

2019

HOT DRINKS, FOODSERVICE, FOOD-TO-GO

CAFE BUYER

MAGAZINE

From the publishers of
SPECIALITY FOOD



TAYLORS COFFEE BAGS

FOR PEOPLE WHO LIKE PROPER COFFEE.
AND CAN MAKE TEA.

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CAFÉ BUYER

Welcome to *Café Buyer*, brought to you by the publishers of *Speciality Food*.

This is one of my favourite publications to put together because the inspiration is seemingly endless. With more food-to-go options available to today's shoppers than ever before, the hot drinks sector is seeing new innovations launching left, right and centre in response to evolving consumer demands, and with the coffee market witnessing major transformation, there's never a dull moment in the world of cafés.

As ever, we've scoured the fine food and drink industry to uncover what we deem to be the most delicious and exciting products to know right now, and you'll find our selections throughout the magazine. We also look at the trends shaping the sector and the numbers behind them, with expert insight and opinion thrown in for good measure to help you make your stocking decisions as smartly as possible.

We've highlighted a few businesses whose products are well worth a place on your shelves and in your café, telling their story and what makes their products so good, so you



can stock with confidence knowing that these companies have the *Café Buyer* stamp of approval.

For those readers who haven't yet diversified by way of an in-store café or food-to-go counter, we've spoken to some of the most successful ventures to find out why you should consider it and how to make it work when you do.

We also look into the trends which are rife across the sector, shaping the choices consumers make and in turn the decisions you make for your business. From vegetable-spiked hot drinks boasting health benefits to the power of the colour of the cup being used, there's plenty to discover.

Also, to help keep your customers happy in this world of eco-consciousness and sustainable innovations, we've looked into how you can make your café an arm to your business which benefits both people and planet.

I hope this publication inspires you to see your business with fresh eyes, and to make the most of the opportunities doing so brings.

HOLLY SHACKLETON | EDITOR

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“GREAT FLAVOUR AND CREAMY TASTE”

Want to know the secret to a firmer, creamier milk foam on your coffees? JUST MILK may be the solution you hadn't considered...

So you've spent goodness knows how long training your café staff and the foam on the cappuccinos they serve is still under par. Here's a thought: have you considered JUST MILK? "If you have a cappuccino in Italy it's always UHT milk," suggests Douglas Johnston of Candia UK. "Our customers are pleasantly surprised to see our milk is easier to froth than fresh milk."

Candia produces JUST MILK a long-life bottled milk available skimmed, semi-skimmed and lactose-free which scooped awards for taste at this summer's Nantwich Cheese and Dairy show. The huge variation in quality of

ultra heat-treated milk means most of us have experienced long-life milk with a curious, often unpleasant flavour notes. JUST MILK, however, which is heated to 140°C for just a few seconds, has a great fresh flavour.

The secret, according to Douglas, is the process, which alters the proteins in the milk making it easier to foam. "Candia is one of the market leaders in France," Douglas explains. "And whereas the UK split between fresh milk and UHT is about 95% fresh: 5% long life, in France that picture is completely reversed. So we have the experience and expertise to make a better quality UHT milk

than you would find in the UK."

In fact, a new survey illustrated that consumers couldn't discern the difference between JUST MILK and a standard fresh milk. "There's a perception in the UK that UHT milk will taste bad, and have the strange burnt aftertaste you often get. But in fact, young consumers who have no previous experience of UHT report enjoying the great flavour and creamy taste."

JUST MILK Skimmed has a creamier taste than standard

skimmed, delivering a luxurious-feeling coffee to customers keen to cut the calories. JUST MILK is also a great back-up option when you run out of fresh milk. Thanks to the ultra heat treatment (and absolutely no additives and preservatives) JUST MILK lasts for six months in an ambient cupboard or shelf, just requiring refrigeration once opened. So that's skimmed, semi-skimmed or lactose-free milk ready to steam when you are.



“ Our customers are pleasantly surprised to see our milk is easier to froth than fresh milk ”

JUST MILK

the perfect partner for your frothy coffees

Award winning UHT milk that tastes as good as fresh!

justmilk.com

GROWING GAINS

Happy kids, happy parents, right? With mums and dads an increasingly lucrative market, let Piccolo tempt time-pressed parents over your threshold

You know the scene; big group of buggy and bag-laden parents arrive on your doorstep fresh out of the local baby swim class; "What opportunity does this present?" asks Piccolo baby foods' national account manager, Ethan Hogan. "Parents with young children should be welcomed with open arms – they are likely to be regular customers who will often buy multiple items and linger far longer than your average clientele, plus they'll recommend your outlet to friends if they have a good experience". To ensure you maximise the sales opportunity families present, a baby food range

is key. Ethan continues "A baby food and snacks range needs to be delicious, convenient and organic plus it needs to offer choice as a matter of course – at Piccolo we cover all those bases."

Founded in 2015 by new parent Cat Gazzoli, Piccolo applies a Mediterranean ethos to baby food, creating organic ready-to-eat pouches and snacks that give time-pressed parents the chance to give their budding gourmets a healthy helping of nourishment.

"Piccolo is built upon three pillars: health, family and social purpose" says Ethan. "We're making wholesome food that sets



your baby off on the right foot nutrition wise, and we donate 10% of profits to charity".

Particularly relevant to café ranges, snacking is an increasingly important category for on-the-go parents catering to pecking toddlers. In fact, a report from GlobalData published this spring suggests finger food is an important growth area for this market. Piccolo has plenty to keep hungry tots happy; Squares, gentle teething wafers made

from gluten-free puffed cereals in Mango, Banana & Blueberry, and Sweet Pea flavours, are perfect for children from 10- plus months. Mighty Breadsticks, are available in Tomato & Basil, Parmesan Cheese, and Apple & Cinnamon flavours. "Our new snacks range is responding to the 58% of parents looking for healthier snacks," says Ethan. "For the coffee shop arena, our breadsticks and squares are most significant of our NPD with less than 0.5g of sugar!"

“Snacking is an increasingly important category for on-the-go parents catering to pecking toddlers”



THE PERFECT ACCOMPANIMENT TO YOUR LATTE... A QUIET BABY.

Piccolo's organic meals and snacks help take the pressure off for growing families on the go.



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NEW



FERMENTED DRINKS

Fermented beverages are trending and showing no signs of slowing down, and from kefir to kombucha, there is innovation being displayed across the board. For example, L.A Brewery is a Suffolk-based company with four tasty flavours of kombucha: Lemongrass, Strawberry & Black Pepper, Ginger and the latest addition, Citrus Hops.

“ We are seeing a growth in vinegar-based drinks and fermented drinks such as shrubs and apple cider with other flavours and reduced concentration, as well as kombuchas that are not as intense as those that have been available historically and so more acceptable to a wider market. The reality is there is a drive for mature-flavoured soft drinks that are refreshing and satisfying with less texture and won't disappear in a few gulps! ”

STEFANO CUOMO, MANAGING DIRECTOR, MACKNADE

WATER

When it comes to water, you can be forgiven for wondering where the beverage can go in terms of originality. However, there has been a whole host of new launches coming through, with companies focusing on everything from low sodium to pure-as-possible still water and sparkling water enhanced with natural flavourings and extras for a fully refreshing version of water.



REJUVENATION WATER HYDRATION+

A naturally flavoured sparkling water enriched in plant-based protein and electrolytes.
rejuvenationwater.co.uk

AQUAPAX PURE SPRING WATER

Pure still water with wholly recyclable paper-based carton packaging.
aquapaxwater.com



VIRTUE DRINKS ENERGY WATER

Natural and sugar-free, with zero calories and natural caffeine for a healthy pick-me-up.
virtuedrinks.com

COLD BREW

Cold brew coffee has been taking the industry by storm. According to the World Coffee Portal's *Project Iced UK 2019* report, 45% percent of industry leaders surveyed identified cold brew as the most significant product opportunity in the iced beverage segment. It's not just cold brew coffee that's gaining in popularity either, cold brew tea is also making waves. Different from iced beverages, cold brew tea and coffee is made using cold water that slowly infuses the leaves or coffee.



FITCH SPARKLING COLD BREW TEA CHAMOMILE & GINGER

Offers benefits such as antioxidants and calming properties, and contains no caffeine.
fitchbrewco.com

TEAPIGS COLD BREW LYCHEE & ROSE TEA

Part of a range of brand new cold brew infusions, this is a gorgeously fruity yet floral mix of lychee and rose.
teapigs.co.uk



FAR SIDE COFFEE RWANDA COLD BREW

Cold brew coffee that sings to its origin with bold, complex flavours and a refreshing aftertaste.
farsidecoffee.com





SOFT DRINKS

According to figures from the Office for National Statistics, the UK was the largest producer of soft drinks in the EU in 2017, with sales of £3.8 billion. Health is a key concern for many consumers, and the Sugar Tax Levy that came into force in 2018 has given drinks manufacturers the opportunity to reformulate their beverages to reduce the amount of sugar, with many now drawing attention to their use of more natural sweeteners and sources of sugar.



BON ACCORD SOFT DRINKS PINK GRAPEFRUIT SODA

The newest edition to the Bon Accord range. It's bright, fresh and juicy, and 100% naturally sweetened with fruit juice, honey and coconut nectar.

bonaccordsoftdrinks.com

GUNNA PINK PUNK RASPBERRY LEMONADE

Inspired by cocktails and mocktails from around the world and made using natural juices and fruit extracts, with no artificial colours or preservatives.

gunnadrinks.com



DRGN TURMERIC SUPERDRINK

Packed with turmeric, black pepper, ginger, electrolytes and vitamins, this drink now also has reduced sugar.

drgndrink.com

PRODUCER SPOTLIGHT

CRAFTED® BY CRACKER DRINKS CO.

Crafted by Cracker Drinks Co. features three delicious juice blends in sustainable, resealable cartons, which are ideal for drinking on the go. They are the perfect accompaniment to a sandwich or a meal. The drinks contain no added sugar or sweeteners, are one of your five-a-day and are suitable for vegans and vegetarians. We have developed distinctive and environmentally friendly packs, which convey the craft and care that goes into every drink.

crafteddrinks.co.uk



ICED BEVERAGE SALES GREW 14.3% IN 2018 TO £395M

WORLD COFFEE PORTAL'S PROJECT ICED UK 2019 REPORT

A JUICY PROPOSITION

Adding a squeeze of superior provenance to the juices and pressés category, Folkington's has all the sparkle your soft drinks offer needs

It was 12 years' experience and insight into the premium drinks industry that gave founder Paul Bendit the inspiration to found Sussex-based Folkington's 12 years ago. His instincts to bring the ethos of winemaking to soft drink have paid off, with a range of juices and pressés winning a strong following in cafés and delis across the nation.

At Folkington's provenance is everything, with the best growing regions sought to give consumers an upgrade on their soft drink. "We take the wine-making principal of terroir, where grapes speak of a specific place, and apply it to

juices," explains James Williams, the brand's UK sales and marketing director. "So for example our orange juice is pressed from three varieties of oranges grown around Valencia. It's a pure squeeze with nothing added to it; the oranges are squeezed within a day's drive of the orchards and excess water is returned to irrigate the orange trees."

This circular ethos suits a business grown on low food miles, sustainable farming and responsible manufacturing. "Our real guiding principal is that we source British where possible – apples from orchards in Sussex, Kent and

Herefordshire and raspberries from Scotland – and as close to home as we can for crops not grown in the UK," says James. "Our oranges are from Valencia. Our lemons are from Sicily. And with all our juices we go to the same farmers and growers every year, getting specific varieties from specific regions."

By working on best quality and developing relationships with growers, Folkington's has seen its range blossom to 10 juices, four pressés and a range of tonics and mixers. "It's a well-documented

trend that people are looking to trade up, and opt for a premium offer," says James. "Consumers are going out less often, but when they do they're spending more, making it the best treat they can afford." The trend towards healthier lifestyles also plays a part, as consumers become more discerning about the sources of sugar in their diet, and replace alcoholic drinks with a soft option bringing all the enticing back story of a fine wine. And Folkington's premium tonics and mixers? That's a whole other story...



“ It's a well-documented trend that people are looking to trade up, and opt for a premium offer ”

Natural Juices

- cloudy pear juice
- orange juice
- tomato juice
- cloudy apple juice
- elderflower juice
- cranberry juice
- mango juice
- summer berries
- pink lemonade
- pineapple juice

Garden Pressés

- elderflower pressé
- lemon & mint
- ginger beer
- rhubarb & apple

Folkington's.

authentic juices and mixers

WWW.FOLKINGTONS.COM

INFO@FOLKINGTONS.COM

FROM DEEP ROOTS...

With more than a decade making plant milks, it's no surprise that Delamere Dairy's Planted range is such a crowd-pleaser

With 35 years history of bringing goat's milk to market, Delamere Dairy has long been associated with alternative dairy and providing a welcome substitute for cow's milk. Less well known is its heritage in the relatively young marketplace for plant milks. With more than 10 years' experience producing oat, rice and soya milks for supermarkets' own-label ranges, Delamere was perfectly placed to create its own range of plant milk drinks when interest in the category exploded. Planted – a range of coconut, oat and almond

milks – launched in 2018 with one-litre cartons. It's since expanded to include four on-the-go choices in 330ml serves: Oat Drink with Banana, Coconut Drink with Cocoa, Oat drink with Date & Vanilla, and Almond Drink with Coffee.

"We've long had expertise in making plant milks," explains sales and marketing director Patrick Brunt, "just without our name on the label. While creating the Planted range we used that experience to develop products that really deliver. Each product took eight or nine months in development, so although it's an

exploding trend our range has deep roots." Consumers, it seems, appreciate the difference. "Our own plant milk sales rose by 18.2% last year," says Patrick. "And there are exciting times ahead. Going dairy-free used to be a medical decision but it's increasingly a lifestyle choice. People who buy plant milks also buy dairy – they're not mutually exclusive – so it's a category that's got a really wide appeal to all consumers." What's more, with the rise of ethical consumerism and blossoming interest in plant-centric lifestyles,

demand for an on-the-go plant drink is set to rise. "You don't have to be vegan or dairy-free to choose a plant milk; people just like to have a choice."

Besides the reduced environmental footprint of plant milks (almond, oat and coconut milks all require a fraction of the land and water of dairy, and release less emissions), Planted goes one step further to protect the environment. A partnership with the Woodland Trust sees 2p from every one-litre carton and 1p from every 330ml carton donated to help protect and replenish trees around the UK. It's fitting for a company so invested in the potential of plants.



“ You don't have to be vegan or dairy-free to choose a plant milk; people just like to have a choice ”

**PLANTED BY NAME.
DELICIOUS BY NATURE.**

Deliciously dairy-free, the Planted range offers flavoured oat, coconut and almond based drinks, that are suitable for those following a vegan diet as well as people just looking for great tasting refreshment.

- Available in 330ml for 'on the go'
- Suitable for Vegans
- With added Calcium, Vitamins D2 & B12
- 4 flavours -
 - Oat Drink with Banana
 - Coconut Drink with Cocoa
 - Almond Drink with Coffee
 - Oat Drink with Date & Vanilla

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BLACK GOLD

Coffee is a gold-plated, copper-bottomed dead cert, but is your range meeting the consumer's thirst for premiumisation? We explore the market forces

Whether you're a bean-to-cup anorak or a more skeptical participant in the marketplace, the power of coffee is undeniable. From freddo espresso to flat white, coffee continues to be the world's most popular drink, with two billion cups of this stewed bean juice consumed globally every day.

Figures from the International Coffee Organisation (ICO) predicts growing global demand, as new interest from consumers in Asia and Oceania outstrips [new interest] in the Europe and the Americas. But as demand increases so does supply, with higher harvests causing the second consecutive year of surplus supply, and falling prices.

Cost per cup is an interesting metric of coffee's success, and bucks the downward trend set by bean values. According to figures from Kantar, a £202 million year-on-year increase in out-of-home coffee spend is down to increased price, not volume, in part down to 'premiumisation' taking hold of consumer spending habits. So where's that extra spend going, and what market forces will shape the future of the category?

MICRO ROASTERS

Unroasted beans currently make up 91% of all exports, with the USA the biggest destination for those beans that are roasted in their country of origin. Why not roast

at source? The oils in green beans are less volatile, making them more stable to store and transport in their uncooked form. Step up micro roasters, who are raising the stakes in the field of speciality coffee. Rare varieties and single origin beans abound, but roasting is also part of the story of the final grind. Whether you want your beans roasted by young offenders (insideground.co.uk, based at HMP Feltham or redemptionroasters.com, of Aylesbury Prison), an all-female team (girlswhogrindcoffee.com) or a bunch of New Yorkers (roastingplant.com), there's plenty of UK provenance for added selling points.

HEALTH HALO

The health benefits of turmeric, beetroot and even activated charcoal may be real, but their arrival in the realm of coffee – specifically lattes – has surely been hastened by the public hunger for Instagrammable experiences. From Palm Vaults in Hackney to Cascara in Bath and beyond, rainbow lattes are the virtue-signalling showcase for a bigger story – coffee as health fad. A slew of recent research has rewritten the reputation of coffee, assigning it powers to increase diversity in our immune-critical gut bacteria, decrease our risk of obesity, help us live longer and even fight cancer. Why does it matter? With health and wellbeing

a huge macro trend in all consumer categories, a heightened nutritional profile makes coffee attractive to a proactive and growing consumer base. Hot coffee reportedly packs more healthy antioxidants than cold brew, with four cups a day considered conducive to a healthy lifestyle.

“ Rainbow lattes are the virtue-signalling showcase for a bigger story – coffee as health fad ”

VARIETY EXTINCTION

As climate change wrecks merry hell on our planet's most fragile ecosystems, coffee fans may be hit where it hurts – right in the cup. A report by scientists at the Royal Botanical Gardens, Kew, published in January suggested that coffee is particularly vulnerable, with 75 out of 124 wild varieties – including both arabica and robusta – threatened with extinction. That's 60%, compared with an estimated average extinction of around 22% of other plant species. The significance lies in the danger to commercial crops of the future, with wild species crucial to the development of new varieties that can withstand evolving growing challenges. The very specific conditions needed to grow coffee

“ Rare varieties and single origin beans abound, but roasting is also part of the story of the final grind ”



plants are increasingly threatened, with Madagascar and Tanzania identified as growing regions most at risk. In Ethiopia, protected status has already been applied to regions where wild arabica plants flourish.

“ The very specific conditions needed to grow coffee plants are increasingly threatened ”

ZERO WASTE 2.0

Spent coffee grounds have long been given away free to customers, adding value for keen gardeners who get a little something extra with their purchase. Now second-hand coffee has a cash value, with businesses embracing the circular economy extracting oils, flavour, and even exfoliation power from used grounds. Take chef Alex Bond at award-winning Nottingham restaurant Alchemilla, who makes a coffee ground porridge that's thinly scraped over mats and dehydrated to a crisp tuile for his £90-a-head tasting menu. Or UpCircle, a beauty brand that makes body scrubs and facial serums from repurposed grounds. Now Scottish start-up Revive Eco is collecting grounds from café and restaurants to create oil for food and drink and cosmetics industries. Money for old rope? Coffee lovers are happy to fork out.

“ Second hand coffee has a cash value, with businesses embracing the circular economy ”

WATER, IMPROVED

Your espresso machine will no doubt have come with recommendations to purchase a bolt-on water filter, and in hard water areas it's only sensible to take precautions against the ravages of limescale. But the premiumisation of beans has inevitably seen attention turn to the way water can be upgraded. Third Wave Water is a mineral pack that 'optimises' water ready for brewing, and is currently included in Square Mile Coffee's taster packs. Does a flavour as robust as coffee really require water with the perfect mineral content? The jury's out, but coffee nerds will enjoy conducting their own tests.

“ The premiumisation of beans has inevitably seen attention turn to the way water can be upgraded ”

COFFEE CHATS

The workplace culture of the capital's leading corporations has become increasingly coffee-centric, with 'coffee chats' an informal

interview process for any careerist. Forget the food service jar of Nescafé though; recent reports suggest speciality coffee is at the frontline in the battle to keep top executives happy, and on-site. Trish Caddy, senior food service analyst at Mintel agrees, saying: "Coffee shops need to be about supporting causes and togetherness".

“ Speciality coffee is at the frontline in the battle to keep top executives happy ”

CUP ERGONOMICS

If you thought the cup debate started and ended with eco alternatives to plastic, you'd be wrong. Research published this summer found the colour of the cup significantly impacted consumers' perception of flavour profile, with a Kenyan coffee found to rate more highly for acidity when sipped from a pink cup. Researchers also found some colour acted to heighten the gap between customers' expectations on taste and their actual experience, impacting their enjoyment of the brew.

IN NUMBERS

- 83% of over-55s buy at least one coffee out-of-home each year
 - Older customers are an important slice of the market, significantly more likely than Millennials to buy coffee when out and about
 - Instant coffee makes up 70% of total sales
 - It may be anathema to coffee anoraks, but with more than two thirds of the global market, instant is clearly doing something right
 - 63% of UK shoppers are 'extremely concerned' about single use cups and straws
 - Ignore ethical market forces at your peril; consumers are voting with their feet when it comes to avoidable waste and plastics
- Source: Kantar Worldpanel

“ Colour of cup significantly impacted consumers' perception of flavour profile ”



SERVING UP SALES

Yorkshire's iconic tea and coffee brands may be steeped in history, but a heady brew of fresh innovation and customer focus makes Taylors a winner for your café

Heritage is all well and good, but in the trend-driven arena of tea and coffee brands have to work smart to deliver a distinctive offer above the noise. Fortunately Taylors of Harrogate – a company, incidentally, with a history that dates back to 1886 – has character in spades. With its eponymous coffee range and sister brand Yorkshire Tea, the company has forged a path to the hearts of the nation.

A proper brew

Entrenched in the no-nonsense values of its home county, Yorkshire Tea has been working hard to deliver a brew par excellence to cafés across the land. “A few months ago we took the decision to make the switch from ‘one cup’”, explains

Laura Hartley from Taylors’ trade team. “In catering lots of brands offer a ‘one-cup solution’ with less tea per bag. It’s a cheaper alternative to standard bags but it makes a

weaker cup of tea, which means the consumer gets a cup that’s not as good as they could make at home.” In fact, research conducted earlier this year in partnership with YouGov found that 40% of tea drinkers said their last cup of tea consumed out of home was worse than the ones they make in their own kitchen.

Following the brand values of ‘everything done proper’, Yorkshire Tea has moved away from the smaller serve of 2.5g, standardising the amount of tea leaves across its range to 3.125g of its signature blend. “Now wherever consumers encounter our tea, whether in a supermarket, deli, café or train station, it’ll always be the same cup of tea.” And of course, fractions of a gram matter when it comes to the discerning palates of Britain’s tea drinkers. “The vast proportion of tea served outside of the home is still black tea with milk,” says Laura, quoting a recent industry report that found 61% of tea drinkers order this traditional option. “It’s important to get the range of green teas and fruit teas in place, but getting the standard, everyday tea right is important.”

Spreading the word

Yorkshire Tea has increasingly iconic status, thanks to savvy marketing cementing its reputation as a historic brand with a cult following. A current campaign spreads the ethos of HQ as being a place ‘where everything’s done proper’, with TV ads showing Yorkshire royalty Sean Bean delivering a rousing induction session; magician Dynamo levitating to reach products in the warehouse; and triathletes Alistair and Jonny Brownlee couriering tea leaves to the NPD team.

Taylors’ coffee range has also been in the spotlight. Getting a café-quality brew into diverse hospitality settings – such as B&Bs and self-service areas – and retail ranges is a challenge that’s seen the brand relaunch its innovative coffee bags. Backed by a £2m marketing campaign, the newly repacked single-serve coffee offer four blends including the strong new Flying Start blend. Launching the campaign, Taylors’ senior brand manager Kelly Wright commented, “Coffee bags are proof that consumers don’t need to compromise to enjoy proper coffee, but not enough people know they exist. We’re really excited to be championing Taylors coffee bags, enlightening millions about this game changer of a product.”

Innovation, innovation, innovation

Taking a new offer to the customer is part of the company’s DNA, and the message behind the coffee bags trades on the marvellous simplicity of the concept: ‘Why didn’t we think of them before?’ Recognising the demands of current consumers for convenience and quality, the product brilliantly marries the heritage of one of the UK’s best-loved coffee brands with a game-changing product evolution. What’s most important, perhaps, to modern shoppers is trust, and it’s here that Taylors’ pedigree informs consumers. Taylors’ buyers have decades-long relationships with its growers, and buys all its teas and coffees from farms and co-operatives independently certified by the Rainforest Alliance, Fairtrade Foundation or UTZ scheme.



“Taylors of Harrogate’s new coffee bags brilliantly marry the heritage of one of the UK’s best-loved coffee brands with a game-changing product evolution”

GET YOUR TEA RIGHT

Black tea with milk is the nation's favourite hot drink but 28% of out of home tea drinkers are dissatisfied due to



Taste
53%



Strength
49%



Brand
22%



But get it right and 48% say they're more likely to visit



We no longer make One Cup teabags because they contain less tea than standard sized teabags and, **consequently, make a weaker brew**

So make sure that you are serving your customers the same great tea that they know and love in their home, out of home



For a free POS kit to show your support for our Campaign for a Proper Brew, go to taylorsofhome.co.uk/properbrew



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MEALS ON THE GO

The busy lifestyles of today has meant that meals consumed on-the-go has increased. Being able to provide quality options for those looking for more than just a quick snack, but something substantial and nutritious is important. Offering a range of delicious homemade sandwiches and salads as well as hot options such as soups or pies in convenient takeaway packaging encourages customers to come to you when needing to grab in a hurry. Pieminister's award-winning patties and range of both classic and gluten-free pies, for example, are ideal for a satisfying option on-the-go.



THE FOOD-TO-GO MARKET IS SET TO REACH A **VALUE** OF **£21.2BN** IN **2019**

SOURCE: MCA AND HIM FOOD TO GO MARKET REPORT 2019

SAVOURY

According to Mintel's Consumer Snacking UK May 2019 report, hectic schedules mean that people are reaching for snacks more often, with 39% of snackers saying busy lifestyles make snacks a necessity. Eating on-the-go shouldn't be boring, though, and there are plenty of interesting snacking options available. Display a range of savoury snacks, from vegetable crisps to protein-based products, to enable customers to quickly grab something tasty and go.

Managing director Stefano Cuomo shares what's popular at Macknade: "Biltong is always popular and overall crisps continue to remain popular despite more and more snacks approaching the market with baked crisp snacks leading the way."



THE REAL OLIVE COMPANY WILD GARLIC & BASIL SNACK POT

Green pitted olives mixed with flavourful wild garlic and basil.

therealolivecompany.co.uk

TRAILHEAD BEEF JERKY SPICY CHILLI

High protein jerky, made with responsibly sourced Welsh beef to unique recipes and hand-finished for quality.

trailheadfinefoods.co.uk



MR FILBERT'S CHILLI & FENNEL MIXED NUTS

Conveniently sized pocket packs excellent for on-the-go snacking. Oven roasted to perfection and then tumbled in the finest ingredients.

mrfilberts.com





HEALTHY OPTIONS

On-the-go food has had a reputation for being unhealthy in the past, but the sector has undergone a wave of change, with products to suit every dietary requirement. Manufacturers have seized the opportunity to create snacks that are not only delicious enough to reach for when hunger strikes, but are also nutritionally balanced.

Consumers are eating the conventional three meals a day less and less, and are instead snacking throughout the day, partnered with a desire to eat more healthily. Stocking a variety of snacks that are low in sugar, fat, dairy and have no added preservatives will appeal to a wider audience – think granola bars and protein balls.

44% OF ADULTS SURVEYED SEE SNACKS AS A GOOD WAY TO BOOST THEIR NUTRITIONAL INTAKE

SOURCE: MINTEL CONSUMER SNACKING UK MAY 2019 REPORT

CHOCOLATE & SWEETS

Sweet treats will always be popular with shoppers looking for a snack and this is certainly not a category that has been lacking in innovation. With plenty of vegan and gluten-free chocolate and confectionery to choose from, this is an opportunity to ensure that every shopper is catered for.



LOVE COCOA SEA SALT DARK CHOCOLATE MINIBAR

Hand-harvested crunchy sea salt flakes blended with Fairtrade 70% cacao dark chocolate from Nacional in Ecuador.
lovecocoa.com

**REBEL
PEANUT POWER
CHOCOLATE**
Single origin Colombian chocolate infused with peanuts, 100% plant-based and free-from gluten and palm oil.
rebelchocolate.co.uk



SWEETS IN THE CITY STRAWBERRY & LEMONADE DUALS

Vegan sweets made with gelatine-free pectin fruit flavourings with a fruity dual texture.
sweetsinthecity.co.uk

PRODUCER SPOTLIGHT

GREAT BRITISH BISCUOTTI

Whilst blissfully aware that in these increasingly health-conscious times the word 'biscuit' can sound a little off-piste and decadent, The Great British Biscotti Company's latest key customer audits suggest that 'sharing' lines are truly the future for a traditional biscuit (with over 2,000 years of heritage), looking to express its more outgoing and deliciously debonair side.



According to Dorset-based 'biscuiteer' Paul Rostand, "Over the last few years we've shattered all manner of outmoded biscotti myths, from the one about almond being the only biscotti flavour profile that mattered, to creating an eclectic offering of sweet and savoury options."

And yet for all these significant successes, the biggest urban biscuit myth we've challenged is that curious notion that coffee and biscotti is a solo experience made up of a single bickie perched precariously on the end of one's saucer. Our sharing packs are all about immersion, 'shared guilt' and making any coffee gathering with friends a little extra special.

Great British Biscotti Twin Packs come in: Simply Almond, Belgian Choc, Honey, Lemon & Ginger (for tea connoisseurs), Coffee & Walnut, White Chocolate, Cranberries & Pistachio and the savoury Chorizo & Parmesan.

greatbritishbiscotti.co.uk

HOW TO RUN A CAFÉ

Angela Youngman looks into the tools behind the scenes at successful café ventures

With leisure and experiential trends dominating the speciality food sector, it is no surprise that cafés are proving to be a popular add-on facility within speciality food stores. Claire Burnett, co-founder and chief chocolatier of Chococo says, "I always wanted to create an integrated chocolate experience for our customers to enjoy fine chocolate in all its forms, so when the unit next to our Swanage shop came up for rent, we snapped it up, knocked a hole in the wall and opened our first chocolate café!"

It proved to be a very successful move, and Chococo has now expanded to create three more Chocolate Houses in Winchester, Exeter and Horsham. Each one is a combination of chocolate shop and café selling handmade chocolates, hot chocolates, sweet and savoury bakes, some of which are provided by local artisans, thus enabling the company to link into the wider community. Further expansion of the concept came this year with the launch of a new Chococo Gelato.

Try before you buy

"The Chocolate Houses are an incredibly useful resource to test out new products and concepts. We often test out new flavours of chocolates in the Chocolate Houses so we can gauge customer reactions," Claire states.

Chococo's experience highlights how beneficial cafés can be for speciality food retailers. Providing a café on site immediately creates an opportunity to test out potential new products, thus minimizing risks. Customers are happy to provide comments, and test out something new, knowing they ultimately have the option of taking some home.

Lucy Gatward from Better Food Bristol says, "Having a café works well – we are able to showcase



SMILING STAFF AT DARTS FARM



products using them in café recipes. We recently started to sell kimchi made by our central kitchen. We regularly make our own jams, pickles and chutneys, using produce gluts, which is used in café dishes and sold in the stores."

According to Nicky Goldsack, manager of tea rooms, "Wilkin & Son's core business is making fine preserves, and the tea rooms provide an opportunity to showcase those products. The introduction of a range of fruit gin liqueurs has given people an opportunity to enjoy the cream teas and afternoon teas with a glass of liqueur and bubbly; making a tea a very special occasion. Customers taste the products – sauces with the cooked



CREAM TEAS ARE POPULAR AT DARTS FARM



breakfast, marmalade or jam with scones and a choice of fruit gin and vodka liqueurs. There is instant gratification – you try, you buy – no delay. All new products are available for sale in the tearooms before they reach the national retail outlets."

Michael Dart of Darts Farm Shop works similarly: "The Darts Farm chefs champion food from the Food Hall – it's their larder. It's also a shop window, providing restaurant customers the opportunity to sample various products before they buy."

Marketing opportunities

For enterprising retailers, the in-store café offers lots of marketing

potential through the provision of cookery demonstrations, food-related talks, and themed events. It also offers the opportunity to ensure the store becomes part of the community, encouraging a greater number of repeat visits and developing stronger links within the local area. Darts Farm regards the provision of a restaurant and café as an integral part of its overall trading concept, since it encourages people to stay longer.

Over in Liverpool, Squash is a community store with its own café. People come to buy in-store and often stop for a meal. This enables them to try something different, learn how to recreate it and buy all the items while in store. It is part

“Modern customers are increasingly prepared to criticize and challenge the way cafés are operated. Savvy retailers are definitely taking note of the opportunities this presents”



ECO-FRIENDLY CUPS ON OFFER AT CHOCOCO



A VARIED MENU ATTRACTS A MIX OF CUSTOMERS THROUGH CHOCOCO'S DOORS

“For enterprising retailers, the in-store café offers lots of marketing potential through the provision of cookery demonstrations, food-related talks, and themed events. It also offers the opportunity to ensure the store becomes part of the community encouraging a greater number of repeat visits and developing stronger links within the local area”



CHOCOCO'S COLOURFUL CAFÉ REFLECTS THE BRAND'S IMAGE

and parcel of the company's aim to make shopping an enjoyable experience, with opportunities to talk and discuss food.

Sustainability and the environment

Paying attention to issues like sustainability and environment are increasingly forming a crucial part of the operation of any in-store café. Modern customers are increasingly prepared to criticize and challenge the way cafés are operated. Savvy retailers are definitely taking note of the opportunities this presents. Offering a takeaway service for customers wanting to use their own recyclable cups encourages repeat business, and reduces costs as the customer has provided a cup. At Darts Farm, customers can claim a 25p discount off takeaway drinks if bringing their own reusable coffee cup.

Lucy Gatward from Better Food

Bristol says, "We use wheat straws, we have incentives for customers bringing in their own cups, and we charge a levy for all takeaways that go in single-use coffee cups (which we donate to the Soil Association). Our deli cardboard sandwich and salad boxes are home compostable. We are about to be part of a pilot scheme to encourage customers to bring their own containers for all takeaways."

Over at Tiptree Tea Rooms, Nicky Goldsack says, "Recycling and minimizing waste has always been important. More people are in the habit of bringing their own shopping bags, but we do have reusable bags that can be recycled for jars of jam if required. Paper and cardboard packaging is used for the sale of cakes, and Tiptree products have always been free from artificial colouring and preservatives."

Chococo is equally adamant about the need for sustainability. "We use compostable wood pulp bags and corn starch cellophane instead of normal plastic in our shops and cafés. We only have compostable takeaway drink and gelato cups, offer discounts for anyone who brings in a reusable cup for takeaway drinks, provide paper straws and wooden spoons for gelato,

and we are very happy to give our coffee grounds to customers if they want them for their gardens," says Claire Burnett.

The use of cutlery and crockery that can be washed and reused time and time again has always been a feature of café culture, adding that extra pleasurable dimension making visits to an in-store café much more relaxing than simply opting for fast food, even if it is eaten on the premises rather than taken away.

Environmental concerns are not confined to the presentation of the food. Many in-store cafés are reflecting current trends by introducing greater amounts of healthy food and drinks.

"Our cafés serve fantastic smoothie-style fruit juices, and good quality 'on-trend' drinks like kombucha," comments Lucy Gatward of Better Food. "We sell other Fairtrade and organic drinks in cans and bottles. We have a water filter machine in each store (we're part of the very brilliant Refill scheme, pioneered from Bristol and now rolled out far and wide, as far as Europe and Japan). We encourage people – whoever, they don't need to be customers – to use these machines so everyone has access to water on tap,"

Getting the message across

Being too selective in terms of products, or too focused on a particular social group, reduces the attractiveness of a café. It is important to attract the widest possible customer base, ranging from coffee-loving Millennials to traditional customers wanting classic tea and cake, in order to maintain long-term profitability. Extending and adapting menus to attract different types of customer is common. At Tiptree, for example, the company automatically retains some of their popular traditional specialities such as the cream tea, while introducing new products like pear, stilton and walnut salad. The recent introduction of fruit gin liqueurs with Prosecco, as part of a cream tea, has made the traditional speciality appealing to fun lovers of all ages.

Tiptree has noticed that its clientele changes slightly according to the time of day, as Nicky explains, "Traditional Tiptree customers tend to eat out and shop on weekdays while the younger customers enjoy family time at weekends. They all enjoy good food with great service. The tea room at Barleylands has a number of family attractions on site and has a special child friendly area in part of the self service tea room."

Over at Chococo, Claire says, "We have a friendly, welcoming environment and we are lucky that we have a broad range of customers who enjoy that. Obviously the offer we have helps. For example, we cater to coffee-loving Millennials by offering great quality coffee, young mums who enjoy our coffees and hot chocolates while catching up with friends, office workers looking for a quick lunchtime treat, 'silver surfers' who appreciate our unique chocolate afternoon tea and cake options through to families looking for a post-school gelato treat with their kids."

"We also support our locations by promoting them, the products and services we offer through all our marketing channels such as our website, social media and monthly newsletters."

Keys to success

Above all, whatever the style and trends being followed within an in-store café, retailers are unanimous as to the crucial reasons for ensuring success. Lucy of Better Food says simply "Great food and good ambience", to which Tiptree's Nicky Goldsack adds, "Good service, great food, a warm welcome and quality products that people trust."



PUKKA NIGHT TIME ORGANIC LATTE
A velvety blend of malty oat and nutty carob infused with lavender, chamomile, ashwagandha and nutmeg.
pukkaherbs.com

NOBLE ROASTED
A high fibre malty blend packed with proteins, vitamins and antioxidants.
madebynoble.earth



ANCIENT & BRAVE CACAO + COLLAGEN
Organic Peruvian raw cacao enriched with 2000mg of True Collagen in every serving.
ancientandbrave.earth

WELLNESS BENEFITS

Consumers are looking for their food and drink to pack serious nutritional – and/or functional – punch, and the hot drinks scene has seen some great new launches in this area. Alternatives to coffee, teas claiming health benefits and powder boosts to add to your brew abound.

“ The British population drinks 95 million cups of coffee every day – 25% more than a decade ago ”

COFFEE SELLS

According to the Centre for Economics and Business Research, the British population drinks 95 million cups of coffee every day – 25% more than a decade ago. The research found that 65% of this consumption happens at home, 25% during studies or at work, and the remaining 10% in shops, bars and restaurants. These days it's such a big part of life in the UK, in fact, that it supports 210,325 jobs and contributes £17.7 billion to the economy (source: Mintel).



NEW KINGS COFFEE FAIRTRADE AND ORGANIC COFFEE BAGS
A selection of fresh ground coffees from around the world, served in quick, convenient and mess-free coffee bags (like teabags).
newkingscoffee.co.uk

COMBAT2COFFEE RECOVERY BLEND

A well-rounded coffee on a mission to support veterans across the UK.
combat2coffee.co.uk



BLUE GOOSE DECAF COMPOSTABLE COFFEE CAPSULES
A rich coffee with a medium to high acidity, lovely body and subtle notes of chocolate, fruit and caramel.
bluegoose.coffee

SAVOURY OPTIONS

For years British consumers have been enjoying instant soups in the form of Batchelor's Cup A Soup, and the drinks industry in 2019 boasts an exciting range of savoury options for consumers looking for liquid snacks, lunches and alternatives to more conventional hot drinks.



CLEARSPRING ORGANIC INSTANT MISO SOUP PASTE WITH SEA VEGETABLE
A rich, satisfying soup containing all the fresh and smooth flavour of high quality ingredients sourced from Japan.
clearspring.co.uk

BOROUGH BROTH CO.
Made using 100% organic, grass-fed lamb bones, this slow-cooked broth guarantees a meaty umami depth.
boroughbroth.co.uk



MARIGOLD SWISS VEGETABLE BOUILLON POWDER
A versatile, vegetarian-friendly hot drink and stock. Contains no artificial preservatives, colouring or flavouring.
marigoldhealthfoods.co.uk



TEA TO GO

Tea has long been an icon of Britishness, but the innovations keep on coming. A classic brew made with black tea will always be well-loved across the UK, but stock a range of herbal and fruit tisanes to satisfy an even wider customer base. When it comes to tea on-the-go, 3.6 million hot tea beverages are served in Britain's specialist coffee shops every week – accounting for 4.4% of average coffee shop sales – according to *Project Tea UK 2019*, put together by World Coffee Portal. Meanwhile, Allegra states that tea has seen an 11.1% increase of sales – up to £302 million in 2018 – and predicts that out-of-home sales of hot tea drinks will reach £329 million in 2019, a growth of 8.9%.

21% PERCENT OF UK TEA DRINKERS SURVEYED PURCHASED EITHER A GREEN, HERBAL OR FRUIT TEA VARIETY ON THEIR LAST CAFÉ VISIT

SOURCE: PROJECT TEA UK 2019

TIME TO INDULGE

Hot chocolate will always be a popular indulgence, particularly in the colder months, with shoppers of all ages who fancy a hot drink but are not a fan of tea or coffee. There are plenty of great quality options on the market now, boasting provenance, organic and Fairtrade credentials, and undoubtedly luxurious flavours.



ISLE OF SKYE SALTED CARAMEL DRINKING CHOCOLATE
Hand-flaked 40% milk chocolate with pristine sea salt from the shores of Isle of Skye and rich cocoa powder.
cocochocholatier.com

NIEDEREGGER MARZIPAN HOT CHOCOLATE
Hot chocolate powder combined with the rich flavour of marzipan.
niederegger.de



DIVINE SPICED HOT CHOCOLATE CHOCOLATE
A cosy blend of hot chocolate, ginger and cinnamon. Suitable for vegans.
divinechocolate.com

PRODUCER SPOTLIGHT



TBOSA

Juan Valdez®, Colombia's No. 1 coffee brand is now available in the UK from TBOSA, The Best of South America. Stand out from your competitors and offer one of the world's best, high quality Colombian coffees in whole bean, ground, instant jars, instant sticks and the new innovative one cup ground coffee drip sachets. Single Origin, Organic and Decaf are available. Ideal for coffee retailers, coffee shops, hotels, delis and other retail establishments.

The amazing Café Quindío Colombian coffee and confectionery brand is now available from TBOSA! Gourmet coffees in whole bean, ground, instant and organic, alongside 100% real Café Quindío coffee infused cookies, meringues with macadamia nuts and blackcurrant jam. Unique and new to the UK, these products will make your store stand out from the rest.

tbosa.co.uk

Consumers are increasingly focused on the ethical credentials of their morning brew. The UK coffee market is now worth more than £10bn across more than 25,000 outlets according to *World Coffee Portal's 2018* report, with businesses under increasing pressure to meet modern demands. Coffee shops must provide information about where and how their beans were sourced, with single origin taking preference. As awareness of the environmental damage caused by single-use plastics grows, they must promote alternatives, ditching harmful disposables. Dairy products have also come under the spotlight as consumers demand organic dairy or alternative 'mylks' and food offerings must be expanded to meet widening expectations and requirements.

The most important consideration for any coffee consumer is arguably the bean itself. "The last decade has seen an increasing emphasis on sustainability and social conscience within the coffee industry," explains Phil Wain, editor of *Caffeine Magazine*. "Consumers are beginning to ask important questions about their coffee's sourcing – most importantly, 'how much are the coffee farmers paid?'" Indeed many of the pioneers of speciality coffee were motivated by wanting to help sustain better trade models with coffee producers than the existing commodity and even Fairtrade deals."

Fairtrade is the most recognizable ethical initiative of recent years, aimed at protecting small producers from the effects of fluctuating market prices by setting a guaranteed minimum price for their product and ensuring that payments are made on a regular basis. But industry confidence in the scheme waned due to difficulties experienced by farmers in obtaining Fairtrade Certification. "Fairtrade was developed as a response to awfully low commodity prices dictated by the commercial coffee market in the 1970s," explains Wain. "It guaranteed a higher price for farmers if they were accredited with a Fairtrade certificate. This was and is important. However, most speciality coffee buyers offer deals far in advance of what Fairtrade pay." With only large farms able to afford certification, it doesn't make financial sense for the smaller guys – the ones who need the most help – to participate when they can get a better deal. "Fairtrade has no premium for



THE SUSTAINABILITY QUESTION

Consumers are becoming ever more eco-conscious – especially when it comes to their cup of coffee, discovers Helen Graves

the quality of coffee and farmers growing premium coffee can get far better prices elsewhere," says Wain, which means "farmers are turning to speciality green importers who will often pay several times the price", despite the risks involved in dealing with individual traders.

Customers are also seeking out single-origin coffees, which means beans that have been grown at a single farm. As people consistently demand better flavour and become more educated about what they're drinking, the interest in the flavour profile of different beans has boomed. Similar to the concept of terroir in wine, the single origin beans' flavour profile is indicative of exactly where and how it was produced. A lighter roast on the beans is preferred in order to preserve any delicate idiosyncrasies. Customers' tastes

are starting to gradually move away from the darker, richer blends towards a lighter cup.

Consumers are attracted to coffee shops which give something back on home turf. Old Spike Roastery based in South East London bills itself as a business which is about 'more than just coffee.' Founded in 2015, the aim was always to use the business as a force for positive social change. Old Spike now train and employ people across their businesses who have been affected by homelessness. "People really enjoy it because they

like to know that buying their cup of coffee – their £2.50 – actually goes towards helping people," says Thomas, an employee who tells his story of joining the company in a video posted on their website.

Change Please is an initiative working on a similar model. The founders noticed that people were willing to cross the road in front of a homeless person they ignored in order to treat themselves to a coffee, which led to the idea of linking the two. They now train people living on the streets to make coffee, set them up with jobs and

“ People really enjoy it because they like to know that buying their cup of coffee – their £2.50 – actually goes towards helping people ”

is London-based coffee chain Caravan Roastery. They practice 'direct trade sourcing' travelling in person to the farmers to nurture long lasting, mutually valuable relationships. The coffee is served in 100% compostable cups, although the use of reusable personal cups is also encouraged with a discount. Straws are completely out of the question unless specifically requested, at which point a biodegradable option is offered. "The coffee industry is finally becoming aware of the need to reduce wastage," says Phil Wain.

At chef Adam Handling's coffee

The Frog to grow fruit, vegetables and herbs. Adam aimed to meet the "demand for innovative food to grab and go" through the business while also 'tackling food wastage... increasingly important in our industry.' He aims to one day achieve zero waste status.

Finding innovative uses for vegetables stands businesses in good stead for meeting the requirements of vegetarian and vegan customers. The number of people following a vegan diet in the UK quadrupled between 2014-18, according to a report by The Vegan Society, with many

At Wild Food Cafe, the entire food offering is vegan and much of it also raw. Barbecue jackfruit sandwiches sit alongside 'live salads' and goji berry smoothies. While this extreme end of the vegan spectrum may not be everyone's cup of coffee, the range of options available now highlights how consumers are no longer satisfied with carrot soup and lentils. They want bright, colourful plates and snacks which are packed full of flavour. Elly Pear, former cafe owner and author of bestselling vegetarian cookery book *Green* agrees, "When I stopped eating meat in 1989, veggie options were very limited and vegan options usually extended to peanut butter. It's now unthinkable for a cafe to only offer 'cheese and salad' as a solitary veggie sandwich option, and a better understanding of what makes a good meat-free option is spreading."

All of this means that customers are gravitating towards local, independent outlets, which have more traceable supply chains and transparent ownership.

People want to see where their money is going – and even better if they can see their money is doing good. Buying a daily cup of coffee and knowing you're supporting farmers earning a proper wage on the other side of the world, or a homeless person in need of a stepping stone towards rebuilding their life, is an easy way to make a difference. It just so happens that the coffee is better, too.

“The number of people following a vegan diet in the UK quadrupled between 2014-18, according to a report by The Vegan Society”

shop Bean & Wheat, the aim is to create a cycle of sustainability with his nearby restaurant, The Frog. Reducing food waste is the number one priority, with all offcuts, peelings and other trimmings which would ordinarily be thrown away used to make snacks and salads. A white bean hummus will be topped with offcuts from the tops of herbs, for example, or cauliflower stalks added to a salad. Juices are made with misshapen fruits and vegetables which would normally be rejected by restaurants, and any wastage that can't be used by the kitchen is sent off-site to be made into compost, used by

more looking to move towards a more plant-based diet. London-based chain Farmstand, with branches in Canary Wharf and Covent Garden, serves a menu which is 80% plant based, with 5% of dishes featuring sustainable fish and 15% meat. Their aim is to serve food which has 'maximum nutritional value and minimal environmental impact' and their menu, featuring dishes such as a vegan BLT and berry granola bread, has contributed to their earning a spot as one of the top two Most Sustainable Food Service Businesses in the Food Made Good Awards.

pay them the London Living Wage. In 2015 they teamed up with *The Big Issue* to set up their first coffee cart in Covent Garden, selling 1,000 coffees in the first week of trading. This 'self-sustaining business model' has been wildly successful, with bags of Change Please coffee now on shelves at Sainsbury's.

But customers' social conscience is focused not just on the people involved in coffee production but its impact on the environment. The Rainforest Alliance works with farmers to improve their livelihood but also the health of their community through training them in methods which protect the land for future generations. Certification shows that farmers are working to preserve the land and waterways through efficient farm management, which improves yields of what are termed 'green beans' while reducing costs. Consumers want to see evidence of environmental conscience at the shop level too, which means reducing or eliminating disposables, in particular plastic cups, and reducing waste where possible. Some outlets, such as the nationwide high street chain Pret a Manger, now offer a discount for customers who bring a reusable coffee cup.

Leading the way when it comes to sustainability credentials



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