HOT DRINKS, FOODSERVICE, FOOD-TO-GO

CAFE BUYER

MAGAZINE

From the publishers of SPECIALITY FOOD

2022



BURSTING WITH VITAMIN 'N' (FOR NATURE)™

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JAMU WILD WATER

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WELCOME TO CAFÉ BUYER

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

The hospitality industry experienced more than its fair share of setbacks throughout the course of the Covid pandemic – to put it mildly – but *Speciality Food* readers responded admirably. We've heard and shared many stories of innovation and community spirit over the past two-plus years, and the newfound consumer appreciation for localism and quality dovetails perfectly with the indie approach we all champion.

Within these pages you'll hear from businesses which have successfully pivoted and are well and truly championing their independence – and the touches, big and small, that make them special – as well as explore what the consumers of today really want, so that your business can look forward to a brighter year ahead.



We also highlight a number of café-suitable products to know now; from cold drinks to coffees and snacks to sweet treats, we're proud to recommend them all. Plus, we profile some of the most popular and exciting producers supplying the café sector in 2022.

Until next time,

Holly

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FLYING THE INDEPENDENT FLAG

Local cafés are more valuable to their communities than ever, finds Samantha Priestley

For an event that kept us apart, the pandemic has done a great job of bringing us all together. And after not being able to meet for so long, it's natural that we should now want to be more sociable and more community-based. Cafés are tapping into this need by providing spaces we want to spend time in and places we want to be together in. Independent cafés are giving customers exactly what they want, but with the big coffee chains having more resources and deeper pockets, it's not always easy.

"We're competing with the buying power, infrastructure and supply chains of companies that have hundreds of outlets," says Robert Hunningher, owner of Molly's in London. "This means we need to be nimble and creative and deliver a different, more personal and ultimately better experience for our customers. If that means we need to be at the fruit and veg market at 4am to choose the best punnet – we'll be there. We're far more involved and right at the coal face at all times, so we all feel the highs, as well as the lows."

It's something Meggy Yip from Bridges Café in Cambridge knows well. After spending 25 years feeding locals the same healthy snacks she fed her own children, Meggy has built up a loyal local following. But Bridges has never been tempted to follow trends or try to be more like the chains. Being different is essential to Meggy, even if it does have its challenges.

"The most difficult part of standing out from the chains is the resources," Meggy says. "We have limited manpower, limited resources. Our financial set-up is tiny and the smaller scale of production means we have to be conscious of costs. Instead of producing 1,000 portions, we need the same creative idea and similar time to produce 10 portions of a new dish. We can't compete on prices as costs are higher for us. It's important we don't outsource everything and that means we have to do our own marketing and behind the scenes details. That involves very long hours of work."

For Robert, one of the ways to work around this issue is to invest in staff. And that doesn't just mean a financial investment.

"Our next step is to focus more on the wellbeing of our staff. They are part of the Molly's family and we ensure all are treated with the utmost respect, rewarded well and looked after at all times."

A modern family

It's this focus on the business as a 'family' that seems to be working the most for independent cafes in this post pandemic world. Staff and customers are all inhabiting this space and all need to feel at home. The idea of the local café as the hub of the community has taken over from the old presumption of the meeting place of any town or village being the pub. The café is now the meeting place, the 'local', and so much more.

"There's a huge sense of community," says Catrin MacDonnell, co-owner of Papadeli in Bristol. "Our children went to local schools and we invite pupils in for work experience. We welcome local producers – our local beekeeper brings in jars sporadically when the bees have been busy. "We can stock small lines and do our best to pay a proper price. We value every customer and producer."

The fact is these community hub cafés can offer an experience



the chains can't, and they have to, but indies are indies for a reason and not many indies want to be like the chains anyway. Meggy Yip has made a point of standing out at Bridges café. Being indie, after all, means being something different.

"We are very passionate about handmade and homemade items," Meggy says. "We made our own furniture from the scaffolding board which built our own house. Sitting on this perfectly imperfect bench in our window, customers can watch the world go by. On the wall we have local artists' work. Some are painted by local professional artists and some from local art students who want to show off their work."

This time it's personal

The personal touch is evident in local cafés. Knowing the regulars and what they like is important, but indies can also offer the community extra touches like coffee tasting



events and workshops. The indie cafés of 2022 sell bags of beans and have knowledgeable staff who can offer advice based on a customer's coffee preferences. Indies provide a place where conversations matter, and for Robert Hunningher it's a two-way street between staff and customers. The 'family' can include everyone in the area.

"As a team, we are incredibly proud of how we have fully immersed ourselves into the community to create a safe and welcome space for all," Robert says. "We focus on employing locals to ensure we are always giving back to the community and, at the same time, we constantly strive to listen to the locals' and regulars' feedback and make the desired changes wherever possible."

Robert Hunningher also sees his staff as leading members of this family. He feels his staff are the people who make the idea of the community café a reality, so his focus now is on giving them the tools they need to take their conversations to the customers and to Robert.

"Looking ahead we'll focus on further empowerment," Robert says. "Our staff are customer-facing and they know the regulars and ultimately know what they need. We want to encourage them to feel armed and confident enough to put forward ideas and initiatives with us taking them on and giving them a go. An example is our chef Oscar and his idea for our Tapas Kitchen, which is set to launch in mid-August. He had the idea to bring a taste of Spain to Hoxton and to serve across lunch and dinner. It's the first time we have explored actual dishes being available from the café and we are excited for future ideas to be shared from other team members."

> "Community hub cafés can offer an experience the chains can't, and they have to, but indies are indies for a reason and not many indies want to be like the chains anyway"

> "What indie cafés might lack in financial investment, they gain massively in innovation and a desire to work with their local community"

A community for the future

The future is a sunny place for independent cafés. As the pandemic has shifted our focus more onto buying local and staying local, we value this now more than ever. But with a cost-of-living crisis following a pandemic, indies are also very aware of how things can change quickly and this has made some wary of making big plans. For Meggy Yip, it's a balancing act, but the community is the safety net.

"We can't plan too far ahead, but over the next two years we will be focusing on collaborating more with local suppliers, local artists and local businesses. It doesn't need to be foodies, but food connects people. It's important we open our door to welcome various engagements in supporting others. It's like a circle, it will go around. We'll get to know people and people get to know us."

For Meggy, being indie goes beyond her own particular business and extends to all indie businesses in her community.

"Most importantly, it's about being able to support each other in this community. We are a member of Indie Cambridge which promotes local independent small businesses. We meet monthly to connect with others and get to know lots of lovely people. We know who to call when our glass was broken. We send our catering customers to fellow café while we are on holidays. Our window is currently decorated by local small plants owners."

Just like any family, indie cafés and their communities keep growing. What indie cafés might lack in financial investment, they gain massively in innovation and a desire to work with their local community. And as conversations continue to change, that's priceless.

PRODUCER SPOTLIGHT

FURNISS FOODS

In 1886 master baker, John Cooper Furniss opened his first teashop in the centre of Truro, preparing delicious gingerbread and celebrated Cornish Fairings. His passion for using the best local ingredients and exacting attention to detail quickly secured Furniss a reputation for the tastiest biscuits in town. Today, in the heart of Cornwall, Furniss Foods bake with the same passion as John Cooper Furniss – creating uniquely exceptional award-winning biscuits and cookies, using quality locally sourced ingredients wherever possible. Newly launched is the fabulous Furniss Love Cookies range. Available in nine delicious flavours, six are suitable for vegans and all are beautifully packaged.

furniss-foods.co.uk



A FAMLY AFFAIR



A fierce indie spirit helps keep the focus just where it should be: on producing the very best drinks for your diners

We can be very proud of our café culture in the UK, particularly the tables and benches that cluster around our finest farm shops and delis. The strong spirit of indie traders gives consumers a really distinctive treat, an antidote to the ubiquitous chain coffee shops and multiple bakeries.

But scoring the kind of stock that highlights this difference to the consumer isn't always easy. Most challenger brands eventually follow the money to the mass market, and brand trust takes a blow as quality and ethics drop. Well, not this drinks producer.

Breckland Orchard, family-owned purveyor of posh pop, may have been in the business for 13 years but its commitment to indie traders has never waned. "We don't sell to supermarkets so we focus entirely on the foodservice and café sector," says founder Claire Martinsen.

"It means our customers can sell drinks that are unique and offer a difference, and price as they see fit."

A sharp focus on delivering the very best customer experience has seen Claire's small team give labels for core range flavours a glow-up, so its 15 flavours – including Ginger Beer with Chilli, Pear & Elderflower, Strawberry & Rhubarb, Plum & Cherry and Sloe & Rose Lemonade – are looking their best.

Claire has also launched a range of sugar-free pops, every bit as lovely as the core range, to meet the needs of diners looking to lighten their treats. eight calories or fewer per bottle, that still fit perfectly into the Posh Pop category.

The hard work is really paying off for the Cambridgeshire producer; the brand has picked up two Great Taste awards this year. Its Cloudy Lemonade (the flavour that inspired the creation of Breckland Orchard) and Dandelion and Burdock each bagged a star for their superior taste and drinking experience.

> "We don't sell to supermarkets so we focus entirely on the foodservice and café sector. It means our customers can sell drinks that are unique and offer a difference, and price as they see fit"



THE WHOLE CIRCLE

With whole foods a growing part of your business, the nation's biggest holistic wholesalers can help



Remember the days when 'eco' was a niché category in foodservice, with a small number of whole food outlets carrying recyclable takeaway boxes and plant-based milks? Well, those days are long gone; the macro trends for health, high ethics and sustainability have put ecologically-friendly brands squarely in the mainstream, and place Tree of Life and sister company The Health Store – the UK's largest wholesale distributors of healthy, natural and organic products – right in your market.

Why? Well according to market analysts Mintel's *Everyday Sustainability Market Report '22*, "The COVID-19 outbreak has accelerated the consumer urge to be more sustainable. As businesses globally seek to prove their eco credentials, it is becoming a highly competitive space. This is making it harder for businesses to stand out as the sustainable option. The result is that much larger-scale action and green initiatives are needed if a brand is to take the lead and set the standard, as opposed to keeping up with consumer expectations."

> "Customers have access to over 1,500 brands with just one point of ordering and delivery, making accessing healthy products easy"

Tree of Life and The Health store can help; with over 15,000 products to choose from spanning key categories such as hot and cold drinks, healthy snacks, cooking ingredients and store-cupboard essentials as well as supplements, eco-friendly household, pet care, bodycare and baby. "We're strongly focused on meeting our customers' needs," says the companies' Kirsten Kirby, "with vegan and plant-based, organic and gluten-free, high protein and keto products. We also launch 350 new products every month to meet the latest trends and innovations."

"Our consolidation service means customers have access to over 1,500 brands with just one point of ordering and delivery through us, making accessing healthy products easy," says Kirsten. "We also have fantastic promotions on every month, which are a great way for cafés to trial new products or save on regular bestsellers."





RETHINKING CAFÉ DRYNKING

Richard Clark's pitch won investment on Dragons' Den; now he's bringing his craft-brewed alcohol-frees to cafés

There's something of the human whirlwind about Richard Clark, a man on a mission to make really excellent alcohol-free beers and ciders a standard part of the hospitality landscape. "No alcohol-free brand at the moment has really gripped, or spotted even, the opportunity of what I consider a hidden secret," he says fervently. "Coffee bars, leisure bars, hotels, travel destinations.. they're the new pubs. So for me there's a huge opportunity: the consumer wants to be excited more, and given options. The café operator is looking to make more profit and attract new consumers. It's the perfect combination."

Indeed, according to recent research conducted by VYPR, 62% of Costa Coffee consumers would choose a non-alcoholic beer or cider over a soft drink or hot beverage to accompany their meal.

Trading up

For Richard, multinational soft drink brands are under pressure as the consumer looks for a non-alcoholic option rooted in authentic heritage and pleasing to an adult palate. His answer is 'rethinking drinking'. "People who drink alcohol have a great time but the occasions you can't are growing, whether you're on a health kick, or pregnant, or working, or driving," he says. But it's not his sheer passion for no-lows that's won his Drynks brewery investment on TV's Dragons' Den, or listings with retailers around the UK and international markets. Instead, it's the drinking experience of Smashed, his range of alcohol-free beers (a lager, a pale and a citrus) and ciders (an apple and a berry) carefully brewed and then gently de-alcoholised with the UK's only cool vacuum distillation machine. "As the branding says, we smash the alcohol out of our bespoke beers, lagers and ciders. So we create some real drinks at five percent that are right to be de-alcoholised (not everything can be) and they become zero percent real beers, lagers and ciders."



It's not lost on Richard that our centuries of brewing heritage give these drinks a head start when it comes to selling them to the public. 30 years in the drinks industry, working in development and marketing with international brands, have sharpened his instincts for a shift in demand, and an emerging opportunity. "People live for experiences now, and I think post-Covid people value their time more," he points out. "So maybe that's cooking a really good meal on a Monday night and enjoying an alcohol-free beer that looks like beer, smells like beer, pours like beer and tastes like beer. Or taking time out to meet friends in a coffee shop. People have been rethinking how they spend their leisure time; now it's all about experience."

Market forces

Richard's keen for competitors in the market step up their game, giving the right support and messaging to alcohol-free drinks. "I want them to really see it as a category," he says. "I love that Heineken and Guinness are in the category because they'll raise awareness. They do things we don't do, but we have the only real British cider that's 0% on the market. The only 0% real fruit cider on the market. Most ciders on the market are soft drinks; they've never been near a fermenting vessel in their lives." Richard hopes café owners will meet consumers 'ABV curiosity' too, stocking drinks that let them flex between no-low and alcoholic drinks. "The real win is that there's no license needed for zero percent, so you can serve authentic, craft-brewed beers and ciders for people looking for that refreshment. Cafés put so much time and care into their food – this attention to detail should be replicated in the drink it's served with, such as a 0% beer or cider that smells of alcohol, has a proper head on it and laces the glass."

> "Cafés put so much time and care into their food – this attention to detail should be replicated in the drink it's served with, such a really good 0% beer or cider that smells of alcohol, has a proper head on it and laces the glass"

RETHINKING CAFÉ DRINKING

62% OF COFFEE LOVERS PREFER 0% BEER AND CIDER WITH THEIR MEAL OVER HOT BEVERAGES AND SOFT DRINKS*

VOTED PRODUCT OF THE YEAR
Consumer Survey of Product Innovation
2022



55 CALORIES | 50 CALORIES | 83 CALORIES | 60 CALORIES | 59 CALORIES

* source VYPR agency June 2022 of 2,000 coffee consumers - independent research.

AWARD WINNING. BRITISH MADE. ALCOHOL FREE DRINKS.

VEGAN GLUTEN FREE WHERE POSSIBLE
ALSO AVAILABLE IN 330ml bottles

SMASHED 0.0% AF
Craftily Brewed
Alcohol Free Drynks
Since 2017

smasheddrynks.com @smashed_drynks

CHILLED BEVERAGES

From refreshing juices and sparkling soft drinks to energy-boosting cold brews, sometimes the cool relief of a cold drink is all you need. While classic flavours will always perform well, today's consumer is looking for something new from their local independent café, whether that's an oat milk matcha latte or a functional collagen shot. This year, clear space in your fridges for the next generation of chilled beverages



THE **JUICE MARKET** IS EXPECTED TO **INCREASE** BY **6.4%** IN **2022**

SOURCE: STATISTICA

JUICY REFRESHERS

Who doesn't love a fruit-packed juice, whether it's to cool down mid-summer or to boost your immunity post-Christmas celebrations? Keeping your fridge stocked with classic yet premium orange and apple varieties as well as exciting fruity twists will ensure both adults and children alike will be reaching for a cold drink this year.



FOLKINGTON'S PURE-SQUEEZED ORANGE JUICE
A classic juice made from late-harvested Valencia oranges, noted for their intense and sweet flavour and grown by farming co-operatives.
folkingtons.com

BELVOIR PINK LADY APPLE JUICE
A 100% natural sparkling juice made from Pink Lady® apple with no added sugar. Perfect chilled over ice for a naturally refreshing drink.
belvoirfarm.co.uk





FENTIMANS APPLE & BLACKBERRY
This crafted drink provides an appetising combination of crisp apple and blackberries with natural botanicals to create a fresh and fruity taste.
fentimans.com

SPARKLING SOFTS

No café offering is complete without a variety of fruity sparkling soft drinks in the fridge. Opt for a mixture of classic flavours and modern twists for sparkling success this year.



CAWSTON PRESS SPARKLING RHUBARB
This lightly sparkling rhubarb lemonade uses 100% pure pressed juice to create a deliciously tart, moreish and refreshing drink.
cawstonpress.com

BRECKLAND ORCHARD PEAR & ELDERFLOWER
A delightful fruity twist on an elderflower pressé, from a family-owned company, focused on the cafe market.
brecklandorchard.co.uk





JAMU WILD WATER BLOOD ORANGE
A zesty, bright and delicious tasting soft drink, infused with echinacea to support immunity and help to relieve symptoms of cold and flu.
jamuwildwater.co.uk

COLD BREWS

For customers needing a burst of energy on the go, these iced tea and coffee cans make the perfect impulse purchase in your café. Aim to stock a variety of beverages that offer something different – for example, why not try out an oat matcha latte instead of the classic cold brew?

HUMANITEA OAT MATCHA LATTE
A proud social enterprise, HumaniTea produces a duo of oat milk tea lattes, which provide a boost of antioxidants and natural energy without the crash of coffee caffeine.
humanitea.co.uk



TEAPIGS BLACK TEA WITH PEACH
This cold brew offers a boldly peachy iced tea with a twist of lemon and a touch of sweetness from agave.
teapigs.co.uk



MINOR FIGURES MOCHA
Blending Minor Figures' own oat milk with seasonal single-origin coffee and natural cocoa, this Mocha is the perfect pick-me-up.
minorfigures.com



PRODUCER SPOTLIGHT

VICHY CATALAN

Vichy Catalan is a legendary mineral water brand which has cemented its prestige on the product's exceptional quality, flavour, and mineral and medicinal properties. This 'premium' water spontaneously springs up at 60ºC with its own carbonated gas from a spring at Caldes de Malavella in the Girona province, north of Barcelona (Spain). Its history dates back to 1881, when Doctor Furest scientifically demonstrated the mineral-medicinal properties of the water. 140 years later, many scientific studies are ongoing and the incalculable benefits of Vichy Catalan do not stop surprising us.
vichycatalan.com



BY **2026**, **32%** OF **SPENDING** AND 14% OF **VOLUME CONSUMPTION** IN THE **SOFT DRINKS** SEGMENT WILL BE ATTRIBUTABLE TO **OUT-OF-HOME CONSUMPTION**, E.G., IN **BARS, CAFÉS AND RESTAURANTS**

SOURCE: STATISTICA

FUNCTIONAL INGREDIENTS

Health benefits have never been more on-trend, as consumers look to their food and drink for functional ingredients that do everything from boosting their mood to improving gut health. Try introducing a range of drinks with a healthy twist this year, such as kombuchas, CBD-infused softs, and nootropics.





BUMBLEZEST GINGER, TURMERIC & COLLAGEN SHOT
This functional shot is packed with collagen to help restore and revitalise skin, and throat-soothing ginger and anti-inflammatory turmeric for a fiery and smooth combination.
b-zest.co.uk

LA BREWERY STRAWBERRY & BLACK PEPPER KOMBUCHA
Made with live cultures for a healthy gut, featuring fresh strawberries and delicately spiced peppercorns that combine for a sweet and fruity taste with a subtle, warm finish.
labrewery.co.uk





BRITE PINEAPPLE MANGO
A refreshing natural nootropic drink for better focus and productivity, made with adaptogens and nature's superfoods such as guarana, green tea, and guayusa.
britedrinks.com



RIDING THE WAVES

Fentimans may be new to charting trends in foodservice, but this heritage brand is a past master at surfing the ups and downs

When Fentimans launched its third annual *Premium Soft Drinks and Mixers Market Report* in 2022, it gifted the café sector the kind of insight that has long steered this heritage maker. The last few years have seen unprecedented drama in hospitality… but you know this. Your own café will be either a survivor of Covid closures and footfall turbulence, or a pivot to make your retail space work harder in the new trading landscape. Fentimans, which has been making botanically brewed drinks since 1905, knows a thing or two about the head winds you're navigating. "With innovation, fresh thinking and adaptation to the new normal, we're confident that the sector will emerge fitter, create better consumer experiences and go from strength to strength," says owner Eldon Robson, great grandson of founder Thomas Fentiman, in introducing the report. And the brand intends to support your business to do just that.

Embracing change

Understanding the consumer trends driving buying behaviour, and breaking down the data for your part of the foodservice category, is an invaluable methodology to plan your future offer. Fentimans, in partnership with market data analysts CGA, have drawn on a wide range of data sources to learn more about the premium soft drinks consumer (most regularly in the 35 to 54-year age bracket, and a 33% more likely to be female) and their priorities. "Our 2022 trend report showed that consumers have a desire for experience and special moments – making up for time lost since the pandemic," says Mark Platten, customer marketing manager at Fentimans. "Consumers also have an increased desire for premium products; with a difficult financial backdrop, consumers want the occasions they do go out to be more special."

The business has clocked increased consumer interest in 'craft' techniques and methodologies, such as the botanical brewing process at the heart of Fentimans' success, but also in brands' heritage, purpose and difference. "Fentimans can deliver on these things because we're a fourth-generation family business; our recipe has been handed down and kept secret which gives unrivalled depth of flavour; we use the finest ingredients from around the world and we have a seven-day botanical brewing process for optimum flavour."

Crowd-pleasing craft

A strong focus on natural botanicals – driven by the brand's roots as a maker of botanically-brewed ginger beer some 117 years ago – has long informed the range. These natural extracts are first released in simmering hot water infusions before being fermented in open vessels for seven days with live yeast to allow the flavours to really take flight. Water and natural sugar beet sweeten the brews before carbonation adds a sparkle. A final pasteurisation not only lengthens the shelf life of every bottle in your café's storeroom, shelves and chillers, but also helps marry the blend of essential oils and natural extracts together.

Now, however, a new range is shaking up the recipe for success. The brand's new still Good & Fruity range, launched in May this year, follows the trend for healthier refreshment, serving up calcium, zinc and vitamin B6 to support metabolism and digestion along with 35% real fruit juice. Available in Cherry & Blood Orange, Lemon & Pink Ginger and Apple & Elderflower, the spring water stills bring all the Fentimans flavour with no added sugar.

This latest development in the brand's premium drink offer shows the company's confidence in a key finding of its research: 'The demand for memorable occasions gives another boost to premium hospitality experiences and drinks brands. A shift towards upmarket choices has been apparent for several years now, but consumers will have even more reasons to treat themselves after all the stress of the last 18 months.'

> "Consumers also have an increased desire for premium products; with a difficult financial backdrop, consumers want the occasions they do go out to be more special"


full of
botanical
flavour
FENTIMANS
CHERRY COLA
CURIOSITY COLA
Botanically Brewed Cola Drink with Natural Herbal Extracts
VICTORIAN LEMONADE
ROSE LEMONADE
Natural Botanical Drink made with Pure Rose Extract
GINGER BEER
Traditional Botanical Ginger Beer with Fermented Herbal Extracts
EXQUISITELY CRAFTED
ESTD 1905
FENTIMANS

ON THE MOVE

While some customers will happily luxuriate in your café environment, some will be looking for a snack to consume on the go – but consider it a less valuable opportunity at your peril. Shoppers are often creatures of habit, so if they learn that your food-to-go offering is second to none, they'll likely return whenever hunger strikes out-of-home





CAJUU LAKE NATRON SALT AND PEPPER CASHEW TUBE
Large and ethically sourced cashew nuts seasoned with salt and pepper then roasted to perfection.
cajuu.co.uk

CAMBROOK FOODS CARAMELISED SESAME PEANUTS
Roasted peanuts caramelised in a fine glaze with a sprinkling of sesame seeds, available in a 45g grab and go size.
cambrookfoods.co.uk





PANCRACIO CARAMELISED PISTACHIOS
Caramelised pistachios covered in milk chocolate with a thin coating of cocoa powder.
brindisa.com

NUTS

Nuts are on-the-move classics for a reason; portable and flavour-packed, they tick all the boxes. This popularity means that they're readily available in less than artisanal establishments – think petrol stations – so the trick is to stock fine quality options with speciality credentials to fit in with the rest of your carefully curated range. Add a bit of indulgence and you're onto a winner (we love to partner caramelised options with a coffee).

THE UK **FOOD TO GO MARKET** IS **FORECAST** TO **GROW BY +31.8%** IN **2022**, TO A **VALUE** OF **£21.3BN**

SOURCE: LUMINA INTELLIGENCE UK FOOD TO GO MARKET REPORT 2022

CRISPS

It's a fact: everyone loves crisps. But that's not to say that 2022's shopper isn't on the lookout for something new and exciting. Thankfully, there are plenty of options out there – from free-from formats to those with innovative flavour combinations. Keep your café well stocked so your customers can partner their sandwich, savoury pastry or soup with their natural counterpart: a perfectly seasoned bag of crunchy crisps whether they're sitting in or on-the-go.



KENT CRISPS LAMB & ROSEMARY
A real taste of British Sunday lunch, made using Romney lamb from Kent Shepherd to create a traditional and delicious flavour.
kentcrisps.com



FAIRFIELDS FARM CRISPS CHEESE & ONION FLAVOUR
The skin-on potato crisps have a deep creamy flavour, with just a touch of zesty onion. Vegan and gluten-free.
fairfieldsfarmcrisps.co.uk



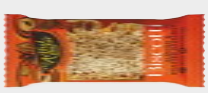
PEA POPS DELICIOUS CHICKPEA CRISPS
Chickpea crisps with 20% plant-based protein, gluten-free and 60% less fat than regular fried crisps, made with all natural ingredients.
peapops.co.uk

BAKES

Nobody can say no to a baked treat alongside their cup of tea or coffee, whether they're indulging in a café or on the move. If you don't have the time to whip up your own menu of freshly baked biscuits, flapjacks or cakes in-store, fear not – there's a plethora of delicious options on the market, plenty of which cater for free-from and health-conscious shoppers. Plus, they're a great upselling opportunity!



ROOTLES MILK CHOCOLATE CRUNCHY CARROT BISCUITS
Rootles Milk Chocolate is a healthy snack of three crunchy chocolate biscuits that contains over 35% vegetables.
rootles.co.uk



THE ARTFUL BAKER SINGLE BISCOTTI FINGERS
Single Biscotti Fingers available in three flavours: Belgian Triple Chocolate, Sour Cherry & Dark Chocolate and vegan and gluten-free Almond & Roasted Hazelnut.
theartfulbaker.co.uk



MA BAKER CAKE SHOP CLASSICS CARROT CAKE
An indulgent hand-made treat from Ma Baker offering the delicious taste of traditional carrot cake expertly blended with the Giant Bar flapjack base.
mabaker.eu

PRODUCER SPOTLIGHT

ISLAND BAKERY AND SWEET FA GLUTEN FREE

When café customers are looking for a little something sweet to go with a coffee or to finish off their lunch, often it isn't the decadent cake that they permit themselves, but a small sufficiency to enjoy now, or perhaps take with them to have later on. Island Bakery have two suggestions: two-packs in five varieties of their organic, all-butter biscuits; or Sweet FA Gluten Free Cookies, which are organic, vegan and gluten-free, and are now available in convenient two-biscuit packs in Great Taste Award-winning Double Chocolate Chip, or Oat & Raisin. They are both good enough to be enjoyed by everyone.
islandbakery.scot



CHOCOLATE

Sometimes only chocolate will do, and the great news for health-aware consumers – and the cafés and retailers serving them – is that there's plenty of options out there to enjoy. Free-from chocolate has come on leaps and bounds in the past few years, and there's an impressive menu of treats that your shoppers will love – whether they're following a specific diet or not. Our tip is to offer a combination of conventional indulgences alongside free-from and healthier options to satisfy tastebuds of all persuasions.



RHYTHM 108 SWISS VEGAN CHOCOLATE PEANUT BUTTER SOFT-BAKED FILLED COOKIE
A rich chocolate cookie, filled with smooth peanut butter and topped with roasted peanuts and mini Swiss chocolate chips.
rhythm108.com

LOVE RAW NUTTY CHOC BALLS
Made using whole hazelnuts dipped in a smooth vegan hazelnut cream, coated in LoveRaw's plant-based chocolate and rolled in delicious, crunchy hazelnut pieces.
eatloveraw.com





WELL&TRULY SALTED CARAMEL OAT M&LK CHOCOLATE
A deliciously creamy and rich oat milk chocolate bar topped with chunks of salted caramel.
wellandtruly.co.uk



A FAMILY AFFAIR

Giving kids a great choice can actually ease parents' sugar headaches, says Tahi Grant-Sturgis. It's all about rewilding your drinks list

If you worked any of the hot summer shifts front-of-house this summer, you may have overheard some agonised conversations among ordering families. "Yes, OK, a fizzy drink... no, not that one...oh dear what else is there...OK, go on then." Adults treating kids are often in a bit of a bind: what's healthy for children isn't always exciting, yet the grown up choices kids aspire to can have big drawback. Caffeine and sugar are devilishly appealing to young diners, but accumulations of either are a growing concern for those who care for them. "Eating out is a treat for everyone," says Tahi Grant-Sturgis, "and often part of a family day out, but as a parent I know that drinks, plus pudding and the inevitable ice creams...it all adds up to a lot of sugar. Life's all about balance – you want kids to enjoy a treat but in moderation."

A wilder way

Step up Jamu Wild Water, the family-friendly challenger product Tahi created along with husband Patrick. The zero sugar drinks – available in Sparkling Lemon, Sparkling Raspberry and Sparkling Blood Orange – are free from artificial sweeteners (a growing concern among advocates of gut health) and boosted with immune-supporting vitamin C and zinc. There's even some chicory root inulin in each drink, a prebiotic plant fibre that feeds a diverse and healthy microbiome. "A lot of companies are removing the sugars but replacing it with artificial sweeteners; that's a no go for us," says Tahi. "The more we learn about the gut-brain axis and its huge role in so many physical functions, the more it seems like something we don't want to be giving our children, or anyone else's."





The result is a fruity functional fizz that's a little less sweet than some kids' drinks – a more sophisticated sip for discerning young drinkers – but a lot less impactful on mood, cognition, tooth enamel, and all the other areas impacted by traditional soda pops.

For Tahi, it's also about segmenting the 'kids' category to suit the evolving needs of growing children, and a more nuanced approach can really hit the spot. "Functional drinks are generally aimed at adults," points out Tahi, "making those energy drinks unsuitable for kids, but once they get beyond six or so kids are generally starting to want something a bit more interesting than those bright bottles of squash. Typically for pre-schoolers you get juice cartons with little characters on... That's fine for three to six year olds but when your child is eight they don't want something for little kids. They're ready to explore more grown-up options and there's not anything that caters for their age group (eight-13 years old) that's innovative or healthy."

Mixing it up

Funnily enough, customer feedback to the company has been that Jamu Wild Water's interesting flavours, lower sweetness profile and added botanicals (echinacea; dandelion and nettle; and elderberry and mallow) go above and beyond thrilling eight to 13s. They're a winner with all the family! "We hear from a lot of adults who say they love our drinks too, either on their own or as a mixer for their gin," says Tahi. "We're really happy to be making something for the whole family to enjoy together. It all goes back to our brand mission which is to support families and kids to reconnect with nature, the wild and life outdoors. Our British botanicals speak to that concept of re-wilding; if we can rewild family mealtimes and conversations with that spirit of curiosity about the natural world, we're doing our job."



> If we can rewild family mealtimes and conversations with that spirit of curiosity about the natural world, we're doing our job

KIDS NEED NATURE, PARENTS WANT CHOICE!



36% of adults agree there's not enough choice when buying drinks for kids out of home.* We're here to change all that. Our naturally flavoured sparkling botanical water is a wild and wonderful alternative to sugary flavoured drinks.

Created for healthier kids and happier parents.

ZERO SUGAR

ARTIFICIAL ZERO SWEETENERS

100% NATURAL

VIT C & ZINC IMMUNITY SUPPORT

PREBIOTIC PLANT FIBRE

FULLY RECYCLABLE PACKAGING

10% TO NATURE

HFSS COMPLIANT ✓

jamuwildwater.co.uk

@jamuwildwater

JAMU WILD WATER

#REWILD YOUR CHILD

* Mintel, 2020

CREAM OF THE CROP

Great frothing milk that's ready whenever your customers are? Just Milk has the answer



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.

"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"



THE SWEET SPOT

Meet the craft roastery going above and beyond to turbo-charge your coffee offer



A lot can go wrong on the path to nailing a great coffee. From bean to brew, the chain requires skilled craftsmanship at every step. It's a challenge understood by Paul Meikle-Janney, Ian Agnew and Damian Blackburn, three coffee anoraks whose combined experience of sourcing, roasting, consultancy, training and machine development has been poured into Dark Woods Coffee.

Launching in 2013 as a roastery, training school and pop-up café, this Yorkshire B Corp now offers training, equipment, support and, of course, fabulous coffee to indie businesses. "Our typical customer base is farm shops and delis," says Damian, "especially those with cafes –speciality coffee shops, quality driven restaurants and boutique hotels, visitor attractions and universities, regionally and across the UK." A laser focus on quality (the team sources 100% speciality grade green coffee, including rare micro-lots and single-estate beans) is paying off: last year Dark Woods was shortlisted for the BBC Food & Farming Awards. This year it's scooped four three-star Great Taste Awards.

While coffee stations can cause real bottlenecks during busy services, a staff member who can whiz through hot drinks tickets is worth their weight in gold. Dark Woods can help here, too, getting your team up to speed to keep great coffees coming. "Training is integral to what we do," says Damian, "helping our customers and their staff to feel comfortable and at ease working with coffee equipment and



presenting beautiful, tasty cups of coffee to their customers. This can mean training at the roastery's dedicated facility, or on site, and from certified, globally-recognised barista training to accessible, in-house modular training sessions. We also support our customers with a range of attractive A-boards, posters, postcards and consumer leaflets to help promote the products in a very visual, informative manner."

> "This Yorkshire B Corp now offers training, equipment, support and, of course, fabulous coffee to indie businesses"



SALES ARE HOTTING UP

Hot drinks will always be the backbone of any café or foodservice offering – whether you're offering a steaming cup of something hot in a takeaway cup or a mug, few can resist the pull of a cup of tea, coffee or something a bit more adventurous. Offering warmth, cosy comfort and a chance to explore; hot drinks are well worth investing (and indulging) in



COFFEE

Coffee lovers will appreciate an array of blends showcasing the best of their favoured region's blends – from nutty and light to rich and chocolatey. Serve up some provenance alongside and you'll be onto a winner with shoppers hunting out quality and story.



DARK WOODS COFFEE ARBORETUM ESPRESSO
Sweet and vibrant in milk, bright and juicy when drunk black and always bursting with red fruit flavours.
darkwoodscoffee.co.uk

PADDY & SCOTT'S MUCHOMBA CLASSIC WHOLEBEAN COFFEE
Tastes of dried fruit, blackcurrant and nuts for a full-bodied brew.
paddyandscotts.shop





FIREHEART COFFEE PALACE BLEND
With tasting notes of dark chocolate, morello cherry and candied orange.
fireheartcoffee.com

COFFEE TRENDS

- Older Millenials are more likely than other generations to order decaffeinated beverages
- Non-dairy milk is largely consumed by consumers based in cities and large towns
- Cold coffee – cold brew and iced options – is largely purchased by Generation Z

SOURCE: MINTEL

> "The future of coffee depends on the industry investing much more time and energy and money into coffee's pressing sustainability crisis"
>
> **JONNY FORSYTH, DIRECTOR OF MINTEL FOOD & DRINK**

HOT CHOCOLATE

To set your business apart from the competition, stock and serve some innovative new takes on the classics; hot chocolate has long been popular with indulgence-seekers of all ages, so why not try a superfood-packed option alongside the traditional ones?

EPONINE FINE CHOCOLATE CLASSIC DARK DRINKING CHOCOLATE
A multi award-winning drinking chocolate hand crafted from ethically sourced and sustainable cocoa to create an ultra-premium hot chocolate.
eponine.co.uk



CHEERFUL BUDDHA CACAO BLISS HOT CHOCOLATE
Made with chaga mushrooms, lion's mane mushroom, ashwagandha, cinnamon and turmeric.
cheerfulbuddha.co.uk



GOUPIE WHITE HOT CHOCOLATE
A sweet and indulgent alternative to traditional milk or dark hot chocolate.
goupiechocolate.com



HOW TO SELL: HOT CHOCOLATE

Consumers are after so much more than a sugary chocolate-flavoured powder when it comes to hot chocolate these days; they – especially those who shop in speciality retailers – are looking for clear markers of quality. Think: clearly displayed cocoa solid percentages, and the chocolate's origin if available. Offer varieties of milk, from dairy to coconut, oat and almond, to cater for the free-from customer.

TEA

We all know that some teas boast health and/or functional credentials, so it's well worth stocking a few adventurous options as well as the tried and true classics to satisfy all tastes.



KOPI HOUSE TRADITIONAL TEA DUST
Award-winning Indonesian black tea dust, malty-floral, medium-bodied, with a milky-chocolate nose.
kopihouse.co.uk





THE EAST INDIA COMPANY PREMIUM TEA SELECTION
The double chamber tea bag results in an excellent tea experience.
theeastindiacompany.com

CLEARSPRING ORGANIC JAPANESE MATCHA GENMAICHA
An award-winning tea which delivers an harmonious blend of Japanese sencha green tea, rich and exquisite premium matcha and delicately roasted brown rice.
clearspring.co.uk

PRODUCER SPOTLIGHT

THE LINCOLN TEA & COFFEE COMPANY

The Lincoln Tea & Coffee Company is a family run business who pride themselves on delivering a fresh approach and award-winning products and service, supplying retail and commercial customers. They have won Great Taste Awards, are members of The Guild of Fine Food and have been awarded Great Taste Producer status. Amongst their amazing tea and coffee range, is the 'Official Licenced MOD Products' The Red Arrows and Typhoon Display Coffees and Battle of Britain Crew Brew Tea, not forgetting their fabulous Lincolnshire Tea selection and eco-friendly machines.
thelincolnteaandcoffeecompany.co.uk









A BARISTA'S SECRET WEAPON

A seasonal coffee menu is a shortcut to sales, and The Skinny Food Co knows just how to make that work

We all yearn to be ahead of the curve, spotting a yawning gap in the market in time to fill that void with great products that catch fire with customers. For Skinny Food co-founders Wayne Starkey and James Whiting, it was a desire to cater to the specific dietary needs of family members – with autism on one side, diabetes on the other – which put them in pole position to cater to the expanding market for HSFF-compliant treats. "The key foundation of the business is offering those healthier alternatives, whether through coffee syrups, confectionery or our new range of protein snacks," says national account manager Tom Bucknall. "James and Wayne are so invested in the idea that people who have to reduce their sugar intake shouldn't have to compromise on taste."

The Nottingham company's collection began in 2018 as a core range of healthy ketchups and table sauces, evolving into a wider range of SKUs catering to today's huge demographic of sugar-reducers. The core range has some great products to help café owners appeal to every demographic, with a range of barista coffee syrups, iced tea syrups, vegan coffee creamers and much more to tempt customers to your counter. So, your menu can offer seasonal coffees and iced drinks with a shot of autumnal Gingerbread, Christmassy Salted Caramel or summer French Vanilla that are sugar-free and vegan.

Baristas can also get creative with dairy-free Creamer adding warming Chai Spice flavour, sweet Glazed Doughnut or indulgent Irish cream.

"We've also just launched our Chocoholic range, putting a Skinny spin on everyone's favourite treats to create a reduced sugar alternative," says James. "With HFSS on the horizon, coming around in October, we've got over 100 products that are compliant. We've done that naturally through the product offer we have."

On a roll

The Skinny Food Co's ethos is certainly resonating with consumers, generating incredible year-on-year growth and landing the company a spot at number 18 in the Sunday Times 100 – its league table of the UK's fastest growing companies. An amazing 235.70% compound annual growth rate, measured across two years of sales, also placed The Skinny Food Co number four on the FEBE Growth 100 list. "Over the last two years growth has been exponential," says Tom. "We have a million followers across our social media channels and Wayne and James are very excited about what's next. They've always had the idea of not only offering a healthy alternative but keeping it fun. People shouldn't have to miss out on taste and flavour, so it's a fun brand to buy into. Amongst the product portfolio we're at 280 products across 15 to 18 different categories, and there's plenty more ideas in the pipeline."

Protein to go

Another recent development is the Skinny Low Sugar High Protein Bar, a nod to the counter-top add-on sales to be won amongst the growing legion keen to fill up without the calories. "Ours are very much a healthy alternative to the mainstream protein bars," says Tom. "We see people making more conscious decisions around what they put in their body so we offer like-for-like on protein content with the leading brand, just with a lower sugar content."

In fact, the Skinny Food Co could be a one-stop-shop when you're designing lunches, bakes or snacks for customers with sugar-reducing in mind. With everything from Low Sugar Hazelnut Chocoholic Squeezy Spread to 1 Calorie Olive Oil Cooking Spray and low sugar baking mixes, The Skinny Food Co is your go-to consultant to meet everyone's needs.



> The Skinny Food Co could be a one-stop-shop when you're designing lunches, bakes or snacks for customers with sugar-reducing in mind

INTRODUCING

Barista SYRUPS

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The SKINNY FOOD CO.

FOR MORE INFORMATION/ENQUIRIES PLEASE CONTACT TOM BUCKNALL TOM@THESKINNYFOODCO.COM

CRUNCHING WITH A CONSCIENCE

Herefordshire crisp brand Two Farmers is working to protect the environment one crunch at a time

Can five glorious minutes crunching down on golden wafers of fried potato really justify the estimated 80 years that the packet will linger on in our ecosystem? It's a dilemma that matters to an increasingly ecologically aware buying public, and so Two Farmers' efforts to fix the sustainability of snacking couldn't be more welcome.

The farmers in question – Sean Mason and Mark Green – were ahead of the curve in their efforts to build sustainability into the USP of their product. "When we set out with these ideas in 2015 we had no idea that plastic usage would become such a hot topic," says Sean. "We looked at boxes and tins before the fully compostable crisp packet materialised." First launched in 2018, the compostable packets are made of sustainably-grown eucalyptus wood fibres printed with vegetable ink and take 26-38 weeks to break down in composting conditions.

With a busy potato farm an integral part of the Two Farmers operation, there's an opportunity to mitigate the power demands made by the production process. An anaerobic digester turns farm and crop waste – including potato scraps and peelings – into electricity to power production.

Growing their spuds within two miles of production also keeps food miles to a minimum, contributing to efforts to minimise the operation's carbon footprint and future-proofing these delicious crisps.

Sourcing locally comes naturally to Sean and Mark, proud Herefordians who are only too pleased to bring the region's best produce into their range of 40g bags, 150g packets and 500g tins. Two Farmers' Cheese & Onion are made with Hereford Hop cheese from nearby cheesemaker Charles Martell and onions grown on the farm. Lightly Salted are seasoned with Droitwich Salt, while Salt & Cider Vinegar has the tang of cider vinegar made with local apples. Hereford Bullshot calls on an iconic local ingredient: Hereford beef brought to life with a gentle spice mix, and Herefordshire Sausage & Mustard harness the deep flavours of Tudges' rare breed pork from Ludlow. The latest addition to the range is a delight for plant-focused snackers, Woodland Mushroom and Wild Garlic.







THE NATION'S FAVOURITE

Future-proof your business with a strong tea offering with Tetley!

Cafés are fully embedded in UK culture and a soaring market only expected to grow further with a 42.8% predicted growth in 2022 [Ibis World]. It is important to remember that consumers are paying for the atmosphere at a café, they look beyond the product served in front of them and instead analyse the whole experience.

There are 30 million more teas consumed per day than coffee [UK Tea & Infusion Association], showing just how big an opportunity tea is to your business.

As Tetley is the nation's favourite [Kantar], you can be sure our tea won't disappoint! We also have a variety of POS and sales support available to ensure you're making the most out of your tea offering.

We have a wide range of product solutions to fit all your tea needs across all day parts. From fruit & herbals to the classic Original Tetley tea, your consumers will be spoilt for choice. Whilst black tea is the most popular tea beverage out-of-home [Allegra Project Tea], functional teas have been gaining traction over the years which is why having a range of tea blends to offer to customers is more important than ever.

Being able to cater for a wide demographic with younger age groups opting for sweet fruity flavours such as raspberry, strawberry and even those slightly more exotic such as mango or passionfruit is key.

The under 30s age group is the most likely to consume tea beverages out-of-home on a daily basis [UK Tea & Infusion Association], which shows the importance of you having a variety of blends on offer.



TETLEY, SUPPORTING YOUR BUSINESS

Make the most of our café-specific support and POS. Discover our Breakfast Guide which offers recipe inspiration, our café-focused brochure full of top tips on how to maximise tea sales, as well as our new Tetley Your Way web app designed to support a smooth serve every time. Visit tetleyfoodservice.co.uk to find out more!





COMMENTATORS



DEEPAK SHUKLA
PEARL LEMON CAFÉ



GALYNA HAYAT
CAWA



LYDIA PAPAPHILIPPOPOULOS-SNAPE
WARWICK STREET KITCHEN



PAUL TAYLOR
HOCOMBE COFFEE CO.

CATERING FOR 2022'S CONSUMER

Ellen Manning highlights the key touchpoints indies should capitalise on to attract discerning customers this year

Once upon a time a café was a place to get a coffee – maybe a cake, too. But the past few years have seen cafés and coffee shops become so much more. From community hubs to popular haunts for hybrid working, as well as social spaces for everyone from colleagues to friends and families, the popularity of the café isn't just enduring, but growing. Research commissioned on behalf of the 2018 London Coffee Festival predicted that by 2030 coffee shops would outnumber pubs in the UK and more recent figures suggest things are heading in that direction, with the number of coffee shops in the UK continuing to rise.

But despite our love of all things coffee, food and drink as a whole is facing difficult times, and the needs of consumers continue to change, so how can café owners cater for those changing demands and leverage consumer trends to guarantee success in 2022 and beyond?

Sustainability

Sustainability is front and centre for businesses across the world, with brands who take it seriously garnering respect and trust from increasingly-aware consumers. For cafés, sustainability can vary from simple steps to more innovative solutions. "We try to cut plastic as much as we can and use paper instead," says Deepak Shukla, owner of Pearl Lemon Café in Fulham, London, where staff are also encouraged to cycle or run to work to minimise the reliance on carbon-heavy transport.

At CAWA, a growing artisan bakery and coffee brand that started in Sheffield and is opening its fifth location in Nottingham this August, sustainability runs through every part of the business. "Even as a small independent business, our environmental responsibility influences every operational decision we make," says co-founder Galyna Hayat. "We transitioned from crockery to fully-biodegradable, compostable cups and lids last year which, in addition to the sanitary benefits, dramatically reduced the water usage incurred by frequent washing-up. And of course, only paper plates, straws and wooden knives and forks for our tasty snacks." CAWA's roastery in Sheffield supplies all of its coffee shops, so the company has switched to using 20kg containers to transport their beans in a bid to eliminate unnecessary plastic waste. "Sure, the containers are plastic – a necessity to preserve the quality and integrity of the bean – but compared to the single-use 1kg bags we used previously, our plastic footprint is a fraction of what it was. And crucially, given our commitment to sustainability, we are determined to fully-electrify our entire fleet of vehicles by 2026."

Free-from

Café food may once have stopped at a slice of cake, but the successful cafés of 2022 are those who can cater for consumers' increasingly diverse needs, from vegan to non-dairy and gluten-free and more. Lydia Papaphilippopoulos-Snape, owner Warwick Street Kitchen in Leamington Spa, Warwickshire; Warwick Street Kitchen Bakery in neighbouring Warwick and Saint Kitchen in Birmingham, says it's about being 'smart' in how menus are designed. "We have a lot of customers with very specific dietary requirements. The way we deal





> Café owners can cover every area from sustainability to staging events, but often the make or break for customers is the simple experience of ordering a coffee

with this is to make a lot of our base recipes either gluten-free or vegan. Take our brownie – it's actually a gluten-free vegan recipe. For anyone who just wants a brownie, it's still a bloody good brownie. But it also means that for someone who's gluten-free and vegan, we have something for them." By making a lot of the 'base menu' gluten-free, any non-gluten-free additions can easily be removed, making the menu adaptable but also efficient, she adds.

At CAWA, consideration to dietary requirements and tastes goes across the board, whether through different milks, gluten-free treats or vegan snacks. "Operationally, our baking standards and health considerations often surprise onlookers," says Hayat. "We're uncompromising in our gelatine-free policy. Gelatine is a hidden nasty found in many sweet treats, but such is our concern over its health implications that we developed our own speciality marshmallows and glazes. Our prized, highly-guarded recipe is exclusive to CAWA – ensuring our customers can enjoy moments of indulgence free of the gelatine ick. As a consequence of our zero tolerance on preservatives across our menu, our speciality snacks have a shorter shelf life than many of our coffee shop peers, but this is a source of enormous pride for us. Our philosophy is simple: if we wouldn't eat it, we won't offer it to our customers."

Provenance

That focus on quality extends to provenance, with consumers more aware than ever not only of what is in what they're eating and drinking – but where it comes from. Provenance is something customers can see first-hand at Hampshire-based Hocombe Coffee Co. Founder Paul Taylor started roasting coffee beans in his garage over a decade ago and went on to open his own premises in Hurley, meaning customers know exactly where their beans are coming from.

And he doesn't stop there. "Where possible, we only buy local produce, for example our oat milk is produced on the farm next door to our roastery. Not only are we supporting our neighbouring businesses but buying local makes us more sustainable, which is something very important to us."

Events

That provenance and story also serves as a way for Taylor to promote his brand through events – a tactic that can help cafés keen stand out from the crowd. "Events are a great way of expanding a business, whether it's operationally or in terms of reaching more people and getting your name out there," says Taylor. "We've been to local food festivals, community events and have been doing lots of corporate lunches which is a great way of showcasing what we do and also helps with further revenue. We're hoping to introduce evening events like supper clubs and espresso martini nights in the future, which will give us more opportunity to reach new people. Roasting our own coffee on-site is also an event in itself. It's been a great talking point for people – it's something a bit different to see when you walk into a café."

Evening events are something Papaphilippopoulos-Snape has been offering at Warwick Street Kitchen for some time – staging regular tapas nights. "We were getting close to maxing out our daytime revenue so we thought, 'how do we push this without competing with so many evening establishments out there?' Our USP is that everything is homemade and initially we had a lot of Middle Eastern influence in our menu. So, we looked at what would fit in and what would showcase what we did in a way that was different to everybody else in the area."

Service

Café owners can cover every area from sustainability to staging events, but often the make or break for customers is the simple experience of ordering a coffee. With a staffing crisis dogging the hospitality sector, good staff are hard to find. For Papaphilippopoulos-Snape, it starts with recruitment. Prospective team members are asked to join a mailing list for when opportunities are shared – giving her a bank of talent waiting to be called upon. The recruitment process involves an interview and trial shift but it's the team who have the final sign-off, ensuring low staff turnover because staff "genuinely get along". "I also make it my business to go around to other local cafés and restaurants, sit there, be a customer and get to know the team. I never poach but I put myself in a position that when they are looking to change jobs I'm their first port of call."

When it comes to training, Pearl Lemon uses a series of videos. "We have over 40 training videos about customer service for our café," says Shukla. "We also have checklists of questions that people should ask and require everyone to get five reviews per day on their shifts." Papaphilippopoulos-Snape takes a different approach. "People want to be greeted like a friend and want you to be yourself. So I never give people a script, I give guidelines. I also see social media as an extension of customer service and have a team of people who try to respond, again in a friendly manner, in the way we would speak to our customers.

> Not only are we supporting our neighbouring businesses but buying local makes us more sustainable, which is something very important to us

FOUNDATIONS OF FOODSERVICE

When it comes to stocking your café, it's important to ensure you have everything you need to create delicious food that will keep your customers coming back for more. From baked goods to cooking aids, there's no shame in using pre-made products to help you provide the best service possible



BAKED GOODS

Any great café has a wide array of sweet treats for customers to choose from, either to eat in with a coffee or to take away for an office treat. Limited kitchen space can make providing in-store baking difficult, especially during busy times, so stocking some cakes and pastries from trusted bakers could be the solution to sweet success. Most producers will offer samples before you order, so reach out to multiple companies to find the one that's right for your business and unique customer tastes.



GINGER BAKERS APRICOT, PISTACHIO & LEMON THYME CRUMBLE CAKE

A light apricot sponge with pistachio pieces and infused with lemon thyme syrup, pre-sliced into 18 portions for ease.

gingerbakers.co.uk

POSITIVE BAKES RASPBERRY BAKEWELL

A beautifully moist vegan and gluten-free sponge containing fruity, raspberry jam and finished with crunchy toasted almonds.

positivebakes.com





CAKESMITHS CLASSIC CINNAMON BUNS

Your morning crowd will swapping their morning croissant for one of these vegan sweet and spiced hand-rolled sourdough cinnamon buns.

cakesmiths.com



> "The UK foodservice industry is projected to generate sales of more than £95 billion in 2022, representing a 27% increase on the year before but not quite enough to send it back to pre-pandemic levels"

SIMON STENNING, FOUNDER OF FUTUREFOODSERVICE

CAFÉ CONDIMENTS

Every café or foodservice kitchen needs a variety of sauces to make their food sing. From spicy mayo for dipping and drizzling to tangy chutney for pastries and scones, there are plenty of options in fine food. Try out what works for your business and ask your customers what their favourite condiments are – you might be surprised!



A LITTLE BIT BROWN SAUCE
A tangy brown sauce made with dates and a little bit of thyme which tastes even better than homemade. Perfect for breakfasts, baps and burgers.
alittlebit.co.uk

SKINNY FOOD CO SWEET CHILLI MAYO
A delicious sauce that is guilt-free, gluten free, fat free, free from dairy, vegan friendly, perfectly paired with prawns, chicken, pasta salads and chips.
theskinnyfoodco.com





CALDER'S KITCHEN SPICY TOMATO CHUTNEY
A vibrant and appealing relish with chunks of vegetables throughout and well-balanced heat from the chillies, perfect as a dipping sauce or a base for pastries.
calderskitchen.co.uk

COOKING AIDS

Creating an entire menu and food offering can be a sizeable task, and it's not always feasible to make everything from scratch. But fear not, there is a variety of cooking aids out there that can help to cut down your kitchen time without compromising on quality or flavour. Experiment with different pastes, sauces and mixes to find the perfect base for your next best-selling dish.



COCONUT KITCHEN THAI GREEN CURRY PASTE
This multi award-winning Thai green curry paste is now available for food service in a 3kg container, just add coconut milk and meat or vegetables for a delicious authentic curry.
thecoconutkitchen.co.uk

AAGRAH TIKKA MASALA TARKA SAUCE
Create an authentic version of the UK's most popular Indian dish without the need for a specialist chef with this catering size Tikka Masala sauce.
aagrahfoods.com





ATKINS & POTTS HOLLANDAISE SAUCE
A classic sauce with subtle butter and lemon notes, essential for eggs Benedict, now available in larger re-sealable containers for chefs and food service customers.
atkinsandpotts.co.uk

PRODUCER SPOTLIGHT

HERBY HOG FOOD CO.

Independent British start-up Herby Hog Food Co makes a range of delicious plant-based seasonings that any vegan, vegetarian and carnivore can enjoy. The brand was born out of a desire to create the delicious flavours of bacon without the usual nasties found in processed meats and a desire for healthier plant-based living. Herby Hog offers free sample packs and recipe ideas to trade customers. There are five Herby Hog flavoured plant-based Seasonings in the range: Smoky Bacon, Maple Bacon & Black Pepper, Spicy Chorizo, Sausage & Sage and BBQ Pork. All flavours are available in both retail ready 60g pouches and catering 1kg packs.
herbyhog.co.uk





MEAT AND DAIRY ESSENTIALS

Using high-quality meat and dairy in your café or kitchen is of the utmost importance when it comes to fine food. From creating the perfect desserts to serving up prime cuts of meat in your lunch options, there just has to be animal products with top-notch credentials and provenance. Opt for premium cheese, sausages and ice cream and your customers will thank you – after all, thoroughly delicious food is one of the most crucial aspects of indie retail.



YESTER FARM DAIRIES FULL FAT SOFT CHEESE
Artisan luxury soft cheese with a rich texture and around 20% fat content, available in a 2kg tub and perfect for creating the ultimate smoked salmon bagels.
yesterfarmdairies.co.uk

THE SAUSAGE MAN JUMBO HOT DOG
This giant hot dog packs a punch in flavour and texture, perfect for customers looking for authentic global food. All sausages are sourced only from award-winning German butchers.
sausageman.co.uk





OPPO BROTHERS DOUBLE SALTED CARAMEL SWIRL ICE CREAM
A creamy and indulgent sea salted caramel ice cream rippled with a golden sea salted caramel swirl; made with fresh milk and cream.
oppobrothers.com

FIRST, THE WURST

With punters making a beeline for authentic German sausages, Charles Coleman explains how you can get a piece of the action



Ever wondered what the addictive aroma of sizzling German wurst could do for your café sales? It's 17 years since The Sausage Man first began importing authentic German-made sausages into the UK, helping home cooks and large foodservice clients fry, grill and bake their way to one of Europe's most iconic traditional snacks. "Over time, particularly because of summer music festivals, bratwurst and currywurst have become a major trend," says sales director Charles Coleman. "We supply caterers at Glastonbury, Latitude, Wilderness... pretty much all the festivals this summer have served German-style currywurst and bratwurst, so a lot of people have got to know our product through that avenue. The calendar has really smoothed out: authentic German sausages used to be about Oktoberfest and Christmas, but now the demand is year-round."

And so, The Sausage Man's wholesale business is reaching out to a new demographic: farm shops, delis, and the indie cafés and counters whose customers



are looking for a reliably satisfying sausage they know they love. "We have a lot of businesses registering as wholesale businesses," says Charles. "All our products are fully cooked and frozen, so they are incredibly safe and versatile and that's why a lot of caterers and cafés like the product. They don't require a huge amount of skill; bratwurst can be cooked on a grill or in an oven in around five minutes from chilled, 10 minutes from frozen. Our minimum order for wholesale is £125, and we offer flexible delivery in a polybox with dry ice." Since Covid, says Charles, sales are up 40% YOY, and the brand's indie wholesale customers are up 85% YOY. "A lot of people are realising customers are looking for authenticity, something different, and alternative to the British sausage."

> "A lot of people are realising customers are looking for authenticity, something different, and alternative to the British sausage"



A CRACKING GOOD PLATEFUL

Sourdough bakes: a quick way to bring slow food to your dishes and boost sales, says Matt Hodgetts





Consider the cracker. This unsung hero of the cheese board or vehicle for dips and toppings (or stand-alone snack for the roaming foodie) rarely gets the limelight. Instead its success in a supporting role comes down to a few great ingredients, a simple make and a perfect bake. But at Peter's Yard there's another component: time. It takes a 45-year-old starter culture and a 16-hour ferment to create crackers, bites and crisp breads that elevate the very finest dishes from your café kitchen. "Our view is that if a business is selling a premium-quality cheese, cured meat or chutney to its customers, the product deserves a quality cracker, made to exacting standards, that complements it," says UK and export sales manager Matt Hodgetts.

Out of home

While consumers have long enjoyed Peter's Yard products in the home, cafés and restaurants are cracking on to the opportunity they bring to create better plates and boards. "Peter's Yard understands the importance of the café and food-to-go offer to farm shops and delis," says Matt. "Our success in these areas has been due to the alignment between our product quality and business values and recognising the importance of these attributes for our customers. Foodservice has bounced back after covid disruptions, and while it remains a market in recovery, our sales have grown and, for the last year, have been higher than before the pandemic. Some success has been organic as old customers returned. Growth also coincided with the introduction of Sourdough Bites which launched Peter's Yard into the snacking category, a whole new market to aim for. "

For Peter's Yard, part of this success has been down to its snacking option, Sourdough Bites. "The Bites have made the brand relevant to more businesses and their customers on more and different occasions," says Matt. "In particular, we can now fulfil demand in cafés, food-to-go and impulse. We recognise consumers decide how they want to enjoy our products – with a cheeseboard, in a lighter lunch or as a healthier on-the-go snack. We encourage businesses to review how they use Peter's Yard on menus, as a snacking option or for shoppers to enjoy at home. In our experience, when they test putting our products in both café and shop, this translates to higher retail sales."

Winning diner spend

What's more their rustic look makes them perfect for cafés and counters wanting to make a visual impact with platters and cheeseboards. "Our products are distinctive because they're hand baked," agrees Matt. "This means they are recognisable as Peter's Yard. The perfectly imperfect, rustic appearance of our crackers and bites communicates their artisan production. But the visual appeal is only part of how Peter's Yard differentiates itself from competition; the texture, crispness and unique award-winning flavour combinations are all part of the premium package that adds to our customers' offers."

So does the buzzword 'sourdough' continue to carry weight on menus – a good shorthand for slow food – despite the rise of 'sour faux'? "When MacDonald's is testing a 'sourdough–style' bun in its new Crispy McFillet, it's possible we may have reached 'peak sourdough,'" considers Matt. "Only time will tell whether the interest will remain as pressures on personal time and budgets bear down on people." Trends, of course, come and go, but quality will always win out. "The Peter's Yard brand is closely associated with slow food. Our consistent message is that good things take time. And we believe in the importance of allowing yourself time to savour and enjoy the good things in life, including great crackers."



> We believe in the importance of allowing yourself time to savour and enjoy the good things in life, including great crackers



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