NEW PRODUCTS, LATEST TRENDS, THE SNACKS TO STOCK

SNACK BUYER

2022

From the publishers of SPECIALITY FOOD

MAGAZINE



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FUTURE MARKET INSIGHTS



NINDINI ROY CHOUDHURY, THE RISE OF PLANT-BASED P. 6

WAVY WONDERS



THOMAS THULESEN, THE VALUE OF SEAWEED P. 16

MINTEL



JOLENE NG, THE FUTURE OF UK SNACKING P. 17



WELCOME TO SNACK BUYER

Welcome to the 2022 edition of *Snack Buyer*, brought to you by the publishers of *Speciality Food*.

Every year brings new innovations and challenges, and the year thus far has provided opportunities we haven't seen in a couple of years thanks to the pandemic. On-the-go has well and truly returned, and shoppers – whether they be traditional fine food consumers or not – are more discerning than ever when it comes to the snacks they buy. Health is a bigger opportunity than ever, and the HFSS regulations – while they've been postponed at the time of writing – are making the industry, and consumers, think twice about the balance between



price and nutrition on supermarket shelves.

This evolution has brought a raft of new products into the fine food market, and we're highlighting a great number of our favourites within the following pages. We not only shine the spotlight on producers making waves in the sector and creating great – not to mention delicious – snack products, but also highlight some of the best snacking options around in our themed product pages.

Until next time,

Holly

FEATURES

4 MODERN
10 NUTRITIOUS
18 TRADITIONAL
24 SWEET
28 ON-THE-MOVE

PROFILES

4 Holleys
8 Fairfields
9 Seaweed Agogo
13 Peter's Yard
14 Chika's
15 Cambrook Nuts
16 Wavy Wonders
20 Fiddlers Lancashire Crisps
23 Cheese Nibbles
26 Bramble Foods
27 Island Bakery
30 Simply Roasted









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SNACKING'S SECRET WEAPON



When it comes to logistics of stocking a successful snack range, the struggle is real. Luckily Holleys Fine Foods is in your corner

You'll have noticed restocking your snacking and on-the-go sections – in fact any categories in your shop – has become harder these days. And while you can take your pick from a long list of spanners in the logistical works that account for these difficulties, you'd probably rather focus your energies on getting the product in so you can delight your customers with the curated range of delicacies they came in for. Well, help is at hand. "The single most important thing we can offer our customers is certainty – in availability, delivery and service levels – so that in turn they can keep serving their customers and keeping their business going." That's the promise from Reuben Holley, general manager at Holleys Fine Foods, which has been supplying fine food indies since 1970.

Curating a snack offer

The supplier's snacking category carries nearly 450 SKUs from 60 snack brands, and ready-to-eat nibbles and grazing options account for roughly a tenth of its overall range. So you'll find Kalahari salt crisps from Savoursmiths alongside Black Country Snacks' fried pork rinds. Holleys' snack range has everything from Dutch Gouda crispies and West Country biltong to Serious Pig snacking pickles and vegan broccoli chips. "We work with small, artisanal makers to make sure our range is a carefully curated collection that givers our retailers the edge," says Reuben.

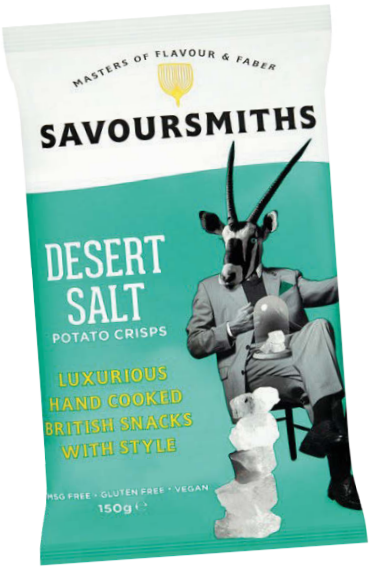


Around 65% of Holleys snacks have local provenance in the British Isles, meeting its customers' requests for curated regional collections to give local flavour to their shelves. "Holleys understands the world of independent retailers because that's how we started ourselves 50 years ago," says Reuben. "We know from our own experience about the week in, week out hard work that it takes to make a success in the grocery business and we try to serve our customers as we would want to be served. That's never been more important than now, when providing great service is what will keep customers coming back when money becomes tighter. Availability is always a key metric in any retail business, and we've tried hard to maintain our key line availability even throughout the pandemic, providing much needed assurance for our customers."

Direct from the maker

In fact, Holleys averages a pretty stunning 97% availability across its lines, making sure that its weekly deliveries help keep your shelves stocked and your customers satisfied. Holleys has also opened its own Northern hub to broaden its coverage, which has traditionally been governed by proximity to its Bristol headquarters. This extra reach enables a huge demographic of retailers to benefit from Holleys' snacking range, and other products beyond. "We're pleased to introduce our van delivery service to retailers throughout England and Wales," says Reuben. "That brings the minimum order value for delivery down to a realistic level, but it's also hard to overstate the importance of a reliable named day delivery and a driver who knows exactly where you want your goods placed in the shop! Finally, we really believe in human interaction, so we make it a weekly target to answer our phones within a few rings, getting customers straight through to a real person who wants to help."

Running a retail business in 2022 isn't easy, so making sure your snack offer is optimised and supporting your whole business is key. "Margins in fast moving consumer goods are small, and in artisanal foods they can be smaller, so we know making sure our customers can keep their customers happy is everything to their success," says Reuben.







> "Holleys understands the world of independent retailers because that's how we started ourselves 50 years ago"



How can you upgrade your snacking range with added West Country flavour?

Give your snack selection a cheesy kick with the West Country Legends range of premium savoury snacks and biscuits. Flavours to savour, stories to share - the range is inspired by the beautiful mystical West of England and its famous local produce, including the legendary Cheddar cheese.

Just ask Holleys
FINE FOODS

Free delivery on all orders over £100
Just ask Holleys 0117 938 0084 or visit holleysfinefoods.com

LOOKING TO THE FUTURE

The snacking industry is full of innovation in the 'new normal', from inventive flavours to plant-based ingredients, so choosing a selection of trendy snacks will surely set you up for success. Be experimental with your stocking choices this year and don't be afraid to opt for the unknown – it might just pay off!



BEYOND POTATOES

Traditional potato crisps will always be a source of comfort for consumers, young and old, but innovators in the snacking industry have been looking beyond the humble spud when it comes to making crisps. Instead, producers are now experimenting with fruit, vegetables, pulses and grains to create moreish snacks. Try out crisps that bring something different and see how your customers react – you might be surprised!



SIMPLEAS SMOKY PAPRIKA
These moreish crisps are lovingly baked and not fried, and made from 100% sustainably sourced and harvested great British peas.
simpleas-snacks.co.uk

SHORE SEAWEED ASIAN PEKING
All-natural deliciously crunchy seaweed & super grain chips with an addictively aromatic Peking seasoning.
shoreseaweed.com





LORO CRISPS LATIN CHILLI PLANTAIN CHIPS
Naturally vegan, gluten-free, green and yellow plantain crisps, made to the rhythms of Colombia.
lorocrisps.com

"The demand for plant-based snacks, resulting from changing eating habits of consumers, will continue rising through to 2028. In order to stay relevant in the global plant-based snacks market and gain a competitive edge, some of the leading players are focusing on product innovations"

NANDINI ROY CHOUDHURY, PRINCIPAL CONSULTANT AT FUTURE MARKET INSIGHTS

GOING PLANT-BASED

The market for vegan and plant-based products has exploded over the past few years and sees no sign of stopping. As consumers become more socially and environmentally conscious about their food choices, they are choosing snacks that are free from animal products and have ethical credentials. Look for vegan snacks that offer something familiar to your customers and you'll have them on board in no time.



KARU CACAO CASHEWS
Karu adds a sweet and crunchy twist to your plant-based snacking game with hand-roasted cashews coated in cacao and a delicate layer of salted caramel.
karu.co

MALLOW PUFFS VANILLA BEAN MALLOWS
Super-puffy vegan marshmallows dunked in Belgian dark chocolate – the ultimate treat for those with a sweet tooth!
mallowpuffs.com





INDIE BAY SNACKS SOUR CREAM & ONION PRETZEL THINS
These spelt and wheat baked pretzel thins feature all-natural seasonings, high fibre and are vegan friendly.
indiebaysnacks.com

> "People will increasingly base their choice of retailer on the availability of plant-based products, as GlobalData's survey revealed that 21% of UK millennials claim that the availability of special dietary products is the most influential factor when deciding where to do their grocery shopping"
>
> **ANA PURCAROIU, SENIOR CONSUMER ANALYST AT GLOBALDATA**



PRODUCER SPOTLIGHT

KARAWAY BAKERY

Rye Fries is a delicious, moreish snack with a deep malty flavour, a salty crust and an irresistible chewy texture. Traditionally served as a beer snack in Lithuania, they are made up of strips of thinly sliced rye bread, sprinkled with fresh crushed garlic and salt. Perfect for sharing, great as a side to a cold drink. To discover Karaway Bakery's range of award-winning snacks, including crackers, thins and granola bites, visit their website. Or if you are in the area, you are welcome to come by and sample the bakes at Borough Market.
karawaybakery.com



INVENTIVE FLAVOURS

The supermarkets have become notorious for creative festive flavours when the colder weather hits, including Candy Cane and Christmas Tree flavoured crisps found on Tesco and Iceland shelves. Weird and wonderful crisp flavours are actually nothing new, as Walkers have been pulling out crazy varieties for decades. In fact, the snacking giant launched Hedgehog flavoured crisps in the 1980s and a Cajun Squirrel variant in 2009. While the creative flavours likely didn't become many peoples' new favourites, they got people talking – and that is often more valuable than you might think.

Now, we're not saying indies should look for the next animal-flavoured crisp on the market and run with it, you can tempt consumers away from their usual choices without opting for anything too crazy. Nudie Snacks have a Katsu Curry variety their Cauliflower Crisps which is perfect for fans of Asian flavours, while Scottish customers will love Mackie's Haggis & Black Pepper Crisps.

NATURE'S BEST

For Robert and Laura Strathern of Fairfields Farm, managing their land and business sustainably is a vital element of their work



Fairfields Farm is a third-generation potato farm and handcooked crisp producer, tucked away on the Essex and Suffolk border. From this little corner of the world, big changes have been taking place to secure a sustainable future for the land.

Robert and Laura Strathern, a husband-and-wife team, run the business. They also live on the farm itself, metres away from where their potatoes are washed, stored and cooked, with potato fields never too far away. Food miles are naturally low, and with direct distribution available to customers they stay low.



They're not stopping there, however – They're determined to become the UK's first carbon neutral crisp producer and have been measuring their footprint to see where they can make positive changes, above and beyond the many practices the farm has already adopted. For example, Fairfields Farm packaging is already carbon neutral.

When it comes to reducing emissions, Fairfields Farm is working hard. Each year, they plant and restore hedgerows and trees to capture carbon. Robert says, "This winter, we laid 1.5km of hedges were laid, meaning there's now over 15km of hedges on the farm in total. It's just one of the ways we're trying to leave this place better than we found it".

Promoting biodiversity on the farm is also a priority, with over 5% of the land dedicated to space for wild birds to feed, breed and pollinate. During winter, seed is placed around the farm to provide food for wild birds, who might struggle to source their own.

Fairfields Farm has been an early adopter of less intensive farming methods which enrich the soil. For example, a greenery-rich 'cover crop' is planted when the potatoes come out of the ground. This helps to halt soil erosion over winter and puts nutrients back into the soil, ready to be churned into the ground just before planting the next year.

> "I can see the farm improving every single year, and I love to have a wander to see what wildlife is choosing to call it home. We're proud of the reduced impact of our handcooked crisps"



FUNCTION MEETS FLAVOUR

Plants have all the flavours and functions today's snackers need, says Tracy George of Seaweed Agogo

When is a snack not a snack? When it's a functional flavour bomb packed with protein and key active ingredients! It was 2019 when Tracy George and renowned sustainability expert Professor Mike Dillon founded a range of high-protein organic seaweed snacks and seasonings; with export deals to suppliers across the Middle East, the Grimsby-based brand now has the UK market in its sights. "My passions are for healthy natural and sustainable products," says managing director Tracy George, whose background in the seafood industry gives her insight to retailers' demands. "The health benefits of seaweed combined with other natural plant products seem unbeatable."

The snack range, developed with Tracy's market insight and Professor Mike's four decades of plant research, includes Protein Crunchies (soya-based clusters) in Piri Piri, Orange Cocoa and Organic Seaweed flavours, and Seaweed Popcorn, which is high in fibre and low in sugar, coming in at under 130 calories per bag. Flavours include Seaweed & Himalayan Salt; Seaweed & Turmeric; and Seaweed, Wasabi & Ginger.

Vegan friendly and gluten-free, with each product made using hand-harvested seaweed, both options are ideal for consumers looking for a lighter alternative to crisps.

"We need to move to healthy snacking – but it has to taste good!" says Tracy. "I worked with our team to ensure the product is acceptable to our target groups who snack on the go. We recognised that many of our target clients are vegan, and we worked with the thought leaders in that sector (including Marlene Tara Watson) and fitness leaders in the health category where our protein crunchy range fits. Forty percent-plus protein in the snack packs gives about 12 grams of protein per bag, so they're an alternative to the protein shakes that many gym lovers use."

> "The health benefits of seaweed combined with other natural plant products seem unbeatable"



Healthy, functional and on-the-go seaweed products

Seaweed Agogo

Seaweed is the plant food of the Future and has many functional health benefits. We have paired it with other carefully-selected ingredients and designed our snacks and herbs with health and wellness in mind.







Protein Crunchies.
High protein soya-based clusters with the addition of functional, organic seaweed

Popcorn.
Sprinkled with organic seaweed and other functional ingredients

Herb Mixes.
A blend of organic seaweed and other functional ingredients for recipes and toppings.

To stock Seaweed Agogo please contact Tracy on:
07824 888 384 or email: tracy@seaweedagogo.com

IN RUDE HEALTH

Nutrition is on the agenda across the entire food and drink sector in 2022, with gut health and high protein as key trends to watch. Consumers are hunting for something nutritious after the pandemic, so hitting the right balance between health and flavour is key when considering which snacks to stock



HEALTHY INDULGENCE

Who said that healthy snacks can't taste good? With a growing number of health-conscious consumers, snacking has evolved to include 'healthy indulgence' – snacks that taste naughty but are actually nice.



GOOD THINGS SNACKS NICELY SALTED

Seriously super Almonds in a magical mix of roasted chickpeas, pumpkin and sunflower seeds with immunity-boosting goji and cranberries.

goodthingssnacks.co.uk

ROOTLES WHITE CHOCOLATE AND BEETROOT

Baked with 35% root veg and at only 121 calories per pack, the Rootles innovative range is naturally sweetened by nutritious veggies including carrot, sweet potato and beetroot.

rootles.co.uk





60% COCOA DARK CHOCOLATE MANGO

Sweet and juicy sustainably-sourced dried mango strips fully submerged in 60% cocoa Belgian dark chocolate.

forestfeast.com

Nuts about seeds

Packed with protein, fibre, vitamins and minerals, seeds are a go-to snack for consumers to insert some goodness into their daily diets. Stocking a range of seedy snack packs such as Munchy Seeds Roasted Tamari Seven Seed Mix, and Pep & Lekker Cacao & Coconut Seed Snacks will cover all bases.

SUPERFOODS

Tapping into superfood trends can help to increase sales as health-conscious consumers reach for snacks that will boost their immune systems, offer nutritional benefits and keep them trendy. According to Cosmopolitan magazine, the top 10 hottest superfoods for 2022 are:

- Mankai
- Turmeric
- Tahini
- Pomegranate seeds
- Moringa
- Cranberries
- Fermented foods
- Cruciferous vegetables
- Ancient grains
- Hemp seeds

HIGH PROTEIN

Protein has been a buzzword in the world of food and drink for years. From naturally high-protein foods such as nuts or Greek yoghurt to cereals, breakfast bars and drinks enhanced with added protein, consumers are keen to explore this sector – especially as we enter the 'new normal'. But when it comes to snacking, the discerning consumer is looking for more than just a high protein content, they want a whole host of nutritional benefits. Stocking snacks that work harder will be the key to targeting the health-conscious customer this year.



THE PROTEIN BALL CO CHERRY BAKEWELL
A delightful twist on the classic packed with 10g of protein, fibre, no added sugar and added vitamins including B12, C and D3.
theproteinballco.com



EASY BEAN FAVA BEAN & POPPY SEED CRACKERS
Handmade with protein-packed pulse flour milled from British-grown fava beans, providing 10.6g of plant protein. Naturally gluten-free, dairy-free, high fibre and with no added sugar.
easybean.co.uk



BITES WE LOVE SOYA NUT MIX
Featuring tamari soy-marinated and roasted nuts, broad beans and peas, this vegan snack has a delicious savoury "umami" taste and is full of plant power.
biteswelove.com

> "Accelerated by Covid-19 and consumer focus on health and interest in proactive nutrition, rapid change has occured recently in food and beverage markets around the world as broader awareness of the many benefits of protein increasingly drives purchase decisions among mainstream consumers"

SOUMYA NAIR, GLOBAL DIRECTOR OF CONSUMER RESEARCH AND INSIGHTS AT KERRY GROUP



PRODUCER SPOTLIGHT

HOUSE OF MACADAMIA

If you're looking for sublime, healthier living snacks packed with full-bodied flavours and nutritious intent, you must think macadamia nuts; an elite 'superseed' and gourmet treat that mingles effortlessly with any number of sweet or savoury-themed natural ingredients, from Namibian Sea Salt & Tomato Salsa to Salted Caramel & Dark Chocolate. Low in lectins yet high in 'good fat' and essential omega oils, this is a proud South African-born nut with a rich buttery texture that actively champions good gut health. Each House of Macadamia treat always makes this beloved nut the lead ingredient and will never contain refined sugar or artificial extras.
houseofmacadamia.com





GUT-HEALTH

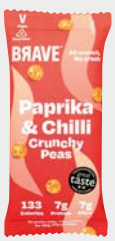
Just a few short years ago, gut health was a little-known area of the wellness market, let alone the food and drink sector. But today, products that boast gut-health-boosting properties provide a fast-growing opportunity for food brands and retailers. Look out for high-fibre and probiotic foods when choosing what to stock.



INSANE GRAIN CHEESE
Delicious and nutritious snacks made from super grains with up to 52% less fat than average crisps, with gut-health benefits and a source of vitamin B12.
insanegrain.co.uk



BOUNDLESS SEA SALT & CIDER VINEGAR
The world's first activated chips, made using sprouted sorghum, which, thanks to the unique soaking of the ancient super grain, enables a better uptake of nutrients meaning it's great for the gut.
weareboundless.co.uk



BRAVE PAPRIKA & CHILLI CRUNCHY PEAS
This award-winning flavour brings a perfect balance of heat, spice and crunch alongside 7g of gut-friendly fibre.
bravefoods.co.uk

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TURNING UP THE HEAT

Market forces are hotting up, but a sizzling new flavour shows Peter's Yard can stand the heat

COMMENTATOR



MATT HODGETTS
SALES MANAGER

These are crazy times for food manufacturers, as unprecedented cost hikes turn up the heat, but one of fine food's most iconic snack brands is fighting fire with fire. Kashmiri Chilli is the newest addition to Peter's Yard's Sourdough Bites range, bringing all the heat with a little less salt to this on-the-go snacking option. "There's been a clear trend for healthier foods in the marketplace and that's set to continue," says UK and export sales manager Matt Hodgetts. "At Peters' Yard, we understand the importance of creating products that are HFSS compliant to appeal to even more customers. The Kashmiri Chilli allows for a bold flavour, while being less reliant on salt for savoury appeal."

The new flavour – coming in at just 105 calories per 24g bag – combines powdered Ancho and Kashmiri chillies blended to perfection to complement the distinctive sourdough flavour baked into every bite thanks to a 16-hour ferment. "The 24g pack is a satisfying portion size and still only 105 calories," says Matt. "The calorie message was an important consideration for consumers when asked in Peter's Yard product development focus group research." The flavour is also suitable for vegans and palm-oil free.

Indeed, ingredients, and the time and care spent working with them, are a big deal at Peter's Yard, and the feeling the market forces hitting the whole sector. "We're facing cost price increases on all our ingredients, as well as transport, labour and energy," says Matt. "We have a great relationship with our suppliers like Shipton Mill flour and it's important to us to continue to use high-quality ingredients, despite the cost price increases, because we never want to compromise on product quality."

Luckily the time-honoured making process leaves Peter's Yard less exposed to ingredient inflation than other companies. "Unlike other snack brands that often use oil to deep fry their products, our products are baked and therefore we are fortunate not to have been impacted too heavily by the rising cooking oil prices," says Matt. "However, we do use British rapeseed oil as an ingredient in our vegan products, including our Sourdough Bites, so we have experienced cost price increases when sourcing this." Powering ovens is another headache thanks to energy price hikes, but the team are working to find new ways to reduce their consumptions. "Our production schedule often runs around the clock," says Matt, "so as you can imagine the energy cost of operating the ovens in the bakery has been a significant factor. We've tried to offset some of these costs by looking at ways we can automate some of the packing lines, which is often the least cost-efficient area of production and won't compromise the quality of our products."

Locking in the crunch in double-quick time can only be a good thing for fans of the brand's Sourdough Bites, flatbreads, crackers and crispbreads. The new Kashmiri Chilli Sourdough Bites will replace Anglesey Sea Salt and Cracked Black Pepper Bites in the 18-pack mixed wholesale case. They're also available alongside the full Sourdough Bites range in 90g sharing packs. HFSS compliance is important to the brand, which has tinkered with its popular West Country Sour Cream & Chive flavour to meet the guidelines. Free from artificial colours, flavours or preservatives, the Sourdough Bites are a great option for snackers looking for wholesome nutrition without the nasties. Bags contain 50% less fat than crisps, giving your customers an on-the-go treat they can feel good about.



The 24g and 90g packs will be available from Peter's Yard's distributors (Cotswold Fayre, CressCo and Diverse, and at petersyard.com from 1st August.

> "It's important to us to continue to use high-quality ingredients, despite the cost price increases, because we never want to compromise on product quality"



BEING THE CHANGE

For Chika's a good snack isn't just one that bursts with flavour and is packed with goodness. It can also change lives...

It was 2015 that Chika Russell, the inspiring female founder and CEO of Chika's Snacks, appeared on the BBC's *Dragons' Den* and gave what investor Deborah Meaden described as "one of the best pitches ever". Fast forward seven years and today the brand's range of natural, plant-based, gluten-free snacks embodying the energy and vibrancy of Africa are loved by consumers in the UK and beyond. But the story doesn't stop there. "As a female founder, I'm passionate about supporting women and giving them the opportunity to succeed," says Chika. "Through our 'Empowering Girls' programme with World Vision we're aiming to support 30,000 girls with education by 2025. And this year, we launched Chika's in Africa with the aim of creating 300 jobs and a 70% female workforce. It's about raising aspirations and creating a culture where female success is celebrated."

Of course, keeping this dream alive means winning over consumers, and Chika's is rooted in a passion for sharing 'iyanu' goodness – a Yoruba word meaning 'wonder' that manifests in these amazing-tasting and innovative snacks. "We use ingredients such as red lentils, plantain, and almonds, which are naturally nutritious and wholesome," says Scott Cooper, managing director of Chika's. "With our new non-HFSS rice and lentil crisps – launching in October – we were determined not to short-change consumers by simply removing 'bad' ingredients without adding more of the good stuff. Our product development team worked hard to reduce salt, but balanced this with improved flavours, spices, and a crunchier texture."

This Christmas, Chika's will extend its highly successful nuts range to include Sweet Almonds (Irish Cream and Sweet Cinnamon) with all the flavour and indulgence of a seasonal Christmas treat. A Chika's twist? They're also vegan, gluten-free and naturally packed with protein and fibre.

> "We use ingredients such as red lentils, plantain, and almonds, which are naturally nutritious and wholesome"





CRACKING THE NUT

Packaging sustainability, HFSS compliance, deliciousness: these are tough challenges for snack brands, but Cambrook may have cracked it!



If you already know Hampshire roastery Cambrook as purveyors of extraordinary nuts you'd be forgiven for thinking life there is pretty simple: source the very best quality nuts, and bake, salt, caramelise and season them into fabulously tempting mixes. Easy, right? And yet brows have been furrowed at the brand in recent times. The challenge: how to keep giving consumers their favourite premium snacks in a more sustainable serve?

"It's something we have been investigating for a long while!" says sales and marketing manager Deborah Bradfield. "It's been very complicated with many packing trials failing in different ways. It was key to us to keep the integrity of the product itself foremost, ensuring a good shelf life, making sure it was practical to open easily too as well as looking premium." The solution? New recyclable packs. "They are now made of low-density polyethylene, sometimes referred to as LDPE and collected in recycling stream number four," says Deborah. "We are members of the On Pack Recycling Logo scheme (OPRL) which promotes a simple, consistent and UK-wide recycling message on both retailer and brand packaging."

Of course, these newly-developed packs (which will see 95% of products will be in recyclable packaging by the end of this year) can be prominently displayed front of store, on gondola ends and at your till area as nuts are exempt from HFSS restrictions. "Nuts will always be one of the top choices in snacking," says Deborah. "We bake our salted and seasoned nuts whereas the majority of roasted nuts are fried in oil. As nuts have so much natural healthy oil in them we believe baking is a superior way of bring out the best flavour." Good flavour: tick. Good health benefits: tick. Good packaging: tick!



> "It was key to us to keep the integrity of the product itself foremost, ensuring a good shelf life, making sure it was practical to open easily too as well as looking premium"



SEAWEED: THE NEW WAVE

What's wildly delicious, super nutritious and is improving marine ecosystems? It's time to talk seaweed, say Thomas Thulesen and Neil Southwell of Wavy Wonders

Ever wondered what top chefs and gastrophysicists tasked with reinventing snacking for 2022 might come up with? Well, you can call off the search; a development team including talent from iconic Danish restaurants Noma and Alchemist has done just that, creating a delicious, nutritious and ecologically-impressive product. "But getting here took a lot of work," says Thomas Thulesen, who in 2020 quit a career in consulting to search for the future of snacking. "We went through multiple rounds of consumer testing before we landed on a final product that met our single, immovable criteria of being delicious."

So what's the answer to the team's deep dive into the interconnected complexities of flavour, texture, ecological impact and health benefits? Meet Wavy Wonders, a range of seaweed-based bites as good for the planet as they are for consumers' tastebuds, bellies and bodies. "The joy of working with seaweed is it leaves its growing environment better off than if we didn't grow it," says Thomas, a young Danish national who co-founded Wavy Wonders with friend Neil Southwell and is passionate about the gastronomic potential of sea vegetables.



"It has massive benefits in addition to extracting carbon and thus helping to reduce ocean acidification: it absorbs nitrogen to counteract eutrophication; is a no input crop that doesn't require water, land or fertiliser; creates the conditions for ecosystems to thrive, and supports jobs in local communities."

Wavy Wonders' seaweed of choice is Norwegian-grown winged kelp, whose rippling brown ribbons are also known to gourmet chefs and foragers as 'dabberlocks' or Atlantic wakame. "The Norwegian fjords are perfect for seaweed, with high salinity, constant temperatures and constant circulation of nutrients," says Neil. "And winged kelp is particularly well suited for our product because of its nutty flavour and umami richness. We've worked with our supplier to enhance the great flavours of seaweed while minimising those less familiar to Western consumers. And we've crafted our product with a ton of fatty seeds so we get a full, rich flavour from the whole ingredients, allowing us to add a minimal amount of oil or other fats."



The final Wavy Wonders flavours – Sea Salt, Chilli & Berry, and Wild Garlic & Yoghurt – are gluten-free sources of protein and high in fibre, but perhaps more importantly have won over taste testers, Danish consumers and judges of a prestigious Danish flavour awards along the way. "When we arrived at a product with three flavour variants we were proud of – and had consumer approval for – we knew we were on to something," says Thomas. "We worked so hard to make the flavours distinct but still delicious in the eyes of mainstream consumers. Coupled with the texture of the product I think we made something pretty special: through many rounds we've developed a snack that's fluffy but crisp with a solid bite to it. We describe it as the indulgent flavour of crisps merged with the clean conscience of crisp bread in a snack that offers bite-sized impact."

Which brings Wavy Wonders back to the primary goal: to meet the evolving demands of today's snack consumer. "People are health conscious and short on time but not willing to compromise on taste," says Thomas. "The eco-friendly demographic tends to know seaweed is good for the world, but haven't found the right product for them yet. Ours is a healthy snack, full of flavour, in a market willing to pay a premium. We've also found that kids have an open mind and absolutely love our snack."

So could these seaweed bites hit the snacking sweet spot for your customers? Why not dive in?!



> "People are health conscious and short on time but not willing to compromise on taste"

GLUTEN FREE

VEGAN VEGAN

Wavy Wonders

PALM OIL FREE

NATURAL Omega 3 SOURCE

NORDIC Organic SEAWEED

NATURAL Ingredients NATURAL

HIGH IN Fibre HIGH IN

NATURAL Protein SOURCE

Seaweed Snacks

Made in Denmark
with Norwegian Seaweed
and 100% natural ingredients



With Benefits

Delicious
Award-winning taste
with Michelin pedigree

Nutritious
Packed full of fibre,
protein, iodine & minerals

Sustainable
Absorbs CO_2, supports
ecosystems, no-input crop

Get in touch for samples
and more information

nigel@wavy-wonders.com
07795 252252

@wavywondersdk
www.wavy-wonders.com

CLASSIC BITES

Sometimes a traditional snack is exactly what's needed to satisfy your customers' hunger – who could say no to a flavour-packed bowl of something crunchy and savoury? The trick to successful sales of classic snacks, be they crisps, nuts, or anything in between, is to dive in flavour-first. Salt & Vinegar will always be a top-seller, but explore innovative twists on classics – as well as exciting new flavour combinations – to get taste buds tingling and your tills ringing!



CRISPS

Traditional potato crisps are classics for a reason – satisfyingly crunchy, perfectly seasoned and the ideal partner for a tipple, it's no wonder they've been scratching UK shoppers' snacking itch for generations. Relish the opportunity to go full fine food; international flavours and classic British indulgences are the order of the day.



FOX ITALIAN GOURMET TRUFFLE POTATO CRISPS
Hand-cooked vintage potatoes crips flavoured with black truffle and sea salt.
artisanoliveoil company.com

SARRIEGUI SPICY CHORIZO CRISPS
Crispy and light, these Spanish potato crisps finished with a hot chorizo seasoning.
brindisa.com





KENT CRISPS OYSTER & VINEGAR CRISPS
Inspired by the famous Whitstable Oysters, this flavour is just like the taste of the Kentish seaside.
kentcrisps.com

> "Consumers are more discerning when it comes to what ingredients are used, where they are sourced from, as well as how they are produced"
>
> **ALINE BURGMANN, KOOKY SNACKS**

FOR **99.5%** OF **UK SHOPPERS**, **BISCUITS** ARE A **MUST-BUY PRODUCT**

SOURCE: KANTAR

SAVOURY BITES

Crisps may be strong sellers, but ignore other savoury snack formats at your peril. Internationally-inspired snacks like crunchy corn are gaining traction in the market – especially in familiar flavour variants – and biscuits, especially when savoury, are a fantastic partner to on-the-go meal and snacking occasions.



GRATE BRITAIN CHEDDAR BUTTERCRUMB BISCUITS
Made with 37% freshly grated Wookey Hole Cheddar. Mellow and earthy.
artisanbiscuits.co.uk

JOYPOTS SPECIALITY NIBBLES BARBECUE BITES
Satisfyingly crunchy, this snack-sized pot is full of moreish barbecue flavour.
joypots.com





SERIOUS PIG SAUSAGE FLAVOUR CRISPS
All-natural, vegan seasoning evoking a top-quality butchers' sausage combined with a freshly fried slice of British potato.
seriouspig.london

PRODUCER SPOTLIGHT

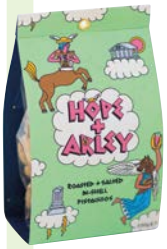
STAG BAKERIES

Based in the Scottish Outer Hebrides, Stag Bakeries is a family-run bakery with a heritage dating back to 1885. Traditional recipes and time-honoured methods remain at the heart of every product their skilled craft bakers make. The result is a product range trusted on quality and provenance. Stag's signature product is their Seaweed Water Biscuits. Named Best Scottish Speciality Product in 2013, the product pairs a classic water biscuit recipe with a blend of three seaweeds to provide a truly unique flavour full of character. A great option for canapés, this biscuit provides a great platform for fantastic snacking combinations.
stagbakeries.co.uk



NUTS

Brits love nuts – always have, always will – and the trick is to make the most of the deliciously high quality options on the market now. So that your customers swerve away from the cheap packs piled high on supermarket shelves, promote the quality, provenance, and fine food credentials of the options in your store; and make sure you're offering up a selection of impossible-to-resist flavours while you're at it.





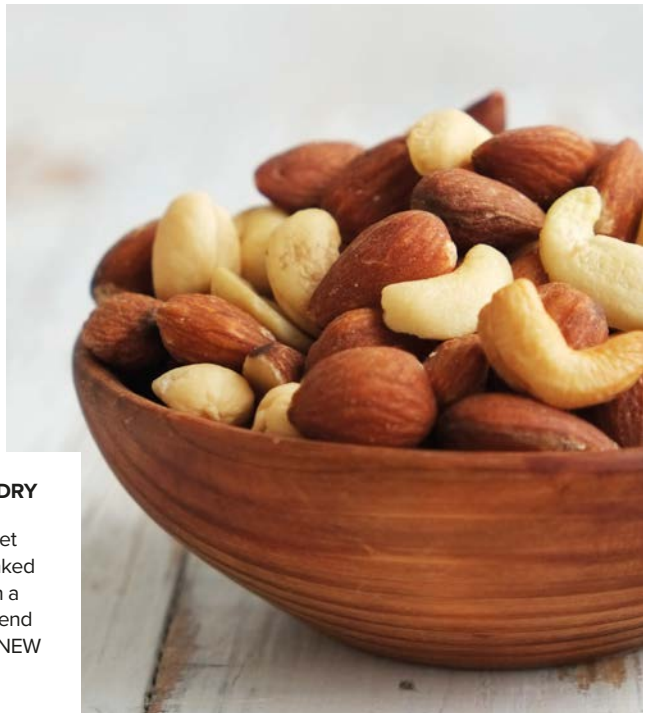
HOPE & ARLEY ROASTED & SALTED IN-SHELL PISTACHIOS
Traditionally roasted pistachios in Greek sea salt with a hint of lemon.
hopeandarley.com



HOUSE OF MACADAMIA NAMIBIAN SALT
Buttery and super-food packed nuts to enjoy on-the-go.
houseof macadamias.uk



CAMBROOK FOODS DRY ROASTED PEANUTS
An individual size packet containing delicious baked peanuts seasoned with a carefully considered blend of herbs and spices in NEW recyclable packaging.
cambrookfoods.co.uk



> "In the next two years, consumers will increasingly seek out snack opportunities throughout the day"
>
> **JOLENE NG, SENIOR FOOD AND DRINK ANALYST, MINTEL**

A PASSION FOR PROVENANCE

Whatever the global harvest, the Fiddler family knows how to make the very best from the land



If bags of Fiddler's Lancashire Crisps could speak, they'd tell some amazing stories. The Fiddler family has been working the rich soils around Ormskirk since 1950, passing the secrets of growing great potatoes down through the generations from Robert Fiddler to the current day farmers: Robert's son Bob and his grandson, another Robert and John.

In 2011 Robert senior's dream of turning spuds from the farm's dry, sandy soils into golden crisps was realised. Fiddler's Lancashire Crisps were born, cooking the farm's Lady Claire and Lady Rosetta potatoes on site in their own kitchens. Today crisps are fried four days a week at Brick Kiln Farm.

A global ingredient

The farm has seen its fair share of drama over the years: dry summers, wet harvests, and of course the pandemic that reshaped demand in 2020. However, this year will long be remembered by crisp makers like the Fiddler family. Global vegetable oil prices were already at an all-time high when the Russian invasion of Ukraine began, and with 80% of the world's sunflower oil usually flowing from the region, disruption to harvests, processing and shipping has led to a serious sourcing challenge. "Yes, the sunflower oil shortage has affected us," says Judith Fiddler, who oversees the crisp-making side of the business along with her husband John, brother of Robert junior. "John has been purchasing as much as he can but the price of oil has tripled. We're managing to keep obtaining the sunflower oil at the moment but we may have to move on to rapeseed oil if we can't source more sunflower oil."

A small price increase of 50p a box in April has reflected these increased costs, but production goes on. "We make crisps all year round," says Judith. "We dig our potatoes in September and October and then keep in store for the winter for use as needed."

So, while the costs of cooking oil and fuel for the tractors hit peaks that would have made the farm's founding father faint, some things don't change. This autumn the family will lift its crop from the rich soil as usual, driving the potatoes along the farm's old cart tracks to the cold store where they'll be graded and boxed to await their moment of glory. The selected spuds are washed, peeled, sliced and hand-fried in small batches to make the very particular crunch that Fiddlers fans know so well.

A taste of home

Once the crisps have bubbled and bobbed their way through the Fiddler's friers they meet some very special flavours. The family has worked hard at finding regional ingredients that complement the crisps, and the resulting range is a triumph.

Sea Salt & Lancashire Vinegar calls on the malt vinegar brewed for over 80 years by Wigan makers Ellsey's; Lancashire Sauce flavour is flavoured with Entwistles's Lancashire sauce from Ramsbottom, and the Lancashire Cheese & Onion calls on a regional recipe made with milk from cows grazing Beacon fell and matured for three months.

And that's why bags of Fiddler's actually do tell stories: this simple snack really speaks of the food traditions of Lancashire.

Perhaps it's why Fiddler fans have taken the brand to their heart: come rain or shine, pandemic or oil shortage, Fiddler's crisps remind your customers of the good things in life.

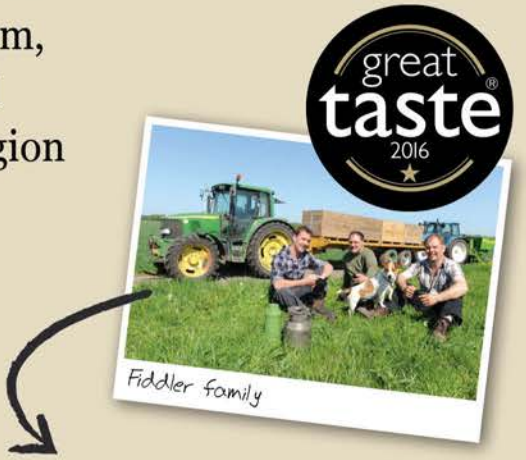
> "This simple snack really speaks of the food traditions of Lancashire"



Fiddler's
LANCASHIRE CRISPS
HAND COOKED ON OUR FARM ®

PREMIUM CRISPS FOR YOUR CUSTOMERS

We pride ourselves on making original Lancashire Crisps – using potatoes grown on our family farm, hand cooked in our own kitchens and enhanced with the traditional flavours of Lancashire, a region renowned for its food heritage.



For over 50 years our family have farmed the rich black soils of the Rufford and Lancashire plains, passing down potato growing expertise from father to son across three generations. We're very proud to now turn our delicious potatoes into even more delicious crisps.

TO ORDER – GET IN TOUCH

Tel: 01704 823 572
Email: info@fiddlerslancashirecrisps.co.uk
Web: www.fiddlerslancashirecrisps.co.uk

By 'eck, you'll find 'em tasty!



SWEET CHILLI | LANCASHIRE CHEESE & ONION | LANCASHIRE SAUCE | SEA SALT | SEA SALT & CRACKED BLACK PEPPER | SEA SALT & ELLSEY'S MALT VINEGAR | SIMPLY SPUDS | LANCASHIRE BLACK PUDDING & ENGLISH MUSTARD



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TIME BAKED IN

A handcrafted snack range 10 years in the making? Perfection can't be rushed, says Ed Potter, founder of Cheese Nibbles





Nibbles worth lingering over take a little time to handcraft, and Cheese Nibbles from Shropshire knows the value of doing a job well. The business, which celebrated its tenth anniversary this spring, was founded on the farmhouse kitchen table of Ed Potter. "I wanted to create a delicious snack using quality ingredients for a product with a home-baked feel, to set it apart from ultra processed options," says Ed. "I never imagined that the nibbles would become an award-winning, national brand."

Available in four flavours – Parmesan & Chilli; Stilton & Almond; Pistachio; and Sun-dried Tomato – the melt-in-the-mouth biscuits prove that a devilishly simple recipe, executed to perfection using the best ingredients, can win a loyal following of customers.

The company has built its brand recognition organically, getting listings in 150 farm shops, delis and garden centres, and last year it sold 100,000 units. "There's been a surge in popularity for grazing boards and sociable snacking, making a night in more of an occasion," explains Ed. "The quality of Cheese Nibbles helps to replicate that high-end hospitality feel at home.

"There's a multi-buy opportunity in the premium market to capitalise on pairing snacks with drinks. Cheese Nibbles are great paired with wine, beer, or a G&T, maximising the customer spend per visit for our stockists. "

In its 10 years Cheese Nibbles has seen big changes in the market, but nothing quite like 2022.

"Like most producers we're experiencing challenges," says Ed, "but we work with long-standing, independent suppliers who go above and beyond to source the best ingredients for us. We just need to allow a little extra time and a bit more forward planning to ensure we can get everything we need."

> "Cheese Nibbles are great paired with wine, beer, or a G&T, maximising the customer spend per visit for our stockists"



TEMPTING TREATS

With many professionals still engaging in hybrid working, they are reaching for the snacks at home, so providing a wide variety of tempting treats will ensure you're catering to consumer demand. In times of uncertainty, consumers use snacks as a moment of comfort and indulgence, and this year's financial crisis has definitely caused widespread anxiety. Sweet treats are also closely tied to nostalgia, with treats often evoking a childhood memory that reassures them. Stock a mixture of familiar snacks and modern and health-conscious alternatives to cover all bases.



DUNK-WORTHY BISCUITS

In a door-to-door survey of the British public, you'd be hard pushed to find a single consumer who doesn't love a good biscuit. Post-Covid, the opportunities for biscuit consumption are opening up. With consumers returning to offices – having developed a habit for eating a biscuit with their morning coffee or afternoon tea – individually-portioned packets of biscuits are a safe stocking choice, especially when positioned next to a to-go coffee station.



MR ORGANIC LEMON & GINGER BISCUITS
These zesty lemon and ginger biscuits are lovingly baked to perfection, crafted to a scrumptious vegan recipe using only the finest organic ingredients.
mr-organic.com

THE ARTFUL BAKER SALTED CARAMEL, PECAN & ROASTED HAZLENUT BISCOTTI BITES
Deliciously crunchy biscotti bites, made in Dorset – perfect for dunking into tea or coffee.
theartfulbakers.co.uk





SWEET FA DOUBLE CHOCOLATE COOKIE
Rich melt-in-the-mouth cookies to please any chocoholic in convenient two-packs, that are actually gluten-free, vegan and organic.
islandbakery.scot



"The COVID-19 pandemic has seen an increase in snacking at home, both in the day and in the evening, including more comfort eating. The widely held view that less healthy snacks have a place as part of a balanced diet ensures continued opportunities for indulgent snacks"

RICHARD CAINES, SENIOR FOOD & DRINK ANALYST AT MINTEL

EVERYDAY TREATS

British consumers are set to seek solace in everyday treats as inflation rises and the cost-of-living crisis lends nationwide nervousness. The comfort of a well-chosen sweet treat is second to none, and fine food retailers are perfectly placed to cater to this trend. From luxury nut mixes to gourmet popcorn, a considered stock of indulgent treats is a simple way to satisfy your shopper's sweet tooth.



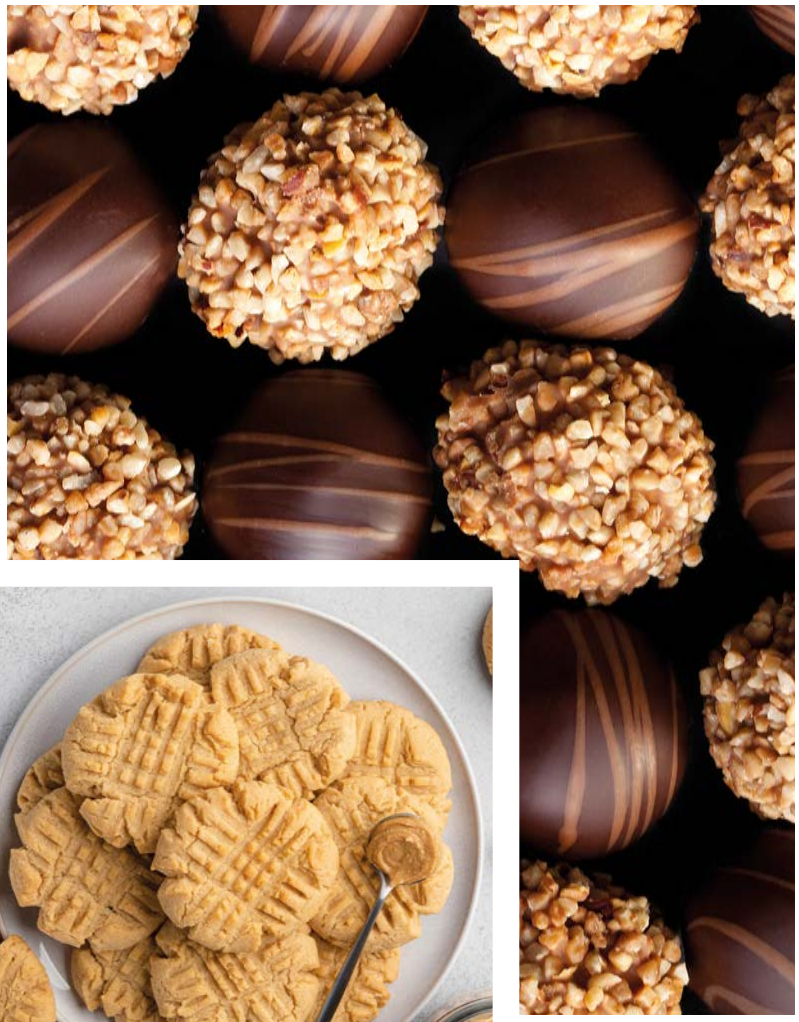
CARTWRIGHT & BUTLER VEGAN SEA SALTED FUDGE
A deliciously creamy, melt-in-the-mouth sea-salted fudge. Made to a traditional Scottish recipe without the dairy.
cartwrightandbutler.co.uk

JOE & SEPH'S WHITE CHOCOLATE POPCORN BITES
An addictive pairing of creamy, melt-in-your-mouth white chocolate with a fruity zing of gourmet raspberry popcorn.
joeandsephs.co.uk





GOUPIE SESAME BUTTER MINIS
A uniquely textured hand-cut chocolate snack that happens to be vegan and gluten-free.
goupiechocolate.com



NO-ADDED SUGAR

The UK is leading the way with no added sugar food and drink launches, according to research from Mintel. Over the past year, Britain has claimed the highest proportion of European food and drink launches with a 'no added sugar' claim. Innovation is booming in this market, with producers looking at alternatives to sugar such as plant-based sweetener Stevia, and functional fibres such as inulin as well as naturally sweetening with dates and fruit. As customers increasingly look for healthier options, stocking a range of no-added sugar treats will target conscious consumers and ensure everyone is catered for.

PRI'S PUDDINGS CHOCO PIES
These Choco Pies will give you a sense of nostalgia, recreating your favourite childhood confectionery with a better-for-you twist.
prispuddings.co.uk



SQUIRREL SISTERS CACAO BROWNIE
This Cacao Brownie melts in your mouth with its rich chocolatey deliciousness and satisfies any sweet tooth without the use of sugar or syrups.
squirrelsisters.com



DELICIOUSLY ELLA CACAO & ALMOND ENERGY BALL
A chewy, chocolatey blend of cacao, almonds and dates, all mixed together in small batches to make an 100% plant-based naturally sweetened snack.
deliciouslyella.com





> "The Covid pandemic has brought health into sharp focus and although consumers are keen to treat themselves, they are mindful of nutrition and calories. Clean label, recognisable ingredients, and healthier ingredients are all important factors, but the biscuits must still taste good!"

HELEN YATES, FOUNDER OF ROOTLES

PROFIT BAKED IN

Classic bakes for on-the-go shoppers? Bramble Foods has your impulse buyers covered

When it comes to a split-second buying decision at the counter, sometimes it's simple pleasures that win the day. Small batch bakes, lovingly developed by master bakers and hand finished before being individually wrapped: that's the offer from Bramble Foods in Market Harborough. The family-run business has been supplying the independent and gift retail market since 2008, and with its own on-site bakery and nearby preserving and pickling plant it has an eye for the quality finishes that will please peckish shoppers.

Bramble Foods' Leicestershire bakery has two ranges to help snack buyers win their customers' business, and its counter-top display cartons are the perfect way for your customers to grab their favourite snack. First up is the mixed carton of individually-wrapped vegan cake slices: Lemon Drizzle, Cherry Madeira, and Spiced Fruit Cake. "We've been baking vegan cakes for some time now," says Bramble Foods' Mark Hilton. "Because the cake is egg and dairy-free, the particular advantage of individually wrapping slices is how they are kept so moist and fresh. The slices are available in a mixed countertop carton in our top-selling flavours, and we've designed individual, colourful labels for each for added shelf appeal."

Classic oaty flapjacks are another winner. "There are many single portion flapjacks available on the market, but Bramble Foods make them in the traditional homemade way," says Mark. "We bake them in a tray, hand finish with toppings and cut into single portions, before wrapping them individually. This way, we achieve an unmistakeable homemade taste and mouth feel. Plus, they look great. And, of course, the strawberry jam is our ever-popular Bramble Foods Strawberry Preserve, made in our purpose-built jam making facility in Market Harborough. For added shelf appeal, we've designed a unique colourful label for each flavour. They really stand out – ideal for shops, cafes, teashops and restaurants."

> "There are so many single portion flapjacks available on the market, but Bramble Foods make them in the traditional homemade way"





A CREATIVE BREAK

Inspiration can come in the strangest guises. Dawn Reade of Island Bakery shares how a lockdown production pause has created three new ranges



Ah, island life. It's easy to imagine it's all late starts and early finishes, but for the Isle of Mull's famous biscuit makers the last 21 years have been pretty hectic. Having started out as bread bakers, Dawn and Joe Reade opened first a deli in '96 and then a biscuit bakery in 2001, quickly garnering awards and listings in retailers as iconic as Harvey Nichols and Selfridges. The couple have been hard at work ever since, turning out the finest sweet biscuits from their renewably-powered bakery. And then the pandemic hit.

"Like most people we lost a fair chunk of business," says Dawn. "We furloughed some staff, and then did a lot of NPD during that first year of lockdown. It was a rare opportunity to put our heads down and work up some new products." The first is a no brainer: Isle of Mull Cheese Biscuits unite the Reade's baking expertise with their family's iconic farmhouse cheese. "My husband Joe grew up in the family that makes the excellent Isle of Mull cheese; two of his elder brothers still run the dairy business," says Dawn. "It's literally across the field from us."

Next up are Organic Oatcakes with Extra Virgin Oil, an accidentally vegan biscuit created by swapping out butter for a crisper texture. "They're really versatile, have a great texture, and of course oats and olive oil are a healthy choice," says Dawn of the three flavours: Original, Black Pepper and Three Seed. Last but not least is the Sweet FA Gluten Free range, created and named for Dawn and Joe's first ever employee: a baker named Fiona Aitali who came up with this beautiful recipe after being diagnosed coeliac. Available in Peanut Butter, Oat & Raisin, Cranberry & Orange and Double Choc. So that chilled-out island life? That's not coming to the Bakery anytime soon!



> "The pandemic offered a rare opportunity to put our heads down and work up some new products"



SNACKING ON-THE-GO

With the post-pandemic return to offices and 'normal life' comes the resumed hunger for snacks that can be consumed on the move. Fine food shoppers are looking for so much more than a bog-standard bag of crisps alongside their meal deal these days; think nutritionally-balanced and adventurous with a hint of indulgence for top marks in 2022.



SWEET

With so many delicious fine food alternatives to sugar-packed cereal bars these days, the speciality world's your oyster when looking for sweet nibbles for your customers to enjoy out-of-home. A carefully balanced blend of health-forward options and quality treats will keep all sweet-toothed snackers satisfied.



BOKA CHEWY CEREAL BARS
The all-green traffic light cereal bar that is truly low in sugar and fats.
bokafood.co.uk

BORNA FOODS CHERRY, ALMOND, CHOCOLATE & RAISIN TRAIL MIX
A combination of fruit, nuts and chocolate for a flavour-packed on-the-go snack.
bornafoods.com





ISLAND BAKERY SWEET BISCUIT TWO PACKS
A deliciously sweet treat in a handy two-pack – perfect for on-the-go snacking.
Islandbakery.scot

THE **GLOBAL** DIGESTIVE **HEALTH PRODUCTS MARKET** SIZE WAS WORTH **USD 39,665 MILLION** IN **2021** AND IS **ESTIMATED** TO REACH **USD 79,290 MILLION** BY **2030**

SOURCE: STRAITS RESEARCH DIGESTIVE HEALTH PRODUCTS MARKET REPORT

NUTRITION ON-THE-MOVE

Snacks developed with health-conscious consumers are naturally going to be lower in additives and anything in excess – aside from taste, of course! – but keep an eye out for snacks that are not only healthy but actively provide nutritional benefits such as vitamins, minerals and fibre and claim to boost factors such as gut health.



INSANE GRAIN BAKED KNOBBLY STICKS
Nutritious snacks made from supergrains with up to 52% less fat than average crisps, gut-health benefits and a source of vitamin B12.
insanegrain.co.uk



WAVY WONDERS WILD GARLIC & YOGHURT
Seaweed snacks with benefits, featuring classic Scandinavian flavours.
wavy-wonders.com



SEAWEED AGOGO ORGANIC SEAWEED & TURMERIC POPCORN
Popcorn sprinkled with organic seaweed, turmeric and black pepper.
seaweedagogo.com



PRODUCER SPOTLIGHT

ROOTLES

The only chocolate-covered root vegetable-based sweet snack on the market. Rootles are available in three tasty flavours – a carrot and sweet potato-based biscuit covered in milk chocolate or vegan dark chocolate and a beetroot-based biscuit covered in white chocolate. Baked with 35% root veg, the brand has been launched to satisfy demand for indulgent, guilt-free treats. Each pack of Rootles contains three crunchy biscuits smothered in delicious chocolate. And at 121 calories, each pack has fewer calories than many other chocolate snack bars because the biscuits are naturally sweetened by nutritious root veggies.
rootles.co.uk



VERSATILE BITES

Versatility is the name of the game in the fine food industry these days; if the snacks on your shelves offer versatility – think out of home, dipping, dunking and sprinkling – all the better, as consumers will consider them even more worthy of their hard-earned cash.



SEGGIANO READY TO EAT CHESTNUTS
A naturally sweet, healthy and wholesome snack to keep you energized throughout the day.
seggiano.com

BIONA ORGANIC RYE KNÄCKE CRISPBREADS
Packed with heart-healthy fibre and crafted using 100% organic rye flour and sea salt.
biona.co.uk





MUNCHY SEEDS
Vegan savoury roasted seven seed mix, with delicious tamari flavour. High in Omega 3.
munchyseeds.co.uk



> “Brands will be redoubling their innovation programmes and extending their on-the-go offerings to maximise value on-the-go occasions”

SCOTT COOPER, CHIKA’S SNACKS

REINVENTING THE CRISP

Think classic crisps can't be bettered? Simply Roasted's Fran Duffy says otherwise...







We all dream of inventing a wonder product that helps future-proof the category and neatly plugs an emerging gap in the market, but what does that look like in snacks? Well, a group of makers on a 10-year NPD journey with £20m investment says the future is – drumroll – a patented three-part cooking process to create crunchy crisps so low in fat they limbo under new HFSS regs. Not that that was the original intention.

"The innovation process began way before HFSS was even a consideration," says Simply Roasted head of sales Fran Duffy. "The demand for healthier snacks has been growing year on year, but until now there's been a big gap in the market for something that delivers on both health and taste. Simply Roasted was created to change the way we eat crisps forever."

A crisper claim

At its Norfolk factory Simply Roasted washes and slices British spuds before roasting in a closely-guarded process. "The growth in the better-for-you snacks category has almost entirely come from non-potato crisp products," says Fran, "so our new unique roasting tech has allowed us to introduce simply roasted crisps as a category-first innovation to better-for-you snacking." This fatless-cooking process is at the heart of Simply Roasted's claim to be the future of snacking.

"With regular fried crisps, once the crisp is fried in oil there's no way to bring the fat content down. That means the focus can only be on reducing salt to meet HFSS regulations, and salt is where a lot of the flavour in crisps comes from. Simply Roasted is HFSS-compliant by default, not by design, and so we don't need to reformulate or engineer our recipes to retro-fit government legislation. We have 25% less salt than regular fried crisps, and our cooking process means we have 50% less fat too – perfectly seasoned to let the potato do the talking."

The full package

Simply Roasted aren't entirely fat free – as you'd expect, a lot of care has gone into meeting consumers' expectations. "Ultimately, the salty snacks category is about taste," says Fran, "so we weren't ever going to remove all the fat and salt, as both are important for delivering the crisp taste consumers are looking for! The oil we use to adhere the seasoning to the crisps sits on the surface so there's still that mouthfeel you'd expect from your favourite crisp. And we're very flavour driven; we're constantly looking for new exciting new ideas and trends for our flavour pipeline. Black Truffle is part of our core range; it's premium, indulgent... not what you would expect from a better-for-you option. Using less fat than traditional fried crisps means we can focus more on the flavour – with Simply roasted, snacking consumers don't have to make a compromise on taste or texture when shopping in the better-for-you category."

"With Simply Roasted we believe we can bridge the gap between better-for-you and indulgent," says Fran. "We're looking to appeal to crisp lovers. For us, the most exciting opportunity is the quality market – for a long time, the only real innovation within crisps has been either shape (such as ridged crisps) or with flavour variations. Our innovation around the way the crisp is cooked creates a genuine point of difference and allows us to focus on classic, traditional flavour profiles – Sea Salt, Mature Cheddar & Red Onion, and Sea Salt & Cider Vinegar. Black Truffle, our indulgent wildcard, is currently our best-seller, proving that indulgence and better-for-you can go hand-in-hand."

> "Simply Roasted was created to change the way we eat crisps forever"





simply better crisps.



HFSS compliant

new

The Grocer New Product Awards 2021 WINNER

The Grocer TOP PRODUCTS SURVEY 2021 TOP CAMPAIGN BAGGED SNACKS



impulse & sharer bag format available

50% less fat than regular fried crisps.
under 99 calories (per portion).
made from real, sliced potatoes.
roasted, never fried.
no artificial flavourings.
25% less salt.

@simplyroasted_
simplyroastedcrisps.co.uk
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PETER'S YARD



MAKE TIME FOR YOURSELF

Take a moment to savour the signature crunch of Peter's Yard in a new savoury snack. Crafted from our 16-hour fermented sourdough, our Bites are seasoned with all-natural ingredients for a delicious hand-baked snack with 50% less fat than potato crisps.

SMALL-BATCH SLOWLY FOR 16 HRS FERMENTED SOURDOUGH