2026

SF SPECIALITY FOOD | CAFE BUYER



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Welcome to the 2026 edition of *Café Buyer*, brought to you by the team behind *Speciality Food*.

Great coffee is a must-have for consumers around the world, and Brits are no exception. Whether it's steaming hot or clinking with ice cubes, coffee is more than a beverage – it offers an opportunity to pause and take stock, especially if you utilise a gadget or two in its production... and that's not to mention the sustainability efforts and more that go on behind the scenes of making your favourite cup.

Of course, tea and other hot drinks are a vital part of both shoppers' and retailers' lives and livelihoods too, and when a foodservice operation is added to the mix the world of sit-down and takeaway drinks, food, bakery items and anything and everything to-go becomes an invaluable opportunity.

In this issue, we explore how you can make your café offering into a destination, as well as the key pillars of café culture you need to know now – highlighting must-stock products and vital expert intel as we go.

Plus, we speak to some of the market's most exciting producers to find out how they can benefit your business, too.

There's often nothing better than sitting down in a welcoming space for a cup of whatever you fancy, so I hope the following pages help you create that experience for a growing number of loyal customers.

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More Than a Great Cup

Opening a coffee counter can bring new customers through your door, but it might take more than a rich espresso to keep them there. Charlotte Granger asked retailers and industry experts to share their secrets to success

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The aroma of freshly brewed coffee could bring customers through your doors. Over the last year, the independent coffee and cafe sector grew by 3.3%, reaching 13,211 outlets across the country. In the first half of 2026, cafe and coffee shop spend grew by 5%, while restaurant spend fell 3% in the same period. Whether you're weighing up a counter, or trying to get more out of one you already run, the question is how to turn one-time customers into regulars.

Traditional coffee as the vision

That's the conundrum Matteo Bragazzi has been solving for over two decades. When he and his brother opened Bragazzi's in Sheffield in 2003 as a food shop, the single-group espresso machine tucked away in the corner was never supposed to be the main event. However, when demand for coffee grew and the opportunity to buy the neighbouring unit came up in 2004, Matteo seized it. Within a year, the two spaces had been knocked through into a dedicated cafe. The balance between the two sides of the business has since shifted. Coffee soon became the dominant trade, with the shop even releasing its signature house blend.

"We were lucky enough that one of the people who worked for Darkwoods, worked for me for many, many years," explains Matteo. "So when he left to Darkwoods, we were able to curate our own blend specifically for us. Ours is a very traditional, medium to darker roast counter to many of the lighter roasts out there. I wanted something traditional and in line with the vision."

By choosing someone who already understood the ethos of the shop, over simply picking a blend off a supplier's standard list, Bragazzi was able to deliver on customer expectations.

The shop was built on fine Italian fare, and locals wanted the same quality in every cup. Bragazzi's







TRENDING NOW

Nicola Woods, Speciality & Fine Food Fair

- ***"Quirky" takes on classics.*** *Iced coffee is moving well past the standard cold brew, with retailers experimenting with a twist on classic flavours. Woods says to expect the quirkier serves to keep showing up in the months to come.*
- ***Functional ingredients.*** *Customers are increasingly considering the wellness benefits of coffee. Functional extras like Lion's Mane mushroom or turmeric speak to this trend.*
- ***Asian-inspired additions.*** *Coffee menus are starting to borrow from Asian flavour traditions, with matcha now a firm favourite.*

advice to retailers looking to build a firm customer base is markedly straightforward. "Don't try to be all things to all people all the time. Just stick to what you do, and do it really well."

Quality that scales with attention

With 78% of food-to-go customers now describing themselves as "quality driven," retailers who prioritise this stand to win over buyers. For Yas Wyatt, co-founder of Baked in Bungay, this has always been a guiding principle. "Before anything else, we ask ourselves, is this something we're genuinely proud to put our name to? If the answer isn't a definite yes, it doesn't make it onto the counter."

Of course, holding your offering to a high standard means staying close to the product – something of which Wyatt is immensely proud. "We taste everything, we notice the small details, and we can make changes immediately if something isn't quite right," she adds.

Pouring authenticity into every cup

Walk down any city street and you'll spot the same coffee chains on every corner. For independent retailers, that scene can feel like real pressure to compete with big-name brands. But as Nicola Woods, event manager at Speciality & Fine Food Fair explains, the competition isn't as one-sided as it may first appear.

"The human side of hospitality is more important than ever for independents. Chains often prioritise speed of service for busy commuters, consistency of their offering and, increasingly, the freedom of self-service and personalised choices," explains Nicola.

"On the other hand, independents are valued more than ever for the curation of products on offer and the in-house experience. Customers gravitating to independent cafes want to see the personality of the business and want to benefit from the expertise of the team."





While curated stock and a clear point of view have always set fine food retailers apart, the counter offers a chance to express what the shop already stands for. Staff who know the provenance of a bottle of olive oil should be equally knowledgeable about the coffee they serve.

Making the most of café space

Once retailers have established a coffee service, the space itself can become an asset. Jade Leeper, co-owner of 65 MM Coffee in Tonbridge, found this out almost by accident. Regulars would often comment on the inviting lighting of the shop, remarking that it would make a great evening venue. When a local chef approached them about starting a supper club, it felt like kismet. However, as Leeper explains, there was an initial element of trial and error.

"It took us a while to get an idea of what people were looking to get from a supper club and how often it would serve them, but now we roughly do them every three months with a constant chef, and do a few other ones with different chefs from time to time between those," she says.

The success of the clubs has in itself become self-sustaining. "Usually the chefs get in touch with us about doing a supper club," explains Jade. "They have heard about us through social media and usually reach out via Instagram or in person."

For operators tempted to try a similar setup, Jade suggests starting small. "Make sure you don't try to do too much too soon," she says. "We don't have much storage space at the café so we have to collect our glassware and extra tables and chairs to accommodate the amount of seats sold, along with ordering alcohol. This all adds extra work outside of the event."

Outpacing the chains on trends

From pistachio-flavoured lattes to fibre-fueled extras, trends move faster than ever in 2026. A clear advantage independent retailers have is speed. While a national chain spends months developing a new product, an independent can have something on the board by the weekend.

"We have the ability to change things very quickly, our menus, our specials, we can keep up with trends, design and launch a new dish or drink and have it available within a few days," explains Natalie Perry, co-founder of Tamper, a Sheffield cafe known for its Kiwi-inspired food and coffee. "As the owners we are always in and out of the business, this enables us to ensure the high standards we set are followed."

"Customers gravitating to independent cafes want to see the personality of the business and want to benefit from the expertise of the team"

EXPERT VIEW



"We taste everything, we notice the small details, and we can make changes immediately"

YAS WYATT
BAKED.

FOOD & DRINK EXPO



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Inspiring the future of retail and hospitality

With a spotlight on Future Foods and Coffee Shops and Cafes, be part of three fantastic days of must-know insights, valuable connections and the latest product innovations.

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foodanddrinkexpo.co.uk

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

THE UK FOOD & DRINK SHOWS

WilliamReed.



Milk That Works Harder

Just Milk's UHT dairy can offer a convenient evolution to your hot drinks service

With consistent performance, ambient storage and a long shelf life, Just Milk helps busy café operators manage demand while keeping waste and refrigeration needs under control.

Managing milk stocks can be a balancing act. Order too little and a sudden rush leaves the fridge bare; order too much and short shelf life can turn surplus stock into unnecessary waste. UHT milk offers café operators a useful alternative. Stored unopened at ambient temperature, it can provide a dependable everyday option or a back-up supply during busy periods, unexpected deliveries or fluctuating footfall.

"Businesses are increasingly conscious of waste," says Camille Sharif of Just Milk. "With fresh milk having such a short shelf life, UHT can help operators limit wastage, manage costs and maintain a reliable supply."

Just Milk has an unopened shelf life of up to 180 days, allowing cafés to buy efficiently and hold stock without sacrificing valuable refrigerated space. Once opened, it can be kept in the fridge for up to seven days. Convenience does not have to come at the expense of performance. The brief heat treatment used in UHT production gives the milk a smooth, creamy character that works particularly well in coffee.

"It produces a consistently good froth, including in the skimmed version," says Camille. "That makes it a practical choice for cafés looking for reliable results throughout service."

Widely used across continental Europe, UHT milk is heated to 140°C for a matter of seconds before being sealed, helping to preserve its flavour while extending its shelf life.

DID YOU KNOW?

Just Milk is part of farmer-owned dairy cooperative Sodiaal, which collects milk from its member farmers. The brand says its supply chain supports high animal-welfare standards, non-GMO feed and a farm-to-table approach designed to minimise waste.





A Smart Choice

Delamere Dairy's flavoured milks quench the thirst for traditional formats with a twist

Consumers are looking for more choice than ever before, and cafés have an opportunity to offer something beyond traditional soft drinks and fresh juices. Delamere's flavoured milk range provides a premium, satisfying alternative that's easy to stock, simple to serve and designed to work across your menu.

With a long ambient shelf life, bottles can be stored without using valuable refrigerated space until they're needed. Chill before serving and you've got an eye-catching grab-and-go drink that's perfect for breakfast, lunch or an afternoon pick-me-up, while helping to minimise waste and improve stock flexibility.



The opportunity extends far beyond the chiller. Use Delamere flavoured milk to create indulgent hot chocolates, flavoured lattes, mochas, iced coffees and frappés, giving customers more reasons to return while making the most of every bottle you buy.

Delamere also offers a child-friendly alternative to fizzy drinks, giving families another option when dining out. Pair bottles with cakes, pastries or sandwiches, or include them in lunch bundles and meal deals to create added value and encourage higher spend per visit.

Available through Bidfood in Chocolate, Strawberry and Banana, Delamere makes it easy to introduce a profitable drinks solution that works across multiple occasions. Whether served straight from the chiller or crafted into your next signature beverage, it's a simple way to broaden your drinks menu while making the most of every bottle.

TOP PRODUCT



Delamere Dairy Strawberry Flavoured Milk

Deliciously smooth and full of dairy goodness, with the classic taste of strawberry.

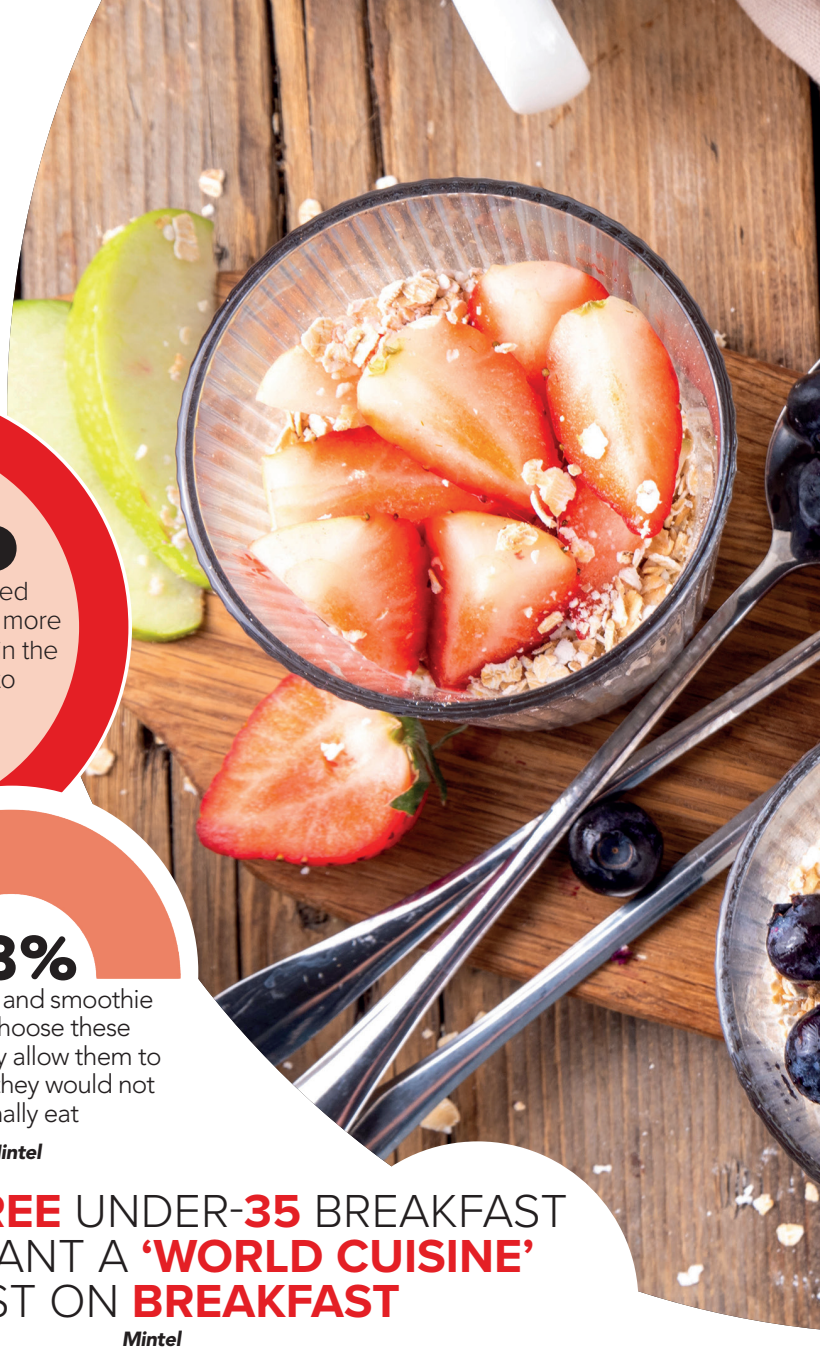
delameredairy.co.uk

"This is a child-friendly alternative to fizzy drinks, giving families another option when dining out"



Fuel

The modern consumer is craving a breakfast that will boost their energy levels for the day ahead. Here's what to stock to set them up for success



A HEARTY START

The classic bowl of granola gets an upgrade with fabulous flavours and healthier ingredients.



Just Live a Little Maple & Toasted Pecan Granola

Golden gluten-free maple and cinnamon toasted oats with pecans, coconut, raisins, crisped rice and almond butter.

justlivealittle.com



Nakey Bakey Strawberry Mango Grab-a-Granola

Grab-and-go granola, naturally sweetened with fruit, free from all major allergens and no added sugar.

nakeybakeyco.com



Yeo Valley Organic Granola Berry & Cherry

Made with 100% organic British oats and baked in small batches with almonds, cranberries, sour cherries and a touch of cinnamon.

yeovalley.co.uk

63%

of breakfast eaters aged **18** to **34** are substantially more likely to prefer snacking in the morning, compared to eating a full meal

Mintel

68%

of fruit juice and smoothie drinkers choose these because they allow them to enjoy fruits they would not normally eat

Mintel

TWO IN **THREE** UNDER-**35** BREAKFAST **EATERS** WANT A **'WORLD CUISINE'** TWIST ON **BREAKFAST**

Mintel



TREND SPOTLIGHT

Protein and fibre are key words to look out for in breakfast food as consumers look to start their day on a healthier footing. But it's not as simple as offering a protein shake and calling it a day. Your customers still want great-tasting products with a little hint of luxury – but without the high sugar and low nutritional content of the days of yore. You can cater to this with a cooked breakfast of foods that are naturally high in protein and fibre: think eggs, cottage cheese and beans. It's also worth keeping your shelves stocked with grab-and-go options that wear their nutritional claims loud and proud.



EXPERT VIEW

Changing lifestyles

Tom Gatehouse, Egg Soldiers

"Today, breakfast is now largely dictated by lifestyle, with macro-level movements in health and wealth just the starting point in understanding modern motivations, let alone the simple but serious impact a lack of time available in mornings can have on purchasing decisions."



"Today, breakfast is largely dictated by lifestyle"

CAFE BUYER MAGAZINE Must Try 2026

Change Please

Change Please is the award-winning social enterprise using great coffee to fight homelessness. Their single-origin Rwanda Muyumbu extends that impact from cup to crop, ethically sourced with Champion Humanity Trading, supporting farming communities rebuilding livelihoods in Rwanda. Every purchase trains and employs people experiencing homelessness as baristas in the UK. Available in whole bean, filter grind and retail-ready formats, for offices, retailers and hospitality partners who want exceptional coffee with a supply chain their customers can be proud of.

changeplease.org



GRAB AND GO

Designed to provide the fuel to get your customers' days started, even when they're short on time



Bio&Me Fibre+Protein Pot Vanilla Kefir & Blueberry Granola

Bringing together Bio&Me's award-winning kefir yoghurts with the brand's fibre-packed granolas in one convenient, ready-to-eat format.

bioandme.co.uk



The Protein Ball Co Stuffed Pistachio & Chocolate

These stuffed balls deliver a smooth, nutty centre with a deep cocoa hit that feels seriously indulgent.

theproteinballco.com



Clearspring Organic FRUIT 100% Pouch Banana, Blueberry & Strawberry

Made with real, 100% organic fruit, free from added sugar,

clearspring.co.uk



INDI Gut Bar

Packed with 7.8g of gut-boosting fibre and 20 nutrient-dense superfoods for plant diversity.

indisupplements.co

£ HOW TO SELL...

- ***Coffee and breakfast pairings***
  How can you make time-pressed customers' lives easier? A coffee and breakfast pairing suggestion could do the trick, while also broadening their horizons and offering upselling potential.
- ***Think convenience***
  Make sure your offering includes on-the-go products that are 'snackable' but truly filling. In addition to the classic breakfast bars, overnight oats, porridge pots and breakfast bowls are other hearty options.
- ***All-day breakfast menus***
  Who doesn't love a bowl of cereal just before bed? Breakfast has potential for drawing customers outside of the typical early-bird slot, so why not try an all-day menu?



Fed by Curiosity

After 30 years of production, Forest Feast is still tempting discerning tastebuds across retail and foodservice

EXPERT VIEW

Innovation at its heart

Leona McCaugherty, head of marketing

"Our brand was built on curiosity – exploring new ingredients, discovering global flavours and creating combinations that surprise and delight consumers, such as our new Matcha Chocolate Almonds made with PerfectTed. We believe food is cultural currency – it connects people, sparks curiosity and gives consumers a way to explore new tastes and experiences. As the snacking market evolves, innovation allows us to stay ahead of changing tastes while continuing to deliver the quality, indulgence and sense of discovery that Forest Feast is known for."



"As the snacking market evolves, innovation allows us to stay ahead"

Whether enjoyed on-the-go or as a sit-down indulgence in the comfortable surroundings of a cafe, premium fruit and nut-based snacks are a go-to for discerning consumers. Forest Feast, creator of an innovative and ever-growing range of indulgent snacks, is perfectly placed to cater for this appetite.

"Over the past three decades, Forest Feast has continued to evolve alongside changing consumer tastes, expanding from our roots in premium fruit and nut snacking into a broader range of innovative, indulgent products that celebrate exciting ingredients and flavour combinations," explains Leona McCaugherty, head of marketing at the brand. "From our iconic chocolate coated fruits and nuts to discovery-led creations including our award-winning Pistachio Crisp Milk Chocolate Dates, we continue to bring exciting flavours, exceptional ingredients and memorable experiences to the premium snacking category."

Consumers are increasingly looking for snacks that offer more than convenience; they want quality ingredients, exciting flavours and products that feel like a little moment of indulgence within their day - which are even more of a treat when served alongside a high quality hot or cold beverage at a food service operation.



The good news for *Café Buyer* readers is that Forest Feast supports fine food retailers and cafés to leverage this opportunity through a visually distinctive range made with carefully sourced, creative flavour combinations and expert craftsmanship to create snacks that feel genuinely special.



"Our products appeal to consumers looking for premium, better-quality choices, whether that's a small indulgent pick-me-up, or a delicious accompaniment to coffee and catch-up occasions"

BEHIND THE BRAND

30 years of progress

"2026 marks an incredibly special milestone for Forest Feast as we celebrate 30 years since the brand was founded," says Leona. What started as a small family business has grown into an internationally recognised premium snacking brand, with products now enjoyed across 22 markets worldwide.

Sustainability matters

Responsible sourcing has been a founding principle for Forest Feast. "We work closely with trusted growers and suppliers around the world to source high-quality ingredients while supporting more sustainable practices including our longstanding partnership with PREDA mango in the Philippines which supports farming communities and sustainable agriculture," says Leona. "We also use Cacao-Trace certified cocoa, renewable electricity across our manufacturing site, have planted more than 20,000 trees through Ecologi, and partner with FareShare to help reduce food waste."

A brand to trust

"Throughout this journey, we've continued to invest in our people, innovation and manufacturing capabilities at our base in Co. Armagh, while staying true to the original ethos that inspired Forest Feast: discovering exceptional ingredients from around the world and transforming them into snacks that feel genuinely special," explains Leona.

THE TRAILBLAZERS OF TREATS



We've gone to all four corners of the world to find the best ingredients and handcraft these into the most delicious snacks for you to discover. Go forage.

THE WONDERFUL WORLD OF FOREST FEAST®

forestfeast.com

Iced Tea. Done Proper.

The summer's easiest listing and the UK's No.1 brew[1], Yorkshire Tea's Iced Teas have what it takes to earn a place in a crowded drinks fridge

What people want to drink is changing, and the drinks fridge is having to keep up. For years it was carbonates, bottled water and not much in between. But people aren't just after something cold, they're looking for quality ingredients and great taste. That gap is filling up fast, and iced tea is one of the drinks doing the filling.

"Consumer choices are becoming increasingly diverse, with growth coming from categories beyond traditional carbonates," says Fiona Cook, category manager at Yorkshire Tea. "Iced tea is benefiting from a broader shift towards lighter, more refreshing soft drinks, with consumers looking for lower sugar, natural ingredients and more sophisticated flavour profiles. Expectations are moving beyond simple refreshment, with shoppers seeking drinks that deliver on both taste and quality."

DID YOU KNOW?

Yorkshire Tea has been trusted for quality tea and great taste for almost 50 years

The numbers back it up. OOH iced tea sales are up 16% year-on-year, and 42% of consumers now agree that cold tea-based drinks are a healthier alternative to standard soft drinks[2]. "Iced tea occupies a unique position between carbonates, bottled water and adult soft drinks," says Natalie King, national account manager at Yorkshire Tea, "helping meet demand for more refreshing, flavour-led options throughout the day." For anyone with a fridge to fill, that's a lot of thirsty customers already looking for exactly this.

The real test isn't taste, it's space

None of that guarantees a spot in the fridge though. Chiller and display space is limited, and it's easy to think of on-trend drinks that arrived with a splash and quietly disappeared a few months later. So what actually separates a passing trend from something that earns its place for good?

"Every item needs to justify its space through a combination of consumer demand, brand recognition, profitability and operational simplicity," King says. That's a fair test to hold any new drink to, Yorkshire Tea Iced Tea included.

Looked at that way, Yorkshire Tea's route into the category says a lot. This wasn't a new name hoping to be noticed. It was a brand people already trust, doing something new with it. "Yorkshire Tea has been trusted for quality tea and great taste for almost 50 years," says Penny Webster, brand manager at Yorkshire Tea. "So when we entered the iced tea category, we wanted to bring those same principles with us. For us, it was about bringing our passion for proper tea into a growing category and doing iced tea properly."

That's shown up in the product itself. It's made with a bespoke Yorkshire Gold tea extract, natural flavourings, no artificial sweeteners, is low in calories, British-brewed and can be taken straight from the fridge with no prep required. "Authenticity is hugely important," Webster adds. "Consumers increasingly want products made with quality ingredients from brands they trust." Which, on the shop floor, means less explaining and more selling: the label already does the work.

That means a recognised brand customers already know, a premium bottle, no preparation behind the counter and a ready-to-serve drink that slots easily into an existing range.

TOP PRODUCT



Yorkshire Tea Iced Tea Lemon and Peach & Raspberry

Real tea, natural flavourings and refreshing flavours your customers will keep coming back for.

taylorsoutofhome.co.uk/yorkshireteaiced

What the early data suggests

It's still early, but the response so far says as much about the category as it does about one brand. "The feedback consistently centres on three things," King says. "The trust and familiarity of the Yorkshire Tea brand, the authentic taste and the opportunity to offer a lower-calorie option in the drinks fridge. We're also seeing strong repeat purchase signals, which is always a positive indicator for long-term category growth." In other words: it's not just flying off the shelf once. People are coming back for it.

That last point matters most if you're the one filling the fridge. Trial is one thing; repeat purchase is another. With Yorkshire Tea already purchased by 27% of UK households[3], it brings a level of familiarity to a category that many cafés are only just beginning to explore, and trusted brands are likely to play an important role in helping customers try something new.

To see where Yorkshire Tea Iced Tea fits into that picture, and what's on offer for new stockists this summer, check out **taylorsoutofhome.co.uk/yorkshireteaiced**.

16%

OOH iced tea sales are up **16%** year-on-year, and **42%** of consumers now agree that cold tea-based drinks are a healthier alternative to standard soft drinks

NielsenIQ 2026

"Iced tea is benefiting from a broader shift towards lighter, more refreshing soft drinks, with consumers looking for lower sugar, natural ingredients and more sophisticated flavour profiles"



Trend insight...

Where does iced tea go from here?

Short answer? Up. There's a lot more room for iced tea to grow, particularly out of home, because people want drinks that taste great, are lower calorie and more refreshing. Yorkshire Tea Iced Tea's job is simple: earn a permanent place on the shelf, summer after summer.

"There's an opportunity to broaden appeal with a drink that combines authentic tea credentials with the convenience of a ready-to-drink format," says King. As demand grows, she sees Yorkshire Tea Iced Tea's role as bridging traditional tea drinking and modern refreshment occasions, rather than treating iced tea as something separate from everything the brand already stands for. For anyone weighing up their summer range, that's the bet worth watching: not just whether iced tea belongs in the fridge, but whether Yorkshire Tea Iced Tea is one of the names that stays there.

If you'd like to see what Yorkshire Tea Iced Tea could bring to your drinks range, there's an easy way to get started this summer. Get a Proper Good Display Pack on us Order 2+ cases this summer, to claim visit ***taylorsoutofhome.co.uk/yorkshireteaiced***

"Feedback consistently focuses on three things: trust of the Yorkshire Tea brand, authentic taste and the opportunity to offer a lower-calorie option"

[1] IRI Value Sales, 2026
[2] NielsenIQ, 2026
[3] Circana Total Market, 2025

Treat

From the latest bakery launches to nostalgic treats, indulgence is in – here's how to make the most of the trend



TRADITIONAL TREATS

You can't go wrong with these crowd favourites



Billington's Gingerbread

Crafted from a secret recipe since 1817, these exotically spiced, crisp gingerbread fingers offer satisfying crunch and rich flavour, perfect for dunking in tea, coffee or port.
billingtonsgingerbread.co.uk



JM Posner Luxury Belgian Waffle Mix

A simple add-water-and-oil mix that delivers consistent, café-quality Belgian waffles – crisp outside, fluffy inside – every time.
jmposner.co.uk



Original Biscuit Bakers Assorted Deluxe Farm

Premium hand-iced gingerbread biscuits, individually wrapped and decorated by skilled artisans. Charming, fun designs create a delightful treat.
originalbiscuitbakers.co.uk

74%

of Gen-Z consumers like to experience new foods and cuisines when eating out. More than half (55%) agree that more vegan/vegetarian options should be available.

YouGov survey, August 2026

UPSELL IT NOW

Consider how you can boost your customers' basket size by providing treats they didn't know they needed. Everything from babyccinos to dog-friendly bakes can not only provide an upsell opportunity but also give your customers a reason to come back to you versus the ordinary high street chain. Brands like The Barking Bakery are forging the way with pet-friendly foods: their Original Doggy Woofin is a human-grade birthday-style cupcake for dogs.



TREND SPOTLIGHT

Pistachios may owe their recent spike in popularity to the virality of Dubai chocolate, but the iconic green nut is now a trending flavour in its own right. From their mellow nutty flavour to their bright green colour – and not to mention their premium feel – it's no wonder pistachios are making appearances in everything from light cakes and pastries to indulgent desserts. Many cafés and coffee shops are finding success with pistachio on the drinks menu, too, with lattes offering a particularly popular outing. We may be a couple of years in, but it appears this trend isn't going anywhere.



CAFE BUYER MAGAZINE Must Try 2026

Tiptree Patisserie

Part of the trusted Wilkin & Sons family, this handmade Essex bakery and patisserie is built on a passion for quality. With the launch of its brand-new trade website, customers from across the UK can now enjoy Tiptree Patisserie's much-loved bakes with ease. Best-sellers include their irresistible Raspberry & White Chocolate Millionaire, caramelised Sticky Toffee Traycake, and fruit and plain scones, all pre-portioned then frozen for convenience and efficiency.

tiptreecakes.com



EXPERT VIEW

The tiramisu craze

Ludwig Hely, executive pastry chef at luxury dessert brand Haute Dolci

"I've had [tiramisu] on my menus on and off for over 20 years, and it always performs, because everything in it already works: coffee is a flavour most people love, the Italian name carries a sense of quality, and the recipe is based on great quality components, good espresso, mascarpone. What changed recently is that a few producers found the right way to pack and present it, something that travels well, eats on the go, looks striking on the shelf, and from there it took off."



"Tiramisu looks striking on the shelf"

FREE-FROM

Cultivate a range that is complete with indulgent treats for all with these free-from bakes



Lazy Day Choca Mocha Squares

Inspired by the classic tiramisu flavour profile, the product is gluten-free, milk-free, egg-free and vegan.

lazydayfoods.com



Nourish The Orange One Brownie Bar

Unapologetically chocolatey orange brownie bar packed with sustainably sourced desiccated coconut and almond paste. Plant-based and gluten-free.

nourish-growcookenjoy.com

A MODERN TWIST

Surprise and delight your customers with modern versions of their favourite baked treats



Ginger Bakers Pistachio, Rose & Lemon Drizzle

A lemon sponge with pistachios and a hint of rose, topped with a zesty lemon drizzle and fragrant rose icing and finished with rose petals.

gingerbakers.co.uk



Gourmand Pastries Croissant Panettone

A premium croissant inspired by traditional Italian Panettone, featuring distinctive citrus notes and a delicate sugar topping.

gourmandpastries.com

£ HOW TO SELL...

- ***Permissible indulgence.***
By offering treats that taste and feel indulgent but use natural, high-quality ingredients, you can tick all your customers' boxes.

- ***Excite the tastebuds.***
Many younger customers seek out adventurous flavours, including tastes from around the world and trending ingredients. Cater to these with seasonal or limited-edition menus.

- ***Trading up.***
With the cost-of-living crisis still biting, the 'lipstick effect' remains in full force, with consumers keen to trade up for small luxuries – like a gorgeous slice of cake with their coffee.

Comfort

Cafés are a natural hub for rest and relaxation, so tap into the trend for cosy indulgence with these comforting picks

SWEETEN SALES

A well curated selection of syrups that customers can buy as an add-on to their hot or cold drink order is a must in 2026



Sip Syrup Hazelnut Natural Coffee Syrup

Made in Wales using just four simple ingredients, including natural hazelnut flavouring for a deep, roasted hazelnut taste.

sipsyrup.co.uk



Tate & Lyle Barista Collection Caramel Flavour

Certified Fairtrade and also suitable for vegans and vegetarians. Perfect in a latte, milkshake or hot chocolate.

wearetateandlylesugars.com



Pure Oaty Coconut Oat Drink

Made with 15% British gluten free oats and real coconut cream, delivering a naturally smooth, creamy texture and subtle coconut taste.

glebefarmfoods.co.uk



35%

Espresso is the most popular coffee type in the UK with 35% of sales, filter coffee is second with 25% of sales and cappuccino third with 30% of sales

Worldmetrics

24% OF **CONSUMERS** REACH FOR **TEA** WHEN **STRESSED**, VERSUS **18%** CHOOSING **CHOCOLATE** AND **13% WINE**

Tea Advisory Board



TREND SPOTLIGHT

Cafés are evolving far beyond their basic function as a place to enjoy a hot drink and maybe a bite or two; consumers are looking to them as a community hub, which means that their role is much more varied than it has been in previous years. They are one of the most popular working and co-working spaces – so try to make as much of your seating area close by a plug point as possible, so customers can charge their devices – as well as being a centre for social and creative interactions. Could your café space transform into an after-hours supper club hosted by a local chef? Or perhaps you could hold arts and craft evenings... The opportunities are endless.



Voilà

CAFE BUYER MAGAZINE Must Try 2026

Voilà is replacing "use and throw away" with "use and eat." Their innovative edible cutlery eliminates unnecessary waste from plastic, wood, and other disposables. Following successful partnerships with leading brands across Spain, Voilà is coming to the UK, starting in London – a global hub for innovation and emerging trends. They help foodservice businesses elevate the customer experience with a sustainable, surprising, and delicious solution that adds something memorable to every drink or meal – and simply disappears when it's eaten. Get in contact for free samples.

kdonaldson@voilaaa.com voilaaa.com



CLEAN COMFORT

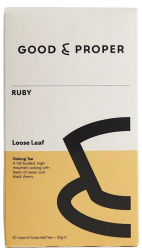
Comfort doesn't have to come in the form of a rich and creamy treat; a full-flavoured high quality beverage that does good is the modern form of self-care



NutraTea Liquorice & Cinnamon

Packing a warm punch, this earthy herbal blend consists of Liquorice and Cinnamon for health-boosting benefits.

nutratea.co.uk



Good & Proper Ruby Oolong

Full-bodied, with layers of cacao and black cherry, this is a great everyday oolong.

goodandpropertea.com

£ HOW TO SELL...

- ***Coffee fans come in all shapes and sizes.***

Smart café operators cater to a range of audiences by stocking high quality classic teas and coffees alongside speciality variations and ways to personalise orders.

- ***Know your coffee like you know your cheese.***

Who grew the beans and how, tasting notes specific to that variety, and how to serve it to bring out its best attributes. Aficianados will applaud your dedication to the cause, and regulars will see you as an in-the-know destination.

- ***Don't forget the 'others'.***

Kids may well be craving a lighter, sweeter hot chocolate or a babyccino, and dog owners will adore any efforts to keep their pooches satisfied. By catering for the whole family you'll keep customers coming back for more.

INDULGENCE

While iced drink sales boom in the warmer months, hot drinks offering a premium experience are strong sellers throughout the year. Whether you choose to stock up on rich-tasting hot chocolates or seasonal favourites is up to you...



Spice Kitchen Chai Spiced Hot Chocolate

All the classic chai spice with smooth hot chocolate. Perfect for chai lovers looking for chocolate fix at the same time.

spicekitchenuk.com



Ausha Moringa Masala Chai Infusion

A unique Chai where the superfood Moringa is mixed with aromatic spices.

ausha.co.uk



Cocoba 45% Dark Milk Drinking Chocolate Flakes

Indulge in the comfort of milk chocolate, with the depth of dark chocolate - a perfect balance of rich cocoa and creamy smoothness.

cocobachocolate.com



Chococo 70% Madagascar Hot Chocolate Flakes

Award-winning dark chocolate flakes for a hot chocolate with notes of vibrant and rich red berry fruit.

chococo.co.uk



A Modern Solution

Cici's Cold Brew satisfies today's consumer demands, from clean label to quality

In a ready-to-drink coffee category that can be dominated by sugar-heavy or highly processed options, Cici's offers a more trustworthy alternative: a cold brew built on clarity, inclusivity and flavour, rather than short-lived trends.

Founder Sarah Phillips was inspired by loved ones who were living with intolerances to create a brand built on trust, where single-origin, responsibly sourced Colombian beans, slowly roasted for exceptional taste could be blended with clean-label ingredients to create a premium, genuinely delicious and suitable-for-all cold brew coffee.

Far from a flash-in-the-pan trend, cold brew gives out-of-home operators a clear opportunity to meet growing demand for convenient, premium coffee without relying solely on seasonal iced drinks. It has year-round appeal, works as a versatile base for serves with additions such as syrups or foams and can help operators create a point of difference with minimal preparation. Its longer shelf life also supports lower waste and more consistent stock management.

For independent retailers, this craft cold brew can attract consumers who are prepared to spend more on premium drinks. The growing popularity of cold brew reflects a broader shift in consumer preferences, with more people looking for beverages that feel healthier, simpler and more natural. With its smooth texture, lower acidity and naturally sweet profile, cold brew is well placed to meet those expectations.

"Cold brew gives out-of-home operators a clear opportunity to meet growing demand for convenient, premium coffee without relying solely on seasonal iced drinks"



Cici's can be **enjoyed** by the estimated **2.3 million** people in the **UK** who follow a **free-from diet** due to **allergies**, **intolerances** or **coeliac disease**

House of Commons Library



Clean Coffee.
Real Flavour.
Nothing to hide.

Three seriously smooth cold brews, made with carefully selected clean ingredients and no unnecessary extras.

Naturally vegan and gluten free cold brews you can trust.

Vegan®

Gluten Free

SERIOUSLY SMOOTH, NATURALLY BETTER

BECOME A STOCKIST AT:
www.ciciscoldbrew.co.uk

A Fresh Start

It's time to invest in the most important meal of the day, and Suma's range is primed to impress

Could breakfast be an untapped frontier for *Café Buyer* readers? At Suma, the opportunity certainly seems to be in full force. "We've seen a shift over the last few years, as breakfast dates and meet-ups have boomed in popularity," says Suma's Rebecca Kinnard. "Plus, we've seen a rise in people really jazzing up traditional breakfasts – the choices these days are incredible! With so many options, ranging from healthy and wholesome to all-out treats, it's a real opportunity to showcase the key ingredients that make them special."

Suma has plenty of breakfast foundations covered. They offer jumbo, porridge, organic, and gluten-free oat options, which can be the basis for bowls, bakes, flapjacks, and, of course, overnight oats, which remain popular.

"Similar with peanut butters, with smooth, crunchy, organic and fairtrade options," she continues. "Peanut butter isn't only a great toast topping; it can be added to smoothies, bakes, and goes great on a bagel with some sliced banana!"

Baked beans are a best-seller for Suma, made to their special recipe, including rich Italian tomatoes, onions and a hint of black pepper.

"Like most of the ingredients we stock, our breakfast essentials are all available in bulk sizes, making them perfect for cafés and coffee shops," says Rebecca. "We have organic options available across the range too, as well as gluten-free."



EXPERT VIEW



"Under our strict listing criteria, we support co-operatives, small producers and small suppliers as much as possible, and suppliers who are committed to sustainability and workers' rights"

REBECCA KINNARD, MARKETING



WE ARE SUMA

FOOD DONE FAIRLY

Over 800 delicious ingredients, always **responsibly sourced.** From an **equal-pay worker co-op** founded on equality and integrity.

Suma
CO-OPERATIVE SINCE 1977

Shop online at suma.coop/wholesale or call 01422 313 848.

/sumawholefoods

Refresh

A new wave of cold drinks offers customers fresh ways to hydrate and indulge

FORM AND FUNCTION

Drinks that boast a health-giving punch are a top priority for the modern consumer



That Green Life UK Fermented Scotch Bonnet Ginger Beer

The UK's first fermented ginger beer, crafted from raw Ugandan Ginger, Scotch Bonnet chillies and allspice.

thatgreenlife.uk



TRASH®

An upcycled superfruit water made from 30% rescued cacao fruit (not from concentrate) and 70% water, with 40mg vitamin C, 150mg potassium and 28mg magnesium per can.

trashdrinks.com



Zingers Turmeric Revive

A warm, gently spiced organic turmeric shot made with apple, turmeric and black pepper, with guava extract providing a natural source of zinc.

zingershots.co.uk

68%

of fruit juice and smoothie drinkers choose these because they allow them to enjoy fruits they would not normally eat

Mintel

40%

of coffee drinkers say the weather does not impact when they drink cold coffee, which means seasonality is less of a factor

Lincoln & York research



£100M. THE UK'S FUNCTIONAL DRINKS MARKET IN VALUE SALES

NielsenIQ



TREND SPOTLIGHT

The matcha latte now has a firm foot in the door of the British food scene, but there's a new up-and-coming Japanese import to know about: hojicha. Originating from the same plant as matcha, the tea is increasingly featuring on British matcha bar menus. Hojicha is mellower than matcha with a smooth nuttiness, making it a good alternative for customers who can't get on board with matcha's rather grassy flavour. Plus, it has less caffeine for those looking to cut down. If your customers are adventurous and trend-led, it's certainly worth trying. Iced hojicha latte, anyone?



Dot Dot Tea

CAFE BUYER MAGAZINE Must Try 2026

Dot Dot Tea is reimagining the bubble tea category with a genuinely better-for-you alternative that still feels fun and indulgent. With less than 2% sugar and fewer than 25 kcal per bottle, each drink is crafted with natural fruit purées, real brewed tea and playful popping bubbles, with no artificial sweeteners or colours. Refreshing, delicious and made for everyday enjoyment, Dot Dot is here to prove that bubble tea can be playful, feel-good and part of a healthier lifestyle.

dotdottea.com



MATCHA AND MORE

Add more refreshing iced latte options to your menu with quality Japanese matcha and hojicha



Nuditea Matcha Powder 500g

A premium grade Japanese Matcha Powder, perfect for matcha lattes in high volume service environments.

nuditea.com



Haru Matcha Hokkori Hojicha

Roasted green tea with tasting notes of brown sugar, chocolate and light roast coffee, perfect for customers looking for something aromatic and comforting yet low caffeine.

harumatcha.co.uk

£ HOW TO SELL...

- ***Some like it cold***

Your younger customers a re more likely to be open to iced coffee, cold brew and RTD coffee. They're also more likely to buy coffee across different occasions, meaning it's not all about the morning fix.

- ***Add extra margin to your menu***

By educating customers on new launches, functional ingredients, quality ingredients and traditional manufacturing methods, they'll be more likely to upgrade their purchase.

- ***Functional is still in***

Keep an eye out for products promoting energy (without the caffeine hit), gut health and key vitamins and minerals like zinc and magnesium.

JUICES & SMOOTHIES

Fruity and refreshing, these juices, cordials and smoothies add a fresh zing to your offering



Nootz Organic Coconut Milk Smoothie Coconut Mango

Made with coconut milk, coconut water and mango fruit pulp, Nootz is a unique vegan and organic smoothie.

nootzsmoothies.co.uk



Folkington's Cloudy Apple Juice

Made from blending the juice from two apple varieties, Russet apples and Jonagold apples, grown in orchards in Sussex, Kent and the Three Counties.

folkingtons.com



Benefit Juice Beetroot, Raspberry & Grape

A blend of beetroot, raspberry and grape for a naturally tasty way to top up your fibre and vitamin D.

thebenefitbrand.com



Bush Barn Farm Elderberry and Lemon Cordial

Homegrown and hand-picked, premium floral cordials crafted from orchard to bottle.

bushbarnfarm.co.uk

Surprise

Offer a taste of adventure and become a destination with food, drink and ideas your customers won't have seen before



ASIAN

The British consumer's appetite for all things Asian shows no sign of waning. Add to your shelves and menus to inspire sales.



Emma Basic Crispy Seaweed

A deliciously savoury, grab-and-go crispy seaweed snack. A flavourful, light option for busy customers.

emmabasic.co.uk



Salty Dog Chilli Rice Crackers

These light and crunchy snacks pack an impressive chilli punch, moreish salty-sweetness and satisfying texture.

saltydog-grrr.com



Nutty Belly Gal Tokyo Nights Peanut Butter

Craft peanut butter layering toasted sesame and Korean seaweed over hi-oleic peanuts for an umami twist.

nuttybelly.com



8.7%

The UK's matcha tea market is expected to see a compound annual growth rate of 8.7% between 2026 and 2033.

Grand View Horizon

"Innovation is key to how we bring excitement to the category. Our recent launches reflect growing consumer appetite for more adventurous flavours and textures, while still delivering on quality and indulgence"

LEONA MCCAUGHERTY, FOREST FEAST



TREND SPOTLIGHT

Classic teas and coffees are all well and good, and will keep regulars coming through the door whatever the season, but to attract new, trend-seeking clientele and keep things fresh for all, why not try thinking international when stocking up your cafe supplies? On the drinks front, matcha and hojicha bring trendy Japanese vibes with a healthy slant, while lattes enhanced with purple ube from the Philippines are appealing to younger shoppers. Add chilli to your hot chocolate for an Aztec approach, kimchi and gochujang to your bakes for Korean flavour, and maple and pecan for a sweet taste of Canada.



£ HOW TO SELL...

Cafés cater for a wide range of consumers, all of whom are looking for something different...



● 18-24

What they're buying: *Energy drinks, flavoured seltzers and craft cocktails*

What they're looking for: *Social connection, innovation, trend-led*

● 25-34

What they're buying: *Craft beers, local wines and healthy smoothies*

What they're looking for: *Quality, local sourcing and health benefits*

● 35+

What they're buying: *Classic cocktails, teas and artisanal coffees*

What they're looking for: *Tradition, quality pairings and authenticity*

ADULTS ONLY

Cafes may be best-known for their teas and coffees, but a creative branch out into inventive and adult-friendly cold drinks is bound to impress



Marty's Virgin Bloody Mary Spicy
Lighter, bolder, and packed gut loving apple cider vinegar and umami, not sugar.
drinkmartys.com



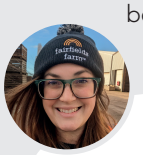
UNLTD. IPA
Elevated extras like B vitamins and low-calories create a beer that feeds your lifestyle, not fights it. 0.5% abv.
unltd.beer

EXPERT VIEW

Sense of discovery

Tash Jones, Fairfields Farm Crisps

"Global influences continue to play a significant role in shaping flavour innovation. In 2026, we are seeing sustained demand for global-inspired profiles alongside increasingly adventurous and unconventional flavours that move beyond traditional shelf offerings. These innovations offer consumers a sense of discovery, allowing them to explore new and exciting tastes while still enjoying familiar formats. 'Fricy', a combination of fruity and spicy flavours, is expected to be the next big development."



"These innovations offer consumers a sense of discovery"

HERITAGE

It's not only the latest innovations that will wow discerning cafe-goers; these authentic tastes of Britain will help you stand out from the crowd.



Ginger Bakers Westmorland Pepper Fruit Cake
A historic spiced fruitcake from the ancient county of Westmorland.
gingerbakers.co.uk



Furniss Original Cornish Fairings
The original spiced, crunchy biscuits which are only made by Furniss in Cornwall.
furniss-foods.co.uk



Highland Boundary Scots Pine Botanical Syrup
This syrup brings a really surprising soft, toffee-apple, vanilla and lightly smoky flavour with a hint of berry and citrus.
highlandboundary.com



Franklin & Sons Traditional Dandelion & Burdock
Made with handpicked English dandelions and burdock roots.
franklinandsons.co.uk

THE UK's #1 SYRUP BRAND



LYLE'S GOLDEN SYRUP
EST 1883

Source: Nielsen, MAT 25th January 2025, Volume. Syrup = Golden Syrup, Treacle, Dessert Syrups, Maple Syrup, Coffee Syrup.