HOT DRINKS, FOODSERVICE, FOOD-TO-GO

CAFE BUYER

MAGAZINE

From the publishers of SPECIALITY FOOD

2024



YORKSHIRE TEA
LET'S HAVE A PROPER BREW!

NUTRITIONIST



MARK GILBERT, THE RISE OF KEFIR P.10

ALL THINGS BLOOM



HENRY AYERS, THE VALUE OF INDIES P. 28

EGG SOLDIERS



TOM GATEHOUSE, THE CASE FOR PROTEIN P. 22



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WELCOME TO CAFE BUYER



Welcome to the 2024 edition of *Café Buyer*, brought to you by the team behind *Speciality Food*.

The worlds of foodservice and speciality hot drinks continues to bring opportunities for independent fine food retailers. Notwithstanding the challenging backdrop of price rises, the cost-of-living crisis and workforce woes, there is plenty here for *Café Buyer* readers to get excited about.

By playing to your strengths of quality products with provenance and great stories, as well as high level customer service, you are well positioned to make the most of the growing demand for levelled-up drinks and snacks both in-store and on-the-go.

Read on to find out what to stock and how to sell it, and to uncover the stories behind some of the market's most exciting players.

HOLLY SHACKLETON | EDITOR

FEATURES

4 Coffee in 2024
10 Soft Drinks
14 Hot Drinks
18 Foodservice
22 On The Go
24 9 Ways To Up Your Coffee Game
26 Snacks
28 Cash In On Your Indie Credentials
30 It's time to stock up on decaf

PROFILES

6 Press Coffee
7 Brontë
8 Delamere Dairy
9 Suma
12 Cano Water
16 Taylors
21 Barfoots

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DAY TRIP



SPOTLIGHT ON: COFFEE IN 2024

The opportunities and challenges currently facing the British coffee scene offer a fresh chance for indies to shine

The UK's appetite for great coffee is heating up, and independents are primed to reap the rewards. Currently worth £4.6 billion – and rising – according to World Coffee Portal, Britain's indie coffee scene is quenching the nation's thirst for quality and connection.

Indies have an innate ability to swiftly adapt to suit the evolving wants of consumers; some consider the western world to be in – or on the cusp of – the Fourth Wave of coffee, whereby we've moved on from the First Wave of commercialising coffee, the Second Wave which saw coffee houses open, and the Third Wave within which quality and provenance became important for discerning coffee drinkers. The Fourth Wave is an exploration of the science and sustainability of coffee, and with independent cafés in poll position to explore and innovate, their future looks bright.

The task of curating a strong-selling range of coffees in 2024 is more complicated – and exciting – than it was a decade ago. With more players in the fine coffee market than ever before, many of which tap into the coffee lovers' appetite for provenance, sustainability and adventurous flavours as well as tried-and-true favourites such as mellow and chocolatey Columbian, there's a plethora of options to choose from.

Health claims

Just a few years ago, discussions around innovation in the coffee market would be focused around technology; the advent of domestic coffee machines, milk frothers and newfangled kit like the trendy Aeropress were transforming at-home coffee consumption and turning Joe Bloggs into a budding barista. These days, much of the hype lies in the potential health credentials of coffee.

"One of the main influences shaping the coffee industry is consumer health and wellbeing," agrees Jack Foster, co-owner and operations director at Crosby Coffee. "I myself have gone through a transitional period recently where I am actively seeking out healthier choices in my day-to-day life, whether that be food and drink related or my conscious decision to go to the gym. The awareness of the growth of our own health and wellness has led to multiple businesses now retailing products such as coffee with additional benefits, like mushrooms or vitamins."

Indeed, while many of us are aware about the antioxidant properties present in coffee, in 2024 there's a movement towards upping the ante towards punchier health claims. Functionality is the name of the game, with brands such as Ancient & Brave bringing out collagen coffee, Cheerful Buddha releasing coffee with CBD, and London Nootropics selling a raft of options offering desirable attributes such as mental clarity, endurance and balance. Meanwhile, mushroom-based blends are garnering attention due to their claims of lowering inflammation and stress.

The rise of decaf

The move towards decaffeinated options is also gathering pace, linked to the growing acknowledgement that the infamous caffeine boost may do more harm than good – especially when it comes to sleep. "There is a heightened focus on avoiding coffee crashes and jitters, and a lot more research and awareness on the impact of optimal sleep on various facets of life, from weight loss to gut health, brain performance and beyond," says Krishma Mehta, founder of Noffee. Guy Wilmot of Decadent Decaf says he's seen a gradual uptick in sales over the years. "Decaf is finally coming of age and growing in popularity largely because of demographic and cultural trends,



namely a larger segment of Gen X, over 50s, that want to live healthy lifestyles, and Gen Z and Millennials, who are thinking much more about what goes in their bodies and leaning into wellness," he says.

Responsible sourcing

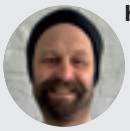
"One significant trend is the growing popularity of speciality coffee that is sourced responsibly," says Jack. The move towards considerate sourcing plays to the strengths of independents, who at their core choose to support producers and celebrate special products. "Consumers are increasingly seeking high-quality, ethically sourced beans with unique flavour profiles but with traceability back to their source. There are several UK-based coffee roasters that will indicate on their website the price they paid the farmer for a particular coffee to show the true cost of that product and validate the relationship from seed to cup."

Price hikes

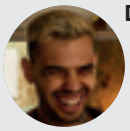
Meanwhile, the price of wholesale coffee has reached record highs. According to Gareth Redmond-King, head of international programme at the Energy and Climate Intelligence Unit (ECIU), the UK imported a billion pounds worth of coffee in 2023 – and the cost of a morning caffeine boost is set to rise because of extreme weather in countries like Vietnam and Brazil.

WHAT'S TO COME?

Two industry insiders highlight the changes soon to shape the UK's coffee sector



HENRY AYERS
ALL THINGS BLOOM
"In the last couple of years the anaerobic processing method went from something rare and hard to find to so many of the biggest roasters making it a mainstay on the offering list. It's worth considering that this method is relatively new so I would expect this to be perfected over the next few years."



DOUGLAS CONDE
DAY TRIP
"We are talking a lot more about water quality and how that interferes with the end product. Here at Day Trip, for instance, we've installed a reverse osmosis system to remove all the bad stuff from our water and then we remineralise it with different mineral profiles for different coffees! Electric roasting is also growing a lot with a lot of new technology coming into that space. I feel that the producers are a lot closer to the end consumer and end product, in many recent events I have seen this happening and it is amazing to witness!"

"97% of all coffee globally is grown in countries vulnerable to climate impacts. More than half the coffee beans we imported last year came from Brazil and Vietnam," Gareth said. "And coffee, like many UK food imports, cannot simply be grown here instead. If we don't speed the path to net-zero emissions by mid-century, and support farmers and food producers at home and abroad to adapt to a warming world, then prices will only continue to rise, as supplies are squeezed further."

Italian coffee company Lavazza warned that coffee prices are set to continue rising until mid-2025. Vice chairman Guiseppe Lavazza said prices hit a record 15-year high because of supply chain disruption, geopolitical issues and poor harvests. In early July, the price of coffee reached more than £3,300 a tonne. The price rises have caused1kg bags of beans to soar by 15% in a year, but Guiseppe said the rises could reach 20% to 25% over the year as prices continue their upward trend.

PRODUCER SPOTLIGHT

WALKER'S SHORTBREAD

Walker's Giant Shortbread Finger is a deliciously thick and crumbly treat, offering an unparalleled all-butter taste that is simply irresistible. Conveniently packaged in an individually wrapped portion, it's the perfect snack for those on the go, ensuring you can enjoy the rich, buttery flavour of Walker's wherever you are. Each finger is baked to deliver the same high quality and traditional taste that Walker's is renowned for. For added convenience, 40 Giant Shortbread Fingers come packed in a sturdy, counter-friendly tartan display box, making it an attractive and practical option for retail settings.

walkersshortbread.com



> "Despite the continued growth of chain concepts in the UK, consumers are eager to 'support their local' in these challenging economic times"
>
> **JEFFREY YOUNG, ALLEGRA GROUP FOUNDER AND CEO**







ONE FOR ALL

A pioneer of the UK's speciality coffee industry, Press Coffee is on-hand to help you stand out too

In a world where all too often competition takes precedence over comradery, Press Coffee are forging a path in not only building a unique business of their own but helping others to do the same.

One of speciality coffee's foremost pioneers, Press Coffee – founded by Andy Wells – opened on London's Fleet Street in 2013, and since then has opened a second site on Chancery Lane, providing coffee lovers across central London a taste of truly excellent coffee. "Andy was inspired by his experience working for Starbucks in his twenties," begins Calvin Westerfeld, wholesale and account manager. "As a chef, he was interested in how coffee could be made better, and used his knowledge of the industry to help create and shape Press – originally using coffee from Caravan, then beginning to roast his own in 2019."

Pre-Covid-19, Press Coffee had seven sites – the team is now focusing on two – but the pandemic forced the team to evolve. They decided to move into direct-to-consumer and wholesale selling, sharing the premium coffee they were roasting for their own sites with coffee-loving consumers and fellow independent coffee shops around the UK.

With over 20 years of experience within the coffee sector, Andy is a rich source of inspiration and support for other businesses. What's more, Press Coffee welcomes requests from cafes to create signature blends. "We offer contract roasting, so if there's a particular coffee you would like to sell in your establishment we can source and roast it for you," says Calvin.

"As an independent café you want to offer something different, and we're proud that our skilled head roaster, Jack Davis, can create something unique on demand." Plus, customers can decide whether the resulting blend is Press-branded, own-label or a combination of both.

London-based cafés can benefit from a zero-packaging delivery option whereby the coffee is delivered in barrels – a USP which not only supports Press Coffee's sustainability mission but offers a unique talking point, too.

A collaborative, path-forging business with delicious coffee at its heart, Press Coffee is a valuable asset to the speciality coffee sector.



> "As an independent café you want to offer something different, and we're proud that our skilled head roaster can create something unique on demand"





> Brontë Biscuits will help operators to stand out in a competitive market by elevating the experience for those seeking a taste of comfort and familiarity when out of home

COMFORT ON THE MOVE

Look to Brontë Traditional Mini Packs for an eye-catching and delicious treat for on-the-go customers

With the British consumer becoming increasingly comfort-centric – seeking out traditional foods with a taste of nostalgia – there's never been a better time to rethink your range of classic baked goods. Whether your customers are looking for deliciously simple shortbreads to invoke fond memories of family or chocolate chip cookies for a taste of childhood fun, biscuits with a hint of comfort and familiarity are big news right now.

The great news for foodservice operators is that this type of biscuit attracts customers of all ages; nobody can resist the sweet appeal and crunch of a biscuit loved for generations.

Café Buyer readers looking for a combination of family favourite biscuits with an eye-catching design need look no further.

Fox's Burton's Companies has unveiled a new and improved design for the packaging of its Brontë Traditional Mini Packs, and the result is sure to impress. The updated look, which brings together bold and colourful branding with a clear and mouthwatering view of the product inside, was designed in order to offer foodservice providers with a modern and premium offering which would attract discerning customers to purchase the range of elevated traditional biscuits and cookies.

In addition, two new flavours have been added to the range, which now includes Chocolate Chip Cookies, Viennese Whirls, Fruit Shortcakes – and now also Ginger Crunch and Lemon Shortcakes.

Wills Jennings, foodservice commercial director, said, "There was no better time to introduce our brand-new look and delicious flavours to the hospitality sector. We are dedicated to creating innovative products offering outstanding value for money for operators' budgets across profit and cost sectors that leave a lasting impression on consumers. Brontë Biscuits will not only support operators in achieving a positive guest experience but also help them to stand out in a competitive market by elevating the experience for those seeking a taste of comfort and familiarity when out of home."

ABOUT THE BUSINESS

Fox's Burton's Companies has a dedicated foodservice division with a passionate focus on delivering outstanding biscuits, snacks and condiments across the sector – delighting customers of all ages wherever they are.

The business has an impressive array of snacks in its roster. As part of the Ferrero group, the team represents iconic brands including Thomas Fudge's, Fox's and Lyons, and its ability to create own label products makes it stand out in the marketplace – from biscuits, cookies and crackers to premium florentines, Fox's Burton's Companies have the solution.













DAIRY ON-THE-GO

With its new eco-friendly packaging, Delamere Dairy's new-look flavoured milks are sure to set tills alight

With sales of flavoured milk worth an estimated £628 million annually, according to Circana data, owners of independent retail and cafe establishments would be smart to explore Delamere Dairy's range of delicious drinks. With upwards of 20,000,000 units sold per year, the business's flavoured milk range is a surefire win for discerning foodies and the businesses who serve them.

In positive news for eco-conscious readers, Delamere has recently unveiled new packaging for its on-the-go range. The new CartoCan format is 100% recyclable, reducing plastic waste and offering a contemporary and convenient alternative for outlets unable to stock the Delamere glass bottle format.

There are two best-selling flavours in the range – Strawberry and Chocolate, with Banana set for launch in 2025 – both of which offer all the nutrients of conventional dairy milk, including protein, calcium and vitamin D. Best served chilled, the new launches can be stored at ambient temperatures.

Steven O'Connor, senior business growth manager at Delamere, said, "We have long-since wanted to offer a different packaging option to our customers, and the CartoCan is perfect for reducing plastic waste and opens up new channels for distribution with an alternative to glass featuring our best-selling flavours. It will appeal to all ages and specifically children with its quality taste and high nutritional values.

> "The 235ml CartoCan delivers the same great flavour that has driven Delamere Flavoured Milk to the forefront of the flavoured milk sector"

"It is lightweight, has a slim, contemporary design to maximise shelf space, and is fully recyclable with no compromise on the taste and quality that our loyal customer base has come to expect. The 235ml CartoCan delivers the same great flavour that has driven Delamere Flavoured Milk to the forefront of the flavoured milk sector."





FLAVOUR, FERMENTED

Delicious, trending and expertly brewed - Suma's kombucha range ticks all the boxes

Suma pride themselves on creating the highest quality, craft-brewed kombuchas the traditional way, to make drinks that are not only delicious but also made from natural ingredients, lower in calories than other similar drinks in the chiller cabinet, and bursting with a billion kombucha cultures.

Suma is thrilled to unveil a brand new addition to their beloved Kombucha range: Winter Berries. This latest brew features a delightful blend of raspberries, strawberries, and blackberries, complemented by a hint of hibiscus and rosehip, achieving the perfect balance of sweet and tart flavours. Each sip offers a refreshing burst, making it the ideal winter pick-me-up, or try it as a festive celebratory mixer.

> "These kombuchas are not only delicious but also made from natural ingredients, lower in calories than other similar drinks, and bursting with a billion kombucha cultures"

Then there's their Cola Kombucha – a unique and exciting fusion drink that combines the familiar taste of cola with the signature tartness and effervescence of kombucha, resulting in an invigorating drink experience. It's like your regular cola's funky cousin – fizzy, tangy, and totally refreshing.

The range also features the traditional bestseller, Ginger; three fruity options: Strawberry & Raspberry; Lychee & Lemongrass, and Elderflower & Lemon, and an adventurous Peach & Turmeric.

These organic healthier alternatives to soft drinks are natural, lower in calories, 100% vegan, and free from artificial sweeteners and alcohol. At £1.75 RRP, they're very competitively priced, too.







TOTAL REFRESHMENT

As well as your tea, coffee and hot chocolate offering, soft drinks are an essential part of any cafe set up. But what consumers are after has dramatically changed. Sure, you will always have the stalwarts who want their cola and lemonade, but there has been a mindset shift in this category, which has bedded in over the last 12 months, moving from the shadows into the mainstream. The desire today is for fresh whole fruit juice, for low calorie sodas made without artificial sweeteners, and for functional drinks that bring added health benefits



JUICE

Juice has had a bad rep thanks to products that muddied the waters, diluting down the goodness, and adding in sweeteners. The tide is turning though, with farmers in the UK especially diversifying into juice, often making use of 'wonky' fruit that would otherwise be rejected for sale based on looks alone. Steer away from anything artificial and hone in on brands made with 100% fruit, ideally in cans or glass.



JUIST STILL APPLE JUICE
Made in Armagh by fourth generation apple farmers. A crisp, beautifully sweet, naturally cloudy apple juice in a can. Bursts with flavour.
nationwideproduce.com

MAYNARD HOUSE ORCHARD APPLE & ELDERFLOWER
A blend of the farm's traditional, characterful apples, grown in Suffolk, married with the aromatic, heady taste and aroma of elderflower.
maynardhouse.co.uk





BENSONS TOTALLY FRUITY RASPBERRY & APPLE
Award-winning, natural still juice, pressed with whole fruits on the brand's National Trust farm in the Cotswolds.
bensonsthejuicers.com



"Few people are aware kefir is actually probably the 'king' of probiotic foods. While yoghurt typically contains up to five or ten different bacteria, kefir can have dozens – up to 60 in some studies. Just as importantly, several of the bacterial strains in kefir can survive the acidity and enzymes of the gut, so that they actually arrive in the colon where they can produce their benefits. This is important because the biggest concern with foods and supplements that contain probiotics is that not enough of them survive the unfriendly environment of the stomach and intestines to reach the colon"

MARK GILBERT, NUTRITIONIST AT THE 1:1 DIET

GUT FRIENDLY

Talking about our gut health is no longer a taboo. The conversation has shifted out of the lab, and even the everyday consumer, who isn't hitting the gym or making green smoothies each morning, is considering how what they eat and drink is feeding their microbiome. A plethora of new drinks brands, dedicated to promoting better gut health, have brought real excitement to the soft drinks category. Ignore them at your peril. Often low in sugar and made without 'nasties', they are ticking an awful lot of boxes.



AGUA DE MADRE LEMON & GINGER WATER KEFIR
You've heard of dairy kefir. But what do you know about water kefir? Made in the same way, this is lighter, fresh, and full of goodness for the gut.
aguademadre.co.uk

FHIRST LEMON LIME
An all-natural, zero sugar gut-loving soda packed with two billion prebiotic cultures and 5g of stable prebiotic fibre. It tastes great too.
fhirst.com





LA BREWERY BLUSH
A new format for this kombucha, which is made by fermenting the finest grade teas and flavoured naturally with summer flowers, hops, elderflower and rhubarb for a gentle pink blush in the glass.
labrewery.co.uk

PRODUCER SPOTLIGHT

DAYMER BAY

Inspired by the natural beauty of North Cornwall, Daymer Bay is a premium artisan range of 250ml juices, mocktails and still lemonades. Their mocktail range of recognised high-end cocktail bar favourites can be enjoyed over ice or savoured with spirits whilst keeping the full flavours. Daymer Bay's taste experts have put all their knowledge into the blending of each drink to offer different varieties and combinations of fruits with refreshing and long lasting flavours you'll love.
daymerbaydrinks.co.uk





"We're finding that consumers are becoming increasingly more savvy. They want to know that the products they buy are genuine and really work"

JON WALSH, CEO AND CO-FOUNDER OF BIO&ME

ALT SODAS

These are the drinks daring to make a difference. Low in sugar and calories, with intriguing flavours and often added adaptogens, vitamins or other wellness-boosting ingredients, consumers are loving them as an alternative to traditional cans heavy in sugar.



MARLISH SPARKLING PINK GRAPEFRUIT
Simply slow-filtered spring water, combined with pink grapefruit extracts and oils. With fine bubbles and at just 7 calories per can, this ticks a lot of boxes.
marlish.co.uk

SANSU YUZU SELTZER
Contains 4% pure yuzu juice and no sugar or sweeteners. The drink has a luxurious, exotic citrus scent and taste.
terranamdo.com





NUISANCE DRINKS PINK GRAPEFRUIT & BASIL
A low calorie, lightly sparkling drink matching a tangy burst of pink grapefruit with the soft, herbal, fresh notes of basil.
nuisancedrinks.co.uk



LOST SHEEP COFFEE ICED MOCHA
Made with the brand's award-winning, fully traceable Get to the Hopper beans. Packed with chocolate flavour and less than 85 calories per can.
lostsheepcoffee.com

THE REAL MILKSHAKE COMPANY SALTED CARAMEL MILKSHAKE
A silky smooth, sweet and salty drink, made in Devon with local milk and all natural flavours. Comes in a 100% recyclable carton.
realmilkshakecompany.co.uk





DORSET DAIRY CO STRAWBERRY KEFIR
Made with the farm's own milk and yoghurt, fermented with kefir cultures and flavoured naturally with fresh, ripe strawberries.
thedorsetdairyco.com

DAIRY

Milkshakes are a firm family favourite and should always be on offer if you operate a farm shop or a café that attracts younger diners. 'Natural' and 'low in sugar' are two claims to look out for, with a very high appeal at the moment for products made with raw or organic milk too. On the dairy front, more grown-up options to consider include RTD coffee, which has come a long way and is becoming a grab-and-go drink of choice, and kefir, which taps into the gut-health trend.





REFRESHINGLY SMART

As pioneers in the canned water format, Cano Water are making waves in the UK to-go sector

As the UK's leading canned water brand, Cano Water is at the forefront of the drinks scene's recycling revolution. Founded by three London-based friends following an overseas trip which opened the trio's eyes to the devastating effect of plastic on the planet, the mission behind Cano Water is simple: to provide an eco-friendly alternative to single use plastic water bottles.

After months of research, the founders recognised the benefits of aluminium packaging and went all out to create the world's first branded can of water, a journey powered by purpose and passion.

Josh White, CEO and co-founder, said, "We knew taking on the plastic giants wouldn't be easy, but we couldn't ignore the mounting waste crisis. After countless late nights, we created the world's first canned water, because aluminium is far more recyclable than plastic. This isn't just an alternative; it's a step toward a more sustainable future."

As the most recyclable and recycled packaging on the planet, aluminium was the clear solution. Indeed, around 75% of the aluminium that was ever produced is still in use today.

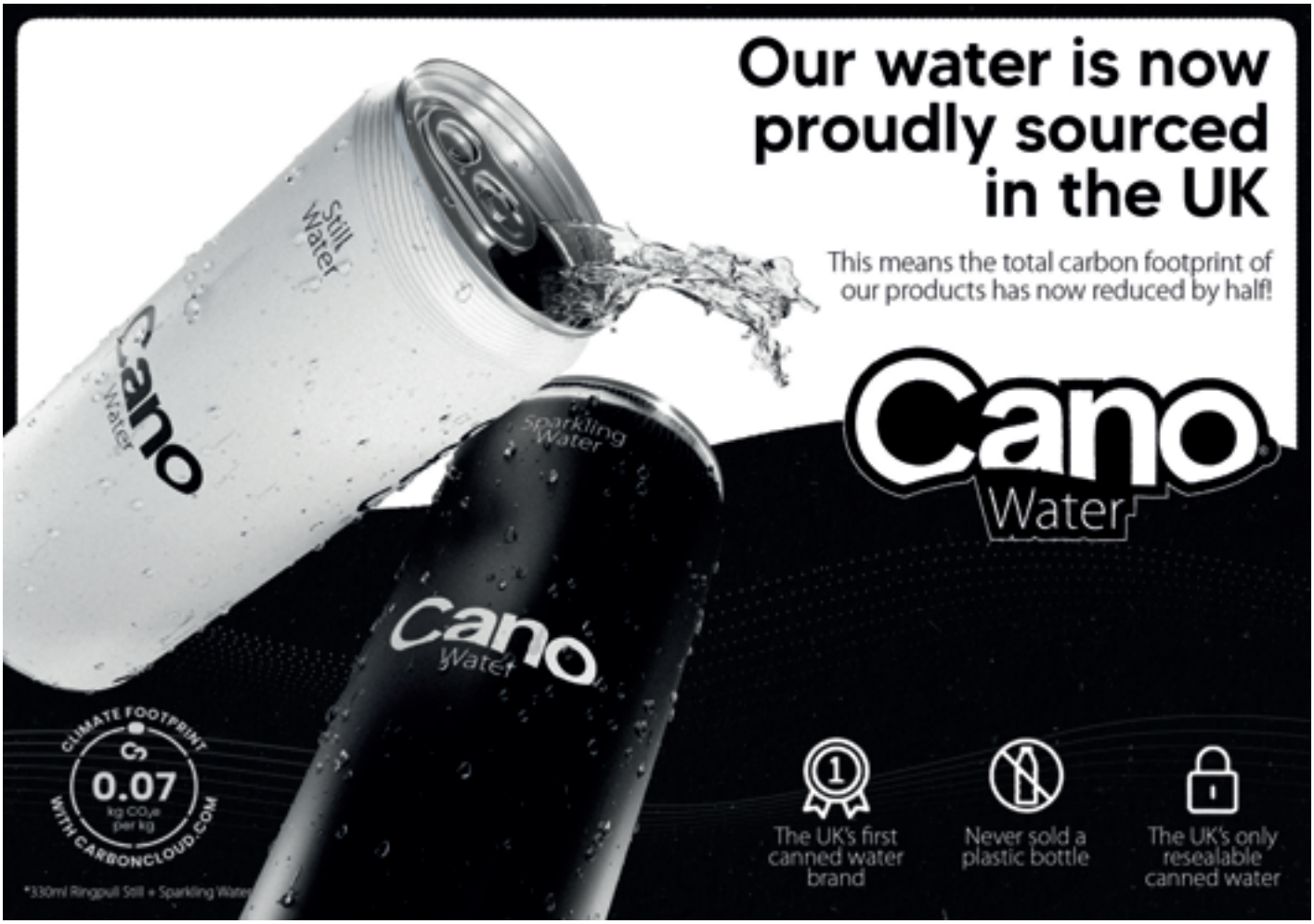
In 2024, Cano Water moved production to the UK and as a result achieved a remarkable milestone in its sustainability journey: reducing its carbon footprint by over half while maintaining the exceptional quality and purity of the water.

The provenance of this water is also a selling point for conscientious shoppers. The new UK sourced water is drawn up from more than 240 metres below the English countryside, via a long-established bore hole. The unique sandstone geology of the aquifer slow filters the water, guaranteeing an exceptionally clean and natural taste.

> "Since launching, Cano Water has sold over 50 million cans and one Cano Water is sold every 2.5 seconds"

If you're unsure about the sales potential of water in cans, know this: since launching, Cano Water has sold over 50 million cans and one Cano Water is sold every 2.5 seconds... Now that's refreshing.





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WONDERFULLY WARMING

You simply cannot beat the feeling of a soothing, warm cup of cocoa, tea or coffee in your hands. These drinks form part of most of our daily rituals. A pick-me-up in the morning. An afternoon energy boost. Or a soporific, mindful sip before bedtime. In a foodservice setting, consumers are increasingly leaning on providers to bring them affordable moments of luxury, with visits to cafés particularly on the up. They're seeking out premium coffee from sustainable, reputable sources, hot chocolate made with real cocoa and less sugar, wellbeing blends that support their mind and body, and decaf options which taste just as good as the 'real thing'



TEA

Most retailers know customers are loyal to their favourite brands when it comes to tea. But that doesn't mean they can't be swayed if you find something truly special you want to share with them. What matters to them most is flavour, followed by ethics. If you can demonstrate that what you're putting in the cup will give them the mouthfeel and taste they love while being better for the planet and for workers in tea plantations, you're onto a winner.

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

GOOD & PROPER ENGLISH BREAKFAST BLEND
Designed for tea drinkers who need a bit more punch in the morning. The 100% compostable bags combine Assam and Ceylon with rich Kenyan black tea.
goodandpropertea.com



AHMAD TEA BEYOND THE LEAF
An exciting luxury collection in collaboration with the Royal Botanic Gardens, Kew. Featuring four classic blends including Garden Afternoon.
uk.ahmadtea.com



"People looking for decaf or low-caffeine drink options have always been there; it's been the responsibility of the industry producers to provide them. Now, the market is littered with good options but the key to their longevity is simple – taste. Education, fancy packaging and bottomless pockets will only go so far. Great-tasting products will stand the test of time"

RYAN MOORE, BLENDSMITHS

COFFEE

Coffee drinkers are less brand loyal than tea drinkers and enjoy flirting with new blends and roasters to expand their knowledge and broaden their palates. In addition to your house coffee and regular favourites, it's worth bringing in a 'coffee of the week' or 'coffee of the month', sharing in-depth tasting notes and product information at point of sale in-store and on social media to create a buzz. Where coffee does align with tea is in its sustainability. Consumers are keen to know more about the origins of beans and how they impact the environment. They are looking, too, for really good decaf coffee, made in as natural a way as possible such as using the Swiss Water Method.



FARRER'S COLOMBIA LA CABANA
From a third-generation family of coffee producers renowned for their commitment to quality. This coffee reveals notes that vary from floral to strawberry and vanilla.
farrerscoffee.co.uk

LOST SHEEP COFFEE LOVING THE DECAF
A bold, indulgent, chemical-free decaf with a medium-dark roast profile, boasting notes of chocolate and a decadent sweetness. Crafted in small batches.
lostsheepcoffee.com





PACT COFFEE BOURBON CREAM ESPRESSO
A creamy, chocolatey dark roast coffee inspired by the Bourbon biscuit, which was created on the site where the Pact office stands today. An award-winning blend.
pactcoffee.com

PRODUCER SPOTLIGHT

FARRER'S COFFEE

John Farrer & Co have been roasting speciality coffees in its home in the Lake District market town of Kendal for over 200 years. Their ethos centres on responsible sourcing – they care about what they do, and how they do it, which is why the people they work with must share the same values. Farrer's buy from small growers and farmers, people who take care at every turn, nurturing their crops sustainably, whilst also putting back into their local communities. All to provide customers with the very best coffees from around the globe. In the last couple of years, Farrer's speciality coffee range has been recognised with seven Great Taste Awards. Demonstrating the care they take in sourcing, crafting and supplying artisan coffee for people to enjoy.
farrerscoffee.co.uk/collections/signature



CAFFEINE IS A **SOURCE** OF **CONCERN** FOR MANY. **TWO** IN **FIVE** COFFEE **DRINKERS** ARE **TRYING** TO CUT **DOWN** ON IT

MINTEL

ALTERNATIVE BREWS

Innovation is bursting through in the alternative tea category, with significant R&D being put into creating blends that solve consumer issues – be that lack of sleep, anxiety, menopause symptoms, indigestion or even skin complaints. It's an interesting sector that shows no signs of slowing down, and it's well worth trialling a few types to see what resonates with your customers. Decaf brews with added chamomile and lavender for relaxing with a scone in the late afternoon, perhaps? Adaptogen-infused herbal teas to help those 'laptop warriors' focus? There is a huge choice. Start small and track results before committing to large orders.



SUMMERDOWN PEPPERMINT TEA
A bright, invigorating, award-winning tea showcasing English peppermint at its finest. Made to a secret recipe using the estate's own mint leaves and barrel-aged peppermint oil.
summerdown.com

MASHIE HOT BERRY DRINK
A range of naturally caffeine-free and guarana and green tea-powered drinks made with real berries and nootropics. To be enjoyed hot or iced.
mashiedrinks.co.uk





HAMPSTEAD TEA SLEEP WELL
Pop on your PJs and prepare for the ultimate cup of dreams. Smooth and relaxing, this is subtly sweet, with chamomile and vanilla balanced with golden rooibos.
hampsteadtea.com



MODERN STANDARD 52% COLOMBIAN CACAO
A delicious, creamy, dairy-free hot chocolate made using the best Fino de Aroma beans from a family-run business in Columbia, with 10p per bag donated to social impact projects.
modernstandardcoffee.co.uk

ISLANDS CHOCOLATE 45% HOT CHOCOLATE
Made using the brand's own sustainable cocoa from the Dominic Republic. Has a deep cocoa flavour with a jammy sweetness, creamy mouthfeel and gently acidic finish.
islandschocolate.com





CHOC AFFAIR CLASSIC OAT M!LK HOT CHOCOLATE
Plant-based, sustainable oat milk chocolate flakes crafted in the heart of York. Simply add a plant-based milk of your choice for a deliciously smooth moment of indulgence.
choc-affair.com

HOT CHOCOLATE

As a category, hot chocolate is taking off. Consumers are evermore aware of how 'clean' their cup is, searching for varieties made with single origin cocoa and real milk while stepping away from sugary powders filled with artificial additives, which have long reigned in the hot chocolate arena. If powders work best for you, ensure they are as natural as possible, boasting 'real' ingredients. But for a premium offering you'll be wanting chocolate flakes. Curate a mini cocoa list, offering a range of strengths, from milk (for sweeter palates) up to decadently dark for true chocolate enthusiasts. Don't forget to stock up on essential toppings to upsell, such as marshmallows and whippy cream.



THE NATION'S FAVOURITE BREW

Yorkshire Tea go to great lengths to make tea properly. From tasting 100s of teas a day to doing business in a way that respects people and planet; the brand want to make a proper difference



Nothing beats a soothing, steaming cup of tea. Made with care, and given the ritual and attention it deserves, tea is a hug in a mug.

It's what we wake up to to start the day 'on the right foot'. It's what we use to wind down in the afternoon, what we crave as we trundle home from our holidays.

With a history that can be traced back to 1886 – when Charles Taylor set out as C. E. Taylor & Sons – Taylors of Harrogate possesses all the secrets to what it calls a 'proper brew'. And the business has been sharing its tea blending skills and passion with customers for more than a century.

Its beating heart is the Yorkshire Tea brand. Founded in 1977, in a bid to create blends that work in harmony with local water for a stronger, more definitive-tasting cup, today it's the number one brew across the UK with a 39.1% market share.

Around 32 million tea bags are made each day at Taylors of Harrogate's thriving hub in the heart of the Yorkshire city by proud folk who genuinely care about being exceptional at every single stage of the tea-making process, from sourcing to blending, tasting, and packaging, ensuring every single cup delivers the inimitable Yorkshire Tea promise.

To step into the tea-making factory is to find yourself inside a whole other world – almost like Santa's magical workshop. One where glass encasements house weird and wonderful machines. Where boxes of tea shoot overhead on special conveyor belts. And where the air is perfumed by myriad leaves, bergamot and a touch of coffee.







BREWING THE PERFECT CUP OF YORKSHIRE TEA FOR YOUR CUSTOMERS

1. Run the tap a little so the water's nicely aerated, and only boil it once to keep the oxygen level up. Oxygen in water helps flavour.
2. Tea likes hot water, but a chilly teapot cools things down – so swirl a little boiling water around the empty pot first. For bonus points, use that water to warm the cups too.
3. Add two tea bags to a regular teapot or one tea bag to a mini teapot. If you're using loose tea, add one teaspoon per person and one for the pot. Pour the hot water in and stir a bit.
4. Tea needs time to unlock all its flavour, so give it 4-5 minutes to do its thing.
5. Add a splash of semi-skimmed or whole milk, but your brew is unique to you – so offer milk, sugar, and lemon to customers.



> "Taylors of Harrogate possesses all the secrets to what it calls a 'proper brew'"

Tea that tastes great

Taylors of Harrogate is rightly very particular about its tea leaves, which can all be traced back to source from its partner farms in Africa and India. Blended to perfection in enormous vats named after Yorkshire rivers, every batch of Yorkshire Tea is tasted at least eight times along the production process.

There's the classic Yorkshire Tea. A layering of 10 to 20 different teas that marry together to deliver the flavour customers recognise and love.

Then, for an elevated tea-drinking experience, Yorkshire Tea offers Yorkshire Gold – its finest blend, crafted using teas from the top ten tea gardens in the world, offering a rich, smooth, satisfyingly strong brew.

This flavour profile of Yorkshire Tea has been matched in its Decaf brew, created in response to heightened demand for caffeine-free options, with data suggesting around two in five people now avoid caffeine later in the day.

Tea that sustains

For Yorkshire Tea, investing in tea means investing with the people who grow it. They pay fair prices for quality tea and work with farmers to invest in projects that support their communities. Their efforts include work on tackling the effects of climate change, working with women in tea to provide access to resources, training and education, and helping increase access to water, health-care and education.

And then there's all those trees. As a business that relies on agriculture, nurturing the environment makes good sense. That's why Yorkshire Tea has helped to plant more than seven million trees in both the UK and in tea-growing regions around the world. Their tree-planting projects have played a big role towards achieving carbon neutrality for their company – not only balancing their own emissions but also delivering benefits to farmers in their supply chain – and now the business is embarking upon the journey to Net Zero.

But Yorkshire Tea knows that meaningful, lasting change requires cooperation. To that end, they partner with others in the tea industry, such as the Ethical Tea Partnership and Global Tea Coalition to combine their resources and increase their influence.

For cafés

Once tea reaches hospitality businesses, caterers can continue to exceed customer expectations by ensuring the water is freshly boiled, the teapot and mugs warm, the milk is fresh, and always allow the tea 4-5 minutes to brew before serving. These are all steps customers don't necessarily have time for at home and make a huge difference.

Yorkshire Tea have made a selection of tea training videos with their tea expert, Kate. She has over two decades of experience buying and blending tea for Taylors of Harrogate. The videos include the best way to make and serve Yorkshire Tea, as well as an introduction to the business. The videos are available here: taylorsoutofhome.co.uk/lets-brew.

If you have mastered a proper brew, why not get more adventurous? You know your customers best and the popularity of what you serve will be largely dependent on demographic. Are customers young or old? Are they locals or tourists? Then it's time to get creative.... Would customers enjoy a refreshing iced tea perhaps, or a Yorkshire Tea loaf cake?

BRINGING FLAVOUR TO FOODSERVICE

Consumers, it appears, have two things in mind when visiting foodservice settings. Firstly, they crave comfort, familiarity and nostalgia. When dining out of home they want to feel nurtured and taken care of, and to find flavours and brands that they know and trust. Secondly, they're seeking discovery. Of new, exciting tastes and concepts. It's a fine balance to get your offering right but, as a general rule, aiming for 80% traditional and 20% 'new' will help you meet expectations, while trialling flavours and products to see what the 'next big thing' could be with regulars



CONDIMENTS

The classics will never go out of fashion. It's a must to have mayonnaise, ketchup and mustard to hand, alongside a decent malt vinegar if chips make an appearance on your menu. Alongside these firm favourites, introduce regular 'specials' to keep your offering fresh and exciting. Flavoured mayonnaises, hot sauces, hot honey and rayu are all increasing in popularity right now.

STOKES SICILIAN LEMON & DILL MAYONNAISE

Made with real lemon juice and free-range eggs. A light, tangy, zingy little number that's very special alongside seafood, including good old fish and chips.

stokessauces.co.uk

WHITE MAUSU PEANUT RAYU

Part of a new generation of condiments now available in the UK. Crispy garlic, peanuts, sesame and Korean chilli flakes bound in oil. Perfect over avocado and eggs.

whitemausu.com



WILDERBEE HOT HONEY

This ethical wildflower British honey is taking off in the UK big time. Infused with sustainably grown Scotch Bonnet chillies for a fiery kick.

wilderkitchenfood.com



"The rise of 'swicy', or sweet and spicy flavours, plays nicely to the ongoing consumer movement towards more diverse, exciting taste experiences – experiences that often have roots in globally inspired cuisines"

TOM GATEHOUSE, EGG SOLDIERS

BAKED GOODS

You can never go wrong with pies, pasties or sausage rolls. Provided they have a high meat content and the quality is there, they are a fantastic offering in food service that won't let you down. Neither will cakes. Again, quality matters here, as does portion size. Consumers want to treat themselves, but they're being more cautious, looking for smaller slices of cake, or cake bars that they perceive to be a more 'permissive' indulgence. Flavour-wise, chocolate, citrus flavours and ginger are hitting all the right notes in cakes and baking at the moment.

JUST DESSERTS LEMON SPONGE CAKE
A light, fluffy lemon sponge sandwiched between a layer of cream and finished with sweet sugar nibs. Housed in sustainable and recyclable packaging.
just-desserts.co.uk





HORSHAM GINGERBREAD BAKEHOUSE ORIGINAL RECIPE GINGERBREAD
A rich, intensely flavoured gingerbread made with flour from the Weald & Downland Living Museum to a 200-year-old recipe.
horshamgingerbread.co.uk

THE ORIGINAL BAKER HOG ROAST SAUSAGE ROLL
A bestseller for the bakers. Flaky, all-butter puff pastry filled with British pulled pork, Bramley apples and sage and onion. Finished with a crackling crumb.
theoriginalbaker.co.uk



PRODUCER SPOTLIGHT

TIPTREE PATISSERIE

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



PEOPLE ARE **WILLING** TO **PAY** FOR WHAT THEY **GET**. AND, LIKE ALWAYS, THEY LIKE A **STORY**, AND TO **KNOW** WHO'S **BEHIND** WHAT THEY'RE **BUYING**
CANDI ROBERTSON, CANDI'S CHUTNEY

CHUTNEY & PICKLES

Much the same as condiments, consumers are looking for 'old friends' as they sit down to dine. You really cannot go wrong with a premium caramelised onion chutney or a classic sandwich pickle. What you do have to consider, though, is how natural your choices are. Diners these days are wising up to ultra processed food, so work with producers who make their pickles the good old-fashioned way, using ingredients we all have in our cupboards at home.



THE BAY TREE SPICY TOMATO & CARAMELISED ONION CHUTNEY
A customer favourite for this brand. Supremely versatile, working in sandwiches, alongside ploughman's and tucked into a hot dog or burger.
thebaytree.co.uk

COTTAGE DELIGHT CHEESE MAKER'S PICKLE
Fruity berries, tangy rhubarb, juicy plums, carrots and onions come together in this delightful pickle that is a dream in cheese sandwiches.
cottagedelight.co.uk





THE GARLIC FARM FIG, APPLE AND GARLIC CHUTNEY
This tempting (and gluten-free) chutney partners beautifully with cheese and game dishes, and also compliments curries, casseroles and rice dishes.
thegarlicfarm.co.uk



MALDON SALT CHILLI AND GARLIC SEA SALTS
Now available in catering sized tubs. Maldon's inimitable natural sea salt flakes, enhanced naturally with either chilli or garlic. Brings a burst of flavour to everything.
maldonsalt.com

FIRETREE CHOCOLATE CREATE WITH FIRETREE CHOCOLATE
Firetree's ethical, rich volcanic chocolate in easy melt form. Available in 1kg and 2kg resealable pouches or 10kg boxes.
firetreechocolate.com





FOODIE FLAVOURS CREAMY BUTTERY CARAMEL NATURAL FLAVOURING
Infuse your cakes, bakes, ice creams and desserts with the true, luscious flavour of buttery caramel. This flavouring is completely natural.
foodieflavours.com

INGREDIENTS

The best food starts with excellent ingredients and truly trusted suppliers. Investing in premium pays off in speciality foodservice settings, such as garden centre and farm shop cafés. Your customers want to smell, taste and feel the quality of what they are eating, whether that's the sauces on the table, the filling in their sandwich or the flavours bound into their cake.



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A LIGHT TOUCH

Meet the delicious new product ticking boxes for fine food retailers and shoppers alike

Introducing Freshlock by Barfoots, award-winning sustainable growers: an exclusive innovation bound to satisfy the appetites of health-conscious consumers – as well as those following free-from and plant-based diets.

Freshlock sweetcorn is free of artificial preservatives and additives and high in fibre, while providing consumers with one of their five a day. Suitable for consumers following gluten-free, vegetarian and vegan lifestyles, it's available in a variety of formats: cobs, cobettes, bites and ribs. Not only is Freshlock sweetcorn delicious, but it's convenient too – ready to eat, it takes just a couple of minutes to reheat.

By gently processing sweetcorn, this new technology from Barfoots extends its life while retaining its natural goodness. In fact, the life of sweetcorn is extended by 10 times that of fresh sweetcorn – allowing stock levels to be managed more efficiently and waste to be reduced.

With food waste such a primary concern for businesses across the UK, the time is ripe to implement exciting new technologies that not only minimise waste and time, but present food at their very best too. What's more, the founder of Barfoots – Peter Barfoot – is a passionate advocate of sustainable farming, and has been awarded a CBE for Services to Sustainable Farming. He and his team follow an ethos of "looking after the land like we are going to farm forever", with part of this mission being demonstrated in their factory being powered by vegetable waste.

What's more, Barfoots are sweetcorn experts; the UK's largest grower and importer of sweetcorn, the team pioneered the mass supply of supersweet corn to British retailers during the late 1980s and 90s. Barfoot's farm on the South Coast is perfectly located for optimum sweetcorn production – the highest light levels in the UK and the natural windbreak of the Isle of Wight create the highest quality and sweetest corn.

> "The highest light levels in the UK and the natural windbreak of the Isle of Wight create the highest quality and sweetest corn"

Sustainably-produced, convenient and sweetly delicious – Freshlock is ideal for the fine food shopper of 2024.



A VEGGIE REVOLUTION!

All the flavour, crunch and vibrancy of fresh...with all the time-saving-waste-reducing convenience of long life!



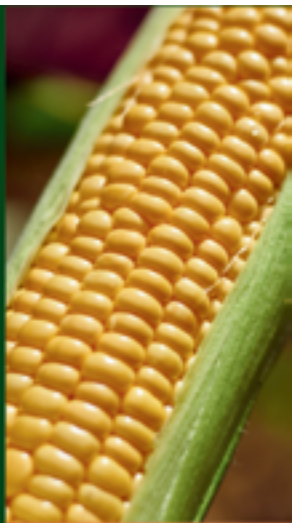
GOODNESS LOCKED IN
100% natural ingredients, no artificial preservatives or additives.

LONGER LIFE
Gently pasteurised extending the life to 40 days and helping reduce food waste.

NO FUSS, NO FAFF
Just golden deliciousness delivered to plates in minutes.

GROWN WITH LOVE BY BARFOOTS
Award winning sustainable farmers, looking after the land like we'll farm forever.

PLEASE GET IN TOUCH!
freshlock@barfoots.co.uk
freshlockbybarfoots.com
@freshlockbybarfoots





OUT AND ABOUT

The on-the-go customer is a captive audience. They may be looking for a quick bite to take back to the office, a snack to munch in the car on the way home, or an easy breakfast that can be eaten on the hoof. For a long time these consumers have been fobbed off with high sugar, high salt, high fat options that left them feeling sluggish rather than energised for the day ahead. But this is changing. Fast. Producers are moving with the times, responding to consumers who are looking to get more out of their snacks than a quick burst of calories. The market today is filled with nutritious bars, pots and packets to consider amongst your listings



VELOFORTE ORANGE & CACAO
A chocolate and orange-flavoured bar, filled with crunchy toasted seeds, fruit and whole foods. The bars are vegan, all-natural and contain no added sugar.
veloforte.com

NAIRN'S CRUNCHY OAT BAR – RAISIN, APPLE & CINNAMON
Crumbly, crunchy gluten-free bars made with wholegrain oats and natural flavourings, and with 50% less sugar than the average cereal bar.
nairns.com

RAW MY GOD KETO BAR
Free from gluten, high in fibre and vegan, these coconut and peanut ketogenic bars are packed with 15% protein.
rawmygod.com



CEREAL BARS

Once dominated by sugary varieties, often made by big cereal corporations, today the landscape for cereal bars is a changed place. It's now filled with products that have done away with excess added sugar, choosing instead to pack each mouthful with nuts, seeds, dried fruit, spices and natural flavours, designed to make eaters feel satisfied for longer.



"The likes of 'sugar-free' and 'reduced salt' might actually spell a 'less-than' product when it comes to snacking, despite clearly being a healthier option. On the other hand, protein-rich snacking doesn't mean compromising on flavour and enjoyment"

TOM GATEHOUSE, EGG SOLDIERS

HEALTHY

Fibre and gut health are huge buzzwords in snacking right now. Shoppers are picking up and inspecting packets to understand how everything they put in their bodies will impact their overall health. They want snacks laden with goodness, and most often that comes in the form of nuts, seeds and fruit. Look out for nibbles and bites for your to-go section that deliver on genuine health claims while tasting delicious.



BIO&ME
SPICED APPLE PORRIDGE POT
New from The Gut Health Doctor, free from gluten porridge with no added sugar or hidden nasties. This recipe includes apples, almonds, dates and seeds.
bioandme.co.uk

SQUISHED
BLUEBERRY RESCUE FRUIT BALLS
Each 40g pack is made with 50 blueberries 'rescued' from becoming surplus waste. With no added sugar, gluten or nuts.
wearesquished.uk





PIP ORGANIC
PINEAPPLE & MANGO PIPSTICK
Real fruits are cut, dried and mashed into these 100% fruit bars with nothing added. They are full of fibre for slower energy release, and count as one of your five a day.
piporganic.com

PRODUCER SPOTLIGHT

CAKEHEAD

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



SMART NUTRITION PROVIDES NEW GROWTH OPPORTUNITIES FOR ON-THE-GO SNACKS

MINTEL

EASY LUNCH

Breakfast and lunch are the most overlooked meals of the day, with many of us reaching for things we know aren't optimal for health (or taste) just to get by. Stocking healthier, genuinely easy solutions for your customers will put you in their good books. Examples include cheese or charcuterie selection boxes or salads to take away, or wholesome dips to be taken away with a box of seeded crackers or some vegetable sticks.



SUMA
ORGANIC EDAMAME HUMMUS
An award-winning dip made with organic edamame and green soya beans. Spread on toast, crackers or in sandwiches.
wholesale.suma.coop

BUTLERS FARMHOUSE CHEESES
PERFECT BRITISH CHEESEBOARD
Keenly priced, and with just enough cheese for one hungry person or two to share, this collection includes 18-month aged Sunday Best, Button Mill and Blacksticks Original.
butlerscheeses.co.uk





CHICP
HUMMUS AND BREADSTICKS SNACK POT
A perfectly portioned, nutritious on-the-go snacking option, combining crunchy breadsticks and a delicious hummus dip.
chicp.co.uk

PROTEIN

Protein makes us feel fuller for longer, sustains us, and should stop us seeking out a sugar rush. There are loads of ways you can help your customers get their protein fix, including some truly innovative snacks.



BUCK N BIRD
SALAMI CRISPS
Gluten-free, keto-friendly, protein-rich pure salami crisps with a snappy bite. Each 100g is made with 246g of premium salami.
bucknbird.com

TUK IN
BOMBAY MIX – RED CHILLI
A protein packed medley, mingling together a medley of sweet, salty and savoury bits and pieces such as nuts, seeds, pulses, whole spices and more. Every mouthful is different.
tukinfoods.com





CHEESIES
CHEDDAR
Pure, tasty real Cheddar with a sharp punch is baked to perfection to make these crispy bites which are super high in protein.
cheesies.co.uk



BRINGING BARISTA COFFEE TO YOUR FINE FOOD SHOP IN 9 STEPS

Learn how to kit out your café, train your team and link up your foodservice and retail sales with expert guidance

From crafting the perfect flat white to selecting the best beans and equipment for your kitchen, there are many elements to get right when running a café that serves quality coffee drinks. Industry experts share their dos and don'ts for getting your new coffee station up and running, no matter the size of your shop.

1 FIND A LAYOUT THAT WORKS

Whether you have a small section of your shop to use or a large café area, layout can make or break your set-up. "It's important to consider the best layout for the space you have to allow for the most efficient workflow," explains Will Kenney, commercial director at 200 Degrees Coffee Roasters. "When you're setting up a coffee area, think of the efficiencies of a commercial kitchen, and design to reduce the amount of steps taken and the space required to produce each drink."

Ask yourself practical questions, he advises, like: "Is the fridge close to the coffee machine? Where do you keep your cups?"

2 CHOOSE YOUR EQUIPMENT WISELY

"Invest in quality equipment which is fit for purpose," Kenney says. "Buying a used coffee machine on eBay might seem tempting, but this should be avoided unless you know what you're looking for."

A commercial coffee machine is an investment, and it's important to remember that it will need to be regularly serviced and maintained to be legally compliant with Pressure Systems Safety Regulations and capable of producing good-quality coffee.

3 FIND YOUR NICHE

"The UK is fortunate to have a diverse range of high-quality coffee roasters, each offering something unique," says Will Martins, communications coordinator for the Specialty Coffee Association UK and creative director at Nizatto Agency.

From his 10+ years of experience working with leading speciality food and drink brands in the coffee industry, he learned that the key is to find a brand that aligns with your shop's values and theme. "For example, if your focus is on local produce, consider partnering with local roasters. If your shop emphasises ethical sourcing, look for roasters with direct ties to coffee farmers who can provide engaging stories and marketing materials."

You can also think about the specific interests or themes that will resonate with your customer base. "Whether it's a connection to road cycling, automotive culture or jazz music, there's likely a coffee roaster that aligns with these interests." Don't underestimate the impact that selecting a roaster that fits well with your shop's theme could have. Martins says it "can create a more cohesive and appealing experience for your customers. The right roaster should not only provide quality coffee but also complement and enhance your shop's unique identity."

4 GET SUPPORT FROM AN ESTABLISHED ROASTERY

For those who are unsure of where to start, partnering with an established roastery can be the key to unlocking assistance with training, equipment selection and ongoing support.

"This partnership ensures that retailers receive guidance tailored to their needs, from understanding the nuances of different coffee beans to selecting the right equipment for their volume of business," says Jenny McDonough, head of training and talent at Owens Coffee.

5 READY, SET, TRAIN

If barista-style coffee is new to your shop, techniques like milk texturing and latte art are likely new to yourself and your team, too. "For anyone new to coffee, diving into the UK's coffee scene is a fantastic way to learn," says Martins. "I suggest visiting coffee events and trade shows, which can be found all year round across the UK. These are great for meeting roasters and industry leaders."

When it comes time to use your skills, Kenney suggests focusing on basics. "Many new or younger team members may not drink coffee, and so understanding why an eight-second espresso extraction is going to taste terrible is critical to ensure they know what to look out for and how to avoid this."

He also recommends holding training sessions outside of opening hours so that nerves don't flare up under pressure – and if in doubt, a coffee supplier can help facilitate this. "An external trainer will often have more impact and reiterate the importance that you're placing on coffee quality. Even better if you can do training off-site in their barista schools or roastery space!"

McDonough agrees that off-site training can help the team build confidence. "A blend of on-the-job and off-site training ensures that

> If your focus is on local produce, consider partnering with local roasters. If your shop emphasises ethical sourcing, look for roasters with direct ties to coffee farmers who can provide engaging stories and marketing materials

staff can immerse themselves in this learning opportunity, both in the café environment and in dedicated training settings," she says.

Don't be afraid to give constructive feedback in the moment rather than at the end of a shift. "If you're working with a barista and you know that they just need to angle that milk jug slightly differently to get a great texture in the milk, that's the time to say it."

6 MASTER THE BASICS BUT KEEP AN EYE ON TRENDS

As a starting point, you'll want to keep things simple. "The majority of your drink sales will be from the 'core' menu – do those really well and you'll have a great foundation for your coffee operation," Kenney says.

"Once your team are consistent and confident in what they're making, then it's easy to expand with flavoured seasonal drinks. A cold coffee offering is becoming increasingly important, and not just during the briefest of British summers," he adds.

"Nitro brewed coffee is also an area that is becoming increasingly of interest," McDonough adds. She believes this could really alter the look and feel of cafés in the coming years. "From my own sources within the industry, I understand that the face of the UK coffee shop will change in the next 10 years to resemble a little bit more like how a bar would be – if you imagine in a bar where you have a server pulling a pint, you'll be pulling coffee like that from nitro-brewed coffee stored in kegs at some point! Cold coffee and cold milk may also be stored this way too.

"For now, though, think about cold coffee options."

7 CONSISTENCY AND REPEATABILITY ARE KEY

"Your customers' loyalty is dependent on getting the same level of quality every time they visit," Kenney says. "Like most areas of hospitality, recruiting and training team members is challenging. To help support the team while new members get up to speed, it might be worth investing in automated machine solutions to help maintain consistency and quality," he suggests.

Maintaining quality is essential for delighting customers, agrees McDonough. "There is nothing worse than enjoying an amazing coffee once and coming back to be served by a barista who doesn't have the same level of coffee-making skills," she says.

Consistency makes the difference. "That's when customers are going to return, and you get the buzz about your venue. That, in turn, means you also need to retain those staff (especially important in the hospitality industry as it is at the moment). Fair wages and professional value contribute to the role of being a 'professional barista'," she says.

8 LINK UP WITH YOUR RETAIL OFFERING

In the retail space, buyers focus on quality and presentation to attract their audience, "with an emphasis on packaging, branding and information," McDonough says. "In contrast, cafés need larger quantities of coffee beans for in-house brewing, necessitating reliable suppliers who can provide consistent volumes without compromising quality."

While a café serving espresso coffee might opt for medium-roasted blends, the retail side of your business should consider typical customers' home brewing methods. Martins notes the rise in demand for speciality coffee pods and suggests this as an area for cross-promotion. "When choosing a coffee roaster to partner with, it's a good idea to enquire about their range of pod options, as this could be a key offering to attract customers looking to elevate their at-home coffee game," Martins says.

In the current economic climate, consumers are seeking cost-effective ways to enjoy high-quality coffee at home. "As people become more cautious about spending on coffee outside, there's a growing interest in enhancing their home coffee experience. This includes investing in better domestic coffee machines and upgrading to higher-quality coffee beans," he adds.

Another way to cater to cost-conscious consumers who still want to enjoy good coffee is to sell larger pack sizes if they offer good value. "Alongside the standard 250g retail bags, consider offering 1kg bags if it means you can provide a saving to the customer," Martins says. "This approach not only caters to the budget-conscious consumer but also taps into the trend of improving at-home coffee experiences, presenting a significant opportunity for retailers to meet this rising demand."

9 FOCUS ON QUALITY THROUGHOUT

As well as sourcing high-quality beans, a premium coffee offering should provide the best in all ingredients. "As the UK coffee culture continues to grow, consumers are increasingly interested in the quality and provenance of not only the coffee but of the milk they use and how it affects the coffee flavour profile," says Mark Moody, head of marketing at Trewithen Dairy, which has developed a non-UHT barista milk that is available for consumers.

"With the cost-of-living crisis, people are tightening their belts and the demand for home-crafted barista-style coffee for a fraction of the high street price is huge," Mark says. "Retailers need to ensure they are stocking high-quality ingredients that have been sourced correctly to allow the new style of home baristas to live out their newfound passion for coffee."

Whether you are just adding a café to your retail shop, are expanding your coffee offering to allow for more choice or simply want to stock better coffee products for customers to make at home, choosing the best quality ingredients and kit, training staff well and keeping an eye on the consistency of what you're putting out will all but guarantee success.

PRODUCER SPOTLIGHT

SABERT

Sabert has launched a full off-the-shelf range of Tray2Go – a fully recyclable packaging solution for sushi, other chilled food-to-go, and bakery products.Made using sustainable materials, Tray2Go is fully recyclable. The board bases, manufactured in the UK, are made with Forestry Stewardship Council FSC® certified material, while the lids are made from rPET, at Sabert's facility in Belgium, and comprise a minimum of 50% recycled material. The Tray2Go range features a robust double-wall tray designed for efficient nesting and secure stacking, coupled with a click-lock lid, which offers great product protection for food-on-the-go and delivery, while delivering excellent product visibility.

sabert.eu



SCRUMPTIOUS SNACKING

The introduction of HFSS legislation has opened out the snacking category like never before. Alongside constant winners (crisps, nuts, chocolate) which will never lose shelf appeal, there are now swathes of wild and wonderful treats to consider – from fruit and vegetable crisps to seasoned corn and pulses, and imaginatively-flavoured popcorn. Consumers are latching onto these newcomers, attracted by their claims of being natural, low in calories, fat or sugar, and (where appropriate) high in protein. It is definitely worth considering adding some of these lines to your counter or grab-and-go selection



CRISPS

You simply cannot go wrong with crisps. We have an enduring love for them in the UK, and the only thing that changes is our attitude to flavour. While hot and spicy varieties took off in a big way a couple of years ago, the market has tempered down slightly, and producers are reporting that it's traditional and meaty varieties that are hitting the mark with consumers right now. They crave Ready Salted, Cheese & Onion and Salt & Vinegar, but also relish dipping into a bag of Roasted Beef crisps. Don't underestimate the power of tortillas either. Away from potato crisps, it's these Mexican bites that are capturing imaginations around Britain, with more and more people seeking out an authentic taste experience. If you have guacamole or dips on your menu, trial real corn or blue corn tortillas. They are also worth considering adding to boxes of takeaway hummus bowls.



BLANCO NINO CREAMY JALAPENO
Award-winning slow-cooked corn tortilla chips in 100% recyclable packaging. Naturally gluten-free and vegan-friendly.
blanco-nino.com

TWO FARMERS HEREFORD BULLSHOT
Sold in completely compostable, biodegradable packs, these crisps (made with the brand's own potatoes) are seasoned with a hint of spice and real Hereford beef extract.
twofarmers.co.uk





FAIRFIELDS FARM PRAWN COCKTAIL
The team are super proud of the farm's newest flavour, which is creamy, tomatoey, a touch herbal, smoky and utterly addictive. Lovely alongside a glass of fizz.
fairfieldsfarmcrisps.co.uk



"The afternoon is peak snacking time, with our insight revealing 51% of consumers snack between lunch and dinner. Chocolate comes out as top choice, followed by crisps, with 43% saying it's their preferred snack"

KATE KEHOE, FMCG GURUS

NUTS

Nuts have broad appeal – working as conversation starters in restaurants and bars alongside a drink, or as a high-protein, nutritious grab-and-go snack filled with healthy fats and energy – exactly what today's consumer is looking for. Mix up your offering so you have something for both traditionalists who love salted or dry roasted nuts as well as flavoured and spiced varieties for more daring snack seekers. Chocolate-coated nuts and fruit are proving especially popular right now.



MANILIFE DEEP ROAST SALTED PEANUTS
Made with the brand's signature highest-quality, single-estate peanuts, deeply roasted to create a more intense flavour profile and then lightly salted.
mani-life.com

CAMBROOK BAKED CASHEWS AND PEANUTS WITH CHILLI & LIME
The very best nuts seasoned to perfection in a zesty, tongue-tingling combination of chilli and lime. An excellent partner in crime to light beers, crisp white wine and spritzes.
cambrookfoods.co.uk





GOOD THINGS SMOKY & SPICY NUT MIX
A combination of nuts in a moreish coating of addictive smoky spices. Meets the new standard of HFSS compliance in the UK.
goodthingssnacks.co.uk

PRODUCER SPOTLIGHT

ISLAND BAKERY AND SWEET FA GLUTEN FREE

When cafe customers are looking for a little something sweet to go with a coffee or to finish off their lunch, often it isn't the decadent cake that they permit themselves, but something small to enjoy now or take with them for later. Island Bakery have two suggestions:

- Island Bakery 2-packs in six varieties of their organic, all-butter biscuits, every one of which has won a Great Taste Award in recent years.
- Sweet FA Gluten Free Cookies, which are organic, vegan and gluten-free, and winners of Free From Food Awards and Great Taste Awards.

islandbakery.scot
sweetfa-glutenfree.co.uk



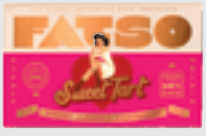
SALES OF CRISPS, SAVOURY SNACKS AND NUTS ARE PREDICTED TO EXCEED £7 BILLION IN THE UK BY 2028
MINTEL

CHOCOLATE

Sweet somethings will always pique interest at the counter. Much like coffee, consumers are looking more thoughtfully at the sustainability claims of chocolate – from the cocoa and sugar within to the packaging. Technology has come a long way, and there are now several single-serve options available in either recyclable paper or boxes, or compostable wraps. Brands are thinking more carefully about sourcing too, choosing to work with suppliers who put the environment and people first.

LOVE COCOA BLONDE WHITE
Ethically-sourced ingredients come together in this smooth bar of caramelised white chocolate with buttery, toasty vanilla notes. The packaging is 100% plastic-free.
lovecocoa.com





FATSO SWEET TART
Made with sustainable cocoa and 100% plastic-free. This is the latest offering from the quirky chocolate brand, packing dark chocolate with cherries and almonds.
sofatso.com

GNAW HONEYCOMB & CRUNCHY CARAMEL SNACK BAR
A 35g treat, swirling Gnaw's ethical milk chocolate with pieces of honeycomb and snaps of caramel. In 100% compostable packaging.
gnawchocolate.co.uk





SOUL FRUIT FREEZE DRIED KEO MANGO CHIPS
The goodness of a whole mango in one 20g bag. These supremely crunchy snacks taste of pure sunshine, with nothing extra added.
soulfruit.co.uk

CLEARSPRING GREEN NORI & TAMARI BROWN RICE CRACKERS
Low calorie, low fat, nutritious brown rice crackers. These deliver a crispy texture and oodles of natural umami flavour.
clearspring.co.uk





BOUNDLESS SMOKY BACON CHIPS
Pure plant-powered protein. These gut-friendly vegan chips are one of the first snacks to be made with the ancient grain sorghum, which is activated to release its goodness.
weareboundless.co.uk

HFSS COMPLIANT

Offering healthier snacks is a given these days. But healthy no longer means those sugar-laden breakfast cereal bars propped up alongside the juice bar. We're talking freeze dried fruit chips, seasoned pulses, jerky and alternative crisps that pack a punch without cramming in calories.

COMMENTATORS



DOUGLAS CONDE
DAY TRIP



ANDY WELLS
PRESS COFFEE



HENRY AYERS
ALL THINGS BLOOM



HOW TO CASH IN ON YOUR INDIE CREDENTIALS

From quality to connnection, sustainability to experience, here's how *Café Buyer* readers can make the most of their small-scale status



With the British consumers' appetite for great quality coffee growing apace, and a strong desire for experiential over transactional in fine food retail, 2024 brings a wealth of opportunities for independent café owners to not only provide their customers with precisely what they want – but to bring new ones into the fold, too.

There are plenty of crossovers between running a high quality café and the food and drink industry as a whole, so the good news is that your existing philosophy of shopping small and high quality, and nurturing relationships with producers, is a steady bedrock from which to develop your café offering.

Know what you're selling

"It is similar to high-quality food, we are dealing with smaller batches and a higher-quality product. This allows for more traceability and a unique experience," begins Douglas Conde, head of coffee at Day Trip. "Bigger coffee chains need to ensure a standard product and need bigger quantities. Dealing with smaller quantities allows for a closer relationship with the suppliers and the barista can have a more intimate link to the product and farmer."

Invest in the details

In today's experience economy, with consumers looking for a transaction which creates memories and connections, it's important to invest in the details – but this doesn't need to cost the world. "Everything together makes the experience," says Douglas. "Obviously, the place helps, the type of glasses, the decor, the quality



THINK SUSTAINABLY

With sustainability one of the biggest influences shaping the food and drink industry as a whole in 2024, it's a particularly pertinent topic for independent cafe owners keen to support their customers' desire to consume sustainably. "The conversation around sustainability and ethically-sourced coffee is nothing new, but it's becoming increasingly important to consider as more people become aware of social issues they had been previously ignorant about," says Henry.

As well as sourcing coffee from ecologically-sound suppliers, there are simple switch-outs you can make to quickly – and not expensively – boost your sustainability credentials and stand out from the chains. "We expect to see more coffee shops using eco-friendly practices such as compostable cups and utensils," he continues. Ultimately, and in keeping with the fine food and drink sector as a whole, "the story behind where the coffee comes from, who farms it, and its environmental impact is now even more firmly at the forefront of the mindful coffee consumer's mind."

PRODUCER SPOTLIGHT

FURNISS

John Cooper Furniss was a third-generation master baker. He founded Furniss in Cornwall in 1886 and became famous for great-tasting, high-quality biscuits. At Furniss today the team stays true to the high values of their founder. They continue to bake award-winning products in the heart of Cornwall, with the same passion and dedication. Furniss' artisan team love to create unique and great-tasting biscuits, using locally sourced ingredients wherever possible. John Cooper Furniss was a very charitable man and the team is proud to follow in his footsteps by continuing to support their local community in a great many ways. Furniss has delicious ranges for everyone to enjoy, including delectable Clotted Cream Shortbreads, yummy Cookies, exquisite Gingerbreads – and introducing the fabulous Sugar-Free Biscuit range!

furniss-foods.co.uk



of your machinery and product. But if you can't invest that much money, you should really focus on customer service."

Build connections

Building a connection with your customers and linking them to the story behind the product you're selling will reap rewards. "You should be able to give a lot of attention and care to your customers, giving more information about the coffee beans, the methods, adding more details and creating a narrative. You should share your experience, talk about what is special about that coffee, talk about how you prepare it at home, about the farm, the farmer or the notes they will taste when they drink it – visit the producer if you can."

Make it memorable

That's not to say that every customer will want bells and whistles; some may appreciate a quiet, quality coffee with subtle points of difference. "You need to understand what the customer wants," says Douglas, "not necessarily all your customers will want the most expensive coffee. Many people prefer simple flavours and you should give them that.

> "Everything together makes the experience. Place, glasses, decor. But if you can't invest that much money, you really should focus on customer service"

Focus on making the experience memorable, for example, don't offer a glass of water, already hand the glass over to your customer with their drink. And remember: a good smile goes a long way!"

To stand out from the chains, think quality, quality, quality. "Ensure you have great quality in the brewing (good machinery and great people behind them)," says Douglas, and investing in your staff will pay dividends too. "You should invest in knowledge for your staff, the more they know, the better the product they will deliver. Offer closer and more real contact with customers whenever possible."

PRICE SMART

"We have a vibrant growing speciality market in the UK and quality independent operators have amazing opportunities to grow their customer base," says Andy Wells, founder of Press Coffee. For Andy, pricing is key – and indies have the upper hand when it comes to manouverability. "Whilst the chains hold similar pricing to speciality independents, these opportunities include introducing many customers to the new tastes and profiles of speciality coffee at a comparable price and whilst supporting small businesses."

Of course, with prices rising and other challenges on the horizon it's not always easy to keep hikes away from customer wallets, "but smaller operators have the flexibility to adapt quickly and change structure," says Andy – the price of the coffee you serve may flux, but by being smart about the costs elsewhere in your business you can react without causing large-scale impact and reducing the quality of the coffee you sell to minimise disruption.

For Henry Ayers, co-founder of All Things Bloom, selling coffee at a fair price goes beyond industry increases – it's about celebrating the quality of what you're selling and giving deserved acknowledgment to its credentials and the people who made it great; something which Cafe Buyer readers and their customers are hardwired to do. "Everything in the hospitality sector has increased in price, so why should coffee have to take a back seat?", he asks. "Why should we sell coffee cheaper by the kilo than say wine by the bottle? Quality has improved over the last decade and continues to do so, so it's a very exciting time to be within the industry."

> "Smaller operators have the flexibility to adapt quickly and change structure"



IT'S TIME TO STOCK UP ON DECAF

The British appetite for decaffeinated drinks is growing. *Café Buyer* finds out why it's a category retailers should be paying more attention to

Moderation. It's a word that's finding its way into multiple categories within the food and drink sectors right now. Moderation of sugar, salt and fat. Of alcohol. And of caffeine.

According to analysts, retailers and drinks brands, the thirst for decaf alternatives is on the up. There are a few reasons, they say, for this. But leading the charge is wellness. Younger tea and coffee drinkers (especially Millennials and Gen Z) are trying to be more mindful, and having the jitters late in the afternoon or just before bedtime doesn't fit in with their greater consciousness of 'routine' and 'settling' in the evenings.

As discussion grows (in mainstream media, on podcasts and social media) around the importance of sleep to our hormones, weight, mental health and productivity, so more consumers have been sitting up, taking notice and reaching for alternative brews.

Mintel's research shows that two-thirds of coffee drinkers are no longer buying it for an energy hit, but for flavour. It also demonstrates that caffeine continues to be a source of concern, with two in five coffee drinkers saying they are trying to cut down.

Brian Williams, sales manager at John Farrer & Co Tea & Coffee Merchants, says the brand's experience tallies with this, and the team have noticed a 10% increase in sales of decaf coffee over the past two years.

Hundred House Coffee has responded by adding a half-caffeine coffee, Nom Nom, to its range to great success, bridging the gap for those who want a gentle buzz from their cup.

And new coffee alternatives, such as Noffee, a natural, chicory-based alternative filled with gut-friendly fibre, are coming to the fore at a pace, as are caffeine-free superfood and vitamin-infused teas from both large and independent brands. Blends to boost immunity, improve gut health, illuminate the skin, alleviate the symptoms of menopause and more are taking off in a big way, with huge sections of shelf space now dedicated to this category in large retailers.

HOW ARE DECAF TEA AND COFFEE MADE?

Traditionally both tea and coffee have been processed using chemicals (solvents), but an increasing number of producers are shifting to natural methods, as consumers become more wary about what's going into their bodies.

Commonly methylene chloride or ethyl acetate are used in the process – removed by heating tea leaves or coffee beans, leaving just a small amount of residue behind.

CO2 is a common method of extracting caffeine from tea too. This involves soaking the leaves in water, and putting them under intense pressure, which (in simple terms) turns the CO2 into a solvent that attracts and removes caffeine.

One of the most sought-after processes for decaf coffee drinkers is the totally natural, patented Swiss Water Method. Green coffee beans are washed and pre-soaked before being introduced to GCE (Green Coffee Extract) – a chemical-free solvent which causes caffeine from the beans to migrate out.

ARE DECAF TEA AND COFFEE HEALTHY?

Though there are concerns about chemical residues in certain decaffeination methods, these have been passed as safe by the relevant authorities.

However, shoppers are more mindful today of decaf products that have been processed in this way, and may actively seek out drinks made more naturally.

Some suggest the decaffeinating process removes a portion of polyphenols (beneficial compounds) from tea and coffee. It's worth talking to the brands to understand the science behind their methods and how healthful their products are.

WHAT'S NEXT FOR THE DECAF MARKET?

"We're still waiting for Gen Z and Millennials to discover half-caf coffee," says Guy Wilmot of Decadent Decaf. "You don't actually need as much caffeine to get that caffeine hit, and by drinking half-caf you can drink more coffee and still get a lot of the well-known health benefits. Maybe this decade?

"Other than that, we think that decaf will continue to grow, as awareness grows that good decaf tastes great and consumers look to make healthy choices."

> "We think that decaf will continue to grow, as awareness grows that good decaf tastes great and consumers look to make healthy choices"

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