2025

NEW PRODUCTS, LATEST TRENDS, THE SNACKS TO STOCK

SNACK BUYER

From the publishers of SPECIALITY FOOD

MAGAZINE



THE EVOLUTION OF CRISPS IS ROASTED

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- forestfeast.com



WELCOME TO SNACK BUYER



Welcome to the 2025 edition of *Snack Buyer*, brought to you by the team behind *Speciality Food*. It's been a year of innovation, as well as of contrasts – indulgence and health functionality sit hand in hand in the snacking sphere, while shoppers discover new snacking moments. From on-the-go to lunch al fresco (or al desko), at home in front of the television or sharing with friends, Brits are relishing the new guard of snacks while keeping a hand firmly in tradition, too. In this issue we present the brand new products worth stocking to revamp your snack offering, as well as the fine food takes on classic formats and flavours that will help satisfy your customers' cravings as well as boost your bottom line.

HOLLY SHACKLETON | EDITOR

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CONTENT

Editor
Holly Shackleton, 01206 505110
holly.shackleton@artichokehq.com

Content Creator
Charlotte Smith-Jarvis, 01206 505981
charlotte.smith-jarvis@artichokehq.com

Art Director
Lee Whiteford
lee.whiteford@artichokehq.com

Published by
Artichoke Media Ltd,
Global House, Global Park,
Moorside, Colchester
Essex, CO1 2TJ

COMMERCIAL

Senior Account Manager
Jessica Brett 01206 505901
jessica.brett@artichokehq.com

Senior Account Manager
Louise Barnes 01206 508629
louise.barnes@artichokehq.com

Accounts
artichokemedialtd@integral2.com

Publisher
Sam Reubin 01206 505936
sam.reubin@artichokehq.com

artichoke

FEEL GOOD SNACKING

Make every moment special for all with the Indulge range of deliciously free-from snacks



Simple, delicious snacks, carefully crafted to bring joy to everyone whatever their diet or lifestyle, is the key mission of Novel Foods, a family-run business passionate about creating premium products. Whatever you opt for from their range, you can be confident that it has been made without compromise – including sustainability. "Every item has been produced using solar powered energy and packaged in recyclable materials, meaning that both health and eco-conscious customers will keep coming back for more," begins Puyan Moslehi, sales director.



Indulge is the business's flagship product: "crunchy corn nibbles carefully crafted to meet a wide range of dietary needs, proving that a free-from label never means free from flavour. Every bite is full of real, satisfying taste," he continues.

The Indulge offering consists of four variants – Sizzling Spice, Sour Cream, Smokehouse BBQ and Tex Mex Cheese – all of which are free from all major allergens, including gluten and nuts, as well as being suitable for vegans. Plus, the range is boosted by Tex Mex Cheese-flavoured Tortilla Mini Chips, perfect for dipping in sister brand Primadeli's mild Salsa, classic Hummus, tangy Tomato Tapenade and luxuriously mild Cream Cheese dips.

"Whether your customers are looking for a solo snacking moment or to share premium snacks with loved ones, Novel Foods' Indulge range delivers free-from opportunities that everyone can relish," explains Puyan.

The brand's new 100g sharing bags offer even more to love, making sure that gatherings are well-catered for; simply pair with delicious drinks and the party is ready to go – or they can be used as a texture-packed salad topper or on a charcuterie board to add oomph and a burst of flavour to the dinner table.

ALSO IN NOVEL FOODS' RANGE

As well as producing the delicious dips mentioned in this feature, Indulge's sister brand Primadeli sells the following nut-free snacks:

- **Olive Twists**
- **Truffle Bites**
- **Coffee Taralli Bites**
- **Cranberry & Sage Twists**
- **Maple & Smoked Pecan Twists**

> "Whether your customers are looking for a solo snacking moment or to share premium snacks with loved ones, Novel Foods' Indulge range delivers free-from opportunities that everyone can relish"





LITTLE TEMPTATIONS

Us Brits know how to snack. Behind the USA and China, we are the most prolific munchers in the world, perhaps driven by our busy lives, which often allow little time to sit back and relish a full meal

Driving the snacking train are crisps, which account for around three quarters of the market share in the UK. We'll eat them in any format – shatteringly thin and flaky, chunky and dunkable, or airy and puffed. A plethora of alternatives have arrived, too, meeting the challenges posed by HFSS regulations, being made with less salt, fat and sugar, and with a world of weird and wonderful grains and ingredients. Then there are flavoured nuts and seeds, which are seeing sales climb as consumers latch onto their nutritional credentials. In fine food retail it's essential, of course, to carry products the average shopper knows and expects – cheese and onion crisps, pork scratchings and salted peanuts – but the absolute joy of setting food in an indie is the wonder of not knowing what you'll find around the corner. Shoppers have come to expect the unexpected, and it's your job to be a culinary treasure hunter.



5 CRISP AND WINE PAIRINGS

'We're reaching the age where crisp and wine pairings have become quite a 'thing'.' says Neil Ridley, author of The Crisp Sommelier. "It's a good night out, or a good night in, and a relatively affordable way to explore flavours and get more out of your wine. Posher crisps seem to make the trend more acceptable for some. We've gone past the days when you'd have regular cheese and onion crisps. Now you've got 'aged Wookey Hole Cheddar and Red Onion' or whatever the variety might be. Crisps have become more sophisticated, and because of that they're an easy route into wine pairing."

- **Champagne with truffle crisps**
- **Rosé with prawn cocktail crisps**
- **Sherry with root vegetable crisps**
- **Riesling with sweet chilli crisps**
- **Bacchus with cheese and onion crisps**

"On a global scale, 28% of consumers report an increase in their snacking frequency compared to the previous year. This is partly attributed to the hectic lifestyles that make it challenging to adhere to structured meal plans. Additionally, it is driven by consumer consumer concerns about the cost of living, global conflicts and other stress-inducing factors. This is prompting individuals to turn to food for escapism"

FMCG GURUS

CRISPS

We eat around six billion packets of crisps in the UK – that's a lot of potatoes! In independent retail, consumers expect to see something more elevated. Take your pick from extra thick cut varieties, spuds sliced and cooked in extra virgin olive oil (growing in popularity), and an expanse of natural, artisan flavours. Wine and crisp pairings are being enjoyed like never before, so don't miss out on the opportunity to upsell with a bit of clever merchandising.



BURTS
HERB ROASTED CHICKEN
A new flavour from the folk at Burts, who cut their crisps thick and cook them in small batches. These are made with local chicken from Creedy Carver.
burtschips.com

FAIRFIELDS FARM
HONEY ROASTED CHESTNUT & SAGE
The brand's much-loved Maple Glazed Ham flavour is being put to bed, replaced by this new seasonal offering which brings sweet, herbal, earthy notes to the snacking bowl.
fairfieldsfarmcrisps.co.uk





TWO FARMERS
HEREFORD HOP CHEESE & ONION
Homegrown potatoes, sliced, cooked in small batches and seasoned with a dusting of sharp Hereford Hop cheese and onion. Sold in 100% home compostable packaging.
twofarmers.co.uk

ALTERNATIVE CRUNCH

Snackers on the hunt for something beyond crisps now have access to more options than ever before as brands innovate to meet HFSS criteria. Whether they're seeking packets of crunchy insects (yes, really), dried chickpeas and beans, popped lotus seeds or lentil chips, there's something that will take most shoppers' desires. It's important to support these innovations to show you're moving with the times, but make sure you try samples first – some brands are relying on gimmick rather than flavour.



EAT REAL LENTIL CHIPS – CRUMBLY GREEK CHEESE, TOMATO AND HERB

Close your eyes and you could be on a sunny terrace eating a Greek salad. This new flavour from the brand is utterly delicious and vegan too.

eatrealsnacks.com

TOTAL XP PROTEIN CRUNCH SMOKEY BBQ

These crunchy morsels promise 55% protein and 110% flavour in every bag. They're keto friendly too.

totalxp.co.uk





PROPPADOMS SRIRACHA

Containing only 108 calories per bag while being high in fibre and free from gluten, these are a lighter way to enjoy poppadoms and are flavoured with garlic, chilli and onion.

familysecret.co.uk

TORTILLA CHIPS

Mexican food and drink have captured the hearts (and taste buds) of British consumers in recent years. Having invested in authentic spice blends, hot sauces and craft tequilas, they're now turning their attention to snacks – and that means it's tortilla time. Grand View Research predicts the global market size will grow at a CAGR of 8.8% between 2024 and 2030, driven by natural chips made with heritage Mexican corn. Be sure to signpost to ambient and fresh dips near your tortilla collection.



BLANCO NIÑO CREAMY JALAPENO

The first UK tortilla brand to be sold in fully recyclable packaging, these are made with the best sustainable non-GMO corn and are naturally gluten-free and vegan-friendly.

blanco-nino.com



MR TROTTER'S PORK CRUNCH

Boasting 18g protein per bag, the unique cooking method of these crunchy bites lends them a munchable lightness.

mrtrotters.com

OINK ARTISAN SMOKY BBQ PORK CRACKLING

A drum of smoky, flavour-packed crackling, cooked twice by hand for a lighter, crunchier snack.

theoinkcompany.co.uk



PORK SCRATCHINGS

The scrunchy texture of pork scratchings has made them a bar favourite for generations, but more recently they've been moving into the snacking mainstream thanks to their high protein credentials and minimal ingredient lists.

PRODUCER SPOTLIGHT

KENT CRISPS



Kent Crisps are an award-winning range of hand-cooked traditional British crisps inspired by local flavours. The business is on a mission to produce seriously tasty crisps whilst showcasing some of the county's finest food and drink. They use Red Tractor assured British potatoes and partner with some of the best local producers, using real ingredients to put a twist on some of the nation's favourite flavours. Packets showcase the county's favourite landmarks, from Canterbury Cathedral to Whitstable beach huts. Kent Crisps are gluten-free and suitable for vegetarians (with the exception of Lamb & Rosemary and Ham & Mustard). They export to over 15 countries worldwide and are passionate about flying the flag for British produce.

kentcrisps.com

UK RETAIL SALES OF CRISPS, SAVOURY SNACKS AND NUTS ARE FORECAST TO EXCEED £7 BILLION BY 2028

MINTEL

NUTS

Filled with protein and other beneficial nutrients, nuts are certainly making a stir in the snacking world. Consumers are investing in plain, unroasted varieties to flavour at home, but also unique, natural combinations to nibble on alongside tapas plates or a bottle of wine on a sunny evening.



BETTER WITH HONEY & SEA SALT

Regeneratively grown Portuguese almonds, tossed with honey and a pinch of sea salt.

betterwithalmonds.com

OLIVES ET AL MARCONA ALMONDS – SWEET PAPRIKA

Sweet, buttery Marcona almonds from Spain, kiln roasted and tumbled in paprika, garlic and coriander.

olivesetal.co.uk





A LUXURIOUS CRUNCH

Cambrook's range of expertly crafted nuts are a must-stock for smart retailers... Here's why

Creating bespoke recipes is the height of luxury in the world of fine food, and Cambrook is revered by food lovers across the UK for its ability to create high level – and utterly delicious – nut snacks that customers of all persuasions will adore. "A lot of the flavours in our range are bespoke," says Deborah, "and chefs often challenge us to create new seasonings to pair perfectly with their drinks range, so that customers can enjoy a premium quality snack while sitting at the bar before a meal."



Perhaps Cambrook's most famous partnership to date is with the iconic Claridge's Bar, for which the team created Cocktail Mix No. 6 – a moreish combination of salted cashews and macadamias, smoked almonds, chilli battered peanuts and caramel sesame peanuts, which has proven to be one of the brand's most popular lines.

The good news for those of us without a luxe stay in London in the diary is that this product – as well as the rest of the Cambrook range, including Baked & Salted, Hickory Smoke, Truffle, Umami, Cocktail Hour and Chilli & Lime seasonings, not to mention the moreish Caramelised range – is available for indies to stock too, meaning that you can offer your customers a taste of a renowned foodie experience in London without the price tag.

A keen attention to detail is what sets Cambrook apart from more mass-market snack producers. "We use only all natural seasoning, including in our dry roasted nuts which other brands often use MSG for," says Deborah. "Ingredient partners include Halen Mon sea salt, and all formats feature a clear window to allow customers to be tempted by the sight of perfectly seasoned nuts before they tuck in."

For customers seeking a little extra indulgence Cambrook's award-winning chocolate-coated nut range has proven especially popular, and they are sure to be delighted by the soon-to-launch Chocolate Orange variant... Keep your eyes peeled for delicious updates.





RINGING THE CHANGES

A passion for presenting only the very best to their customers has Fairfields Farm constantly innovating, explains Tash Jones, commercial director



When a product range is popular with fans new and old, it can be an easy win to sit back and reap the rewards of a good job done well. But



at Fairfields Farm, the team never rests on their laurels – instead, they are keen to explore bigger and better options for their award-winning range of crisps.

As well as bringing out iconic special editions every summer and Christmas – this year's stars are Red Wine & Chorizo (summer) and Honey Roasted Chestnut & Sage, in an eye-catching gold livery (Christmas) are sure to fly off shelves – Fairfields' regular tweaks of their established flavours are proving to be fruitful for the brand and retailers alike.

"Take our Salt & Aspall Cyder Vinegar flavour as an example," begins Tash Jones, commercial director. "Local cider and vinegar-maker Aspall's is a longstanding partner, and they have a number of amazing vinegars in their range so we were able to experiment with the flavour profile to suit today's palate."

2025's shopper is looking for a sweet tang when it comes to their salt and vinegar snacks, says Tash, and by experimenting with the options in Aspall's stable they were able to create seasoning that's proving to be perfectly moreish.

Not letting the grass grow under their feet is apparent in Fairfields' on-the-road approah, too. By getting out into the field, the team is able to glean invaluable consumer insights directly from their customer base. "We attend local events like The Suffolk Show and Essex Young Farmers where we're able to gather immediate feedback from fans," says Tash. "We do a lot of benchmarking too, but by getting boots on the ground and hearing from the public we can be confident that we're making crisps that are going to sell."

> "By getting boots on the ground and hearing from the public we can be confident that we're making crisps that are going to sell"





CHOCOLATE COVERED **BISCUITS** OR **COOKIES** REPRESENT THE **LARGEST** SALES CATEGORY IN **SWEET BISCUITS**

STATISTA

BAKED TO PERFECTION

When they're not reaching for a chocolate bar, cereal snack or packet of crisps, baked goodies are go-tos for British consumers wanting to treat themselves

The beauty of these products (from traybakes and cake slices, to sweet or savoury biscuits) is their flexibility. There's a baked indulgence for every time of day. Granola slices, cheese scones and teacakes are popular morning pick-me-ups. Cakes and biscuits can be eaten alone with a warm drink, packed in picnics and hampers, or sold as perfect additions to afternoon tea. And savoury biscuits can be enjoyed anytime, as an alternative to crisps, or even tucked onto a grazing platter alongside cheeses, cured meats and dips. The main thing you need to know, as an indie, is that when it comes to bakes, visitors to farm shops and delis are expecting so much more than they'll find at their local supermarket. Across categories, they're looking for products made with the same ingredients they might use in their own kitchens. And in biscuits especially, they're drawn to elegant packaging – for gifting, or for showing off to guests as they reach for the kettle.

SWEET BISCUITS



NEW FOREST SHORTBREAD RASPBERRY

Founder Tracy has been making shortbread for 50 years, and that experience shows in the exquisite flavour of these biscuits, infused with real freeze-dried raspberries.

newforestshortbread.co.uk

THE FINE COOKIE CO SALT LAKE CARAMEL

This jar of cookies will cause a stir on your counter. Inspired by Salt Lake city, a touch of salt is combined with chocolate, clotted cream and lashings of golden syrup.

artisanbiscuits.co.uk





HASSETTS CHOCOLATE JELLYSTAR

Made with the best produce from West Cork, shortbread is smothered in milk chocolate and topped with a handmade raspberry jelly.

hassettsbakery.ie

CAKES

CAKESMITHS BANANA SPLIT

Cut neatly into 18 portions, this traybake is steeped in nostalgia, making it bang on trend. Banana cake is layered with banana-infused clotted cream frosting and homemade cherry jam, finished with hand-piped frosting, milk chocolate, toasted hazelnuts, sprinkles and a cherry on top.

cakesmiths.co.uk

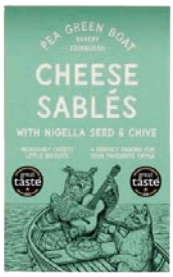




"Brands in the savoury biscuit market must ensure they are seen as relevant for eating as warranting attention. Savoury biscuits also need more shoppers to notice them, with cheese as the top usage occasion for these snacks. However, to maximise growth potential they also need to reduce their reliance on this pairing. Dipping stands out, with being displayed alongside foods used as toppings or accompaniments appealing widely"

RICHARD CAINES, PRINCIPAL ANALYST, MINTEL

SAVOURY BISCUITS



PEA GREEN BOAT BAKERY CHEESE SABLÉS WITH NIGELLA SEED AND CHIVE

These biscuits burst with Cheddar and Parmesan and are given a twist with a generous hand of chive and nigella seeds.

shortbreadhouse.co.uk

POPTI CORNISH SEAWEED THINS

Award-winning biscuits made with all-natural ingredients including proper butter, with a delicious hint of seaweed.

popti-biscuits.co.uk





CHESHIRE CHEESE COMPANY ALE AND MUSTARD BISCUITS FOR CHEESE

Crisp savoury biscuits, crafted to the maker's signature recipe, inspired by the tangy, rich notes of their Old Hag Ale & Mustard Cheddar.

cheshirecheesecompany.co.uk

NEED TO KNOW

- Two-thirds of UK consumers would choose sweet biscuits with less processed ingredients over regular products
- New flavours in biscuits sway only a fifth of buyers, but seasonal and limited edition biscuits prompt more than half of buyers to purchase more overall. This points to a desire for 'safe adventure' in the category, and reaffirms limited edition variants as a valuable vehicle for brands to drive engagement

MINTEL UK SWEET BISCUITS MARKET REPORT 2024

PRODUCER SPOTLIGHT

UPPERNUT PEANUT BITES SNACK

These handcrafted, flavour-packed peanut bites are a game-changer. Deliciously moreish, baked to perfection, and with just the right crunch – they're everything a snack should be. Made from high-quality organic peanuts and natural seasonings, each bag delivers 9.7g of plant-based protein, just 87 calories, and is gluten-free. Available in three bold flavours: Original, Peppercorn, and Chilli Flake

uppernut.co.uk



THE **UK** SWEET **BISCUITS** MARKET SIZE WAS VALUED AT **£2.74 BILLION** IN **2023** AND THE **MARKET** IS PREDICTED TO **GROW** AT A **CAGR** OF MORE THAN **3%** BETWEEN **2023** AND **2028**

GLOBAL DATA

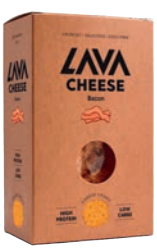
BAKED CHEESE

SERIOUS PIG SNACKING CHEESE WITH TRUFFLE

Powerful Italian cheese, infused with the unmistakeable, luxurious taste of truffle.

seriouspig.co.uk





LAVA CHEESE BACON

Cheese is melted like lava and solidified into crisps that are perfect for snacking, dunking and creating unique aperitifs.

lavacheese.com

BAKERY TRENDS

- **Retro** – Fanciful piping, big, blousy cream-filled buns and layer cakes, and classic flavours are 'in'
- **Hybrids** – Consumers are lapping up concoctions such as croissant cookies, brookies and cruffins
- **Heritage Grains** – Shoppers are keen to try wheat alternatives in their cakes and bakes, from rye to spelt
- **Artisanal Detailing** – The home baked look continues to appeal, as do finishing touches like personalisation and handmade decorations
- **Bite Sized Desserts** – Individual mini cakes, cheesecakes and puds to enjoy on-the-go are striking a chord with shoppers
- **Global Flavours** – Add a new dimension to your range by including products with exotic infusions, from yuzu to tahini, sumac, black sesame seeds, red bean paste and kaffir lime
- **Functional** – Functional ingredients are being welcomed by consumers across categories, including baking. Look out for products with added protein, fibre, or wholesome additions such as chia or flax seeds



GLUTEN-FREE

SWEET F.A PEANUT BUTTER COOKIES

Organic, 100% gluten-free and suitable for vegans, these nutty cookies are made with a carefully selected blend of flours that lends them a moreish texture.

sweetfa-glutenfree.co.uk





OLINA'S BAKEHOUSE GLUTEN-FREE SEEDED TOASTS – CRANBERRY & PUMPKIN SEED

Packed with flavour (and fabulous with cheese) these all-natural toasts are baked in small batches and have a light and crispy texture.

gourmetpartners.co.uk



THE INNOVATORS

simply roasted are on a mission to get people eating better – one crisp at a time

The outskirts of Norwich are home to one of the most innovative players in the snacking scene. Since launching in 2021, the now 20-strong simply roasted team has experimented to produce a crisp that not only offers discerning consumers a satisfying snack moment, but also bypasses the negative health implications commonly associated with potato crisps.

Not many snack brands have a focus on health at the heart of their business, but simply roasted have a completely unique and patented technique to ensure that every single one of their bags of crisps contains 50% less fat than conventional alternatives. "No one in the world makes crisps the way we do," begins Taylor Churchman, brand manager. "This is thanks to our one-of-a-kind roasted process, which requires much less oil than deep frying."

Not only are these crisps lower in fat than many other options on the market, but they're ripe for enjoyment by snack lovers everywhere; vegan, gluten-free and free from 14 key allergens, these are crisps that truly anyone can relish – making them a smart choice for retailers looking to refresh their snack offering – and are totally HFSS compliant. "We bridge the gap between health and indulgence, bringing a unique proposition to the snacking aisle," says Taylor, "because we believe that everyone should have the choice for a healthier snacking option."

This approach has helped propel simply roasted into the spotlight

> "We bridge the gap between health and indulgence, bringing a unique proposition to the snacking aisle, because we believe that everyone should have the choice for a healthier snacking option"



> “No one in the world makes crisps the way we do. This is thanks to our one-of-a-kind roasting process, which requires much less oil than deep frying”

A flavourful proposition

While there are plenty of better-for-you snacking options on the market in 2025, these often require higher levels of processing than slicing and roasting potatoes, and simply roasted keep things extra simple by keeping the potatoes' skin intact for optimum flavour and texture.

In fact, the business's unique approach to doing things better has caught the eye of key decision makers across the industry, leading to exciting collaborations that have delighted foodies around the UK. Black Sheep Coffee and atis have had the opportunity to partner with the business to create bespoke flavours, with limited edition packets of root vegetable crisps – sweet potato, parsnip and beetroot – being created for Chelsea Flower Show 2025.

Better for people and planet

While simply roasted has the health of its customers at the core of its mission, it is also passionate about supporting the planet by utilising sustainable production methods. Locally-grown potatoes travel to a factory powered by renewable energy, with 1,100 solar panels scheduled to be in situ by the end of this year, and once cooking oil has been used for the roasting process it is used as aviation fuel. In fact, waste is a hot topic at simply roasted; none of the waste produced in the factory goes to landfill.

The brand's focus on sustainability extends beyond the production process; all of the boxes used are recyclable and FSC certified, and the majority of the crisps' packaging is recyclable – with plans to make it entirely recyclable in the near future.

Innovative, better-for-you (and the environment) and undoubtedly delicious, simply roasted is set to storm the snacking stage in 2025 and beyond.

for all the right reasons. Hundreds of educational facilities across the UK and multiple NHS sites are now regular customers of the brand, meaning that children and people of all ages with an appetite for healthy snacks are able to access just that.



WHERE TO **BUY**

Simply Roasted sell wholesale pricing direct through their trade page: simplyroastedcrisps.co.uk/pages/trade.

- **JD's Foods Ltd**
- **Epicurium**
- **CNFoods**
- **Mudwalls**
- **Hunts**
- **Holleys**
- **DDC**
- **Crush**
- **Brakes**
- **CLF**

IN THE **RANGE**

Flavour certainly isn't sacrificed in the quest for health in simply roasted's range. Eight variants strong, many award-winning, there's truly something to suit everyone's tastebuds.

- **Sea Salt**
- **Sea Salt & Cider Vinegar**
- **Mature Cheddar & Red Onion**
- **Black Truffle**
- **Duck & Hoisin**
- **Sour Cream & Chive**
- **Barbecue**
- **Hot Honey**

Every item in the range is available in 93g and 21.5g bags, apart from Hot Honey which is currently available in the 93g format.







4/5 BRITISH CONSUMERS EAT CHOCOLATE AT LEAST ONCE A WEEK

MINTEL

SUGAR, SPICE AND ALL THINGS NICE

Sweet snacking has changed quite dramatically in the last two years. While there will always be consumers who want to tuck into a packet of gummies or sour chews on the run (usually younger shoppers), analysts say HFSS regulations have shaken up multiple categories, encouraging brands to rethink formulations and innovate with products lower in sugar and fat

Shoppers are enjoying the new kids on the block; fruit and nut bars, coated dried fruit, and oat and cereal snacks are all seeing growth. Alongside these, consumers are reaching for comfort and tradition, for ethical and sustainable brands, and for products free from the top 14 allergens. They continue to value individual, treat-sized bars as well, which can be enjoyed in snatched moments of calm as an antidote to the hectic pace of daily life. Miniature chocolate bars with full traceability, and made with single estate cacao, fit perfectly into what this type of shopper expects.

FRUIT AND NUTS



FOREST FEAST CHOCOLATE PEANUT BUTTER DATES

Squidgy North African Deglat Nour dates are coated in smooth peanut butter and double-dipped in Belgian milk chocolate for a truly decadent treat.

forestfeast.com

THE BAY TREE MILK CHOCOLATE BRAZIL NUTS

Part of The Bay Tree's new confectionery offering. Chunky Brazil nuts thickly coated in milk chocolate.

thebaytree.co.uk





CAMBROOK SALTED CARAMEL CHOCOLATE HAZELNUTS

Utterly delicious. Hazelnuts are tossed in a crunchy salted caramel coating and finished with dark chocolate.

cambrookfoods.co.uk

LUXURY BARS

DARKROOM CHOCOLATE 70% MADAGASCAR AKESSON

Just two ingredients go into this bar – single origin cacao, sourced from the Akesson Organic Estate in Madagascar, and sugar. It's bright and citrussy with hints of vanilla and berry.

darkroomchcolate.com





"Bean-to-bar producers have really made the consumer think about the cocoa process and what they're eating. They've woken up the consumer to understand more about flavour profiles. Considering the cost-of-living crisis, people seem to be prepared to pay just that little bit more for something they wouldn't eat on a day-to-day basis, and savour and enjoy it. People are more aware of mass market, thinking about provenance and appreciating the nuances of good chocolate"

GARY HUNTER, CHOCOLATE EXPERT

TRADITIONAL



FUDGE KITCHEN RASPBERRY COCONUT ICE
Crumbly, sweet and moreish. This coconutty delight is made with real raspberries, giving it a ripe, rounded fruity flavour.
fudgekitchen.co.uk

SECOND STREET BAKESHOP IRISH TOFFEE BRITTLE – SEA SALT MILK CHOCOLATE
A hint of Irish sea salt brings out all the buttery, toasty caramel notes of this snappy toffee brittle, which is coated in smooth Belgian milk chocolate.
secondstreetbakeshop.com





COTTAGE DELIGHT ALL BUTTER FUDGE – ORIGINAL RECIPE
A timeless recipe made by the brand for over 50 years. Crafted using British and Irish butter, it's whisked and cut by hand.
cottagedelight.co.uk

THE UK'S **FAVOURITE SWEETS**

- **Jelly Babies**
- **Wine Gums**
- **Fruit Pastilles**
- **Toffees**
- **Rhubarb & Custards**
- **Cola Bottles**
- **Liquorice Allsorts**



PRODUCER SPOTLIGHT

TREAT KITCHEN

Treat Kitchen's 90g Sour Pots are made to stand out – packaged in a recyclable pot they are bold in colour and bursting with flavour. Available in Blue Raspberry, Grape, Strawberry, and Apple, the gummies are vegan, halal, and gluten-free, appealing to modern, inclusive shoppers. With sour sweets seeing 20%+ annual growth and Gen Z fuelling demand via TikTok, now's the time to stock up. These eye-catching pots are part of Treat Kitchen's new SS26 collection, featuring joyful, retail-ready confectionery and gifting lines designed to drive year-round sales. Perfect for snacking, gifting, and grabbing on the go.
treatkitchen.co.uk





CONFECTIONERY CONSUMPTION IS LED BY **24-35 YEAR-OLDS** IN THE **UK** – WHO **FAVOUR** FILLED BARS

RESEARCH AND MARKETS

FREE FROM

CHOC AFFAIR OAT M!LK CHOCOLATE BUTTONS
Melt-in-the-mouth plant-based chocolate buttons for snacking, baking, or even using in a hot chocolate. Made with sustainably grown cacao, and free from palm oil.
choc-affair.com



FREEDOM CONFECTIONERY GUMMIES TOTS
Plant-based juicy gummi cubes, bursting with the flavours of apple, strawberry, orange, cherry, blackberry and lemon. They're vegan and free from nine common allergens.
freedomconfectionery.com







THE UK'S **CHOCOLATE CHOICES**

MORDOR INTELLIGENCE

QUALITY AND ETHICS MATTER **TO CONSUMERS**

Consumers are showing a growing preference for high-quality products, often characterised by unique flavours, higher cocoa content, and ethically sourced ingredients. This shift is partly driven by a greater awareness of health and wellness, where consumers seek chocolates that offer not just indulgence but also potential health benefits, such as those containing antioxidants or being organic and free from artificial additives.

IMARC

SHARING IS CARING

BOOJA-BOOJA CHOCOLATE WONDERS – FUDGIE BROWNIE
New to the popular Wonders range this year. Chewy chocolate brownie ganache is rolled in dark chocolate flakes. Free from dairy, gluten and soya, they're also organic.
boojabooja.com



RUSSELL & ATWELL, DIRTY BLOND CHOCOLATES
A sharing bag of the brand's signature fresh chocolates, marrying rich white chocolate with a creamy milk chocolate centre.
russellandatwell.com



THE GLOBAL **PISTACHIO** MARKET HAS **GROWN** FROM **$4.22 BILLION** TO **$4.46 BILLION** IN THE LAST **12 MONTHS**, DRIVEN BY **GREATER INTEREST** IN WHOLE FOODS AND THE CONSUMER **DESIRE** FOR MORE PISTACHIO-FLAVOURED **PRODUCTS**

THE BUSINESS RESEARCH COMPANY

ON-TREND TASTES

The skill of independent retailers is being able to balance enduring customer favourites with ongoing bursts of 'newness'. Keeping those shelves and displays fresh, and offering short runs and limited edition products shoppers can't get anywhere else locally, is your superpower

It's always worth keeping up with the very latest trends and food fashions, which really can change on a dime. *Speciality Food* is in the unique position of having access to insider expertise throughout the year, which we love to share with our readers. The snacking arena is no exception. There are five flavours we've been seeing over and over again at events in 2025 – swicy, pistachio, matcha, honey and miso. And there's a reason brands are jumping on these profiles... consumers really do love them. A thread joining most of them is that irresistable combination of sweet and savoury – a jolt to the senses. Whether miso and caramel, honey and chilli, or pistachio and sea salt, multi-dimensional flavours are where it's at. As ever, sampling is so important to ensure whatever you choose to impress your fan base offers the multi-faceted taste they've come to love.

SWICY



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

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





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

SIMPLY ROASTED HOT HONEY
Snappy, crunchy snacks, made in Norfolk using real potatoes, with 50% less fat than regular crisps, and less than 99 calories per bag. This deliver a real 'pow' of flavour.
simplyroastedcrisps.co.uk





ON THE UP – **SWICY**

Scott Joynston, product development manager at The Flava People says younger consumers, like Millennials and Gen Z, are a significant driving force behind the swicy (sweet and spicy) trend.

"This generation has been instrumental in the innovation of new and exciting food trends as they are constantly seeking exciting and new flavour profiles to tantalise the taste buds." With techology on their side, their access to food innovation is endless – "from blogs and e-books, to targeted ads and social media".

PISTACHIO



RITA FARHI
DARK CHOCOLATE COATED PISTACHIO NUTS
Perfectly roasted pistachio nuts drenched in dark Belgian chocolate and presented in a reusable jar.
farhi.co.uk



TEONI'S
GLUTEN FREE WHITE CHOCOLATE & PISTACHIO BISCUITS
A best-seller for Teoni's, combining creamy white chocolate chips with sweet pistachio nuts.
thecressco.co.uk



DIFORTI
CANTUCCI PISTACHIO
Deliciously dunkable Tuscan biscuits infused with the finest pistachios.
cotswold-fayre.co.uk

MISO

This Asian essential is the trendiest way to inject a hint of salinity into both sweet and savoury snacks at the moment (other than fancy flaked sea salt). Miso caramel especially has hit the mainstream, flavouring ice creams, sauces, buttercreams, biscuits, chocolate and more. With consumers enamoured by Asian ingredients, this is a flavour profile to watch.



COX & CO
MISO & CARAMEL
An individual oat milk chocolate bar made with 47% single origin Colombian cacao and flavoured with natural caramel and white miso.
coxandcocacao.com

PRODUCER SPOTLIGHT

TOTAL XP

Total XP is redefining functional savoury snacking for health-conscious consumers. Since 2021, their Protein Crunch range has offered a high protein and flavourful alternative to crisps which are perfect for customers seeking high protein options without compromising taste or texture. Now featuring an improved, lower-fat recipe containing gut-friendly fibre, this range is ideal for health stores catering to active lifestyles and mindful eaters. Each pack contains over 13g of high quality milk protein, 4g of fibre, and fewer than 90 calories which are fantastic macros for health-conscious customers. Available in three popular flavours: Epic Cheese, Chilli Hotness, and Smoky BBQ.
totalxp.co.uk





MATCHA SALES ARE **PREDICTED** TO **GROW** BY **10%** OVER THE NEXT **FIVE** YEARS
FUTURE MARKET INSIGHTS

HONEY

ANTHAP HONEY ROASTED ALMOND & CINNAMON
Fresh almonds are roasted and flavoured with sweet honey and cinnamon for a warming, comforting taste.
anthap.co.uk





HOKEY POKEY
MILK CHOCOLATE HONEYCOMB
Real honey is infused into these bite-sized nuggets of honeycomb, which are broken by hand and double enrobed in 41% Colombian chocolate.
chocolate.co.uk

WHAT IS **DUBAI CHOCOLATE?**

It's the flavour combo phenomenon that's absolutely everywhere. Ground pistachios or pistachio paste are blended with tahini and crumbled kadaifi pastry, then layered inside sweet milk chocolate.

"There's a real shift towards brands isolating single ingredients and turning them into their whole USP," says Amir Mousavi, founder of Good Food Studio, who adds he's seeing a proliferation of pistachio as an ingredient, especially on London's baking scene.

"Gail's, Pophams and other artisanal spots are rolling out pistachio croissants, financiers and tiramisus, leaning into that premium 'affordable luxury' appeal." The trend is being embraced at every level, from high-end bakeries to supermarket shelves, he adds.



MATCHA



OMBAR
OAT M!LK MATCHA LATTE
The brand's super creamy oat m!lk bar infused with Perfect Ted's organic matcha. A portion of sales goes to Fundacion Jocoto's reforestation of the Choco rainforest in Ecuador.
ombar.com



NOURISH ORGANIC
MATCHA COCONUT COOKIE
Nourish has joined forces with OMGTEA to create this all-natural matcha tea cookie. It's plant-based and free from gluten and refined sugar.
nourish-growcookenjoy.com

LOCAL AT HEART

Fiddlers Lancashire Crisps demonstrate the value of keeping provenance at the front and centre of their business

With provenance such an important marker of quality in the fine food world, a business which puts its local terrain at the forefront of its operations is onto a winner – and Fiddlers Lancashire Crisps is a fine example of just that.

They operate with a true field-to-packet ethos, with all growing and production processes occurring within a minimal distance. "Our potatoes are grown in the fields surrounding our family farm. They are dug and carted back down the cobbled tracks to our farmyard where they are washed before crossing the yard to our crisp factory," explains John Fiddler, a member of the third generation that has grown potatoes on the family farm in Rufford, Lancashire. "The crisps are hand cooked in batch fryers and seasoned with traditional flavours of Lancashire, keeping everything as sustainable as possible."



This hands-on approach and dedication to keeping things local – including by partnering with local food producers to flavour their crisps – has garnered many fans across the UK, but it's in the business's home region that its popularity has really shone. "We supply local farm shops, delis, hotels and pubs in the local area using our own van and supply to Booth's supermarket who believe in stocking locally sourced products from the Northern Counties," he says.

These retailers are no doubt on to a good thing. "Customers like knowing their food choices are from local suppliers and appreciate the taste of local traditional flavours," explains John. This appetite is growing, he says. "More of our customers trade and non-trade are wanting to know that their food doesn't have huge food miles and are happier to pay a little bit more for a premium local product."



Passionately field-to-packet and proud to represent their home county near and far, Fiddlers Lancashire Crisps offers a modern taste of time-honoured farming techniques and flavours to the delight of discerning food lovers.

> "Customers like knowing their food choices are from local suppliers and appreciate the taste of local traditional flavours"





POWERED BY PROTEIN

Meat snacks are taking the foodie world by storm, and new brand Hungry Boar offers the latest snack to get your teeth into

Shoppers have a lot on their plates – as well as being busier than ever, they're increasingly conscious about the functionality of the foods they eat – and fine food retailers are in prime position to satisfy their appetite for delicious and protein-rich snacks on-the-go.

Hungry Boar has recently hit the UK market to the delight of meat snack lovers everywhere. The five-strong range, which brings together Flamin' Piri Piri, Loaded BBQ, Loaded Cheese, Chicken and Pork variants, is proving popular with protein-seeking consumers of all ages.

Inspired by Kabanos, a traditional meat snack which originates from Poland, these snacks contain high levels of protein (up to 185g of meat is used for each 100g of the product) and are a tasty option for customers looking for a filling alternative to crisps while they're out and about.

There are plenty of opportunities to upsell Hungry Boar snacks, too – in particular, the range pairs brilliantly with beer, as seen at festivals and other events the team has attended since the brand's launch in March. "We've got our Sticklers into the hands of Joe Marler and Tom Kerridge," says Rebecca Cutter, head of marketing at Golden Acre Foods, which owns Hungry Boar, "and they've been very popular at foodie events such as Pub in the Park, so there's definitely an appetite for these flavour and protein-packed snacks in al fresco moments and to pair with drinks."

Bold, vibrant and with its super savoury flavours and high protein content clear to see, this brand's packaging is sure to stand out on-shelf, and with an independent-friendly website soon to launch – featuring low order values and sampling opportunities – 2025 is the year to up your meat snack game with Hungry Boar.

> "Sticklers have been very popular at foodie events such as Pub in the Park, so there's definitely an appetite for these flavour and protein-packed snacks in al fresco moments and to pair with drinks"





FULL OF **HEALTHY** FATS AND PACKED WITH **FLAVOUR**, BRITISH **CONSUMERS** CAN'T GET ENOUGH OF **OLIVES**. THE **UK** MARKET IS EXPECTED TO **GROW** AT A **CAGR** OF **6.4%** FROM **2025** TO **2030**

GRAND VIEW RESEARCH

TAPAS TIME

What started as a social media trend now has a real foothold in the UK – it's official, tapas and grazing culture is here to stay. The undeniable initial appeal of this type of eating is its visual impact

Influencers have spent the last few years trying to outdo one another when it comes to presentation, with salami roses, intricately carved fruit and vegetable garnishes, and artful displays that really make people stop in their tracks popping up on social feeds by the thousand. Canny retailers have tapped into the trend by offering their own pre-prepared grazing platters either in the deli counter or as a pre-order option. This isn't, of course, for everyone, but what we do recommend is taking stock of your offering this year, and seeing how adding a few extra snacks and accompaniments could elevate your business, positioning it as a go-to spot to create Insta-worthy charcuterie boards. Offering a high-quality selection of cheeses, cured meats and crackers is a great framework, but build on this with interesting breadsticks and bruschetta, homemade dips and maybe even pintxos-style skewers in the counter. And with exciting pickles, relishes and ambient products that look and taste great. Creating a buzz by showcasing your own tapas boards and platters on social media is a great way to show shoppers you're thinking about their needs, while boosting awareness of what they can buy for their entertaining occasions.

PICKLES & OLIVES



GINGERBEARD'S PRESERVES CIDER & CHILLI PICKLED EGGS

Protein-packed eggs are big business, and these piquant pickles fit nicely in with consumer desire for everything 'swicy' being warmed up with Ghost Chilli and farmhouse cider.

gingerbeardspreserves.co.uk

SUCKERPUNCH RED CHILE SPICY DILL PICKLE PACK

Ridge cut on-the-go pickle chips, preserved in SuckerPunch's signature dill and garlic brine with a kick of smoky arbol pepper. Only 20 calories per pack.

suckerpunchpickles.com





SERIOUS PIG GRILLED OLIVES

A UK first, these very moreish chargrilled green olives have a smoky, bold bite.

seriouspig.co.uk

TORERAS PICANTE BANDERILLAS

A moreish spicy snack. Inside the tin are skewers of gherkin, baby onion, pepper and olive, marinated in a flavoursome brine.

victusemporium.co.uk





A MODERN DELI ESSENTIAL

"Tinned fish is emerging from the shadows of the larder into modern cuisine, it appears. It is tasty, versatile, easy to prepare, nutritious, with a wide range of alternatives available, and a long shelf life too. What's not to like?"

JOHN SHEPHERD, MANAGING DIRECTOR, PARTRIDGES

TINNED FISH



SEA SISTERS RAINBOW TROUT SMOKED OVER OAK
Made in small batches in Dorset, this award-winning conserva gently smokes the fish over oak before it's preserved in extra virgin olive oil.
seasisters.co.uk

FISH4EVER SARDINES IN ORGANIC PIRI PIRI SAUCE
High in Omega 3 and protein, and packing a punch, this eye-catching tin celebrates responsibly fished sardines from Portugal.
fish4eva.co.uk





ROCKFISH TINNED BRITISH MACKEREL – ESCABECHE
Steamed, whole Bay Mackerel, skinned by hand and preserved in a light, aromatic pickle liquor.
therockfish.co.uk

DIPS



DIPP RED PEPPER & AUBERGINE DIP
Handmade in the UK with nothing artificial added, this ambient dip combines sun-ripened, fire-roasted red peppers with smoky aubergine.
dippdips.com

BIO ORTO ORGANIC ARTICHOKE BRUSCHETTA SPREAD
A very luxurious addition to a grazing board, made in Italy with peak-season artichokes, garlic and extra virgin olive oil. Wonderful for dipping or on bruschetta.
justgourmetfoods.co.uk





SUMA ORGANIC EDAMAME HUMMUS
An award-winning ambient hummus, with a nutty, sweet flavour from protein-packed edamame beans. Its pale pistachio colour brings vibrancy to the table too.
wholesale.suma.coop

THE UK'S **TOP 5 DIPS**

- **Garlic & Herb – 24%**
- **Sour Cream & Chive – 18%**
- **Hummus – 11%**
- **Tzatziki – 11%**
- **Guacamole – 10%**





RETAILER **TIP**

"Put pates or rillettes with a bit of crusty bread or a cornichon to show how to eat the product. That tasting element is really what sells these things"

DYLAN FOURIE, DELI MANAGER, MACKNADE

THE GLOBAL **DIPS** AND **SPREADS** MARKET IS **ESTIMATED** TO **GROW** AT OVER **5.4% CAGR** FROM **2023** TO **2032** WITH HIGH **DEMAND** FOR PRODUCTS MADE FROM NATURAL, NUTRITIOUS **INGREDIENTS**, WITH LESS **FAT**, **SALT** AND **SUGAR**

GLOBAL DATA INSIGHTS

CHARCUTERIE

ISPINI WEE NIBBLES CHORIZO STIX
Award-winning salami sticks made in Northern Ireland and fashioned on chorizo. They include craft cider from County Armagh and smoked Pimenton De La Vera from Spain.
ispinicharcuterie.com





CORNISH CHARCUTERIE CHICKEN RILLETTE WITH LEMON OIL AND CRACKED BLACK PEPPER
A fresher, lighter take on rillettes. Chicken is poached in duck fat, shredded and uplifted with zesty lemon oil and fiery cracked black pepper.
cornishcharcuterie.co.uk

CHARCUTERIE COUNTER **ESSENTIALS**

Milano Salami
Traditionally made with pork and beef but largely pork-based today. The dry-cured salami is finely minced and flavoured with garlic and pepper.

Napoli Salami
A coarser cut pork salami, seasoned with spices, garlic and pepper and sometimes red or white wine. It's slow cured for several weeks.

Finocchiona Salami
Most delis tell us this is their best-seller. A speciality of Tuscany, it's flavoured generously with fennel seeds which give it a distinct, delicious taste.



MELTING CHEESE

SNOWDONIA CHEESE CO ROCK STAR CHEESE & WINE BAKE
A silky, fondue-like bake, pairing Snowdonia's rich and savoury cave-aged Cheddar with cracked black pepper and Sauvignon Blanc.
snowdoniacheese.co.uk





BUTLERS FARMHOUSE CHEESES BAKING BUTTON MILL
The delicious British Brie-style Button Mill is matured until it's perfect for baking, and presented ready to cook in a reusable ceramic ramekin.
butlerscheeses.co.uk



FREE-FROM AND FLAVOUR-PACKED

Sweet FA provides a valuable opportunity to offer all foodies an indulgent treat

In 2025, free-from products no longer equate with missing out. Indeed, Sweet FA, a brand owned and operated by fine food icons Island Bakery, offers consumers – whether they're following a free-from diet or not – an opportunity to indulge deliciously.

"Sweet FA is an alternative option for people who can't eat wheat or dairy, or are following vegan diets," begins Dawn Reade, director of Island Bakery. The free-from brand was created by the business's first ever employee, Fiona Aitali, who discovered – after spending years baking for work and pleasure – that she was coeliac. "It was her dream to make biscuits and sell them with her own name on, so that's what she did, using her initials within the brand name."

The Sweet FA range is now four-strong, consisting of Oat & Raisin, Cranberry & Orange, award-winning Peanut Butter and Double Chocolate Chip – which has proven to be the most popular – and gluten-free customers are delighted with the texture, which avoids the grittiness of many gluten-free baked goods thanks to the unique flour blend created by Fiona.

While the products within the Sweet FA range don't have the same buttery flavour as an Island Bakery biscuit thanks to being made by a carefully balanced, palm oil-free trio of oils rather than dairy butter, there is no doubt that anyone and everyone who tries them will feel indulged.

Plus, they all come with Island Bakery's signature high quality, provenance and sustainability credentials. Made on a production site powered by renewable energy and certified organic by The Soil Association – plus endorsed by the Coeliac Society and Vegan Society – they are a truly tasty way to offer all of your customers a sweet snack that they can enjoy no matter their dietary requirements.

Plus, on-the-go snackers will be pleased to know that they are available in individual two-biscuit packs as well as the iconic sharing boxes.

A delicious treat that provides all of your customers with an opportunity to indulge, Sweet FA is a range sure to tempt the tastebuds of your customer base.





> "Sweet FA is an alternative option for people who can't eat wheat or dairy, or are following vegan diets"



NEXT GEN FREE-FROM

Tasty, versatile and gluten-free, Olina's Bakehouse's Wafer Crackers are ready to serve your customer base





For too long, free-from products have had a reputation for being 'without' – beyond being gluten/sugar/dairy-free, they have often been considered somewhat lacking in flavour and/or indulgence. Thankfully, Australian brand Olina's Bakehouse is here to turn that opinion on its head.

The brand's range brings together gluten-free, high fibre, vegan and keto-friendly options, and while their Seeded Toasts are famed for their moreish flavours and textures, if you're looking for an option that will let the characteristics of your cheese counter shine you can't beat Olina's Wafer Crackers.



Available in Natural, Sesame, Black Pepper and Gluten-free variants, their potential is limitless. With a light texture boasting a satisfying crunch, and a subtle flavour which promises never to overpower their culinary partner, they certainly tick a lot of boxes for 2025's consumer.

Served alongside cheeses or dips at a party they come into their own – providing a simple foundation for the punchier flavours of their accompaniments – but they're also invaluable additions to a hamper.

The gluten-free option is particularly suited to hosting and gifting, with both retailers and gift-givers safe in the knowledge that they can be enjoyed by any and all recipients.

Exciting times are ahead for this Aussie business; Gourmet Partners is taking over its import into the UK market and has a raft of updates in place to better serve its loyal customer base. Not only are new variants being introduced to tempt British tastebuds, but a revamp of its packaging is in the works too.

Deliciously versatile, loved by all and with a raft of exciting updates still to come – now's the ideal time to explore the world of Olina's Bakehouse.



Olina's
-Bakehouse-

Our savoury crackers, biscuits, and flatbreads are crafted for taste, versatility, and a range of dietary needs—perfect for platters, grazing, or snacking straight from the pack.



For more information or to order contact orders@gourmetpartners.co.uk





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THOMAS CAMPBELL-RAWLINSON, HEAD OF DEVELOPMENT, M&S

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