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Lauras Larder ©KateDarkins

WELCOME

Welcome to *Artisan Essentials 2026*, brought to you by the team behind *Speciality Food*.

With all the comings and goings of fine food retail it can be difficult to find the time to keep on top of the latest launches and top trends, not to mention figure out what will sell well in your establishment. That's exactly why *Artisan Essentials* is here: to corral the latest, most exciting, launches into one handy place so you can rifle through whenever you get a spare moment and select the products you want to stock (we've even shared the brands' contact details so you can get right on it).

We're also sharing some features to get you revved up to sell your exciting new stock, from profiles of some of the UK's best food halls to how to transform your own shop into a destination.

Inspiration is everywhere in this publication, so I hope you enjoy it and find it a useful tool in your retail arsenal.

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

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HOW TO BECOME A DESTINATION RETAILER

Ellen Manning finds that consistency, community and a strong USP are a surefire recipe for success

COMMENTATORS



RUSSELL ALLEN
AUBREY ALLEN



WILL DOCKER
BALGROVE LARDER



ROBERT HUNNINGHER
HUMDINGERS CATERING & BAKERY

Artisan food is often synonymous with shopping local – picking up treats from a local deli, meat from your butcher, or bread from a bakery. But some fine food retailers have built up such a reputation that they've become destinations in their own right – attracting people from across the country to experience what they offer. Say Daylesford to any food lover and they'll know what you're talking about – they've probably made a pilgrimage there at some stage, or at least are planning to. But while most retailers would welcome the chance to attract people from hundreds of miles away, it's not always easy. Standing out from the crowd on a local level is hard enough, but becoming a 'destination retailer' is often the product of a jigsaw puzzle of different elements.

Consistency

For Russell Allen, managing director of Aubrey Allen in Leamington Spa, it's all about consistency. The business has built up a reputation as one of the best butchers in the country but also offers a deli and cheesemongers from its flagship store in Leamington, attracting people from far and wide. Their longstanding reputation may help get people through the doors, but Allen's advice to less well-established businesses is to 'stick to your guns' and focus on consistency. "When you start out, you perhaps have lots of different ideas about the sort of products you want to put on," he said. "You might be a butcher, you might be a deli, you might do sandwiches – you might do all of those things. It's about deciding firstly what it is that you do and sticking to it." That includes ensuring that the broad choice and impressive


Indie Fude

array of products that's showcased when you first open continues, rather than dwindling once the initial surge of footfall dies down. "I see a lot of shops start off well, they open up with a fanfare and have full stock and full fridges. And of course, when you're the new person in town, everyone goes in to see you. But on a Wednesday in October, for example, you might not be selling anything so you end up putting less and less produce out. Then you don't have the range so customers come in but you don't have the products they want. So, I think it's about sticking to your guns which is difficult when you start off because you need to have the budget to put a show out when there's no custom. You have to be as good on a Wednesday as you are on a Saturday. The consistency of going 'right, okay, it's quiet, but we still have to have some product out there, even though it's probably going to cost us or cause waste'."

At Balgove Larder just outside St Andrews in Fife, ongoing efforts have seen it grow and expand to become a destination not just for people in Fife but visitors from further afield. "We started Balgove Larder to connect people with the farmers and fields that their food comes from and wherever possible we use home grown, home reared and local produce," said co-founder Will Docker. "We wanted to be a destination for the local people of Fife and visitors to the region alike. By converting former farm buildings on the Strathtyrum Estate in St Andrews, over the years we have expanded and our customers can now explore The Farm Shop, The Steak Barn, The Butchery, The Flower Shed, The Home Store, The Eat Out, The Pizza Box and The Café.

We've had our head down and have been working hard at trying to create the type of place that we'd like to shop at and eat at and hope that customers come and share our passion for great local, traditional Scottish food."

The added extra

Consistent produce may be key, but the consumer of 2022 often wants an extra cherry on the cake from their favourite retailers, especially those they have to travel to. In the world of fine food and drink, this is often about experience. Delis, farm shops and independent retailers are ten-a-penny, but those that stand out often offer more to lure customers in, from workshops and events to restaurants and other added extras.

At Balgove, the award-winning butchery team hosts workshops and classes throughout the year to show customers how to prepare their meat. "Our seasonal markets are also hugely popular as we're introducing producers and buyers face to face as well as having street food and live music so there's a real buzz in the air!" Other examples include Daylesford, which hosts a variety of events as well as workshops focusing on organic growing, gardening, floristry and the floral arts, while The Farm in

> "TURNING CUSTOMERS INTO 'DISCIPLES' OR BRAND AMBASSADORS IS ANOTHER TOOL IN HELPING SPREAD THE WORD"


Windsor Farm Shop


Balgove Larder


Balgove Larder

Snitterfield just outside Stratford-upon-Avon hosts everything from wellness workshops to makers' markets.

For Allen, a major part of offering customers a one-off experience is the service they get when they walk through the doors. "It's about getting people to try your product. People will walk into a fine food shop but they're unsure of what things are or how to approach it so I think it's about creating experts. Spend time educating your staff – if you've got someone on the cheese counter make sure you're educating them on what they're selling. They don't even need to be an expert, they just need to be more expert than the shopper." If staff have that expertise, they can then help with the all-important job of educating the consumer – a process that often sees them coming back again and again for that extra-special service. "If you can educate your customers, they're more likely to buy off you," adds Allen. "So it's about shouting about what you do a little bit."

Providing service that stands out from the crowd is something Robert Hunningher, founder of London-based Humdingers Catering and Bakery, takes seriously as a way of ensuring they are on people's radar. Humdingers, which provides catering for the likes of Amazon and Alexander McQueen, now has two cafés – one in Hornsey, north London, and Molly's at the Museum of Home in Hoxton – all with a focus on community and helping others. "We're competing with the buying power, infrastructure and supply chains of companies that have hundreds of outlets," says Hunningher. "This means we need to be nimble and creative and deliver a different, more personal and ultimately better experience for our customers. If that means we need to be at the fruit and veg market at 4am to choose the best punnet – we'll be there. We feel we stand out already and provide a unique service that really can't be found in any other cafes." The next step, he adds, is to focus on staff wellbeing and staff empowerment – something that won't just benefit those who work for the business, but ultimately contributes to it being able to stand out with unique ideas and offerings. "An example is our chef Oscar and his idea to launch our Tapas Kitchen (set to launch mid-August). He had the idea to bring a taste of Spain to Hoxton and to serve across lunch and dinner. It's the first time we have



explored actual dishes being available from the café and we are excited for future ideas to be shared from other team members."

Community

A focus on people doesn't stop with staff, but extends to the community – something that's not uncommon among destination retailers across the country, whether through working with other local businesses or doing something to help their community that makes them stand out and garners customer admiration. Humdingers' community focus shone during the COVID pandemic, when its soup kitchen – funded by the bakery – hosted a festive roast. The business has continued to look at what it can do to help others, including an app-based concept to feed paramedics when they're too busy to stop for food. "As a team, we are incredibly proud of how we have fully immersed ourselves into the community to create a safe and welcome space for all," adds Hunningher. " We know we have made a great start at creating a community hub for regulars and we often see the same faces swinging by for their morning coffee or afternoon pick-me-up. That's down to our staff and team knowing how important it is to build trust and loyalty with our customers. We focus on employing locals to ensure we are always giving back to the community." On top of that, a constant effort to listen to feedback from both locals and regulars means they can make sure they really are at the heart of the community, ensuring they're the go-to spot locally as well as for customers from further afield. "We are also priced well; to ensure inclusivity, we must ensure we are not pricing any individual out. Our arms are open wide and our team is ready to welcome all through the doors and this starts with the local community and ensuring we have created a unique space for all."

> "OUR ARMS ARE OPEN WIDE AND OUR TEAM IS READY TO WELCOME ALL THROUGH THE DOORS AND THIS STARTS WITH THE LOCAL COMMUNITY AND ENSURING WE HAVE CREATED A UNIQUE SPACE FOR ALL"

For Allen, being part of the community not only ensures a strong local customer base but helps bring people to


Laura's Larder ©KateDarkins

> IF STAFF HAVE THAT EXPERTISE, THEY CAN THEN HELP WITH THE ALL-IMPORTANT JOB OF EDUCATING THE CONSUMER – A PROCESS THAT OFTEN SEES THEM COMING BACK AGAIN AND AGAIN FOR THAT EXTRA-SPECIAL SERVICE

Aubrey Allen as a destination retailer. "Relationships with other retailers in the town are always good for that. If you're not selling wine, make sure you have a partner that does and then cross market together. I think those sorts of things work really well."

Spread the word

The idea of marketing is an important piece of the puzzle for any destination retailer. People may know you locally, but without spreading the word on a wider scale it's unlikely that you will attract customers from further afield. From old-fashioned advertising to the powers of social media, there are plenty of tools at artisan retailers' disposal. But for many, regardless of the mechanism, getting the word out often relies on galvanising customers to help you. For Hunningher, all the elements they have worked hard to cement – consistent delivery of high quality produce, exemplary service and creating a team trained to put the customer's needs first – all help to ensure customer loyalty. "We know Molly's has a real blend of customers and there's no one size that fits all when it comes to building loyalty amongst customers. Our team strives to listen to feedback, take it onboard and ensure it's relayed back to the wider team to make changes and always create something better."

In Allen's view, turning customers into 'disciples' or brand ambassadors is another tool in helping spread the word – something they do with using events and one-offs. "For example, we might do a Christmas preview evening where we invite the top 40 or 50 customers along for free and really spoil and look after those top customers. And they then do the job for you [in spreading the word]. So really spoil your top customers with little exclusive events like a cheese tasting or things like that make them feel special."


Hollies



Cambrook

Cambrook are best known as the specialists in baking, seasoning and caramelising nuts and are multiple Great Taste Award-winners. As well as nuts they have also supplied giant roasted corn snacks to leading hotels and bars for many years. The giant roasted corn is now available in 85g retail pouches in three varieties: Hickory Smoked, Sriracha Chilli & Lime, and Truffle & Pecorino. The giant variety of corn is grown high in the Andes mountains. Back down to earth in Cambrook's roastery it is coated in the company's own seasonings to give the golden roasted corn its unique Cambrook crunch.

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

Walker's Nonsuch

Say hello to Walker's Nonsuch Luxury Toffee Selection – a sweet, fun-packed gift from this independent family company, now sparkling in refreshed, eye-catching packaging! Inside, you'll find four scrumptious bars of traditional toffee and a quirky novelty toffee hammer – perfect for whacking, unwrapping, and diving straight into deliciousness. Made with creamy whole milk, buttery goodness, and over 130 years of toffee-making magic, each bite is pure joy. Flavours include Original Creamy, Liquorice, Roasted Hazelnut, and Nutty Brazil. Flip the pack over for a peek at the brand's fascinating history and simple instructions for maximum toffee-cracking fun. A cheerful, irresistible gift that's sure to wow anyone lucky enough to get it!

01782 312525 hello@walkers-nonsuch.co.uk
walkers-nonsuch.co.uk





Emilia's Crafted Pasta

Made in Gragnano, Italy, Emilia's Pasta is proudly P.G.I certified - shaped by tradition and guided by hand. Produced using time-honoured methods, including bronze die extrusion and slow, low-temperature drying, each shape delivers a soulful texture that holds sauce beautifully. Made exclusively from 100% Italian wheat and Monti Lattari spring water, Emilia's award-winning range is a quiet celebration of craft: small-batch production, meticulous attention to detail, and deep respect for the rhythms of traditional Italian pasta-making. Even the presentation reflects this care, with 100% recyclable paper packaging thoughtfully designed to evoke emotion and connection. From pantry shelf to dinner table, Emilia's Crafted Pasta invites a slower, more meaningful way of cooking – bringing heritage, sustainability and contemporary design together.

retail@emiliaspasta.com emiliaspasta.com

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



Rowcliffe

Since 1967, Rowcliffe has been dedicated to bringing the finest British and European cheeses to the marketplace, alongside exceptional charcuterie, olives and Mediterranean antipasti. Their commitment to seeking out outstanding produce from skilled artisanal makers across the UK and further afield remains at the heart of everything they do. As Rowcliffe prepares their 2026 brochure, they have been busy exploring new product categories, strengthening relationships with trusted partners, and sourcing exciting additions from both long-standing and newly discovered suppliers. Throughout this Rowcliffe's mission stays the same: to champion artisan producers and provide independent retailers with fresh, inspiring products that delight their customers.

01892 838999 sales@rowcliffe.co.uk rowcliffe.co.uk





Dot Dot Tea

Dot Dot Bubble Tea is a natural fit for indies because it brings together honest tea, real fruit and artisan craft in a genuinely clean-label format. Our drinks are made with brewed dried rose buds, jasmine, and mint leaf teas, fruit purées with no artificial colouring and flavouring. We've taken a category usually high in sugar and additives and reimagined it in a more thoughtful, better-for-you way, without compromising on taste or enjoyment, with fruity, juicy, popping bubbles. It's bubble tea, elevated - precisely the kind of innovation independent store customers love!

07979 647614 hi@dotdottea.com
dotdottea.com

Thursday Cottage

Thursday Cottage have been handmaking their products in small batches for over 60 years. They hand pour their jams and marmalades to ensure that each jar contains as much whole fruit as possible for more flavour. In 2025 Thursday Cottage's Lemon Curd won a 3 Star Great Taste Award which adds to their other two 3 Star Winners in the range, Blood Orange Marmalade and Toffee Apple Curd. They use free-range eggs and the zest of Sicilian lemons which are zested fresh on-site in their zingy Lemon Curd. Their lovely range of award-winning products is available to order direct, or from most UK fine food wholesalers.

01621 814529 jams@thursday-cottage.com
thursday-cottage.com



7 WAYS TO ENHANCE YOUR CUSTOMERS' ON-SITE EXPERIENCE

How to stand out from the crowd in fine food retail

So you're stocking incredible produce. Your staff are seriously on point, know their stuff, and deliver unwaveringly good service. And your curated merchandising displays knock the socks off the local multiples.

What next?

Today's customers are increasingly demanding more from speciality retailers, considering their visits to these businesses an experience – something to put in the diary and look forward to. From farm trails and vineyard tasting rooms, to drive-thrus and food lockers – here are ideas to consider if you're thinking about adding value to your site.

1 Food lockers

Fen Farm Dairy famously innovated with its milk vending machines more than a decade ago – paving the way for others to follow in its footsteps. Another unique mechanism to get products to customers is via food lockers.

The family behind Upper Dysart Larder in Scotland were so blown away by the advances in food locker tech, they designed an entire farm shop around it.

Jessica Squires says it's one of the best decisions they've ever made, with the offering having expanded significantly to include everything from their own premium mashed potato products, to cheeseboards – each item individually housed and accessed from its own glass-fronted box.

"It's like an iPad on a screen," Jessica explains. "Customers look around in the lockers, go through the categories on the screen, can flick through all the products and find out more, including allergy information and the price, pick what



Upper Dysart Larder



Rhug Estate

> “OUR DRIVE-THRU HAS BECOME A PART OF OUR CUSTOMERS’ JOURNEY”



Otterton Mill

they want. Then they can pay by cash or card. A new update is that all the lockers go dark after that, and the lockers you’ve picked light up. You go around, pick up the bits you’ve bought and away you go. It’s so easy to use.”

2 Drive-thru

If you’re based near a busy through route (like an A road or motorway), maybe it’s time to think about offering something a little outside the box to make daytrippers’ and holidaymakers’ journeys smoother (and more delicious)?

The Rhug Estate’s own solution to capturing this market was opening the UK’s first drive-thru (something Friday Street Farm Shop in Suffolk has recently replicated) at its location in Corwen, North Wales.

It gives those passing by (plus locals) a quick and healthy option compared to what’s available at typical motorway services, and has been warmly received since opening in 2018, especially as there are also multiple EV charging points in the car park.

“We are off the A5, linking to all sorts of destinations, and people often don’t have time to go out looking for somewhere to eat and drink,” says managing director, Amy Coleman. “We’ve become a part of their journey, selling light bites (from organic bacon rolls to toasties), teas, coffees and soft drinks. The charging points help too. They are 24 hours, and there’s not many of them around here. We’ve definitely seen an increase in visitors thanks to those.”

3 On-site baking

The demand for premium baked goods continues to grow in the UK. Not only are consumers on the hunt for UPF-free alternatives to supermarket ‘plastic’ bread, but they’re going out of their way to discover bakeries for their ‘affordable treat’ moments.

Having an on-site bakery (with flour ground in its own mill) has proved imperative to the success of Otterton Mill in Devon – the 18th oldest business in the world.

The farm shop, cafe, and bakery space attracts visitors from far and wide says owner Chris Wright, adding that shoppers and diners can’t get enough of the skilful bakery’s breads, including traditional loaves, Spanish varieties infused with olive oil, and even touches of the unusual, like crab buns fashioned into crab shapes.

Hundreds of scones leave the ovens each day, lined up alongside brownies,



Devon cider apple cake, and Coast Path cake, infused with the site's own beer.

Marrying the bakery with the cafe has proved very beneficial to the farm shop. Customers, Chris adds, will often eat a sandwich in the cafe, then head to the farm shop to buy all the ingredients they need to recreate it at home – from the bread and butter, to chutneys and fillings.

4 Accommodation

Agrotourism is on the rise in the UK. There's something charming about spending a weekend in a bucolic countryside setting, while learning more about artisanal foods and traditional production methods.

Somewhere seeing fantastic success in this regard is Teesdale Cheesemakers in County Durham, where visitors can join cheesemaking courses, eat in the (largely cheese-based) cafe, buy cheese, and stay for a while on the 20-acre glampsite.

Co-owner Allison Raper says they could very easily expand, but have no plans to. Part of the appeal of this place is the sheer peace and quiet. It attracts a wide demographic, she adds. "We thought it would be middle-aged, affluent people, because we make artisan cheese, by hand, in small batches – it's not cheap. But we're actually seeing quite a lot of young people, and that's interesting. Part of that might be because we're adult-only. We're a quiet idyll over the hill where people can unplug and recharge with cheese during the day, and a wood-fired hot tub in the evening."

The kind of customers that stay with them, Allison continues, are craving authenticity. "We source our milk from the family farm, our cheese is made and matured here, they can get a real taste of the local area. People want something they can touch, feel and smell – ingredients with provenance and connection.

"Everyone who comes here enjoys it, and we get them coming back again and again."

5 Grow a vineyard

Southern Britain and Wales' largely mild climates have seen a surge of investment in vineyards in the last 20 years. Today, more than 1,000 have been planted here, with Champagne houses from France even putting roots in the UK.

Several farm shops have invested in winemaking to diversify, and are seeing the fruits of their labour as customers seek them out for tours and tasting days – an added bonus after picking up their groceries.

Tillingham Farm Shop says it is seeing more and more younger visitors as a result of its trifactor of shop, vineyard and Michelin Green Star restaurant. Accommodation is also available.

Head of wine, Tierney Beames, says Covid and Brexit created the 'perfect storm' for people seeking out food and drink experiences, with a noticeable spike seen in English wine tourism particularly. Something that hasn't waned in the years since.

With proper planning, understanding the risks and pitfalls, and going all-in, Tierney says producing wine could prove lucrative for other farm shops in the future.

"You've got to think about what the climate is going to be like in 20 years,"

> THE CLIMATE IS CHANGING MORE RAPIDLY THAN ANYONE EVER EXPECTED

he advises. "Plan for that rather than the now. That's something people are realising and being caught out by at the moment. The climate is changing more rapidly than anyone ever expected."

6 Think about your family offering

What started as a small wooden cart selling a few eggs and potatoes by the side of the road, has become a little empire for the Bendall family, owners of Hollow Trees Farm in Suffolk. Today, the site encompasses a large farm shop and cafe, plant centre with homegrown plants, homegrown Christmas tree business and very very popular farm trail.

Much of the success of the site can be attributed to the trail. Sally and Robert Bendall, in their ethos of 'agriculture for all', were pioneers of farm experiences when they allowed visitors to meet their animals and see 'behind the scenes' in 1990. The experience remained free until 2010, when the Bendalls scaled up the offering to meet huge demand – using income to fund maintenance, feed costs, animal care, and later the manning of a kiosk and seasonal activities such as October half term's Holloween.

"We aren't a petting zoo or a farm park or a nature trail," says Sally Bendall. "We are a farm trail with animals to feed, activities to keep little ones entertained, and plenty of space to really enjoy the beautiful Suffolk countryside."


Newlyn's Cheese Room


Tillingham

Education points can be found around the trail, such as a bug hotel and wild bird walk, and additions include Woodland Wizard climbing frames, a hill fort, livestock barns, and a permanent marquee with sheltered soft play and the Semer Beach sand bit.

Giving customers the chance to get outside and interact with animals, and having a family-friendly offering, is crucial to success, says Aimee Edwards of Cholderton Rare Breeds Farm in Salisbury, which operates a cafe, farm shop, vineyard, accommodation and play area, as well as a farm with 40 breeds of animal.

With no pub gardens with play equipment in the area, the trampolines, soft play barn and woodland adventure playground really do draw a crowd.



And guests adore walking around the farm. "There are activities scheduled in every day," Aimee says. "Duck feeding is especially popular. Our ducks are super friendly and will come and eat out of your hand!" Families adore cuddling bunnies, walking alpacas, and even guinea pig fishing – dangling carrots into the pens for the cuddly creatures to nab. "It's lovely."

7 Introduce a cheese room

From Jarrolds Food Hall in Norwich, to Daylesford Organic's store in London's Kensington, cheese rooms are becoming a popular, if still niche, way to display and inspire awe of dairy products.

The humidity and temperature-controlled spaces really do have the 'wow' factor, and allow cheesemongers to showcase their range more innovatively and creatively – often in whole rounds and blocks (rather than smaller cuts), so customers can see the patina of the rinds up close and personal.

The additional of a cheese room at Newlyn's Farm Shop in Hampshire has certainly made a difference, says owner Emma Higgens.

"We had a cheese counter before, and did sell from the multideck, but now we have this space, with a ripening room, we've been able to focus on selling cheese at the optimal taste. Jo, who runs it, is phenomenal. She loves her cheese!"

Customers are forever taking pictures of the room, Emma says. It's a major talking point for the business. "They love that they can go in there and sample cheese, and they love talking about it, finding out how to eat it and the crackers, chutneys and fruits they could put with it. That has a massive impact here, especially at Christmas. Customers queue out the door!"

> "GIVING CUSTOMERS THE CHANCE TO GET OUTSIDE IS CRUCIAL TO SUCCESS"



Aagrah Foods

With over 45 years of expertise in Indian cuisine, Aagrah Foods brings the vibrant dining experience of its award-winning restaurants to your shelves. From rich Tarka Sauces to aromatic spice blends, chutneys, poppadoms and naans, Aagrah Foods' range embodies the heritage and bold flavours of Indian cooking. Each product is crafted with recipes perfected by seasoned chefs, ensuring authenticity and exceptional quality. Aagrah is more than just food – it's a celebration of tradition, ideal for customers seeking artisanal products with a story. Let your customers discover the joy of Indian cuisine, brought to life with care, passion, and decades of expertise.

01274 530880 sales@aagrah.com
aagrahfoods.com

Grandma Wilds

This family business, now in its fourth generation, continues the tradition of baking biscuits using many of the same recipes created by Annie Wild, over a century ago. Inspired by the rolling meadows of the British countryside, Grandma Wild's Clotted Cream & Lemon Shortbread Biscuits offer a luxurious taste of tradition. Each buttery bite melts in the mouth, balancing rich clotted cream with a refreshing citrus lift. Presented in a beautifully illustrated tube, it's the perfect thank you gift or indulgent treat.

01535 650501 sales@grandma-wilds.co.uk
grandmawilds.co.uk



Union Hand-Roasted Coffee

Union Hand-Roasted Coffee was founded to raise the standards of speciality 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 speciality 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.

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unionroasted.com customercare@unionroasted.com





Butler's Grove

Butler's Grove is proud to present its range of premium luxury products, showcasing a delightful burst of flavour to accompany every eating experience. The business's selection of fine foods is deliciously varied, encompassing nuts, preserves, marmalades, curds, chutneys, pickles, condiments, pates, sweets and snack products, and is gaining plaudits across the UK

– reviews include "The best chutney I have ever tasted" and "Excellent service and fast delivery. Very happy".

Plus, with own label and instant credit available, and a low MOQ of four cases and efficient delivery, Butler's Grove is the easy way to get a wide range of premium food fast.

sales@butlersgrove.co.uk butlersgrove.co.uk

FARM SHOP & DELI SHOW 13-15 APRIL 2026 NEC BIRMINGHAM



FARM SHOW & DELI SHOW

Driving growth in speciality retail

From the 13th-15th April at the NEC, Birmingham, Farm Shop & Deli Show will run alongside National Convenience Show, Food & Drink Expo and Forecourt Show, forming the award-winning UK Food & Drink Shows.

Free to attend, whether you're looking to discover the latest innovations from cutting-edge suppliers, gain insights and inspiration from the industry speakers, or network with like-minded professionals, Farm Shop & Deli Show has you covered!

Renowned as the go-to event for artisan, local and speciality food and drink, as well as giftware, technology and equipment, the event attracts buyers and decision-makers from across the sector.

With a show floor buzzing with flavour-packed innovations and time-saving tech, it's no surprise that 91% of visitors said that they were happy with the quality of new suppliers they met at the show - making Farm Shop & Deli Show firmly marked in every savvy retailer's diary.

"The benefit that's really happened from attending the Farm Shop & Deli Show is effectively just meeting people and building relationships. For us, it's all about getting the right brands into our stores. And the only place that you can really find them is trade shows like this"

ALEX EMMANUEL-JONES, COMMERCIAL DIRECTOR, THE BLACK FARMER

Grow your retail business

The UK Food & Drink Shows feature a packed programme of insightful panels, expert speakers and inspiring demonstrations on the topics and trends driving the industry. Among these are presentations designed to help grow a retail business, such as:

- Building a team to thrive: Leading specialist retailers explore how cultivating a positive, inclusive and purpose-driven workplace can directly impact customer experience, employee retention and business performance.
- Navigating the challenges facing UK specialist retail: Industry leaders explore the challenges impacting specialist retailers and how businesses can adapt, innovate, and thrive in a landscape that demands both resilience and reinvention.
- Generating footfall at no extra cost: Key steps retailers can take to increase footfall and revenue to their stores, with testimonials from farm shops that have already achieved this.

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

THE UK FOOD & DRINK SHOWS

William Reed.



Fudge Kitchen

Award-winning artisan confectioner Fudge Kitchen celebrates 40 years of crafting indulgent treats with a new nostalgic confectionery range – tasty classic creations promising 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 842924 trade@fudgekitchen.co.uk
fudgekitchen.co.uk

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



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





Hawkshead Relish

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01539 436 614 info@hawksheadrelish.com
hawksheadrelish.com

Nutrition by Beenish

Nutrition by Beenish produces organic grass-fed A2 ghee in small, controlled batches in the UK, using organic grass-fed butter selected for flavour, colour and consistency. Made as a single-ingredient product with nothing added, using traditional slow clarification methods to preserve purity and depth, with every batch fully traceable from source to jar. Certified organic by OF&G, holding a five-star food hygiene rating, and awarded two stars at the Great Taste Awards 2025. Founded and hand-crafted by a UK-certified and registered nutritional therapist, the range combines artisan production with technical rigour. Designed for specialist retailers seeking dependable supply, strong repeat purchase and a premium dairy fat that performs consistently on shelf.

07958604443 beenish@nutritionbybeenish.com
nutritionbybeenish.com



Chapman's Seafoods

Quality, craftsmanship and sustainability are at the heart of everything Chapman's do. Handmade in Grimsby, the home of fish, Chapman's proudly uses quality local ingredients and sustainably sourced seafood to create their award-winning range. A perfect example is their Salmon Wellington: a prime salmon fillet in a creamy, buttery dill sauce, wrapped in light, golden puff pastry. Easy to bake and beautifully presented, it turns into an impressive, generous main course. With Chapman's, you can trust every detail has been carefully crafted for exceptional flavour.

01472 269871 sales@chapmans-seafoods.co.uk
chapmans-seafoods.co.uk





Summerdown

Summerdown, the Peppermint People, are known for their award-winning collection of chocolates and teas, crafted with single-estate Black Mitcham peppermint. Their best-selling dark chocolate peppermint creams feature cooling, creamy fondant centres infused with peppermint oil grown, harvested and distilled on their Hampshire farm, then covered in rich 55% cocoa dark chocolate. Vegan and gluten-free, they remain a classic with a loyal following. The chocolate range includes dark chocolate peppermint thins, crisps and fondant-filled dominoes, the Heritage collection of individually wrapped fondants and crisps and their Ultimate mint chocolate assortment. Completing the line-up are three 100% plastic-free peppermint chocolate bars, each showcasing the bright, aromatic flavour of Summerdown's celebrated Black Mitcham peppermint.

01256 675105 sales@summerdown.com
summerdown.com



Stag Bakeries

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 702733 sales@stagbakeries.co.uk
stagbakeries.co.uk

Bistro Chef

When chef restaurateur Christophe Lacroix founded Bistro Chef in Bath, his vision was simple: restaurant-quality food shouldn't be confined to dining out. Each French-inspired dish – Shepherd's Pie to Wild Mushroom Risotto, Langoustine Bisque to Beef Wellington, Coq au Vin to Confit Duck – is crafted in-house with the passion and quality ingredients that mass production simply cannot replicate. Perfect for midweek suppers, weekend entertaining, or those moments when you crave something special without the effort. Proudly independent and unashamedly committed to doing things properly, Bistro Chef proves that convenience need never mean compromise.

01225 592569 orders@bistrochef.co.uk
bistrochef.co.uk



Gruyère AOP

Made in western Switzerland, Gruyère AOP has been produced in the same way since 1115AD, using raw milk from cows fed on grass in summer and hay in winter. It is the only cheese that has won the title of Best Cheese in the World at the World Cheese Awards four times, and is available in different maturities. The Classic is matured for six months and has a delicate, nutty, creamy flavour. The Reserve is matured for 10 months and has a drier, more grainy mouthfeel. Gruyère AOP, aged for 14 months or more, has a much stronger flavour.

gruyere.com




Harvey Browns


Poplar Food Hall


Fodder

10 OF THE BEST FOOD HALLS TO VISIT IN BRITAIN

Find some of the UK's (and world's) finest things to eat and drink in these foodie meccas.

When it comes to artisanal food and drink, food halls are in a league of their own – alighting all the senses with a multitude of epicurean experiences. Here are just some of the best you can visit across Britain today.

Harvey Browns, Arreton, Isle of Wight

A sight to behold. Harvey Browns' striking modern building is positioned on a fourth-generation family farm, known for cropping asparagus, strawberries, sweetcorn and more.

All feature within the enormous, capacious food hall, where there's oodles of space to wheel around your trolley and get your fill of the Island's feast of treasures.

As growers, the team give fresh produce lots of attention in the hall – the farm's own fare positioned alongside fruit and vegetables from neighbouring farms.

Then there are aisles and fridges and freezers of everything else you could possibly need.

Plus, a massive deli counter brimming with charcuterie, cheeses, salads, quiches, Scotch eggs and their own fabulous pies (a favourite is the Picnic Pie with local sausagemeat, chorizo, roasted peppers and sundried tomatoes), bread from Lostmill Bakery, and a butchery, led by master butchers who carefully prepare locally-reared meat, with some cuts aged in the Himalayan salt cabinet.

Enjoy gazing over the Arreton Valley by stopping awhile for breakfast, lunch or cakes in the lakeside kitchen. Their signature dish is homegrown grilled asparagus with crispy egg, Hollandaise sauce, confit tomatoes and pesto.

Poplar Food Hall, Poplar Nurseries, Marks Tey, Essex

There was dismay in North Essex in 2017 when popular food hall, The Food Company, closed its doors. However, that dismay has been short-lived, with

a nearby garden centre picking up the mantle for find food in the area.

Poplar Nurseries is so much more than a garden centre – it's a local institution, with a restaurant (selling one of the biggest ranges of cakes anywhere in the county), indoor and outdoor plant areas, gift and homeware, barbecues, furniture ... there's even a miniature railway!

A farm shop/food shop has long been part of the offering, but the business ramped up its offering in 2021, moving its food department out of the main store and into its own building.

A shrewd decision, and one that's given foodies even more licence to make the trip to this corner of Essex near Colchester.

Well curated and laid out, every little nook and cranny of the food hall is filled with deliciousness. Chillers of smoked meat and fish. Local seasonal produce. Breads. Oils. Chutneys. Weird and wonderful snacks. A superb array of quirky spirits you really won't find easily elsewhere. An excellent deli counter of cheeses, ready meals, side dishes to heat at home and charcuterie. A freezer of their own prepared meals.

Standing head and shoulders above all of that, though, is the cake counter, which is truly something to behold, and has always been a crowd drawer for the food hall in all its guises. Along the length of the counter is a collection of drool-worthy bakes - the stuff dreams are made of. We're talking blousy meringues, cheesecakes crowned with whirls of cream, towering layered cakes, big hunky chunks of brownie and rocky road ...and savouries such as sausage rolls, quiches and samosas.

Resistance is futile.

Fodder, Great Yorkshire Food Hall, Harrogate, Yorkshire

Found at the home of the Great Yorkshire Show, this food hall (renamed recently) is unique, as it's run by Yorkshire Agricultural Society, with all profits going to charity, supporting the local farming and countryside communities.

If you want to get a real sense of what Yorkshire's broad food and drink scene has to offer (and it is broad, this is one of the biggest counties in Britain), then this is the place to go. Every fridge, shelf, freezer and counter is a celebration of this corner of the UK, and there's a tangible sense of pride in this you can almost feel as you walk around. Even the walls are dedicated to Yorkshire makers, boasting artwork of suppliers Fodder has worked with for years.

What will you find here? The answer is everything. Brilliant Yorkshire charcuterie. Meat sourced 100% from Yorkshire on the butchery counter. Local cheeses. Homemade pies, salads, soups and sausage rolls. Yorkshire made biscuits, chocolates, honey, beers and spirits. A display of cinnamon whirls and croissants made nearby by Underground Bakery. Yorvale ice cream, made using the farm's own milk from their small herd of Friesian cows.

And you can really hammer the Yorkshire food message home by staying for a bite and a cuppa in the cafe.

Macknade, Faversham, Kent

Community is everything to the owners of this food hall, whose roots in growing and markets mean they truly understand what it is to be a producer, and what really great food looks like. The team go above and beyond to source ingredients and products from sustainable, ethical suppliers who care about what they've grown or made – bringing the very best to the plate for their customers.

Fresh vegetables and fruit are given the love and attention they deserve.

The deli offers a collection of exceptionally well looked after cured



Macknade

meats, salamis, pates and cheeses. There's a bakery, a fishmonger on Saturdays, and a certified Pasture For Life butchery, championing grassfed, grazed animals.

And the newest addition is the wines and spirits store, where the team love showcasing the wide range of Kentish producers, alongside bottles from New and Old World makers.

If you're peckish, you simply have to try the a signature Macknade Rarebit in the cafe – layering chunky bread with Wookey Hole Cheddar, Smoked Northumberland cheese, cream cheese, leeks and wholegrain mustard, and served with burnt tomato chutney and green salad.

In the warmer months from Thursday to Sunday, Macknade's Food Village opens too, with a plethora of street food vendors offering everything from katsu curry to tacos and crepes.

Partridges, London

The Shepherd family have been purveying great food for 50 years, holding a Royal Warrant as a grocer for 31 of them.

The food hall has many feathers to its cap. It leans into the tradition and creature comforts we all crave right now, places value on outstanding customer service, is recognised for its sustainability, and champions the next generation of producers which it names its 'Startisans'.

It's the kind of place that draws you in closer once you've picked up the item you actually went in for. You might be distracted by a wall of preserved fish in


Partridges



their striking tins, by some of the weird and wonderful creations from America, by newcomers (such as Diana's Chocolate made in London) and by unusual things you've never seen before – Hasting's Lemon Ketchup, maybe, or jars of sundried white figs.

Partridges offers its own lines as well – from Pear & Elderflowe Jam, to Honey & Lavendar Butter Biscuits, Green Pepper Mustard, and Chelsea Flower Gin. This homage to the borough was designed with acclaimed distiller Martin Murray, expressing the essence of Chelsea in bloom using 19 botanicals, with a subtle hint of rose.

Darts Farm, Topsham, Exeter, Devon

An award-winning business – and rightly so. You can easily lose a whole day at Darts Farm – where there's so much more than a food hall to explore. An artisan school, wellness spa, fishing ponds, play area, nature walks ... and numerous eateries, offering everything from breakfasts and Devon scones, through to sourdough pizzas, and steaks.

Cow & Cacao is a particularly exciting part of the package. The cafe makes its own gelato, and has its own chocolatier, crafting bean-to-bar decadences.

As farmers, provenance, sustainability and quality feed into every part of the food hall, stocking their own grown and homemade products, then reaching into Devon and the South-West's larder before heading further afield. The offering includes their honey chocolate, honey


Darts Farm


Valvona & Crolla



Bowland Food Hall

from their own hives, homegrown and locally grown fruit and vegetables, and their own slowly reared Ruby Red cattle, grazed on nearby wetlands – an ingredient the butchers treat with the upmost care and pride.

In the deli counter, find cheeses from artisan who share Darts Farm's slow food ethos. Makers who use value terroir and traditional practices. These sit with real charcuterie (some made locally using the farm's beef), salads, pastries and pies – the wherewithal for a fabulous picnic. If that wasn't enough to have you sprinting to the car for a road trip, Darts Farm has its own single-estate vineyard, producing award-winning sparkling wines, made using the Champagne method, and has partnered with the founder of Sandford Orchards to form a cidery. The first collaboration – Katja Rose – is a sparkler, made by crushing Katy dessert apples with hand-picked Rondo grapes from the farm's vineyard.

Bowland Food Hall,
Clitheroe, Lancashire

This food hall is Lancashire through and through. And we mean that. The impressive 'wavy fronted' building houses probably every product made in the county. Beer and spirits from the area (including Bowland Brewery and Bowland Distillery), Lancashire Tea, Lancashire Crisps, Lancashire Parkin.

That thread of 'local' weaves its way through every part of the business, though other speciality foods from around get their own area too.

And there's a butchery, and deli counter absolutely packed with cheeses (some local ones of course), cured meats, sausages rolls, pies and more.

Homemade fare is par for the course in the onsite cafe, where you can dive into homemade soups, salads, buddha bowls, sandwiches and hot main dishes, with a Lancashire steer wherever they can squeeze it in.

Valvona & Crolla,
Edinburgh, Scotland

The oldest deli/food hall in Scotland, and certainly one of the oldest in Britain. There's 90 years of heritage here, and the Italian family behind the business are thrilled it holds a Royal Warrant as a cheese supplier to King Charles III.

So much effort goes into making the shelves sing at Valvona & Crolla, working with Italian artisans and small producers to bring an authentic taste of the country to Scotland's capital. It's unlikely you'll see much of what they have anywhere



Jarrolds

else – certainly not in your local supermarket!

A star turn is the deli counter. An absolute celebration of Italian cheeses (look out for the stunning goats' cheese rolled in flowers) and charcuterie.

Fresh fruit and vegetables are sourced from markets in Milan every week. The onsite bakery crafts all the food hall's bread and pastries. And stock up on fresh and dried pasta, antipasti (artichoke cream, pesto, olives and more), wines and sprits, coffee, chocolates, sweets and kitchenalia. There's a nod to Scotland too, with several local products to choose from. Regular visitors will know Valvona & Crolla's cafe and restaurant is considered one of the best places to eat in Edinburgh – winning Italian Restaurant of the Year in the 2024 Scottish Restaurant Awards.

The casual (but chic) eatery caters to all appetites, whether you're after a few nibbles (arancini, Parmesan with poppy seed crisps), or something heartier like cotechino with olive oil mash, lentils and mustard fruits, or pizza.

Jarrolds Food Hall, Norwich, Norfolk

Outside of London, this could win the award for most beautiful food hall in Britain. There's not one part of the space (in the basement of the city's coveted independent department store) that hasn't been carefully considered.

It's a place for foodies to utterly lose themselves. In the wine bar, book shop, or the sea of kitchenalia and cooking gadgets.

Central to the stylish food hall is its deli counter, where the county's cheeses (Norfolk Dapple, Binham Blue) are given a good showing alongside cured meats, salads, olives, picky bits, and ideal picnic fodder from star chef Richard Bainbridge.

The deli even has its own dedicated cheese room!

Get lost amongst the displays of ambient products, combining the best of Norfolk, Britain and Europe. Colourful pastas. Snacks, crisps and nuts worthy of being decanted into your prettiest bowls. A plethora of chutneys, jams and pickles. A huge array of confectionery and chocoalte for on-the-go nibbling and gifting. Loads of local beers, wines and spirits (including Bullards Gin on refill). And lots of Jarrolds' own-branded goods, made in partnership with some of the buying team's favourite producers.

Harrods Food Halls, London

Get your glam on in what's been a source of fine food inspiration for generations. It just feels special shopping here, in a setting where chandeliers marry with touches of marble, gorgeous tiling, ornate ceilings and bespoke display cabinets.

Harrods is relied upon by gourmands for delivering the perfect balance of tradition and modernity. Customers want to experience the latest trends, but also to relish in heritage, classic, nostalgic foods, made with the finest ingredients.

At the beating heart of the food halls is the Fresh Market Hall, where shoppers can stock up on pies, exotic and heritage fruit and vegetables, live shellfish, eggs, cheeses and, of course, caviar.



Harrods



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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.

oilmerchant.co.uk









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