Everything your business needs to succeed this season

2025

ARTISAN ESSENTIALS

WE ARE SUMA

FOOD DONE FAIRLY



Suma

Speciality coffee at a fair price

icertech
Quality Chilled Packaging

2024 ecovadis SUSTAINABILITY RATING PLATINUM TOP 1%

Introducing Flexi-Chill



Contents are 100% purified tap water

100% Recyclable outer bag

Flexible pocketed design

48

Keeps products 0-8°C for up to 48 hours

Independently manufactured in Wrexham, North Wales

01978 661 247 | www.icertech.co.uk | sales@icertech.co.uk



WELCOME

Welcome to *Artisan Essentials 2025*, brought to you by the team behind *Speciality Food*. We've packed this publication with valuable intel from across the fine food and drink sphere to make it a useful go-to guide to have to-hand as the year progresses. From highlighting the top food and drink trends you might not have heard of (until now) to unveiling how consumers want to shop right now, there's plenty to get your teeth into.

We also share the stories behind some of the best-loved products and brands on the market in 2025, so you can make stocking decisions with confidence.

I hope you find it a valuable read.

HOLLY SHACKLETON | EDITOR **holly.shackleton@artichokehq.com**

CONTENTS

10 How Consumers Want to Shop in 2025

18 Failsafe Ways to Build Customer Loyalty

22 How to Boost Basket Spend

26 How to Add GYO to Your Business

28 The Art of Merchandising

34 Under-the-radar Trends for 2025

40 Creating an Experience Online

CONTENT

Editor
Holly Shackleton, 01206 505110
holly.shackleton@artichokehq.com

Content Creator
Charlotte Smith-Jarvis, 01206 505981
charlotte.smith-jarvis@artichokehq.com

Art Director
Lee Whiteford
lee.whiteford@artichokehq.com

Published by
Artichoke Media Ltd,
Global House, Global Park,
Moorside, Colchester
Essex, CO1 2TJ

COMMERCIAL

Senior Account Manager
Jessica Brett 01206 505901
jessica.brett@artichokehq.com

Senior Account Manager
Louise Barnes 01206 508629
louise.barnes@artichokehq.com

Accounts
artichokemedialtd@integral2.com

Publisher
Sam Reubin 01206 505936
sam.reubin@artichokehq.com

artichoke



"THIS MOVEMENT MATTERS"

We catch up with Georgina Baker, event director of Natural & Organic Products Expo, to discover what's in-store at the 2025 event



What makes NOPEX stand out in the industry?

For 29 years, the Natural & Organic Products Expo (previously Natural & Organic Products Europe) has been at the forefront of the industry, championing the growth and evolution of natural and organic products. From the start, the show has witnessed the industry's transformation-from a movement underpinned by a set of values and beliefs to a powerful and fast paced industry within the retail sector.

It's incredible to see how far the industry has come, and that's exactly what sets NOPEX apart. We've been here since the beginning, driven by a passionate team dedicated to helping our exhibitors succeed! With our rich legacy, we want visitors to see that NOPEX isn't just a trade show - it's the leading platform shaping the future of natural, organic, and sustainable food and drink.

Who can benefit by attending?

Any category buyer or retailer who understands that the huge shift in conscious consumerism is not a trend anymore, it's a way of life. So, it's even more important to consider stocking brands that support this ethos and are just all around better for the planet and our health!

What can visitors expect from the 2025 show?

Firstly, we have our new Artisan Food & Drink Expo, dedicated to artisan and speciality food and drink. Visitors can find plant-based cheeses, decadent organic chocolates and small-batch gourmet delights here!

They can also see, taste and source hundreds of natural, organic, plant-based and free-from food and drink brands on the show floor. And our exclusive Launchpad Zone is the place to discover groundbreaking start-ups – innovators they won't find anywhere else. Additionally, the show's Innovation Showcase has a fantastic display of the latest launches on the market and where visitors can vote for their favourite products to win in the Natural & Organic Innovation Awards.

Beyond the brands, visitors will be able to engage in two days of thought-provoking discussions, access expert



insights, and be inspired by trend-led panels in our free-to-attend seminar programme.

What are the biggest trends in the world of natural and organic food and drink right now?

Brain foods are having a major moment, with a strong focus on the six key nutrients that support brain health. Even retail giants like Marks & Spencer have jumped on board, launching a dedicated range featuring nutrient-rich snacks, cereals, and pantry staples.

Protein innovation is another big trend. It's no longer just about traditional protein bars - there's now an exciting variety of protein-rich foods and drinks catering to the growing demand for healthier snack options.

Looking ahead to 2025, one of the most intriguing developments is the rising interest in sea plants. Ingredients like seamoss, seaweed, and water lentils are set to make waves in everything from functional foods to sustainable nutrition.

Why do you feel it's important for readers to invest in this category?

According to NielsenIQ's Global Sustainability Report, 'stores offering eco-conscious products see increased customer retention, with 65% of shoppers more likely to return to retailers that align with their values'. If it wasn't already obvious, shoppers are actively seeking clean-label, ethically sourced, and environmentally friendly products. As well as this, governments and regulatory bodies are increasingly pushing for stricter environmental and ingredient standards. Stocking natural, organic, and sustainable products isn't just about following a trend, it's about meeting consumer expectations, helping profitability, and future-proofing your store in a rapidly evolving landscape.

What's in the future for the natural and organic food sector?

Now more than ever, our industry plays a crucial role in shaping the future of our planet. The goal should be to make natural and organic the standard – not the exception – because everyone deserves access to healthier, ethically produced food.

Attending this event is essential, it sends a clear message that this movement matters and that we all need to rally behind it. NOPEX will continue to champion emerging brands by bringing fresh talent to the market. Above all, the show fosters vital connections between buyers and brands that will strengthen the industry for years to come. **Natural & Organic Products Expo will return to Excel London on Monday and Tuesday (12th-13th May). To register for a free trade ticket, head to www.naturalproducts.co.uk.**

> "ATTENDING THIS EVENT IS ESSENTIAL, IT SENDS A CLEAR MESSAGE THAT THIS MOVEMENT MATTERS AND THAT WE ALL NEED TO RALLY BEHIND IT"





Godminster

Deep in the heart of Wessex, where landscape and legend intertwine, lies Godminster. Born in Bruton, the brand brings the spirit of the West Country to the table. Every truckle tells a tale – of myth and mystery, taste and tradition – made hand in hand with the land. Godminster's mission is to be at the heart of the cheeseboard of life. Why? Because a cheeseboard is a centrepiece that brings people together, and it's got something for everyone to enjoy, just the way they like it.

01749 813 733 info@godminster.com
godminster.com

Gnaw Chocolate

Gnaw begins 2025 as it closed 2024 with a stunning new brand identity and swathe of intriguing product innovation. What began with an impressive 'pudfolio' of dessert-themed bars (New York Cheesecake, Sticky Toffee Pudding, Popcorn & Peanut), bundled up in an array vibrant compostable/recyclable wrappers quickly snowballed to include a decadent family of gooey-centred spoons (Bakewell Tart, Crème Brulee…) some stunning new seasonal heroes (chunky flat Easter eggs) some pioneering Mocha Melts (Salted Caramel, Hazelnut and Double Chocolate) that can be popped in your first filter coffee of the day to create the perfect mocha and the eagerly anticipated return of Gnaw's iconic milk chocolate buttons in game-changing 100% recyclable paper pouches with no micro-plastic footprint.

01603 501 518 hello@gnawchocolate.co.uk
gnawchocolate.co.uk



Garofalo

Garofalo is an Italian company specialising in the production of pasta. It combines artisan techniques with industrial innovation to produce a unique, unmistakable pasta. Garofalo wheat pasta is made with robust durum wheat (high in protein) and local spring water. It is bronze drawn for a rough, porous surface, dried slowly to prevent cracking, and packed where it is made in Gragnano, the birthplace of Italian Pasta. Only pasta made to this specific recipe, process and location qualifies for a prestigious PGI status. The unmistakable quality of Garofalo pasta extends to the Gluten Free Pasta shapes and Organic Whole Wheat Pasta shapes the brand makes.

01438 813 444 Info@garofalouk.com pasta-garofalo.com/uk





Summerdown

The peppermint people, Summerdown, are celebrating the 20th anniversary of their dark chocolate peppermint creams – their best-selling and Great Taste award-winning chocolates. These cooling, creamy fondant centres are infused with the single-estate Black Mitcham peppermint oil grown, harvested and distilled on their Hampshire farm and are covered with rich, 55% cocoa dark chocolate – a traditional treat revived for the 21st century. They're also vegan and gluten-free. Summerdown's collection of peppermint chocolates also includes dark chocolate peppermint thins, crisps and fondant-filled dominoes; their 'Heritage' collection of wrapped fondants and crisps, velvety peppermint truffles, the Ultimate mint chocolate collection and three 100% plastic free peppermint chocolate bars.

01256 675 105 sales@summerdown.com
summerdown.com

Cambrook Nuts

Award-winning Cambrook Nuts is a specialist in baking, seasoning and caramelising the best grades of nuts. The brand's savoury nuts are baked (not fried), either for salting or for seasoning with original recipes of spices, herbs and flavours. Caramelising is skilfully done in traditional continental roasting pans. It's a slow, gentle process and one that gives the nuts their unique taste and sparkle. Given Cambrook's expertise in nuts it was just too tempting not to coat their baked Californian almonds and salted caramel hazelnuts with chocolate. Both now available in recyclable 90g pouches.

01264 319 980 info@cambrookfoods.co.uk
cambrookfoods.co.uk



Union Hand-Roasted Coffee

Union Hand-Roasted Coffee was founded to raise the standards of specialty coffee-sourcing directly from farmers, paying fair prices, and building lasting partnerships. Roasted fresh in their East London roastery, every batch is crafted with care. Whether in cafés or at home, Union Hand-Roasted is here to help you discover the joy of specialty coffee. The business's entire range from blends to single origins are specialty grade, sourced directly from farmers, expertly roasted in small batches and proudly packaged in fully recyclable bags.

unionroasted.com customercare@unionroasted.com 020 7474 8990





HOW CONSUMERS WANT TO SHOP IN 2025

Leaning on your expertise, connections and USPs are key to retail success this year

With the Autumn Budget causing disruption for retailers and online shopping demanding increasing proportions of consumer spend, the world of retail in 2025 is a challenging one – but opportunities are rife, particularly for *Speciality Food* readers.

While many shoppers are cautious of spending excessively, they are often recognising a holistic value in what they buy. The value of an item isn't simply a transaction – this product costs this much – it can also incorporate the experience of the purchase, connections and memories made, and the care and investment that went into the production of the items they're purchasing.

"Retail in 2025 is defined by cautious yet conscious consumerism," explains Matt Hopkins, founder of IND!E. "While cost-of-living pressures remain, shoppers are seeking quality over quantity, investing in products that offer authenticity, provenance, and exclusivity."

According to Jess Kaye, director at CHILLI (part of IMA), fine food



KEY TRENDS SHAPING 2025

Matt Hopkins, founder of IND!E, highlights the forces evolving retail this year

1 EXPERIENTIAL RETAIL
Tasting events, chef collaborations, and product storytelling are key to driving footfall and engagement

2 SUSTAINABILITY-DRIVEN SPENDING
Shoppers are scrutinising sourcing, packaging, and ethical credentials more than ever

3 PREMIUMISATION IN EVERYDAY PURCHASES
Consumers are trading up for small indulgences, making fine food retailers the perfect place to shop for 'affordable luxuries'

4 LOCAL-FIRST LOYALTY
The shift towards supporting independent, local businesses continues to grow, especially in the fine food sector

consumers are a valuable audience well worth investing in. "Fine foods are ripe for innovation because their consumers are engaged, early adopters and actively seeking out new," she begins. "The good news for all of us is that demanding consumers create a market of innovation, and in fine foods this just keeps raising the bar and driving change."

Invest in your USPs

Key to indie success is making the most of what makes you stand out from the mainstream sphere. Small-scale retailers will never compete with the likes of Amazon and Tesco, so rather than playing them at their own game the opportunity lies in uncovering and maximising your USPs. "Technology is playing a bigger role, but rather than competing with e-commerce giants, independent retailers are leveraging hyper-personalisation, in-store experiences, and community-driven retail to stand out," says Matt.

> "RATHER THAN COMPETING WITH E-COMMERCE GIANTS, INDEPENDENTS ARE LEVERAGING HYPER-PERSONALISATON"

It pays to take a step back and assess your arsenal. You might not have the almighty size and power of the retail behemoths, but you have agility and flexibility they can only dream of. "Unlike supermarkets, fine food retailers can respond quickly to trends, season and customer feedback," explains Matt. Indeed, creating a community by building a bond with your customers can reap long-standing benefits. "A community driven approach creates deep customer loyalty," he says, "as do knowledgeable staff and tailored recommendations."



> MULTIPLES MAY BE CHEAPER, BUT THEY CAN'T MATCH THE DEPTH OF FLAVOUR OR CRAFTSTMANSHIP FOUND IN INDIES

Stock smart

Similarly, don't downplay the power of product knowledge and smart stocking decisions. By providing a foodie cornucopia for customers to explore, you'll not only increase customers' time in-store but build a reputation for doing things differently – and so begins the path to destination status.

Make it personal

Of course, for a truly bespoke offering nothing beats personalisation. "Personalisation used to be a novelty, but consumers now expect personalised goods and plans: from individualised packs to tailored skincare and health food plans," says Jess. Small-scale businesses are at the forefront of this – so do check with existing suppliers to see if they can offer a personalisation service – and indie retailers can easily adopt the trend by providing build-your-own hampers (with expert guidance close to hand, of course). "Niche and start-up brands are the winners in this environment, but the next few years will likely see them become the norm, thanks in no small part to AI," says Jess – so now is the time to act.

Emphasising the quality and holistic value of what you sell is of great importance. "Multiples may be cheaper, but they can't match the depth of flavour, freshness or craftsmanship found in specialist stores," says Matt. They also can't compete on the community front, so smart indies can reap the rewards of their hard-earned connections by "hosting supplier tastings, partnering with local businesses, and using social media to amplify their brand story."



TRUEfoods

TRUEfoods are a family run business in the heart of North Yorkshire since 2007; specialising in creating fresh and natural stocks and sauces. They pride themselves on using culinary principles, traditional methods and only the finest ingredients to create their products . Their foundations are solidly rooted in high quality standards and maintaining consistency across all products. From slow roasting the bones to double passing the stock, their products are created in exactly the same way as a chef would, with no flavour enhancers or life extending ingredients. They proudly supply some of Britain's finest chefs and restaurants.

info@truefoodsltd.com truefoodsltd.com





Yep Kitchen

Yep Kitchen is on a mission to spread authentic Sichuan flavours across the UK. With premium spices sourced directly from Chengdu and crafted in the UK using Extra Virgin Cold-Pressed Rapeseed Oil, their products stand out in a crowded marketplace – perfect for home cooks and chefs alike. Rooted in quality and authenticity, they've earned 2-star Great Taste Awards for each of their chilli oils, while their unique, eye-catching branding stands out on every shelf they grace. Already stocked in over 180 locations and growing fast, if you're looking for the real taste of Sichuan, you've just found it.

hello@yepkitchen.com yepkitchen.com

Pimlico Confectioners

Pimlico Confectioners is redefining snacking with its eye-catching new freeze-dried fruit range. The beautifully designed resealable pouches feature Fig, Strawberry, Apple, and Banana slices, delivering a healthy, fiber-rich and vegan-friendly treat with no added sugar. Each pack bursts with natural flavour, making them perfect for on-the-go snacking or an elevated topping for yogurt and cereals. The vibrant colour palette and modern typography give the range a playful yet premium feel, ensuring it stands out on shelves. With a balance of nutrition and indulgence, Pimlico's freeze-dried fruit is the perfect guilt-free snack for health-conscious consumers.

sales@pimlicoconfectioners.co.uk
pimlicoconfectioners.co.uk



Walker's Nonsuch

Introducing Walker's Nonsuch Luxury Toffee Selection – a deliciously unique gift from this independent family company. Inside, you'll find four irresistible bars of traditional toffee, along with a novelty toffee hammer to help you whack, then unwrap and enjoy. Made with whole milk, butter, and over 130 years of expertise, this toffee stands apart as truly exceptional. The flavours include Original Creamy, Liquorice, Roasted Hazelnut, and Nutty Brazil. The back of the pack offers a glimpse of history and instructions for enjoying this tempting treat. It's the perfect, affordable gift and sure to leave a lasting impression!

01782 321 525 hello@walkers-nonsuch.co.uk walkers-nonsuch.co.uk





Fudge Kitchen

Award-winning artisan confectioner Fudge Kitchen celebrates 40 years of crafting indulgent treats with a new nostalgic confectionery range – tasty classic creations promise to evoke memories with every bite. Savour the timeless flavours of Rock Salted Peanut Brittle, tangy Raspberry Coconut Ice, Traditional Vanilla Fudge, and Sea Salted Caramel Fudge – all handmade with British ingredients and sustainable care. Responsibly packaged and crafted without preservatives, these guilt-free indulgences blend tradition with ethical values. Discover the taste of nostalgia at Fudge Kitchen and rediscover tradition, one delicious treat at a time.

01304 842 924 trade@fudgekitchen.co.uk
fudgekitchen.co.uk

Hawkshead Relish

A must-stock item from Hawkshead Relish is their Cheeseboard Chutney. Packed with Cranberries, Apples and Figs and finished off with a glug of Red Wine, this fruity chutney is the perfect complement to any Cheeseboard. Hawkshead Relish's range of over 100 products are naturally handmade in the heart of the English Lake District, and have collected over 80 Great Taste Awards over the 26 years in business. The company prides itself on their high quality and innovative flavours along with their more traditional products. 2013 saw the launch of their Original Black Garlic Ketchup, which is now the company's best-selling product.

01539 436 614 info@hawksheadrelish.com
hawksheadrelish.com



Rowcliffe

Since 1967 Rowcliffe has been offering the very best of British and European cheeses, charcuterie and olives and antipasti from the Mediterranean. They continue to search for the best produce from artisanal producers across the UK and further afield. Rowcliffe have been busy sourcing new produce from existing and new suppliers and looking at new product categories for their 2025 brochure whilst maintain their desire to champion artisan producers and continue to offer the independent rRoetailer something new and exciting to offer their customer.

01892 838 999 sales@rowcliffe.co.uk rowcliffe.co.uk





FAILSAFE WAYS TO BUILD CUSTOMER LOYALTY

Customer service and trust can make or break a retail business. Here's how to build lasting relationships with your audience

With so many options available to consumers everywhere they look, it takes something very special to get them to pause, take stock of what you do, and become a loyal customer. That's much easier said than done, particularly with competition at all angles and a world rife with busy-ness and distraction, but by mastering the art of customer service and consistency you'll be well on the way to a cluster of regulars.

Of course, to gain loyal customers you must first attract them to your business – and this takes strategy. "Food businesses should start by carefully considering their target audience and market trends," says Victoria Moy, director of Hill Street PR. Victoria believes there's strong value in social media and smart partnerships, and a little value push goes a long way. "Developing a strong brand identity and engaging online presence through social media and SEO is crucial. Tempting promotions or samples can generate initial interest. I'd also recommend collaborating with relevant influencers to enhance visibility and draw in new customers."

Open communication

Once you've got shoppers through your doors, it's time to focus on





building strong relationships. "To build customer loyalty, focus on creating strong relationships through open communication," advises Victoria. "Pay attention to your customers' needs and preferences, seek feedback, and address concerns quickly to build trust. By building a community around the brand, and genuinely caring for customers, businesses can achieve long-lasting loyalty and on-going success."

Consistent quality, excellent customer service and regular engagement are key to keeping customers loyal, says Victoria – and communication shouldn't be one-sided. "Ask for feedback to understand their needs and preferences," she says.

CONSIDER LOYALTY SCHEMES

Loyalty perks are nothing new and work for many businesses, so it's well worth investing time into a rewards scheme – think buy nine coffees get the 10th free, or a free lunch on their birthday – to give customers a sense of value. "Loyalty incentives or promotions can encourage repeat business," says Victoria.

The feedback you receive could help shape your business for the better; after all, by giving customers what they want they're more likely to return time and time again, and better still they may feel more connected with what you do."

Invest in service

Great customer service is a source of pride for independent retailers across the board, but when manpower and time is tight it can be easy for standards to drop. It may seem like a 'nice to have' rather than a necessity, but never forget that many customers shop in independents because of the experience and connection they receive – and which multiples can only dream of offering.

It can appear to be a luxury rather than an invaluable tool in your business's arsenal, especially during particularly busy periods and when resources are tight – an indulgence to chat to customers when the day-to-day of running your shop is falling behind – but customer service is worth its weight in gold. Consumers are likely to recommend businesses due to an enjoyable interaction, but are even more likely to steer potential customers away by telling them about negative experiences – and this kind of news travels fast. Similarly, it's important to ensure that customers will be as happy with their purchase when they get home as they are in-store by optimising quality and taste at every turn.

"Avoid poor customer service at all costs and do not allow your product quality to slip," advises Victoria. "Refrain from overcomplicating the purchasing process and do not make exaggerated claims about products. Once trust has been eroded, you may struggle to get your customers back."

DOS AND DON'TS OF CREATING LOYALTY

Do:

- Invest in customer service
- Create a cohesive brand
- Offer perks and incentives

Don't:

- Let quality slip
- Make exaggerated claims

> "BY BUILDING A COMMUNITY AROUND THE BRAND, AND GENUINELY CARING FOR CUSTOMERS, BUSINESSES CAN ACHIEVE LONG-LASTING LOYALTY AND ONGOING SUCCESS"



Drivers Pickles

Drivers Pickles are a fifth-generation family business and a BRC AA grade production facility. Drivers have been producing award winning pickles, relishes and chutneys since 1906. The Deli range consists of 22 delicious products aimed at the fine food sector. Combining the finest ingredients with vinegars from around the world to produce a range of traditional family products with a contemporary twist. Many products in the range are gluten-free, certified vegan or vegetarian and all packaging is fully recyclable. Available in retail, catering and gift options, the range is distributed via all leading fine food wholesalers or direct.

press@pickle-lovers.co.uk pickle-lovers.co.uk

Stag

Made using a blend of three seaweeds, Stag's Seaweed Shortbread is a moreish treat that blurs the lines between sweet and savoury. Taking a traditional shortbread recipe as its base, the satisfying and familiar sweetness is then offset with sea salt and seaweed for a truly unique but strangely irresistible flavour profile. Inspired by the landscapes of Stag's location in Stornoway, what could be more evocative of the Outer Hebrides than a classic sweet biscuit with a hint of the sea? The Seaweed Shortbread was awarded two stars in the 2022 Great Taste Awards and is a biscuit with a difference.

01851 702 733 sales@stagbakeries.co.uk
stagbakeries.co.uk





Suma

Suma have been pioneering ethical, sustainable food since 1977. As a worker-owned co-operative, they believe in equality, integrity, and sustainability first. Suma's range of organic, Fairtrade, and responsibly sourced products is crafted to align with your customers' growing demand for quality and ethics. From kitchen staples like baked beans to gourmet treats like Fairtrade, organic speciality coffee grown by farming co-operatives, every product Suma stocks is rigorously vetted, saving you the legwork. By choosing Suma, you're not just offering great food - you're joining a movement for positive change. Stock Suma today and let your shelves tell a story worth sharing.

01422 313848 sales@suma.coop suma.coop/wholesale



HOW TO BOOST BASKET SPEND

Shoppers' budgets may be slim, but by offering added value fine food retailers could be in for a bottom line-boost

The cost-of-living crisis may still be playing a part in consumers' purchasing decisions, but it's not a simple case of price equals value in 2025. Independent retailers are well placed to offer a holistic idea of value – think experience, story, provenance and self-gifting credentials – that mean that despite tighter belts shoppers are still willing to treat themselves to fine food and drink and are open to an upsell.

First things first: arm your staff with the knowledge and passion they need to create new sales opportunities. A block of cheese can be so much more than a cheese; it can be a locally-produced artisan cheese made using milk from cows who graze two fields away, which pairs beautifully with a fruity chutney and smooth and buttery white wine. By educating your staff about the products in your range, their enjoyment and interest in what they are selling becomes palpable and a valuable selling tool.

Upselling tools

When it comes to ramping up excitement, nothing beats in-store theatre for connecting shoppers with your produce. Matt Hopkins, founder of IND!E suggests live baking, cheese-cutting demonstrations or meet the producer events to create engagement and encourage spending.

Selling local or otherwise tricky to get hold of products can also reap rewards. "A great example of this came from a Forest Holidays Pop-Up, where they struggled to sell cans of Coke – customers knew they could buy them 10p cheaper at Tesco. Yet, they had no problem selling bucket loads of locally made ginger beer at three times



the price," says Matt. "Why? Because shoppers are seeking authenticity, provenance, and a unique story behind what they buy. This mirrors what we see in IND!E Pop-Ups across the country – whether in fine food retailers, farm shops, or department stores. When customers discover something they can't get elsewhere, they're willing to spend more. It's not about price – it's about exclusivity, experience, and emotional connection, and that's where independent retailers have a huge edge over the multiples."

With personalisation a key retail trend – and everyone from small producers to Coca Cola getting in on the action – it can be a surefire way to engage customers and inspire them to level-up their shopping basket. "Offer personalised hampers, corporate gifting, or bespoke product selections," suggests Matt.

Mistakes to avoid

Meanwhile, there are plenty of errors that can get in the way of inspiring your customers to spend more. Just as great communication can be an invaluable selling tool, poor signposting can spell the end of a potential sale. "If customers don't understand the value or use of a product, they won't buy it," says Matt. "Clear labelling, pairing suggestions, and staff recommendations are essential" – as is the justification for higher price points.

Fine food retailers aren't in the business of profiteering, but it can seem that way if your prices are miles above those of other outlets with no justification. There's a simple fix, says Matt: "use storytelling tasting and displays to reinforce the craftsmanship and sourcing," he advises.

The building blocks of your store can also play a large role in upping basket spend. We've all witnessed abandoned baskets and sympathised with the frustrated shoppers who left their wares rather than face an excessively long wait at the till, so do what you can to minimise this risk. Convenience is key, even in a fine food shop: "If checkout is slow, packaging isn't suited to gifting, or store navigation is unclear, shoppers will limit their basket size," says Matt. Add till points and staff to shorten queues and wait times, but be sure to offer impulse treats such as confectionery and locally-sourced low-value items such as biscuits and flowers to tempt customers as they near the till.

> "WHEN CUSTOMERS DISCOVER SOMETHING THEY CAN'T GET ELSEWHERE, THEY'RE WILLING TO SPEND MORE. IT'S NOT ABOUT PRICE – IT'S ABOUT EXCLUSIVITY, EXPERIENCE, AND EMOTIONAL CONNECTION, AND THAT'S WHERE INDEPENDENT RETAILERS HAVE A HUGE EDGE OVER THE MULTIPLES"

QUICK WINS

Matt Hopkins, founder of IND!E, shares his basket-boosting tips

1 CURATED BUNDLES & UPSELLS
Encourage multi-buy deals on complementary products (e.g., a cheese selection with chutney and crackers)

2 TASTING-LED SALES
Customers are far more likely to buy when they've sampled. Weekend tasting stations, food pairings, and 'try before you buy' options help convert interest into purchases

3 STRATEGIC PRODUCT PLACEMENT
Position higher-margin impulse buys near checkout areas and use signage to encourage last-minute additions

4 SEASONAL & LIMITED-EDITION OFFERINGS
FOMO (fear of missing out) drives purchasing decisions. Use small-batch, seasonal, or exclusive products to encourage urgency

THE AWARD-WINNING UK FOOD & DRINK SHOWS RETURN IN 2025

From 7th-9th April 2025 at the NEC Birmingham, 30,000 visitors and 1,500 exhibitors are set to come together for the ultimate trade event in the UK food and drink industry calendar!

KEY HIGHLIGHTS OF THE SCHEDULE'S PROGRAMME INCLUDE:

- **Lovingly Artisan:** The key to building an award-winning store
- **Plant-based:** Keeping it clean
- **Booths:** Catering for YOUR customers
- **Farm Shops:** A force for nature



Encompassing Farm Shop & Deli Show, Food & Drink Expo, National Convenience Show and Foodex Manufacturing Solutions, the award-winning UK Food & Drink Shows will bring together businesses from across the grocery, hospitality, specialist retail and manufacturing sectors to network, see the latest innovations and gain invaluable insights.

Farm Shop & Deli Show brings together hundreds of suppliers to showcase the best of local and regional produce. Promising a world of advice, insight and innovation shared through the lens of this specialist retail sector, visitors will leave with unique understanding and practical information, as well as hundreds of innovative new products!

With a sold-out show floor, expect to see the latest products from across the specialist retail sector as well as the essential services designed to help your business stand out. Some exciting exhibitor names include premium soft drink supplier Belvoir Farm Drinks (Stand N230), cheese makers Godminster (Stand Q221), fine food delivery company Diverse Fine Food (Stand H249) as well as quality Greek-food company Cypressa (Stand H210).

Five stages – The Grocer Stage, Farm Shop & Deli Stage, Restaurant Stage, Convenience Store Stage and Food Manufacture Stage – present a standout programme of seminars with industry experts offering their takes on the most pressing issues and thought-provoking topics. The full timetable can be found at farmshopanddeli show.co.uk/sessions-2025.

Competitions will again be a big part of the UK Food & Drink Shows line-up, with judging for the popular Britain's Best Loaf and Britain's Best Cake contests taking place live at the event. The winners of the highly respected Farm Shop & Deli Retailer Awards will be announced at the show, and visitors can also see - and probably sample – the winners of the Farm Shop & Deli Product Awards.

Find out more and register for free at: farmshopanddelishow.co.uk



NEED TO KNOW

What: UK Food & Drink Shows comprising: Food & Drink Expo, Farm Shop & Deli Show, National Convenience Show and Foodex Manufacturing Solutions
Where: NEC Birmingham
When: Monday 7th to Wednesday 9th April 2025
Website: farmshopanddelishow.co.uk

FARM SHOP & DELI SHOW

7-9 APRIL 2025
NEC BIRMINGHAM

PART OF THE UK FOOD & DRINK SHOWS

AEO EXCELLENCE AWARDS 2024
BEST UK TRADESHOW MORE THAN 8,000SQM
WINNER

DOORS OPEN NEXT MONTH



Where the specialist retail sector meets

Informing, inspiring and connecting the industry

Farm Shop & Deli Show will return to the NEC, Birmingham from the 7 - 9 April 2025, as part of the award-winning UK Food & Drink Shows.

This must-attend event brings together Farm Shop & Deli Show, Food & Drink Expo, National Convenience Show and Foodex Manufacturing Solutions, all under one roof. Discover the latest innovative food and drink products and key insights that will help you grow your specialist retail business.

Register free now:

farmshopanddelishow.co.uk

This is a trade event. No under 18s will be admitted.



HOW TO ADD GROW-YOUR-OWN TO YOUR BUSINESS

If you've got a plot of land attached to your farm shop, cafe or restaurant, it might be tempting to envisage it as a productive haven from which to pluck your own produce. But is the reality as simple as it seems? *Speciality Food* investigates

There's a certain romanticism to growing your own. The very idea of it may conjure images of neat rows of frilly carrot tops, chickens ferreting around to remove pesky bugs, and mornings spent thoughtfully pulling weeds, a la *The Good Life*.

The cold hard truth of the matter though, for those who've been there and got the T-shirt, is it's tough work. In order to turn a profit there must be careful planning, and forensic examination over the costs against projected income. But, get that right, and it truly can be rewarding. Not only is it the chance to offer customers a point of difference (lower food miles, higher nutrient values and seeing where their food has come from), but nurturing your own produce can be hugely positive for your team, who can tangibly, visible see the business growing.

Late summer/early autumn is a prime time to start thinking about the year ahead if a PYO or kitchen garden proposition are on the cards. Space must be made, plotting, planning and digging carried out, and infrastructure built. Timing is especially pertinent if soft, orchard or vine fruits are your end game. These much prefer being dug in during

the cooler months, and buying before December means you have the pick of the best canes, runners and root stock, rather than being lumbered with the 'leftovers' in the New Year.

How we got started

Ross Geach of Padstow Kitchen Garden grew up on a farm, tending to the land alongside his dad and grandad. He always had his hands deep in the soil, but a career in cheffing called, one which saw Ross working within the Rick Stein empire, leveraging himself to a head chef position. However, the farm kept luring Ross back, and 17 years ago he started growing produce in its walled garden, adding a polytunnel two years later.

Knowing how the restaurant game works, and what chefs need and when, stood him in good stead, and gave Ross an 'in' locally. "Sometimes chefs have farmers dropping off five boxes of lettuces instead of four, with the farmer telling them they're ready and they have to sell them," he says. To address this frustration amongst his peers, Ross would grow what the chefs needed, calling during service to check what he could supply. What began as a hobby is now a fully-fledged business, with him downing knives 11 years ago to operate the six-acre kitchen garden.

How to get started

Ross says you must be honest and brutal with yourself about what you're growing before you put spade to earth. "There isn't anything I haven't tried to grow in the last five years," he explains. "And I won't grow anything that doesn't make me money. You won't believe the veg you can't make a profit on."

Stick to growing 10 things, he advises, adding that he's learnt his lesson having unsuccessfully tried to grow more than 25 varieties of crop a decade ago.

How to make money from a kitchen garden

Grow things that are 'high end'. This is the strategy that works best for Ross, who adds that it's also worth looking at plants that crop more than once to maximise profit potential. "For instance, we grow leafy cut-and-come-again greens – green kale, red kale, modern coloured kale, cavolo nero and rainbow chard."

His biggest trio of money-spinners, however, are tenderstem broccoli, padron peppers and courgette flowers. "Tenderstem is expensive in supermarkets because it's more difficult," Ross says. "You have to use a knife to cut it, you can't go in with a machine. They will give you a megacrop of promoters, which will grow more plants, so they are well worth it!"

Advice for those thinking about adding a kitchen garden

- "Consider what your customers actually want. Talk to them and find out what they will definitely buy. You can't just plant things and depend on being a good salesman – that's not how it works."
- "Polytunnels are the best way to make money, extending salad greens across the year."
- Put in as many no-dig beds as possible. It costs more to begin with, but looking after them will give you good conditions, you won't have to dig later, and you'll have higher yields and less weeds."

> "I WON'T GROW ANYTHING THAT DOESN'T MAKE ME MONEY. YOU WON'T BELIEVE THE VEG YOU CAN'T MAKE A PROFIT ON"





THE ART OF MERCHANDISING

The right display can boost your bottom line – and your customers' experience. Here, three experts share their tips

With many shoppers visiting fine food independent retailers for an experience – to spend time mooching amongst delicious culinary discoveries while they ponder their purchases – creating an visual feast for them to enjoy is an important part of the retail game. Welcoming your customers into an inspiring space doesn't have to require huge expenses and unfeasible timescales; there are simple tricks you can employ to make a tangible difference – and it's not just a case of making things look 'pretty'. In fact, smart merchandising brings into play questions of use of space and clear signage as much as the attractiveness of your displays – and once you have settled on the character of your store and brand you are ready to get the ball rolling.

If that 'character' is local and rustic, Will Gadsby, managing director of Gadsby, has a simple display solution that will help you stand out from the crowd. "Highlighting niche, artisanal or locally made products in well-organised gift sections helps attract customers seeking unique items. Place these products in rustic wicker display baskets or wooden crates to add to the 'handmade' appeal. Baskets and crates are great for reusing and repurposing throughout your store."

"In a sea of competitors, you need to stand out, making your store the go-to choice on every list, whether it contains gifting must-haves or grocery supplies," says Caitlyn Smith, product manager at WBC. "With beautiful displays, noteworthy packaging or a vibrant fabric bag, you have the opportunity to give your brand identity extra visibility, creating a memorable impact and ensuring that customers can distinguish you from the crowd."

Plus, be sure to bring in promotions to aid your upselling efforts. "Don't be shy of promotions," says Edward Berry of The Flying Fork. "Although you can be sure of higher spend, a well-chosen and costed promotion can provide opportunities to upsell."

"Effective merchandising, especially around checkout areas, can make your store stand out and boost impulse purchases," says Will. "Make sure your signage is clear and highlight any seasonal promotional items."

Think beyond floor space

While merchandising may seem to be an easier task the more space you have, that's not necessarily the case – all small-scale retailers require is to think vertical and versatile. "Even if retailers are limited in space, they can still make a big impact," agrees Will. "We designed CrateWall specifically for those who don't have a huge amount of space to work with. The units can be rearranged however you like. Dismantle and move around your store as and when you need to."

"Utilise your vertical space further by incorporating multifunctional fixtures like metal display stands, tiered shelves or hanging displays. Keep things looking up-to-date and fresh over the Christmas season by rotating stock regularly. Using wooden crates as risers allows you to create a tiered effect on countertops, creating the illusion of even more space."

Caitlyn agrees that when space is at a premium you should think beyond floor space. "Take advantage of your vertical space by finding display options that can be stacked or built upwards," she says. "Give your bestsellers top priority (Christmas cakes, fine wines and bespoke chocolates) and fill the remaining space with items that are eye-catching and profitable. Plus, using trolleys and vertical freestanding shelving units gives you the option to carve out new walkways or points of interest while optimising your floor space."

THE DOS AND DON'TS OF MERCHANDISING

Caitlyn Smith of WBC shares her need-to-know tips

Do:

- Use clear signage and include prices so that time-pressed shoppers don't have to waste time asking
- Create a sense of flow – your walkways should be spacious, allowing customers to navigate your retail space seamlessly
- Place your most popular products at eye level and use your higher and lower shelves for less important merchandise or gift packaging
- Have some lovely personalised fabric bags on sale to encourage a bit of extra shopping

Don't

- Create displays that are visually overwhelming. There is such a thing as too much
- Make your decor more important than your products. They should be used as support acts rather than the main show
- Don't let your shop get messy – it's a sure way to put people off

> "EVEN IF RETAILERS ARE LIMITED IN SPACE, THEY CAN STILL MAKE A BIG IMPACT"





A l'Olivier

A l'Olivier, creator of perfect pairings since 1822, selects, prepares and bottles its extensive aromatic oil range at its plant in the Nice countryside, a stone's throw from the olive trees. The team's unique expertise brings together sun-soaked olives harvested from its partner farms, and delicious aromatic herbs, citrus fruits, vegetables and spices. All these ingredients allow A l'Olivier to create wonderful olive oils and vinegars bursting with flavour that will add a new culinary dimension to your dishes.

07845014242 rhian.hooper@daregalgourmet.co.uk oilmerchant.co.uk

Organico

Realfoods Organico showcases organics in a fresh energized light, pursuing an ambitious agenda to connect ever-growing numbers of ardent food enthusiasts with honest, meticulously sourced foods and curated ranges made by artisan food producers. A vibrant yellow brand identity coupled with stylish line drawings and a light pithy tone of voice ensures that this is a far-reaching offer that pings off the shelf. Whether we're talking hand-twisted bread sticks, extra slow-dried pasta, zingy apple cider vinegar or Puglia farmed and blended pasta sauces, this ardent champion of clean Mediterranean living provides unrivalled sustainable standards courtesy of a triple lock, combining organic accreditations, B-Corp status and a Planet Score rating which encompasses biodiversity, climate and pesticides.

support@organico.co.uk organicorealfoods.com



Foresta Food

As more people embrace home cooking and seek healthier ingredients, wild mushrooms have become an essential must-stock product for independent delis, farm shops, and food halls. Exclusively available to the UK's speciality food sector, Foresta Food is the leading brand in this category. Just a small amount of their 100% natural, hand-picked, dried wild mushrooms adds a bold, distinctive, and rich flavour to a wide range of dishes—from risottos and pasta to sauces, stuffings, and even savoury bakes. With a long ambient shelf life, Foresta dried wild mushrooms come in 25g bags, packed in cartons of 10. Each carton features a unique wood-effect tray, designed for easy and attractive merchandising straight onto retail shelves.
Foresta Food dried wild mushrooms are available from leading distributors, including Cotswold Fayre, Holleys Fine Foods, Infinity Foods, and Shire Foods of Norfolk.

01636 610584 info@thepfc.co.uk forestamushrooms.co.uk

Foresta FOOD



Porcini+

A mix of Boletus Edulis (most commonly known as porcini) and Boletus Badius. The wonderful taste and appearance of these mushrooms contribute to their reputation for being the most sought after of the edible fungi.

Chanterelle

The chanterelle is one of the most distinctively flavoured mushrooms in the world. Chanterelles are noted for their soft flesh and apricot like fragrance.

Shiitake

Shiitake mushrooms have a rich, smoky flavour and a meat like texture. They are considered to be the finest edible mushroom in Asia where they have been used in cooking for over 2000 years.

Mixed Forest Mushrooms

A mix of slippery jack, oyster and porcini mushrooms produce the perfect blend of tastes, textures and aromas to add to a wide variety of dishes.





Clawson Farms

Clawson Farms has been a proud farmer-owned cooperative since 1912, and its master cheesemakers are dedicated to ensuring exceptional quality, award-winning cheese, every time. Their range includes Blue Stilton PDO, a world champion and gold award-winning hand-graded and turned cheese with a well-balanced flavour and a rich and creamy texture; Blue Shropshire, an award-winning and Supreme Champion-winning full-flavoured and mellow blue which is hand-graded and turned; and Aged Rutland Red, a hand-buttered and clothbound cheese perfected over three generations of master cheesemakers with a rich, sweet and caramelised flavour.

01664 822 332 enquiries@clawson.co.uk clawson.co.uk



7 UNDER-THE-RADAR TRENDS FOR 2025

We've gathered valuable intel from across the fine food and drink sector to bring you the top trends you may not have heard of..

1 Crunch

Think about introducing more texture into your product lines, says Whole Foods Market. "From crispy grains and granola to sprouted and fermented nuts, roasted chickpeas and mushroom chips - consumers are reaching for these items to enhance meals and add texture to breakfast, lunch and dinner," the retailer explains.

"Brands are creating crunchier versions of the ever-popular chilli crisp, while new seasonings marketed for their texture are stars of salads and roasted veggies. Dehydrated fruits and candy are taking over social media, with consumers seeking that light, airy crunch. This trending texture can also be seen in beverages and desserts, like crème brûlée espresso martinis or pistachio-topped pastries."

2 Sea Ingredients

Seaweed has been gaining in popularity for a couple of years, and has given consumers confidence to explore other aquatic plants as sustainable sources of protein and nutrients, says Whole Foods Market. "Sea moss, in particular, has been making a splash as a buzzy wellness ingredient, especially touted for its iron, magnesium and iodine content. Duckweed (or water lentils) is emerging on the scene now, boasting a higher protein content than other leafy greens, while agar-agar is being promoted for supported the digestive system.

3 Tonic

Tonics and mixers are coming into their own, with some quirky new versions on the market – many of them being chosen as stand-alone drinks. "The rise in popularity of quality tonic waters is fuelling a wave of new and more experimental mixes," says George Bagos, co-founder of Three Cents. "They offer fabulous flavour combinations that sit in a real sweet spot – a more elevated







experience than a wine or beer, and more refined than a spritz, yet not as extravagant as a cocktail." Port and tonic and espresso with tonic are two trends to watch in this space.

4 Spritz culture

"Every summer there's a spritz cocktail that makes a lot of noise," says George. "The Hugo has been the most notable, but we're also seeing drinks with more unconventional and complex flavours become a popular aperitivo option. In 2025 – as consumers get more adventurous – we have our eyes on a limoncello spritz becoming the go-to sundowner.

5 Water with a twist

Water is no longer just water, says Holland & Barrett, which says it's seeing a sharp incline in innovative products to aid H20 intake. "Adaptogen-enriched kombuchas combining both hydration and functionality, and water with collagen and fibre will be the liquids on everyone's lips," the retailer reveals.

"It's impossible to ignore the trend at food and beverage shows," says Whole Foods Market. "You'll find popsicles with electrolytes, sparkling coconut water, chlorophyll water and even protein water. New players are emerging in the space, like cactus waters that contain

> "WE'RE SEEING DRINKS WITH MORE UNCONVENTIONAL AND COMPLEX FLAVOURS BECOME A POPULAR APERITIVO OPTION"





> AN INCREASING AWARENESS OF SUSTAINABLE PRACTICES WILL BE REFLECTED IN THE WINE CATEGORY

antioxidants and electrolytes, and better-for-you competitors to sugary and artificially coloured sports drinks."

"In 2025 hydration will spin into sharper focus as consumers join the dots between their everyday liquid intake and overall wellness," says Mandy Saven of Stylus. "Here, emphasis will be on the hard-hitting health benefits of invisible minerals and salts. Equally, consumers will be propelled to adopt a preventative approach to hydration. They won't wait until they feel thirsty but will act in a more organic and consistent way. Easy access to essential electrolytes is a game-changer for consumers wanting to safeguard their holistic wellbeing."

6 Low and no drinks

"There's a real trend in consumers wanting to drink less but better, as well as those cutting out drinking altogether," says George. "The industry has responded in a strong way and, as a result, we're seeing incredible innovation in the low and no category for beer and spirit alternatives. "We're also noticing that many 'mindful drinking' bar-goers are opting for quality soft drinks, ones that still offer complex flavour profiles and an experience that doesn't make them feel like they're missing out."

George expects low and no menus to grow in size in the year ahead as new tonics and mixers come to market.

Low or no-alcohol spirits are gaining traction, adds WSET spirits educator Charlie McCarthy. "While many gin brands have produced zero alcohol versions, brands such as Everleaf and Three Spirit are having considerable success in creating original flavour and texture profiles, freed from the imperative to imitate existing spirit profiles."

7 Sustainable wine

Much like spirits, the premiumisation trend is expected to continue in the wine category, with



more consumers drinking less but better, says WSET wine educator Anjali Douglas.

"An increasing awareness of sustainable practices will be reflected in the wine category – from grape to glass. In the vineyard, this means producers will emphasise their organic and biodynamic practices in their marketing, and we are likely to see a rise in producers adopting 'regenerative viticulture' (which focuses on promoting healthy soil) in their communications too.

"This heightened awareness of sustainability also relates to increased availability of high-quality wine in more sustainable packaging, particularly bag-in-box, and a movement towards light-weight glass bottles across all levels. Non-glass packaging will also be used to produce more single serve format wines (RTDs), such as wine in can, with the aim to become more attractive to younger drinkers."



SHELF TALK

Nicole Compen, founder of raye the store, highlights her 10 trends to look out for in 2025. Hint: health and sustainability are key players

● **Regenerative Agriculture**
A step beyond sustainability, regenerative agriculture emphasizes soil health, biodiversity, and carbon capture. Conscious consumers are choosing brands that support climate-positive farming practices.
Look out for: Citizens of Soil olive oil.

● **Functional Foods & Supplements**
The health-conscious consumer is driving growth in products that go beyond nutrition to address energy, stress, immunity, and sleep. Functional snacks and supplements packed with adaptogens, nootropics, and superfoods are trending.
Look out for: Moodeys, Lucid, Mama Shrooms, Unai

● **Functional Beverages**
Beverages infused with probiotics, adaptogens, and botanicals are exploding, combining hydration with health benefits. Wellness is at the forefront of this shift.
Look out for: PerfectTed matcha, GoMatcha, Muudy

● **Zero-Waste Foods**
Innovative brands are creating products from surplus ingredients, making sustainability delicious and accessible. Upcycled food aligns with the growing zero-waste movement.This also involves increasing awareness and education about frozen goods and their nutritional value.
Look out for: Nibs etc., Strong Roots, PukPip, Hidden Fruits

● **Plant-Based 2.0**
The plant-based category is evolving with a focus on clean-label products, whole-food ingredients, and better textures. This appeals to flexitarians seeking healthier and more ethical options.
Look out for: THIS plant-based meats, Better Nature tempeh

● **Low & No Alcohol**
The mindful drinking trend is accelerating, with sophisticated alcohol alternatives now mainstream. Perfect for social occasions without the compromise.
Look out for: Collider, Wednesday's Domain, Everleaf botanical drinks

● **Asian Fusion**
Asian-inspired flavors, particularly those featuring seaweed, miso, and yuzu, are captivating snack lovers. These offer a mix of health benefits and adventurous flavors.
Look out for: Chimac Sauces, Mothaiba

● **Convenient Health Foods**
Nutrient-dense, grab-and-go options are booming as busy lifestyles demand healthy, convenient solutions. High-protein and fiber-rich snacks dominate.
Look out for: Ancestral Superfoods, Fermenti, Bold Bean Co's ready-to-eat beans

● **Spicy Heatwave**
Bold, spicy flavours continue to trend, with an emphasis on global chili varieties and innovative pairings like hot honey.
Look out for: Yep Kitchen, Chilli Chan's

● **Fermented Foods**
Fermented products like kimchi, kefir, and kombucha remain popular for their gut-health benefits, tying into the wellness trend.
Look out for: The Ferm, Fancy by Nature, Agua de Madre



Marriage's Millers

Marriage's have been proudly milling quality flour for 200 years. Using proven techniques and traditions passed down through six generations, Marriage's was founded by twins William and Henry Marriage in 1824. They knew that consistent, quality baking requires the same passion mirrored in their milling process, which blends modern techniques with time-honoured expertise. Sourcing locally where possible, by harnessing the prime growing conditions of the Essex area, Marriage's mill the highest-grade wheat into award-winning flours. The range includes artisanal, speciality, organic and traditional stoneground varieties for Britain's artisan bakeries, chefs, and home bakers. Marriage's flour is supplied by national and regional fine food distributors.

01245 354 455
tradesales@marriagesmillers.co.uk flour.co.uk

Pimlico Confectioners

Pimlico Confectioners brings a delightful twist to classic lollipops with their sugar-free range, perfect for health-conscious sweet lovers. Available in resealable pouches and charming jar packs, these vibrant, naturally flavoured treats offer a guilt-free indulgence without compromising on taste. Vegan-friendly and bursting with fruity flavours, they're an excellent option for parents seeking better candy choices for kids or adults looking to satisfy their sweet tooth. With playful pastel packaging and a nostalgic charm, Pimlico's sugar-free lollipops prove that enjoying candy can still be both fun and mindful.

sales@pimlicoconfectioners.co.uk
pimlicoconfectioners.co.uk



Fish4Eva

For over 20 years Fish4Ever has led the way in responsible fishing, supporting local boats and the most precise methods possible, and helping to ensure that fishing communities are supported, not prevented, from making a fair living. More than just a brand, founder Charles Redfern set up Fish4Ever when almost no one was talking sustainability in fish. The business has worked with experts, NGOs and sustainability initiatives big and small to build a better, fairer fishing industry. They're passionate about food that's as good for the planet as it tastes, and canned fish is an often-forgotten superfood with incredible nutritional benefits. Fish4Eva is committed to supplying you with quality fish while having the least possible effect on the environment. Now in a fantastic vibrant rebranded packaging, this is canned fish you can trust!

fish4ever.co.uk support@organico.co.uk





CREATING AN EXPERIENCE ONLINE

We've gathered expert intel to help you master your digital presence



Paul Drecksler founder of Shopifreaks

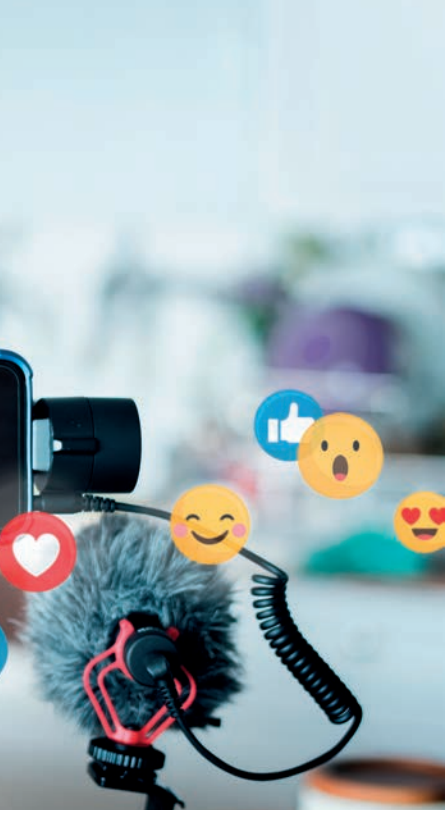
Fine food customers are drawn to experiences that reflect sophistication and authenticity. This starts with understanding who you're trying to reach. If you're targeting food connoisseurs or chefs, their needs and expectations will differ significantly from those of everyday shoppers. Invest in data – not just raw numbers but meaningful insights into what your audience values. Personalization plays a significant role here. When a customer logs in or receives an email, they should feel like the experience was designed for them. Whether it's tailored recipes, exclusive offers, or behind-the-scenes content about your sourcing practices, personalisation builds a connection.

Gather feedback, read reviews, and pay attention to what customers are saying—good or bad. And stay sharp on trends. Whether it's a shift toward plant-based eating or an interest in sustainable packaging, knowing where the market is heading lets you adapt and stay relevant.



Karim Salama founder of e-innovate

Make sure you're consistent, and don't misinterpret this as repeating the same content everywhere. Tailor your message for each platform while ensuring your core values remain clear. On Instagram and Pinterest, focus on visually engaging content, whereas LinkedIn works better for more detailed,



thought-leadership-style posts that can dive into aspects like sustainability or craftsmanship. Twitter/X is ideal for quick interactions and trending conversations, where your brand's voice should remain consistent, even in short posts.

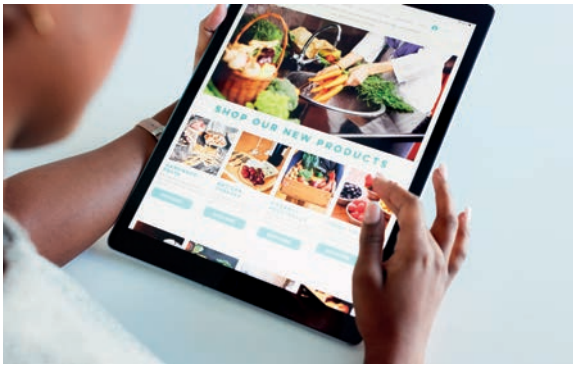
Engaging with your audience through comments, direct messages, and reviews is also crucial for building long-term relationships. This personal connection helps foster loyalty and trust, which is vital for a successful online presence.



Robert Goldsmith CEO of Spinnaker

Authenticity resonates deeply with UK consumers, especially for speciality or premium brands. Use social media to tell your story - whether it's the craft behind small batch production, rare ingredients, or your brand's origins. Rich visuals and storytelling build trust and interest.

UK consumers love interactive experiences. Use social media to run



> "IN THE FINE FOOD SECTOR, FINDING YOUR BRAND'S UNIQUE VOICE IS VITAL. CUSTOMERS SHOULD CONNECT WITH THE FOOD'S ORIGINS AND EMBRACE YOUR BRAND'S VALUES"

polls, share recipes, host live Q&A sessions, or showcase user-generated content. Encourage customers to share how they use your products - it's a great way to build loyalty.

Don't rest on your laurels. The world of digital is the perfect environment to test, learn, evaluate and go again. So be clear about your objectives, find the best means to record your impact, and you will enjoy the dividends of a strong digital brand.



Alex Halls senior account director, Hatch

Organic search is crucial, and both websites and social platforms need to be optimised for consumer intent. Social is the go-to place for inspiration-led



> IN THE FINE FOOD SECTOR, FINDING YOUR BRAND'S UNIQUE VOICE IS VITAL. CUSTOMERS SHOULD CONNECT WITH THE FOOD'S ORIGINS AND EMBRACE YOUR BRAND'S VALUES. KEY TOUCHPOINTS ARE INTERACTIVE RECIPE BLOGS, CUSTOMER STORIES, AND LIVE COOKING DEMOS ON SOCIAL MEDIA

searches, and offers the opportunity for brand discovery and audience interaction. The aim is to inspire, educate and entertain audiences on social, it's no longer fine to just showcase the product you offer and hope it speaks for itself, you need to build a brand tone of voice and capture the attention of your audience to build a community online around the brand and product. Take Innocent for example, the proportion of its content which is solely product focused is minuscule, but they're widely regarding as one of the brands doing it best.



Ann Grier head of growth, Seed Group

Platforms like Instagram and TikTok give brands a space to highlight what makes them unique, whether the ingredients' quality, the passion behind the process, or the people who make it all happen. Short-form videos, live tastings, and behind-the-scenes content help bridge the gap between digital and real-life experiences, offering a taste of what's to come.

Beyond content, social media builds community. Engaging storytelling, interactive polls, and user-generated content help turn one-time buyers into loyal fans. And with features like TikTok Shop, brands can seamlessly turn engagement into sales.



Pamela Miller founder, AB Fiftyone

Your digital space should be intuitive with easy navigation and fast load times, keeping potential customers engaged.

In the fine food sector, finding your brand's unique voice is vital. Customers should connect with the food's origins and embrace your brand's values. Key touchpoints are interactive recipe blogs, customer stories, and live cooking demos on social media, all building a rounded experience.

Finally, extend beyond products by hosting virtual tastings or collaborating with chefs aligned with your ethos, embedding your brand within foodie communities. Move from seller to storyteller for a lasting online presence.





CHEESES OF CHARACTER
(WITH CHARACTERS)

Introducing Clawson Farms deliciously characterful cheeses. A flavour packed range of six truckles each made from premium ingredients and represented by a unique personality.

For more information please call 01664 822332 or email enquiries@clawson.co.uk

www.clawsonfarms.co.uk

natural food EXPO

FEATURING ARTISAN FOOD & DRINK EXPO

12-13 May 2025 | ExCeL London

The Definitive Trade Event for **Natural**, **Organic**, **Plant Based** and **Free-From** F&B

If you're a delicatessen, farm shop, retail, hospitality or foodservice buyer, there is no better place to visit.

You'll find a huge a range of exciting new food & drink product launches to get your tastebuds tingling.

"Attending NOPEX is how we understand what's out there. There are loads of products and brands here so there's something for everyone. It is the place for innovation!"

WAITROSE

REGISTER FOR YOUR **FREE TRADE TICKET**

PART OF natural & organic PRODUCTS EXPO








naturalfoodexpo.co.uk
#NOPEX

Organised by diversified