

FUTURE FOOD

EDITION

From the publishers of
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WHAT'S TO COME IN FOOD AND DRINK?



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WELCOME TO FUTURE FOOD

Welcome to *Future Food* brought to you by the publishers of *Speciality Food*.

The food and drink industry is an exciting place to be right now – especially in the fine food sector, where innovation is rife and producers and retailers alike are utilising their nimble frameworks to constantly evolve in line with consumers' changing tastes and expectations.

One of these expectations, arguably the biggest currently facing the industry, is regarding the environmental impact of the food and drink they're consuming. There are many elements to this; food waste is being looked at with fresh eyes across the UK, labels such as Fairtrade and organic are valued more now than ever before, and – without exception –

businesses are expected to review their practices in order to be as planet-friendly as possible.

This holistic approach is being adopted by shoppers, too, who are looking for 'wellness' in the products they're buying. Food and drink promoting health benefits and functionalities is entering the market hard and fast, and consumers are delighted – so long as ingredients lists are short and their makers can be seen and trusted.

Within these pages you'll find expert insight on these topics and more, including a first-hand take on life as a start-up. I hope you find it an eye-opening read.

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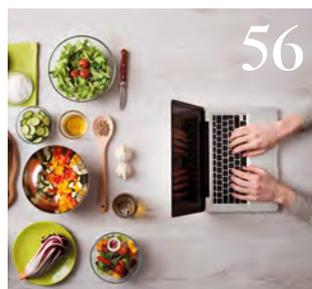
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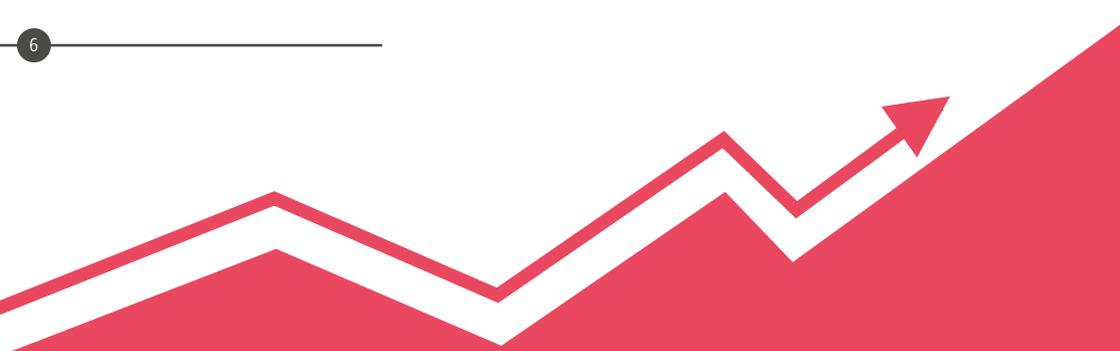
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FORECASTING THE FUTURE OF FOOD

What's coming down the pipe for the UK food and drink industry?
Anna Blewett speaks to leaders in their field for some informed
predictions on the next five years

As political commentators continually remind us, making predictions when standing on shifting sands is a dangerous business. And yet, forming a nuanced picture of the factors that will shape our future is surely an insurance policy against being wrong-footed by change. So what awaits us in the next five years?



"A stark trend is the move from big global brands towards challenger brands; it'll only increase"

Twenty years ago if you said you were selling British food around the world you got a bit of a smirk. Now there's been a huge change in the UK's food culture – our restaurants and chefs have become global names – and our manufacturers are simply very good, which sets them apart in markets like Asia and Africa. I think the trends are only in favour of growth. A stark trend in the UK that I believe will trickle down to international markets is the move away from big global brands towards challenger brands. I saw a fascinating statistic recently that in the UK almost 60% of FSCG growth is from challenger brands. That's quite incredible and reflects a consumer trend away from the ubiquitous Heinz, Mars and Nestlé brands towards something a bit different. Overlay the internationalisation of things

– a demand for foods from around the world – and that trend will only increase.

No conversation would be complete without the B-word. I see more opportunities than challenges. If you look at any analysis of where future consumer growth is going to come from it's absolutely not France, Germany and Spain. It's Africa, Asia, India, China, and Latin America – regions with emerging middle classes of cosmopolitan consumers. Handled well, Brexit gives the UK the chance to set its horizons to where the long-term opportunity is likely to be greater.

Sean Ramsden is CEO of Ramsden International, one of the UK's largest exporters supplying British brands to 130 countries worldwide, and a member of Government's Strategic Trade Advisory Group.

"We're going to need to go back to producing healthy, natural, pure food"



People have become more conscience-driven and more health-driven, and are ready to make the shift that that entails. As a result we're going to need to stop being a nation of shopkeepers and go back to producing healthy, natural, pure food products here in the UK. Will the gut health trend continue? Well, we've had 6,000% growth over the last five years and that can't be sustained! There's been a big education surge and as the information about the microbiome – and how important your gut is – percolates into the mainstream people are understanding how to become good stewards of their own internal eco system. Kefir is a powerful way to do that. There's always a bell curve with these things – a huge growth that tapers off. A lot of people interested in this topic now have the information.

What's next? I'm becoming interested in plant medicine and Ayurvedic medicine. In India they've been doing it for thousands of years and they're very good at it; that information is making its way over here. The same audience that's interested in gut health is now interested in medical herbs. A medical herb tea works synergistically with natural probiotics with no negative side-effects. Culinary herbs have always had medicinal properties; that's the beauty of them. You can eat them and they improve your health and wellbeing, they improve your gut they improve your mood... Does all this impact on how people will spend their grocery budgets? 100%.

Shann Nix Jones is a journalist-turned-producer whose advocacy of kefir helped spark the gut health revolution. Chucklinggoat.co.uk



“There will be a trend to eat less meat but choose better quality”

In Devon we're blessed with a lot of the conditions for growing great food which has attracted small food producers. We're finding a growing awareness of really interesting food. I think there's a growing trend of awareness around what we put in our bodies – and that the whole organic theme will continue to be strong. And of course as organic production grows the cost will come down. I also think there will be a trend to eat less meat but choose better quality. Young families can't necessarily afford the best but they're doing clever things with plant-based so they are buying free-range eggs, grass-fed beef and sustainably-caught fish.

Retail generally is in a bad place because of a number of factors – not just business rates and online... It's how people are living these days. But I think retail will do well where there's quality and knowledge. When someone picks up a jar from, say, South Devon Chilli Farm and says 'Chilli sauce, £3.50?! You've got to be joking!' the staff jump in to say, "Let me tell you what you can do with that jar." Knowledge is key, so we all have to stay true to quality and service.

Barbara King is chair of Food Drink Devon and managing director of busy retail centre The Shops at Dartington.

“Any business that isn't environmentally progressive is going to have a short shelf life”



“What would the impact of an independent Scotland be? That's almost impossible to answer and it is intrinsically connected to the Brexit outcome, which remains a huge unknown. However, what we do know is that, much like our trade with Europe, our relationships with customers across the UK are a foundation of our sector. That doesn't mean political change is unworkable but that it's essential to protect the ability to trade without friction across borders. If we do that, our products are good enough and people talented enough to adapt to changes in any political union.

My sense is that the policy agenda around health and climate change won't transform our operating environment because these changes are being driven by consumers anyway. Any food

and drink business that isn't environmentally progressive and responsible is going to have a short shelf life. The same is true of the drivers of health and nutrition. I believe the biggest changes to the world we work in over the next 10 to 15 years won't come from government policy or the likes of Brexit. The biggest changes will come through technology, whether via automation or the use of big data or how consumers connect with our products. Ultimately, I think consumers will become ever more demanding in their food and drink choices and, for Scotland, we have to view that as a huge opportunity.”

James Withers is chief executive of Scotland Food & Drink and a board member of The Scottish Tourism Alliance.



"If we're to address the climate emergency it's Government's role to intervene"

"If we're to meet our carbon emissions we need to look at our 'externalities'. By that I mean the outcomes that aren't priced – a crop's impact on biodiversity, its carbon food print – as opposed to those factors that are reflected in the final price: transport, packaging, etc. The food we're consuming doesn't have those externalities embedded in it; taxation isn't the only way of addressing that but it's a good way. Fairtrade or organic status does have some effect, but they're voluntary schemes and only account for a small number of the products we

consume. They're not wrong, but they're not necessarily sufficient. Less than six months ago, as a reaction to the debate around red meat, a minister said it wasn't the Government's responsibility to guide people's choices around food. I don't think that's true; if we want to address the [climate] emergencies it's absolutely Government's role to think about what sort of interventions we need."

Dr Peter Alexander lectures at Edinburgh's Global Academy of Agriculture and Food Security

"If a solution isn't found some farm businesses won't be viable any more, and food costs will go up"



There seems to be a trend in the direction of fewer and fewer pesticides. If it continues it's going to get harder and harder to produce crops, which could put the UK farmers at a competitive disadvantage as many imported foods aren't produced to the same standard. It's unworkable to have to choose between biodiversity and food security; we need both of those things. There are some valid concerns about pollinators but perhaps the arguments have been simplified. For example, there's been a big increase in pyrethroid insecticides – the old broad-spectrum insecticides – since the neonicotinoids ban and that's not very helpful at all. They don't harm pests that have developed resistance and may end up killing helpful insects such as spiders, ladybirds and parasitic wasps which act as biological control. It's a desperate situation actually. More new pollinator-friendly alternatives are urgently needed such as the resistant wheat varieties that were developed for

orange wheat blossom midge, or the biological control treatments that are now widely used in greenhouses.

Farmers are caught in the middle – pesticides have been banned but the alternatives haven't yet been made available in many situations. Recently I ran an outreach network with farmers that shared information and invited feedback. It was very noticeable that the main pests they struggled with were those that had developed resistance to, or been affected by a ban on, a pesticide that farmers used to rely on. We need to look at what the impact will be if a solution isn't found; some farm businesses won't be viable any more, and food costs will inevitably go up.

Toby Bruce is professor of insect chemical ecology at Keele University; his recent testimony to the House of Commons Science and Technology Committee secured an inquiry into food security and crop protection.

THE GOOD FIGHT

Amy Moring and Jefferson Webster, founders of Hunter & Gather, are putting personal experience to good use

The good kind of fat is what co-founders and partners in life Amy Moring and Jefferson Webster are all about. Using their own personal health and wellness journeys to encourage others to be the best versions of themselves they have launched a range of healthy, good fat products free from sugars, grains and inflammatory fats.

Hunter & Gather was born through a personal struggle of finding clean label products that fitted both Amy's allergies and Jeff's lifestyle choices. Diagnosed with coeliac as a toddler, Amy has always been cautious over what she eats and is constantly reading the back of food labels for the

ingredients. It wasn't until Jeff was in his teenage years that he realised that his 'conventional' diet, high in grains and sugars, was actually causing him to feel lethargic, acne-prone and to suffer from IBS.

After a journey of personal discovery, together Amy and Jeff began the paleo diet, which aims to remove refined sugars, grains and harmful fats from the diet and encourages eating real foods as our ancestors would have eaten.

They felt amazing, however they were missing condiments. Store-bought options were full of chemicals, sugars and

inflammatory fats. Experimenting at home in their kitchen, they developed a range of avocado oil mayonnaises that are free from sugar, grains, inflammatory fats, chemicals or any artificial preservatives.

The Hunter & Gather name is not only a nod to their paleo principles; Jefferson's paternal family's name is Gathergood and Amy's Maternal family name is Hunt – they say some things are just meant to be!

“Hunter & Gather was born through a personal struggle of finding clean label products that fitted both Amy's allergies and Jeff's lifestyle choices”



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great taste 2018

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Our Vegan friendly Egg free recipe

The Classic - made with simply 4 ingredients

A fiery twist with Chilli & Lime

MADE WITH 100% AVOCADO OIL

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JOIN THE SLEEP REVOLUTION

With Britons more aware than ever of the value of sleep, new brand Sleep Well are in the midst of a trending movement

We are on the cusp of a sleep revolution as the world wakes up to the mental, physical and economic costs of sleep deprivation. With almost half of Britons saying stress or worry keeps them awake at night, customers are craving a great night's sleep but want to avoid taking medication. This is where the inspiration for Sleep Well came from.

Sleep Well milk is a gorgeous tasting, long-life drink made with whole Jersey milk, honey and valerian. Jersey Milk is enriching and delicious and enjoys 20%

more protein and calcium than milk from other breeds, so it not only tastes great but does you good too. Valerian is a herb that's been relaxing people and helping them get to sleep for nearly 2,000 years. Sleep Well's valerian is organic, and lovingly grown and harvested in Rutland.

The brand launched 18 months ago with Vanilla Sleep Well, and a Chocolate version came off the production line in January this year in response to customer demand. Sleep Well comes in convenient 200ml sip n' sleep cartons or one litre family packs. It's perfect for everyone, from



families, students, travellers and shift workers to stressed out executives. You simply drink a cup chilled or gently warmed half an hour before you want to sleep.

What you do 30 minutes before you head to bed directly impacts the quality and quantity of your sleep. Creating positive sleep habits is essential and Sleep Well is designed to be part of a healthy bedtime routine. For excellent sleep and bedtime routine tips, visit the Sleep Zone at sleepwellmilk.com

GET UNSTRESSED FOR BED

Our gorgeous tasting drink combines Jersey milk with honey and valerian, a herb that's been helping people relax and sleep for 2000 years.

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Contains valerian root extract, a natural herb used for the relief of temporary sleep disturbances exclusively based upon long-standing use as a traditional remedy.

NEXT GENERATION TEA

Dilmah Tea CEO Dilhan Fernando shares the passion and expertise behind a business that has been run by the family for over 20 years



THE HISTORY OF DILMAH TEA

Dilmah was established by my father, Merrill J. Fernando, who was at the time the first tea grower to offer his tea grown, handpicked and artisanally made, to tea drinkers around the world direct from source. It took my father over three decades for his dream of a fine quality Ceylon tea grown, ethically made, packed, branded and value added at source to come true. In 1988 Dilmah was launched, even then the first producer owned and genuinely ethical tea brand in the world since he was the first tea grower to overcome the system and take his produce to market.

My father's motivation for Dilmah was twofold: to share the pleasure and natural goodness in garden fresh, unblended tea and to do so with integrity. The former because tea is hygroscopic and absorbs moisture, odours and in

the process of blending, packing offshore, deteriorates in taste and natural antioxidant goodness. Tea packed at source therefore offers genuine benefits to tea drinkers in terms of taste and antioxidants goodness. The latter – a commitment to integrity – is connected with the exploitation that my father observed in the industry and his desire to add value at source, to bring earnings from the sale of our prized Ceylon tea back to Sri Lanka to benefit our economy and fund investment in the welfare of workers, innovation and development of the industry and its environmental sustainability.

My father established Dilmah on the philosophy that business is a matter of human service. That pledge is fulfilled today in the work of my family's Merrill J. Fernando Charitable Foundation and Dilmah Conservation. Both organisations are engaged in directly fulfilling the obligation that we believe we have in relation to people and the environment.

TASTE, GOODNESS & PURPOSE

Where quality is concerned, the global tea industry has moved in the direction of commoditisation, multi-origin blending and reducing cost by sourcing from cheaper origins, whilst Dilmah has maintained an



“The principle is to always honour traditional, ethical and artisanal values because there is only one way to produce fine tea”

uncompromising commitment to its founding principles. Where purpose is concerned, in reaction to consumer pressure, many businesses have found purpose; Dilmah was formed around purpose that has delivered transformational humanitarian and environmental impact and which continues to form one of three pillars that are at the centre of our business – taste, goodness and purpose.



Dilmah Founder, Merrill J. Fernando



Dilmah tea stands out in the tea category since we are tea growers with a passion for tea that spans generations. Our existence is very firmly based on a commitment to quality which we honour with an uncompromising commitment to the principles that my father set out when he began his mission. He devoted his life to tea, and for my brother Malik and I that translated into a particularly compelling obligation since he named Dilmah after us. For the third generation it is the commitment to a herb that offers taste and natural goodness, through which we are able to fulfil our family commitment to enhancing the lives of workers and the less privileged.

WHAT DOES THE FUTURE HOLD?

Our plans for the future of the Dilmah business are to continue our emphasis on quality and integrity and while doing so to constantly reimagine the tea experience. For nearly a decade we pursued a global initiative to explore afternoon tea with our Real High Tea Challenge. This year we are embarking on a similar journey to share tea inspiration for the 21st century. The principle is to always honour traditional, ethical and artisanal values in making the finest tea because there is only one way to produce fine tea and then to reimagine the experience of tea from taste, goodness, presentation perspectives.

The elixir of CEYLON TEA

This exciting development brings authenticity and quality to a category that has been terribly commoditised over the years. The Elixir of Ceylon Tea is fundamentally different in that it is made from handpicked leaves on our Rilhena tea garden where the freshly harvested leaf is extracted and made into Elixir of Ceylon Tea extract within 24 hours of handpicking. The product is authentic, closer to nature and has been formulated with the use of stevia and honey to reduce total sugars to 4.5%.

- The convenience of just adding water, soda or sparkling water to produce an authentic iced tea or sparkling iced tea is exciting. Similarly it is a great ingredient for tea cocktails and mocktails without compromising quality or convenience in bars and cafés.
- The potential beyond iced, sparkling iced tea and Elixir of Ceylon Tea inspired mixology lies in frozen iced tea and Elixir of Ceylon Tea inspired slush which can conveniently be made using a slush machine and vintage summer drinks including ice cream tea soda based on Elixir. That retro summer drink is as easy as two pumps on the Elixir of Ceylon Tea dispenser, two scoops of ice cream, topped up using soda.

- Our Elixir of Ceylon Tea ambassador Tomek Malek, four times world champion flair bartender has developed a series of recipes for the use of Elixir in producing exciting beverages for cafes, restaurants, hotels and bars as well as offices. For more information visit elixirofceylontea.com.

A CHEF'S PERSPECTIVE

Renowned chef and Great British Food Awards judge Nathan Outlaw shares what he's most excited about in the UK's food industry

FOOD DEMOCRACY

Having lots of wonderful produce to choose from is always exciting and, as a chef, it sets my mind racing with exciting ideas for new dishes. I'm sure it's much the same for enthusiastic home cooks and with increased knowledge about ingredients, people are more aware of what they're eating than ever before. It's largely down to the plethora of cookery and food programmes on our screens, as well as social media. The way food gets from farm to shelf or restaurant table is no longer a secret and with more knowledge, I think people are doing their best to go for quality.

ENGLISH WINE

10 years ago it was virtually unheard of to see English wines on a restaurant menu, let alone in shops – now they appear regularly and are winning prestigious awards all over the world. It's fair to say, though, that English wines tend to be more expensive than those from the traditional wine-making countries, mostly because our wineries produce less so need to charge more to be viable. Winemaking is a relatively new industry in Britain, but with the gradual change in our weather and warmer summers, the quantity and quality of home-grown grapes has really increased, thus improving the yield. It's an area that could really do with some major investment and I'd love to see our wine producers be able to flourish and grow.



“The way food gets from farm to shelf or restaurant table is no longer a secret and with more knowledge, I think people are doing their best to go for quality”

CRAFT BEER

On a similar note, a decade ago the idea of having a beer in a fine dining restaurant would have been frowned upon. It's historically been seen as the beverage for the masses, once being served because it was safer to drink than water! However, the upsurge of craft beers has changed all that; no longer the poor relation, it's a flavour-packed drink that can pair beautifully with food. In my experience, the people who brew craft beer have a real passion and take great care to producing the very best they can.

FORAGED FOOD

Foraging as an activity has been around since the dawn of time but has re-surfaced in the last few years and become very fashionable. Foraging is great; it means you can have lovely hyper-seasonal produce for free! However, it's important to make sure you know what you're doing before grabbing a basket and setting off into the woods. And remember not to take too much – only what you need for your purpose at any given time. The only way that foraged produce can remain sustainable is by enough being left to re-seed the area. It's a sharing activity, please take heed!

SEAFOOD

I'm a seafood chef and it still amazes me that, as an island race, we use so little of what literally surrounds us. In my opinion we have the world's best fish and seafood around our coasts and we should really be eating more rather than sending it abroad. I'm often asked what my favourite species is and my answer is always mackerel. It's tasty, sustainable and very versatile. I'm also a great fan of cuttlefish; again, sustainable but really underused in the UK. And then there's all our lovely shellfish and crabs, most of which end up on dining tables abroad. Don't even get me started on that!

SPECIALIST SNACKING

Seed Snacks introduces new sweet-themed vegan snacks

From June 2019 Seed Snacks (Pep & Lekker), the vegan-friendly, savoury snack specialist, will be building upon its three-strong savoury snack repertoire: Fennel & Sunflower Seed, Cumin & Nigella Seed and Rosemary & Pumpkin Seed thanks to the addition of two sublime, sweet-themed offerings: Cacao & Coconut and Apple & Cinnamon.

This is a nutritious, seed-themed collection bristling with full-bodied flavours and healthy

convictions. Lovingly made with all-natural, best-in-class ingredients, these moreish, allergen-free snacks support good gut health whilst providing a generous portion of your daily fibre needs.

These low-in-sugar, Vegan Society-approved nibbles are brimming with beneficial protein, seeds and instantly gettable ingredients from nature's abundant larder.

The vision behind the two new sweet lines is to actively appeal to

a younger, more open-minded audience, be they vegans, flexitarians or more mainstream fine snacking aficionados.

Each perfectly-proportioned, gluten-free snack has been diligently baked (not fried) using apple puree as the essential 'binding' agent to minimise the need for unnecessary high calorie oils.

Each snack comes in a vibrant, head-turning livery, whilst the state-of-the-art packaging is both fully compostable and recyclable.

"Seed Snacks provide an invaluable responsible respite from all those supposedly better-for-you snacks that stubbornly refuse to move way from any unappetising, synthetic ingredients or unfeasibly high calorie counts"

Susan & Juliette Gafsens, co-founders



2 NEW
SWEET
FLAVOURS

PEP & LEKKER

ALL NATURAL FOODS

NEW & IMPROVED
SAVOURY
FLAVOURS

GLUTEN FREE

PLANT-BASED

HIGH FIBRE

FREE OF TOP
14 ALLERGENS

HIGH PROTEIN

LOW SUGAR

AVAILABLE IN 5 FLAVOURS

WHAT'S HOT IN FOOD AND DRINK?

Innovation is everywhere in the industry right now. Here are the three biggest movements worth taking note of

With change and innovation a constant force in food and drink, there can be a fine line between long-term trends and fads that see a spike in popularity but don't make a lasting impact in the industry. There are so many places to see patterns emerging and discover new products, from scrolling on social media to visiting trade shows. How to tell what's worth keeping your eye on? Ed Mehmed, partner at ?What If! says, "The difference between a long-term trend and a fad is that a long-term trend is a confluence of shifts, several things going on, that ladder up to a bigger movement, that in the name of progress should move us on. What is super important is the notion of human problems. For things to stick, they have to address a human need that has the right intensity and incidence. In other words, it is a pain and it shows up enough that we are motivated to solve it."

Meanwhile, the NFU's Future of Food 2040 report looks into how the British food and farming industries may develop over the next 20 years. "Diets are notoriously difficult to predict," it states, "but there is unlikely to be dramatic changes in our diet in Britain over the next 20 years. While fad diets will come and go, and consumers will continue to seek out new and novel taste experiences, change is often very slow due to ingrained social and cultural influences. So, there is

likely to be a simple and more gradual continuation of existing long-term established trends rather than a revolution. The more dominant long-term trends may reflect lifestyles and the ageing population of the UK."

So what has the potential to change the food and drink landscape as we know it?

PLANT POWER

The market for CBD products is taking off, with a plethora of innovative food and drink items hitting the shelves on a regular basis. While products that fit into the wellness or 'healthy' sectors have been popular for a while, CBD takes it one step further and aims to nourish the mind as well as the body. However, it comes hand in hand with potential eye-rolling and negative connotations when education is missing. Take Nooro, which its team claims to be the UK's first CBD snack bar, which utilises the hashtag #ForYourMind on social media. The vegan bar contains ingredients including ginger, lemon, oats as well as 25mg of CBD for an uplifting, wellbeing-friendly snack.

Good Soul produces premium CBD-infused chocolate which contains 200mg of full-spectrum CBD. "High-functioning people want to integrate cannabis into their lives in thoughtful ways" says company director, Victoria Weiss. "I want people to consume cannabis without feeling like it's a product they should hide. We've created a product where every

detail, from the feel of the packaging to the dosage of CBD, were all meticulously explored and executed with the consumer's experience and needs in mind."

It's not just food products that are incorporating CBD, the drinks market is getting in on the action, too. Body and Mind Botanicals have created a 100% organic, vegan and legal Cannabis Tea. The company advocates its benefits as helping to relieve stress, anxiety and even to help reduce pain and inflammation.

"The CBD market is a fascinating one," comments Ed from ?What If!. "In many ways cannabinoids represent a new frontier, and some specialists have been studying its properties and effects on humans for decades. It promises to be genuinely one of the most exciting areas, which blurs the lines between pharma and farmer; if you will excuse the pun. What is interesting is the social context around it is shifting. Like the end of prohibition, it feels like the early movers in this space treat the market with novelty or scramble to claim being the first. Brands work backwards from being edgy or irreverent – desperate to see a hemp leaf on their brand to maintain relevance or participate. It's unlikely that the early food and drink plays will be the real marketplace for CBD, just as drones delivering coffee and autonomous vehicles that deliver pizzas are not the real use case. Excitingly there are 100s of cannabinoids that we still know very little about their properties and effects on the human brain and physical wellbeing."



Food industry expert Jane Milton adds, “There is certainly a wide plethora of products containing CBD at present and as long as there is positive anecdotal evidence people will be happy to buy them. We have seen recently with the sudden interest in turmeric (a product that had been here a long time) and how that has stayed and now turmeric appears in meals, hot drinks, chocolates and cakes. I see no reason why CBD will not do the same, although I know some people are still suspicious of them and view them as if they are marijuana - I have heard, for instance, that people selling only foods containing CBD have found it hard to get bank accounts and card machines from banks. Looks like there is still some education to do, too.”

“For me one of these trends or developments that I am most excited about is the reduction of dependence on alcohol in bars and restaurants, and the wider range of non-alcoholic drinks that aren’t laced with sugar - either drinks with similar flavour profiles to spirits or beers, sophisticated fruit-based drinks and my favourites, those based on tea”

Jane Milton, food industry expert

WHAT TO DRINK?

According to Mintel, one in five 16 to 24-year-olds say that they don’t drink alcohol. This change in attitude and spending habits has paved the way for new and existing brands to come up with some exciting ideas.

The big brands have been incorporating low or non-alcoholic additions to their lines in order to

appeal to the ever-increasing numbers of consumers looking for alternatives. For example, Kopparberg has alcohol-free versions of its cider, and other big-hitters including beer brands Heineken and Beck’s sell 0% alcohol beverages.

We have all heard of Seedlip, the company that put non-alcoholic spirits on the map, and since then there has been a plethora of

interesting products coming through, as uninspiring and overly sugary alternatives are no longer good enough for consumers, they want to see good quality, flavourful options.

For example, Punchy Drinks offers “the world’s first” 4% and 0% abv rum punch, and has recently

launched a tequila, pink grapefruit, lime and chilli drink. Caleño is a new non-alcoholic spirit with a tropical infusion of juniper, citrus and spice botanicals, as well as its key ingredient, the South American Inca berry. The mix of zesty flavours aims to provide an interesting alternative to alcohol.

Outfox also creates grown up drinks as an alternative to wine with less than 0.5% abv, and not only that are also vegan, gluten-free and contain no sulphites.

Jane Milton comments, “One of these trends or developments that I am most excited about is the reduction of dependence on alcohol in bars and restaurants, and the wider range of non-alcoholic drinks that aren’t laced with sugar - either drinks with similar flavour profiles to spirits or beers, sophisticated fruit based drinks and my favourites, those based on tea. Dilmah Tea, the Sri Lankan brand which sells worldwide and is beginning to make inroads into the UK, have made a great range of Elixirs,

Ed Mehmed, PARTNER AT ?WHAT IF!

Shares his insight into the top three trends making a long-term impact on the food and drink industry:



One of my top three trends would be the **micro biome** – a realisation that we are humanhosts to bacteria and that maintaining a diverse mix of bacteria on us and in us is essential to health and wellbeing.

Plant power is huge, in my opinion, and the earlier point on CBD talks to this, along with plant milks, plant protein, herbs, botanicals and rebalancing the obsession with fruit with vegetables. Couple this with the growing awareness that some meat production contributes significantly to global warming.

Veganism is a confluence of principled consumers with very different motivations. The sports performance angle linked to mental acuity and avoiding swings of mood, energy or concentration levels is a huge driver.

Parents wanting to be seen as role models to their children and links to red meat and cancer would encourage simple lifestyle shifts that promise living well for longer. It has grown from well beyond its core base of ethics, questioning animal welfare or industrial farming practices, but has taken 30-40 years to peak. I like to remind my teams of the music industry adage ‘it has taken ten years to become an overnight success.’

The **low and no-alcohol** space also is growing, albeit from a very low base. Future consumers are in my opinion questioning the notion of a safe limit for alcohol, just as it would be ridiculous to suggest five cigarettes a week was ever okay. I suspect, it’s a young urban elite who are drinking less, and in poorer pockets across the UK we would be right to question whether we are living on the same planet, yet alone the same country, when it comes to attitudes towards alcohol.

Helpfully, in order to survive, pubs needed to diversify and do food really well, this means that the act of eating out and drinking have become coupled, this I think is good socially and means fewer people are out ‘drinking’. In this area we are becoming closer to our Spanish, Italian and French cousins, when it comes to city culture at least.

In many food groups, what looks like the premiumisation of a category, is actually the adultification (made up word) of foods. E.g. Dorset Cereals, is clearly a grown-up cereal for grown-ups and Green & Blacks a desert replacement or sofa moment for parents once the kids are tucked up in bed. Yes people pay more for them, but that is a bi-product of serving a clear need. In the drinks space this is also happening, as once sweet, carefree and youthful brands, start to wear adult clothing and appeal to more challenging taste profiles. This is connected to the low and no story. It’s about being informed, being discerning and making the right choice for you.

“Diets are notoriously difficult to predict, but there is unlikely to be dramatic changes in our diet in Britain over the next 20 years. While fad diets will come and go, and consumers will continue to seek out new and novel taste experiences, change is often very slow due to ingrained social and cultural influences. So, there is likely to be a simple and more gradual continuation of existing long-term established trends rather than a revolution. The more dominant long-term trends may reflect lifestyles and the ageing population of the UK”

NFU Future of Food 2040 report

which are innovative tea concentrates and tea extracts made with Ceylon Tea, which make it easier for bartenders and less skilled foodservice staff to create delicious iced teas, shakes and mocktails.”

THE GOOD-FOR-YOU TREND

Back in October 2018, Mintel listed wellness as an industry influence. The movement defines the way consumers think about everything from health to technology to food and drink. According to the article, “In 2019 and beyond, growing consumer curiosity with the microbiome shows no signs of abating. From gut-friendly fermented foods to probiotic

skincare, consumers will demand products that balance and boost the natural bacteria found in and on the body.”

Type ‘fermented’ into Ocado and 186 options come up. The range of products is full and varied, such as Taifun’s Organic Feto Natural Fermented Tofu - it’s said that the fermentation with vegan yogurt cultures helps make the tofu easier to digest. The brand Profusion offer lightly sparkling fermented green tea drinks featuring kombucha in a range of flavours, including; Baobab, Mint & Pomegranate, Mighty Greens and Maca, Coconut & Pineapple.

Kefir has had a particularly sizeable impact. Used in cultures around the world for thousands of

years, it’s begun making a lot of noise in recent times. Made using grains of bacteria and yeast with milk to create a fermented drink, it’s said to contain lots of friendly bacteria good for digestion and gut health. With its tangy flavour it can be enjoyed on its own, but many companies are coming out with innovative flavour combinations to add extra interest, such as Yorvale’s Blueberry & Elderflower kefir smoothie and Biotiful’s Cacao smoothie kefir. While it often comes in drink format there are also spoonable versions for something a bit different.





THE FUTURE IS GREEN

Thea Brook launched The Brook to provide exciting, plant-based meal options for vegans, flexitarians and foodies alike

New plant-based meal brand The Brook is looking to address the current imbalance in the availability of tasty vegan ready meals and responding to the rocketing growth of veganism set against consumer dissatisfaction with 'boring' vegan ready meal options. Offering premium quality, exciting recipe dishes targeting the time-poor but health and environmentally aware customer, The Brook is seeing an overwhelming response to its new plant-based range.

The Brook is the brainchild of Thea Brook, a self-confessed foodie, former restaurateur and business entrepreneur. Thea set to work creating appetising meals, many of which represent a play on traditional tastes widely associated with non-plant-based foods. Food is frozen to seal in the flavour, texture and nourishment, ensuring a product that reaches the consumers as close to freshly cooked as possible.

The selection of meals are available via The Brook's Vegan Meal Box - each box contains eight frozen gourmet meals designed to appeal to people with a traditional palate, from committed vegans to flexitarian foodies alike. The brand helps consumers' decision to live more sustainably, by giving them an

easy option to swap on as many fronts as possible.

The Brook offers a UK mainland food delivery service direct to consumers and is exploring possible routes to retail via both the independent and multiple sectors.

TASTE OF SUCCESS

In just two months since its official launch, The Brook has already established a listing with The Vegankind Supermarket - the UK's no.1 online vegan store - and is running a test market with a national garden centre chain. Most recently, The Brook has been scooped up by Singapore-based online fine food supplier, Sasha's Fine Foods and a major grocery multiple will be stocking

the brand in a matter of weeks. In addition, the business is keen to extend its reach to restaurants and pubs looking to improve upon their existing vegan options, or those keen to introduce a selection of high-quality vegan dishes to capitalise on the current explosion of interest in plant-based eating.

Thea says, "With the vegan population predicted to grow by 327% this year (according to comparison site Finder) and an unprecedented growth in awareness of the benefits of a plant-based diet - aided by the support of mainstream celebrities such as Simon Cowell and even the Duchess of Sussex, Meghan Markle - it makes sense for traditional UK shopping destinations to expand their vegan offering. This should also be looked at in the context of the continued boom in ready meals - 93% of UK consumers eat ready meals (Mintel 2018) - which appeal to the time poor consumer who is increasingly looking for a healthy, flavoursome alternative to traditional prepared foods. The Brook is ideally placed to respond to these consumer trends and our restaurant background ensures that The Brook product range always over delivers on flavour providing a restaurant quality meal experience."

"With the vegan population predicted to grow by 327% this year (according to comparison site Finder) and an unprecedented growth in awareness of the benefits of a plant-based diet it makes sense for traditional UK shopping destinations to expand their vegan offering"

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FAMILY VALUES

Skill and passion has long been at the heart of the family-run Tims Dairy, and the new range is no exception

Family business Tims Dairy has launched a delicious new range, The London Collection, in celebration of its 70th year as a family business producing high quality Greek-style yogurts.

Made for great taste, the three new single serve 150g yogurts are all Greek style, bio-live, lactose-free and made with only natural ingredients and fresh British cow's milk and cream.

On-trend flavours, inspired by the business' London roots and the

exotic flavours first shipped into the London docks from around the world, include Chocolate & Orange Marmalade, Rhubarb & Rose and Mango & Turmeric, all available in single flavour cases of 6 x 150g.

Founded in a Warren Street basement workroom in 1949 by the uncle and father of the four brothers currently at the helm of Tims Dairy, the family business and original recipe has been handed down through the years, and the heritage of authentic

"The heritage of authentic Greek-style yogurt made with skill and passion has remained at the heart of their ethos"



Making a Change

In launching this range Tims Dairy have also partnered with charity Depaul UK, and profits from the yogurt sold are helping to change the lives of young people affected by homelessness.

Greek-style yogurt made with skill and passion has remained at the heart of their ethos. The taste, flavours and natural freshness make these yogurts a genuine healthy treat at any time of the day.



ON TREND FLAVOURS RHUBARB & ROSE 150G
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TASTE OF SOUTH AFRICA

Edward Morse, MD of Banhoek Chilli Oil, tells the brand's story

Banhoek Chilli Oil began as a home experiment in the family kitchen of former investment professional Ken Kinsey Quick who, after decades of living and working Europe and the UK, struggled to find the kind of chilli-infused oil he'd fallen in love with whilst away from his home country South Africa. Working with his brother-in-law, Adi Meintjies, Ken sat down to recreate the kind of chilli-infused oil that had caught his imagination in Europe. They worked through 60 different flavour combinations, trying a variety of oils, chillies and ratios until they finally got the formula right, using Bird's Eye chillies and rapeseed oil.

From these modest beginnings, Banhoek Chilli Oil flourished into a fast-growing local business with

delicatessen, restaurants and food retailers snapping up early batches when the business launched in early 2018. Since then sales have flooded in from across South Africa, and with the growth in demand, the home kitchen experiment has evolved into a stand-alone production unit, conforming to stringent food safety standards.

As important as the choice of chilli variety to get the right level of spice and flavour, was deciding which oil base to use. Having evaluated a number of different options, premium rapeseed was chosen due to its neutral taste

which allows the full flavour of the chilli to come through. Besides being cholesterol-free and low in saturated fats, it is also high in omega-3 and omega-6 fatty acids and is packed with vitamins E and K. Unlike strong flavoured olive oils, rapeseed oil doesn't dominate the delicious pure chilli flavour.

Handmade in small batches using only the highest quality oil and chillies, Banhoek Chilli Oil is a subtle, rosy-hued chilli oil that adds just the right amount of heat to a dish without being overpowering.



How to Enjoy Drizzle over steaks before they hit the grill, use with fish, eggs, avocado, seafood, in a dressing, with pasta and, of course with your favourite pizza, plus your imagination!

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"THE ROLLS ROYCE OF PEPPERONI"

Estom is seizing the opportunity to modernise the UK's relationship with cured meat



Estom, a family business importing and distributing the finest cured meats and other seasonal foods in the UK, is committed to sourcing and supplying only the best, natural products and ingredients that are made with care and craft. With pepperoni being Britain's number one pizza topping, the opportunity for high quality artisan pepperoni is incredibly strong, a category in which Estom excels. Its factories, have been proudly and defiantly following the unhurried, artisan techniques of smoking and curing meats for over 150 years, and the hero product, the Gyula sausage, is well established and widely recognised as an absolute leader in quality. It has unparalleled taste and flavour profile, and good enough for the UK's largest pizza restaurant chain for more than 50 years.

Estom likes to think of its mission to save the world from ordinary and bland pepperoni.

It believes pepperoni in the UK is mainly characterised by low end, poor quality and cheap products.

Estom believes a better made pepperoni elevates not just a pizza offering, but other dishes can benefit from the inherent taste and superior flavour profile. It can be used in different formats, say crumbled as part of a pasta filling, on salad or in a soup dish, used whole on a charcuterie board or as commonly consumed on the continent, sliced on a sandwich. Gyula sausage is a ready to eat product, it happens to cook very well on a pizza and is the pepperoni of choice but it does not need to be cooked.

Tom Horvath Neumann, director of Estom explains, "It is the assumed responsibility of Estom to promote producers that ensure the age-old traditions and flavours of authentic cured meats still have a place in today's food industry. Whilst

meat alternatives are increasingly gaining traction, meat production is one of the oldest industries known to mankind and we believe the trend of faux meat grown in laboratories will not come close or replace the flavour profiles and organoleptic qualities of a super-premium product like Gyula sausage. Many established producers have tried to replicate it but our hero products have secret recipes and natural, hand crafted production methods, which result in an inimitable taste and superior quality attributes."



THE ROLLS-ROYCE OF PEPPERONI
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THE ARTFUL BAKER

Turning traditional biscuit values on their head

The Artful Baker celebrates biscuit's more gastronomic aspirations.

The age of seamlessly symmetrical, biscuit barrel fodder is drawing to a close. Today's more aspirational nibble must be truly memorable and what's more noteworthy than biscotti with sweet and savoury leanings!

The Artful Baker stands for perfectly-proportioned craft biscuit musings, the very antithesis of the many monotone flavours and indistinguishable, conveyor built biscuits that clog up so many uneventful biscuit aisles.

The Artful Baker promotes the often under-appreciated joy of a

delicious, well-balanced biscuit, an anytime treat that's simply too delicious to be wolfed down or held captive in a tucked away biscuit tin.

The Artful Baker's initial project is to unlock the full, untapped potential of the noble biscotti, turning conventional 'biscuit wisdom' on its head to create a flavoursome light bite with infinitely more 'everyday appeal' than the dense, unyielding biscotti of yesteryear.

In a dramatic break from time-honoured biscotti traditions, our double-baked biscuits are slim enough to be easily devoured yet sufficiently upholstered to accommodate even the chunkiest

What's in the range?

SAVOURY BISCOCCI NIBBLES

Wild Garlic & Chives, Caramelised Red Onion Marmalade & Pesto, Sweet Chilli & Lime and Kalamata Olives & Oregano

SWEET BISCOCCI THINS

Salted Caramel, Belgian Dark Choc & Hazelnuts, Raspberries & White Choc, Rich, Dark Belgian Choc & Californian Almonds and Valencian Orange, Pistachios & Cardamom.



inclusion or most breath-taking flavour marriage.

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OPERATION SUSTAINABILITY

We look at the biggest powers at play in the fight to save our planet



FOOD WASTE

In spring, Defra partnered with businesses across food and drink to pledge to end food waste at its event Step Up To The Plate – which it describes as ‘an environmental, moral and financial scandal’ – for good. The Government department estimated that, if global food waste were a country, it would be behind just China and the US as the third biggest producer of greenhouse gases, with supporting food waste campaigners WRAP stating that every month the average British family discards £70 of food, amounting to seven million tonnes a year in total.

Jonathan Straight, brand ambassador of Approved Food commented, “Having Defra behind the campaign to stop food waste, as well as getting industry leaders and influencers involved, will definitely have a positive impact on raising awareness and getting brands to address where they can reduce or eliminate waste within their companies.” He is conscious that practical action is needed and

hopes that the high profile signatories of the pledge will promote the food waste fight. “While awareness is a key part of the fight around food waste, we need to address what actions can be taken,” he says. “Getting attendees to sign the pledge is a really positive step and will ensure those who can make a difference are actively doing so.”

The pledge is part of Defra’s landmark Resources and Waste Strategy, which sets out how the Government will introduce annual reporting from food businesses on food waste and surplus, and are supported by a £15 million scheme. Meanwhile, the Government has reiterated its commitment to supporting the United Nation’s Sustainable Development Goal 2 to end hunger by 2030.

Ben Elliott, Defra’s food surplus and waste champion, said of the four organisations awarded funding in line with the department’s plans (Fareshare, Company Shop Group, Felix project and Food Works Sheffield): “Following a competitive

bidding process, I am delighted to announce that these four brilliant organisations have been awarded with funding from the £15 million scheme, announced back in January. These organisations are on the frontline, working diligently towards a waste-less future by ensuring that perfectly good food does not end up in the bin. It’s only right that this vital work is recognised accordingly.”

In numbers

- In 2017, within the retail and food manufacturing sectors, 205,000 tonnes of surplus food was wasted. Food waste fighters WRAP state that 100,000 tonnes of this was both edible and accessible
- In total, the UK wastes 10.2 million tonnes of food per year – 1.8 million tonnes from food manufacture, 1 million from hospitality and 260,000 from retail. The remainder comes from domestic households



ETHICAL & ORGANIC FARMING

As the consumer understanding and appreciation of ethically-produced food and drink grows, so too do the opportunities within the sector. Organic farming statistics published by Defra in May show that the number of organic producers has increased – bucking the numbers seen over the past five years – currently standing at 3,544, a rise of 2% since 2017.

Roger Kerr, chief executive of Organic Farmers & Growers commented, “Continued growth of consumer demand for high-welfare and environmentally friendly produce has seen organic sales increase steadily in the last seven years, which has in turn triggered an increase in organic farm conversions.

“Organic farming also continues on its positive trajectory on a global scale, with organic land area and producer numbers at an all-time high,” he continues. “Organic land worldwide is growing by 20% annually, and

“In a mixed up, Trumped up world, climate emergency and fixing the broken food systems must be priority. It’s the small actions that will count, that means if we all flex our kindness muscles a little bit more, positive change will be the consequence”

Mary Clear, founder of Incredible Edible

producer numbers are increasing by 5% year-on-year, currently sitting at 2.9m.”

Also in May, 200 farmers, researchers, students and academics based across the UK, Ireland, the USA, Finland, Sweden and the Netherlands came together in Scotland for what was considered the first ever conference focused on the emerging ethical farming industry. Dedicated to sustainability, the event covered topics which the British consumer is keen to address and which the industry as a whole must act on swiftly: climate change, social impact, biodiversity, animal welfare, recycling, plastic reduction and supporting locally-produced foods.

Speaking at the inaugural conference, Wilma Finlay of host Rainton Farm said, “Ethically produced food is an important emerging market and livestock farming needs to have a place within that market.

“In the past few weeks we’ve seen a ‘climate emergency’ declared by political leaders across the UK,” she continues. “We’ve also seen the publication of the UN’s IPBES report on devastating biodiversity loss, with the report calling for more sustainable, regenerative and ecological farming.” She named her home country of Scotland as a pioneer in this field, saying, “There is a clear opportunity for Scotland to take the lead in incentivising ecological farming; pioneering a pasture-based, regenerative approach that is as sustainable as it is productive. The alternative, intensification, in a country that excels at natural, pasture-based systems will place

our whole industry in the frame as a health and climate liability.”

“To date,” says Professor Davy McCracken, head of SRUC’s department of integrated land management and head of SRUC’s Hill & Mountain Research Centre, “early adopters of much more sustainable farming systems have been seen as somewhat ‘out there’ by others in the industry. But the innovations they are developing are relevant to all. And greater recognition and uptake of these will ensure that the industry as a whole is much more resilient and sustainable into the future.”

According to Joanna Lewis, policy director at the Soil Association, “We urgently need policy that supports farmers to adopt nature friendly agroecological farming methods like agroforestry and organic, which put natural systems first and chemicals last. Research has shown this type of farming holds the answer to restoring biodiversity and soil, halving greenhouse gas emissions, while still being able to feed a growing European population a healthy diet. We call on the Government to prioritise soil health and agroecology in the upcoming Agriculture and Environment Bills.”

Mary Clear, founder of Incredible Edible, has the final word: “In a mixed up, Trumped up world, climate emergency and fixing the broken food systems must be priority. It’s the small actions that will count, that means if we all flex our kindness muscles a little bit more, positive change will be the consequence.”



David Finlay, The Ethical Dairy

“People now expect businesses to take their social and environmental responsibilities seriously”

Julia Nicoara, interim director of public engagement at the Fairtrade Foundation

FAIRTRADE

Fairtrade is unquestionably the sustainability success story in terms of consumer engagement. With bananas its most visible product, closely followed by coffee and chocolate – all everyday items, which helps with recognition – the Fairtrade mark has gained familiarity with 91% of British shoppers, with these consumers believing that it reflects their personal values – according to a recently published multi-country survey carried out by GlobeScan. Not only that, but 84% of the survey’s respondents stated that they have trust in Fairtrade and its work in providing a living income and fair prices, and helping farmers escape poverty.

Julia Nicoara, interim director of public engagement at the Fairtrade Foundation said that, “The data sends a very strong message to companies that, despite political uncertainty at home and abroad, there is a very strong body of shoppers who identify with the values of Fairtrade and want business to play fair.”

The report showed that Millennials are most likely to purchase products with the Fairtrade Mark, but its popularity spans age groups with a jump of 20% since 2015 of shoppers of all ages recommending Fairtrade

products to their friends.

“People now expect businesses to take their social and environmental responsibilities seriously,” continues Julia. “More than that, it’s clear that a significant segment of the public is willing to back Fairtrade’s principles of equity and justice in trade by choosing Fairtrade certified products.

“Consumers associate Fairtrade with fair prices, living income, good conditions, and support for farmers in developing countries. Where they can, shoppers will reward companies that do the right thing through their purchasing choices, and more than ever seem prepared to influence others with their opinions.”

Looking forward, tea, sugar and fresh fruit and vegetables are opportunity areas, with respondents to the report communicating that they would like to see greater visibility and availability of these products in stores.

PLASTICS

With a reported 57% of the British

population considering plastic pollution the biggest threat to the environment within modern history, according to research conducted by Ubamarket, it’s imperative that industries act now. The food and drink sector must make quick changes, as according to the research nearly 43 million people – 82% of respondents – believed that the level of plastic used in packaging of food and drink products needs to be changed. It’s well documented that Millennials are environmentally-conscious, but this opinion is widespread; over 90% of respondents aged 55+ believe the amount of plastic currently utilised in food and drink packaging is unnecessary and requires immediate change.

The research also found that 77% of British consumers feel that the responsibility for food waste is in the hands of manufacturers and supermarkets, believing that no matter how much they recycle, the industry causes the bulk of plastic pollution.

“This year the war on plastics is one that, thankfully, doesn’t seem to be dying out,” says Will Broome, CEO of Ubamarket. “As consumers demand change at both a corporate and policy level, the government will have no choice but to implement changes nationally. The true scale of waste and plastic content of products has previously been shielded, however, in this current climate, this is no longer possible.”

The combination of consumer awareness and activity, and demands on businesses across the industry to make a change, means we all need to step up. Speak to your customers and suppliers to find out how you can help the cause. The time is now.

“The true scale of waste and plastic content of products has previously been shielded, however, in this current climate, this is no longer possible”

Will Broome, CEO of Ubamarket



FINAL WORDS

Patrick Holden, founding director
of the Sustainable Food Trust

I believe we are entering a new chapter in UK food and farming history, driven by a combination of public concern about climate change, a growing recognition that transforming our food and farming systems may hold one of the keys to reducing greenhouse gas emissions, concerns about the impact of industrial and chemical farming systems on public health, and growing awareness from within the farming community itself that food production based on high levels of chemical inputs is bad for the environment, destroys soil fertility and reduces food producers to the role of commodity slavery without any tangible benefits either to themselves or the wider public interest.

The food industry needs to respond to growing consumer interest in products which are sourced more sustainably and have better provenance. To achieve this, we need a new means which measures and assesses all elements of on-farm sustainability and is inclusive not exclusive. Such a sustainability assessment would enable consumers to identify the degree of sustainability of all the foods they buy, using a scoring system based on an annual sustainability audit which would be a requirement for the receipt of future public purse support. The food industry need to play their part in food sourcing and food labelling, thereby empowering

their customers to buy into the new sustainability agenda.

As a producer, I am currently required to undertake around five audits a year, each of which is costly, bureaucratic and time consuming, at the end of which I know little or nothing about whether my farming system is any more sustainable than it was last year. The other side of the farm gate, consumers are equally confused, faced as they are with a plethora of different certification

“If we all used our consumer buying power as individual cells in the food system organism, we could co-create a new food system which would address climate change, restore biodiversity, enhance rural employment, and enhance the wellbeing of all those involved with the wider food community”

schemes, all of which are using different assessment tools. If we could engineer the harmonisation of sustainability assessment, farmers would be massive beneficiaries, not least because they would be able to measure their own improvements in sustainability year on year against a framework which would enable comparison with others.

The demise of independent retailers and localised processing, packing and retailing infrastructure which has been occurring throughout my farming lifetime is in part directly related to the commoditisation and industrialisation of our food systems. If there was a societal commitment to relocalising the

production, packing, processing and distribution of sustainably produced food, this would create the conditions for a renaissance for small and localised artisan processors and associated retail infrastructure.

Under the Obama administration, the United States Department of Agriculture ran a programme ‘know your farm and know your food’ – such a simple slogan, but actually getting to the very heart of the issues I have

been discussing. If we all used our consumer buying power as individual cells in the food system organism, whether we are individual householders, small food businesses or larger operations, we could co-create a new food system which would address climate change, restore biodiversity, minimise use of non-renewable external inputs, including water, soil, energy and nutrients, enhance rural employment, and enhance the wellbeing of all those involved with the wider food community including schools, hospitals, and all other institutions who are engaged with sourcing food for their employees.

I’d like to see a commitment to support the emergence of an internationally harmonised sustainability assessment tool, the use of which would enable the use of a sustainability score carried on all future food products. Also, every food business, small and large, introducing a transparent mission statement which would inform its future sourcing policy.



FOR THE LOVE OF NOODLES

Damien Lee, founder of Mr Lee's Pure Foods, talks about his successful battle with cancer, his love for noodles and development of the award-winning Noodle Kiosks

A number of years back I was diagnosed with late stage four cancer and given weeks. I knew I had to take action. I am a huge believer in "you are what you eat" so I immediately took all the nasties out of my diet. I realised I couldn't have my favourite snack – instant noodles anymore because they were so full of salt, sugars, Es, artificial preservatives etc. So I decided that when I get better, I will create a noodle I can eat and one that is not bad for you. Mr Lee's Noodles was born!

We use only the finest freeze-dried ingredients, real beef, real chicken, real broccoli, real beans, you name it, but only the best! The noodles and their six diverse flavours are uniquely crafted from authentic recipes that I grew up with as a kid back home in Australia. So we create amazing tastes, and the most important thing – with absolutely no nasties!

After growing substantially over

the past couple of years, we have reformulated our innovative, authentic and tasty recipes this spring. By further balancing the seasoning levels, introducing generous, game-changing chunks of 100% chicken breast into two of our flavours alongside their market-leading amounts of freeze-dried veggies and proteins, we at Mr Lee's strive to be one of the most premium, tasty and guilt-free global noodle brands.

Health is always at the forefront of our minds, therefore creating the healthiest and most premium instant noodles on the market was our mission from the beginning. Mr Lee's noodles are not only certified low in sugar and gluten-free across the entire range, but also lower in calories, saturated fats and salt than our competitors. To top it up, we also cater for vegetarians and vegans, with two of our flavours registered by the Vegan Society.

Together with the new recipes, we also took a stand on sustainability by introducing a widely recyclable range with a removable paper sleeve to make sure that we do everything possible to protect the environment.

"We create amazing tastes, and the most important thing – with absolutely no nasties!"

Noodle Kiosks

With a focus on innovation, our award-winning, digital, interactive Noodle Kiosks are set to reverse poor expectations which people may hold for vended foods, giving people access to hot, healthy foods that are prepared quickly for on-the-go, or just as easily enjoyed as a sit down ready meal 24/7.

With cashless and mobile payment system, a powerful 42" touch-screen and tailored, engaging video content, they're perfect for high footfall areas with limited access to food after hours e.g. hospitals, corporations, hotels, sports venues etc. They are already placed in London, with more locations in the UK and abroad coming soon!

We have always been a very ambitious brand and successful launch on airlines and over a thousand stores across Australia has only increased our appetite. We are planning to conquer new territories and new markets with our noodles and Noodle Kiosks this year. We are also planning to introduce a completely new product into the market this autumn, so keep your eyes peeled!

Product spotlight

COCONUT CHICKEN LAKSA

The winner of the Healthy Food Guide - Best of Health Awards 2018 "Speedy Suppers", our authentic Coconut Chicken Laksa consists of fragrant chicken curry rice noodles with generous, game-changing chunks of 100% chicken breast, creamy coconut, tasty cauliflower, green beans and turmeric. Certified gluten-free and low in sugar.





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WITH ABSOLUTELY NO NASTIES!

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WHAT WE CAN LEARN FROM THE STREET FOOD BOOM

As head of markets at KERB, Ian Dodds has seen first-hand the influence street food is having on the wider food industry



Over the seven years of KERB, we've seen the wider food industry in London up its game massively. Street food in 2012 led the charge for so much of the experience-led, quality fast casual restaurants we now see across London. Some of these operators started on the streets – Pizza Pilgrims, Bao, Bleecker were all part of the KERB crew in 2012-2013 – and other restaurant operators have since learned from the basic principles of street food's success – competitive price point, independent spirit, strong branding and social media.

London as a whole was tired of crap food, and a lot of indie businesses and creative types benefited from the clear gap in the market left by faceless chains and repetitive, uninspired ideas. Today

we've a massive range of incredible options, buoyed by the power of social media, to cheaply and effectively promote your business directly and through the number of bloggers, influencers etc, that now make up the restaurant ecosystem. Street food plays a key role in informalising and making accessible food from all over the world, in a cheap, democratic, unstuffy way – in doing so proving that customers want a premium burger, bao or burrito rather than the same old sandwich.

A mix of things are behind the street food boom – cheap, under utilised land, often ex-industrial, offering low risk semi-permanent pop-up opportunities, and visionary estate owners such as Argent at King's Cross (our first home) seeing the value of street food as a way of bringing people together and bringing public interest to a location. London needs to continue to be an open, supportive place for businesses to flourish. Landlords need to look at their rental demands and be more supportive of fledgling operators, and councils need to work more flexibly and apply greater vision in order to not get left behind.

“Others have learned from the basic principles of street food's success – competitive price point, independent spirit, strong branding and social media”

Supporting start-ups

KERB is an incubator and accelerator of the most promising street food businesses. We currently support 90 fully certified member businesses who trade across several markets, and benefit from an excellent KERB Caters arm that focuses on big private catering gigs. We run workshops and have built an online skills development platform called the KERB Vault. We put 15 promising new businesses through our inKERBator incubator scheme every three months, and all full members trade across our spread of markets and events several times per week.

Nurturing talent is key to what we do – keeping the street food industry fresh, relevant and delicious, and truly reflective of the diversity of today's London. Right now we're focusing on how to give businesses lasting roots, with our first permanent seven-day-a-week indoor home Seven Dials Market due to launch in September supporting 26 independent food businesses in the heart of Covent Garden. There's so much still to do. We launched our Pact Lunch scheme last month to great praise – encouraging customers to bring their own lunchbox in exchange for 50p off their dish in order to cut on packaging waste.

SNAK ON-THE-GO

Springvale Foods' Maddie Taylor introduces Snak Shed: a range of deliciously sustainable snacks



What's in the range?

Luxury Nut Mix, Chilli Rice Crackers, Banana Chips, Yoghurt Raisins, Salted Nut Mix and Bombay Mix. More flavours coming soon!

Snak Shed, a brand by Springvale Foods, has existed in the past in silver and purple branding which many readers may have seen or indeed stocked before. Snak Shed's new look has been designed to incorporate consumer's growing interest in sustainable packaging and the nation's favourite snacks!

Designed for those on-the-go, the Snak Shed cups are the perfect fit for a lunch box, briefcase, sports bag or road trip. The cups are resealable, which means if you are in the middle of something,

you can store the cup in your bag, pocket or car cup holder and finish it later without losing the nuts down the side of your car seat or in your bag/pocket – I'm sure we have all experienced that nightmare once or twice!

At Snak Shed we are a fun-loving bunch who don't take things too seriously. But when it comes to the environment, we leave no stone unturned! The cups are 100% biodegradable since they are completely plastic-free. Made from corn starch, they decompose over time in the right conditions.

We have 12 new flavours

"Join us in our quest to reduce plastic pollution by choosing Snak Shed, thus reducing the use of single-use plastic, one step at a time!"

launching in the next few weeks, which include more of the nation's favourite nibbles as well as a couple of bespoke mixes. We will also have counter top and floor standing display stands available for stores to display the Snak Shed cups in-store. These will really push the biodegradable message to ensure consumers do not mistake it for plastic.

SNAK SHED

12 MORE FLAVOURS COMING SOON!

Exclusive To **Sf.** Springvale Foods

Biodegradable Cup

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KEEPING COOL

Creating future-proof products that tick the eco-friendly boxes is part and parcel of the Hydropac story. Managing director Colin Rowland tells us more

When it comes to sustainability, Hydropac is ensuring that its products are going to stand the test of time.

As the UK's premier ice and gel pack manufacturer, the company specialises in temperature-controlled packaging solutions for the food and pharmaceutical industry. Hydropac's latest new product development; EnviroCool™ has just been announced and is set to take the ecommerce food and meal kit industry by surprise.

Colin Rowland, Hydropac's managing director, says, "We are continually developing new products and thrashing out new concepts, and dependant not only on whether they perform, but whether they offer the market key benefits and differentiators.

"The ecommerce food industry has been crying out for something radical for years, with start-ups and established companies faced only with the same old solutions; polystyrene, foam, wool or plastic, so it was time to think outside of the box, or perhaps inside it in this

case. EnviroCool™ Ticks all of the environmental boxes our customers are looking for, making this the only conscience-free choice."

EnviroCool™ was developed to solve a number of key issues facing this industry, which are to maintain temperature, prevent transit damage, be environmentally friendly and just as importantly, sustainable.

It's created from a special type of paper-based board, typically used for displays and more recently, the building industry. It combines a strong hexagonal recycled core, with heavy grade virgin fibre outer layers. The heavy grade virgin fibre outer layers, provide a natural moisture resistance that recycled paper grades would require a PE Coating to compete with.

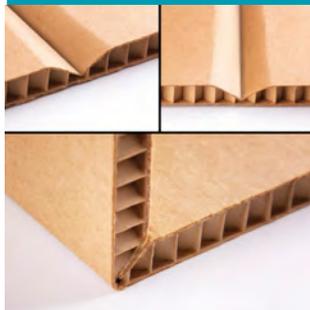
Hydropac have combined this with their unique tried and tested mitre-corner finish, providing an easy assembly two- part system, with the design providing unrivalled structural strength.

Colin adds, "Hydropac are already developing the next generation of EnviroCool™, capable of servicing the frozen food market, which will quickly be followed by a third generation for Pharmaceutical standards.

This really is a rapidly evolving range of products and is most definitely a product that

EnviroCool™ credentials

- Organic – It's just paper and it comes from FSC trees.
- Biodegradable
- Recyclable – 100% kerbside recyclable
- Recycled – Contains up to 30% recycled material, giving life to recycled paper.
- Structural strength – Unique design makes this incredibly strong, watch out for a series of challenges
- Maintains the cold chain in extreme and constant 30° C lab tests for a minimum 24hrs



is here to stay, well until it biodegrades that is.

"We know that some of our more planet-friendly solutions are more expensive (at this point in time), but that's for our customers to decide on whether the on-costs are attractive enough to effect the positive change, for the future of us all and not just ourselves."



"The ecommerce food industry has been crying out for something radical for years, with start-ups and established companies faced only with the same old solutions"

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THE START-UP LIFE

Why do it, and how? asks Jason Gibb, co-founder of Bread & Jam and creator of Planet Jason

The inspiration to start a food or drink business comes from one of two things. Either you are driven by a crazed passion for a particular product (your granny's cloudberry jam, the bubble tea you discovered in Bangkok) and this is the catalyst to take the gamble. Or you spot a clear commercial opportunity – a new trend or a gap in the market – and you start your business to exploit it.

Sometimes you're lucky enough to find both. For my own new food start-up the stars have aligned: I've been a passionate vegetarian for more than 40 years and love protein-rich plant-meat burgers and sausages. And right now one of the biggest food trends is meat-free (set to reach £1.1bn in sales by 2023, according to Mintel) meaning a huge opportunity for great tasting meat alternatives. So hooray for smug me, my new vegan-meat brand Planet Jason has every chance of success.

Or has it? Well not necessarily, because the inspiration for a product is just the start. When Thomas Edison claimed that "Genius is 1% inspiration and 99% perspiration", he could have been talking about being a foodpreneur. The challenge far greater than dreaming up that first concept is turning it into reality. "You not only need a great idea, but also single-mindedness, resilience, with some business acumen thrown in, to actually make anything happen," says Andrew Walker, founder of TEA REX who make fresh fruit infusions.

So what is on the list of essentials for building a successful food business? A bottomless pit of cash? A bulging contact book of retail buyers, maybe? The sort of silver-tongued patter which would have you selling coals to Newcastle? Or, as Andrew says, "incredible, demented determination"?

I have the privilege of observing hundreds of emerging and emerged food and drink brands, because alongside my fledgling vegan businesses I run Bread & Jam, which puts on all sorts of events for new food and drink brands. Through our workshops, bootcamps, mentor walks, founder dinners and the epic two-day festival in October I get an amazing overview of the whole food brand ecosystem. Some people talk to me about the challenges that they – and nearly all food and drink start-ups – face, and from others I learn how the successful businesses overcome these obstacles.

SHOW ME THE MONEY

"Starting your own business is a risky thing," according to Jess Salamanca, founder of banana-based ice cream brand Banana Scoops. "You need a lot of investment, and this has meant I've kept a full-time job whilst trying to start the business so I can still invest in the brand and pay rent."

In fact, many start-ups underestimate the cost of launching – branding, packaging, NPd, ingredients, trade shows –



and this is all before you've brought in a penny of revenue. As Jessica Harris, who is launching a range of kid's coconut yoghurts called Little Bandits, says, "The early days have been so much more expensive than I first envisaged and it was tough to decide when to give up the day job to focus on growing the business and balancing that with earning enough to pay the bills."

The majority of start-ups manage to get off the ground using a mix of personal savings topped up with money from the three Fs – friends, family and erm, fools. At this stage the dastardly banks are rarely keen to help, but there are other pots of cash available. "Virgin Startup not only gave me a loan of £25k over six months to start my business, but have also been instrumental in the business plan-writing process," says Caroline Knight, founder of Herbaceous Blends, a caffeine-free herbal tea start-up. Other options include growing organically with revenue initially coming from markets and stalls, crowdfunding and even invoice financing.

MAKING THE DARNED STUFF

So now, armed with a tank of financial rocket-fuel to power your great idea, what's the next hurdle? "Finding a manufacturer," says Jess Salamanca. "No one wants to talk about this and it's one of the best-kept secrets in the industry which has meant a lot of networking and late nights searching Google."

Most brands these days tend to look to outsource manufacturing as the capital outlay to build your own kitchen is prohibitive. The challenge here is finding the right manufacturer who will make the product the way you want it made, and in small enough quantities at the start to mean you're not left with pallet-loads of unsold product.

But outsourcing manufacturing isn't the only option. You can of course make it yourself and scale up from the kitchen table to a commercial kitchen if you are lucky enough to live near well kitted-out shared kitchen space that can be rented by the shift. Karen Walker, co-founder of The Nowt Poney Food Company who are based in the North West of England, has not been so lucky. "Finding a kitchen that we could rent on an ad hoc basis was nigh on impossible and we ended up renting a kitchen space which was really expensive and that we had no control of." They are now resorting to kitting out their own kitchen space which they, in turn, will rent out to other food producers.

INDIE BUYERS

Once you've sorted the manufacturing out, and you have a good supply of well-made product, you need to actually sell it. Direct to consumers (at markets or online) is a great first step, but most producers have aspiration to sell through retailers. This is rarely a simple matter. "It's so hard to get to speak to retailer buyers. When I started out, my emails and phone calls went unanswered and I didn't

"You not only need a great idea, but also single-mindedness, resilience, with some business acumen thrown in, to actually make anything happen"

know if it was because they weren't into my products, they didn't see my emails, or I contacted the wrong person," says Andrew Walker of Tea Rex.

Nevertheless, independent retailers play a crucial role in launching a business. As Koosha Kowsari, co-founder of Cantina puts it, "Independent retailers have given us the platform to showcase our Chimichurri sauce to their customers. They tend to be very welcoming and allow us to do regular in-store sampling which is a huge bonus. This helps us gain brand exposure while having fun and meeting interesting people along the way."

But, if I'm honest, I think they could do better. I hear lots of complaints about late and incomplete payments, ad hoc ordering and poor communication. "Let us know whether we are a yes or a no after trade shows and be honest if you think our products will work or not," is a simple request from Sanjay Aggarwal, owner of the Spice Kitchen.

Caroline Knight of Herbaceous Blends suggests that indies need to "take a chance on small brands. I've noticed that many retailers and cafés go with an established brand rather than an emerging one. I get this, as they want to ensure they can sell their goods, but it does mean that the incumbents remain incumbents." After all, a shop's point of difference is what separates it from its competitors.

YOU CAN'T DO IT ON YOUR OWN

"This list of challenges is just the start. What's obvious is that it is not easy, and no one entrepreneur has all the skills and knowledge to do it on their own. "You can't do everything

yourself and sometimes it's best to get professional help, as in the long run it will save you time and money compared to how long it would have taken you," according to Karis Gesua co-founder of natural ice lolly brand LICKALIX.

Jane Sanderson, founder of the Dukkah Company, has a suggestion for where to look, "The biggest source of help has been talking with many other producers, both locally, across the industry and online. The FoodHub Forum is a chatroom of entrepreneurs on Facebook which is a fabulous source of advice".

There is no doubt that the food and drink community is collaborative and supportive, and entrepreneurs with a few miles on the clock are willing to share their experiences with new businesses. This was what inspired and allowed us to create the Bread & Jam Festivals, where over 100 food and drink founders share their knowledge and know-how with entrepreneurs on their way up.

"Bread & Jam was instrumental in giving me a basic understanding of where to start. At the festival I ran around like a headless chicken taking notes on suppliers, manufacturers, upscaling, social media and marketing. And I was able to cherry pick what was relevant to me for where I am now in order to build and grow," says Shadia al Hili, founder of Cuzena who are currently launching their fava bean dip into independent retailers.

As the founder of Bread & Jam, that's music to my ears. But with all this insight I need to somehow put it all into practice to launch my own start-up, Planet Jason, into orbit. Gulp. Commencing countdown. The pressure is on.

THE FUTURE OF RETAIL

Three pillars of the retail community tell us how to adapt to changing consumer and industry demands



STUART GATES, THE SEASONED GROCER

Recently, with over four decades of retail experience under my belt, I've been reflecting on the present and future state of retail. There is currently a perception that our modern shopper needs access to round-the-clock purchasing opportunities. It is all too easy to get swept along with this thinking, but I do wonder if this is the best way forward for many retailers. To achieve those long trading hours, a shop requires a level of staffing and operational costs, so I wonder if now is the time to look again at the whole retail arena and reappraise goals and objectives.

A common denominator with successful retailers is that they all have motivated, well-trained staff members who have had time invested in them. From my experience, happy staff lead to satisfied customers with the end result being healthy profits.

And what about the shifting balance between online shopping and 'bricks and mortar' retail? In my opinion, retail is about the senses and with that in mind I often advise speciality retailers that they should focus on what they do best by offering a speciality retail experience to customers.

So what do I conclude about the High Street of the present and future? Well, I still get great pleasure visiting shops, markets and other types of outlets and always look forward to discovering something new. Certainly, the retail world needs to plan for the future. Retailers, planners and local authorities need to work together and focus on solutions that revitalise the high street and the shopping experience. Maybe that's easier said than done but there are innovative and forward-thinking retailers out there who will need local authority support in order to keep towns and high streets alive and vibrant. The quaint opening hours of the past are unlikely to return, but the age-old practice of listening to your customers and giving them a shopping experience that they want is as true now as it was when I first started in retail.



ANGUS FERGUSON, MANAGING DIRECTOR OF DEMIJOHN

Demijohn decided to expand its offerings to more consumers by taking up concessions in other like-minded food shops. The exorbitant costs associated with trading from a traditional fixed shop on a high street is now at odds with the ever falling numbers of purchasing customers coming to those shops. The seismic change in shopping habits of the average British consumer over the last three to four years has forced us to have a radical rethink of the way we are distributing our products. In contrast to this is the success of our concessions and more flexible pop-up shops, which have demonstrated a better way to reach more customers in more areas across the country. To date there are highly successful Demijohn concessions at Loch Leven's Larder Farm Shop in Fife, Luss General Store on the shores of Loch Lomond, the White Goose Restaurant & Bar in Dundee and with more planned throughout the UK.

“Retail is about the senses, and with that in mind I often advise speciality retailers that they should focus on what they do best by offering a speciality retail experience to customers”

Consumers are more aware than even that they must change their shopping habits fast if they are to honestly follow a more sustainable existence. However, we all need to keep shopping, which creates mixed feelings in those who are more conscientious. The good news is that sustainable shopping can still be enjoyable, especially when it is carried off in an engaging, intelligent and fun way. The huge benefit with refill retail is that a customer can feel a sense of pride of helping the environment while still indulging in a little retail therapy. Demijohn's refill offering is therefore a win win for both food shopper and the environment and we plan to make much more of it in the coming year.

When Frances and I set the company up in 2004, we made it an important part of our mission to try and be a low impact retailer. What we started has been a revolution in retail that is only now becoming clear. Re-use is better than recycle, hence our dedication to allow customers to refill. However, we go along way when we are creating new processes and packaging for our products to ensure that the most environmentally friendly choice is taken if at all possible. For example, we favour real cork stoppers in our bottles over plastic alternatives, despite the additional burden of cost on us as a business. When we were developing our wooden tantalus for our bottle

“Over the last 15 years we have also faced many challenges with new high level regulation in the food and drink sector being forced upon us which has further restricted our ability for us to offer our customers the true shopping freedom they appear to want”

gift sets, such as those used for our very popular Gin Rack, we deliberately used British Poplar wood which is from sustainably managed woodlands here in the UK. We have very low waste levels for a retail business and we have won awards for our achievements, but being green is not easy nor cheap. It is the local authorities who have been consistently nervous about overseeing the way we wish to run our modern, eco-friendly business. Over the last 15 years we have also faced many challenges with new high level regulation in the food and drink sector being forced upon us which has further restricted our ability for us to offer our customers the true shopping freedom they appear to want.



**WILL BROOME,
FOUNDER AND
CEO OF UBERMARKET**

To some extent, retailers in physical stores are implementing retail tech into bricks and mortar to secure their places on high streets. There are certain qualities and aspects of the shopping experience which cannot be replicated online and it is good that retailers have noted this. This levels the playing field between in-store and online sectors whilst driving prices down for consumers in the process.

Originally, retailers would communicate their offers with traditional methods such as email marketing that stems from loyalty card customers and stockpiling at the end of aisles. All of which is becoming increasingly ineffective. Now, this is translating into push notifications which can

“The mounting store closures across the UK are indicative of an industry-wide requirement to innovate and advance the in-store offering in bricks and mortar stores”

pose many benefits for retailers and consumers and enables supermarkets to reach their shoppers far beyond the first time they step into stores.

The mounting store closures across the UK are indicative of an industry-wide requirement to innovate and advance the in-store offering in bricks and mortar stores. Over half of consumers prioritise convenience as the most important factor when shopping in physical stores and retailers would do well to take this on board.

However, whilst Britain is already lagging behind in the retail robots department, such implementation has the potential to cut jobs in an already struggling sector. Incorporating retail tech into stores without cutting human contact out from the process entirely is the way forward. Research has suggested that automation may amount to a bloodbath of job losses. The solution may be implementing nimble systems that can do jobs at pace, whilst still placing customers in front of people.

Personalisation is the key to success and it is vital that retailers start to note this. Whilst implementing retail tech poses many benefits, it is important that this does not entirely cut out consumer interaction. Ubamarket research has found that 53% of consumers want convenience, however, this does not mean that they want to eliminate all aspects of human interaction to achieve this.

SWEET SUCCESS

Creating delicious handcrafted meringue treats that push the boundaries of confectionery is the aim for Flower & White

Flower & White is a company that is consistently pushing forward with product innovation, creativity and quality, leading the way in producing exceptional meringues. With groundbreaking innovations, the brand sets out to challenge the way we eat the trusty meringue. Their meringues are handcrafted in Shropshire using the best quality ingredients available including free-range eggs and natural flavours, and are slow baked to a traditional Swiss-recipe.

Brian Crowther, co-founder and managing director explains, "The future for Flower & White is focused on quality, innovation and inspiration and we apply this approach in all that we do. We identify that the business is continually evolving and we look for learning opportunities everywhere; these come from modern and traditional sources and can come from outside the food sector. Some we currently use are academic partnerships, supply chain specialists, travel and trade shows, employee engagement, social media analysis and of course 'hands on' trials. This approach enables a culture of growth, evolution and analysis



throughout the business and challenges not being 'just good enough' or standing still."

NEW PRODUCTS ON THE HORIZON

Continuing to provide exciting snacking options, Flower & White will be launching brand new Meringue Bites this July. The bite-sized Swiss-baked meringue is covered in Belgian chocolate and textured toppings and will be available in two flavours - Raspberry and Salted Caramel. Naturally gluten-free and suitable for vegetarians, the meringues are also under 100 calories.

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

"The future for Flower & White is focused on quality, innovation and inspiration and we apply this approach in all that we do"

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," she adds.

When it comes to the future, Brian is keen to drive the business forward with these goals, "Firstly to develop an engaged empowered team who are clear on our business vision. Secondly to drive product development with sustainability at its heart, which includes supply chain, ingredients, packaging and process. Thirdly to continue to explore technical, process and ingredient advancements that provide indulgence and health hand in hand," he says.



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Suitable for vegetarians

100% paper recyclable packaging

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A MODERN APPROACH

Hawkshead Relish is mastering the art of 'try before you buy'

The Hawkshead Relish Company is a small family owned business based in the English Lake District, which creates a wide range of award-winning relishes, pickles and preserves. With over 60 Great Taste Awards and a range of over 100 products, there certainly is something for everyone.

From the company's origin's in 1999, founders and owners Mark and Maria Whitehead have developed a range of products that focus on local distinctiveness, whose provenance is firmly rooted in the area from which they originate, with many products in the range making use of traditional Cumberland and Westmorland recipes and a variety of local ingredients.

It quickly became apparent that the many hotels and guesthouses in their surrounding area were keen to order in larger quantities which gave rise to the development of an extensive foodservice range. The company are committed to offering their stockists the opportunity to use Hawkshead Relish products from the foodservice range on their menus.

"It's a great way for outlets that offer both retail and foodservice to increase sales. It makes sense to show customers that our products can be used in a variety of ways... lovely on the side of a plate as an accompaniment and also fabulous when used as a cooking ingredient. Ultimately it's the perfect opportunity to give customers the chance to try before

they buy," says director Maria Whitehead MBE.

In April 2017, the Hawkshead Relish Company launched a Black Garlic Ketchup which was innovated by owner Mark Whitehead MBE. This product has since taken off, and in addition both a smoky and a pickle version have been created. This product especially is designed to be used as both a condiment and an ingredient and is particularly great in soups, stews and casseroles.

They encourage outlets to mention on the menu that the Hawkshead Relish Products on the menu are available to buy from the

Royal connections

HRH The Prince of Wales recently visited The Hawkshead Relish Company to mark their 20th year in business. The Prince met the small team of 23 during his time at the renowned artisan producer of award-winning preserves, jams, chutneys and condiments.

shop as well. Their website offers recipe ideas using a variety of their sweet and savoury products.



"It makes sense to show customers that our products can be used in a variety of ways... lovely on the side of a plate as an accompaniment and also fabulous when used as a cooking ingredient. Ultimately it's the perfect opportunity to give customers the chance to try before they buy"

Maria Whitehead MBE, director

HAWKSHEAD
Relish

COMPANY

20 YEARS
1999 - 2019

Available in
foodservice and retail



HAWKSHEADRELISH.COM

“'BUSINESS AS USUAL' IS NOT GOING TO WORK”

Dr Morgaine Gaye, Food Futurologist, highlights the powers at play in today's industry

CULTURE

Food doesn't exist in a vacuum; nothing does. Unless you're living in a hermetically-sealed room we are all affected by what's going on around us. The truth is that we think we are making free choices but none of us are – we're all affected by the media, our peers and the culture around us including music, film and fashion. These influences, together with things like aspiration, affordability and availability, play into our choices and lead them to constantly fluctuate.

ETHICS

Right now, consumer awareness is in a heightened state. Things that previously might have seemed worthy, such as animal welfare or excess plastic usage, are now becoming policy and we have seen niche sectors – veganism and vegetarianism, for example – become mainstream. It's not about educating shoppers any more; I think those days are passed. People don't want to be preached to, they want to be offered another option which is sexy, delicious and looks great – and just so happens to tick ethical or environmental boxes.

HONESTY

Small-scale retailers and producers are in a good position. Their size allows them to be responsive to the market, to give the customer what they (think they) want. It's important to not overcomplicate what you do; simple is often best so do one thing and do it really well. Don't try to sell a dream or copy the big guys – consumer trust is at an all-time low, and the best thing businesses can do



“Don't try to sell a dream or copy the big guys – consumer trust is at an all-time low, and the best thing businesses can do is to be transparent”

is to be transparent. Meanwhile, there are lots of interesting things happening with the big brands; they're realising that business as usual is no longer going to work, so authenticity and commitment to their original vision is standing smaller businesses in good stead.

FADS

One of the ways we define a fad is if there's a lot of bluster and excitement around it and if it's short-lived. It will be connected to a momentum, which can last for years, and which you can see developing and evolving. Along

the way it will pick up little fads: avocado on toast, for example. Avocado isn't new and toast isn't new, but all of a sudden we're faced with a cool new food everyone's eating.

Meet Morgaine

Dr Morgaine Gaye is a Food Futurologist. She consults with global brands and produces bespoke trend briefings for the industry – from baking to design.

**THE MUST ATTEND EVENT OF
THE YEAR FOR FOOD & DRINK
BRANDS**

**BREAD
& JAM**

**PITCH TO
NATIONAL
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IS THE FUTURE FROZEN?

We speak to field fare MD Karen Deans about how the business has stayed fresh over the years

Established 40 years ago, frozen food specialist field fare has played a key role in the frozen evolution. They were one of the first to offer such a broad range of fruit and veg, particularly to the niche farm shop market, and to offer a trailblazing loose format, allowing customers to scoop precise amounts of produce into simple bags. All this way back in 1977, long before hashtags had been created, let alone #zerowaste.

BRING YOUR OWN

By 2017 the environmentally-passionate and pioneering field fare had already begun actively encouraging their stockists to take the next eco-step and offer a Bring Your Own refillable container option to customers of their loose serve lines alongside field fare-branded degradable bags.

“Uptake was initially hesitant,” explains MD Karen Deans, “but is now growing exponentially and the fringe benefits for our stockists have been surprising and wonderful. As a unique offer, many report that it has created a destination point out of their shops. It has given them a reason to talk meaningfully to their customers, whether through social media and shop signage, discounting offers for those bringing their own containers or through their local press. And as most of our 400 stockists are independent farm shops, it has underlined their connection with the environment, with farming and the local community and has provided an immediate ‘responsible and progressive retailer’ rubber stamp.”

FUTURE-PROOFING THE BUSINESS

Field fare continues to be responsible and progressive. To



“Our gluten-free sweet and savoury pies, crumbles and vegan-friendly desserts are just part of our commitment to inclusivity and to listening carefully to a very changed market”



their loose serve produce they added packaging-free bakery, patisserie and added value fish products and more recently, as part of an ongoing future-proofing move, introduced a premium, small-batch ready meals and desserts range which has been carefully curated to represent continuing and emerging trends and responding to that biggest of growth areas: the free-from and plant-based categories.

“A third of UK consumers have reduced or removed meat from their diets,” explains Karen, “meaning that retailers can no longer ignore this growing market, nor fail to nurture the young future shoppers that particularly populate it. Our gluten-free sweet and savoury pies and crumbles and vegan-friendly desserts are

just the start of our developing free-from offer, and just part of our commitment to inclusivity and to listening carefully to a very changed market.”

What does the future hold for the business? “We are, and always have been, strong supporters of the British farm shop and, with Brexit looming, we feel very strongly that there can and should be more support for our farming community. To that end, I have recently joined the Farm Retail Association council. We will also continue to grow our gluten-free and plant-based options, maximise on our BYO campaign to promote the reduction of plastics, and support and help to raise the profile of UK farmers.”

MINIMAL PACKAGING

No Waste

We're passionate about reducing the use of single-use packaging

- So, implement our **BYO Tub campaign** in YOUR Store
- It's really easy to implement in store
- We'll help you secure local PR
- Let's all do our bit for the planet!



“More people need to be doing this. I think it’s a brilliant idea!”

field fare shopper

field fare



a fresh approach to frozen food

For all your frozen food needs





THE POWER OF PLANTS

Innovation and fresh products are making the free-from sector an exciting place to be

Veganism has had arguably the biggest impact on the food and drink industry. While there have been free-from products on the market for a long time now, the more recent developments in consumer diets to vegan, plant-based, flexitarian and anything in-between, has resulted in an influx of meat and dairy-free products. In fact, according to Mintel research, the share of meat-free new products carrying a vegan or no-animal ingredients claim almost doubled between 2014 and 2017. Growth is not slowing down anytime soon either, with figures from Mintel also showing that the UK was the nation with the highest number of new vegan food products launching in 2018, taking over the top spot from Germany.

RINGING IN THE CHANGES

It's no longer a sector that's dominated by those with intolerances or following a meat-free or dairy-free diet, there's also a huge number of consumers who are reducing their intake of meat or dairy on a daily or weekly basis. This could be for a variety of reasons - ethical concerns, the environmental impact or health. With consumers across the board demanding alternative, quality products, the free-from sector has had to step up its game. Mark Banahan, campaigns and policy officer at The Vegan Society says, "We have seen veganism and plant-based food move into the mainstream with major companies putting out vegan alternatives like Hellmans' vegan mayonnaise, the vegan Magnum ice cream and

Greggs' vegan sausage roll. Recognisable brands adding plant-based products to their ranges further normalises plant-based food to the consumer. There has also been a rise in meat alternatives like Beyond Burger and Impossible Burger in the US. They aim to be indistinguishable from the real meat products, appealing to an ethical audience who want to stop eating meat but not lose the taste of it. Whilst being healthier than their meat counterparts, these are still often high in salt and sugar. To counter this there are also lots of 'healthy' vegetable-based offerings hitting shelves particularly in the ready meal market, with Marks & Spencer launching their Plant-Kitchen range to compete with Tesco's already popular Wicked Kitchen range."

Sean O'Callaghan, who blogs at Fat Gay Vegan adds, "Consumers are at the forefront of the vegan boom, using their buying power to force change in every corner of the market. Because people are voting with their wallets, big business is taking notice and the specialist food and drink landscape has changed forever. People have come to understand that meat is both unsustainable and cruel and therefore we are swamped with plant-based alternatives



in every supermarket and high street restaurants in the UK as businesses rush to meet this compassionate demand. It is these meat analogues that are really showing how innovative plant-based foods can be. We now have families eating meat alternatives made from pea protein, soya, beetroot, jackfruit, seitan, and the old favourite, tofu, at multiple meals each week.”

In a market that is becoming saturated with new products, start-ups need to ensure that their

“The bar is being raised constantly and so new vegan or plant-based producers can compete with the best products that are both functional and delicious, that have sustainable packaging, good flavour profiles and offer excellent value for money”

offerings stand out. Food industry expert Jane Milton advises. “At one time it was so hard to get vegan products, particularly on the go or in restaurants, that people were prepared to eat almost anything.

Now people want it to look and taste delicious, and also follow ‘clean eating principles’ that other foods are expected to - such as no chemical additives, preservatives or flavours - to be

nutritious and to have a reasonable price tag, too. The bar is being raised constantly and so new vegan or plant-based producers can compete with the best products that are both functional and delicious, that have sustainable packaging, good flavour profiles and offer excellent value for money. New businesses entering the market benefit from the fact the market is already established so they don't need to explain what vegan or plant-based foods are. I would still advise clients to label them as plant-based as they have wider appeal, while vegans will usually know

how to read labels and check the ingredients so won't miss out on them either."

DAIRY-FREE ALTERNATIVES

Plant-based milk alternatives have also changed the game with their popularity, with Mintel figures showing that sales of non-dairy milk grew 9.4% from £202 million in 2016 to £221 million in 2017. Also, one in 10 (9%) of Brits drank plant-based milk in the three months to February 2018, rising to 27% of consumers aged 25-34. Think back to a few years ago and Alpro Soya was the product that

stood out among the limited offerings for those who chose not to drink mainstream milks. Fast-forward to today and the plant-based options are wide and varied, from Oatly's hugely popular oat drink to Rude Health's Tiger Nut drink. And it's not just the big companies getting in on the action, for example Qwrkee, a new plant-based food and drink brand, launched its Pea M'lk, with the product being a finalist in the World Food Innovation Awards 2019. The brand also states that the product benefits from having one of the lowest environmental footprints in comparison to other plant-based dairy alternatives. And it's not just milk alternatives, the market for

What does the future hold?



"I think we will start to see these vegan 'meat' brands and products start to listen to consumer concerns over unsustainable packaging. When a person shops for plant-based food to lessen animal suffering and environmental impact, they are naturally also concerned with excess plastic ending up as landfill. As the demand for meat alternatives grows, so will the demand for eco-friendly packaging."

Sean O'Callaghan, blogger at Fat Gay Vegan

Image © Gil Camargo



"For the already existing companies, we will see innovation and renovation to create more holistic brands, products or services. People are more likely to buy into greener companies, conscious packaging, better-for-you and better-for-the-planet options. It's all about the story brands tell about who they are. It's likely we will also see a surge in more micro-specialist meat products where consumers who aren't ready to give up meat yet, will be looking for the best brands to buy, which still make them feel they are doing 'good'."

Ashley Pollock, senior innovation consultant at Ayming



"The vegan market is growing daily. Deliciously Ella is one of the leaders and will most definitely be around for a long time. Huel is another brand that I believe will also have longevity, appealing to those consumers who are busy, but wish to ensure that they are fuelling their body with the right nutrients rather than snacking on empty calorie foods. Dairy-free is the way forward and I think there has been a turning point in the food industry. We need to start looking after our planet and eating dairy-free will keep increasing as more people become aware. I don't feel it is a fad, the next generation will keep this moving forward. There are many brands out there now with so many product options becoming available and it will just keep growing."

Elizabeth Head, food consultant

Mintel figures show one in 10 (9%) of Brits drank plant-based milk in the three months to February 2018, rising to 27% of consumers aged 25-34

dairy-free yogurt, cream, butter and cheese is also continuing to grow and have influence. The brand Nush, for example, makes Almond M^lk dairy-free yoghurt in a variety of flavours including Caramel & Hibiscus and Peach Melba, as well as offering yogurt in tubes that can appeal to children.

It's not all smooth sailing however as the owners of the UK's first bricks-and-mortar store for plant-based 'cheese,' La Fauxmagerie, opened earlier this year and shortly afterwards received a letter of warning from Dairy UK regarding the legal use of the words 'cheese' and 'butter' to describe their products. With so much change in a short space of time the industry has come up

“The dairy sector has grown exponentially over the last few years and is also diversifying at a fast rate. What used to be alternative healthy nut or soya milk which could only be found at health food stores is now mainstream and dominating the milk aisles”

against new challenges, which will need to continue to be navigated in the future.

Ashley Pollock, senior innovation consultant at Ayming, comments, “The dairy sector has grown exponentially over the last few years and is also diversifying at a fast rate. What used to be alternative healthy nut or soya milk

which could only be found at health food stores is now mainstream and dominating the milk aisles. This move towards non-dairy alternatives has created additional awareness in the meat sector, and there has been a rise in meatless meat, with even the likes of Burger King jumping on the bandwagon.”





PROFIT FOR PURPOSE

Cotswold Fayre aims to use business to make a positive impact in the industry

Cotswold Fayre is one of a new generation of businesses that are redefining the way that business is done.

In 2015, Cotswold Fayre became a B Corporation, a certification which recognises businesses which are using the power of business to solve social and environmental problems.

The company's aim is to use business as a force for good to benefit both people and planet. It's easy to 'talk the talk', but Cotswold Fayre is not about rhetoric but practical strategies that really make a difference.

MAKING MEANINGFUL CHANGE

This month, Cotswold Fayre took the bold decision not to list any new soft drinks products in plastic bottles as it seeks new ways to minimise the impact of its supply chain in the environment. And, from August, the company will be working with a new transport and logistics partner with the aim to become the first fine food wholesaler in the UK to be completely carbon-neutral.

The company also supports a number of local, national and international charitable initiatives. Each sales invoice generated triggers a 25p donation to a local food bank and short-dated stock is collected by City Harvest, an organisation that helps other

organisations that feed the hungry in London.

Cotswold Fayre also has a long-standing relationship with Bala Children's Centre in Kenya, an orphanage dedicated to changing the lives of young people who are in desperate need of help and support.

The company sponsors a child for each employ, so currently provides education, food and accommodation for 30 children. Of equal value is the time and advice that the team provide to the orphanage management, including regular visits to the orphanage with the aim to help it manage its own farm as a step toward self-sufficiency.

Paul Hargreaves, CEO at Cotswold Fayre says, "In line with B Corp's ethos we hold people and planet in equal value to profit. I believe brands that thoroughly embrace green values will be the driving force in the food and drink sector's growth over the next few years."

Paul's learnings and thoughts

The little things count

The office-based team at Cotswold Fayre is always looking at ways to make a difference by reducing general waste that would go to landfill by:

- Sending food waste to create biofuel and compost
- Recycling materials such as crisp packets and sweet wrappers
- Sourcing consumables that are environmentally friendly; made from recycled materials and contains no harmful chemicals
- Switching energy supplier to green energy company Ecotricity

about how to run a business combining purpose with profit can be found in his new book *Forces for Good*, which is available to order online as paperback, audible or for Kindle.

"I believe brands that thoroughly embrace green values will be the driving force in the food and drink sector's growth over the next few years"



Certified



Corporation

COTSWOLD FAYRE *

We are a speciality and fine food wholesaler, dedicated to providing a top class service to retailers while seeking to reduce the carbon footprint of our operation.

We are proud to be a B Corporation and celebrate the environmental work being undertaken by some of our suppliers.



Mash Direct now have fully recyclable green and clear trays, moving away from the use of unsustainable black plastic.



Mellow Yellow has increased the organic matter in its soil by 66% - having a direct impact on reducing global-warming CO₂.



Ridgeway Brewery uses 100% of solid brewing by-products as cattle feed or soil fertiliser and circa 65% of its total packaging is recycled material.

We use business as a force for good to benefit both people and planet.

Visit our website to learn more.

COOL SOLUTIONS

Alex Pawley, sales and marketing director at Icertech, talks about the future of the company's temperature controlled packaging

Packaging is a hugely important part of the food and drink industry, and is a topic that has been in the spotlight recently. Icertech is at the forefront of sustainable temperature controlled packaging and knows that eco-friendly solutions are the way to prepare for the future.

The company launched in 2005 with the view to provide high quality and reliable temperature controlled packaging solutions at an affordable price. Icertech's founder came from the pharmaceutical industry which heavily depended on cold chain packaging and believed that he could create similar solutions which would be far more cost effective. Icertech began its life in a garage with our coolants

being made entirely by hand using buckets and a mixer, and has now grown to using two machines that produce around 40,000 coolants a day. The range of boxes started out with the traditional polystyrene boxes, and has evolved and expanded over the years as consumers have requested more environmentally friendly alternatives.

CUSTOM PACKAGES

Ultimately the primary purpose of temperature controlled packaging is ensuring that temperature sensitive products arrive at their destination in perfect condition,

chilled, and well protected. But we believe that packaging is capable of more than that.

We have over 30 years of experience in packaging, meaning we can offer all the advice and guidance required so you can create a unique and branded solution that not only does the job, but works as an invaluable marketing tool. We learn a lot from the different designs



"The Plumo-Box is unique as we have partnered with AEROPOWDER, an award-winning startup producing liners made from surplus feathers, to bring you the world's first feather-based thermal packaging material"

that we do for our customers, and over time we have learnt what works and what doesn't. We are also fortunate to have an in-house graphic designer, enabling us to create designs from scratch where required.

THE IMPACT OF ECO

As a business we have ultimately benefitted from both cost savings and business growth. By looking at our sustainability and practices as a whole, we have managed to make some internal cost savings. Taking this perspective also allowed us to introduce some beneficial design changes to our packaging, offering greater efficiency and greater value for money for our customers. A recent example is the change to the grade of board which we use for our range of Icertech boxes; previously we used a BC grade, but we made the decision to change to what is known as an EB board. There is approximately a 33% volume reduction from a BC flute, reducing the costs of storage and transportation, and the reduction in volume has the environmental advantage in reducing the carbon footprint too.

We're proud to say our customers have always been happy with the quality of our products, but the addition of eco-friendly solutions has opened up new markets to us, as today's consumers are more aware of the purchases they're making and the type of environmental impact they have. We first looked into developing eco-friendly solutions in 2008, but at the time they were more expensive to the customer than existing box solutions. The solutions which we have now brought to market are far more cost effective and the pricing is comparable to the rest of our range.

LOOKING TO THE FUTURE

The next few years will be challenging for the packaging market in general as it can be quite difficult to find alternatives to certain materials which are both fit for purpose and commercially viable. Despite this, we see the market continuing to grow as companies strive to offer more and more sustainable packaging solutions.

We are really pleased with the range of products that we have just brought to market, but we're constantly looking for new ways to improve and progress our products and practices. This year we will be working towards attaining environmental certification via the Green Dragon Environmental Standard as a way to formally improve our internal processes.

We like to be as honest and as transparent as possible and we are updating all of our marketing materials to ensure they communicate the correct message to our customers and end users. When someone receives a delivery with our packaging we want to make sure that they are aware of the best way of recycling and reusing the packaging.

We'll carry on doing what we're doing, which is listening to our customers and taking on board their feedback. It is largely conversations with and feedback from our customers that created the Enviro-Range. Additional to this, we're also working with Glyndwr University and Bangor University on various research projects, so watch this space.



Product spotlight

THE ENVIRO RANGE

We are really excited to have a full range of sustainable and environmentally friendly packaging solutions available. The main products in the Enviro-Range include the Pluumo-Box: a completely biodegradable solution made of surplus feathers, and the Eco-Box: a 100% curbside recyclable solution made entirely of paper, and paper only. We've also added coolants and sundry packaging to the range, so that our customers can have everything they need to send their delivery via the most sustainable means possible.

There are products similar to the Eco-Box and our gel packs available on the market, but Icertech are the only supplier offering a complete solution, right down to the paper tape. The Pluumo-Box is certainly unique as we have partnered with AEROPOWDER, an award-winning startup producing liners made from surplus feathers, to bring you the world's first feather-based thermal packaging material. We're lucky to be working with them.

“We see the market continuing to grow as companies strive to offer more and more sustainable packaging solutions”

WHEN WORLDS COLLIDE

The retail landscape has had to adapt to the online age, so what's the next move for your business?

Online has affected all sectors of retail including the food and drink industry. Having a bricks-and-mortar store now comes with the new challenge of not only competing with local supermarkets but also with online retailers. New research from Mintel showed 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. However while sales are on the up, the number of customers shopping online for groceries has in fact dropped from 48% to 45% between 2015 and 2018.

The experience of shopping in-store compared to online, when done well, can be a real draw for customers. People are becoming more interested in buying quality produce, which is good news for specialists, but how do you successfully navigate the two worlds and make it work for your business?

Andrew Murray-Watson is the owner of Guzzl, a deli that opened its doors in 2017 in Brixton, stocking a range of products from smaller independent producers. The business also offers the chance to shop online but with a twist - customers can create their own hamper from a selection including spreads, teas and chocolate. Andrew explains, "As a small independent food retailer, you have to provide an online offering that is different from anything available on Amazon or one of the supermarkets. We are also not set up to logistically support the sale of small single online purchases, such as a jar of jam, so offering hampers helps us get round

this issue while providing consumers with something unique in the market.

"The online store enables us to showcase the range available in the shop. It enables us to support customers in further away parts of the UK and supports our brand ethos so people who have seen us online will have an idea of what to expect within the shop."

For retailers that have both a shop and an online service, they must be able to work together in order to benefit. Using his own experiences Andrew, gives this advice to aspiring retailers; "Independents who work hard to source genuinely innovative and fun products and provide a fantastic customer experience will continue to thrive. If you are trying to compete with supermarkets or giant online providers you may as well give up now. So you have to offer something different. That means not taking the easy option and buying from catalogues, but

"Be bold, be different and do everything in your power to demonstrate the wonders of good food to your customers"



67% of the UK population is now active on social media

instead working directly with small, predominantly local suppliers. My advice for independent retailers would be to be bold, be different and do everything in your power to demonstrate the wonders of good food to your customers."

There are those of course who have forgone the traditional bricks-and-mortar shop and delved straight into selling online.

Mathew March Smith is well versed in this topic as the co-founder of Pong Cheese, an online-only retailer, which launched 10 years ago. Using his knowledge of digital media and advertising it was a "life-long love of computers" that led to him going down this route, and he cites "lower overheads, more controllable marketing strategies and more measurable customer acquisition and retention" as reasons that make "online e-retail easier and more profitable than high street retailing."

It doesn't come without its tests however, as he says, "The challenges for us have mostly been around growth and how to deal



Andrew Murray-Watson

with volume ordering, whether it's the storing of stock or the actual processing of bulk orders. An obvious problem of online selling is that you can't actually limit the number of orders you can receive at once so if its two weeks before Christmas and many thousands of orders are coming in you have to have a scaled up operation, from processing an order through to customer services, that can handle all of them. At the same time if this scaled-up operation isn't scaled down in time for the quieter summer months you can run up some profit-sapping overheads.

"If there's a challenge for us it's growth (still), not from the

impact of it but the need to keep growing our number of customers, especially those that have subscribed to our Cheese Club, our monthly subscription programme. We've only had it up and running for a year but it's already been a huge success and it forms relationships with our customers that we didn't have before."

Incorporating the online world into your business plan is essential in order to not only survive in this tough climate, but thrive. Whether you are an online-only retailer or want to start dipping your toe into promoting your products and services on social media, learning to adapt and grow with the changing retail sector is key.



Mathew March Smith

"The online store enables us to showcase the range available in the shop. It enables us to support customers in further away parts of the UK and supports our brand ethos"

Alison Battisby, social media consultant and founder of Avocado Social gives her top tips for how businesses of all types benefit from a social media strategy:

BE ACTIVE

As 67% of the UK population is now active in social media, it's a great place to reach new audiences and keep your current customers loyal. It's key for brands to have a presence where their audience are most active, so when creating a social media strategy, it's important to carry out an analysis into your target audiences' online behaviour. As many businesses have limited resources for social media, it's important to choose the platforms which are going to drive you the best return. The most popular are of course Facebook, Instagram and Twitter.

BE CLEAR

For brands - According to Facebook research people make an opinion of your brand within the first three seconds of visiting your profile. This means you have less time to explain who you are and what you do to a customer. Make it as obvious as possible where your customers can get their hands on your products, including the shops, markets and even the shelves and counters where you are stocked. You can do this through creative photography and video.

For retailers - Another way is to create exclusive offers and promotions which are only available within shops, either online or offline. Customers love a good deal, particularly if it feels exclusive to them via social media.

BE ENGAGING

Responding to comments and feedback is a key way to drive stronger, more meaningful relationships with your customers. By being present in social media you are showing that you are listening, taking on suggestions and moulding your company on your customers' needs. It's a very successful tactic which brands including Innocent, Pip & Nut and Deliciously Ella all apply to their social media strategies. Set a process for doing this, such as 30 minutes a day, so that messages don't get missed.

THRIVE ON INSTAGRAM

Utilising hashtags on your posts that tap into existing communities is very important for spreading awareness. Think about the hashtags your ideal customer might be following and engaging with, such as #glutenfree or #smoothierecipes. Ensure that the hashtags you use are relevant to your brand, and your story on that particular post. You can add 30, but many brands feel comfortable with 10-15 to avoid looking like spam. Curation is also important on Instagram. Creating a beautiful feed of your own images and customer images makes your brand appealing and memorable for new visitors. This does mean a little more organisation and planning but creating a posting schedule does save you time in the long run.

AUTOMATIC EVOLUTION

Peckish Kitchen satisfied their hunger for growth by purchasing a Riggs Autopack filling machine

Established in 2015, Peckish Kitchen is a family-run artisan food producer creating delicious chutneys and preserves in the Heart of Yorkshire. They found that hand-filling jars was taking up most of their time which meant they struggled to market their company or win new orders, and needed to move to a more efficient process.

Following recommendations they approached Riggs Autopack to discuss a suitable filling machine

“We couldn’t live without the Riggs Autopack filling machine now, it’s awesome! We remember what it was like spending hour-upon-hour hand ladling product into jars and we couldn’t go back to that now”

Karen Austin, owner of Peckish Kitchen

for their products and budget. Riggs Autopack arranged for a no-obligation filling machine trial to take place at their premises; this proved to be invaluable to Peckish Kitchen as it was their first move into semi-automation.

The trials were comprehensive, and they could see how the filling machine would improve their company’s production. Following the successful trials, Peckish Kitchen then placed an order with Riggs Autopack for a Series 3

semi-automatic filling machine.

Peckish Kitchen use the filling machine to fill 200gm glass jars with jam, preserves, chutney, pickles, relish, pesto and salsa. The machine itself has proved to be invaluable, and they love it so much they have affectionately nicknamed it “Dennis”.

It has increased production considerably and they’re able to fill approximately 15 jars per minute, meaning they have far more time to market the company, bid for new orders, and spend more time with the family! It has also dramatically improved efficiency and led to a much cleaner production process with far less product wastage.



**Manufacturers of depositors
& filling machines for the
food production industry**

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www.riggsautopack.co.uk



**NEW
FOR
2019**

*Inspire your
taste*

Risoni

**It's pasta but
not as you
know it.**

- 3 times the Protein
- 7 times the Fibre
- Cooks in minutes



This new product is due to launch in May and will be available to independents and multiple retailers.

Currently, the demand for new tastes and flavours, particularly plant based and gluten free products is soaring. East End Foods are launching an exciting new product consisting of chickpeas and red lentils rolled into a shape of a rice grain. The product is naturally gluten free and super nutritious with a full and delicate taste, and are ideal in endless recipes. Packed full of protein and fibre and nearly half the carbohydrate against any average rice, Risoni is the perfect meal solution. Great with a salad for an Italian Risotto or just by itself seasoned with olive oil, spices or a sauce, Risoni can be your everyday healthy choice.

Risoni is Plant Based, Gluten Free, Dairy Free, Peanut Free and contains no Genetically Modified Organisms.



**Try it and see
just how good
healthy food
tastes.**



Spicing up the Nation!

www.eastendfoods.co.uk
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THE FUTURE'S SUSTAINABLE

Craggs & Co: where ancient grains meet modern tastes

Craggs & Co, award-winning wheat growers who farm over 2,000 acres of land in the North East and North Yorkshire, are continuing to cause a stir in the bakery aisle with the launch of their new ancient grain flours.

Over the last few years we have seen an explosion of ancient grain products on menus and shelves, with rye and spelt now commonplace in most households, and the brand believes emmer and einkorn are hot on their heels.

Following on from their Great Taste Award-winning white and wholegrain spelt flour, the British grain producers have now added wholegrain Rye, Emmer and Einkorn flours to their range.

Their packaging has been beautifully designed to not only stand out on the shelves but also

reflect their sustainable farming methods. Craggs & Co are very proud of their zero-waste crop cycle, ensuring all products are 100% sustainably farmed by British farmers. In fact, each packet can

be traced back to an individual harvest, farm and field.

These flours are also bang on trend as they are naturally packed with protein and fibre whilst being vegan and gut health friendly.



“Craggs & Co are very proud of their zero-waste crop cycle, ensuring all products are 100% sustainably farmed by British farmers. In fact, each packet can be traced back to an individual harvest, farm and field”



CRAGGS & Co



We supply our exceptionally high quality ancient grain products for retail sale, wholesale and direct to the bakery and restaurant trade.

White & Wholegrain Spelt Flour | Pearled Spelt | Flaked Spelt | Kibbled Spelt
Rye Flour | Emmer Flour | Einkorn Flour | Spelt Grain

 Sustainably farmed

 BRC certified products

 100% British

 High in protein & fibre

 Competitive & stable pricing





01740 629 529 | info@craggsandco.co.uk | www.craggsandco.co.uk



CHAMPIONING ENTREPRENEURSHIP

Nicole Casey, regional perishable product coordinator at Whole Foods Market, on the global retailer's industry-supporting approach



HOW IMPORTANT IS IT FOR RETAILERS - WHATEVER THEIR SIZE - TO SUPPORT EMERGING BRANDS?

We are constantly looking for interesting and innovative additions to our range and welcome information from producers and suppliers who believe that their product is suitable for our business here in the UK.

Whole Foods Market is built upon win-win partnerships and long-term business relationships that develop from both parties being able to share in open and honest feedback. We always aim to treat suppliers with respect, fairness, and integrity and look for the same in return. We also actively seek out partnerships that share our concern for education, social responsibility and environmental impact. We have found that the most successful, long term relationships are made up of integrity, honesty, transparency and consistent open communication.

In addition to ensuring we partner with brands that align with our values and culture, any product we consider adding to our shelves must meet our industry leading Quality Standards. These

standards are researched, evaluated and constantly updated by our Global Quality Standards Team and ensure that we stay ahead of the market in understanding the potential impact that certain ingredients have on both our health and our planet.

HOW ABOUT SOURCING FROM LOCAL BRANDS. WHAT VALUE DOES THIS HAVE FOR SHOPPERS, THE PRODUCER AND THE RETAIL BUSINESS ITSELF?

As well as ensuring our products contain the highest quality ingredients, Whole Foods Market is committed to stocking local products. This June, Whole Foods Market are holding a local product pitch day encouraging anyone who is London based and has a product they are trying to get to market, to enter. The pitch day process gives brands the opportunity to be mentored by Whole Foods Market's experienced buyers and the chance to test the market in our seven London stores.

This program has been created to give small London-based businesses the chance to be the next big thing. Whole Foods Market offers brands a small number of stores to test the market as well as food focused customers who research the ingredients they consume, to make informed decisions about the products they buy. Our customers are often seeking new products for specific reasons, such as sustainability, ingredients, welfare

standards or special diets.

By supporting local business and buying local, we can help ensure a strong future for local products. Supporting local farmers, growers and producers helps connect the local community to the people who produce the foods we consume. It also helps keep us connected to the growing seasons and to the unique flavours and diversity of local crops and creations. Minimizing handling and transportation costs gives farmers, growers and producers maximum return on their investment. And most of the money spent on local production stays in the community, helping to boost the local economy.

WHAT EFFECT WOULD YOU LIKE WFM'S APPROACH TO HAVE ON THE WIDER INDUSTRY?

From the very beginning, Whole Foods Market has supported local makers and growers. We are committed to the growth of small businesses; our mission is to bring the highest-quality food to everyone who loves food and supporting local is a huge part of this. For many start up brands, being stocked somewhere like WFM is an aspiration and we have a history for launching many brands that have gone on to become nationwide brands. We hope to see this approach trickle down to the wider industry, there is a growing trend for entrepreneurship, particularly amongst Londoners, and we hope to see this championed.

“We are committed to the growth of small businesses; our mission is to bring the highest-quality food to everyone who loves food”

THE POWER OF PERSONALISATION

Introducing DTM Print's invaluable label systems

Probably the easiest way to make a product more unique is by personalising its label: either by offering name variations, different designs and personalised messages or by including individual photos. As a business, you can either offer personalised labels as an additional service through your website or you can decide to go for an in-store on-demand printing solution, which allows customers to personalise a consumer product with a label that contains a photo or individual text before having it printed live at the POS to take away.

DTM Print, international OEM and solution provider

for speciality printing systems, offers a wide range of label printers for a fast and flexible on-demand personalised label production including Primera's LX-Series Color Label Printers and DTM's FX510e Foil Imprinter.

Because of its great flexibility and high performance promise, the on-demand label printing equipment of DTM Print is popular with manufacturers and private labellers across different sectors.



"DTM Print offers a wide range of label printers for a fast and flexible on-demand personalised label production"

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On-Demand Personalised Labelling

- » Produce personalised labels directly on-site
- » Rely on simple operations as no specially skilled workers are needed
- » Choose from a variety of different label materials

dtm-print.eu



THE TASTE OF TOMORROW



BLUE GOOSE COFFEE ETHIOPIAN YIRGACHEFFE ECO COFFEE CAPSULES

A bright, sweet aromatic coffee with blackcurrant and subtle jasmine flavours.
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SMALL BEER BREW CO. SMALL BEER SESSION PALE 2.5% ABV

A truly sessionable Pale Ale with bright citrus aromas and a mouth wateringly juicy taste.
theoriginalsmallbeer.com



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Healthy, vegan, gluten-free, dairy-free, low calorie and wholegrain popcorn.
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WALKER'S NONSUCH TOFFEES SALTED CARAMEL TOFFEES

A combination of creamy toffee with a natural caramel flavour topped with Anglesey Sea Salt.
walkers-nonsuch.co.uk



WE MADE DRINKS STILL LEMONADE

We Made currently offers two flavours of non carbonated drinks: zesty Still Lemonade and juicy Raspberry & Lemon.
wemadedrinks.com



GUPPY'S CHOCOLATES
MILK CHOCOLATE
SALT & PEPPER
CARAMEL BAR

Delicious milk chocolate with pieces of caramel and a subtle hint of salt and pepper.

guppyschocolates.co.uk

SALCOMBE BREWERY CO.
ISLAND STREET PORTER

An award-winning rich and velvety ale whose blend of eight malts produce hints of dark chocolate, coffee and black cherry which, combined with British hops, creates an aroma reminiscent of black forest gateaux (ABV 5.9%).

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OTTER VALE
LIME & LEMON
MARMALADE
WITH EXETER GIN

A small batch, handmade marmalade with a generous splash of small batch Exeter Gin.

otter-vale.co.uk



TAO
PURE INFUSIONS

Innovative, refreshing, low calorie ready-to-drink tea made from a natural and pure infusion of ingredients.

pettywood.co.uk

SEE THE FUTURE OF FOOD AND DRINK

Innovative products, fresh ingredients and the latest trends await at Food Matters Live 2019

Returning to London's ExCeL from 19th-20th November, Food Matters Live offers an unrivalled education programme examining the upcoming trends and challenges for the food and drink sector, as well as a carefully curated exhibition showcasing the freshest better-for-you products and ingredients.

LATEST TRENDS. EXPERT INSIGHT. CONNECTED BUYERS.

Producers, buyers, innovators, scientists and nutritionists will come together to share ideas and debate the future of food, drink and sustainable nutrition, while hundreds of manufacturers will offer visitors a taste of the new innovative products and ingredients responding to the consumer appetite for new plant-based foods, gut-health solutions, alternative proteins, active lifestyle nutrition and more. And, with the focused business opportunities provided by Match, a dedicated Meet the Buyer programme, there is nowhere better for fine food retailers to meet the innovative producers creating nutritious and ethical products.

CONSUMER HABITS SHAPING THE FUTURE

What are the modern shopping trends and consumer buyer habits that are shaping the



“This is a not-to-be-missed opportunity for food and drink entrepreneurs from across the UK to get your brand on a high-profile platform, meet buyers and stand out from the competition”

current and future retail landscape? Journey through the latest trends in the new live Future of Retail Trends theatre - featuring insights from buyers and experts from the likes of Planet Organic, Tasting the Future, Greggs, The Brand Incubator, New Nutrition Business, Kinnerton, Holland and Barrett, Pizza Express, Sodexo and Waitrose.

THE BRIGHTEST UK START-UPS

Food Matters Live 2019 is also calling for the next generation of food and drink start-ups who are looking to take the industry by storm. UK companies up to two years old are invited to apply for a place in the UK Future Brands Pavilion, supported by Mintel, Best in

Bag and Grocery Accelerator, which will showcase the most revolutionary start-ups. A panel of influential buyers with years of experience in identifying successful products, featuring Sodexo, Cotswold Fayre, Sainsbury's and more, will vet each application and give personalised feedback to help shape future development.

Visitors, buyers and nutritionists will be able to dine out on these food and drink innovations in this showcase of the UK's most promising

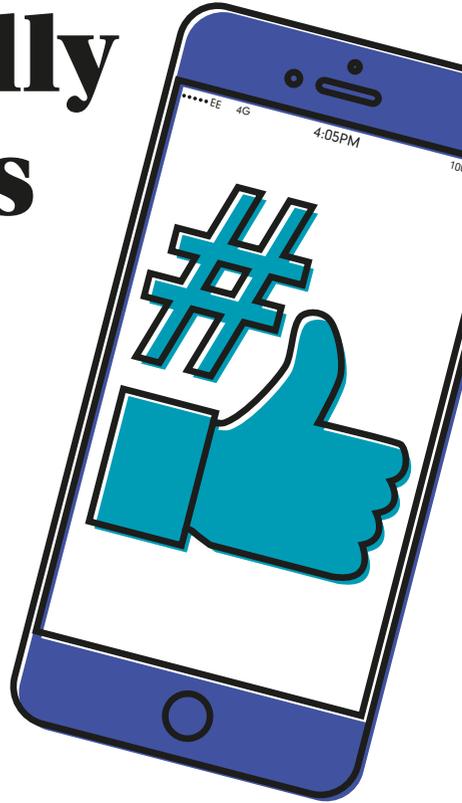
brands of the future at Food Matters Live 2019.

Food Matters Live director, Briony Mansell-Lewis, said, “The UK Future Brands pavilion will select the most innovative and disruptive products set to transform the UK food and drink landscape. It is free to enter and all applicants will benefit from invaluable direct feedback on their business plans from our expert panel of influential buyers, whether they are successful or not. This is a not-to-be-missed opportunity for food and drink entrepreneurs from across the UK to get your brand on a high-profile platform, meet buyers and stand out from the competition.”



19-20 November
ExCeL, London
foodmatterslive.com

Want to really know what's #trending in food and drink?

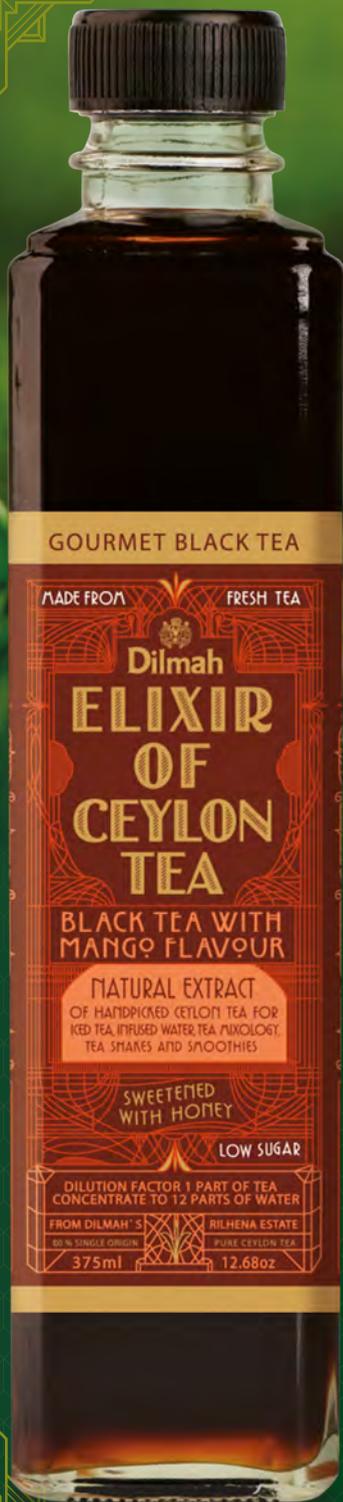


Register now at
foodmatterslive.com

New for 2019:

- UK Future Brands pavilion
- Future of Retail Trends live theatre
- More 1-2-1 buyer meetings than ever before

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