2023

HOT DRINKS, FOODSERVICE, FOOD-TO-GO

CAFE BUYER

MAGAZINE

From the publishers of SPECIALITY FOOD



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WELCOME TO CAFÉ BUYER

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Welcome to the 2023 edition of Café Buyer, brought to you by the publishers of *Speciality Food*. The cost-of-living crisis continues to provide a challenging backdrop for hospitality. But, say insiders, there are ways to mitigate the situation. Within these pages read insight from café owners and industry experts, who share the myriad ways they've managed to attract and retain customers through tricky times. And learn about the increasing importance of independent cafes to consumers.

In this edition we also highlight some of the key trends and product categories you need to know about – from functional drinks, to sustainable snacks – which could give your business a much-needed boost as we step into autumn.

Plus, we profile some of the most innovative and exciting producers supplying the café sector in 2023.

Charlotte

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COFFEE CULTURE ENTERS A NEW ERA

Experts say the drink, and the way we consume it, is changing...riding a new wave

COMMENTATORS



CALEB BRYANT
MINTEL



LIZ ORGILL
OWENS COFFEE



ANDY CROSS
TWO CHIMPS COFFEE



TOM SAXON
BATCH COFFEE



STEVE PARRETT
NORFOLK COFFEE COMPANY



ALEX CREPEY
AMELIE

As part of the long and varied relationship us humans have had with caffeinated drinks, we are now entering what's known as the 'fourth wave of coffee'. Caleb Bryant, associate director of food and drink at Mintel, explains that while the first wave (which began in the 1800s) was coffee becoming more accessible, the second saw the rise of coffee shop chains and speciality coffees, and the third was all about quality, the fourth wave is about coffee being centred around the home.

The Covid effect

This is partly due to the pandemic and the rise in working from home. Mintel's research shows that a third of Americans now own a speciality coffee machine. Rather than being an issue to battle with, Liz Orgill, marketing director at Owens Coffee, said this can add another arm to their business.

"Lockdown periods created a huge uptake in the brew-at-home coffee market. Customers wanted ways to recreate their barista-style coffee, and this is still something we see a move towards today. Customers want the specialist brew kit and an ongoing supply of coffee. They want to find a favourite coffee they can always rely on (though they often enjoy trying out new coffees alongside their regular order), and they want information on how to make the coffee. We have seen lots of interest in our coffee masterclasses and experiences. Our trade business has fully recovered, and we now have a solid at-home business too."

Finding the nuggets of gold in a difficult situation might not be as tough for the coffee industry as other speciality sectors. Andy Cross, at Two Chimps Coffee believes Covid may have shifted perspectives on coffee, but it didn't necessarily damage the industry.

"It's difficult to talk about the positives when it comes to Covid, but if there was a small silver lining, many people suddenly had the extra time to explore and learn about coffee. Coffee has become a hobby, and the associated demand for great coffee at home has continued to benefit us."

What is Coffeetok?

Caleb notes that this focus on the home as the centre of our coffee experience also encompasses how we learn about and find out about coffee and trends. Coffeetok is the name for the band of coffee enthusiasts who take to TikTok to talk about coffee and, in some cases, dictate future coffee trends. Mintel's research shows that 49% of young US coffee lovers get their information from Tiktok. Tom Saxon from Batch Coffee knows about the importance of having a strong online presence and believes in using this to educate and inform customers, and this can, in turn, drive sales.

"We use content to promote our business, specifically in the form of articles on our blog. We write a host of useful informational content around coffee that our customers or future customers can find on our website. We mainly promote this content through our email list and on socials. As we have grown to become an authoritative website





where their coffee comes from and what its story is.

"The traceability of speciality coffee is very important to us. We want to know that the farmer who grows the coffee trees gets paid a decent amount for his work and expertise. We find that most of our customers are interested in this too. We like to have information about the farmer and his farm on our retail bags and on our website. This helps our customers feel a connection with the person at the very beginning of the process."

As these stories grow, so too does the demand for more. Liz has found it's often the customers who are driving this shift towards greater sustainability in coffee.

"When we first started roasting, it was unusual for a roaster to offer 100% organic-certified coffees in their range. However, customer demand for organic coffee has grown since then, and we've seen more organic coffee entering the market. We don't view this as hurting our business. On the contrary, what it means is there is increased demand for green beans which are certified organic. We can offer customers even more choice."

Sustainability is a global problem with global solutions. Mintel found that 51% of consumers worldwide believe their country is suffering from climate change. This is reflected in different ways in different countries, but Steve knows that his coffee customers place importance on this.

"Sustainability is extremely important to us, and increasingly so for our customers. We recently purchased an electric van in which to deliver to our local customers. All of our retail packaging and takeaway packaging is compostable or recyclable. We all need to be mindful of the environment and do what we can.

Most customers want to see the businesses they purchase from doing their bit for the environment."

The future is young

When it comes to looking ahead, independents are well placed, as the desire for something different amongst consumers continues to hold. Offering experiences and distinctive spaces is what independents do well, and this appeals to most coffee lovers.

"With the abundance of chains and major brands on the high street, it's the uniqueness of independents, how they stand out, and the package they offer which is attracting customers and where they want to spend their money," says Alex Crepey from Amelie. "People want to go out and buy their coffee from indies, and more and more now they are also using other local shops and services. This shift towards individuality is very much part of the future."

That individuality can alter from place to place, but it is on the rise everywhere and has been for some time now. The UK might once have lagged behind, as Tom from Batch Coffee found, but our love of indies, especially amongst the younger generation, is blossoming.

"Having lived in Sydney for many years, where independents rule, moving back to the UK was a bit of a culture shock, as every high street throughout the country looked the same.

I think, over the last few years however, we are starting to appreciate independent business again, and enjoying the benefits of a diverse high street sprinkled with independents. Alongside this is the UK's taste for speciality coffee amongst younger generations, which will surely cement independent coffee shops on the local map."

Research from Mintel found that in the UK, 57% of coffee consumers drink instant coffee at home, which on the face of it sounds depressing. But with Coffeetok on the rise, and independents flourishing on high streets all over the country, it's the younger generation who are changing the trend.

"Gen Z is progressively moving away from alcohol, from pub culture towards café culture," says Liz Orgill. "Younger people are also increasingly becoming coffee drinkers instead of tea drinkers, which is quite a shift in the UK."

Riding the fourth wave

The home-based approach to coffee is on the up. But customers still appreciate good coffee. According to Mintel's research, 31% of 16 to 44-year-olds agree that reducing opening hours is their preferred solution for operators to take as a result of rising costs, while 33% of over-65s would prefer to see the price of drinks increase rather than a reduction in quality and portion size. So quality wins and coffee isn't going anywhere.

"Our experience is that speciality coffee is even more popular now than it has ever been," says Steve. "People are getting more and more discerning about the coffee they drink and seem to be prepared to pay more for good coffee, whether that is in a coffee shop or coffee to make at home. The vast majority of our customers know a good coffee from an average one. Many people still want a flat white, latte or cappuccino. They like having that choice."

And the choice seems to be the answer. Artisan coffee is still important, even if it's enjoyed in different ways. The trick is learning how to ride the wave.



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Marketing@dilmahtea.com



THE REAL DEAL

Elevating your espresso could be central to your café's future footfall, so is it time you converted?

Take a little time to chat to the roasters at Vandyke Bros and you could find yourself plunging down a rabbit hole into a vivid world of lush or arid coffee-growing regions, distinct varietals, and the skilled growers who bring their landscapes to life in the green beans they harvest. Because the people at Vandyke Bros, founded in 2016 by corporate financier-turned-coffee-roaster Tony Vandyke, really know about exceptional coffee and have the industry awards to prove it.

"Getting your coffee right really lifts everything," says Tony. "Coffee is a daily habit for most people, so if you really nail it people come back again and again. That's something we really have a laser focus on: helping cafés get their coffee offer the best it can be every single time." Vandyke Bros insists on training its wholesale customers, making sure baristas join the chain of skilled experts, stewarding a brew from bean to cup.

The Cromarty-based roastery has a few coffees that can entice true aficionados, too. Take its signature espresso, Tin Roof, which blends three medium-roasted, speciality-grade Arabica beans to create a chocolatey brew that bagged a Great Taste star earlier this year. "Single origin coffees can be a bit monosyllabic for espresso," explains Tony. "Great...but not complex." So Tin Roof marries a good espresso body of Brazilian beans with a Guatemalan coffee ("kind of orange peel notes") and a high-altitude Ethiopian ("with lime rind flavours") to make something really special. Guava Banana, roasted from a micro-lot of anaerobically fermented Columbian beans, bagged three Great Taste stars this year; Tuesday, blended from high-roasted South and Central American beans and great for milky coffees, gained two. "Getting awards across our range proves that we know what we're doing," says Tony. "As a wholesale supplier we're professional and we're consistent, so give us a go!"

> "Coffee is a daily habit for most people. If you really nail it they'll come back again and again"





FLAVOUR THAT LASTS

Just Milk is putting great-tasting, high quality milk at the heart of cafe businesses



How have you found footfall through your café this summer? Whilst market researchers Springboard predicted 20% more shoppers on high streets, rural businesses may find autumn brings custom in fits and starts. But don't worry – Just Milk has you covered for ambient milk that helps avoid the shortages or spoilage of relying on fresh. "We definitely had a surge of demand for UHT milk during the pandemic, as it was a much more reliable option," says Just Milk's Camille Sharif. "Businesses have been much more conscious of waste and with fresh milk having such short shelf life, UHT has been a great option to limit wastage and cut costs – important as businesses are trying to get back on their feet."

If UHT is anathema to your sourcing policy, consider the benefits of keeping a back-up supply. "The heat treatment that UHT milk benefits from makes it a lot creamier than fresh milk, even in its skimmed version," points out Camille. "It makes UHT ideal for coffees as it forms the perfect froth every time, even in a 'skinny' version." Indeed, it's commonplace in celebrated cafés of continental Europe where Just Milk is trusted for it's great flavour preserved through a few seconds of heat treatment at 140°C. "Another benefit is being able to stockpile it in your store room," says Camille.



"Bulk buying is cost efficient and being able to store it in ambient conditions means you do not lose any valuable fridge space.

"Just Milk is part of the farmer-owned cooperative Sodiaal, which collects milk from local farmers. It guarantees a high level of animal welfare, non GMO feed, and a farm-to-table approach that minimises waste." Just Milk has a total shelf life of 180 days, and lasts up to a week opened in the fridge.

"Just Milk is part of the farmer-owned cooperative Sodiaal, which collects milk from local farmers. It guarantees a high level of animal welfare, non GMO feed, and a farm-to-table approach that minimises waste"





BRILLIANCE BAKED IN

Could pies born, bred and baked in Yorkshire prove your best seller?

There are few things as quintessentially British as a traditional pie, so your discerning customers will know instantly if your offer fails to deliver. That's where Jones Pies comes in: its long tradition of lovingly hand-made pies makes it the perfect ally in your bid to meet customers' expectations.

It was 1988 that the pie maker launched, with early batches made in the back of a Yorkshire butcher's shop. Since then Jones has become renowned for its fantastic range of pork pies, pies, sausage rolls and pasties. Over the years the operation has grown organically, a phenomenon powered by word of mouth. "People ate our pies, loved them and told someone else – who in turn tasted them, loved them and told someone else!" says general manager Alan Wadsworth. "Other shops wanted to sell our pies and this, combined with winning award after award, has led to us making over 60,000 pies every week from our very own accredited bakery."

These days Jones Pies' team of skilled bakers and pie makers works six days a week to make sure the memorable taste experience for which the business has become known is baked and delivered fresh daily. "At Jones Pies we stay true to the good old fashioned ways of making a great pie. Each one is hand crafted using the best meat and the best of local ingredients – from Ossett ale in our Steak and Ale Pies to Bury Black Pudding in its very own pork pie."

Today the range has grown to include three different sizes of pork pie – available in Traditional, Bury Black Pudding, Cheese & Pickle, Sweet Chilli Jam and The Figit, made with Bramley apple and sage and onion. Plate pies include Chunky Chicken and Chunky Steak, while the 210g single serving pies are available in Steak & Ale, Minced Beef & Onion, Chunky Steak, Chicken Curry, Chunky Chicken and Meat & Potato.





COMMENTATORS



STEVEN PRIME
BAXTER BARISTAS



LYDIA PAPAPHILIPPOPOULOS-SNAPE
CAFE OWNER



OLIVER COYSH
THE EXPLODING BAKERY



HOW CAN INDIE CAFES PUSH THROUGH TOUGH TIMES?

Speciality Food speaks to owners about the market forces impacting their businesses – and the ways they're innovating, and coming out stronger

Hospitality is an ever-changing industry, with some fearing it is more challenging than ever, and the independent cafe sector is no exception. A tough economic backdrop, from staffing to rising costs, sustainability concerns, and constantly changing consumer behaviour, are just some of the forces shaping the indie cafe arena. And while the impact of many of those factors bring challenges, for many owners they also bring along exciting new opportunities.

For Steven Prime, founder of Coventry-based Baxter Baristas, price rises facing the industry are unlike anything he's ever known. "Previously we would expect once a year for our suppliers to put up their prices," he says. "We would then increase our prices very marginally. However this year it feels like every month prices have been going up and by significant amounts.

"For example, one of my key suppliers last week put their prices up by 10-37% across all of their products. The knock-on effect is we are having to put our prices up in quite large jumps and more often. So far this year we have increased our prices twice. I am hoping that food inflation comes down and later this year we can go back to more predictability with price increases once a year."

Baxter has noticed the frequency of customers' visits has dropped slightly. They're spending the same amount each time they come, but are stopping by less often. "To counteract this we have been trying to offer a better range of food and beverages to entice customers to spend more when they do come in."

Lydia Papaphilippopoulos-Snape, who owns three independent cafe-bakeries in Leamington Spa, Birmingham and Warwick, has seen the cost of some goods rise by as much as 50% - while a hike in energy bills has also had an impact. Like Baxter, she has had to put her prices up. "There is this difficult balance of trying to pass it on to the customer, but not so much that they then vote with their feet and stop coming in," she told *Speciality Food*.

"Because of the price increase, we haven't really seen a change in average spend. But what we have seen is a change in items bought. So on average, a customer was buying something like 2.7 items per head and now it's down to below 2.5. But the average spend is similar because of what we've done with our prices."

Her refusal to compromise on quality means profit margins are somewhat lower than they were a few years ago, but Papaphilippopoulos-Snape is optimistic there are still ways to make things work and to ensure customers are choose quality independent cafes - even if that's less often.

Oliver Coysh, co-founder of south-west based The Exploding Bakery, is also optimistic that while consumers may be cutting their cloth according to the current cost-of-living crisis, it will be mid-market chains that lose out rather than independent cafes that offer plenty of added value, from the experience they provide, to the quality of their food. "Even when people don't have much money, they still want to go out," he says. "We offer quality products and while they might be more expensive, they're still affordable for people when they do want to enjoy themselves.

So we're adding value in terms of that quality."

While most independent businesses are no strangers to sustainability, the ongoing drive to be more sustainable amid the context of challenging times means it continues to be an important factor in the way the sector operates. For Papaphilippopoulos-Snape, finding sustainable suppliers has in some cases brought her closer to smaller, local businesses.

"For example, one of the things that has gone up massively in price is butter," she explains. "Rather than going cheaper, or to a company that has a larger carbon footprint, we've come even closer to home to a smaller, more local supplier, who was like, 'look, I cannot beat those prices, but these prices are going to stay where they are'.

Therefore we have a lower carbon footprint working with this person and the money means more to the local economy.

"Can we do that with absolutely

> "As the voices of this industry I think we, as business owners, have a responsibility to still say and prove that it is a good business to be in. It's tougher, it's harder, profit margins are smaller, but there is a way of doing it"
>
> **LYDIA PAPAPHILIPPOPOULOS-SNAPE**

everything? It takes more time, it takes more energy, but it's not something that we're willing to budge on."

Equally, Prime has noticed that it's easier than ever to find good quality, sustainable packaging and overall prices are competitive, even with added sustainability requirements. "When we look at new suppliers, the first aspect that we consider is quality, then price, then sustainability. For us, these are our three pillars to ensure we are stocking great products from across our supply chain."

Perhaps the biggest force shaping the indie cafe arena is its customers. Their decisions are directly linked to the success, failure and direction of independent cafes across the UK.

"We are lucky enough at all three of our sites that we have a great bunch of customers who get behind what we do," says Papaphilippopoulos-Snape.

"They completely understand that we are high quality, we don't cut corners, and therefore we do cost a little bit more. So whilst I would say that, when I mentioned that people are buying fewer items, we have not noticed a difference in footfall." What she has noticed is feedback from first-time customers on the price point, and admits it's difficult to track how many people don't come back because of this.

"One of the decisions I made as a business owner early on was, 'these are the values, these are the ethics of what we do, and these are the things that we are not going to waiver on no matter what happens'. At that time, I didn't think 'no matter what happens' was going to be a pandemic, a massive cost-of-living crisis, and leaving the EU, but I have stuck to it, by hook or by crook. As I say, we aren't hitting the profit margins that we were three years ago and that is something I'm trying to address all the time. But I am really trying to do it whilst holding on to those values. Because the footfall is still there."



While profit margins may be tighter for a small independent than a big chain, they also have the advantages of freedom and agility to cater to consumer trends and behaviour.

"We can be competitive quite easily," says Coysh. "If a big chain wanted to add kimchi to their menu it might be quite a convoluted process. For us, it's a case of whipping up a new menu and getting it printed at the local printer. Recently, we had a surplus of fresh mint from one of the organic farms we buy from so we put fresh mint tea on the menu. But we can then take it off the next month."

Prime has definitely noticed a shift in consumer behaviour.

"We have seen a growth in customers working in store," he said. "To meet this need we installed hot desks which on some days are fully used. I've come to the conclusion that the only way I can make my store financially sustainable for the future is to open up another one or two stores so that some of the costs are spread across a few sites."

There's no hiding from the fact there are myriad forces affecting the direction, development and future of the independent cafe sector - and not all positive.

But for many owners, there's plenty to be excited about, and ways to make things work, even though it might seem hard at times. "This is the business right now. This is how it is," says Papaphilippopoulos-Snape. "And as the voices of this industry, I think we, as business owners, have a responsibility to still say and prove that it is a good business to be in. It's tougher, it's harder, profit margins are smaller, but there is a way of doing it. There is a way of carving out your place in this industry. And there is a way to inspire people to still want to be in it."



SHAKE IT UP

Is your drinks chiller stocked to its optimum? Flavoured milks could be the just the ticket for topping up spend



In what is proving to be a growing category, tempting consumers with the right flavoured milk can be a profitable business. Viewed as a source of protein and calcium, and low in sugar, milk-based drinks have year-round appeal to kids and adults alike. They're versatile too, perfect chilled in the summer months, suitable for gentle warming in winter, and even useful as a cocktail base. One of the best-selling brands in the business knows all about meeting consumer demand. Delamere Dairy has been producing specialist milk and dairy products since 1985, and has organically scaled its operations to encompass plant-based alternatives alongside its cow's and goat's milk ranges, and its famous cheeses, yoghurts and butters.

Evolution is part of the company's DNA, and Delamere Dairy is changing up its offer as the demand for on-the-go and drink-in beverages creates a new opportunity for café owners. "Our flavoured milk range is a top seller in the convenience, wholesale and garage forecourt channels," says John Ord, Delamere's flavoured milk sales manager, "but our hospitality customers were asking for something slightly smaller, and for children in particular. We listened and the new single serve, 240ml size is perfect for cafes, pubs, hotel mini-bars, restaurants or any food service setting."

The range includes the existing popular flavours: Chocolate, Banana, Strawberry and Iced Coffee. A new flavour will also be added to both format sizes later on this year. Delamere Dairy's flavoured milk range is ambient, saving on chiller space during storage, but is best served cold, making it easy to stock, chill and serve over ice. The 240ml, single serve flavoured milks come to market in glass bottles with recyclable aluminium lids, exemplifying the brand's drive for sustainability and transparency.

> "The new single serve, 240ml size is perfect for cafes, pubs, hotel mini bars and restaurants"





A BIGGER SLICE

Want to grow sales? This Yorkshire bakery could be your partner to sweet success

When it comes to running a profitable café, great bakes are so much more than a 'nice to have' – they can be the money spinners that tempt customers to linger longer and increase their spend. So if your own offer has been a little flat, it could be time to call in the experts... With nearly four decades of experience, West Yorkshire fine bakery Just Desserts could be the partner you've been looking for. "Everything is handmade and we really do use the very best of ingredients, locally sourced wherever possible," says marketing manager Alec Gladok. "We have a team of 50 bakers who handcraft the products to create the quality our customers need."

It was 1985 when Just Desserts first fired up its ovens to bake fudge cakes and pecan pies for four local tea rooms. Word spread around the county, and gradually the bakery grew its customer base to include indie cafes, farm shops, delis and garden centres. "It means a lot to us to be based in Yorkshire using traditional local recipes," says Alec. Today the range extends to over 100 desserts, encompassing luxury cheesecakes, pastries, gateaux, puddings, crumbles and tray bakes...and the local delicacy, a Yorkshire Scoundrel.

"We often find when we speak to customers they want something unique," says Alec. "And of course that's about the taste and the look; they want something that looks beautiful and tastes fantastic." And here comes an opportunity to steal a march on the coffee chains, where the aesthetics of sweet bakes are rarely matched by the eating experience. "Customers can come to us with an idea and we'll bring it to life for them, says Alec. "The quality of the product comes down to exactly what goes into the oven. For us everything is handcrafted down to the last sprinkle of sugar and we think the difference shows."







SNACKS ON THE RUN

Interesting, eye-catching snacks for customers to grab as they head out with a drink to go are a café staple. With HFSS regulations in place, and consumers becoming ever more savvy, thinking about sustainability, functionality and improved quality, there has been an innovation boom in the snacking market, with more choice than ever before for the retailer. This year, be ready to combine traditional favourites with the trends that are really taking off.



PEP AND LEKKER ROSEMARY SEED SNACK BITES

Available in 30g packs, these sugar-free, gluten-free, gut-friendly bites are nutritional high-hitters, filled with pumpkin and hemp seeds and chicory root fibre, and flavoured with heady rosemary.

pepandlekker.com

CAMBROOK CARAMELISED SESAME PEANUTS

Roasted peanuts, caramelised in a delicious glaze with a sprinkling of sesame seeds. Available in 45g and 80g packs.

cambrookfoods.co.uk



INDULGE SMOKEHOUSE BBQ CRUNCHY CORN NIBBLES

High fibre crunchy corn, and shaped corn bites, gently dusted with a smoky, all-natural seasoning. The 20g packs contain no nuts, and are vegan-friendly and gluten-free.

novel-foods.co.uk

CRUNCHY ALTERNATIVES

More and more consumers are seeking out alternatives to big branded crisps, looking for products that deliver bold flavours, and a proper crunch, without being heavily fried, or filled out with artificial ingredients. Richard Caines, principal analyst at Mintel, says, "When choosing a snack as a treat, a favourite brand and exciting flavour are most important, but health claims appeal to one in four, emphasising the scale of demand for options delivering healthy indulgence." This category is being shaken up, with a huge array of exciting new products coming to market. Look out for nuts, popcorn, seeds and crunchy corn kernels coated in enticing, gourmet seasonings, pretzel and cracker bites, and alternative crisps formulated with vegetables and pulses.



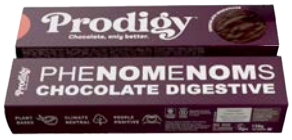
"This year we are seeing consumers desire emerging and adventurous flavours with mainstream favourites. Whether it's a nostalgic treat, a comfort dish or a healthy alternative, consumers expect a greater variety of tastes in 2023"

SOUMYA NAIR - GLOBAL CONSUMER RESEARCH AND INSIGHTS DIRECTOR, KERRY

DELICIOUS DUNKERS

The art of biscuit dunking is said to date back an incredible 400 or more years...there's no stopping this ever-so-British tradition. High quality biscuits are a critical offering for any café, and it's indulgence and nostalgia that consumers are craving. Stock up on varieties such as digestives, oaties, and shortbreads, which will hold their own after a dip in a cuppa. And look for flavours that evoke a sense of home and comfort – spices, fruit and cocoa.

PRODIGY CHOCOLATE DIGESTIVES
A unique, thin, crumbly biscuit base with a touch of salt, covered in smooth, single origin chocolate. Vegan, gluten-free, and with a low natural sugar content. Certified B Corp.
prodigysnacks.com





SAWLEY KITCHEN SALTED CARAMEL SHORTBREAD
Sharing packs of six artisan shortbread fingers, with a delicate hit of caramel. Lovingly packaged with a hand-tied swing label.
sawleykitchen.co.uk

FURNISS LOVE COOKIES APPLE PIE
Delightful snack packs of crunchy oat cookies, filled with chewy apple pieces and warming cinnamon spice.
furniss-foods.co.uk



PRODUCER SPOTLIGHT

CAKEHEAD

Cakehead has the recipe for more customers. Take the finest sustainably sourced ingredients, combine them in tried-and-tested homemade recipes, finished by hand in an artisanal way, package and present them beautifully, and then deliver on time and with minimum hassle. That's the Cakehead way. The brand's award-winning, hand-crafted cakes are perfect for any coffee shop and there are plenty of vegan and gluten-free options for those with more considered dietary requirements.
cakehead.co.uk



51% OF CONSUMERS SNACK TO **SATISFY** THEIR **HUNGER**, WHILE **41%** SNACK TO **TREAT** THEMSELVES

MINTEL

PURE INDULGENCE

Sometimes, only chocolate will do! A key reason for many customers to visit a café, tearoom or coffee shop is for a dopamine boost. And what can deliver that better, alongside a lovely brew, than a gorgeous, treat-sized bar of cocoa joy?



FATSO NAN'S STASH
These quirky bars are now available in 40g portions. Made with the finest single origin cacao, and sold in a 100% recyclable box with a home compostable flow wrap.
sofatso.com

TEMPRD DARK CHOCOLATE HONEYCOMB
A 55% dark chunky chocolate bar blended with honeycomb. Made with Rainforest Alliance cocoa, and plastic-free.
temprd.co.uk





GUPPY'S MILK CHOCOLATE PIGS
These 100g sharing packs would sit brilliantly in farm shop cafes. Handmade in York, they're palm oil-free and gluten-free and crafted with sustainable cocoa.
guppyschocolates.co.uk

NAUGHTY... BUT NICE

Consumers are ever more thinking about their intake of gluten, dairy and sugar. But that doesn't mean they have to miss out on the sweeter things in life. The development of free-from goodies really has come a long way, and there are some very attractive offerings now in this category.



LUISA'S HAZELATE BAR
A velvety, smooth, plant-based alternative to milk chocolate, with the luxurious taste of roasted hazelnuts. Dairy, gluten, soy and additive-free. Sold in 100% compostable and biodegradable packaging.
luisasveganchocolates.co.uk



PURE HEAVENLY DARK SEA SALT
Silky, 30g dark chocolate bars with a touch of sea salt. These contain less than 1% sugar and are free from dairy, gluten, soy and palm oil.
pureheavenly.com



SUPER SALTED CARAMEL MAGIBLES
A crunchy dairy, gluten and nut-free alternative to the main branded malted chocolate balls... and with 39% less sugar too.
creativenature superfoods.co.uk



A PROPER BREW MAKES A PROPER DIFFERENCE

Champion your brew with expert advice from the nation's favourite tea brand

We need to talk about tea. After all, it's Britain's most popular drink, and you want to make sure your customers are pleased with what you serve. There are some simple ways to ensure the brew on your menu keeps customers coming back...

Choose your brew

When it comes to giving the public what they want, serving Yorkshire Tea is a no-brainer. The nation's favourite tea doesn't just deliver a great brew but has a loyal and passionate fan base that cafes can tap into. A focus on quality and doing things properly is at the heart of the brand. "Our expert tea buyers taste hundreds of teas a day, selected from growers around the world. We then blend the best teas together in just the right amounts to create the brew we all know and love; Yorkshire Tea.

It is tasted no fewer than eight times before it leaves our factory in Harrogate. That's how we know it's always a proper brew" says tea innovation manager Kate Halloran. "Of course, our dedication to properness further extends to the way the tea is sourced and the impact we have on the planet."

Meet decaf demand

"Sales of decaf tea are on the rise" says Liz Griffin, Yorkshire Tea brand manager. "We know that two in five people now avoid caffeine later in the day. It is the right time to extend your range of proper brews, with a decaf with no compromise. Customers will be pleased to see that you've got their hot drinks needs covered whatever time of day they visit – and it's a real reason for them to return."

When it comes to decaf, taste is everything, so Yorkshire Tea has made it its mission to create a decaf brew that, in the brand's words - tastes like tea. The resulting blend has a flavour profile that stands shoulder to shoulder with fully caffeinated teas.

It's why sales data shows Yorkshire Tea Decaf is the UK's best-selling decaffeinated tea in the home. With demand so strong, Yorkshire Tea has just launched its decaf in tagged and enveloped format for hospitality. It joins the core Yorkshire Tea range to cater for all occasions and customers; from a proper Yorkshire Tea as a great all-rounder, to Yorkshire Tea Decaf for afternoon into evening, and Yorkshire Gold for cafes where only the finest will do.

Stand out

Yorkshire Tea encourages cafes to add some excitement and have fun with the tea menu - seasonal specials like offering a Yorkshire iced tea, or a tasty Yorkshire Tea loaf can be a great point of difference. "Offering unlimited refills can be a brilliant low-cost way to make your tea offer stand out," suggests Kate. "The customer will perceive this as excellent value, making them more likely to return and recommend you to others."

5 STEPS TO A PROPER BREW

- Ideally use freshly boiled water.
- Ensure the teapot and mugs are warm – the cup-warmer grill on top of an espresso machine is a great storage spot.
- Allow the tea to brew for three to five minutes to maximise flavour.
- Shade matters! Allow your customer to customise their own brew by providing fresh milk and sugar or lemon instead.
- Presentation is key: invest in good-quality teapots and mugs that really chime with your café's aesthetic.



TAYLORS of HARROGATE
YORKSHIRE TEA

Together at last!

NEW





No.1 brew

(Also)
No.1 brew

Yorkshire Tea Decaf, now available for hospitality

IRI Value Sales, 52 w/e 15th July 2023

WONDERFULLY WARMING

Excellent coffee is crucial to any café worth its salt. In fact, the success of your operation relies on it. Customers will often go out of their way to visit their favourite spot, based on the quality of its barista service, and ethics. Pulling focus on providing the best of the best when it comes to your hot drinks offering should be a number one priority.



QUALITY COFFEE

Coffee is big business. According to Statista the UK coffee market amounts to $2billion in 2023, with a predicted CAGR of 6.59% by 2028. Ensuring you're doing all the 'right things' could help you capitalise on this growth. Key factors for success include having an efficient workflow at the counter (so customers aren't waiting for extended periods of time), investing in professional barista equipment and ensuring staff are well-trained, and choosing beans that align with most consumers' rising concern for the environment and sustainability. Of course, flavour factors highly too!



CHIMNEY FIRE COFFEE HOUSE ESPRESSO
A full-bodied coffee blending Fairtrade beans from partner farmers at Carmo Coffees in Brazil, and JUMARP in Peru.
chimneyfirecoffee.com

SUMA YIRGACHEFFE COFFEE
A unique Ethiopian coffee with a lighter body and texture, bursting with apricot and lemon flavours. Sourced from a union of 35 small co-operatives.
suma.coop





ALT COFFEE LONDON THE CAPTAIN'S ROAST
Seasonally-sourced beans delivering a lovely quality drink with rich chocolate notes.
altitude-coffee.co.uk

TIME FOR TEA

The RTD tea category continues to gather apace, with some reports showing sales up by almost 50% in the last year. But that doesn't mean a proper hot brew is off the menu. In fact, as moderation becomes more mainstream, Mintel says 48% of consumers are drinking tea instead of alcohol, and that 49% of believe it's a good alternative to a tipple. As with coffee, seeking the best leaves is key, while keeping an eye on the sustainability of your stock. How fairly are the tea farms you source from paid? If you use teabags, are they compostable or biodegradable? These questions are expected to become more and more important for consumers, and staying ahead of the curve, communicating the ethics of your products could win you a whole new raft of customers.



BIRD & BLEND GREAT BRITISH CUPPA TEA
Available loose or in biodegradable teabags, this balanced blend of whole black tea leaves is refreshing and full-flavoured. Great with or without milk.
birdandblendtea.com



JENIER EARL GREY TEA
An elegant, well-crafted blend of Ceylon and Keemun leaves, blended with blue cornflowers and natural bergamot oil. Available loose, in plastic-free pyramid tea bags, or individually-wrapped tea bags.
jenierteas.com

HOT COCOA

You just cannot beat a creamy, frothy hot chocolate. The measure of a really good café is how much attention it pays to its offering beyond premium coffee. Sure, there are some decent powdered chocolate drinks, but they just cannot match the utter decadence of a real hot chocolate, made with proper chocolate and whole milk or cream.



COCOA CANOPY SMOOTH MILK HOT CHOCOLATE
These wonky beans, made with sustainable chocolate, deliver a beautifully smooth, classic hot chocolate serve.
cocoacanopy.co.uk

CHOCOCO 100% ECUADOR DARK CHOCOLATE FLAKES
Pure and simple. Just 100% dark chocolate. Dairy and sugar-free. For customers who like the real deal.
chococo.co.uk





KOKOA COLLECTION SINGLE ORIGIN HOT CHOCOLATE TANZANIA
A 58% cocoa hot chocolate made with cocoa from farmers in the Kilombero valley region, produced without pesticides. With hints of toffee, apple and red berries.
kokoacollection.co.uk

PRODUCER SPOTLIGHT

FURNISS FOODS

In 1886, John Cooper Furniss opened his first teashop in Cornwall. Baking his celebrated fairings, gingerbreads and other superb products secured Furniss a great reputation for the tastiest biscuits around. Today, Furniss Foods still bakes with the exceptional care, passion and attention to high quality that he instilled in his staff and products.

Introducing the brand's new Megabite cookies. Individually wrapped for customers to grab and go, or to simply enjoy whenever they want. Naturally delicious and suitable for vegans. The two best-selling flavours are stunning Apple Pie with chewy apple pieces and cinnamon, and delectable Choc Chunk, where every bite is an ideal chocolate explosion.
furniss-foods.co.uk



Coffee is consumed by nearly half of global consumers daily, says Kate Kehoe, marketing executive at FMCG Gurus.

According to the Hot Drinks Global Report 2022 and Coffee Trends Global Report 2023, 31% of us enjoy a coffee every single week, with speciality coffees (surprisingly) only making up 5% of daily consumption, which Kate says illustrates it is viewed as more of a treat than an every day necessity.

"While many consumers would like to see limited edition flavours in coffee, original coffee flavours are the most appealing.

Our consumer insights reveal 76% of global consumers prefer coffee flavours they know and trust. This highlights how the familiarity of original and more traditional coffee offer a sense of comfort and reliability, which aligns with many consumers' daily rituals."

Conversely the research also highlighted a key opportunity for brands. *"Around 42% of global consumers believe flavour innovation could be improved in the coffee category. In addition, seasonal limited editions have a high appeal."*

65% OF PEOPLE SURVEYED SAID THEY **LIKE TO VISIT LOCAL COFFEE SHOPS** TO SHOW THEIR SUPPORT, AND **71%** SAID **GOOD TREATMENT OF FARMERS** AND **FAIR PAY** WERE IMPORTANT FACTORS WHEN CHOOSING WHICH COFFEE SHOP TO VISIT

IMPACT OF COFFEE SURVEY

ALTERNATIVES

Not everyone likes the classic trio of tea, coffee and hot chocolate. Some like to colour outside the lines – perhaps seeking functional alternatives, or a caffeine-light or caffeine-free option. According to Mintel, 26% of adults are interested in trying herbal teas made with UK ingredients.





BORN WILD RASPBERRY LEMONADE TEA
Available loose or in biodegradable bags, this fruity number combines hibiscus, lemongrass, apple, coconut and goji berries. Delicious hot, or served over ice.
bornwildtea.com

SUMMERDOWN PEPPERMINT TEA PYRAMIDS
A crisp, aromatic mint tea, made with the farm's pure Black Mitcham peppermint leaves and the brand's own distilled essential oil.
summerdown.com





CHEERFUL BUDDHA LIONS MANE MUSHROOM SUPERFOOD COFFEE BLEND
Made with 100% sustainable Arabica Colombian coffee beans, enhanced with wellbeing-boosting, nutrient-dense lions mane.
cheerfulbuddha.co.uk

FOODSERVICE FLAVOURS

Cafes are fast-paced – a lot of plates need to be spinning to create that tangible buzz. Coffee is king, and preparing it to perfection is, rightly, one of the most important things for any business owner. Often this means a little help is needed in other areas, and there are some fantastic quality, delicious artisanal products ready to make life a little bit easier – from gourmet cakes and cookies, to sauces, jams and pickles



JAMS AND SPREADS

No café or foodservice outlet is complete without a selection of spreads – particularly for the breakfast rush, where toast remains a staple. Make sure you stock the classics, from strawberry jam and a high-quality marmalade to, perhaps a lemon curd. And enhance your offering with something that will set you apart. An indulgent, unique flavour that will keep customers coming back for more. It's also worth seeking out a low sugar option, catering for special diets and as an alternative for children



THURSDAY COTTAGE LEMON CURD

Made in small batches with fresh lemons, real butter and free-range eggs, for a sunshine colour, and tangy, delightful, award-winning flavour.

thursday-cottage.com

FEARNE & ROSIE STRAWBERRY SUPER JAM

Packed with 70% fruit and coming in at 40% less sugar than regular strawberry jam, but without compromising on taste.

fearneandrosie.co.uk





HAWKSHEAD RELISH BLACKBERRY AND APPLE JAM

A rich, dark, fruity spread that's ideal for switching up your offering as we slide into autumn.

hawksheadrelish.com

EASE YOUR WORKLOAD

With staff shortages putting additional pressures on cafes and foodservice outlets, there is a real need to adapt menus, and put trust in wholesalers, who can come up with valuable solutions, says Mandy Van Hagen, marketing sector manager for Brakes. Key patterns Mandy is noticing within foodservice include:

- Time saving products: "Innovation, creating more meal solutions, plant-based ideas and value engineering which support those hard-pressed kitchens."
- Rising energy costs: "Cafes are increasingly looking for more efficient ways of cooking, even if that means some short-term investment in more efficient equipment that reduces the need to burn gas. It's also important to look at menus and identify products that require less cooking to minimise costs."
- Stepping out of the ordinary: "The cost-of-living crisis means consumers want an experience that delivers value, but they still expect the same high standards they enjoyed pre-Covid. Cafés cannot afford mediocrity and must have an identity and purpose and deliver it really well to continue to compete."
- Plant-based: "The most important aspect is to ensure cafes are not just playing lip service to plant-based, but actually reimagining their menu for today's consumer. It's a lifestyle choice that's going to continue to grow as environmental concerns increase."
- Take advice: "It's important café buyers look to their wholesalers for support and advice. Our ambition is to make a difference, sharing experience and market understanding to provide the tools operators need to ensure they run efficient and effective kitchens."

CHUTNEYS AND PICKLES

It might be the dream to produce your own range of relishes, but time (and resource) doesn't always allow this luxury. Let someone else do the hard work for you. There are hundreds of different options to choose from in this category, made by artisans who really know their onions. This year, producers are seeing a lift in sales of traditional pickles and chutneys with a homely, recognisable flavour. Consumers also looking for varieties with added beer, wine or spirits – a welcome addition to any cheese sandwich!



OUSE VALLEY CHEESEBOARD CHUTNEY
A thick, spreadable chutney absolutely crammed with plums, Bramley apples and courgettes, with a hint of ginger.
ousevalleyfoods.com

THE BAY TREE REAL ALE CHUTNEY
A classic, traditional option, but infused with the deep, irresistible flavour of ale.
thebaytree.co.uk





STOKES BEER CHUTNEY
Cracking with extra mature Cheddar, this is made with a local beer, root vegetables and a delicate blend of spices.
stokessauces.co.uk

BAKED GOODS

Cakes, cookies, and traybakes are a café essential, providing customers with a little treat moment to enjoy away from home or the office. If space is limited, with no workable kitchen for rustling up your own goodies, you may need to put your trust in local bakers and wholesalers to fulfil this need. There's increasing interest in free-from bakes, and also in foods sold in sustainable packaging. Tapping into these trends, and sharing your product line with customers on social media, could give your business the boost it needs.



POSITIVE BAKES CHRISTMAS PUDDING BROWNIES
Vegan and gluten-free brownie bites with a taste of luxurious Christmas pudding. In sustainable, plastic-free packaging.
positivebakes.com

WEDDELL & TURNER CARROT CAKE
The gluten and dairy-free bakers have made a moist carrot cake stuffed with spices, finished with fluffy buttercream and hand-piped with a royal iced carrot.
weddellandturner.com





HORSHAM GINGERBREAD GLUTEN FREE GINGERBREAD BARS
Sticky gingerbread bars, baked to a 200-year-old recipe with Sussex-ground linseed flour and cornflour. Rich with treacle and dark sugar.
horshamgingerbread.co.uk

PRODUCER SPOTLIGHT

TIPTREE PATISSERIE

Tiptree Patisserie is a wholesale artisan bakery and patisserie based in Witham, Essex, and is a part of the Wilkin & Sons Family, famous for its Tiptree jam. The business prides itself on the quality of the ingredients it uses, the individual skill and attention that goes into baking by hand, and ultimately the exceptional quality of the finished delights. Customers range from coffee shops and delis to five-star hotels, zoos and garden centres. From a classic Victoria Sponge to a rich Chocolate Fudge, Tiptree Patisserie's cakes are so delicious that customers keep coming back for more!
tiptreecakes.com





THE FORAGING FOX SMOKED GARLIC MAYO
A smoky, all-natural mayonnaise made with free-range British eggs, and no added sugar or preservatives.
foragingfox.com

A LITTLE BIT FRESH THYME & ROASTED RED PEPPER KETCHUP
A versatile ketchup with a thyme twist and mild chilli kick that can be added to almost any dish.
alittlebit.co.uk





TRACKLEMENTS MINI JARS
Individual portions of sauces always feel a bit special. Take your breakfasts up a notch with these glass jars containing the must-have essentials.
tracklements.co.uk

CAFÉ CONDIMENTS

Every café or foodservice kitchen will need a range of sauces to bring life to their dishes. Investing in quality here, presenting diners with a carefully chosen array of 'classics' elevated by artisans, will set you apart. The benefit of being an indie is that you can share the stories behind the condiments with your customers, explaining what you love about each product. Having a selection of these on sale for customers to take home could also prove profitable.



GOOD VIBRATIONS

Is music playing its part in your operation? Here's how to keep the good times going...

How integral is your radio, smart speaker or the occasional live session from a local musician to the every day working of your business? Great music can motivate staff, encourage customers to linger, and create an exclusive feel good ambience in your café or shop that brings a real lift to footfall. "Music is so infinitely varied you can create just the right kind of moment for your café," says Greg Aiello, commercial director at music licensing organisation PPL PRS. "So, whether that's a fast-paced coffee shop near a busy train station, or a cafe with a few tables in a more sedate village deli, there are lots of ways you can use music to make people feel welcomed and at home. It can be great for families too, or specific age groups or demographics you're catering to. There are just so many ideas for using music to enhance the experience."

A fair trade

But how much do you know about the legalities of playing music in your business? Under The Copyright, Designs and Patents Act 1988, permission is needed from the relevant copyright holders to play or perform music in public. TheMusicLicence from PPL PRS grants businesses this legal permission so they can use the power of music to enhance their offering. "After our business costs, fees from TheMusicLicence are distributed to music creators," says Greg. "All music is made by someone – it's their hard work, talent and skill, and has a value. If you play music, even in the back room to your staff, it's been created by someone who deserves to be fairly rewarded for their work. As the joint venture between the UK's two music rights societies (PPL and PRS for Music) PPL PRS has been created to make that process as easy as it can be."

Fairly paying artists for their musical contribution is a crucial dimension of ethical retailing.

And communicating these ethics with customers can be as simple as displaying TheMusicLicence sticker to spark conversations. "It's a nice way for businesses to say 'We're supporting artists and we champion their cause'."

The right note

One café that's benefitted from working with PPL PRS to get TheMusicLicence is at Langlands Garden Centre, which has several outlets in Yorkshire. "The music definitely brightens up the mood" says marketing team member Cecilia Hall, describing the impact of music on hardworking staff. "We spend eight to nine hours listening to it; without it would just feel really boring." Music has also helped the business build the atmosphere in café. As the music is seasonal it really puts customers in the right mood," says Cecilia. "It also makes customers more patient."



DID U KNOW

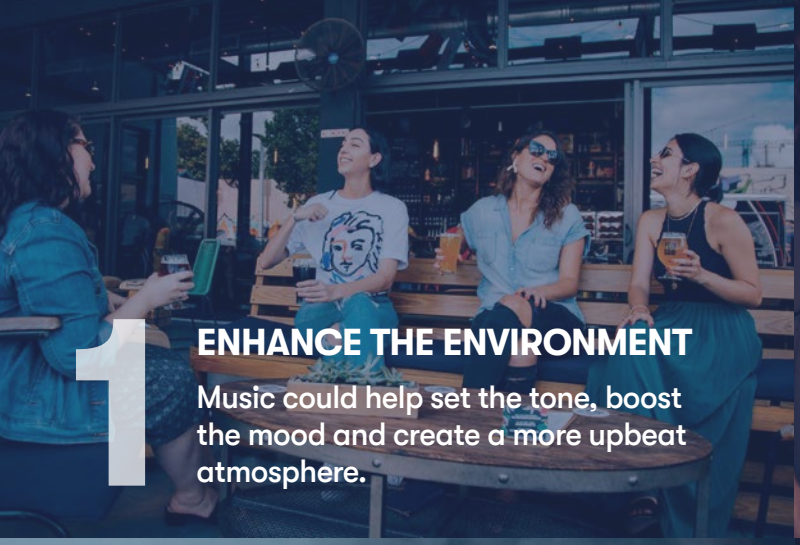
A CAFÉ COULD PLAY BACKGROUND MUSIC FOR JUST 95P A DAY (COMBINED YEARLY LICENCE £347.84*)

***BASED ON A PREMISE OF 400SQM WITH 30 SEATS OR LESS. PRICE ACCURATE AUGUST 2023. SUBJECT TO CHANGE.**



Crucial compliance

As in so many areas of running a business, staying on the right side of the rules is an important way to protect what you've worked hard to build. "If you're playing music and unsure whether you need a licence please get in touch," says Greg. "We understand getting the right licence is one of those things that can be confusing or forgotten when you're running a business. But as with getting your TV licence or paying for your insurance, it's important to make sure you're legally compliant. We want to work with customers to understand how they use music and ensure that they are covered."



1 ENHANCE THE ENVIRONMENT

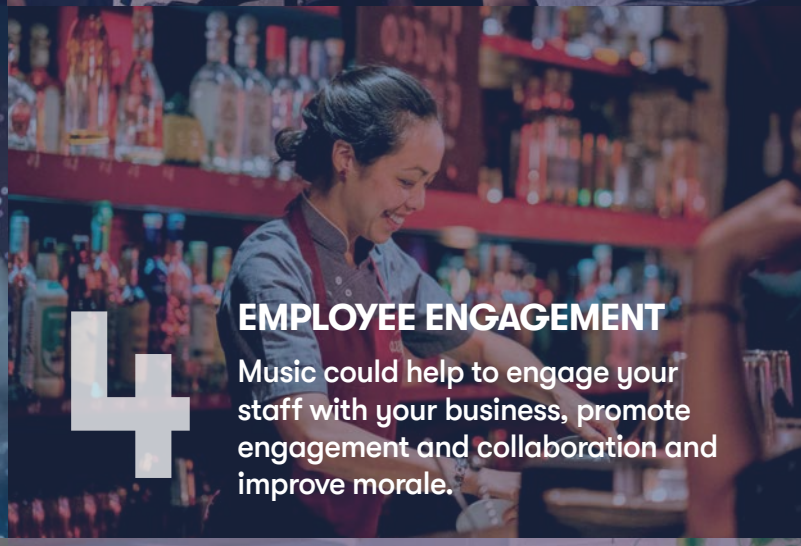
Music could help set the tone, boost the mood and create a more upbeat atmosphere.



2 CUSTOMER ENGAGEMENT

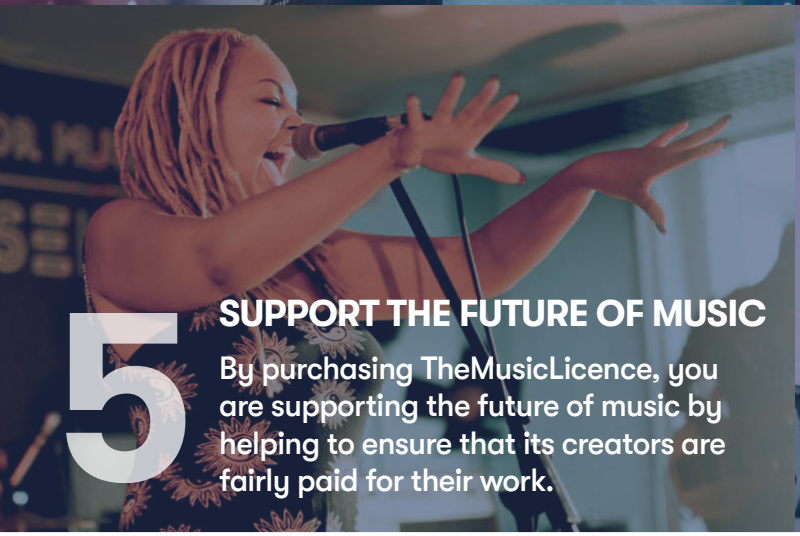


3 STAND OUT FROM THE COMPETITION



4 EMPLOYEE ENGAGEMENT

Music could help to engage your staff with your business, promote engagement and collaboration and improve morale.



5 SUPPORT THE FUTURE OF MUSIC

By purchasing TheMusicLicence, you are supporting the future of music by helping to ensure that its creators are fairly paid for their work.



6 CUSTOMER LOYALTY & RETENTION

10 benefits music could have on your restaurant or café!

Find out the final four benefits at pplprs.co.uk.

If you are going to introduce music, or if you are already using music in your business, you'll usually need **TheMusicLicence**.

TheMusicLicence

POWERED BY PPL PRS United for Music

Get TheMusicLicence

0800 072 0808

8am – 6pm, Monday – Friday

pplprs.co.uk/get-themusiclicence

BUBBLING UP

Could bubble tea be the boost your business needs? With stunning growth set to sustain, now's the time to jump in!

Running a business is demanding, absorbing work, so you'll be forgiven if you haven't spotted a huge trend that's been reshaping the way consumers, particularly Gen Zs, spend their time and money. Bubble tea has become a phenomenon on the British high street and in food markets in the last five years, with bright cups of the chilled tea (made with or without milk and loaded with tapioca pearls, juice balls or ice) becoming a common sight. In fact, this Taiwanese beverage is predicted by Persistence Market Research to experience a compound annual growth rate (CAGR) of 8.5% over the next nine years. Compare that to the 1.51% CAGR forecast by analysts Statista across a similar period for standard black tea in the UK and you get a sense of the opportunity for cafés adding bubble tea to their offer.



The firm behind the UK's bubble tea scene is Boba Box, a pioneering supplier which 13 years ago introduced its famous popping juice balls, jellies, powders, syrups and machinery to Great Britain, and continues to drive innovation. In a trend-driven category, this constant evolution has created a really extensive range of products, and may explain why in 2022 Boba Box sold the equivalent of an incredible seven million cups of bubble tea across 28 countries.

"Bubble Tea is one of the fastest-growing drink sectors in the UK," confirms director Yoshi Lee. "It's fun, exciting, and as bespoke a drink as you can get, yet easily added to an existing menu. Boba Box has the largest range of ingredients in the UK to supply and expertly support cafes of all size, on single or multiple sites, with a plethora of flavour combinations to suit their customers' tastes. Having been the first to market we know the size of the opportunity and there's many who could similarly benefit."



> "Bubble tea is one of the fastest-growing drink sectors in the UK"



IT'S ONLY NATURAL

An all-natural sparkler that rewilds your drinks chiller? Meet the waters bursting with native botanicals



Looking to elevate your café's connection to the land? Say hello to Jamu Wild Water, the award-winning, all-natural sparkling drinks that go the extra mile when it comes to bringing great British botanicals to your thirsty customers.

Fizzing with inspiration

Provenance has always been a key selling point for speciality food retailers, and Jamu cans the essence of our precious British wildernesses in its sparkling waters. Take its Sparkling Lemon, which mingles nettle and dandelion extracts with zingy citrus, adding natural vitamin C, zinc and gut-loving chicory root fibre for a functional boost. Free of preservatives and sugar, this natural refreshment also happens to deliver 100% of customers' daily prebiotic requirement. The Natural Sparkling Blood Orange (made with echinacea extract) and Natural Sparkling Raspberry (with elderberry and marshmallow root extracts) can make the same prebiotic claims, delivering great tasting plant-based refreshment while supporting consumers' natural immunity.

It's an uplifting offer that chimes with key health messaging customers may be well aware of. "I think our drinks definitely appeal to consumers who have a proactive interest in health," says co-founder Tahi Grant-Sturgis. "Serendipitously those numbers also appear to be on the rise, which is a great thing for the food and beverage industry, and healthier brands. I think the wholefood movement of the last decade, along with a more holistic understanding of the body by integrative health practitioners, has made people more aware of the significant benefits of having good digestive health."

And it's not just consumers' inner microbiomes that benefit; Jamu Wild Waters' mission to bring nature back starts at home. All Jamu packaging is plastic-free and infinitely recyclable, with its shipping boxes made from 70% recycled cardboard. Its ethical supply chain gives consumers peace of mind, while a massive 10% of profits are shared among rewilding charities.





CHILLED BEVERAGES

Statistics show a growing thirst from consumers in the soft drinks market, particularly as many look to cut back their alcohol consumption, or support their health with functional products that boost energy or boast nutritional claims. Cool off the press, here are key areas in this sector you might like to focus on to stay ahead of the curve



COLD BREW

No longer just the realm of coffee. There is now also a growing market of cold brewed teas, infusing matcha and more perfumed leaves to extract their unique flavours and purported antioxidant properties. Increasingly athletes and amateur sportspeople are turning to cold brew and naturally caffeinated soft drinks as they move away from high-sugar, artificially-infused mass market products. Sampling a selection of cold brews in store, especially if your business is close to sports facilities, could prove a good move.



ROKIT ENERGY UPLIFT
Cold brew crafted with 100% Arabica coffee from the Brazilian Cerrado region, enriched with guarana and taurine to alleviate fatigue. Made with oat milk, it's vegan too.
rockit-health.com

KAYTEA MANGO YUZU
Slowly cold-brewed organic whole white tea leaves, infused with mango and yuzu flavours. Only 17 calories per 100ml.
kaytea.co.uk





SOLO ESPRESSO SHOT
A 60ml pure shot of cool, speciality grade Colombian and Brazilian coffee, cold-brewed for 16 hours. The shot delivers 127mg of caffeine, and can be enjoyed neat or diluted with filtered water or milk.
solocoffee.co.uk

FUNCTIONAL

'Functional' is a huge buzz words in soft drinks – and it's not going anywhere soon. NPD is ongoing across alternative and low-sugar energy drinks, functional juice shots, tea drinks, protein drinks, vital drinks, 'near water', vitamin-enriched, and calorie-reduced drinks. Dipping your toes into this category could prove fruitful.



MANGO GO
Juicy, sparkling mango, enhanced with natural caffeine from green coffee beans, and guarana. Contains no added sugar, and a can counts towards one of your five-a-day.
mangogo.org

BUMBLEZEST FIRE + FORTIFY
Designed to energise the body, and boost the immune system, with anti-inflammatory turmeric, ginger and CBD extracts.
b-zest.co.uk





GUNNA DRINKS MISS MOJITA
A fun twist on lemonade, with real lemons, and a subtle note of African mint. Each can is only 66 calories, and fortified with zinc, and your RDA of Vitamin C.
gunnadrinks.com

LOW SUGAR AND LIGHTLY FIZZING

More than ever before, consumers appear to be driven towards soft drinks that deliver natural effervescence, and less sugar. Data from Mintel shows there was a 19.5% decline in sugar via on-the-go purchases between July 2018 and July 2022. But, on the whole, sales were up across the category by 9.2%. Retailers should increasingly (and especially in light of HFSS rules) be seeking out lower sugar options. But paying attention to 'texture' in tandem is important too. Mintel found that while flavour continues to be a core innovator in the CSD market, texture should not be overlooked, with more than half of soft drinks consumers believing lower carbonation is better for them.



TAME & WILD DAMSON & ROSEHIP
A lightly bubbling, all-natural expression of the English countryside, infused with damsons, blush rosehips and passionflower. Less than 40 calories per bottle
tameandwilddrinks.co.uk

MARLISH SPARKLING PINK GRAPEFRUIT
Simply slow-filtered spring water, combined with pink grapefruit extracts and oils. With fine bubbles and at just sevencalories per can, this drink ticks a lot of boxes.
marlish.co.uk





ARTISAN DRINKS VIOLET BLOSSOM TONIC
A soft bubbler ideal to offer as a unique soft drink option, or as a mixer. Combines violet and apple blossom and elderflower, with a natural violet hue
artisandrinks.com

PRODUCER SPOTLIGHT

AQUAPAX

Launched as the world's original eco-water brand, AQUAPAX pioneered a revolution in the global bottled water market. The classically beautiful product design is as eye-catching and striking on shelves as it ever was. Water quality is a cornerstone of the AQUAPAX proposition, with all AQUAPAX waters carrying a 'suitable for infants' quality distinction; elevating the ethics led brand from alternatives!
aquapaxwater.com



DESPITE **CHALLENGES** PRESENTED BY THE **COST-OF-LIVING CRISIS**, TOTAL **CARBONATED** SOFT DRINKS VOLUME **SALES** IN **2022** EXCEEDED THOSE SEEN IN **2019** BY **3.3%**

MINTEL

MOCKTAILS

Alcohol-free pre-mixed drinks are increasingly finding their place in the mass market. According to the IWSR, the low and no sector is projected to grow by 22% in the UK between the period from 2019 to 2024. There are certainly plenty to choose from, and with chiller appeal rising, now could be the time to tap into this trend.





HIGHBALL GINGER DRAM
An all-natural meeting of malt, ginger and vanilla, combining for a sophisticated and complex serve.
highballcocktails.com

ANGEL'S DARE LA BONNIE VITA
A lightly sparkling 0% mocktail blending fresh, sweet Scottish raspberries, zesty Sicilian lemon, and a dash of refreshing blood orange.
angelsdarecocktails.co.uk





SAVYLL PALOMA
An alcohol-free take on one of the 'it' drinks of 2023. Bittersweet pink grapefruit mingles with tequila essence and lime.
savyll.com



DO LOYALTY SCHEMES WORK IN FINE FOOD RETAIL?

As the multiples ramp up loyalty schemes, we discover whether they can give independent retailers a competitive advantage

Finding new ways to attract loyal customers is increasingly important for indies amidst the cost-of-living crisis. With larger businesses doubling down on their loyalty schemes, how can fine food shops and cafes make the most of these digital schemes?

According to recent research by digital product agency Future Platforms, almost two-thirds of Brits said they joined these schemes to benefit from member-only pricing, and over three-quarters said they are motivated to change their shopping behaviour in return for benefits like free products or money off.

"Our research supports the theory that loyalty programmes can be used as a key way to change consumer behaviour," says Future Platforms managing director Remy Brooks. "Over 60% of respondents admitted to trying something new because of loyalty programme incentives, demonstrating the significant impact these schemes can have."

Should indie retailers use loyalty schemes?

Loyalty schemes come in many different forms, from stamps for spending, to sophisticated systems that track customers' every purchase.

When considering introducing or revamping a loyalty scheme, the first question to ask is whether your customers will use it. "There is an argument that people are a bit sick of having cards," Edward Berry of The Flying Fork tells Speciality Food, "but I think I think you have to bear in mind that that there is a generational challenge. A lot of the independents do appeal to slightly older people, and they have no problem with cards. They like to hand in their cards and get a couple of points off," he says.

But Edward adds that retailers should choose their loyalty schemes wisely.

"Decent EPOS systems will give you some internal data on the customers, and because you're an independent you can actually respond independently." For example, whether you market through emails or letters in the post, you can identify individual customers who haven't visited and send them offers for the products they typically buy.

"You can be a lot more tailored to individuals," Edward says. "The reality is that loyalty customers spend more than non-loyalty customers."

What's more, building up a loyal base of customers is essential for independent retailers, and loyalty schemes offer a key way of doing this.

> “The scheme has been received well by customers, lots of them really care about collecting points. It also has fun perks like ‘miss you’ text messages if they haven’t been for two months, and ‘happy birthday’ text messages offering a free slice of cake”
>
> MATTHEW HOMFRAY



“It costs more to attract new customers than retain older ones,” Edward says. “Existing customers are key to any business.” With a loyalty scheme, you can not only discover who your most loyal customers are but also reward them for visiting you – whether that is through free items, money off, or special treats.”

While there are obvious pros, one of the cons indie retailers will face is the time it takes to research and set up a system. “They do require a bit of brain space to use them well,” Edward says. But he certainly believes it is a worthwhile investment of time and money. “I would encourage everybody to have one.”

Two perspectives on loyalty cards

Speciality Food spoke to two retailers who have introduced loyalty schemes to find out how they have impacted their business.

“We decided to introduce a loyalty scheme because we thought it might encourage people to buy their meat and groceries regularly from our shop instead of from a supermarket,” says Matthew Homfray, managing partner of Forage Farm Shop & Kitchen in Wales.

Previously, he says, the shop had manually stamped cards that offered free coffees and steaks after nine purchases, but this was “clunky and open to fraud, plus it wouldn’t make people buy their milk from us every week.”

After some research, he and the team chose to partner with TapMango, a new entrant to the UK market at the time that allowed them to white label their app. “The scheme has been received well by customers, lots of them really care about collecting points. It also has fun perks like ‘miss you’ text messages if they haven’t been for two months, and ‘happy birthday’ text messages offering a free slice of cake,” Matthew says.



Another attraction of TapMango was the many features that it offered. “I feel we only use 20 % of its functionality, but this will increase as we add triple point Tuesdays and other promos,” he says.

Whether the loyalty scheme has increased sales is difficult to gauge, Matthew says. “Sales have increased, but we are a young and growing business so they would have anyway. I suspect that it has been financially beneficial because most of the ‘rewards’ that people get for their points are high-margin products made in-house, such as hot beverages, sausage rolls, etc.”

Jon Edwards, managing director of Ludlow Farm Shop, says they set up a scheme not long after opening in 2007, and now have over 10,000 loyalty card holders, with around 5,500 that are very active. The system he uses is fully integrated with the shop’s tills and sales data, which makes it simple and straightforward to learn about customers’ shopping behaviour.

“We have specific offers that are just targeted to our loyalty database,” he says. For example, if the shop launches a new gin, they can target the customers that have typically bought alcohol in the past and send an offer directly to them.

The loyalty cards do two things for Ludlow Farm Shop: they help boost sales by encouraging customers to buy, and they give the shop useful data to make informed business decisions and better understand their customer profile. “We know where our loyalty card customers that no longer shop with us come from, so we can target marketing in the local press in a certain area,” Jon says.

For independent retailers, loyalty cards are also about making customers feel part of something. “We can target communications that are more beneficial for us and more beneficial for them, and they get the feeling that someone's talking to them about things they’re interested in.”

AFFORDABLE LUXURY

We may be in the grip of a cost-of-living crisis, but you wouldn't know it by the way consumers are snacking. Splurging on treats is seen as an affordable luxury, and one that is much needed to offer a moment of joy in hard times. By speaking to consumers' need for feel-good food, you might be surprised to see higher-end products flying off the counter. Now could be a great time to play up the luxury end of your snacking selection to set your tills ringing.



TRUFFLE-FLAVOURED TREATS

It's safe to say that truffle has quickly become a stand-out flavour for many Brits. Even Marmite launched a Marmite Truffle product last year. Although truffles can be almost as divisive as the famously love-or-hate-it spread, their savoury flavour is associated as closely with luxury as caviar. While the average consumer might not be ready to buy a whole truffle to shave into their midweek risotto, they'll find it difficult to resist the allure of a truffle-spiked snack.



TRUFFLEHUNTER BLACK TRUFFLE CRISPS
The finest English potatoes with sumptuous black truffle flavour. It's the ultimate luxury snack for truffle lovers.
trufflehunter.co.uk

FOX ITALIAN TRUFFLE POTATO CRISPS
A luxury snack and a perfect aperitivo. Hand-cooked vintage potatoes crips flavoured with black truffle and sea salt.
artisanoliveoilcompany.com





OLIVES ET AL TRUFFLE INFUSED MIXED NUTS
Hand-roasted in a hot air kiln, then seasoned and tumbled with real truffle and salt.
olivesetal.co.uk/nuts

> "In these trying times, consumers around the world view their favourite snacks as affordable and necessary indulgences. Snacking continues to be a way for consumers to connect or to enjoy a moment of delight in their day"
>
> Dirk Van de Put, chairman and CEO of Mondelēz International

QUALITY CRISPS

Indie cafes do things differently. If you've invested in premium ingredients for your salads and sandwiches, from the finest artisan cheeses and charcuterie, to locally-made chutneys and pickles, it only makes sense that your crisp collection is held to the same standard. Fill your display with premium brands, cooked in natural oil, tossed in natural seasonings, and packaged as sustainably as possible.



FAIRFIELDS FARM MAPLE BACON CRISPS
Back by popular demand, and available from October, these smoky, spicy, sweet crisps are gluten-free and suitable for vegans.
fairfieldsfarmcrisps.co.uk

FIDDLERS LANCASHIRE CHEESE & ONION CRISPS
A tangy treat, made with real Lancashire cheese. These pack a flavoursome punch.
fiddlerslancashirecrisps.co.uk





SARRIEGUI SPICY CHORIZO CRISPS
Something a little bit different. Crunchy but light snacks coated in a hot chorizo seasoning.
brindisa.com

PRODUCER SPOTLIGHT

LOVERAW

Rimi and Manav Thapar launched LoveRaw in 2013 from their Manchester garage with a budget of just £600. In 2019, LoveRaw entered the indulgent chocolate category and had big ambitions to bring delicious plant-based chocolate, made with sustainable and ethical ingredients, to the mainstream. Key retailers include Tesco, Asda, Holland & Barrett, WH Smiths Travel and more. It is now the fastest growing plant-based chocolate brand* in the UK.
LoveRaw's hero product is the Cre&m Wafer Bar in M:lk Choc, offering two crispy wafers, filled with a layer of smooth vegan hazelnut cre&m, and topped with LoveRaw's iconic chocolate. Additional flavours include White, Salted Caramel and Caramelised Biscuit.
loveraw.com



*IRI MarketPlace. 52we 17.04.22.

65% OF SNACKERS IN GREAT BRITAIN **ENJOY A PACKET OF CRISPS** AT LEAST ONCE A WEEK

YOUGOV REPORT, THE RISE OF THE SNACKER

A dose of nostalgia

It's no surprise that many of us enjoy snacks for the sense of comfort they give us. While innovation and experimentation are important as tastes and preferences evolve, as we move forward we shouldn't forget why people love to snack in the first place. After all, for 73% of consumers, taste overrides healthiness, according to research by Mintel. Retailers can also find success by delivering on nostalgia, so ensure you're well placed to leverage key snacking events like holidays and celebratory occasions.

"The movement towards premium yet affordable snacks continues to grow as consumers look for little luxuries and creative gifting options"

Flora Williams, innovation insight manager at Belazu

SOMETHING SPECIAL

Meeting at a café is an occasion. Let your customers elevate their experience by having in stock a selection of lovely nibbles they can open to share across the table with friends and family.



CHEESE NIBBLES PARMESAN AND PISTACHIO SABLES
Crafted with the finest ingredients for a supremely cheesy, melt-in-your-mouth experience.
cheesenibbles.co.uk

RENDLES MINI CHEESE TWISTS
Flaky pastry meets Gouda and Edam in these moreish morsels.
springvalefoods.co.uk





SOFFLE'S ROSEMARY AND THYME PITTA CHIPS
All-natural, oven-baked, crunchy pitta bites, made with fresh ingredients.
soffles.com

JOE & SEPH'S SALTED CARAMEL GOURMET POPCORN
Air-popped corn covered in the brand's original recipe, intensely buttery caramel, with a hint of salt.
joeandseph's.co.uk





SEGGIANO ORGANIC ROSATE DI BITETTO OLIVES
Round with a rosy hue, these olives are full of flavour and have delicate, crisp flesh that comes away easily from the stone.
seggiano.com

Malawi Compostable Nespresso® Compatible

great taste® 2023



coopcoffee®

Certified B Corporation

Nespresso® Compatible Capsules

100% COMPOSTABLE

Available in roast & ground and coffee bags

Find in: Central England Co-operative and Midcounties Co-operative stores

coffee@revolver.coop www.revolverworld.com 01902 345 345