazzale,

export sales and marketing at Brazzale, saying, "TUTTOFOOD is growing and improving with each edition and for us it was a very positive experience. We saw a lot of interest from international buyers in our products, we presented the relaunch of the historic Burro delle Alpi brand and we showcased Gran Moravia, a hard cheese without animal rennet, both produced with sustainable milk from a certified supply chain."

The eighth edition of the show will be at fieramilano on 17th-20th May 2021.

CHARLES CAMPION

"A pinch of flavour"

It's as if two teams of research scientists have gone to war... firstly there are the white-coated folk who champion new products and try to find the next wonder food, while at the other extreme laboratories start by listing the dire health consequences of nearly everything we enjoy eating.

To the inexpert onlooker it seems that the foods which are marked bad for us are always the ones that taste best. Nothing warms the cockles of a tabloid editor's heart so much as the revelation that an old established and much-loved delicacy turns out to be deadly. This spring it was the turn of bacon, and the villains of the piece were nitrates and nitrites. For generations traditional bacon curers have been adding a spoonful of nitrate to the mix to help kill off unwelcome bacteria and to add an extra salty tang (it also imparts a pleasant rosy pink colour to bacon, pork pies and pickled beef [aka pastrami]).

The problem with leaving nitrate out of the recipe is that we have an almost Pavlovian response to a sizzling rasher and we like it just so. Folklore would have it that most lapsed vegetarians blame the scent of a bacon sandwich for their downfall. We are all told how to eat healthily, but from a scientist's rather than a gastronome's perspective. In the recent flood of advice, daily helpings of red meat and bacon have been linked to bowel cancer. But the boffins don't stop there; they recommend a red meat and bacon portion size of 70g. Very few of us have seen a 70g steak, it would be tiny – about a third of the size of a supermarket pre-packed offering and might be a good

way to whet the appetite. Bacon lovers would probably find it easier to search for nitrite replacements. Changing recipes is easier than changing mindsets.

Fortunately as well as all the scientific doom and gloom, we can also see a new sector of the speciality food market going gang-busters. British Charcuterie is here to stay. It's estimated that the last few years have seen over 100 small producers setting up and developing charcuterie product ranges from scratch. These newly hatched small producers avoid the burden of history – Continental cured meat experts may well use nitrate in their recipes because their fathers and grandfathers did so before them. And there is always the "name game", echoing a former US president who remarked "the French have no word for Entrepreneur".

Who would bet against a cured meat name tussle between English and Continental producers? British salami, British hams, even a British mortadella – perhaps the latter featuring donkey meat like the original? In the pushy world of restaurants they rely on these spurious authenticity debates to generate publicity. So this spring Gordon Ramsay opened a Chinese eatery called Lucky Cat but with a non-Chinese head chef. Quick as a flash Aldo Zilli took to the airways to assert that he would only use Italian chefs in his restaurants. For years some of the best Italian cooking in London could be found in a kitchen with an English head chef. It makes sense to trust the quality of the chef not his or her birth place. And that goes for charcuterie as well.

Squeeze the Day!

Stokes

100% RECYCLABLE BOTTLE

Same *great* recipes, *fantastic* new packaging.

f t i MADE IN SUFFOLK, ENGLAND

www.stokessauces.co.uk



Newly extended Coleman's supports local artisans

A garden centre and nursery in Templepatrick, Northern Ireland, will be showcasing local produce with its new farm shop.

Coleman's has undergone a £5million expansion, with the farm shop's own bakery, butchery counter and fishmongers now hosted in a purpose-built extension to the existing garden centre. It also includes a 200-seat restaurant with an enticing menu of meals and snacks created from locally sourced ingredients.

Coleman's managing director, Richard Fryers has signed up successful artisan food and drink producers and is keen for the business to shine the spotlight on produce from Northern Ireland. He says, "This is a very significant development for us and one which will offer tremendous opportunities for a very broad range of local producers. Farm shops within

garden centres is now an important trend within the industry in Britain. I believe that we are the first to develop such an extensive facility for local food in Northern Ireland. It will support the local industry and help smaller producers in particular to grow sales by introducing them to a much wider base of potential customers.

"We have plenty of space – over 4,000 sq ft – for a wide variety of the excellent food and drink that's now readily available here. We want to broadcast the products which underpin Northern Ireland's amazing success in gaining the 'World's Best Food Destination' title in last November's World Travel Trade Awards. We should be shouting this from the rooftops, showing our pride in the products and the people making them with such dedication, talent and commitment to stunning flavours."

Town centre vacancies rate at four-year low, new data reveals

The latest figures from the BRC and Springboard reveal that the national town centre vacancy rate rose to 10.2% this April, the highest rate since 2015.

Data from the BRC-Springboard Footfall and Vacancies Monitor, also showed that in April this year high street footfall fell by 1%, retail park footfall increased by 2.2% and shopping centre footfall fell by 2.1%

Helen Dickinson, chief executive of the British Retail Consortium commented, "With regular reports of shop closures, it may come as no surprise that town centre vacancy rates rose to their highest level in four years. Empty shopfronts, particularly for larger stores, can deter shoppers from an area, decreasing footfall for all those around. This effect can be cyclical, with the long-term decline

in footfall pushing up vacancy rates, particularly in poorer areas. Furthermore, the cumulative impact of Government policy costs – from spiralling Business Rates to the Apprenticeship Levy and more – have also made physical space less cost effective.

For many retailers, business rates remain the single biggest tax imposed by Government. They are a levy on physical space that is paid in full regardless of whether a firm is in profit or in loss. Importantly, they are also borne disproportionately by retailers who represent 5% of the economy yet pay 25% of all Business Rates. If the Government is serious about reversing the decline on our high streets, then reforming the broken Business Rates system would be an essential first step."

House of Lords Select Committee calls for local business support

The House of Lords Select Committee on the Rural Economy has released a report outlining ways in which to tackle challenges within rural areas.

The report calls on the Government to put into place a strategy to ensure that businesses in these areas are supported, with a recommendation to tackle issues including reviewing the impact of small business and rural rate relief provisions on pubs, shops and other rural businesses.

The Chair of the Committee, Lord Foster of Bath, said, "Rural communities and the economies in them have been ignored and underrated for too long. We must act now to reverse this trend, but we can no longer allow the clear inequalities between the urban and rural to continue unchecked. A rural strategy would address challenges and realise potential in struggling and under-performing areas, and allow vibrant and thriving areas to develop further. Doing nothing is not an option."

SWEET CHILLI

TANTALISE YOUR TASTEBUDS

Fiddler's LANCSASHIRE CRISPS
HAND COOKED ON OUR FARM

AUTHENTIC Lancashire FLAVOURS

SWEET CHILLI

LANCASHIRE SAUCE

SEA SALT

ELLSEY'S MALT VINEGAR

LANCASHIRE CHEESE & ONION

SEA SALT & CRACKED BLACK PEPPER

LANCASHIRE BLACK PUDDING & ENGLISH MUSTARD

www.fiddlerslancashirecrisps.co.uk
info@fiddlerslancashirecrisps.co.uk
01704 823 572

FUTURE FOOD AWARDS

Brought to you by
Speciality Food and FoodTalk

An eminent panel of judges will be looking for businesses who can demonstrate a winning combination of product excellence and fresh thinking at the Future Food Awards 2019.

The panel, boasting legendary founders and industry experts, will whittle the entries down to unveil a winner from each category. The judging panel includes Jason Gibb, co-founder of Bread & Jam and John Stapleton, co-founder of Little Dish and The New Covent Garden Soup Co.

The Awards have nine categories, giving food and drink businesses ranging from small-scale producers to technology-driven innovators their time in the spotlight.

These winners will then pitch to the full panel of judges at Bread & Jam – the UK's first food founders' festival, to be held on Thursday

Have you entered the Future Food Awards yet?



HOLLY SHACKLETON, SPECIALITY FOOD



JASON GIBB, BREAD & JAM



SUE NELSON, FOODTALK

3 October 2019 at the Institute of Directors in London's Pall Mall – for a chance to be named the Supreme Champion of the Future Food Awards.

All finalists will be presented with trophies, promoted in *Speciality Food* and on prime slots on The FoodTalk Show – not to mention money-can't-buy access to some of the most revered professionals in the UK's food and drink industry.

Want to know which category is best for your business? Here's the rundown:

THE AWARDS CATEGORIES

For all categories, the awards are only open to food or foodtech sector businesses that have been trading for two full financial years with the exception of the Newcomer and Young Producer award:

YOUNG PRODUCER - 5 FINALISTS

A company headed by a founder or co-founder who is aged 25 years or under

NEWCOMER - 5 FINALISTS

A company that has been trading few fewer than two years

MISSION-DRIVEN - 4 FINALISTS

A company that is a CIC, social enterprise, charity or has profit for purpose at its heart

FARM-TO-FORK - 4 FINALISTS

A company that champions or delivers traceable provenance from supply to the end consumer without the addition of unnecessary preservatives or additives

FOOD INNOVATION - 5 FINALISTS

A food product that shows real innovation in their category using unusual ingredients or

combinations or removing allergens without sacrificing quality or taste

DRINK INNOVATION - 5 FINALISTS

A beverage, soft or alcoholic drink that shows real innovation in their category using unusual ingredients or combinations or removing allergens without sacrificing quality or taste

FOOD PACKAGING - 4 FINALISTS

Innovative packaging that delivers or protects food or drink products whether for retail, delivery or takeaway

TECHNOLOGY - 4 FINALISTS

Smart gadgets, innovative apps or technology that makes cooking, preparing or analysing food easy to understand or use

IMPOSSIBLE TO CATEGORISE - 4 FINALISTS

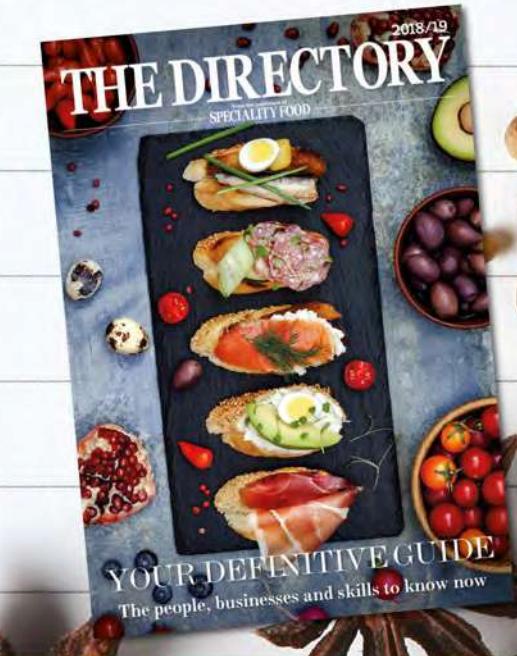
A company innovating in the food sector and making an important contribution that doesn't fit into the other award categories

Entries to The Future Food Awards 2019 will close at midnight on 30th June 2019. If your business is a taste of what's to come in food and drink, enter for free at futurefoodawards.com

LAST CHANCE TO BOOK YOUR ENTRY

New edition: The Directory

The only comprehensive directory of producers, suppliers, wholesalers and manufacturers for the fine food industry...



Book by
12th June!

Register your business online at: www.specialityfoodmagazine.com
or call to book on 01206 505901

SUE
NELSON



"Saving our bacon"

Pigs are omnivores, they eat just about anything from plants to small animals. They have been kept by man for thousands of years, prized for their ability to thrive where other animals starved, and unlike many other farm animals almost the whole of their body is edible. Hams from the legs can be salted and air-dried or smoked, other parts minced to be preserved in pâtés. Then of course, there is bacon, sausages, salamis, pancetta, or you could eat its liver, trotters, ears, or salt-dry its cheeks eaten as chaps. The head can be made into brawn and even the blood, thickened with oatmeal or barley, can be used to make black pudding.

These cured, dried and salted pork products are generally known as charcuterie. Well preserved hams are relatively dry and much denser than the mass-produced varieties. Good ham uses meat from a pig that is at least seven months old, so that the flavour has time to mature. My favourite is dry cure ham which involves rubbing the pork with salt and saltpetre and sometimes sugar and spice, leaving it for a few weeks, washing and drying it, then hanging it to mature for months or years.

By contrast, fast-track hams, produced on a large commercial scale, tend to use pigs that are as young as four or five months old. Injected with brine, they often contain artificial flavours, preservatives and gelling agents to keep the water in and boost weight. Even one slice could be reconstituted from animals from two or three different countries, none of which will be in the UK.

Parma and Serrano air cured hams are the most famous examples readily available in supermarkets. Most are pretty awful though, with

snow white fat and overly salted meat; a far cry from the real thing made with utmost care by artisan Italian and Spanish producers.

Independent retailers are clearly beating the big boys in their cheese offerings. The same cheese made by a respected producer can taste so much better when kept by a cheesemonger who really knows what they're doing. The supermarkets don't have the knowledge, systems or facilities to lovingly care for artisan cheese and it's obvious in the taste. The same can be said of charcuterie.

Just as we have seen the growth of world-beating cheesemakers in the UK, charcuterie is following the same trajectory. But British producers are not being showcased in retail as much as they should, and connoisseurs are forced into ordering online. This is a real opportunity for delis and farm shops.

We're now beginning to produce our own stunning examples, such as the salamis and chorizos made with rare breed pork by Cornish Charcuterie, crafted on their own farm. Lishman's hot and spicy Nduja (spreading salami) is made in Ilkley, Yorkshire and packs a huge punch. Great Glen Charcuterie produce lean, lightly oak-smoked salami made with wild red deer, whole green peppercorns and a little spice. Capreolus are an award-winning Dorset charcuterie with a wonderful range including air dried beef and smoked mutton. Trealy Farm Charcuterie in Monmouthshire continue to innovate with interesting ingredient combinations including dark chocolate and blood sausage, as do Moons Green in Kent including their subtle and complex mushroom and truffle salami.

Sue Nelson presents the FoodTalk Show with Holly Shackleton.

Now FREE on your mobile or tablet!



Available on the iPhone

Available on the iPhone
App Store

Available on Kindle Fire

Taste of the West opens café to support local food and drink industry

Regional food group Taste of the West has launched its own cafe in East Devon which will serve just local food and drink.

The café, called Taste of the West @ Seaton Jurassic, is set within the Seaton Jurassic visitor centre and is the first of a franchise that is due to run throughout the West Country.

Local suppliers to the café include

Hogs Bottom Garden Delights from Lifton, West Devon, which produces jam for the cream tea, clotted cream is supplied by Trewithen Dairy from Lostwithiel, Cornwall and coffee is roasted in Seaton itself by The Coffee Factory.

"We are thrilled and delighted to be launching our new café franchise," says Taste of the West

CEO, John Sheaves. "It's an exciting project which will showcase the very best of the region's food and drink to customers. This is an ideal location for us as visitors to the centre and people locally can enjoy wonderful food, knowing that all the suppliers are top-quality and based within the West Country."

We are thrilled and delighted to be launching our new café franchise, it's an exciting project which will showcase the very best of the region's food and drink to customers



Pott's RECIPES FOR HAPPINESS

Take your BBQ to the next level with the Pott's Summer range

t: 01672 556109
e: info@pottspartnership.co.uk



AN EDUCATION

Connecting your customers with the stories behind the produce is a sure-fire way to keep them coming back for more

Online sales are growing. In fact, new research from Mintel has shown that online grocery accounted for 7% of total grocery retail sales in 2018, and the forecast is that this figure will rise to 10% over the next five years. When it comes to bricks-and-mortar shops the customer experience is essential to ensuring that shoppers continue to come into your store to purchase, and a large part of that experience is education. Customers that choose to forgo shopping online will come to independent retailers, farm shops and delis because they are becoming not only more interested in quality produce, but also the farm-to-fork narrative. They are keen for transparency and to understand where their food comes from as well as how it is made so that they

can make an informed choice about how to spend their hard-earned cash. It's therefore key that these food messages are clearly communicated, whether that be through face-to-face conversations, answering of questions or informative signage in-store.

For Emma Mosey, who owns Minskip Farm Shop with her husband Ben, educating their customers is part and parcel of their business. "We do feel there is a movement towards people caring about transparency in food and we think we are perfectly placed to allay customers' concerns. We are young, entrepreneurial farmers who would like to change farming for the better, and that is what customers come to us for."

"As a grassroots farm shop, it is

very important to us to educate our customers about where our produce comes from. As a producer of amazing eggs and vegetables ourselves, reconnecting with their food is a major reason our customers choose to shop with us over other retailers; they can see our hens ranging in their paddock and our vegetables growing from the car park. They expect to learn about food processes from us, and we love talking about it!"

If you sell your own produce, allowing people the chance to explore and ask questions is a great way to get them involved – visitor tours could be a good way to start that conversation.

Specialist retailers are also in the

unique position of being the link between producers and consumers. Svetlana Kukharchuk, founder of The Cheese Lady, says, "My shop specialises in farmhouse and artisan cheeses. These days, the words 'farmhouse' and 'artisan' are used a lot however, and even supermarkets carry products that claim to be of 'farmhouse' or 'artisan' origin. That is where we have to educate our customers about the differences and what those words mean to us, and therefore to them when they shop with us. I believe we are the crucial link between the farmhouse/artisan producers and the end consumers because both of those groups lack spare time; fine food producers are so busy concentrating on what they do best, their craft, that often they do not have the time to go and talk to their consumers, whereas consumers are also extremely busy and are daily bombarded with different sorts of information that can be contradicting."

"Therefore, it is important to have specialist retailers who have a strong vision and understanding of the fine

“People buy into stories, be it cheese or other artisanally-made foods. They love to hear what makes a cheese unique”

SOCIAL MEDIA TIPS

The beauty of social media is that education can go beyond those customers right in front of you and can reach a whole raft of new potential visitors. People respond to strong imagery so ensure that any posts on Instagram will catch the eye, and then use the caption to talk about a relevant topic, whether that's how your business is reducing plastics, the backstory behind the latest arrival to your cheese counter or an update on the hens that lay the eggs served in your café.



19-20 November
ExCeL, London
foodmatterslive.com

register now

See the latest in food, health and nutrition at this year's Food Matters Live.

No one likes food envy.



Take stock with our new food and drink round-up

Geeta's brings "sizzle" to sauce market

Indian chutney brand
Geeta's has released a four-strong range of vibrant new sauces. Keralan Red Pepper & Mustard, Madras Tomato & Chilli, Mumbai Mango & Lime and Premium Mango have been designed to inspire consumers to add Indian flavours to meals and snacks including stir fries, barbecues, dips and dressings.

Nitesh Shah, director of business development at Geeta's commented, "The Indian sauces category has been stagnant, slow moving and unimaginative for several years. We



want to add sizzle to the category and inject some excitement through innovation and, in doing so, offer retailers a huge opportunity to bring Indian sauces back to life and drive category growth.

"We're building on the success of our UK favourite Premium Mango Chutney with the launch of four attractive, new Indian sauces which stand out on the shelf and will appeal to a wide range of consumers who are looking for versatile flavours that can be adapted to a variety of occasions."

geetasfoods.com

Heart of Suffolk brings three new London Dry gins to market

New small batch gin brand, Heart of Suffolk Distillery, has three London Dry Gins available - its signature gin, Betty's; Rosie's Gin, a fruity summer gin distilled with rose petals, and Ivy's Gin, a wintery



gin distilled with clove and cranberry. All three gins are produced in the purpose-built distillery in Suffolk.

The brand uses local neutral grain spirit from Witham in Essex, and sources its bottles from Hadleigh and labels from Bury St Edmunds.

Karen Luke, co-founder says, "The gin market is incredibly competitive, but we feel we have something really special so now's the time to up the ante and reach new markets. We want to see our brand in more pubs, bars and shops both locally and across the country."

Betty's Gin, Ivy's Gin and Rosie's Gin is available in 70cl bottles.

heartofsuffolkdistillery.co.uk

Meringue bites coming to market in July

Flower & White's Meringue Bites are Swiss-baked meringue covered in Belgian chocolate and textured toppings. Available in two flavours – Raspberry and Salted Caramel – these handcrafted bites are also less than 100 calories per serving, use natural flavours and colours and are also gluten-free and suitable for vegetarians.



Not only that, the pouch packaging is also 100% paper recyclable, plastic-free and compostable.

Leanne Crowther, co-founder of Flower & White, said: "What an exciting and innovative new addition to our collection, which caters for a whole new sector. Our natural Meringue Bites meet the boom in demand for snacking products which are low in fat/calories and contain fewer ingredients with a clean label. As we work towards a more sustainable future, this range will be in our new 100% paper recyclable pouch, which is plastic free and will satisfy our customers who are looking to make better choices about the packaging of the items they consume. These bites will stand out on any retail shelf as an irresistible and deliciously different sweet treat."

flowerandwhite.co.uk



Four pocket-sized pastries arrive from Pieminister

Pieminister has created a pocket-sized pastry, ideal for eating on-the-go. There are four varieties in the range, each encased in golden saffron pastry, which comprise of: Chana Rama, a vegan chana dhal patty, Holy Chipotle! a vegan black bean and chipotle patty, Jerk Chook, a jerk chicken patty and Smokin' BBQ, a BBQ pulled pork patty.

The packaging is also plastic-free: carton pouches which are fully recyclable and compostable.

Tristan Hogg, Pieminister co-founder and MD says, "All too often we'll grab a ready made pastry snack wishing a more appetising alternative existed. Well now

it does. No longer will you need to suffer greasy, soggy pastry, unrecognisable, bland fillings and excessive amounts of plastic packaging, all in the name of 'convenience'. Because, if you love our pies and love what we stand for: plant-based choice, high animal welfare standards, sustainable packaging, amazing ingredients, fabulous flavours - but sometimes want a smaller, lighter, pie alternative that you can eat on a beach, in a park, or at your desk without a knife, fork, plate - that also happens to taste amazing, our patties will definitely put a smile on your face."

pieminister.co.uk

SNACK BUYER MAGAZINE
PUBLISHED WITH THE NEXT ISSUE...





Potts Partnership launches flavoured mayonnaises

Potts Partnership, a family-run and owned business based in rural Wiltshire, has created a new range of mayonnaises. Included is Proper Mayonnaise, Roasted Garlic & Herb, Harissa Spiced, Honey Chipotle, Miso and a Saffron & Thyme Mayonnaise.

In line with the other products in the Potts Partnership range, the mayonnaises are produced in small batches in order to provide discerning consumers with home cooked flavours and a level of convenience that is ideal for the modern family.

"We created this range of fabulously flavoured mayonnaises as they are a really simple way of transforming everyday lunches and BBQs and making them meals that people will rave about," says Owen Potts, co-owner with his wife Michelle Potts.

Michelle adds, "The current family favourite is panko-coated chicken goujons dipped in the Miso Mayonnaise. Simply delicious." pottspartnership.co.uk

New The Butterworks and Hillfarm butter collab boasts nutritional benefits

The Butterworks has teamed up with family-run Hillfarm Oils to create "the nation's first ever" spread using a blend of butter and Extra Virgin cold pressed rapeseed oil.

Hillfarm's oil is unrefined to retain its vibrant colour, nutritional benefits and natural flavour, and it also boasts a whole host of nutritional properties, preserved from the crop through a natural process of cold pressing the seeds. These include cholesterol-blocking plant sterols and the correct balance of brain-enhancing Omegas 3, 6 and 9. It is also a rich



source of Vitamin E and K.

Nigel Lloyd, managing director at The Butterworks explains, "Here at The Butterworks HQ we love discovering new ways to take butter to the next level, so it's really exciting to be launching the first ever spreadable butter made using cold pressed rapeseed oil. We've worked very hard to refine a process that retains the nutritional benefits, golden colour and distinctive flavour of Hillfarm's oil, so we can't wait to see what people make of our new brand of butter." thebutterworks.co.uk



temperature controlled packaging

Keep Food Deliveries Fresh in Transit With Our Range of Insulated Boxes

Polystyrene Boxes, Reusable Boxes, Waxed Cardboard Boxes, Ice Sheets and Sundries.
(box samples available for purchase)

Delivery from Scotland & Cornwall
buy online: www.jbpackaging.co.uk **call:** 0800 285 1339

Vegan jerky enters snacking market

Wiltshire-based Luscious Organics are bringing fresh organic custard to independent chillers this month.

New plant-based food and drink brand Qwrkee has made its debut into the snacking sector with a range of vegan jerky products. Made with soy protein, the jerky range is vegan, gluten-free and packed with protein and fibre. The packaging is also 100% recyclable.

The four flavours are Smoked Maple Bacon; Smoked Black Pepper; Sweet & Spicy BBQ and Sriracha Hot Chilli.

Founder Vishal Madhu says, "The launch of our vegan jerky range marks the next step in our mission

to further the plant-based foods movement and create foods for the future. We believe our vegan jerky is unlike anything else on the market, delivering both on taste and texture. Entering the snacking category is an exciting move for our business and we have a number of future innovations in the pipeline."



Stokes adds to range with squeezy bottle design

Stokes Sauces has introduced squeezy family-friendly, recyclable bottles and added a Reduced Sugar Ketchup to its range. Tomato Ketchup, Real Mayonnaise, Original Barbecue Sauce, Brown Sauce and the new Reduced Sugar Ketchup are

now all available in the new format bottles.

The new Reduced Sugar Ketchup contains 30% less sugar than the traditional Tomato Ketchup, but with a higher percentage of tomatoes, without compromising on taste.

Rick Sheepshanks, founder and managing director of Stokes Sauces said, "An incredible 97% of all ketchup bought by consumers in the UK is sold in squeezy bottles and although people love our signature glass bottles, sometimes glass isn't the most convenient, especially for families. I started making ketchup to encourage my young daughter to eat more vegetables and I wanted to make it easier for more families to enjoy our quality ketchup and sauces. With the new bottles you can squeeze out just the right amount, they seal easily, last longer and little hands can use them with far less mess."

"We know that we offer a higher quality and better tasting range of sauces than the big brands and we really want to take on these big names. Squeezy bottles dominate the sector and reduced sugar options are becoming more popular, so we've invested in these new products to enable us to chase a bigger share of the market."

stokessauces.co.uk



cliqq.co.uk



IMBIBE LIVE: INTRODUCING NEW FOOD AND DRINK PAIRINGS

Imbibe Live returns to London on 1st–2nd July to showcase the very best of the on-trade

IN DETAIL

WHAT: Imbibe Live
WHERE: Olympia London
WHEN: 1st–2nd July 2019
WEB: live.imbibe.com

Imbibe Live, the UK's leading on-trade drinks event, will return to Olympia London this July to mark its 10th anniversary, with trendsetting seminars and unique tasting opportunities. This year's event will not only showcase the latest trends and newly-launched products set to elevate the on-trade offering, but demonstrate the art of food and drink pairing in an all-new theatre: Chef's Table.

The new theatre will host a series of masterclasses where industry visionaries, such as James Fowler, Heidi Bjerkan, Gabe Cook and Isa Bal MS, will demonstrate the most suitable food and drink pairings that will transform the consumer experience.

Heidi Bjerkan, chef and founder of Credo in Trondheim, Norway – the first female Norwegian chef to be awarded a Michelin star – joins the line-up to present her research on fermentation and how to pair hard to match flavours culminating in an inspiring pairing menu. She will be joined by Tayér + Elementary's and Imbibe Live Spirits Ambassador, Monica Berg as they take Nordic flavours to a whole new dimension.

Fellow restauranteur and leader in sustainability, James Fowler



“ A tailored programme of insightful talks and tasting sessions will inspire and delight attendees ”

will bring local flavours from his Terroir Tapas restaurant as he shares his approach to seasonality and British food and drink pairings. While Isa Bal MS, former master sommelier at Heston Blumenthal's Michelin-starred The Fat Duck, will demonstrate how to pair sake with an overview of the different styles available and the perfect food to complement this diverse drink.

Session participants will also compete in a series of competitive

pairings. Sam Caporn MW and Clément Robert MS will go head to head in the ultimate food matching contest where they will present the Australian wines that they believe best match a selection of dishes created by Roger Jones from one of the UK's top restaurants, The Harrow at Little Bedwyn. In another session, beer and cider will go head to head as Imbibe Live Beer Ambassador Mitch Adams and Cider Ambassador Tom Oliver pair their favourite tipplers with



the creations of MasterChef winner and restauranteur, Tim Anderson.

And, with more restaurants and food brands catering for increasing numbers of vegan and vegetarian patrons, Gauthier Soho's Head Sommelier David Havlik will guide attendees through his approach to pairing wines, with chef Alexis Gauthier's acclaimed vegan tasting menu. Havlik will present a selection of wines alongside some of the elements from the vegan dishes served at his restaurant, while answering questions on how to adapt to changing consumer tastes and preferences.

Cheese will be top of the menu on the opening day of the show, where the Ciderologist Gabe Cook, will be joined by Sam Wilkin, cheesemonger and The Guild of Fine Food's popular podcaster also known as Cellarman Sam, to find the ultimate pairing.

Insightful talks and tasting sessions

Alongside the new Chef's Table, a tailored programme of insightful talks and tasting sessions will inspire and delight attendees. Seven sector-specific theatres are curated in partnership with Imbibe Live's industry ambassadors including Monica Berg, Christine Parkinson, Mitch Adams and Tom Oliver.

In the Beer & Cider Hub, Brooklyn Brewery's eloquent chief Brewmaster Garrett Oliver will join a line-up of leading industry experts to discuss the latest beer and cider trends, while the Winemakers Cellar will host a series of masterclasses and tutored tastings aimed at sommeliers and senior wine pourers.

The show's very own action-packed mixology lab – The Cocktail Lounge – will feature Pietro Collina from New York's NoMad Hotel; mixologist and Tequila ambassador Megs Miller; Jack Wakelin from Sheffield's most popular underground speakeasy-style bar, Public, and Sly Augustin from the acclaimed Trailer Happiness.

For those who wish to take an in-depth look at a specific category or attend focused tasting masterclasses, The Tasting Room will awaken taste buds, offering masterclasses spanning the entire drinks spectrum. And Imbibe Live's Centre Stage returns as the drumbeat of the event to host a series of thrilling demonstrations and competition finals.

On the show floor, exhibitors spanning the full spectrum of the on-trade offering – from wines, beers, ciders and spirits to cocktails, low and no ABV products as well as soft drinks, mixers, tea, coffee, water and other associated products – will demonstrate cutting-edge innovation, with thousands of new products on offer from more than 300 drink brands, suppliers, merchants and wholesalers.

To find out more about Imbibe Live and to register to attend, please visit live.imbibe.com

WHERE DRINKS MEAN BUSINESS

Imbibe Live is the UK's largest annual exhibition for anyone who sources, buys or serves drinks in the licensed on-trade. Taking place on 1-2 July at Olympia London it showcases all categories from wines, beers, ciders and spirits to soft drinks, low-ABV, tea, coffee and other associated products. Listen to ground-breaking seminars, experience rare and unique tastings, and discover new trends defining the future of the industry.

imbibe.com/specialityfood
TICKETS AVAILABLE NOW



THE SNACK SHOW

- WHERE SNACKS MEAN BUSINESS

The Snack Show debuts alongside Imbibe Live at Olympia London on 1st–2nd July 2019

The Snack Show 2019, a new dedicated event for the snacking industry, will be launched at Olympia London on 1st–2nd July 2019 by the organisers of Imbibe Live – the UK's leading on-trade drinks event. The brand new co-located event will welcome consumer-focused buyers from restaurants, bars and hotels to retailers, gyms and spas as they search for brands offering products that meet a wide range of demands.

With the snacking category currently valued at £18bn and growing, there will be no better place to find the latest product

development and to meet evolving consumer preferences. Changing consumer palates and snacking habits will be in the spotlight, including the growing demand for specialist offerings such as gluten-free, vegan, sustainable and healthy snacks, helping to fuel the sector's success.

With exhibitors gearing up to demonstrate how they can provide premiumisation, organic or free-from alternatives and surprising, inventive flavours and textures, the Snack Show is the place to discover how to capture the attention of a more discerning market.

Joining the line-up, Billy Franks will showcase its authentic award-winning premium craft jerky and reveal its new beer pairing gift boxes and jerky club subscriptions. Describing craft beer and jerky as the modern day 'wine and cheese', the team at Billy Franks has partnered with London brewers and stockists including Hawkes, Fourpure and Pressure Drop to curate and pair a collection of jerky snacks and brew gift boxes.

Ideal for hotels, bars or restaurants looking for suitable snacks to pair with their beer offering, Billy Franks offers premium, healthy,

bold-flavoured jerkies in a wide range of flavours including Texan BBQ Beef, Buffalo Hot Wing Turkey, Cheeseburger Beef, Hot N' Spicy Beef, Fiery Fajita, Teriyaki Beef and Roast Beef & Mustard.

Nairn's Oatcakes, the UK's number one gluten free brand, will demonstrate how it is taking free-from snacking to the next level with its truly innovative Pop Oats - the first ever, gluten-free popped oat snack and Oat Bar range which has 40% less sugar than the average fruit/cereal bar.

Martyn Gray, managing director at Nairn's comments, "Our exciting new gluten-free product launches are fantastic additions to our ever-expanding range. Demand for free-from products has never been higher, and research shows growth from younger consumers who are looking for convenient and healthy snacking options to have 'on the go', which don't compromise on taste. Both new product ranges have performed well in research and we are confident that they will bring something new to the gluten-free category."

Also demonstrating the power of free-from in the snacking category, The Nutty Group will showcase its 100% organic, vegan, and gluten-free nutty nibbles in 13 flavours including Apricot & Chia Seeds, Coconut Blueberry, Mango Coconut Almond, Pumpkin Pie and Cherry Coconut Marshmallow (Nut Krispy). Further demonstrating the breadth of flavour on offer, Mr Filberts Fine Foods will reveal its delicious range of award-winning fusion, artisan snacks, while Soul Food Collective will entice attendees with its organic snacking range including roasted soya beans, freeze dried strawberries and freeze dried Amarena cherries dipped in intense dark chocolate.

Elsewhere on the show floor, attendees can embrace the spirit of Italian hospitality, inspired by Mediterranean flavours with Fox Italia; discover gourmet peanuts from The New York Delhi Company and enjoy gelatine-free premium

confectionery products from Pimlico Confectioners.

Kettle Foods – an international manufacturer of potato chips, tortilla chips and nut butters – will join the line-up to promote its extensive range of KETTLE Chips and Metcalfe's skinny popcorn. While, ENY FOOD – an Aegean based gourmet snacks and speciality food company – will bring a taste of Turkey to the show with its snack packs, olives and dried fruit range; Jack Links will bring all the jerky, sticks, steaks, bars and sausages needed to keep any protein snack stash stocked.

Emerging snack trends

In addition to the diversity and innovation demonstrated on the show floor, attendees can learn more about the emerging trends in the snack sector in the show's cutting-edge seminar and panel discussion programme. Leading industry experts will come together to discuss the state of the snack industry with sessions addressing the latest product trends, snack and drink pairings, and the role of e-commerce for new product development. With a host of hot topics up for discussion including premiumisation, innovation and competition – attendees can learn more about what buyers are looking for in new products as well as how to futureproof their business. A full schedule of seminar sessions will be announced in the coming weeks.

The Snack Show is co-located with Imbibe Live offering on-trade buyers the chance to explore the synergies and opportunities offered to them by extending the product offering and improving the customer experience.

For further information on exhibiting at The Snack Show or to register to attend this year's event, visit thesnackshow.com.

IN DETAIL

WHAT: The Snack Show
WHERE: Olympia, London
WHEN: 1st–2nd July
WEB: thesnackshow.com

GRAB A TASTE OF SUCCESS

The Snack Show, launching on 1–2 July at Olympia London from the organisers of Imbibe Live, is a unique sourcing event for the snack industry. An original showcase of diversity, innovation and taste, The Snack Show is the only one of its kind focusing entirely and unapologetically on snacks and the inspirational people behind them.

Secure your pass today to attend the UK's dedicated snacking event of the year.

[@SNACKSHOWUK](https://www.instagram.com/snackshowuk)
[THE SNACK SHOW](https://www.linkedin.com/company/the-snack-show/)
[The Snack Show](https://www.facebook.com/TheSnackShowUK/)
[@SnackShowUK](https://twitter.com/SnackShowUK)

[THE SNACK SHOW.COM/SPECIALITYFOOD](https://thesnackshow.com/specialityfood)

Sponsored by



Pioneers of the pantry since 1970

The UK ice cream market is estimated at £1.4bn, up 26% since 2013 (Mintel). Where once we relied on Planet Organic or went online for anything offbeat, there's now a surprising array of styles at your local Waitrose or Asda.

WHAT'S THE MOST IMPORTANT INNOVATION?

Ice creams for people watching their weight. The UK isn't new to slimmers' ice cream, but in January 2018 two game-changing ice creams were launched: Halo Top and Unilever-owned Breyers Delights. They had naughty flavours such as Choc Chip Cookie Dough and Peanut Butter Cup, 20 grams of protein per pint, and fewer than half the calories of Ben & Jerry's and Häagen-Dazs. So successful were they that, a year down the line, supermarkets including Aldi, Asda and Morrisons launched copycats.

ARE THEY HEALTHIER THAN ICE CREAMS MADE WITH SUGAR?

That's debatable. They use alternative sweeteners including stevia, and the sugar alcohol, erythritol, which may stimulate appetite. Some consumers could get the idea it's safe to eat them freely.

SURELY THE LOWER/NO SUGAR CATEGORY IS NOT THE ONLY REASON THE VALUE OF ICE CREAM SALES IS UP?

No, in the five years to 2017 the number of dairy-free ice cream launches more than doubled – up 166%. Ice cream makers can't afford not to have a vegan offering.

DOES DAIRY-FREE ICE CREAM TASTE OKAY?

More than okay if Blue Skies' Mango & Passion Fruit and Coconut Ice Cream are anything to go by. Both recipes, sold at Waitrose and Ocado, scooped two Great Taste Award stars last year.

IS THIS BAD NEWS FOR TRADITIONAL PRODUCERS WHO USE FULL CREAM MILK AND REAL CREAM?

Quite the reverse. In the three months to August 2018, 75% of ice cream eaters surveyed by Mintel enjoyed dairy ice cream, 59% of them at least weekly. There are around 1,000 craft producers across the British Isles and the Channel Islands



ICE CREAM REINVENTED

I scream, you scream, we all scream for ice cream, says Sally-Jayne Wright. Lower calorie, higher protein, dairy-free, you name it, it's available

(Ice Cream Alliance) and plenty of newcomer brands. In last year's Great Taste Awards, some 55 artisan products gained a two-star accolade. This means judges considered the frozen desserts "above and beyond delicious". Winning recipes included Real Carrot Cake Gelato by Swoon Ltd, Morelli's Irish Black Butter Ice Cream and Vodka Pink Grapefruit Sorbet by Treleavens.

REMIND ME WHAT SORBETS AND GELATOS ARE?

Sorbets are technically water-ices but a well-made sorbet can have an ice cream-like texture when churned; the crystals are fine with

air beaten into the mix. A good fruit sorbet tastes like a chilled version of the fresh fruit. Gelato is Italian-style ice cream containing milk as well as cream (or cornstarch). With less air beaten in, it is denser than traditional ice cream.

WHICH ICE CREAM FLAVOURS SELL BEST?

Salted caramel is still flying. Artisan ice cream expert Kitty Travers, author of *La Grotta Ices* says, "Subtle flavours like fig custard or persimmon don't do as well as bold. I think it's down to our climate. We seek comfort rather than refreshment. So chocolate, salted

caramel, sticky toffee, brownie and nutty flavours sell best."

Bailey's, gin and tonic, rum and raisin also tempt buyers. When Baboo Gelato of Dorset offered a Brandy gelato, it 'flew off the shelves' as customers bought it to accompany mince pies and Christmas pudding.

I READ ABOUT A GERMAN BRATWURST ICE CREAM. SAUSAGES MIXED WITH CHOCOLATE ICE CREAM! IS SAVOURY ICE CREAM THE NEXT BIG THING?

Restaurant chefs like it, Joe Public less so. That said, there are some intriguing combinations out there.

Fravocado vegan ice creams are made with avocado and coconut milk. Frills' frozen vegan smoothies deliver your five-a-day fruit and veg in a tub. Their Refreshing Green ice cream contains spinach, basil, celery, avocado, mango and pineapple. Their latest Nutty Caramel recipe contains dates, chickpeas, bananas, macadamia nuts, hazelnuts and coconut cream.

MY CUSTOMERS WANT TO IMPRESS THEIR GUESTS. WHOSE ICES DO YOU RECOMMEND?

Little Moons Mochi ice cream balls offer a Japanese-style finishing touch to a meal, with relatively few calories. Or how about Yee Kwan East Asian-influenced ices made in Sheffield and sold at Harvey Nichols? Typical flavours include Black Sesame, Matcha Green Tea, Chocolate Miso, Lychee & Rose and Yuzu.

HOW CAN INDIES SELL MORE ICES THIS SUMMER (AND WINTER)?

Shout about novelty flavours such as Baboo's Jaffa Cake Gelato on social media and announce seasonal ices such as their Hot Cross Bun Gelato well ahead. Choose attractively packaged products that appeal both on Instagram and through the freezer doors. Display handheld ices prominently in warm weather to encourage impulse purchase.

WILL THE TREND LAST?

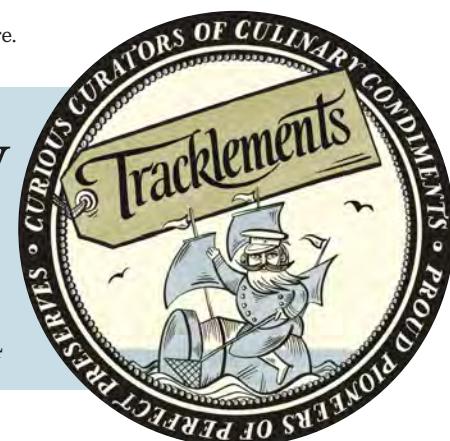
Yes! Ice cream is like lipstick. It cheers customers up and is an affordable treat. The only potential fly in the churn is if Public Health England imposed a sugar levy on ice cream and producers reflected higher ingredients costs in higher prices. For now, expect ever more novelty, show-off flavours, low/no sugar, soft serve and vegan. With no worries about special diets, we can push the sundae boat out.

“In the five years to 2017 the number of dairy-free ice cream launches more than doubled – up 166%”



Tracklements – a complementary condiment for every occasion

BELIEVE IN THE TRANSFORMATIVE POWER OF PICKLE
ORDER ONLINE AT TRACKLEMENTS.CO.UK/TRADE OR CALL: 01666 827044





**EDWARD HANCOCK
THE CHEESE GEEK**

“Selling cheese in the 21st century”

The only way to ensure that the best artisan cheese can travel from the farm to the customer for a reasonable price is to be operating at scale. Margins in cheese are not as attractive as many other industries, so you have to think big. The only way to do this is through becoming accessible to the whole of the UK market, and expanding your online presence is one way of achieving this.

Previously this would not have been viable because the technology used to ensure that the cheese is delivered to customers in perfect condition was unavailable. Now we have advanced chilling solutions which, when paired with insulation, can pave the way for such capabilities. It's incredible to think that we were the very first company to insulate the cheese sent to retail customers.

The question of the condition of the cheese is fundamental.

High street retailers that are mass-producing cheese face many challenges. Some of them being:

- A) Wanting to give customers a huge choice of cheese
- B) Needing to have that cheese on display
- C) Shelf life
- D) Condition of cheese once it has been cut or broken into

As a result, the cheese that is distributed in high street cheesemongers is of poor condition. With the high levels of wastage that they suffer, they are unable to dedicate sufficient time and care into the storage of the cheese sold. This is why I started The Cheese Geek.

I am able to distinguish between the tastes of hundreds of cheese varieties, knowing how they should taste. This means that when I get a bad cheese, I don't blame it on the cheesemaker, I blame it on the retailer. The buying public would not be aware that the retailer may be to blame. We have a duty to represent cheesemakers in the best way possible, and everything we do revolves around that.

Whilst I believe in a physical retail presence, we aim to form an 'experience' rather than just driving sales on-site. It is a chance for customers to get a feel for your business, approach, and of course taste some of the cheeses that we promote online. We also believe in subscriptions. By offering subscriptions at the centre of our business, and curating one-off boxes ourselves, we do reduce the element of choice from the customer, but what that achieves is the flexibility to ensure we only send the best cheese, at the best time of year, in best possible condition.

The vast majority of our cheese is sent out cut fresh. This means we can plan effectively and our wastage is almost 0%. We have found that most of our customers have not had

the chance to learn about quality cheese. Customers trust our expertise and are happy to leave the choices to The Cheese Geek team.

The question of subscriptions is one that we believe to be crucial for the future of the cheese industry. It is becoming increasingly clear that consumers value 'experiences' rather than simply products. We provide great cheese, but we also provide a cheese journey. We include bags of information about each cheese in every delivery to create a connection that is memorable between the consumer and their cheese.

The app will also ensure that this journey can be tracked digitally, in line with 21st century consumer expectations. Our investment in tech and software also means we have created the functionality to ensure every subscriber gets a unique cheese journey, and that this is scalable.

The cheese market has fallen behind craft beer, chocolate, coffee, olives, pasta, gin, wine (the list goes on); over the past 10 years as it has not received the right innovation or investment. At The Cheese Geek we aim to change that.

“It is becoming increasingly clear that consumers value ‘experience’ rather than simply products. We provide a cheese journey to create a memorable connection between the consumer and their cheese”



**PHILIP WILTON
WILDES CHEESE**

“The future of retailing”

The answer to the above is nobody really knows unless, of course, you are a two-hearted vortex-jumping time lord. I sit here and ponder the future and am going to give you my best guess. Why should you listen to me? I am the owner of a small and successful artisan cheese making business in North London. My husband and I make all our own cheese and we sell at farmers markets, we sell to quality hotels, we sell to quality retailers, we sell online across the country and we deliver cheesemaking classes in our micro-dairy. We have our fingers in many pots and some are hot and some are cold.

The bland middle is dead; goodbye to British Home Stores, House of Fraser and Debenhams. The mighty are falling and high street is starting to look like a film set of a post-apocalyptic movie.

I think there are now three major types of consumer; those

driven by price, those that like to think they are driven by quality but it's really about the price, and those who want to experience their shopping.

Lets start with the consumer driven by price. They stand nose to nose with the shop and check the price elsewhere on their phones. These people don't care if the shop staff hold up a cupcake and shout across the store, "Hey Marge, what's this? The bar code won't scan!"

They pretend its about the quality, or at least go home to think about it and then buy cheaper online. Who hasn't been in a major electrical store and been treated shabbily by some disinterested retail assistant? You get the information you want and then buy online. They don't mind the shop assistant shouting across the store if it's about their packet of garlic croutons or a £30 bottle of wine, but not the four cans of Stella.

The experience shopper wants to feel something, wants to experience something new,

wants to know about what they are buying. These people are willing to pay more because it is not just about the product but the feeling. They can buy the 'stuff' they need online.

The retailer wanting to attract the freer-spending consumer will need to offer something else. Nobody cares if a 50p cup of tea is a bit rubbish and the staff are uninterested, but they do care if you want them to pay £3 – they want more than just a quality product; they want an experience, they want to feel the experience, and they want to take away more than a bit of indigestion. They want to staff to know something about the product (all our staff make cheese before going out

to sell).

The experience shopper comes to us and learns about cheesemaking not because they will necessarily make cheese again but the want food to be an experience, something that touches them.

We have customers that travel from all over the world to experience cheesemaking and to be cared for by myself and our team. If it was just about cheese they would go to a shop and buy.

The future of retail is about knowing your customers and giving them the experience they desire – silly labels like 'hipster' and 'snowflake' have no place in retail.

“The retailer wanting to attract a freer-spending customer will need to offer something else. Nobody cares if a 50p cup of tea is a bit rubbish and the staff are uninterested, but they do care if you want them to pay £3 – they want more than a quality product; they want an experience, they want to feel the experience, and they want to take away more than a bit of indigestion”

**cheese
retail
perspectives
from industry
experts**

News, opinion and comment from dairy insiders

Scottish cheesemakers end battle over raw milk cheese production



Five Scottish cheesemakers who launched a crowdfunded campaign to challenge guidance by Food Standards Scotland regarding the production of raw milk cheese in Scotland have seen new guidance published as a result of the action.

The five businesses: Errington Cheese, Isle of Mull Cheese, Galloway Farmhouse Cheese, Cambus O'May Cheese Co. and Finlay's Farm Ltd believed the FSS's Guidance was contrary to agreed EU industry guidance and established best practice, and were concerned that it would make "raw cheese production in Scotland unviable".

They launched a Crowdjustice

campaign back in February and exceeded the initial £15,000 funds for legal fees, allowing for the preparation and submission of a potential judicial review.

As a result of the challenge, new Guidance by the FSS and Scottish Food Enforcement Liaison Committee (SFELC) has been published, in line with World Health Organisation and EU recommendations, leading the cheesemakers' legal action to be dropped.

Selina Cairns, director at Errington Cheese said, "We don't believe that Food Standards Scotland would have made any changes to the document had we not gone ahead with the judicial review – only made possible by the support given to the crowdfunding campaign."

She continued, "We're extremely hopeful that this is the last chapter of what has been an incredibly hard couple of years, with actions from Food Standards Scotland having detrimental impacts on our business and sales growth."

Dale Farm to cease production at Fivemiletown site

Dale Farm will not be renewing the lease on its Fivemiletown Creamery site and plans to relocate staff and cheese production to its facility in Dromona, Cullybackey.

The dairy cooperative bought the Fivemiletown speciality cheese brand from Glanbia Ingredients Ireland in May 2014 and reached an agreement with Fivemiletown & Brookeborough Co-operative to take over the production of its cheese at the

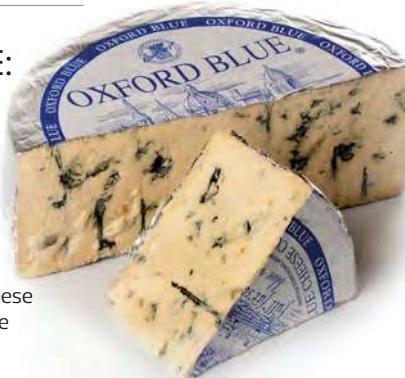
Fivemiletown site. Dale Farm leased the premises from Fivemiletown & Brookeborough Co-operative and took over employment of the staff.

Transfers to other Dale Farm production locations have been offered to the 18 staff employed at the site, and where this is not feasible redundancy packages will be secured.

The company has also confirmed that the low volume Fivemiletown cheese retail lines will no longer be carried.

CHEESE FACT FILE: OXFORD BLUE

- Country of origin: Britain
- Type: Blue
- Milk: Cow
- Rennet: Vegetarian
- Tasting Notes: A semi-hard cheese with a smooth and creamy texture and mellow flavour



Daylesford launches Penyston Brie

Penyston Brie is the latest cheese launch to come from Daylesford. In development for three years by Daylesford's head cheesemaker, Peter Kindel, the result is a mild and creamy soft cheese. Made on the farm using organic milk from its grass-pastured Gloucester and Friesian cattle, Penyston Brie is mould-ripened for at least five weeks to create a rich, buttery flavour, which is said to become earthy and slightly mushroomy with age.

Produced throughout the year, the makers state that Penyston is most interesting during the colder months when milk from the cattle gives the cheese a higher fat content and an extra buttery taste and texture.

From the heart of Brittany

Traditional butter produced in the heart of Brittany, from the finest local milk and cream.

ORIGINE BRETAGNE

Champion Butter International Cheese Awards 2015

INTERNATIONAL CHEESE AWARDS GOLD AWARD

Add some gold to the chiller

See full product range at sodiaal.co.uk
info@sodiaal.co.uk

Belton Farm
GREAT BRITISH CHEESEMAKERS

INTERNATIONAL CHEESE & DAIRY AWARDS NANTWICH 2018 EST 1897 SUPREME CHAMPION

Simply the best cheese in the world

T: 01948 662 125 W: www.beltonfarm.co.uk E: info@beltonfarm.co.uk

@specialityfood

The Bath Soft Cheese Co scoops top Artisan Cheese Award

Bath Soft Cheese, made by The Bath Soft Cheese Co, has been crowned Supreme Champion at the Artisan Cheese Awards.

The company also came first in the 'Organic' and 'English Cheese' categories. Awards for its Bath Blue and Merry Wyfe cheeses were also given.

Hugh Padfield, managing director at Bath Soft Cheese said, "It's wonderful for our Bath Soft Cheese to win this prestigious award at the Artisan Cheese Fair. The whole team have been working hard, on the farm and in the cheese dairy, and this fantastic recognition

makes it all worthwhile. We won Supreme Champion at the World Cheese Awards in 2014 for our Bath Blue and I felt that that was a once in a lifetime achievement, to win Supreme Champion again and this time for our Bath Soft Cheese is incredible. We believe our organic cheese is very special but it's a real boost to morale to hear it from experts in the industry."

Award-winning organic cheese producer Connage Highland Dairy also added another accolade to its collection after scooping 'Best Scottish Cheese' for its aged Gouda, as well as runner-up in the 'Best

Organic Cheese' category for its Connage Dunlop.

The Artisan Cheese Fair, which took place in Leicestershire, hosted around 10,000 attendees, and the awards ceremony and dinner which followed the fair saw over 70 cheese producers recognised for their produce.



Uncertainty over Brexit is "damaging" to the dairy industry, says the NFU

Opportunities will be available to the dairy sector post-Brexit, but uncertainty about the UK's departure from the EU and the future is "hugely damaging", according to NFU dairy board chairman Michael Oakes. Speaking as part of a panel debate at the Eucolait dairy conference in Edinburgh, Mr Oakes said that, "The EU is the largest international trading partner for the UK dairy sector. Between 2013-2017 more than 90% of UK dairy exports were sent to the EU, highlighting the significance of our future relationship.

"Dairy farming, like all businesses, requires long-term planning. But after months of negotiation, we still haven't got any certainty about our future which is hugely damaging. This means investment is being put on hold and essential jobs are not being filled.

"We're still in the dark about what trading environment we will be operating under and whether we will have access to a sufficient workforce to carry out essential roles on our dairy farms, or what the UK's future domestic agricultural policy will look like."

The chairman went on to say that, "While the UK is a net importer of

dairy products, there is demand around the world for the great quality food we are producing here. Our dairy farmers are keen to make the most of this, but we must not be undermined by Government trade policy which ignores our own high environmental, animal welfare and food safety standards, and ultimately fails to recognise the importance of domestic milk production.

"Once we have certainty about our future relationship with the EU, we need Government to look at how it can support the growth of the British dairy sector by helping us access key markets and invest in domestic processing capacity to allow the industry to meet demand.

"Meanwhile, we continue to call on both the Government and Parliament to ensure that the extension to our leaving date is used constructively and a solution is found which enables the UK to leave the EU in an orderly way, avoiding the risk of another cliff-edge no-deal situation in October."

**JUSTIN TUNSTALL
RETAIL CONSULTANT**

"Features and benefits"

In a previous life, I was charged with leading the pitch team for a new magazine to be produced by the publishing company for whom I worked, on behalf of a major broadcaster. I spent a month working with editors, writers and designers to pull together a presentation of which I was very proud. As a dry run, I showed it to the managing director. "Good stuff in there," he said encouragingly, but followed with, "Too much feature, not enough benefit!" It hurt because he was right. Thankfully it took only a little work to improve the work and give it greater impact. I had forgotten the first sales adage I'd ever heard – sell the sizzle, not the sausage.

In the world of fine foods, it's not difficult to accrue a lot of information about the provenance of the goods we sell. Each cheese, for example, can have a substantial back story: its production process, the career of its maker, the terroir from which it comes, and achievements such as awards and reviews. All fascinating stuff, but does it SELL the cheese to the shopper? I submit that it helps add value to a purchase (particularly for 'curd nerds') but the majority of customers respond and buy on how it'll taste, how it'll feel in the mouth and how it would work with other elements of their cheeseboard.

I was reminded of this last week as I went through a large number of excellent entries for the Young Cheesemonger event, part of the British Cheese Awards. We'd asked for a British cheese selection for £30, to satisfy six people. There were some beautifully constructed suggestions, with complementary

choices that made anyone knowledgeable about cheese salivate with expectation, but (and this is the important thing) with descriptions of how the cheese would taste, feel and look, as well as the provenance, which created desire in my tastebuds and then my brain. Conducting the exercise in the morning, it was hard not to break for an early lunch and check out what I had in my cheese larder! Conversely, some entries read like dry histories and didn't get the juices flowing. Speaking on the phone with another judge, it was easy to reach agreement on which entries appealed.

Disappointingly, a few entries seemed not to have read the question, preferring suggestions of Continental cheeses, or spending the money on elaborate pairings rather than the cheese. Some didn't cost their proposal or suggested too many cheeses, which would mean that not all of our table of six would have been able to taste every cheese.

Coming back to the real world of retail, there are some lessons to be learned here. Firstly, LISTEN to what the customer asks for, and try to fulfil that – perhaps explaining why they might wish to consider an alternative, but referring back to their request. Secondly, DESCRIBE the benefits that their purchases will deliver – knowing the taste and texture of our range counts for more than the cheesemaker's prior career. Finally, DELIVERING the practicalities of a shopper's request – adhering to budget (perhaps with a small margin!) and making sure that there'll be enough for all at the table. Then, sell accessories and accompaniments!

CARRON LODGE LTD

SUPPLIER OF CHEESE AND OTHER FINE FOODS



- Award winning cheese made on site
- No minimum orders
- Our 4 depots cover the majority of the UK
- Over 2000 products, including speciality cheese, charcuterie, antipasti & other deli lines stocked for next day delivery

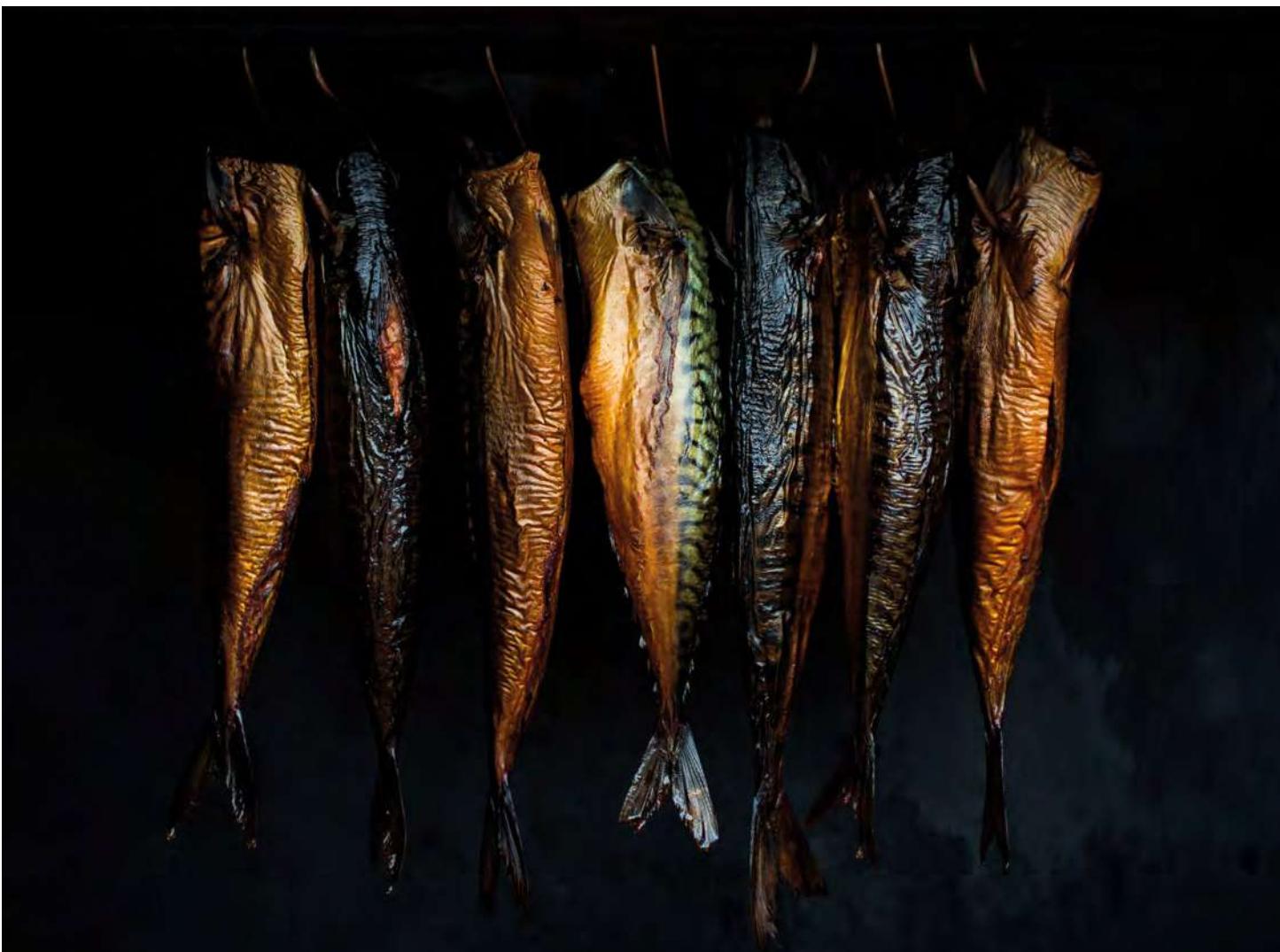
Carron Lodge Ltd, Park Head Farm, Inglewhite, Preston, PR3 2LN

T: 01995 640352

E: info@carronlodge.com

W: www.carronlodge.com





BEECH SMOKED DROITWICH SALT

Sourced from one of the oldest and purest brine springs in the world and flavoured by gently smoking the salt in beech wood.

droitwicksalt.com



YORKSHIRE RAPESEED OIL

This oil has been expertly smoked to a secret recipe by Staal Smokehouse to create a delicious cooking oil ideal for dressings, drizzling and roasting.

yorkshirerapeseedoil.co.uk



THE FORAGING FOX SMOKED BEETROOT KETCHUP

100% natural, made from oak-smoked beetroot and apples. Smoky, earthy and delicious. Gluten-free and suitable for vegans and vegetarians.

foragingfox.com



HALEN MÔN OAK SMOKED WATER

Halen Môn's innovative smoked water is a natural, clean-label ingredient which adds depth and savoury flavour to a huge range of food and drinks.

halenmon.com

SMOKIN' HOT

Smoked foods have been around for years, so what exciting developments are bringing products into the 21st century?

Smoking is an age-old way of preserving food, most commonly meat and fish, and businesses today are using classic methods of smoking to create modern and interesting products. Now much more than just a way to preserve, smoking is used to add more depth of flavour to a whole host of different foods.

For example, Droitwich Salt has its Beech Smoked product where the salt is gently smoked in beech wood by local artisan producer Macneils Smokehouse. La Fromagerie, run by owner Patricia Michelson, stocks a variety of smoked cheeses in the shop, such as Scamorza, a pasteurised buffalo milk cheese, described as being "hung over fresh oak chippings to smoke the outside ring a beautiful dark ochre colour. The aroma is intensely smoky and the taste is light." She also stocks Boucanier Fumé, San Simon 'Da Costa' and Smoked Montgomery's Cheddar.

Choosing woods

Smoky Brae, a traditional family run smokehouse, produces seeds, rubs, salts and even sugar. Graham Johnston, owner and chief smoker, explains how using traditional smoking processes is key to creating their products, and that starts with the right tools: "You must start with good quality hard woods (or peat) and then learn to control the humidity, temperature and air flow. All three must be controlled; to do this using traditional methods is very difficult to achieve and what sets us apart.

"The process varies from product to product, but all our naturally smoked ingredients are smoked for three to five days. We also do a lot of contract smoking for

other food businesses, too; these can range from 24 hour smokes to seven days."

James Eagle, managing director of The Pished Fish, agrees that the wood used is crucial, and he has found that different types produce certain flavours. He explains "We have four different combinations. Oak is the most common in the UK and gives quite a traditional and recognisable smokiness to salmon. We use this on our whisky and rum-cured flavours. Apple and alder is for our lighter, more herby flavours such as the Margarita with Tequila, Coriander, Chilli & Lime or the Gin & Tonic with gin, juniper, grapefruit and lime zest. This light wood smoke allows the flavours of the cure to really shine through.

"Juniper and cherry is quite smokey, but complex and aromatic as well. We use this in our Designated Driver flavour, which isn't cured in booze, and is all about the flavour of the smoke. It is much more flavourful than oak. Finally, we use hickory to

hot smoke. We do our Uncle Sam flavour over this by roasting in the smoker with hickory chips while the fish is glazed with Jack Daniels and honey. Hickory is quite common in BBQ and this gives our salmon a hint of barbecue that works really nicely with the bourbon and honey."

Modern vs traditional

While getting the right tools is the first step, mastering time-honoured smoking techniques is no mean feat. Graham says, "At Smoky Brae we only use traditional methods to smoke our products – it is a true artisan process. On a very basic level this simply means we only use wood and fire to produce our smoke naturally. This may sound obvious, but many smokehouses actually use electric smoke generators. Due to adhering to these traditional methods, there are no shortcuts. All our smoked ingredients require lots of time and attention, and we believe this is the key to the great flavour that we produce."

For James at The Pished Fish, alcohol is something that has been used for more practical purposes historically but is embraced in his products for the interesting flavour combinations they provide. "We use booze and botanicals as part of the cure and also in glazes to give different flavours and character to our smoked salmon. Traditionally a spirit would have been used in making gravlax (cured salmon), vodka or aquavit perhaps, to help stop bacteria growing. In this day and age we have refrigeration, so for us the booze is for flavour and a bit of fun!"

A high quality main ingredient is essential, and the demand for good quality salmon is undoubtedly there. James adds, "A few years ago, when I lived in London, there was a real trend for smokey barbecue flavours. This is why I first started; I was inspired by all the brining and curing of meat before barbecuing and found that the step that made the most difference to my BBQ food was brining in different liquids like Dr Pepper or whisky. It wasn't a big stretch to start doing the same with fish, and thus The Pished Fish was born. I think consumers are starting to realise that not all smoked salmon is made equal and the quality of the ingredients is paramount. Cheap supermarket smoked salmon is cheap for a reason. Our customers really notice how much better ours is."

“ Due to adhering to these traditional methods, there are no shortcuts, all our smoked ingredients require lots of time and attention, and we believe this is the key to the great flavour that we produce ”



THE SUMMER CHEESEBOARD

All you need to make your cheese selection sing during the warmer seasons

While fresh, pale-hued cheeses satisfy our hunger for refreshing flavours and versatile uses come the summer months – think salads, sandwiches, and light and bright cheeseboards – there is something to be said for not relegating punchier cheeses to the colder seasons. Blue cheese is not just for Christmas, although you might want to consider moving from the spicier options to the fresher ones, and from harder options such as Gorgonzola Piccante to its creamier cousin, Dolce.

To attract the picnic crowd, consider a display which brings all

items of their feast together – soft drinks, snacks and antipasti – meanwhile highlighting well-chosen wines to match (preferably stored in the chiller, if you have one), and grouping favoured summer cheeses in your counter; even making pairing suggestions within the display if you have room.

Shoppers are widely considered to be chirpier on sunny days than rainy ones, so use that to your advantage by engaging your customers in informal conversation – where they're off to for their picnic, any garden party plans – and make product suggestions accordingly. You never know, a portion of great cheese could be purchased for an upcoming birthday party then enjoyed off the cuff instead, thanks to a particularly sunny evening!

When it comes to deciding what to sell and serve with your perfectly curated cheese selection, it's easier than it might first appear. Simply think seasonal. Fresh fruit, summer honeys and locally-grown tomatoes and other salad vegetables are a sure fire way to success, and lighter, not-too-rich chutneys and pickles are a great option on the ambient front. Your cheese biscuit selection can stay more or less as is, but prepare for higher sales of simpler-flavoured crackers and potentially fresh bread, as shoppers' cravings for a crusty loaf topped with gooey cheese swell for picnic season. Adding charcuterie to a cheeseboard always goes down well, and expect classic flavours and fennel-spiked options to fly – potentially over and above darker, more peppery variations.

“ Enjoy a cold beer and enjoy the great range of soft cheese to accompany your summer loving (happened so fast) ”

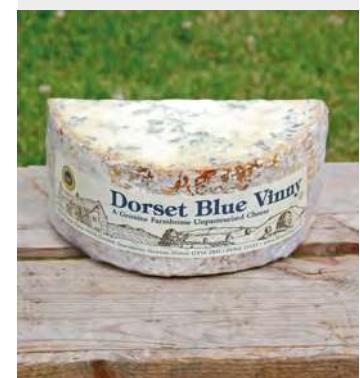
PRODUCT SPOTLIGHT

If you're summer cheese selection tends to veer towards fresh, soft cheeses, Dorset Blue Vinny could be just the cheese to help you extend your repertoire.

Dorset Blue Vinny is produced at Woodbridge Farm in the heart of the Dorset countryside, using milk from the farming family's own herd of Friesian dairy cows. The only producers of this unique artisan cheese, Michael Davies resurrected the recipe for Dorset Blue Vinny some 40 years ago and it was awarded Protected Geographical Indication Status (PGI) in 1998. This cheesemaking business is still very much family-run. Emily Davies, daughter of Michael, runs the business, while his son, Richard, runs the farm.

Made using pasteurised milk, which is handskimmed to produce a lower fat cheese, the award-winning Dorset Blue Vinny makes a delicious addition to any summer menu. Pair the cheese with some fresh pear or a fig/pear chutney for a light lunch or to round off supper on a cheeseboard. Crumbled on a summer salad, or added to a freshly grilled burger, blue cheese is as versatile as Cheddar.

Dorset Blue Vinny makes a great addition to lots of recipes – try blue cheese twists as a great snack with a glass of wine on a summer evening, add it to a quiche, or simply melt it on a barbecued steak!



YORKSHIRE BLUE

Champion English Cheese
2018

SHEPHERDSPURSE.CO.UK

INTERNATIONAL CHEESE & DAIRY AWARDS NANTWICH 2018 EST.1897
BEST ENGLISH CHEESE

AWARD WINNING CHEESES

Proudly Made in Yorkshire

Shepherds Purse Artisan Cheeses

great taste PRODUCER

BRITISH CHEESE AWARDS 2017
GOLD

THE CHESHIRE CHEESE COMPANY

AWARD WINNING CHEESES

www.cheshirecheesecompany.co.uk

For more info contact Ruth on 07702976704
wholesale@cheshirecheese.info
www.cheshirecheesecompany.co.uk

VIEW FROM THE DAIRY: SUMMER



We at Wildes are now in full swing with our summer collection of cheeses. A range of beautiful soft and lighter creamy offerings for the outdoor living. Cheeses that are eaten with salad, on bread, al fresco. It's just impossible to resist – food porn for us all.

Of course, here in the dairy, we are already past summer and thinking about our autumn range of warming and hearty cheeses. And just to shock you I am looking at our Christmas range – I know, I know, you don't want to hear about the big C but in cheese making it is just around the corner. So go out and enjoy the beautiful warm weather. Enjoy a cold beer and enjoy the great range of soft cheese to accompany your summer loving (happened so fast).

Philip Wilton, Wildes Cheese

I love summer. It changes everything, it changes the way we shop, the way we eat and the way we dress. Time to throw off those warm winter clothes and put on something cool and gorgeous. But never forgetting to keep those flabby areas discreetly covered!

Cheese also has seasons. Time to stop eating all those stronger harder cheeses and to slip into the cooler, smoother, soft ones.

We in the dairy sometimes liken ourselves to a fashion designer with a new range of seasonal handbags and shoes – and don't tell me you never fancy a new bag for the summer season. You deserve it.

I guess it's driven by the desire to eat more healthily during the summer, more salads, more fruit and more beer. I have no evidence for this, but I think we all eat out more – there is nothing more attractive and alluring than a beer garden in the summer.

“ When it comes to deciding what to sell and serve with your perfectly curated cheeseboard, it's easier than it might first appear. Simply think seasonal ”

UK-PRODUCED CONTINENTAL FAVOURITES

It's during the al fresco season that some Continental styles really come into their own. Think Halloumi, Feta and a great Mozzarella or Burrata. That's not to say that you have to rely on international suppliers to get your fix of classic summer-suitable cheeses; Shepherds Purse's Yorkshire Fettle is an inimitable alternative to traditional Greek Feta from these shores, and the Sussex-based High Weald Dairy produces a quality British alternative to Cypriot Halloumi.



YORKSHIRE WENSLEYDALE

From the heart of the Yorkshire Dales. Perfect for crumbling onto summer salads.
wensleydale.co.uk



SNOWDONIA CHEESE COMPANY BEECHWOOD

Mature Cheddar naturally smoked over beech wood chips for a smoky depth of flavour.
snowdoniacheese.co.uk



ODYSEA MANOURI

A semi-soft whey cheese produced using a mixture of sheep and goat milk with top quality cream.
odysea.com



SHEPHERDS PURSE YORKSHIRE FETTLE

Made with whole ewes' milk, with a piquant, lemony flavour and slightly crumbly texture.
shepherdspurse.co.uk



SIMON WEAVER COTSWOLD BRIE

Made from 100% cows milk and available in three different varieties: classic, blue-veined and herb.
simonweaver.net



WINDRUSH VALLEY GOAT DAIRY

A milk goats cheese with a citrussy flavour and fresh, light texture.
windrushvalleygoatdairy.wordpress.com

Dragon
Proudly owned by our farmers

MILD WELSH CHEDDAR
CAWS CYMRUD MINYN

VINTAGE WELSH CHEDDAR
CAWS CYMRUD CLASUROL

MATURE WELSH CHEDDAR
CAWS CYMRUD AEDOFED

VINTAGE CHEDDAR & LEEK
CAWS CLASUROL EDO CENNIN

80% REDUCED FAT WELSH CHEDDAR
CAWS CYMRUD 80% LIAU FRASER

WELSH CAERPHILLY
CAWS FILI CYMRUD

WELSH MADE • WELSH COWS • WELSH MILK

dragonwales.co.uk

[Facebook](#) [Twitter](#) [Instagram](#)

Sponsored by



PETER'S YARD



COMMUNICATION:

Signage and education can make the difference between a sale and a walk-out. Here's how to get it right

As a cheesemonger, your role in the food industry is that of an educator – an expert to connect the consumer with the producer and even farmer – so the methods you use to convey information is key.

The two cornerstones to successful communication are labelling and staff training, and with thorough preparation of both you'll be well on your way to boosting your cheese counter sales.

Labels are a key part of the communication element of selling – with staff understanding

interaction with customers, of course, another. A spokesperson for the cheese counter at Selfridges's flagship Oxford Street store advised that, "Cheesemongers should have good knowledge on the flavour profiles of the cheeses in their counter as a minimum. Technical knowledge is also important, but most customer requests are based on flavours and textures, e.g. 'I need a mild goats milk cheese', or 'I'd like a creamy blue'." When it comes to corresponding customer conversation patterns with counter display, the spokesperson advises:

"We prefer to display by type rather than country, this helps if a customer just wants a specific type of cheese."

The position and promotion you give each cheese in your counter will depend on its individual personality. For example, at Gonals Farm Shop, director Georgie Mason explains, Stilton needs no introduction. "All our local Stiltons have a lot to say from their size and the space given to them in the counter. They are our regional best-sellers and ooze display in their own right – they

are always displayed towards the end of the counter because they are so well known they don't need much in the way of 'eye level is buy level'." Compare this to smaller sheep cheeses, though, also locally produced, and Georgie says that they need to be "under the nose of our customers to get past their difference and higher price." Plus, they require more effort from selling staff, who need to spend more time talking about and offering tastings of them than is necessary for well-known cheeses like Stilton.

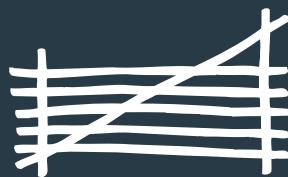
Justin Tunstall, advisor and consultant, agrees that it's worth putting in the time to really push a great under-the-radar cheese. "Cheeses of the month (often on a special price from the wholesaler) can merit a flyer with the full story: tasting notes and the cheese's provenance," he says, going on to suggest that a layer of personality can add a certain *je ne sais quoi* to the sale: "Counter labels can convey more than just price and the name of the cheese – the type of milk, pasteurization and organic status are common on labels, but I found that I could include a line of 'colour' – perhaps an interesting fact about

the cheese, or just my opinion of it – without downsizing to an unreadable type size."

Katrina Kollegaeva, food anthropologist suggests that the rich variation and histories behind the cheeses you stock could allow for customers' imaginations to roam. She says, "Such rich ambiguity is a fertile terrain for your consumers to create their own little worlds, where the cheesemonger becomes a guide into the enchanted world of fermented milks and moulds," and suggests that by allowing the customer to make connections between the cheeses they're tasting and their own memories and experiences, you can build a deeper appreciation for the products:"

For Gonals Farm Shop's Georgie, the key to strong sales lies in taking the time to recognise the customer experience and adapt your displays and techniques accordingly. "I explain to the team that we must look through the eyes of the customer," she says. "Is our message to them through display clear and beautiful or is it muddled and confusing?" Being succinct and personality-full is key: "Cheese labels and tickets must be 100% legible clear and concise, if our Brillat Savarin cheese is the creamiest most sinful cheese in the counter, we shout about it. This is a deal breaker for some customers but a reason to get excited for others."

Once you've trained your staff on the intricacies of the cheeses you stock, as well as perfected the art of labelling, "Don't forget to inspect each cheese on display on a daily basis," advises Dan Bliss, store manager at Paxton & Whitfield's flagship Jermyn Street shop in London. "It enables you to check that all your labels are in place – it's amazing how many cheese labels disappear during the day!"



PETER'S YARD

The natural choice for cheese



SPOTLIGHT ON: CHARCUTERIE

With quality meat from the UK pairing with Continental know-how, now's the time to support the rise of Britain's charcuterie scene

In Britain, we've always cured," says Henrietta Green, founder of the British Charcuterie Awards. "Historically, we survived the winter famine by preserving or salting the summer's feast. Think ham, bacon, Bath Chaps, Lincolnshire Chine, black pudding, salt beef, spiced beef, potted meats and so on; they are our traditional charcuterie." So, if the UK has its own curing heritage, why for so long has the majority of charcuterie products on its shelves been sourced from Europe? Whatever

CHARCUTERIE IN THE US

Sean: "In the US they are much more into home curing and smoking meats largely due to the prevalence of hunting and of small holding. There are some big companies making charcuterie in the US, but the craft movement is still bubbling up – in some ways we are ahead of the curve here when it comes to localisation and celebrating provenance."

the reason, the good news is that British charcuterie makers are melding their country's heritage with Continental influences to produce a winning range of products the nation can be proud of – and use to indulge their desire for local. "There is a growing interest in buying British – and locally-sourced if possible is even better – and stocking British charcuterie satisfies this need," says Henrietta. As sometimes the smaller makers can be hard to track down, Henrietta has produced an online directory to help charcuterie lovers and stockists find what they're looking for.

"I am a lover of all charcuterie first and foremost, but I do strongly believe in eating locally produced products," says Sean Cannon, co-founder of charcuterie icons Cannon & Canon. "For me, much of the added value in buying British is in the knowledge that your food isn't being mass-produced and

floated around the world before it gets to your plate." This philosophy extends beyond the UK; "I believe in growing, raising and eating what is natural to your environment and so if I was in Italy I would eat Italian salumi," he continues. "I want to eat what is made here and contribute in my small way to a simpler and more efficient food landscape."

How do the products that come out of Britain's smaller-scale charcuterie industry measure up to that from the more established Continental makers? "In the UK we have exceptional meat but no infrastructure really for charcuterie so you get very good small batches," explains Sean. "On the Continent the batches are much larger, sometimes to the detriment of flavour and texture." Continental classics such as prosciutto are undoubtedly popular in the UK and have been for some time, and 'new wave' British makers are now adopting Continental techniques

to produce the likes of salamis and air-dried hams using quality UK-sourced meat. Henrietta likens the growth of the British charcuterie scene to the evolution of our artisan cheese industry. "Way back over 25 years ago, British cheese was almost exclusively about our hard-pressed territorials," she explains, "then artisanal cheesemakers sprung up and produced Continental-style products – rind-washed or ripened, oozy creamy cheeses. At first some were a little under-par but now they flourish and match any of their Continental cousins." Consumer understanding is growing, and independents are well-placed to both boost and cash in on this through tastings, meet the maker events and educational signage.

"The British charcuterie industry is young and needs our support if it is to grow and flourish," she continues. "What is interesting is that for the most part, it is made up of small craft makers – artisanal and working on small scale, raising their own livestock or sourcing locally from known farmers, often using traditional or rare breeds, creating their own blends of spices and flavourings." In other words, just the sort of thing independent fine food retailers – and their customers – revel in. When it comes to selling British charcuterie, Sean thinks consumers need help. "It can be confusing and a bit scary to buy charcuterie – especially freshly sliced. I think having clear signage that firstly details why the product is so premium and secondly suggesting that 60g, for example,

is about the right amount for a meal for two if sliced thinly can help alleviate people's fears of over spending or over buying." Education is key, for staff members too. "Indie retailers have to get confident in the terminology and that confidence will translate to their customers," he says. "Information, advice and tasting are the three watch words!"

PRODUCT SPOTLIGHT

HENRIETTA



- Mangalitsa Air Dried Ham from Beal's Farm
- Spiced Loin from Tempus Charcuterie

- Marsh Pig's Fennel Salami for its joyful meatiness and balance of fennel with pork

- Venison Salami with Cacao & Chilli from Ambrose Sausages, a cunning flavour combination that really works

- Smoked Bath Chaps from Lishman's of Ilkley – a modern interpretation of a classic

SEAN



- Tempus are perhaps the most prominent of the newer producers and their range is exceptional

- Up North, a butcher turned charcutier, is making waves locally in Newcastle and they are known as Meat, Salt, Smoke – I expect you will hear more about these guys pretty soon

“ I want to eat what is made here and contribute in my small way to a simpler and more efficient food landscape ”



WHAT'S NEW IN BISCUITS?

The sweet and savoury biscuit sector is filled with exciting changes, from investment into organic to the rise of sourdough

The British are known for being partial to a cup of tea and a biscuit, and it seems this love affair is far from over. According to research from Mintel's *Biscuits, Cookies and Crackers March 2017* report, nine out of 10 people in the UK (91%) eat regular sweet biscuits and around

77% eat regular chocolate biscuit bars. Savoury biscuits and crackers are eaten by around 69% of people. While new launches are coming to market from companies all the time, consumers do seem to continue to enjoy the more classic tastes and flavours, and the popularity of biscuits has stayed steady.

Sweet & simple

Joe and Dawn Reade launched Island Bakery Organics back in 2001 with an initial range of just four varieties, and have been a respected purveyor of biscuits ever since. Dawn comments, "Biscuit eating is a national pastime for many of us in the UK, and everyone has their favourites. There have been lots of flavour trends over the years, and we have resisted jumping on too many new taste bandwagons. Often the simplest and most traditional combinations are what really stand the test of time and popularity. We find that chocolate in any guise is perennially preferred. With that being said, we are hoping to launch a few new varieties in the coming year. In keeping with our philosophy, these will not reinvent the biscuit world but offer the Island Bakery take on some classic combinations with maybe one or two more adventurous interpretations."

While the food and drink industry has moved towards 'healthier' products promoting gut health, wellness, low sugar and free-from, it's clear there is still a place for sweet biscuits. According to the same Mintel report, "Concerns over sugar have so far had a minimal impact on sales of sweet biscuits, which represent 64% of the total market value. While volumes were flat in 2016, value sales were up 1% to £1.7 billion, driven by a 1.5% increase in average prices paid for sweet biscuits as consumers opted for quality and more indulgent sweet biscuits over quantity."

Dawn adds, "Biscuits are certainly not a health food, and we have resisted any attempt to try to make our biscuits fit a 'healthy eating' profile. There are a few reduced sugar or reduced fat products on the market, and often they have other, less straightforward, ingredients added to them. The healthier approach, to our mind, is to reserve biscuits as a treat you can really enjoy occasionally. Eat fewer biscuits if you are mindful of healthy eating, rather than substituting them with something second best."

Dawn continues, "We have been committed to organic food production since we launched our biscuits, because this system of farming has so many benefits for animal welfare and local ecosystems. We also strive to be environmentally conscious as far as possible, using only renewable energy - locally-generated electricity from hydro and wind turbines, as well as biomass-fuelled ovens from local sustainably-grown timber. We do not use palm oil in our recipes, only butter. We are exploring ways to reduce the plastic we use in our packaging and hoping to replace the plastic trays with paper very soon. We will still need to use plastic film to keep the biscuits fresh, as biodegradable alternatives do not yet offer stable and reliable seals over the lifetime of the product. Hopefully one day this will be possible."

WHAT THE RETAILERS SAY:

We sell Teonis from Devon and Farmhouse Biscuits from Lancashire and savoury biscuits too to go with cheese from Fine Cheese Co. from Bath.

We streamlined our sweet range to the two brands above and it worked really well for us. They were the most popular brands for us and now we focus on making sure we get their ranges right – Mild Ginger and Oat Flips are the bestsellers from Farmhouse Biscuits.

Cheddar Gorge Cheese Straws are our most popular savoury item.

We also sell lots of the Image on Food Gingerbread biscuits. We stock a range of these all year and then seasonally this increases to include Easter, Christmas and Valentine's-related gingerbread.

Biscuits have always been popular for us. Perhaps also now we've streamlined our sweet range too that has helped our sales. It looks like our customers prefer a traditional biscuit!

**Jemma Bentley,
operations manager at
Cobbs Farm Shops**

We source our biscuits from local wholesalers who offer a great selection. We sell mostly savoury biscuits and crackers, and these are mainly for cheeses and to be eaten as a healthy snacking alternative – I personally recommend our charcoal crackers.

Normally whole grain, seeded and other properties (in biscuits) mean it's a healthier choice. We do very well on sourdough crackers and oatcakes, they are very popular in particular.

Flavour, of course, plays a huge part in most of the sales. Whole grain, seeds, sourdough, charcoal etc. all have very interesting and different flavours.

Ben Aveling at Radmore Farm Shop

Organic indulgence from the Hebrides

www.islandbakery.co.uk

"Surprisingly, we get relatively little feedback from customers about our organic or environmental credentials, but this doesn't deter us from sticking to our own principles. I think, by and large, most of our customers appreciate the quality of our products, with the story behind them being an added bonus. Of course, for those who are actively choosing organic foods, our biscuits fit the bill perfectly."

Not only is the popularity of sweet biscuits continuing, but the market for the more novelty decorated biscuits are also seeing success. Image on Food's new Original Biscuit Bakers brand sees the products iced by hand and are available for a variety of special occasions. "Following a successful launch we have had an excellent start to the year with sales of our decorated biscuits," says explains Gemma Williams, senior product manager at Original Biscuit Bakers.

"The rise in popularity of staycations in 2019 has already led to excellent sales across the board. Our character biscuits remain our most popular designs, with our Unicorn and Farm Range biscuits averaging a 57% increase in sales in a like-for-like period on last year. We have also introduced a new Seahorse and Starfish design for 2019 that evokes popular seaside memories and is already proving to be extremely popular."

Throughout 2019 we will be introducing a selection of quirky new characters, tapping into the nation's most popular new trends.

“We have been committed to organic food production since we launched our biscuits, because this system of farming has so many benefits for animal welfare and local ecosystems”

These include a cute new avocado design biscuit, a gingerbread Llama and a sleepy Sloth."

Savoury

Moving on to the savoury end of the scale, figures from Mintel reveal that sales slipped in 2016: "Sales of savoury biscuits declined in 2016, taking the value of the market down to £435 million. Savoury biscuit volume sales have been flat over the last five years, despite the best efforts of brands, such as Ryvita and Jacob's, to encourage greater consumption of savoury biscuits."

Consumers are taking more of an interest in ingredients and how products are made, with buzzwords like 'artisan' and 'handmade' becoming more important to them. There's also been a huge push in the healthy and wellness sectors

with sourdough, wholegrain and seeded products proving popular. The market has opened up to other brands that are providing crackers, savoury biscuits and crispbreads that can not only be a healthier snack, but also lighter lunch options.

Peter's Yard offers sourdough crispbreads that follow an original Swedish recipe with products including Charcoal & Rye, Spelt & Poppy Seed and Pink Peppercorn. Wendy Wilson-Bett, co-founder of Peter's Yard explains, "We know from our research that above everything else, our fans love the taste, texture and appearance of our crispbread."

A growing awareness of 'real bread' also means that our food-loving consumers appreciate the quality that comes from carefully selected ingredients and our naturally fermenting sourdough that is allowed to develop for 16 hours before each batch is handbaked.

I have witnessed a growing interest in crafted UK produce including specialist cheeses, craft gin, craft beers and properly made bread. They all show that the UK consumer is more in love with food than ever and prepared to pay more for natural products made with time and care.

Within savoury biscuits the decline of mainstream offers from the bigger brands like Jacobs and the growth in premium brands like Peter's Yard follows this trend. We continue to see double digit growth in all our trade channels, and there are no signs of this slowing down."

a firm favourite, especially with myself and Emma. Other bestsellers are Cottage Delight's cheese palmiers and cheese straws. Demand is great when they are sold on offer – two for £5 – and a weekly top-up is essential.

I wouldn't say there are any big trends in biscuits; our customers are always looking for some newness so we often try new lines to keep the shop looking fresh. On the whole we try to avoid generic brands that supermarkets stock, partly because we need a point of difference and because we can't compete on price.

We also do a range of our own Denstone Hall homemade cakes and biscuits baked on-site which we run alongside the other branded products. The two types of offerings work well side by side.

RETAILER PERSPECTIVE



Rupert Evans, who runs Denstone Hall Farm Shop with wife Emma, shares how well biscuits sell in their business

SWEET

Our biscuit sales are generally on the up and one of our bestsellers are Farmhouse Biscuits. We're putting this down to their rustic packaging, which works well in our farm shop environment, as well as their 'family

favourite' choice of biscuit and their price point. They're good value for money. The kids' decorated ginger biscuits from Taste of the Country also do really well, because they offer lots of choice and are a good alternative to standard chocolate confectionery. We enjoy steady weekly sales of Franks tray-bake flapjacks, which are a firm favourite. Generally our higher price point luxury biscuits struggle through the summer months, but inevitably they pick up over the festive period, when decorated tins for gifting are great movers for us.

SAVOURY

On the savoury front, Peter's Yard Swedish sourdough crispbreads are a winner, because they're so moreish. The Pink Peppercorn Crispbreads are

irresistible tangy treats dipped in indulgently rich white chocolate.



STAG BAKERIES CAJUN WATER BISCUITS

Delicately spiced, full of flavour and a great accompaniment for any kind of cheese.

stagbakeries.co.uk



EASY BEAN RED LENTIL & POPPY SEED CRACKERS

A savoury cracker with a hint of sweetness and a crunchy texture; made from protein-rich red lentil flour.

Gluten and dairy-free.

easybean.co.uk



ARTFUL BAKER VALENCIAN ORANGE, PISTACHIO & CARDAMOM

Craggy biscotti and the light citrusy twang of Valencian orange collude with a discreet dash of spice and a generous smattering of pistachios.

theartfulbakers.co.uk



PEP & LEKKER SEED SNACKS

All-natural and vegan-friendly nibbles available in two new satisfyingly sweet flavours: Cacao & Coconut and Apple & Cinnamon – each bristling with beneficial protein and seeds.

pepandlekker.com



ISLAND BAKERY LEMON MELTS

Irresistible tangy treats dipped in indulgently rich white chocolate.

islandbakery.co.uk



FARMHOUSE BISCUITS CRANBERRY & PUMPKIN SEED SAVOURY BISCUIT

The seeds in this recipe have been specially selected to complement the fruity, flavoursome cranberries, resulting in a delicious sweet and savoury biscuit.

farmhouse-biscuits.co.uk

BILLINGTON'S GINGERBREAD

SINCE 1817

SINCE 1817, THE ARTISAN BAKERS OF MARKET DRAYTON, SHROPSHIRE, HAVE BEEN KEEPING A CLOSELY GUARDED SECRET; THE COVETED RECIPE OF

BILLINGTON'S GINGERBREAD.

RICH, EXOTIC AND FAMED FOR ITS 'DUNKING DELIGHTS' BILLINGTONS GINGERBREAD FINGERS CAN BE ENJOYED DIPPED INTO MORNING COFFEE, DELICATELY NIBBLED WITH AFTERNOON TEA OR DARINGLY DUNKED INTO A GLASS OF PORT AFTER DINNER. EQUALLY SATISFYING WITH DESSERTS & CHEESEBOARDS.

WITH LINKS TO THE ANCIENT SPICE ROUTES, OPEN UP AND ENJOY A TASTE OF HISTORY LIKE NO OTHER.

DISCOVER MORE SPICY SECRETS AT:
WWW.BILLINGTONSGINGERBREAD.CO.UK
OR CONTACT US ON: 01680 650780



When it comes to launching a brand in the tough world of fine food and drink, passion, experience and a clear vision are the key ingredients to success, and a company that knows this all too well is Australian-based Olina's Bakehouse.

Production of the premium specialty crackers began back in 2015 and from the get-go the encouraging feedback set a trajectory for a positive path, says Ian. "From the beginning, we were most excited by the very positive consumer response we received to our premium specialty crackers, and demand quickly increased. We had done our homework and brought years of learnings to Olina's. Our vision for the Olina's Bakehouse brand was very clear – we wished to produce not only the most delicious premium quality products but ones that lead through innovation and creativity. We also recognised the vital role we needed to have with our retailers as well as the importance of understanding the demands of our market."

The Olina's Bakehouse brand reflects the decades of experience that each of the founders brought to the table within the 'premium entertaining' category, which included production, market development and supply. Since launching, the business has grown from five members of staff to a team of 250 today, and has been recognised as the number one deli/artisan cracker supplier in Australia, as well as Top Ranked Supplier 2018 in the Australian Grocery Deli Category.

Going for growth

After making their mark in Australia, the company naturally started looking to the wider marketplace. Ian says, "From

MEET THE PRODUCER

Australian-based Olina's Bakehouse is bringing its products to the UK market this year. Sales director Ian Pascoe tells us its story



commencement, we planned to enter the export market as we always have had confidence in the integrity of the Olina's Bakehouse brand. Our first foray was in the USA market where we achieved exceptional success, growing by 80% year-on-year. With UK consumers already requesting our products, this naturally gave us greater determination to enter this market. We also knew that Olina's Bakehouse products, with their premium quality and delicious flavours, could meet the expectation of UK consumers who enjoy home and casual-style entertaining.

"While Australia is often cited as inspirational and leading the way in terms of innovation, we believe

that consumers in both markets are seeking distinctively delicious, quality crackers and unique products, to add to their entertaining platters. The UK market has a similar entertaining culture to Australia and an appetite for innovation." To meet demand they have also recently moved to new premises which allows them to manufacture a wider range of premium crackers under one roof and more than doubles their capacity, an impressive feat.

Ian makes clear that they are confident in the quality and innovation of the products that will be introduced to the UK market, as investing in strong technical knowledge and support was key. "With outstanding experience in the development of

premium entertaining products, head chef and partner, Jim Leckey, has created recipes that are on-trend, using premium ingredients and offer a hint of the homemade, because they deliver delicious quality and flavour."

The Wafer Crackers and Seeded Crisps are being introduced to the UK. "Double baked using premium ingredients, each include the natural goodness and, in the case of our Seeded Crisps, the wonderful flavours of real fruit and seeds.



“We plan to continue to grow this important UK market segment with a commitment to develop strong partnerships”

"There are no artificial flavours or preservatives in our products," Ian says. The wafer crisps are the ideal accompaniment to cheese, charcuterie and dips, with four varieties available: Natural, Cracked Pepper, Sesame and Poppy Seed. The Seeded Crisps are also available in three varieties: Cranberry & Pumpkin Seed, Cashew & Rosemary and Fig & Almond.

The company also caters for those who need or prefer to shop within the free-from sections. "We added gluten-free and vegan products to our portfolio last year. Olina's gluten-free and low carb products are the market leader in Australia, and it is this range that we plan to launch in the UK before the end of 2019."

With a busy four years behind them already and plenty in the pipeline, what does the future look like for the business? Ian says, "This year, Olina's Bakehouse will continue to work closely with UK consumers and retailers alike to build brand awareness and sales through appropriate marketing and promotional support. We can also offer a Private Label solution for this category. With a dedicated UK market sales management team and warehouse facilities, our overriding approach will very much reflect how we work in Australia. At this early stage of our entry into the UK market, the Olina's Bakehouse range is available to independent retailers via Cotswold Fayre. We plan to continue to grow this important UK market segment with a commitment to develop strong partnerships."

Olinas
Bakehouse

Satisfyingly Crispy Carriers

Crackers for every occasion

Wafer Crackers
Light and Crispy with delicate flavours

Seeded Crisps
Packed full of nuts, seeds & fruit

Available now from Cotswold Fayre www.cotswold-fayre.co.uk Phone: +44(0)3452 606060

THE FUTURE IS FEMALE

Sally Wynter explores the challenges and successes facing women entering today's food and drink market



MICHELLE OVENS

Female founders, or so called #shepreneurs, are on the rise. In fact, female-owned small businesses are the fastest growing type of start-up in the UK with the proportion of British women going into business up 45% in the three-year period between 2013-2016, according to a report by Aston University in Birmingham.

It's a step in the right direction, but when it comes to building substantial businesses that flourish beyond the kitchen table female founders face an uphill struggle. The latest Government-funded research suggests that for every £1 of venture capitalist investment in the UK, less than 1p goes to businesses run solely by women. But whilst it's true that women have a harder time pitching to investors (who are on average 91% male, according to the UK Business Angels Association), the reality is that only 5% of pitch decks (shortened business plans outlining the investment opportunity) put forward are by female-led start-ups.

So, what's stopping them? Well, for starters, there are discrepancies in cultural attitudes that can lead to differing levels of support and encouragement between girls and boys. Kimren Basi, whose hot sauce won her a BBC Good Food Champion title in 2018, recalls the significant disapproval she faced from the Asian community: "They laughed at me and said I shouldn't have my own business – they said I should be a housewife instead". And whilst not all face prejudice as overt as this, four in 10 female founders reported they had "frequently encountered" gender bias whilst running their start-up and expected it to remain that way as they scaled, according to a recent Unilever Study on entrepreneurship.

"MUMPRENEURS' NOW CONTRIBUTE £7.2BN TO THE UK ECONOMY EACH YEAR AND ARE EXPECTED TO CONTRIBUTE £9BN BY 2025"

MUMPRENEURS UK

Challenging perceptions is something co-founder of Fresh Sauce Co., Victoria Monaghan, had to face when doing their first round of investment for the business last year. With her co-founder and partner – an accountant by trade – by her side, she felt that she had more to do to prove herself as an able part of the business. "It takes a while for them to realise that you know what you're doing... that you're not just the kitchen girl". The key for her was facing those old-fashioned attitudes head on. "They definitely know now – I set the record straight!" she laughs. The success of which has been plain to see, with the business recently being named a Future50 company and a Co-Op Food Stores listing on the cards in the coming months, all within two years of starting up.

Looking beyond gender bias, there are some very practical reasons that the number of female entrepreneurs still trails their male equivalents. In most households women still take on the main role of raising children, and 65% of women with a youngest dependant aged three or four years old are unemployed; the highest rate of unemployment in all adults with, or without, children. However, the modern landscape of motherhood is shifting rapidly. The latest data from the Office for National Statistics showed women are kicking the trend, with almost three-quarters of mothers now in full or part-time work with a similar proportion

(65%) considering starting a business from home in the next three years. Fuelled by increasing opportunities in flexible working alongside improved Wifi availability, 'mumpreneurs' now contribute £7.2bn to the UK economy each year, according to Mumpreneurs UK, and are expected to contribute £9bn by 2025.

For many food and drink start-ups, scaling up production from a rented or home-based kitchen to a manufacturer can be one of the biggest, but also one of the most important, milestones in gaining key retail listings and achieving substantial growth. As a young female founder, Rushina Shah, founder of Not.Corn, struggled with what she saw as a heavily male-dominated industry. "It was definitely intimidating for me to approach these men who had worked in this industry for years. To date, I still haven't ever met a female manufacturer!" Being turned down by several manufacturers knocked her confidence but, inspired by other female-led food start-ups, she remained persistent. "The most important lesson that I have learned from setting up Not. Corn is that when someone states that something is impossible, they are stating their own limitations and not yours." Eventually finding a manufacturer that "shared her vision", she was able to launch a European first with her popped sorghum snack.



RUSHINA SHAH



KIMREN BASI

So what's driving the rise in numbers now? Michelle Ovens MBE, founder of f:Entrepreneur, a campaign that celebrates inspirational women through events and digital content, suggests women are taking up entrepreneurship when faced with a corporate world that can't satisfy their needs for flexible working. "A principle reason many women start their own business is to gain control. Of their own accord, they are growing organically, creating opportunities, and providing flexible working". Intriguingly, she also suggests many women are shunning "the traditional, male-defined framework of 'success' – based purely on profit margins" and instead aspiring to start ethical businesses or those that benefit the local – or wider – community.

“They laughed at me and said I shouldn't have my own business – I should be a housewife instead”

FREE
TO ENTER



FUTURE FOOD AWARDS

Are you the **future** of food and drink?

The Future Food Awards are here to give revolutionary businesses their chance to shine

Brought to you by Speciality Food Magazine and The FoodTalk Show, they're giving the most exciting businesses of today a step towards success, international recognition and money-can't-buy contact with some of food and drink's most revered experts.

5 reasons to enter

1 The Future Food Awards are here to give revolutionary businesses their chance to shine.

2 Be featured in Speciality Food and spread awareness of your brand across the UK and beyond.

3 Have a slot on the renowned FoodTalk show and become known to food lovers around the world.

4 Present your business to a panel of judges at Bread & Jam - the UK's first food founders' festival.

5 Build relationships with industry experts who can help take your business to the next level.

Are you an innovator, start-up or brand which offers a taste of what's to come?

Enter now at: futurefoodawards.com

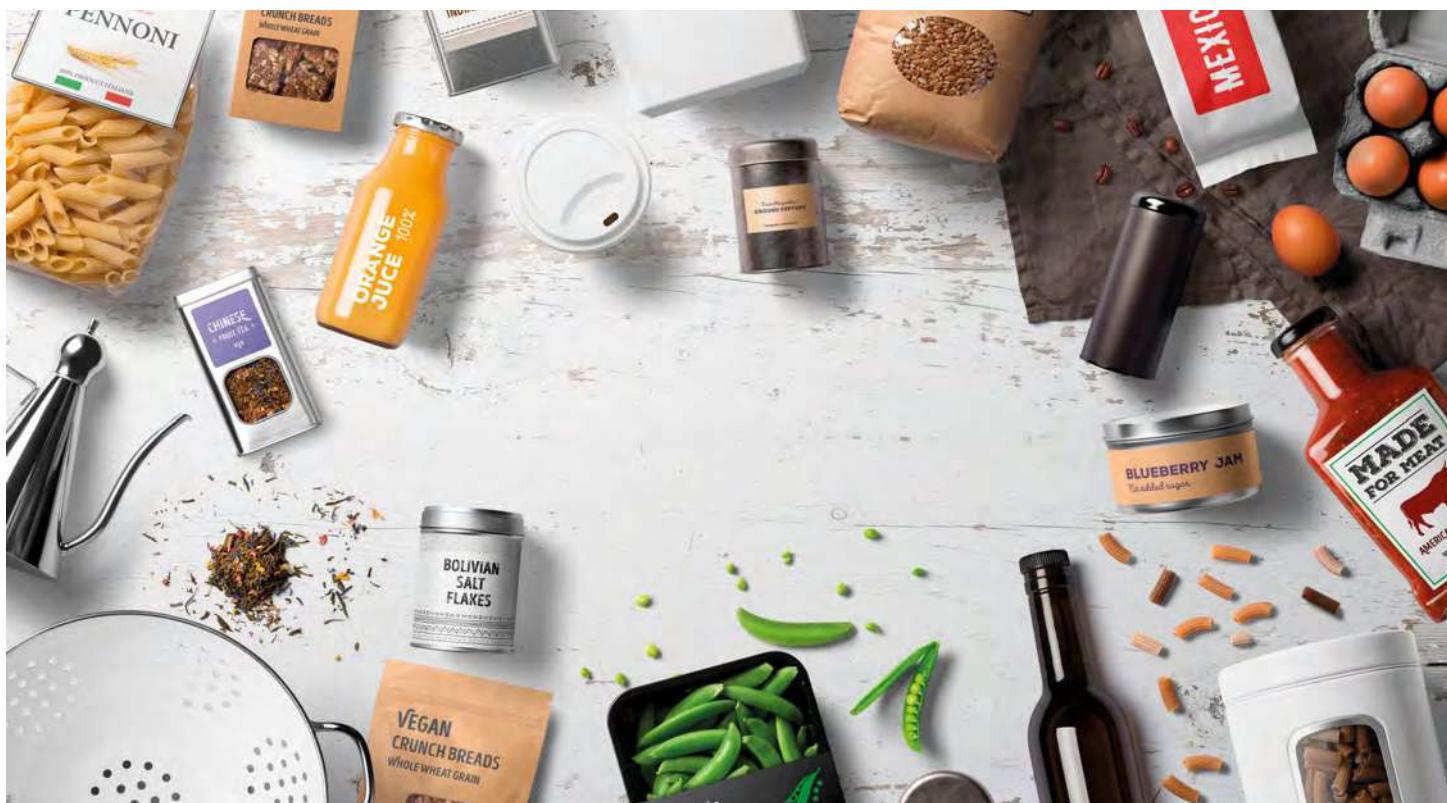
Brought to you by

SPECIALITY FOOD
MAGAZINE

The
FoodTalk
Show

Hosted at

**BREAD
&
JAM**



LABELLING & PACKAGING IN 2019

With shoppers increasingly conscious of eco credentials and transparency, the time is right to revisit your options

The health and safety of consumers is a top priority for producers and retailers of food and drink, and, thanks to recent high profile incidents – the Pret A Manger allergen scandal of 2018 being just one – and the growing recognition of the impact non-environmentally friendly packaging has on the planet, today's consumers are more conscious than ever of what goes into the products they buy beyond its ingredients. "All producers and independent retailers need to

consider how they will manage to produce accurate labels for all the food items they make or produce, on-site or otherwise," says Ken Moir, VP marketing at NiceLabel. "It is important to get this right now. Not only are labelling regulations set to change, but consumers are also demanding more information about the origins of their food as well as its net carbon footprint."

Are the current guidelines enough? "Currently loose items and those prepared and packaged on-site do not

require allergen labelling, but this is set to change. The government has recently closed a consultation about strengthening allergen labelling laws but the definitive outcome of this remains to be seen," he continues. Full details can be found on gov.uk, and businesses should be aware that this could change according to the Brexit outcome.

As well as the legal necessities that come with labelling and packaging a product, brands and retailers also need to be aware of their environmental impact – and single-use packaging items are in the spotlight right now; particularly coffee cups. "There is an increasing consumer focus on suppliers to be seen to be supporting an environmentally sustainable economy, fuelled by widely published statistics, such as those from the World Wildlife Fund (WWF) and Eunomia Research & Consulting, who revealed that the UK is set to throw away a third more single-use coffee cups than at present by 2030," says Malcolm Waugh, CEO of Frugalpac. "This marks a shift towards a circular economy, where products are recycled and reused within the manufacturing process, crucially reducing the amount of waste going to landfill. As a result, the

onus is on brands and suppliers to be vocal about their environmental impact and to be seen to be doing their bit to reduce the level of waste in the UK." Frugalpac produces The Frugal Cup from recycled paperboard, a fully recyclable alternative to conventional single-use coffee cups.

With an impressive number of eco-friendly, transparent options to choose from, as well as an increasingly aware consumer base, now is the time to do your research and revisit how you want your product to be seen by shoppers.

Food labelling 101

- With so many products out there, it pays to get your product looking its best from the outset with an eye-catching label that attracts attention," says Richard White from label.co.uk. "However, just as important is ensuring that you have all the necessary legal requirements ticked off. Essentially, to sell food and drink products the label must be clear and easy to read, easy to understand and view and must not be misleading. It should also be a permanent label

- "It goes without saying that the label has to include the name of the product. Other requirements include

the 'best before or 'use by' date, net quantity details, a list of ingredients and any necessary warnings. It also needs to show the name and address of the manufacturer, any special storage instructions and details for use or cooking where applicable.

- "With certain foods, you also need to include the country of origin. This applies to most meat, fish and shellfish, honey, olive oil, wine and fruit or veg imported from outside the EU. A point to note here is that if customers could be misled as to the origin of the product, say for example the label showed a map of Italy, then point of origin, i.e UK, must be shown.

- "When including the amount of product, you must show the net quantity in grams, kilograms, millilitres or litres on any packaged food over 5gm or 5ml and all herbs and spices. For solid food packed in liquid, this should be a drained weight. Guidelines also state that when designing the label, the net quantity should be close enough to the name of the food so as to be seen at the same time.

- "Ingredients, two or more, must be listed in order of weight, main ingredient first. If you're highlighting an ingredient on the label, or with an image, or the item is mentioned in the name of the product, eg. Strawberry Jam, then you must also show the percentage of this ingredient.

- "Allergens should be highlighted on the label with a different font, style or background colour and included in the ingredients list.

- "For those producing organic food, you must be certified by an organic control body in order to sell, or label, the produce as organic. In addition, there is a specific set of labelling rules that you need to consult to meet the legal standard.

- "Finally, any food or drink warnings must be included on the label. There is a prescribed list for these, along with rules on how you can state a health or nutrition claim, such as 'low in fat' or 'calcium helps maintain normal bones'. You must follow the nutrition labelling rules unless you are a small business with less than 10 employees and a turnover of below £1.4m, and you supply direct to consumers or to local retailers.

WAXED OR GREASEPROOF PAPERS BRANDED WITH YOUR OWN LOGO

deliWRAPS.co.uk



THE HEAT IS ON

With a whole host of quality chilli products on the market right now, it's a good time to consider the options you stock

As a nation we have become more experimental with ingredients and flavours, and chilli is becoming increasingly popular with consumers. Taking inspiration from foods around the globe, in particular Asian and Mexican cuisines, brands in the UK are adding an extra kick to a whole range of products, from jams and condiments to crisps and chocolate.

According to an article from Kantar Worldpanel (May 2018), the snacking sector is introducing punchier flavours in order to satisfy consumer demand for more innovative, spicier flavours. South Devon Chilli Farm, for example, offers a variety of chocolate incorporating chilli, such as the Orange Chilli Chocolate and Honeycomb Chilli Chocolate. Joe & Seph's also offer a product that combines not only sweet and savoury flavours but an added kick as well in the form of its Caramel, Pepper & Chilli gourmet popcorn.

When it comes to sauces, chilli is an ingredient that has long been present, but in recent times it's clear that desire has increased for more flavourful options, and the result is the release of many new and exciting products into the market. Stokes is seeing so much demand for chilli, in fact, that it created its Summer Sizzler Collection, consisting of Chilli

Jam, Chipotle Ketchup, Hot & Spicy BBQ Sauce, Chilli Ketchup and Chilli Mayonnaise. The brand also offers a Sweet Chilli Sauce as part of its core range.

Of the versatility of the range, Vicki McTaggart, marketing manager at Stokes says, "Chilli Jam is a favourite. The smokiness of our Chipotle Ketchup and zing of the Chilli Ketchup are winners also. It is flavour over fire that makes them popular – they certainly have a bite which adds so much to a BBQ marinade or a chilli con carne. A spoonful of Chilli Jam in a salsa gives it a warm glow, and the Chipotle Ketchup gives household gravy a subtle smoky heart. Chilli Ketchup on chicken strips in a taco gives it an instant Mexican twist."

Tracklements has been using chilli in its products for a long while, and has also seen a rise in its popularity in recent times. Becky Vale, marketing director at Tracklements explains, "Always trailblazers, Tracklements introduced the first Fresh Chilli Jam to the UK in 2001. Since then this little pot of wonder has made friends around the world and won 10 Great Taste and Taste of the West awards. It remains one of the bestsellers in the range. Over the past 49 years of making specialty condiments we have seen popularity for chilli flavours increase dramatically, and whilst Tracklements has always

used an array of different chillies to give light and shade to many of our 60 products, the volume of chillies we're buying has increased by 50% in the last five years. This increase has been fuelled by a raft of new product launches like our properly pokey Hot Habanero Jam and the recent boosting of fresh chillies in existing favourites like Red Pepper & Chilli Jelly and barbecue legend Cucumber & Sweet Pepper Relish."

It's not just food that is getting hotter, the ingredient is popping up in the drinks industry more and more often. Take Nix & Kix, which uses cayenne chillies from Bedfordshire as a key ingredient in its drinks. Mixing with softer flavours such as Mango & Ginger and Cucumber & Mint allows for the chilli kick to stand out and give consumers something a little bit different. Teapigs also offers a twist on its traditional chai with the Chilli Chai Tea, made with cinnamon, ginger, cardamom pods, chilli and vanilla, for an extra warming combination.

With such a wide variety of exciting new chilli products hitting the market, it's worthwhile stocking a few to give customers the chance to try something new. Why not also offer customers the chance to taste more unusual chilli products before they buy, with samples available at the counter?

“Over the past 49 years of making specialty condiments we have seen popularity for chilli flavours increase dramatically, and whilst Tracklements has always used an array of different chillies to give light and shade to many of our 60 products, the volume of chillies we're buying has increased by 50% in the last five years **”**



HAWKSEAD CHILLI, LIME & GINGER JELLY

Inspired by travels in Asia, a light jelly with chilli and ginger finished with a touch of lime for a fresh kick
hawksheadrelish.com



GREAT BRITISH BISCOTTI JALAPENO & CHEDDAR

A sultry South American attitude mingles with 'smooth as a kiss' yet discreet English Cheddar.
greatbritishbiscotti.co.uk



FARRINGTON'S MELLOW YELLOW CHILLI COLD PRERESSED RAPESEED OIL



HUNTER & GATHER CHIPOTLE CHILLI & LIME MAYONNAISE

Boasting a rich, well-rounded smokiness and an unmistakable chilli twang, which comes courtesy of a generous smattering of chilli flakes.
hunterandgatherfoods.com



EMILY VEG CRISPS SWEET POTATO STICKS

The crunchy sweet potato sticks are seasoned with sweet, spicy chilli and tangy lime. Gluten-free and vegan.
emilycrisps.com



GEETA'S MADRAS TOMATO AND CHILLI SAUCE

A spicy, versatile sauce that can jazz up a range of foods, from stir fries to dips and dressings.
geetasfoods.com

VEGETARIAN
GLUTEN FREE
NUT FREE
VEGAN

HAWKSEAD
Relish
COMPANY

Kashmiri Tomato chutney

Hawkshead Relish COMPANY

EMBELLISH WITH RELISH

Hawkshead Relish COMPANY

HAWKSHEADRELISH.COM



HOME BAKING 2019

Speciality Food looks at the influences affecting your home baking shelves this year

Changing tastes

The consumer desire for convenience is catered for in the home baking sector – there's been a myriad of cake kits of all types in the food industry since the likes of Betty Crocker set up camp decades ago, and a growing number of quality options available for independents to stock – but that's not to say that it's king. It can, however, be a failsafe option for hosts nervous about creating a free-from dessert for their vegan or coeliac guests. Home baking is seen by many to be a treat, a quiet activity on a rainy day or an opportunity to get creative, so consider how your home baking range is displayed and if an element of convenience can be added to your store's offering. For example, if your flours, sugars, decorations and the like are displayed together, consider adding a small sign directing people to the tills for their locally-sourced eggs and the fridge for their butter.

We've all seen the world of flours and sugars evolve over the past few years. Shoppers no longer simply have to choose between caster, demerara and granulated when it

comes to sugar, and there's a whole host of 'healthier' flours now on the market for consumers wanting to bake a sweet treat minus the guilt that refined ingredients can sometimes bring. Consider stocking ancient grain flours such as spelt, rye and kamut – they can sometimes contain less gluten than conventional wheat flours, too, which makes them a great option for shoppers wary of their gluten consumption.

Decorations

While you can't beat a simple, homemade classic – who could say no to a Victoria sponge's delightful and time-honoured combination of vanilla sponge, jam and cream topped with a dusting of icing sugar (we advise you keep a year-round stock of all these ingredients) – today's baker is becoming increasingly influenced by the creations they see on social media and television. Anyone who's seen a cake baked by an influencer or professional on Instagram will be au fait with the trend for 'naked cakes' and bloom-decked

wedding bakes, while Pinterest users will be inundated with artfully photographed creations dripping with creativity.

There's a few decorative options available to you as a retailer. Firstly, and conveniently ambient, there's a huge selection of sprinkles available to stock. From the childhood favourite and pleasingly bright hundreds and thousands to pearl-like drops, tiny fudge cubes and golden nuggets, it's worth perusing the options. It's also worth stocking a range of non-edible decorations such as cake bunting, which arguably kicked off a desire for occasion cakes topped with miniature cardboard characters and scenes as well as the traditional small birthday candles. You can also find metallic sprays and edible paints; there really is a world of creative options out there. Finally, look into edible flowers. Their shelf lives might not be long and they could seem an extravagance, but they're sure to be a popular option with home bakers – particularly in the summer months. They do, however, come with a warning: do not run the risk of assuming a flower is food safe, as some can be toxic and not safe for consumption. You can find comprehensive lists of flowers which are safe to be served with food online.

Flavours

As the influences on shoppers' habits become ever-wider, consider widening your home baking offering in line with them. We've all seen the rise of fragrant, Turkish-inspired dishes like tagines and couscous, and the advent of delicious-smelling ingredients such as rose harissa, so why not bring those influences to your home baking lines? Ingredients like orange blossom water, rosewater and dried flowers are popular right now, as are flavours such as cardamom and

THE BAKER'S CALENDAR

Just as shoppers will have dates highlighted in the diary for days which require a home-baked treat – birthdays are of course a year-round occurrence so it's sensible to always carry a stock of home baking items – you should mark relevant dates in your diary to ensure a steady stream of home baking fans coming through your doors. At Easter and Christmas, for example, make sure you have a good stock of dried fruit, marzipan and icing for your shoppers' Simnel and Christmas cakes – plus, perhaps, chocolate eggs, bars and cereal for everyone's favourite Easter treat, chocolate nests! – and during the summer months keep a plentiful supply of fresh fruit and berries.

Don't ignore the 'Bake Off effect'. Since it first came to our screens, *The Great British Bake Off* has got increasing numbers of consumers donning their aprons and whipping up cakes, biscuits and other showstoppers, so if you can, keep an eye on the show – you could find that the day after the latest episode airs, your customers are looking for ingredients related to the bakes they saw being created on screen the night before.

fragrant black peppers. Speaking of spices, the classics will always keep tills ringing, so while it's sensible to be inspired by industry trends, keep a full stock of perennially popular options like cinnamon, ginger, nutmeg and clove – especially at Christmas – to satisfy the unabating

consumer desire for traditional treats like gingerbread biscuits and cinnamon-scented cookies. Equally, the British shopper has increasing awareness of flavours from Asia, so the flavour and colour-boosting chai and matcha tea powders and syrups should go down well.



5 MINUTES WITH:

Ben Aveling, Radmore Farm Shop

WHAT HOME BAKING PRODUCTS DO YOU SELL?

We sell a vast range of homemade baked goods which we make in our farm bakery. These are mainly cakes and pastries.

WHICH ARE THE MOST POPULAR ITEMS IN THAT RANGE?

My wife's loaf cakes. Hand made, simple and focused on the quality of the ingredients.

HAVE YOU SEEN ANY TRENDS EMERGING – ARE PEOPLE LOOKING FOR SUGAR ALTERNATIVES, FOR EXAMPLE?

No sugar alternatives when it comes

to our products but our customers do not like anything that's too sweet. We are careful to avoid over sweet bakes and focus on flavour.

HOW POPULAR ARE BAKING KITS?

As of yet we don't sell any – but this is probably because we haven't been asked for them. This would suggest not popular. Our demographic are very discerning and would rather buy a quality cake than perhaps a baking kit. It wouldn't surprise me if, when the time comes, my customers would just bake with sourced ingredients over a kit.

“ As the influences on shoppers' habits become ever-wider, consider widening your home baking offering in line with them ”

THE FIVE

1 ST EWE

Free Range Liquid Egg

Never again do you need worry about trying to get egg shells out of your mix. St Ewe bring you their British, Great Taste Award-winning Pasteurised Liquid Egg; available in Whole, Yolk or White.

Small batch production and processing to order, guarantees the quality of the product. The 3:1 ratio of St Ewe's Original shell eggs and St Ewe's Rich Yolk eggs guarantees a depth of colour that is unique in the market.

"It is extremely useful and cost-effective product for those baking for their business; the Whole Egg contain 40 eggs, and saves so much time on cracking



eggs," says Rebecca Tonks, Director of St Ewe Free Range Eggs. "We are passionate about good eggs, and knew there was a gap in the market for a high quality Liquid Egg for people that do not want to compromise on ingredients."

steweeggs.com

2 JOE & SEPH'S

Madagascan Vanilla Caramel Sauce

We all know and love a classic caramel sauce – and the salted caramel boom is still going strong – but for those shoppers looking for an extra indulgent treat, point them in the direction of Joe & Seph's Madagascan Vanilla Caramel Sauce.

Delightfully smooth, the sauce is made with fresh double cream and vanilla beans sourced from Madagascar to create an impressively fragrant sauce.

The caramel is surprisingly versatile; it's delicious swirled into brownies pre-cooking – plus drizzled over once cooled for an extra-indulgent bake – and adds a new dimension to sandwich cakes and cookies. It is able to take ice cream and crepes to a whole new level, and its extra luscious texture makes it a perfect dip for strawberries or straight-from-the-jar treat, too.

joeandsephs.co.uk



3 STEENBERGS

Organic Rose Water

Made by simply boiling fresh organic Persian Damask rose petals with water, Steenbergs Organic Rosewater contains absolutely no sugar or preservatives.

Lovers of home baking will be delighted to see rosewater on your shelves; it's a simple yet effective way to add an all-natural touch of indulgence to their creations and can be used both within the bake itself and within the icing, cream or drizzle for an extra layer of fragrance.

If you haven't used this fragrant water before, you may be surprised by its versatility – it can be used in baking, desserts and even savoury creations. A little goes a long way; simply add a few drops to your mixture pre-baking for a new, fragrant dimension.

Also in the Steenbergs floral range: Organic Orange Blossom Flower Water, Organic Dried Rose Petals and Dried Lavender.

steenbergs.co.uk



Plastic Packaging Solutions

If you're sourcing packaging to contain your product or a solution to a food packaging process requirement, we have plenty of plastic packaging available from stock. Whether you need boxes or bottles, caps or containers, scoops or measures – all ours are manufactured in food approved plastic, available for immediate delivery. With 75 years' experience, environmental production credentials and exceptional customer service, Measom Freer has the packaging solution that's just right.



- Containers, Boxes & Jars
- Tubes, Ties & Clips
- Dropper, Flip & Screw-on Caps
- Scoops & Measures
- Spray & Gel Pumps
- Bespoke Packaging
- Bottles & Plugs
- Spoons & Spatulas

Made in England

 **Measom Freer**
packaging quality

www.measomfreer.co.uk

Now Buy Online

Tel: +44 (0) 116 288 1588
Email: sales@measomfreer.co.uk
Web: www.measomfreer.co.uk

37-41 Chartwell Drive, Wigston, Leicestershire LE18 2FL England.

5

4 DAVINA STEEL

Baking the Difference Gluten Free Onion Focaccia Kit

For time-strapped shoppers who want a freshly-baked treat to accompany their Italian dinner, Davina Steel's Onion Focaccia Kit is a delicious and convenient option.

Lovers of Italian cuisine will be able to capture the fluffy texture and rich flavours of Italian focaccia at home with this award-winning easy-bake kit; simply prepare according to the instructions provided on the packaging, drizzle with olive oil and top with a sprinkle of sea salt and rosemary for an authentic meal accompaniment. What's more, it's gluten-free, too – making it a great option to keep in the cupboard ready for whoever comes for a meal.

We advise that retailers position the kit in their Italian section, so that consumers looking for convenient pasta, jarred sauces and ambient antipasto can find everything they need for an Italian feast in one place.

davinasteel.com



5 DOUGHLICIOUS

Crave Gourmet Cookie Dough

For home bakers looking for gluten-free, fuss-free chocolate cookies, Doughlicious's ready-to-bake dough balls make it easier than ever to achieve chewy, chocolatey perfection.

Boasting Belgian dark chocolate chunks and a melt in the mouth texture, these ready-prepared dough balls simply require positioning on a baking tray in a pre-heated oven and baking for around 10-15 minutes.

Coeliacs and non-coeliacs alike will be delighted to hear that these sweet treats are gluten-free – so everyone can enjoy a warm-from-the-oven cookie.

For those who like to step beyond the classic chocolate chip cookie, Doughlicious supplies a number of other options in their range: Matcha Envy (matcha cookie with white chocolate chips), Nutty (peanut butter cookie), Early Bird (vegan carrot, oat, pumpkin seed and almond granola cookie), Addiction (double chocolate espresso with Belgian chocolate chips) and Classic (a traditional chocolate chip cookie).

doughlicious.co.uk



A Workers Co-operative,
Supplying Organic
& Natural Wholefoods,
Since 1971.

.... Naturally good!



An unparalleled range of Infinity Foods own brand products.



Local, national and international delivery.

Info@infinityfoodswholesale.co.uk
Tel: 01273 456376

KEEPING IT COMMUNITY

Angela Youngman explores the evolution of community-centric endeavours

The rise of community-backed shops and businesses is marking a quiet transformation across the UK, resulting in regeneration managed by local people who are reclaiming communities from dependence on big business, conglomerates and multinational brands.

From Cornwall to the Shetland Islands, there are over 700 community shops, pubs and manufacturers active within the food sector, according to estimates made by the Plunkett Foundation. Their research has indicated that there are over 7,000 community businesses in existence, possessing

a total market income of around £1.05 billion and employing over 33,000 people. The range of trading activities is extensive, including ferries, vineyards, flood defence, housing projects, farms and services such as Kensal Rise Library, Grimsby Community Energy Solar Panel farm, Kitty's Laundrette in Liverpool and even a football club. Alongside these projects are increasing numbers of local currency ventures. The Lake District is the latest area to introduce a Lake District pound designed to directly serve local businesses, encouraging people to shop locally, thus ensuring a fairer and more inclusive economy for independent traders.

Forty Hall Vineyard is the only vineyard in London occupying a 10 acre site near Capel Manor growing 14,000 vines, which are then turned into wine at Davenports Vineyard in Sussex. Volunteers play a major part in the business, with many recovering from mental health issues or keen to learn about viticulture. Set up 10 years ago, the vineyard became commercially viable three years ago.

"It is very community focused, and generates a sense of pride in the area. We get a lot of corporate visitors who are keen to see what

COMMUNITY BUSINESSES HAVE A 95% SUCCESS RATE COMPARED TO THE 46% AVERAGE SUCCESS RATE OF OTHER SMALL BUSINESSES

SOURCE: THE PLUNKETT FOUNDATION



FORTY HALL VINEYARD

we do and the way we do things. Retailers like it because of the back story which makes us stand out in the English wine market," says operations director Emma Lundie.

Viable models

Initial funding for community businesses is provided by organizations like Power to Change, equity matched funds, development grants as well as community share issues. A typical example is Westbury,

Buckinghamshire, which created much-needed shop and café facilities using a community share offer, development grants and a £64,250 grant from Power to Change. Norwich Mustard, a community-led business designed to keep historic mustard production within the city, obtained various grants and is in the process of raising investment via a community share issue to provide funding for a shop, café and heritage centre as well as

production facilities.

Setting up a community business can prove a viable way of utilising under-used public space for the benefit of the community while taking advantage of potential gaps in the market. In Plymouth a local college had built a brewery for use as part of food and drink training, but it had lain unused for years. A community group recognized an opportunity to create a local industry and formed the Billy Ruffian's brewery making bread-based ale and trading through pop-up shops. The concept proved so popular that the local authority has approached Billy Ruffian's asking if it would be interested in operating a stall/pub within the marketplace.

95% success rate

Such community-led ventures are proving extremely successful and resilient. According to the Plunkett Foundation, community businesses have a 95% success rate compared to the 46% average success rate of other small businesses. Community businesses are proving to be viable and effective, not just in terms of profits, but in terms of the wider regeneration of an area. Two such businesses, Homebaked and Squash, both from Liverpool, have just been nominated for BBC Food Awards.

Starting life as a bakery close to Liverpool City football ground before noticing a lucrative gap in the market, Homebaked is now aiming to regenerate its high street 'brick by brick and loaf by loaf'.

Sally-Anne Watkiss of Homebaked explains: "There has been a bakery on the site for 100



FORTY HALL VINEYARD

“The Lake District is the latest area to introduce a Lake District pound designed to directly serve local businesses, encouraging people to shop locally, thus ensuring a fairer and more inclusive economy for independent traders”

years. It closed down because the owners were getting near retirement. Lots of properties, including the bakery, were purchased for development. A Dutch artist arrived seeking premises to work in with the Biannual Festival and regarded it as ideal. People started knocking on the door asking when the bakery was going to reopen. As a result, local people got together and set up a community land trust covering the bakery and much of the street. The Bakery is now a co-operated owned by members, with a governing body elected by members and run by a management team.”

“The bakery opened in 2013 producing bread at affordable prices, but it became apparent that the range was so small that it was not viable. We started making pies for sale on match days. Our signature pie is the Shanklin Pie, and we also have the Scouse Pie and the Vegan Scouse Pie which has proved very popular. The pies cost £3 in the shop or at markets, but on match days we sell them at £3.50 each. We are now making 3,000 pies a week and have expanded into a food production unit. We also sell the pies at the football ground and in farmers’ markets.”

Squash is a very different type of business, involving an ingredients store selling a mix of local produce together with bulk items from Suma and Northern Organic, a café, arts and organic garden producing food for the shop. Co-director Claire Owens says, “This is a community business in every sense. People use the shop, stop for a chat, learn how to make a meal. They can buy a meal in the café and then buy the ingredients and make it at home. We emphasise seasonal food. We really know our products and can serve bulk products in small quantities if that is what people want. The concept has jelled with people in the area. This is not 24/7 supermarket shopping and as turnover increases, we can employ more staff. We want to make shopping an enjoyable experience.”

Reinvesting profits into the company has enabled businesses to expand their activities. Homebaked, for instance, has worked with Manchester Business School to develop a ‘Pies by Post’ service, giving access to a much wider market. Visiting fans will be able to continue enjoying the pies even after a match. Homebaked also run bakery courses, a café and are exploring the concept of pop-up restaurants. It has already

expanded its original business, doubling the size of the café and developing the wholesale side of the business.

Community power

What makes this transformation even more important is the wider impact created on local areas. Communities are becoming more aware of their own power to create and manage change, as well as generating local trade, ensuring that funds stay in the area rather than being sent to remote head offices. Homebaked is part of a Community Land Trust, which is aiming to be a catalyst, regenerating the high street by offering what people want rather than what is imposed from above. It has already begun to change the nature of the local high street, as Sally-Anne Watkiss explains.

“Our high street had been filled mainly with businesses that opened only on match days and were tailored to the football trade. We are seeking to offer something different, encouraging varied businesses and varied uses which support the local community.

“Our business and the way we support local businesses contributes £250,000 a year to the local economy. We are open seven days a week and employ 18 people, 75% of whom live within walking distance of the bakery. We are owned by the people and cater for the people. It is inclusive. The business concept has worked for us because of what we are.”

Over in Plymouth, Ed Whitelaw of Billy Ruffian’s brewery comments, “Community businesses can generate a sense of community, brand awareness and

loyalty which encourages people to engage with us. People like the story behind the product.”

Community businesses are spreading organically; often when one opens in an area others begin to follow having learned from their example. Learning from others is regarded as important as community businesses are keen to share experiences and information. Ed Whitelaw points out, “Some of our members are

already looking at different types of community businesses such as growing exotic mushrooms. We provide advice and support, and help them learn how to scale up a business for profitability.”

THERE ARE OVER 7,000 COMMUNITY BUSINESSES IN EXISTENCE, POSSESSING A TOTAL MARKET INCOME OF AROUND £1.05 BILLION AND EMPLOYING OVER 33,000 PEOPLE

SOURCE: THE PLUNKETT FOUNDATION

WHAT MAKES A BUSINESS COMMUNITY-OWNED?

The rise of community owned businesses began in 2005 when the Companies Act established the concept of a Community Interest Company relating to social enterprises aiming to use their profits and assets for the benefit of the public. Varying legal structures exist including Community Benefit Societies, CIC's, Companies Limited by Guarantee. Power to Change, an independent charitable trust supporting community businesses, states ‘community businesses are set up to address local needs and contribute to a broader sense of confidence and pride in a place.’

It indicates that that these businesses share key characteristics:

- such companies have their roots firmly in the local community,
- are accountable to the local community,
- trade for the benefit of the local community,
- possess a broad community impact
- profits are reinvested in the business and the community.



EMMA LUNDIE, FORTY HALL VINEYARD

LAST WORDS

The final word
on fine food

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

Deputy Editor
Lucy Macdonald, 01206 505971
lucy.macdonald@aceville.co.uk

Editorial Director
Emily Seddon
emily.seddon@aceville.co.uk

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

Senior Account Manager
Jessica Stevenson 01206 505901
jessica.stevenson@aceville.co.uk

Account Manager
Lydia Allis 01206 505934
lydia.allis@aceville.co.uk

Accounts Sue Carr 01206 505903

Art Director
Lee Whiteford
lwhiteford@btconnect.com

Publisher Helen Tudor 01206 505970

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

Next issue available: July / August 2019

Subscriptions 01293 312188
specialityfood@subscriptionhelpline.co.uk
The BAR rate UK £29.25. Overseas £40.00 Tel 01778 392464

THE INDEPENDENT SHOPPER

Michelin-starred chef Adam Byatt of Trinity



I'm so lucky to be surrounded by so many fantastic independent shops in the South London area, which range from local hidden gems to big retailers who are a staple in the neighbourhood.

In terms of suppliers, great butchers are becoming hard to come by these days but Garry Moen of Moen & Sons Butchery still tops the lot with range of exceptionally well sourced meat and game, as well as providing great store cupboard essentials! Bottle Apostle over on Abbeville Road as the best place to find an everyday interesting bottle or a special occasion tipple. The place also has brilliant staff and wine tasting on offer. Pi Pizza

is my go-to for pizza in the South London area, as it's well-made and really delicious.

Another South London institution, which is one of my other greatest indulgences is Chez Bruce and, like Trinity, it holds a coveted Michelin star with tip top food and service overlooking beautiful Wandsworth Common – the cheese is just a must!

On Northcote Road, Dip and Flip are serving the best burger in London (in my opinion); the green chilli cheese burger is the one to

choose all day long and don't forget to treat yourself with one of their signature shakes.

Celebrating their 25 years in the community this year, North Street Potters offers beautiful handmade pottery and they make several pieces for Trinity. They also offer classes for all ages which my daughter attends quite often with her friends.

Naughty Piglets was set up by my previous head chef Joe Sharratt. Naughty Piglets is everything you could wish for in a local, with small plates, great wine and food that is cooked and served by its owners. This is one that is slowly becoming a South London institution.

Mien Tay on Lavender Hill is another one. Don't be put off by the cash-only stipulation, the food here is fresh, super tasty and very reasonable. Don't miss the goat curry and make sure that you try the dry noodle salad with dumplings, and the service is efficient. Lost Society was the go-to early 2000's bar in Clapham, with crystal glasses and a range of brilliant cocktails. Ollie Maskell has left my Bistro Union restaurant to re-open Lost Society on Wandsworth Road. It is a drinking institution that is still in its infancy. Last but certainly not least is Next Door, which is the latest addition to the Dulwich growing restaurant scene. Owned and run by the team behind Monxton's fresh fish. Expect whole fish of impeccable quality with simplicity and assured cooking.

Chef, restaurateur and food writer Adam Byatt began his career at Claridges Hotel at the age of 16, and went on to win a Michelin star for his restaurant, Trinity in 2016. He has appeared on television a number of times, as a regular on BBC1's Saturday Kitchen and BBC2's Great British Menu.

TWITTER POLL

Does your shop cater to the vegan market?

**YES
51%**

**NO
33%**

**IN PROGRESS
16%**

SPECIALITY FOOD MAGAZINE

The next issue of Speciality Food includes:

- Essential Products for Autumn & Christmas
- Seafood
- Nantwich International Cheese Awards Preview
- International Cheese Trends
- American Food
- Condiments
- Jams, Honey & Spreads



For more information please contact

Jess on 01206 505901

or jessica.stevenson@aceville.co.uk

SNACK BUYER MAGAZINE

PUBLISHED WITH THE NEXT ISSUE...



Joining Speciality Food magazine as deputy editor from a background in interiors, my eyes have been most definitely opened to how extraordinary the fine food and drink industry is.

I got my first real taste of the industry at IFE and the Farm Shop & Deli Show a few weeks ago and here are the main pointers that I took home with me:

1. Passion is overflowing from every part of this industry. It could be felt from the stand of the smallest startup to the most established brands in the business. No question was too small, no chat was too long; it was clear that sheer love for the craft and excitement over the products and services that are being produced are its ultimate driver.

Exhibiting at a trade show is no mean feat. The days are long and tiring and the pressure is there to see a return on investment.

TALKING SHOP



@SpecialityFood



linkedin.com/company/speciality-food



specialityfoodmagazine

But judging from the display that I witnessed at both of these shows I'm inclined to believe that it is true what they say, that if you love what you do then you'll never work a day in your life.

It reminded me of something Tara Mei, co-founder of Bread & Jam and founder of Hotcakes, said to me during my first couple of weeks on the magazine: "Passion is the unstoppable force that I owe my success to. Being an entrepreneur is all about swimming against the tide and feeling incredibly excited about that all the time, which is far harder than it sounds."

"Passion kept me warm when the world seemed cold and passion kept me hungry for the next big thing,"

even after I'd achieved my goals. Support came by the truckload when I was starting out. We live in such a supportive society for people who are brave enough to have a go." This not only confirmed what I had recognised in the people in this industry, that you are a hardworking, enthusiastic bunch, but also the vast amount of support that is out there for those companies just starting out on their journey.

2. The fine food and drink sector is an exciting place to be. It was

an education to see the levels of innovation occurring, from vegan and plant-based products and eco-friendly packaging to non-alcoholic drinks.

I have been impressed, for example, by vegan confectionery brand Mummy Meagz with their Rocky Road bars. As a vegetarian myself with family members who are vegan, it has been a struggle to find delicious treats that feel like just that – a treat. I'm also intrigued by Outfox, who are producing

premium non-alcoholic drinks that would appeal to the plethora of consumers who are non-drinkers or cutting down on alcohol long-term. With so much to take away with me I look forward to seeing what's to come for the rest of the year.

We love hearing from passionate and innovative businesses here at *Speciality Food*, and are running the Future Food Awards in collaboration with FoodTalk and Bread & Jam this year. Do you want to get your start-up into the spotlight? There are eight categories; simply choose the one that best suits you and head online to enter at futurefoodawards.com. You can also get in touch via email at lucy.macdonald@aceville.co.uk.

“ My eyes have most definitely been opened to how extraordinary the fine food and drink industry is ”

5 MINUTES WITH... RUBY BELL, CO-FOUNDER OF BYRUBY

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

I always knew I wanted to be in the food industry and have been working in kitchens since the age of 16. It's difficult to think what else I'd be doing, although I know it would have to be something creative. I love graphic design and I think it's so amazingly clever, perhaps I could make something work there!

WHAT WAS YOUR FIRST JOB?

Washing olive barrels at the age of 14 for my mum's friend's business. It was pretty oily but such a great feeling having your own money! I loved being independent from an early age.

WHAT INSPIRES YOU?

Doing something useful that I believe benefits others gives me inspiration. We love providing our customers with delicious meals cooked from scratch, so when they are super busy they can simply open the freezer and discover a library of carefully prepared meals that can be heated up in a flash.

WHAT'S THE WORST JOB YOU'VE DONE?

Working at Boomtown festival. I was working with a catering company trying to produce three-course menus on no sleep, no running water and hardly any staff. It was really gruelling and a long hard week in a field, but we managed to pull it off somehow.

WHAT'S YOUR FAVOURITE PART OF THE JOB?

I love creating new recipes. I think every chef loves creating and I find it especially rewarding when we are able to invent a new vegan dish as they are a bit more challenging for me. Recently I have only been



developing vegan meals and I've really enjoyed the hard work and discovering new and fresh ingredients to work with.

AND YOUR LEAST FAVOURITE?

I think it has to be the accounts and anything to do with that side of things. It's really not my strong point.

TEA OR COFFEE?

Neither. I strangely don't like any hot drinks, I know I'm weird!

WHAT WOULD BE YOUR LAST SUPPER?

It would have to be handmade pasta with shaved truffle and Parmesan, I'm having a real love affair with pasta right now.

WHAT'S YOUR MOTTO?

You're only as good as you think you are. I think it's so important, especially as a woman in business, to be confident and to not let others make you feel insecure about things. We can be our own worst enemy, so we need to remain positive and believe in ourselves more.

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

I had an ant the other day. It was sitting on fudge and I ordered it at the restaurant Native. It was actually really delicious and had a lemon flavour!

WHAT'S YOUR FAVOURITE BOOK?

The most recent book I read was *Red Notice: How I Became Putin's No. 1 Enemy*. A great foodie book I am reading at the moment is called *Blood, Bones and Butter: The Inadvertent Education of a Reluctant Chef*.

SWEET OR SAVOURY?

It has to be sweet through and through. I have a major sweet tooth!

DIARY DATES

June

6th June 4C GLOBAL SUSTAINABILITY CONFERENCE

Berlin, Germany

4c-services.org/events/events

13th–16th BBC GOOD FOOD SHOW SUMMER

NEC, Birmingham

bbegoodfoodshow.com/birmingham-summer

19th–23rd TASTE OF LONDON

Tobacco Dock, London

london.tastefestivals.com

20th–23rd ROYAL HIGHLAND SHOW

Edinburgh

royalhighlandshow.org

23rd–25th SUMMER FANCY FOOD SHOW

New York

specialtyfood.com/shows-events/summer-fancy-food-show

25th–26th FOOD TECH MATTERS

The Crystal, London

foodtechmatters.com

July

1st–2nd THE SNACK SHOW

Olympia, London

thesnackshow.com

1st–2nd

IMBIBE LIVE

Olympia, London

live.imbibe.com

9th–11th GREAT YORKSHIRE SHOW

Harrogate

greatyorkshireshow.co.uk

TRIED & TESTED

HOLLY, EDITOR



CLEARSPRING SEAWEED

Mid-morning I am often reaching for a snack, and on those days when I am after something savoury I tend to go for crisps or popcorn. Clearspring's new Organic Seaveg Crispies with Black Pepper is just the thing for a healthier alternative that doesn't scrimp on taste. The peppery heat and light texture make these ideal for dipping in and out of throughout the day.



clearspring.co.uk



YAAR QUARK BARS

It's not that frequently that the dairy industry boasts an entirely new concept and format, so I was delighted to discover Yaar's new-to-market quark bars. Coated in milk chocolate, caramel or a toffee glaze, these bars tick all the boxes for consumers who love the indulgent taste of cheesecake and are looking for a convenient on-the-go format. Gluten and preservative-free with only 140 calories per bar, they're great for the health conscious amongst us, too. Delicious, convenient and a healthy indulgence? That's an innovation I can get behind.

yaarbar.com



YORVALE KEFIR

Sticking with the dairy theme, this month I've been happy to stumble upon Yorvale's range of kefirs – a healthy yet indulgent-tasting selection of fermented yogurts which are surprisingly versatile. Available in Natural, Mango & Passionfruit and Blueberry & Elderflower (my favourite is the Mango & Passionfruit), each offers all the benefits of good bacteria, B vitamins and essential amino acids which means that not only do I have a delicious new breakfast option, but I get a dose of health benefits thrown in for good measure. A great combination in anyone's book.

yorvale.co.uk



TAIKI TEA HOJICHA TEA POWDER

As an avid tea lover, getting the chance to try new and exciting blends is a real treat. Taiki Tea's houjicha tea powder is low in caffeine and when mixed with hot milk makes for a frothy latte. Like the more familiar matcha tea, houjicha has many proclaimed health credentials including high levels of vitamins C and E. Nutty and earthy in flavour, it's definitely one to try. Look out for the brand's loose leaf tea as well; a great option for enthusiasts.

taikitea.com



20th
ANNIVERSARY

Register now

The UK's most renowned speciality food & drink fair is hosting an industry wide celebration of 20 years of innovation and inspiration – make sure you're there!



TRADE ONLY

#SFFF19 @SPECIALITYFAIR
VISIT THE WEBSITE FOR MORE INFO:
SPECIALITYANDFINEFOODFAIRS.CO.UK