HOT DRINKS, FOODSERVICE, FOOD-TO-GO

CAFE BUYER

MAGAZINE

From the publishers of SPECIALITY FOOD

2025



sugarandsyrup.com

YOUR NEW WAY TO ORDER YOUR SWEET ESSENTIALS

SD WELLNESS

STEPHANIE DANIELS, THE POWER OF PROTEIN
P. 24

LAURA'S LARDER

LAURA ROBERTS, THE CAKES TO STOCK NOW
P. 22

CONSULTANT

SCOTT WINSTON, WORLD FLAVOURS ARE TRENDING
P. 28



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WELCOME TO CAFE BUYER



Welcome to *Cafe Buyer 2025*, brought to you by the team behind *Speciality Food*. The world of foodservice can feel like a whirlwind at times, with prices and consumer expectations seemingly constantly rising, so we're sharing what we hope will be a valuable guide to navigating your cafe journey in the coming months and beyond. As well as profiling some of the most delicious products – from hot drinks to snacks and free-from milks – available to delight your customers, we also speak to the pros to discover the tips that will elevate your business. Plus, we've collated the best products – from foodservice must-haves to hot and cold drinks, plus sweet and savoury snacks that guests can eat in or take away – and need-to-know industry insight to help you make smarter stocking decisions. I hope you find this an enjoyable and insightful read.

HOLLY SHACKLETON | EDITOR

PROFILES

4 Grumpy Mule
5 Novel Foods
6 Summerdown
7 Suma
8 James White
9 Delamere
12 Glebe Farm Foods
16 Just Milk
20 Barfoots
21 Brontë
30 Forest Feast

FEATURES

10 Time to Refresh
14 Free From Fuss
18 Cafe Kit
22 Sweet Sensations
24 Breakfast of Champions
26 Coming in Hot
28 Feed their Appetite







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GRUMPY MULE
COFFEE WITH BACKBONE FOR YOUR SHELVES



For independents, or hospitality outlets standing out is everything. Customers aren't just looking for another bag or cup of coffee they want products with real flavour, a clear story, and strong values. That's where Grumpy Mule comes in

Roasted in Yorkshire since 2006, Grumpy Mule has built its reputation on coffee with backbone: bold in taste, uncompromising in ethics, and impossible to ignore. Every product in the retail range is 100% Fairtrade, with most also certified organic.

For today's ethically minded shopper and coffee drinker, that means a purchase they can feel good about, supporting fair pay for farmers, healthier farming practices, and long-term sustainability. Our ethics aren't a bolt-on; they're at the core of everything we do.

Of course, taste is what keeps customers coming back. Our Kick Ass blend is a bestseller for good reason: bold, rich, and unapologetic, with layers of dark chocolate, nutty sweetness, and a long, satisfying finish. It's the perfect all-rounder, equally at home in a strong cafetière or a morning latte.

For those who enjoy exploring single origins, Peru Café Femenino offers something truly distinctive. Grown exclusively by women farmers of the Union Cecanor Co-operative, it's smooth and balanced, with dark chocolate depth lifted by a subtle citrus brightness. Retailers find it's a product that sells itself, combining exceptional flavour with a story of empowerment that resonates strongly with today's customer base.

And then there's High & Mighty, a bold blend with a purpose. Not only does it pack the strength and depth our coffees are known for, but every bag helps fund conservation projects in the Peak District National Park. For ethically minded shoppers, it's proof that great taste can give something back, both globally and locally.

So, if you're after something meek and mild, look elsewhere.



But if you're ready for coffee with real backbone, welcome to the herd.

Grumpy Mule. Coffee with backbone, built for independents.



THE PERFECT PARTNER

With its authentic Italian credentials and modern, tempting flavours, Primadeli's new Coffee Bites are an exciting addition to your range

Whether your customer is sitting at one of your tables with a coffee in-hand, curled up on the sofa at home or gathered with friends for a hot drink-fuelled get together, one thing is for certain: the new Coffee Taralli Bites from Novel Foods' Primadeli range is sure to delight.



Crafted in Puglia for a family-run business passionate about creating an authentic taste of Italy with minimal environmental impact – the production facility utilises solar energy, and everything is presented in recyclable packaging – these tempting treats are the perfect partner for a coffee and sit as comfortably in the to-go section of your cafe as they do on your retail shelves.

Described by Puyan Moslehi, sales director at Novel Foods, as a "bold, modern twist on tradition," the new innovation is subtly sweet – a delicious move away from the snack's classic savoury iterations. "This new launch reveals a fragrant, sweet side to taralli and allows us to welcome a new audience to this traditional snack," he says.



Available in 25g and 40g bags, perfect for a solo treat or sharing with loved ones, Coffee Bites sit beautifully next to tills and within hampers – inspiring customers to add a sense of indulgence to their gifting or hot drink ritual.

Meanwhile, Primadeli's new festive innovations – grissini twists in richly sweet-savoury Maple & Smoked Pecan and earthy-tart Cranberry & Sage flavours – are perfectly placed on a cheeseboard or grazing platter.

Even better, every item in the range is suitable for everyone. "Inclusivity is the name of the game at Novel Foods, and gluten aside they are all allergen-free – including from nuts – suitable for vegan, halal and Kosher diets, as well as being free from additives and preservatives," explains Puyan.

Built by family and made for health, Primadeli is a delicious part of Novel Foods – a snack brand which crafts everything they create with care and joy.



> "This new launch reveals a fragrant, sweet side to taralli and allows us to welcome a new audience to this traditional snack"



ELEVATING THE EVERYDAY

Give your customers' all-round experience a fresh boost with Summerdown's range of everyday luxuries

In 2025, providing a foodservice outlet as part of your retail establishment is so much more than installing a coffee machine and a range of baked goods. For today's consumer to be inspired to part with their hard-earned money, they expect two things: a positive experience with the food and service they're provided, and to enjoy the environment enough to want to linger (and return time and again).

Summerdown provides a way to bridge the gap between your fine food range and cafe; translating their sustainability and quality-rich products from the shelf into the soap in your facilities, the peppermint tea at the end of the meal, or a chocolate that arrives with the bill.

"We find that improving these otherwise mundane moments into something special makes a big difference to customers' experience," begins Jo Colman, chief mint officer at Summerdown. "We're not a confectionery, tea or soap brand, we're The Peppermint People, and by having a beautiful story such as ours dotted around a business, you're offering enduring value."

This holistic approach reaps benefits for both sides of the retail/foodservice divide. When customers go into the shop having enjoyed Summerdown moments in the cafe, they'll spot the teas, chocolates and other products on-shelf and be more tempted than ever to invest. "It's basically a constant sampling opportunity. We're not chasing trends or creating new opportunities for consumption; instead we're enhancing those moments that are already going to happen," he continues. "So, when you go to a cafe, you're going to have a cup of tea, you're going to go to the facilities, you're going to be getting the bill. We're thinking: what can we do to make those moments that bit more special?"

A TRIO OF FORMATS

Summerdown's iconic peppermint tea, infused with pure Black Mitcham peppermint oil, is available in three formats for foodservice providers:

- **Fully recyclable 1.5g single envelopes**
- **Catering-sized box of 60 teabags**
- **15-bag retail box**



> We're not chasing trends or creating new opportunities for consumption; we're enhancing those moments that are already going to happen

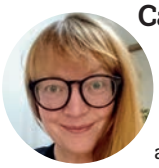


TASTES GOOD, DOES GOOD

Suma's range quenches the thirst for coffee done better, says Sophie Ziegler-Jones



Suma's coffee range includes a variety of premium organic and Fairtrade blends, from smooth, medium-roast Arabicas to bold, full-bodied dark roasts. Available as beans and ground, the range caters to a wide spectrum of tastes and brewing preferences. What truly sets Suma apart is our commitment to ethical sourcing and co-operative principles. As a worker co-op ourselves, we actively choose to work with farming co-operatives that reflect our values – prioritising fair treatment, sustainability, and long-term partnerships. Our coffee doesn't just taste good – it does good, too.



Catering for growing demand

Consumer demand for ethical and sustainable products continues to grow in the UK, and coffee is no exception. Shoppers are increasingly informed and motivated by the environmental and social impact of their purchases. Organic and Fairtrade coffees have moved beyond niche – they're now central to many consumers' values, particularly in the café and hospitality sector where provenance and transparency are increasingly scrutinised. We're seeing sustained interest from retailers and independent cafés who want to offer coffee that aligns with their own ethical ethos.

A fresh new look

Our recent refresh of our coffee packaging reflects the evolution of Suma while reaffirming our founding principles. We've refreshed our packaging to make it more informative, as well as visually distinctive and modern, while maintaining the bold clarity and trust our customers know us for. For retailers and cafés, this means stronger shelf appeal, more consistent product communication, and packaging that aligns with consumer expectations for sustainable and ethically-produced goods. It's a confident step forward that better tells the story behind the product – and the people who bring it to life.

As a wholefood wholesaler and worker-owned co-operative, we're proud to offer more than just great products – we offer a different way of doing business. In a time when values matter more than ever, Suma continues to prioritise people and the environment over profit.

> "We actively choose to work with farming co-operatives that reflect our values – prioritising fair treatment, sustainability, and long-term partnerships"



FRESH TO-GO

Made in Suffolk with organic ingredients and bold character, Zinger shots are a fresh pick for café counters

For over three decades James White has been crafting delicious organic drinks on its site in Suffolk, and while its range is both innovative and convenient, its team is cutting no corners when it comes to quality.

Its Zingers are right on the trend pulse – a premium pick-me-up a step above the other options available on the convenience market, the four-strong range has been a strong seller since launching in 2015. "As well as our popular Ginger Zinger and Turmeric Zinger we make an extra-hot ginger with double the amount of ginger and a hit of chilli, as well as a Lime & Chilli Zinger with a little more sweetness," says Zoe Lamb, NPD and marketing manager.

"Our most popular product is Beet It, an organic beetroot juice, and Big Tom, a spiced tomato juice, but we also produce a range of apple and vegetable juices." As many of the ingredients as possible are sourced locally before being bottled on-site. "For example," says Zoe, "we source a lot of beetroots from farms nearby in Suffolk and Cambridgeshire."

These suppliers are carefully chosen, with organic credentials playing a large role in James White's sourcing decisions. These efforts are well-placed; according to the Soil Association's Organic Market Report 2025, almost seven in 10 shoppers actively seek out organic food and drink, and organic product sales grew four times faster than non-organic products.

Pressed, mixed and bottled on-site, James White's flavour-packed range doesn't only offer a solution for shoppers looking for a hit of goodness but also for retailers keen to make convenient savings. "The fact our juices are ambient means that they can be stored at till point for a great upselling opportunity. Plus, retailers and café operators also don't need to worry about shelf life as a lot of our products have a 12-18 month shelf life."



With their handy on-the-go format, eco credentials and built-in health boosts, James White's range is a must-stock for smart cafe operators.

> "The fact our juices are ambient means that they can be stored at till point for a great upselling opportunity"



DAIRY DELIGHTS

Foodservice provides the perfect opportunity to offer something deliciously different



Delamere Dairy has long been renowned for its flavoured milk range; sales have increased by 15% over the past 12 months, in no small part due to its launch of smaller 240ml glass bottles which are perfect for on-the-go drinking.

The business's 500ml glass bottles – available in award-winning Strawberry, Chocolate, Banana, Iced Coffee, Vanilla and Salted Caramel flavours and new for 2025, Cookies & Cream – have been strong sellers and popular with shoppers of all ages, but it's the smaller variants that foodservice operators should really get excited about. With four flavours in the range: Chocolate, Strawberry, Banana and Salted Caramel, they are the perfect addition to cafe lunches and afternoon treats.

In even more exciting news, Delamere has also launched its new eye-catching design to further draw the consumers' eye, as well as new limited-edition flavours, set to delight retail and on-the-go fixtures.

Dan Yates, national account manager at Delamere said, "Flavoured milks offer the consumer an alternative to fizzy soft drinks, so while it might seem the dairy fixture is the obvious place for them, the on-the-go fixture is definitely worth considering for its high footfall and impulse opportunity, as well as in a meal deal.

"There's never been a better time to review your flavoured milk offering and maximise on this growth area. Delamere Flavoured customers are incredibly loyal, they know what they like, and once they have a reliable stockist, they come back for more, often on a daily basis!

> "Flavoured milks offer the consumer an alternative to fizzy soft drinks"







TIME TO REFRESH

Whatever the season, your customers will have thirsts ready to be quenched – and whether or not they're stopping for food, a drink is guaranteed to be a portion of the order of everyone at the table.

Cold drinks to revive your customers are worth their weight in (liquid) gold, and 2025 offers the optimum opportunity to branch out from familiar favourites; even classics like cola and lemonade have artisanal alternatives, and with consumers looking for health boosts at every turn it makes sense to serve a range of juices, smoothies and shots as well as functional options. Cold-brew coffees are popular nowadays too, and having a couple in your to-go fridge will prove beneficial to both customers and your team if time is tight. To inspire customers to stay a while, or visit you on special occasions, why not bring in the big guns with a couple of single-serve alcoholic – or non-alcoholic – tipples, too?

MAKE IT AN OCCASION

"Cold drinks were the standout this year. It might sound odd for the Coffee Festival... but it's true. Matcha, functional drinks, RTDs, all on the rise, and all served cold"

HARRY GODDIN, COMMERCIAL DIRECTOR OF THE LONDON COFFEE FESTIVAL, LUMINA INTELLIGENCE



PRANO CARDAMOM
All natural ginger based non-alcoholic aperitif made of ginger, lime, panela, cardamom and mint. Perfect for slow sipping on ice or mixed with tonic water or soda water. 0% ABV.
pranodrinks.com

WILD LIFE BOTANICALS NUDE
Award-winning, non-alcoholic (0.5%) sparkling wine in a can – a blend of English elegance with 'plant-power' for a refreshing, vitamin-enriched boost.
wildlifebotanicals.co.uk





BLOODY BENS BLOODY MARY MIX
Boasting a blend of 22 herbs and spices, Bloody Bens is added to tomato juice and vodka to make an award-winning Virgin or Bloody Mary.
bloodybens.com



MORE THAN **SEVEN** OUT OF EVERY **10** SOFT DRINKS **SOLD** IN THE **UK** IS **LOW** OR **NO SUGAR**, AND THE **TOTAL SUGAR** REMOVED FROM SOFT DRINKS BETWEEN **2015** AND **2024** IS JUST **UNDER** THREE QUARTERS OF A **BILLION** KILOGRAMS

BRITISH SOFT DRINKS ASSOCIATION 2025 ANNUAL REPORT

SUGAR-FREE SODAS

Not too long ago, sugar-free was synonymous with sweeteners. Sometimes sickly sweet and with a lingering unpleasant aftertaste, products which utilised chemical sweeteners in place of sugar were often deemed to be healthier but in fact, in 2025, the jury's out on which is more damaging to health... So the easy, tasty option is to go for products which contain neither. Thankfully, there's a new generation of sugar and sweetener-free options on the market that will refresh all palates.



DASH CHERRY
No sugar, no sweetener, no calories. Fizzing with cherry charm, this one's so nice you'll want to sip it twice.
dash-water.com

THE RISE OF **FUNCTIONAL DRINKS**

Functionality is seen as perhaps the biggest category for growth in health drinks right now. Consumers want more from their food and drink in 2025, and brands across categories are constantly seeking out ways to appeal to their desire for products with added function.

Topping the functional drink charts are those infused with nootropics (such as mushrooms) which aid both relaxation and focus, CBD (for inflammation and wellbeing), and minerals and adaptogens for enhanced hormone health, such as magnesium and ashwagandha.

'Clean' energy in the form of green tea-extracted L-Theanine, added B12 and coffee; added protein and collagen; functional mushrooms; gut-friendly bacteria, and female hormone health supporting ingredients such as ashwagandha and magnesium are all causing a buzz that savvy retailers shouldn't ignore.



FUNCTIONAL REFRESHMENT



ROBOT ORGANIC COLA KOMBUCHA
The healthiest cola on the market, made using organic honey and a signature blend of spices to create a distinctive but familiar flavour.
robotkombucha.co.uk



BELLY DANCE CHERRY BERRY
Inspired by retro flavours, this contains 6 million live cultures and a unique probiotic blend. Caffeine-free and suitable for vegans.
drinkbellydance.com

PRODUCER SPOTLIGHT

TOM PARKER CREAMERY

Meeting consumer demand for natural, less-processed products, The Guv'nor is a new range of ready-to-drink iced coffees from award-winning dairy brand, Tom Parker Creamery. Designed to fuel busy consumers in a convenient, high-quality format, the range includes Original, Mocha, and Caramel – made with free-range British whole milk, single origin Arabica coffee, and only natural ingredients. The nostalgic branding honours founder Tom Parker, aka The Guv'nor, who began farming in 1921 with 14 cows and a horse-drawn milk cart. All three flavours are available in 250ml and 500ml glass bottles via chilled and ambient speciality distributor Cress Co.
thecressco.co.uk



THE UK **SOFT DRINKS** SECTOR IS WORTH **£23.13 BILLION**, AND THE **AVERAGE** BRITISH SHOPPER **CONSUMES 119 LITRES** ANNUALLY
STATISTA

COLD BREW

UNCONFORM COLD BREW CARAMEL LATTE
A deliciously sweet cold and creamy coffee made with arabica coffee beans and oat milk, plus added nootropics for gut health benefits.
unconform.shop



HUMANITEA OAT MATCHA LATTE
The UK's 1st RTD oat milk matcha latte, which provide a boost of antioxidants and natural energy without the crash of caffeine.
humanitea.co.uk

JUICE

FOLKINGTON'S GUAVA & DRAGONFRUIT
A vibrant drink, with a natural sweetness and tropical taste from these two wonderful fruits.
folkingtons.com





BLENDSMITHS HOW GOOD WELLNESS SHOT TURMERIC
A concentrated burst of vitality, this shot delivers functional wellness and great flavour.
blendsmiths.com



PURELY FREE-FROM

A sense of responsibility is at the heart of Glebe Farm – a range of premium gluten free products perfect for discerning cafe owners

Glebe Farm Foods, a Cambridgeshire-based arable farm and manufacturing facility which produces a range of gluten free dairy-free oat milk alternatives, porridge oats, oat flour and granolas, is a prime example of a brand you can trust to do the right thing by your customers.

They are true pioneers in the free-from sector, having established the UK's gluten free oat market back in 2009, and with managing director and co-founder Philip Rayner's background in engineering – and a family history of farming shared with his sister Rebecca, co-founder – they have long been at the forefront of this vital (and growing) category.

A network of like-minded farmers is paramount to Glebe Farm's success.

"We have a wonderful network of around 100 British farmers, largely based within a 70-mile radius of our site just outside Huntingdon in Cambridgeshire," Philip begins. "This includes some organic farmers – allowing us to produce a certified-organic range of products – and I'm proud to say that I know all of the farmers who supply us personally."

These close relationships are paramount to maintaining the quality – and purity – of the oats the Glebe Farm team works with; and purity is of the utmost importance, he explains. "For an oat to be gluten free, it must be entirely pure. At the vast majority of farms, other grains and seeds are mixed in with the oats in the seed and fields over a period of time which increases the number of potential contaminants that people can react to. But at Glebe Farm Foods, we use technology which guarantees total purity of under 5ppm, which surpasses the EU standards of 20ppm by a sizeable margin." Indeed, the name of Glebe Farm Food's gluten free range – PureOaty – is inspired by the purity of the oats at its heart.

A delicious range, made for all

In reassuring news for UK-based sufferers of coeliac disease, Britain is at the top of the rankings when it comes to our gluten-free sector – and Glebe Farm Foods is "setting the world standard," says Philip. That's not to say that you need a master's in chemistry to make excellent oat milk. In fact, with just four ingredients and the right tools, Glebe Farm Foods has been able to make a mighty range of dairy milk alternatives that will satisfy anyone's tastebuds whether they follow a gluten free diet or not.



Cafe-goers are often in hunt of a fantastically foamy coffee and Glebe Farm Food's PureOaty Barista Oat Drink offers this in droves, while the PureOaty Creamy & Enriched Oat Drink works brilliantly in all manner of guises, from cereals and smoothies to coffees. Meanwhile, those who say oat milk and tea should never be combined will be proven wrong by the brand's new Tea-riffic Oat Drink.

The Glebe Farm team has reached out beyond oat drinks to provide superior Coconut, Soy and Almond drinks, too, alongside Porridge Oats and Organic Porridge Oats, plus a four-strong range of granolas: Oat Granola, Choco Chip Oat Granola, Maple & Banana Oat Granola and Strawberry Oat Granola.

Making lives better

"We feel that we are making people's lives better by producing something pure that they can eat without fear," says Philip. "So many people experience the daily challenge of finding something to eat that won't make them unwell; in fact, 80% of people say that they struggle to find suitable GF foods eating out1."

The world of foodservice is increasingly getting to grips with allergens, and choosing the right food and drink suppliers plays a vital role in this movement.

"It's a question of trust," says Philip. "Retailers and cafe owners need to trust that the suppliers they are working with are doing their best to maintain the highest levels of quality and keep people safe."

Powered by a passion for making the challenges of free-from life easier for all, Glebe Farm Foods is moving the gluten free industry forward – one hot drink at a time.

SUSTAINABLE PRODUCTION

The appetite for sustainability shows no signs of waning, and Glebe Farm Foods is more than stepping up to the challenge. "Since 2010 we've been putting solar panels on the roof of our factory to generate solar power and biomass boilers to generate steam from oat husks so I can confidently say that this summer we'll be using far less fossil fuel electricity with days where we use no fossil fuel energy at all." The entire production process is impressively low in CO2 requirements – around half of that used by other oat drink brands. Next on the agenda is a wastewater filtration system, whereby water from the plant is filtered through reed beds then used to irrigate the oat fields.

AN EXCITING PARTNERSHIP WITH THREE ROBINS

As two businesses at the top of the gluten free game, it's only natural that Phil found a kindred spirit in Karen Robinson, founder of Three Robins – a brand which, with its range of fortified oat drinks and smoothies, appeals to families across the generations. Glebe Farm Foods partners with Three Robins to bring its nutritious oat drink range to the market at scale.



PUREOATY

OAT DRINKS CRAFTED TO LET YOUR COFFEE SHINE

We know that great coffee deserves more than just any milk alternative. That's why our oat drinks are crafted to deliver a rich, creamy texture and a natural flavour that lets your coffee shine. Our drinks are not only rich in taste but also 100% gluten free, carbon-conscious, and proudly British.



GLUTEN FREE



GLEBE FARM
IT'S HOW WE DO THINGS.

THE PUREST BRITISH OATS

SCAN TO TRY SOME TODAY



FREE FROM AND FLAVOURSOME

With value sales of free-from food and drink up 8.5%, and volumes up by 4.1%, it's abundantly clear that the category isn't going anywhere.

Though those with allergies are top purchasers, they're not the only ones reaching for dairy, gluten or nut-free products. As consumers more widely consider their health, they're dabbling with taking time off gluten-heavy bakes, or sampling plant-based milks in their regular coffee shop orders. The most evident trend across the board is quality. Allergy and intolerance sufferers, and those who choose free-from products, are done with poor imitations of their favourite ingredients and snacks. This has driven innovation across the board, with some excellent cakes, bakes and dairy alternatives available now to cafes and foodservice outlets. Drinks free from caffeine are ruling the cafe roost too – don't be without those herbal and decaf teas, decaf coffees and hot drink alternatives.

DECAF



IRON & FIRE DECAF SPECIALITY BLEND
Fairtrade and Rainforest Alliance certified beans, skilfully roasted to bring out their smooth, nutty, chocolatey flavours.
ironandfire.co.uk

TWO SPOONS TEA DECAF TEA
Biodegradable teabags containing a bright, fresh, golden tea, made using leaves sourced from Africa. Comes in plastic-free, commercially compostable pouches.
twospoons.co.uk





JOE'S TEA CO EVER-SO-ENGLISH DECAF
A smooth, malty black tea, gently decaffeinated using CO2 and made with hand-picked, directly traded leaves from ethical Indian plantations.
joesteacompany.com

RAW BEAN PROPER COFFEE DEFINITELY DECAF
Single origin Arabica coffee from Quindio, Colombia, made decaf using the Swiss Water Process. Boasts creamy notes of cocoa and walnuts.
rawbean.co.uk





"For some time now, there has been a desire to remove unnecessary allergens, hence we have seen more and more free-from (largely gluten) being made outside of the free-from category on main category products. The mere fact that top 14 allergens are being removed from non-free-from speaks volumes"

NICKI CLOWES, COO, FREE FROM FOOD AWARDS

PLANT-BASED MILK IN NUMBERS

7.5%
THE RATE AT WHICH THE MARKET IS SET TO GROW IN THE UK BETWEEN 2025 AND 2030

2024
ALMOND MILK WAS THE LARGEST REVENUE GENERATING PLANT-BASED MILK

GRAND VIEW RESEARCH

NEED TO KNOW

MARKET DRIVERS FOR DECAF TEA IN THE UK

Lifestyle changes – Changing lifestyles, busy schedules and work-related stress are contributed to the demand for calming, alternative, caffeine-free drinks.

Increased availability – Consumers have greater access to decaffeinated tea products.

Growing disposable income – The rise in disposable income being used for 'small treats' is encouraging consumers to spend more on premium tea options, including decaffeinated.

SOURCE: MARKWIDE RESEARCH

SUGAR-FREE SYRUPS

With the biggest sized iced caramel latte from a leading chain coming in at nearly 600 calories per serving, it's little wonder some consumers are thinking twice before indulging. Instead, they're looking out for skimmed and skinny milk options, and for syrup additions that won't put their calorie count or sugar intake out of kilter. Make sure you include some premium brands in this space alongside your regular syrups to broaden your customers' options.



SWEET BIRD
SUGAR-FREE SALTED CARAMEL SYRUP
An award-winning barista-style syrup – without the sugar. Offering the perfect blend of sweet and salty, it works in both hot and cold drinks.
sweetbird.com

PRODUCER SPOTLIGHT

ISLAND BAKERY AND SWEET FA GLUTEN FREE

Sometimes cafe customers are looking for a little something to go with a coffee, to round off their lunch, or take with them for later. Convenient individual portion packed biscuits are just what's needed. For satisfying, traditional biscuits try Island Bakery 2-packs. Available in six varieties of award-winning, organic, all-butter biscuits. Alternatively, vegans and coeliacs can enjoy Sweet FA Gluten Free Cookies, which are also organic and winners of Free From Food Awards and Great Taste Awards.
islandbakery.scot sweetfa-glutenfree.co.uk





THE **GLOBAL** DECAFFEINATED **COFFEE** MARKET IS EXPECTED TO **GROW** BY **5.3%** BETWEEN **2025** AND **2030**

GRAND VIEW RESEARCH

DAIRY-FREE MILK

PUREOATY
TEA-RIFFIC OAT DRINK
Made with only four ingredients, including British grown sustainable oats, this drink is designed to help those on gluten and dairy-free diets enjoy a perfect cuppa every time.
glebefarmfoods.co.uk





RUDE HEALTH
ORGANIC HAZELNUT
This sweet, rich dairy alternative blends roasted Italian hazelnuts with a little ground rice and mountain spring water.
rudehealth.com

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.



FREE-FROM CAKES AND BAKES

SPONGE
GLUTEN-FREE RED VELVET CAKE
The lightest, fluffiest cocoa-rich red sponge, filled and topped with tangy cream cheese flavoured icing and finished with red velvet crumbs.
sponge.co.uk





HORSHAM GINGERBREAD
GLUTEN-FREE GINGERBREAD
Squidgy, tender gingerbread, made to the same 200-year-old recipe as the original, replacing flour with a local gluten-free mix. Brims with treacle, dark sugar and butter.
horshamgingerbread.co.uk

FUSS-FREE FLAVOUR

Just Milk offers reliable high quality and convenience – ideal for busy café operators



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

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



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

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

> "The heat treatment that UHT benefits from makes it a lot creamier than fresh milk, even in its skimmed version. It makes UHT ideal for coffees as it forms the perfect froth every time"



Use discount code **CafeBuyer15** to get **15% off** your first order

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A delicious bit of magic that makes you feel absolutely golden.

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visit our online store **www.sugarandsyrup.com**

KITTING OUT YOUR CAFÉ

Two experts weigh in on the most important things when it comes to setting up a café – from must-have equipment to investing in people



MARK MCSHANE, FOUNDER, FOOD HYGIENE CERTIFICATE, SHARES HIS PRACTICAL TIPS

The coffee machine you choose will have a major impact on service, so invest in a model that can keep pace during busy periods. Consistency matters, so pair it with a reliable grinder that can deliver uniform results every time. If you're offering filter coffee, decide whether you'll go with hand-poured brews or a batch system that allows for speed without sacrificing quality. Water filtration is just as important as the machines themselves, helping you preserve flavour and extend the lifespan of your equipment.

Your EPOS system needs to handle more than just payments. A cloud-based platform that tracks stock, integrates with accounting, and manages takeaway and in-house orders can give you clarity as the business grows. If it supports loyalty programmes or data tracking, you'll have tools to encourage repeat visits without extra admin.

Space per cover can vary depending on the service style, but around 1.5 square metres per seated customer is a useful guideline. Prioritise flow and functionality over squeezing in extra tables, especially if you're working in a compact site. Efficient use of back-of-house space is just as important, ensuring staff can move freely and keep service smooth.

Sustainability is becoming standard rather than optional. From compostable cups and takeaway packaging to efficient menu design and portioning, small choices add up. Customers tend to respond well to cafés that are upfront about their efforts, especially when the changes feel authentic rather than performative.

Finding and keeping good staff can make or break a café. Hiring people with strong communication skills, a willingness to learn, and a



good work ethic is key. Consistent training and clear systems can help new hires get up to speed quickly and improve retention in the long run.



ROB BROADBENT, DIRECTOR AND FOUNDER, LYNWOOD & CO

Firstly it's important to know how we like to structure each build/start up. Rather than Capex our builds entirely we choose to split the 'lease improvements' (builders/plumbers/painters/electricians etc) as Capex and lease our equipment such as coffee machines, fridges, ovens etc. Some of our suppliers allow us enough credit that we are able to open and have an income before these invoices fall due.



Some think the coffee machine is the most important piece of kit... It's actually training your baristas which is far more important. I was once told the equation for the best coffee is 25% machine, 25% coffee bean/roast, and 50% barista, meaning the best barista is the 'key element'! Having said that we do now invest heavily in good equipment. As we have expanded to multi site, one of the very key elements is consistency. We can't serve a good coffee in one site and have someone say 'it was totally different to the other Lynwood' so things like puck press make sure every barista is tamping with the same weight and our new grinders are dosed to dispense exactly 18gms.

The industry is moving fast! Technology is playing a big part in this. Automation is huge! How do we replace the barista? With difficulty is the answer but they are trying hard. In two of our busier sites we have introduced an 'ubermilk' machine which steams milk to perfection on demand. It's bullet proof, fast and consistent (back to consistency). One of the fastest growing chains in the world – Blank Street Cafe – uses Eversis coffee machines which are almost totally automated leaving only the 'latte art' to the barista. It's a queue busting formula and it enables the barista to engage more in talking to the customer instead of being buried in checks and stress. Customer engagement is key. For me it's the last remaining skill that is more important than anything! I always say, 'you can have the best food, the best coffee but if your customer service is not 'on point' your customers won't come back. The next 12 months will see larger chains profit from technology and be able to deliver faster/better product, but there will always be that person who will wait 10 minutes for a flat white made by a passionate barista. That's my world and I love it.

PRODUCER SPOTLIGHT

UNCONFORM COFFEE

A top-drawer cold brew coffee with beneficial nootropics upsides. The three-strong offer consists of a Salted Caramel Latte, a Mocha and a Flat White made with best-in-class Arabica beans and vegan-friendly oat mylk to underpin the brand's proud sustainable ambitions. The unique cold brew process results in a less bitter coffee that simply doesn't require the ladles of sugar secretly tucked away within most iced coffee offerings. More importantly, Unconform provides an alternative daily coffee ritual that naturally elevates one's wellness regime whilst junking all the unwelcome caffeine highs, jitters and crashes traditionally associated with coffee and energy drink consumption.

unconform.shop





> "The last 10 years has seen a number of smaller chains grow, some reasonably quickly, the likes of Gails but it seems the smaller artisan roaster/baker will always have a place in society. They generate a loyal, local following and everyone loves to support local over a chain. Larger chains are finding pushback in small village environments where locals want to keep 'their cafe' and are fighting councils to reject planning. I find it interesting where WH Smith is now leaving the high streets but staying in airports and transport hubs! Is this where coffee chains will end up as well leaving smaller towns and villages to the 'local independent cafe? I hope so"
>
> **ROB BROADBENT, LYNWOOD & CO**



A DELICIOUS TIME-SAVER



Freshlock by Barfoots' Jacket Potatoes are at the forefront of foodservice efficiency, says Kim Barfoot-Brace, brand and marketing manager

Freshlock, by award-winning sustainable vegetable business Barfoots, is a revolutionary innovation that gently pasteurises fresh veggies, locking in their goodness with a longer life of 40 days.

Thanks to being pre-cooked, Freshlock jacket potatoes, after just a few minutes in a Merrychef, air fryer or microwave, are crisp and fluffy potato perfection – a dream come true for professional kitchens and a blank canvas for your creativity.

> "This innovation is a dream come true for professional kitchens and a blank canvas for your creativity"

Leading the way

Barfoots' philosophy has not changed since our first farm: look after the land as if you want to farm forever. Today, as a global business, we're as dedicated as ever to nurturing our environment and the local communities of which we are a part.

We've pioneered sustainable farming methods for decades. Whether it be on our own farms or in collaboration with our growing partners, we use nature positive practices that encourage biodiversity and promote soil health. This not only protects our environment, but produces veggies of the highest quality.

We have been producing nearly double the amount of electricity than we use since 2010, exporting the excess to the grid. We are part of WRAP's UK Food And Drink Pact to reduce food waste, cut carbon and protect critical water resources. Indeed, our founder, Peter Barfoot, has been awarded a CBE for Services to Sustainable Farming.

Tackling food waste

Food waste is a huge contributor to global greenhouse gases. In the UK £3bn worth of food is wasted by food service and hospitality. With a longer life, Freshlock® can help professional kitchens manage stocks more efficiently and reduce waste, without compromising taste.

AT A GLANCE

- **Goodness locked in** – 100% natural ingredients, no artificial preservatives or additives
- **No fuss, no faff** – cooked to perfection in just a few minutes
- **Longer life** – gently pasteurised helping reduce waste and improve stock management efficiency
- **Sustainable growth** – produced in a factory powered by veggie waste and solar energy
- **Brought to you by Barfoots** – award winning sustainable providers of exceptional vegetables





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.

COMFORT ON THE MOVE

Look to Bronte 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.

Cafe 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 Bronte 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 director – commercial, 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. Bronte 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."











> "Bronte 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"



30% OF UK **ADULTS** BUY **SWEET** BAKES **WEEKLY**. THOSE AGED **16** TO **34** ARE THE MOST **FREQUENT** CONSUMERS, WITH NEARLY **40%** WILLING TO PAY **DOUBLE** FOR FRESH, **PREMIUM** ITEMS

MINTEL

ALL THINGS NICE

Coffee culture is strong in the UK, with just over 15% of the population indulging in a cup out of home every day (up 3% from 2024) according to Lumina Intelligence.

While those customers are waiting in line for a coffee to-go, or waiting patiently at their table, few can resist the opportunity to grab something sweet on the side. Flaky pastries in the morning, a slice of flapjack after the breakfast rush, or in the afternoon, maybe a billowing slice of cake or dense, fudgy brownie. Biscuits perhaps, to snuffle in the car on the way to the office. Or, on the way home, a little chocolate bar, snatched up in the moment as a pick-me-up after a hard day. Key to catching their attention is excellent merchandising. Keep your cake display counter and cake stands clean, clear and abundant. Place to-go snacks in prominent positions by the till. And don't forget to remind staff to upsell. A piece of carrot cake to make that chai latte sing, or a rose and pistachio flapjack to set off the earthy notes of that matcha.

BISCUIT SNACK PACKS



RINGTONS WHITE CHOCOLATE & PISTACHIO COOKIES
New for 2025, packed with almost 25% white chocolate chunks and toasty nibs of pistachio. Oats give a touch of crumble.
ringtons.co.uk

WALKERS SHORTBREAD FINGERS
The classic shortbread snack, made with just four ingredients (including a third real butter) to a 100-year-old recipe.
walkersshortbread.com





MACLEANS BAKERY FREE-FROM CHOCOLATE BROWNIE COOKIE
Rich with cocoa flavour and boasting a light, crunchy texture, these are top 14 allergen-free, made in a dedicated allergen-free bakery using plant-based ingredients.
macleansbakery.com

WILLIAMS HANDBAKED CHOCOLATE CHIP BUTTER BISCUIT
Crumbly, cake-like biscuits made in small batches in Preston, Lancashire. Filled with sweet chocolate chips.
williamshandbaked.co.uk





"During the week, there's a definite lean toward 'healthier' bakes — fruit-based cakes, lower-sugar options, or something with oats and nuts. But by Thursday or Friday, it's full-on treat mode. That's when the nostalgic bakes come out: Crunchie brownies, gooey traybakes, and anything indulgent"

LAURA ROBERTS, LAURA'S LARDER

TRAYBAKES



THE HANDMADE CAKE COMPANY LEMON BAR

Delivered frozen for freshness, defrosting in just four hours, expect a crisp, buttery shortcake base and sharp lemon filling with cornflower sprinkles.

handmadecake.co.uk

CAKESMITHS HANDMADE BERRY & YOGHURT FLAPJACK

Sprinkled with freeze-dried cherries and raspberries, these will look stunning on your counter. The honey and vanilla flapjack base is filled with whole raspberries and smothered with a yoghurt frosting.

cakesmiths.com





CAKEHEAD ESPRESSO BROWNIE

Gooey chocolate brownie, thickly layered with espresso icing. The traybake is pre-sliced and can be frozen for 12 months.

cakehead.co.uk

PRODUCER SPOTLIGHT

CAKEHEAD

Cakehead has the recipe for more customers. Take the finest sustainably sourced ingredients, combine them in tried-and-tested homemade recipes, finished by hand in an artisanal way, package and present them beautifully, and then deliver on time and with minimum hassle. That's the Cakehead way. The brand's award-winning, hand-crafted cakes are perfect for any coffee shop and there are plenty of vegan and gluten-free options for those with more considered dietary requirements. Need a little sweet talking? Call 01572758940 between 8:30 - 17:30 or email hello@cakehead.co.uk.

cakehead.co.uk





THE UK **BISCUIT** MARKET IS **PREDICTED** TO **GROW** BY **4.9%** BETWEEN **2025** AND **2030**

GRAND VIEW RESEARCH





BRITISH **CHOCOLATE SALES**

MORDOR INTELLIGENCE, 2024

CAKES

THE ORIGINAL CAKE CAFE COLLECTION DUBAI CAKE

This cake combines chocolate and pistachio sponge with pistachio frosting, white chocolate and pistachio cream, piped chocolate frosting, chopped pistachios and fried kunafa.

originalcakecafe.co.uk





THE EXPLODING BAKERY RASPBERRY & WHITE CHOCOLATE FRANGIPANE CAKE

This bake is gooey and spongy, and filled with melted white chocolate, almond cream and real raspberries.

explodingbakery.com

CAKE TRENDS 2025

Make your customers swoon at the counter by honing in on the year's hottest trends.

- **Pistachio –** This trend is going nowhere fast. Fuelled by the Dubai Chocolate Bar craze, pistachio is finding its way into layer cakes, biscuits, traybakes and more. Pistachio tiramisu is one to watch too.
- **Unusual flavours –** Want to turn heads at the till? Add va va voom to your cake offering by supercharging your flavours with ingredients that are familiar but unusual. Think soy or miso in chocolate, matcha baked into sponges and used to colour icings, and citrussy yuzu in place of lemon drizzle.
- **Hybrids –** UK consumers are up for any kind of bakery mash up. We're talking brookies (brownie cookies), cruffins (croissant muffins) and cookie pies.
- **Retro –** Everything retro is seriously in. Dig out those 80s cookbooks and start ruffling your buttercream finishes on sponges.
- **Limited edition –** Just as pumpkin spice sends everyone wild in autumn, so you can bring excitement into your cafe by offering small runs of limited edition cakes and bakes (just remember to promote them on socials). We're talking spooky Halloween cupcakes, Wimbledon-themed cakes in summer, gingerbread men and snow globe cookies towards Christmas.

CONFECTIONERY

RASPBERRY & WHITE CHOCOLATE MALLOW BAR

A light, indulgent sweet treat made with real fruit, natural colours and flavours. It's also vegetarian, gluten-free and high in fibre, containing 7.1g per bar.

flowerandwhite.co.uk





GNAW MILK CHOCOLATE SNACK BAR - POPCORN+ PEANUT

Creamy milk chocolate, bags of peanut, and toasty notes from corn. A pinch of salt prevents it from being too sweet.

gnawchocolate.co.uk



BREAKFAST IS THE F**ASTEST-GROWING** DINING OUT **OCCASION** FOR **BRITS**

KANTAR

A GREAT WAY TO START THE DAY

We've forever been told that we should breakfast like kings and dine like paupers. But the way we breakfast consistently shapeshifts. Pre-Covid, grabbing a cereal bar on the way out the door became the norm as we dashed through our day.

During the Covid period we embraced the slow, gentle pace of starting the morning with a cooked breakfast, or the mindful stirring of a pot of porridge. In 2025, we've reached a hybrid situation. There are still those (especially younger consumers) looking for quick fix solutions at breakfast time, but it's higher protein, less sugary, more whole food options they're seeking. And breakfast is overtaking lunch and dinner as a dining out occasion, appealing for its versatility and affordability. For many, it really has become the best part of their day.

SPREADS



PURE MAPLE ORGANIC AMBER RICH MAPLE BUTTER
A sweet, rich spread made purely with 100% Canadian maple syrup taken from the early spring harvest. Fabulous on toast, waffles and pancakes.
puremaple.co.uk

MALIK'S WILDFLOWER HONEY
Authentic raw British honey produced by bees foraging in the Cotswolds on wild rose, bramble, elder and limeflower.
malikshoney.com





RADNOR PRESERVES HAND-CUT SICILIAN BLOOD ORANGE MARMALADE
An award-winning, aromatic, incredibly fruity marmalade with a tangy flavour.
radnorpreserves.com

HAWKSHEAD RELISH RASPBERRY & VANILLA JAM
The maker's all-time best-seller. Absolutely packed with fresh raspberries and more than a hint of vanilla.
hawksheadrelish.com





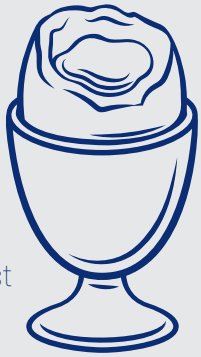
"Protein's gone mainstream. It's seen as a simple, empowering addition to people's diets, rather than another 'food rule'. It's also satisfying, unlike many other diet fads that are usually based around elimination and restriction"

STEFANIE DANIELS, SD WELLNESS

THE MOST POPULAR BREAKFAST BY CITY

According to Matador, these are the most popular breakfast items across the UK

- **Edinburgh:** Fry up
- **Belfast:** Pancakes
- **Newcastle:** Sausage sandwich
- **Liverpool:** Muesli
- **Leeds:** Croissant
- **Birmingham:** Veggie fry up
- **Cardiff:** Toast
- **Sheffield:** Bacon sandwich
- **Nottingham:** French toast
- **Norwich:** Scrambled eggs on toast
- **London:** Avocado on toast
- **Bristol:** Cereal







AROUND **11%** OF **BRITS** START THEIR DAY WITH A **FULL ENGLISH**, **24%** WITH **OVERNIGHT OATS**, **21%** WITH **AVOCADO ON TOAST,** AND **32%** WITH **TRADITIONAL** CHOICES SUCH AS **CEREAL**

LIZI'S GREAT BRITISH BREAKFAST REPORT

FROM THE HOT PLATE

EDWARDS OF CONWY
OAK SMOKED DRY CURED BACON
Made with fine cuts of Red Tractor British pork, this bacon is cured traditionally by hand and smoked over oak chippings.
edwardsofconwy.co.uk





CHARLES MACLEOD
STORNOWAY BLACK PUDDING
Available in various sizes, this pudding has won multiple awards. It delicately balances Scottish oatmeal with onions, spices, salt, blood and suet for a fine flavour.
charlesmacleod.co.uk

WHAT'S **HOT?**

According to Mintel's 2025 *Breakfast Eating Habits* report, cooked breakfasts are gaining ground, particularly eggs, with sales up 10% in 2024. Several factors impact this, from the increasing role of protein in the average consumer's diet to people seeking out savoury options which limit blood spikes and sugar level hikes.

There is a "substantial retail opportunity", the analyst says, for on-the-go breakfast foods, with stores offering coffee-shop style breakfast items to take away, such as bacon rolls and pastries, appealing to 47% of those who eat breakfast out of home.

According to Kantar "breakfast is no longer an afterthought", with the experts saying last year it's become a standout growth occasion. Coffee features in 42.6% of out of home sales at breakfast, with midlife consumers (35-54) remaining the most engaged in breakfast out of home, but Gen Z is the fastest-growing group, with breakfast sales on-the-go increasing 23.7% year on year in this demographic.

Across all ages, Kantar identified enjoyment remains the primary motivator for eating out at breakfast time, influencing 44.6% of all choices.



SAUCE

TRACKLEMENTS
PROPER TOMATO KETCHUP
A very tomatoey, thick, richly flavoured sauce, combining juicy Mediterranean tomatoes with a subtle blend of spices.
tracklements.co.uk





A LITTLE BIT
BROWN SAUCE
This tangy sauce marries sweet dates with cider vinegar, treacle, tomato paste and spices.
alittlebit.co.uk



GOOGLE SEARCHES FOR **HERBAL TEA** BLENDS HAVE **RISEN** IN THE PAST YEAR, WITH **LEMON BALM (+70%), FENUGREEK (+70%)**, **MULLEIN (+60%)**, AND **DANDELION TEA (+50%)** GAINING **POPULARITY** THANKS TO THEIR PERCEIVED **WELLNESS** BENEFITS

DENBY DRINKS REPORT 2025

THE MUST-STOCK HOT DRINKS OF 2025

People turn to hot drinks for all sorts of reasons – for comfort and familiarity, as well as a jolt of caffeinated energy – but this year the sector offers more than ever before; from products that promise to boost wellness via the inclusion of functional ingredients such as mushrooms to those which offer fabulous taste alongside meaningful ethical credentials. It's not only about tea or coffee these days; look to herbal teas for a burst of freshness and goodness, trending matcha for a dose of the good stuff, and next-gen hot chocolates that deliver on flavour and premium quality.

MATCHA



OMGTEA MATCHA TEA AAA GRADE
Ceremonial organic matcha that is mild and smooth, with a delicate aftertaste and distinctive umami sweetness.
omgteas.co.uk

A FIFTH **(21%)** OF THOSE WHO SAID THEY'D **SWITCHED** FROM **DRINKING HERBAL TEAS** TO DRINKING MORE **BLACK TEA** SAID THEY DID SO FOR THE **HEALTH** AND WELLBEING **BENEFITS**

TEA ADVISORY PANEL

HOT CHOCOLATE



BOOJA-BOOJA HOT CHOCOLATE
Smooth, rich and comforting – and dairy-free.
boojabooja.com

> "With 99% of Brits admitting to daily tea drinking, stopping for a cuppa is one healthy habit the vast majority of us can get on board with. In fact, the TAP-research analysis of over 1,000 British adults revealed that Brits recognise a range of health benefits associated with drinking tea – from reducing stress and anxiety (33%), to boosting hydration (30%), to supporting a healthy heart (16%) and blood pressure (17%)"

TEA ADVISORY PANEL (TAP) MEMBER AND GP DR NISA ASLAM

TEA

Whether it's a builder's tea, a light and aromatic herbal option or a creamy chai or matcha latte, one thing's for certain – us Brits love tea. Indeed, according to Grand View Research, the UK tea market is expected to grow by 6.5% between 2025 and 2030.



FLAVOURHEAD ELEGANT EARL GREY TEA BAGS

Sri Lankan and Chinese black tea infused with bergamot, nutmeg and orange peel.

flavourhead.com

ALBION TEA BOURNE VALLEY BREAKFAST TEA

A refreshing golden blend inspired by the beautiful chalk landscape of the Bourne Valley. High grown Rwandan lends an uplifting note to malty Assam in this classic British breakfast tea.

albiontea.com





NUTRATEA YERBA MATE & GOTU KOLA

A vibrant, South American-inspired blend which delivers a clean caffeine kick thanks to Yerba Mate, long praised for enhancing focus and mental clarity.

nutratea.co.uk

COFFEE

A hot cup of coffee works wonders as a delicious source of energy, but that's not all that shoppers are looking for from their cup of Joe in 2025. Brands are being launched which focus on – and tweak their processes to maximise – the health benefits of coffee, including antioxidants, and more consumers than ever are looking for decaf options in order to enjoy the richness of quality coffee.



SUMA MEDIUM ROAST GROUND COFFEE

A slow-roasted Fairtrade and organic coffee made from 100% high-altitude Arabica beans from small-scale co-operatives, with a smooth, velvety flavour of caramel and milk chocolate notes.

wholesale.suma.coop

DANELAW MJÓLKA COFFEE

A blend of washed and natural coffees from Latin America and Africa, slow roasted to a dark colour and best enjoyed with milk.

danelaw.coffee





PADDY & SCOTT'S CLEAR MIND

This is a full-flavoured treat that can be enjoyed any time, while supporting mental health and research.

paddyandscotts.shop

THE **GLOBAL** FUNCTIONAL **TEA MARKET** IS EXPECTED TO EXPERIENCE STEADY **GROWTH** OVER THE NEXT **DECADE,** DRIVEN BY **INCREASING** CONSUMER **INTEREST** IN **HEALTH** AND **WELLNESS**. IT IS **PREDICTED** TO **GROW** AT A **COMPOUND** ANNUAL GROWTH RATE **(CAGR)** OF **6%** OVER THE NEXT **10** YEARS

STELLAR MARKET RESEARCH FUNCTIONAL TEA MARKET





IN **2017** BRITS WERE CONSUMING **8.3 BILLION** PACKETS OF **CRISPS** A YEAR. BY **2030**, THAT FIGURE IS SET TO **RISE** TO **11.1 BILLION**

STATISTA

FEED THEIR APPETITE

Savoury snacks are one of life's great pleasures. Whether your customers are looking for something to relish in-house or on-the-go, the great news for them – and for the retailers who serve them – is that there's a tonne of delicious innovation on the market right now.

There will always be an appetite for traditionally-flavoured potato crisps, but branch out into exciting flavour realms to impress and delight your customers who are looking for the kind of taste adventure only an indie deli or café operator can provide. Look too for new formats; popcorn is still popular, especially with health-conscious consumers, and look to cheese, pickles and charcuterie for options that correspond with your artisanal retail offering.

THE **GLOBAL** TORTILLA MARKET **SIZE** WILL **GROW** AT A **CAGR** OF **8.8%** BETWEEN **2024** AND **2030**, DRIVEN BY **NATURAL** CHIPS, MADE WITH HERITAGE **MEXICAN** CORN

GRAND VIEW RESEARCH

SWICY

BOUNDLESS CHIPOTLE & LIME CHIPS
Spicy chipotle meets zest lime in this Mexican-inspired infusion, made using gut-friendly activated sorghum.
weareboundless.co.uk





THE CURATORS PROTEIN CHIPS – THAI SWEET CHILLI
Not only do these hit the swicy brief, but they're also high in fibre and boast 10g protein per bag.
wearethecurators.com

SIMPLY ROASTED HOT HONEY
Snappy, crunchy snacks, made in Norfolk using real potatoes, with 50% less fat than regular crisps, and less than 99 calories per bag.
simplyroastedcrisps.



"Bold Desi and South East Asian flavours are continuing to dominate the snacking sector, with innovative formats and heritage-inspired recipes gaining traction among premium buyers. From reimagined street-food classics to contemporary twists on traditional mixes, these vibrant, flavour-forward snacks are redefining what's on offer in the category"

SCOTT WINSTON, FINE FOODS CONSULTANT

SNACKING **TRENDS**

A recent survey, commissioned by Cheez-It, shows British snackers are keen to switch-up what goes into their baskets – though not at the expense of forgetting their favourite products.

The research demonstrated that while consumers are on the hunt for shiny new products to try, they are surprisingly loyal to the brands and products they already love.

Although three out of 10 people asked said they were bored with their current snacking situation, 24% admitted they'd been buying the same snack for at least a decade. A third of these (32%) said it was for comfort, 22% for convenience, 18% through fear of being disappointed, and 11% admitted they were in a 'snack rut'. Interestingly, 10% of those asked said they didn't waver from their usual choice because there was too much choice available to them.

Other key findings included that:

- 77% felt they were on autopilot when they buy snacks
- 34% wanted to break free from their current snacking cycle
- 32% admitted to eating the same snack up to five times per week, some up to seven times
- 50% felt having a snack was something exciting to look forward to during the day
- 16% thought it was 'cheating' to deviate from their usual snack, but it gives them a 'thrill' to try something new
- When it comes to exploring within the snacking world, those asked were more likely to switch from their familiar favourite to sample a limited-edition flavour (22%) or products offering extra crunch (20%)



GET PICKLED

With the trend for preserving and fermenting growing ever-stronger, so to does the consumer appetite for all things pickled. Enter on-the-go pickles – a low-calorie snack that packs a flavourful punch.



SUCKERPUNCH RED CHILE SPICY DILL PICKLE PACK
Ridge cut on-the-go pickle chips, preserved in SuckerPunch's signature dill and garlic brine with a kick of smoky arbol pepper. Only 20 calories per pack.
suckerpunchpickles.com

HOT TO GO

Not all snacks have to come from a bag; if you have the facilities, offering hot food to-go is a worthwhile investment. Savoury pastries are a popular way to add value to customers' baskets, and whether you're opting for classics like ham and cheese-filled croissants, savoury muffins or mini quiches – or something altogether more innovative – customers are bound to be delighted.



PUFFPIZZA SFOGLIETTA
A unique savoury cross between a pizza and a croissant, Sfoglietta is baked from frozen with zero prep, perfect for cafés looking to boost all-day food sales.
puffpizza.co.uk

55% OF **EATERS/BUYERS** THINK IT IS **WORTH** PAYING **MORE** FOR **PREMIUM** OFFERINGS, AND **69%** THINK THEY ARE MORE OF A **TREAT** THAN REGULAR **PRODUCTS**

MINTEL UK CRISPS, SAVOURY SNACKS & NUTS MARKET REPORT 2025

INTERNATIONAL FLAVOURS

CURRY SMUGGLERS BOMBAY MIX CANS
A harmonious blend of savoury ingredients, carefully selected to create a symphony of flavour.
currysmugglers.co





MARVELLOUS MIX CHIN CHIN
A healthier, modern twist on the beloved traditional African chin-chin pastry snack.
marvellousmix.co.uk

CLASSIC CRISPS

BURTS SNACKS MATURE CHEDDAR & CARAMELISED ONION CHUTNEY CRISPS
A rich and full-bodied Devonshire Cheddar from the renowned Quicke's, expertly paired with a sweet and tangy caramelised onion chutney.
burtschips.com





FAIRFIELDS FARM SEA SALT & ASPALL CYDER VINEGAR CRISPS
Gluten-free and suitable for vegans, these are made using cyder vinegar from local producer Aspall for a distinctive taste.
fairfieldsfarmcrisps.co.uk

THINK CHEESE

SERIOUS PIG SNACKING CHEESE WITH TRUFFLE
Powerful Italian cheese, infused with the unmistakeable, bosky, luxurious taste of truffle.
seriouspig.co.uk





CHEESIES GOUDA CHEESIES
Pure, 100% Gouda cheese, dried and baked in the brand's wind-powered factory. They pack a powerful punch.
cheesies.co.uk

POPCORN

MARIGOLD HEALTH FOODS POPCORN PLUS
Savoury popcorn coated in Engevita Nutritional Yeast – high in Vit B12, Vit D and just 94 kcal per bag.
marigoldhealthfoods.co.uk





LOVE POPCORN FIERY SALSA
GM-free, locally sourced corn kernels are popped in a kettle, the traditional way, before being dressed up in a sweet and spicy salsa dust.
lovepopcorn.co.uk





EAT CURIOUS

Welcome to the Wonderful World of Forest Feast

In the world of snacks, few brands spark curiosity and delight quite like Forest Feast. For over 25 years, this extraordinary company has been on a mission: to craft snacks that are not just tasty, but utterly unforgettable. At the heart of Forest Feast is a spirit of discovery and innovation, and a refusal to follow the rulebook – a commitment to creating products that excite the senses and taste incredible.

Forest Feast isn't just a snack company – it's a world of explorers, roasters, chocolatiers, and innovators who travel the globe in search of the finest ingredients. From sun-ripened coconuts in Ghana to pineapples grown with solar-powered energy in the tropics, every ingredient is chosen with care, quality, and sustainability in mind. These aren't just ingredients – they're stories of smallholder farmers empowered through fair pricing, education, and community projects. Over the past 15 years, Forest Feast has partnered with the PREDA Fairtrade organisation to bring social and economic justice to the Philippines. Their chocolate range now carries the prestigious Cacao-Trace certification, ensuring farmers are rewarded with premiums and bonuses, while communities benefit from schools, hospitals, and environmental programs.

Innovation is the lifeblood of Forest Feast. Every product is handcrafted at their base in Co. Armagh, Northern Ireland, where nuts are air-roasted to perfection, preserving flavour and texture, and chocolates are painstakingly panned using traditional artisan techniques. This slow, meticulous approach produces snacks that are as indulgent as they are memorable – each bite a testament to craft, care, and culinary creativity. Forest Feast thrives on experimentation, combining bold flavours, textures, and unexpected ingredient pairings to surprise and delight snack lovers everywhere. Their ethos, "Please eat curious," is an invitation to explore, enjoy, and be inspired.

Their latest innovations launched this month include:

- Dubai-Inspired Pistachio Crisp Milk Chocolate Dates
- Salted Caramel Dates
- Praline Crisp Milk Chocolate Hazelnuts
- Pink Lady Dried Apple



Forest Feast's entrepreneurial energy is evident not only in its products but in its business growth. Operating across 22 international markets, the company has delivered consistent double-digit growth, reaching £40 million in turnover—reflecting demand from consumers as their creativity keeps Forest Feast ahead of trends. Investments in people and operations ensure the company continues to innovate while maintaining full control over its end-to-end supply chain.

Forest Feast also has a strong commitment to doing business better. The business has moved to 100% renewable energy, with solar panels being installed by the end of the year. Excess food is redirected to local food banks or converted into electricity through anaerobic digestion. Packaging is now recyclable in Ireland and at supermarkets in the UK. A partnership with Ecologi has planted over 10,000 trees. Meanwhile, community engagement remains a priority, from sponsoring emerging athletes to supporting charities.

Forest Feast is the perfect example of entrepreneurial imagination in action: a business where curiosity, craft, and care converge. Every product is a journey, every flavour a story, and every innovation a reflection of a team that refuses to settle for ordinary. Their snacks aren't just food—they're experiences, crafted with passion, expertise, and a bold sense of wonder. In a world of mass-produced options, Forest Feast stands out as a beacon of creativity, quality, and heart.

With a commitment to excellence, sustainability, and continuous innovation, Forest Feast is more than a snack company – it's a celebration of the joy of discovery, the thrill of curiosity, and the art of doing business brilliantly. Every bite invites you to explore, indulge, and experience the wonderful world they've so carefully crafted.



OUR SNACKS JUST GOT SNACKIER



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.

forestfeast.com

NEW DESIGN & NEW FLAVOURS

BRONTË

ONLY THE BEST FOR YOUR GUESTS



BRONTE TRADITIONAL
5 FLAVOURS. 100 x 2

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