

HOT DRINKS, FOODSERVICE, FOOD-TO-GO

2018

CAFÉ BUYER

MAGAZINE

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BUSINESS

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CAFÉ BUYER

Welcome to this year's edition of *Café Buyer*, our annual exploration of the food service and café sectors. While here at *Speciality Food* HQ we're huge fans of quality tea, coffee and other hot drinks – and relish any chance to delve into that world – something we find particularly enjoyable about creating this is the opportunity to hear stories about how independent retailers have diversified and opened on-site cafés, sharing the lessons learned from their experiences and generally being inspired by their willingness to make a big change to their business in the name of customer satisfaction.



“ We're constantly inspired by stories of diversification ”

If you've ever considered opening an on-site café, I hope that you'll find this guide useful. As well as explaining how doing so may benefit your business, and how and why you should stand out from the chains, we provide you with our recommendations of products to stock – from on-the-go food and snacks to chilled and hot beverages. You'll also find profiles of some of the most exciting brands and products that we think you should be aware of, and insights into the industry which could help you make stocking decisions and be aware of what to look out for next.

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SHOULD I, OPEN A CAFÉ?

Adding a café to your portfolio could reap rewards for your retail business. Here's how to do it

When it comes to competing in the modern world, diversification is a key step for independent retailers. With the rise of the internet and online shopping, brick-and-mortar retailers are looking for ways to distinguish themselves, to provide more for the customers than a digital database would be able to. Today's shoppers are diverse, so providing a varied experience is key. An in-store café can be a good opportunity for indie retailers to attract customers.

Cafés have represented the strongest growing area within the food and drink sector, where the retail sector has found itself struggling. According to research by Cushman & Wakefield, between 2014 and 2017, restaurants and cafés experienced a growth of 9%. Moreover, in a tea-loving country, coffee has experienced extraordinary success. The British Coffee Association reports that UK coffee consumption has increased by 25 million cups in the last 10 years, with consumption at 95 million cups in 2018. While 65% of these are consumed at home and 25% at the office or while studying, the rest, an astonishing 9.5 million cups, is purchased in shops, bars, and restaurants. Opening an in-store café can be a way for retailers to latch onto this growing trend and capitalise off of it.

Who does this target?

According to Thomas Rose, head of Cushman & Wakefield's leisure and restaurants team, "Online retailing has grown rapidly and as a result, consumers are spending less in physical stores, particularly on clothing and footwear. This reflects a move to experiential and leisure offerings, like food and beverage outlets, which cannot be replaced wholly online." Because the internet provides convenience and range for a shoppers in a way brick-and-mortar stores cannot, it is up to these stores to provide something new, something that makes consumers leave their house for it.

According to a report by Colloquy titled Shopping by Generation, baby

boomers represent the largest group that enjoys in-store shopping, with 84% saying they prefer it. However, the amount of adults above the age of 65 who use online shopping has tripled since 2008, with 48% now shopping online, according to the Office of National Statistics.

In-shop cafés give the older demographic an excuse to make a day of their shopping trip. According to Jimmy New, the director of marketing at VoucherCodes: "People over 50 years of age make up 35% of the population in the UK and have the highest disposable income of any age group [Statista 2018]. The opportunity for brands to build better relationships with this older audience is too valuable to miss. One simple tactic that brands can embrace to engage the older demographic is to introduce a café or coffee bar into their high street store. This creates a more holistic shopping experience, providing older shoppers with an excuse to make more out of their shopping experience whilst increasing their time spent in-store."

At the other end of the spectrum, you have Generation Z. According to a survey by Retail Assistant, 84% of Gen Z respondents said they make it a social activity, a day out that includes having lunch, seeing a film, or grabbing some coffee. This is where retailers can find a way in. An in-store café turns a store into a place to stay, which means Gen Z shoppers will remain in the store longer rather than making a quick stop and then heading to a local coffee shop. In this, Gen Z and Millennials reach a point of crossover. According to Jim Joseph, the global president of Cohn & Wolfe, coffee-shopping experiences success by taking emphasis off merchandise and putting it on what Millennials (and Gen Zers) value: an experience.

The coffee shop experience

In recent years, shoppers to spend less on clothes and food, and more on vacation, entertainment and eating out. That is, consumers



“ For our business, the café and shop work perfectly together. I served food in the café which the customers could then go and buy the spice mixes for in the shop. And on the flip side customers who enjoyed the mixes in the shop could then sit and eat with us ”

LEE FERNANDEZ, DIRECTOR OF RAFI'S SPICEBOX

are spending less on things and more on experiences. According to PwC retail specialist Mike Jervis, this has become so prevalent as to affect the face of the UK high street, with coffee shops and fast food restaurants replacing banks, clothing stores, and mobile phone shops. Retailers can either watch in despair as changing consumer habits lead to dwindling sales, or they can adapt to suit them. According to Lee Fernandez, director of Rafi's Spicebox, successful retailers are those that "offer something different." A café section means consumers can linger in the store, perusing the goods without feeling an instant pressure to buy, or one to leave. The longer they stay, the higher the chance is they will make a purchase, not to mention the profit from anything they acquired in the café. If the café is run and supplied by the retailer exclusively, then it provides as well an added revenue stream.

However, there are also benefits to bringing a third party café into the store. Their experience can smooth the transition and may even bring with them a loyal following, and it is a win-win situation, with an in-store café providing the third party with a new audience.

Rafi's Spice Box has experimented with multiple different forms of "offering something different", among them a two-year long experience running a café out of their Sudbury branch. According to Fernandez, it was extremely successful: "For our business, the café and shop work perfectly together. I served food in the café which the customers could then go and buy the spice mixes for in the shop. And on the flip side customers who enjoyed the mixes in the shop could then sit and eat with us. The only real challenges was that fact that we had not done it before. Finding our feet in this area was really fun and



been in keeping with what the shop has always done: reinvent itself. It's a village shop; it serves the village."

What to stock

When it comes to first opening an in-store café, among the many questions a retailer might have is: what should the café stock? According to Dan Bentley, catering operation manager of Cobb's Farm Shop, "Our café provides us with a space where we create new dishes reflecting the seasons, our own home-grown produce and the fresh local produce that is available to us. Here at Cobbs we take this as an opportunity to show off the delicious products that we sell in our farm shop, from chutneys, eggs, yoghurts and cakes to the cheese from our delicatessen, meats from our butchery and the extensive range from our production kitchen that complement the menu. Our café is a space which sums up all of what we are about and our commitment to providing the best of local. It is a fantastic way to promote the great food you sell across your site."

For Tess Flowers, it is a matter of balancing the classics with rising

trends; "Coffee. Fry-ups. Those are our big things. The other thing that I'm getting into at the moment," Flowers says, "[are] dairy free alternatives. We run Meat-free Monday at the moment and we're experimenting with almond milk and coconut oil. If sustainability is going to be the future, it's worth getting ahead of the game." Seasonality is always something to consider when it comes to food. Not only do seasonal crops come into play, but so do seasonal preferences, with Flowers stating that her café will sell pumpkin pie and mulled wine and Christmas cakes when they're at their most popular.

It is about highlighting individual strengths, whether those are always having the freshest produce, connections to local producers, or a talented barista team. A café is a way for retailers to expand upon their existing product, presenting it to the consumer as a finished products. The relationship between café and store is interdependent, an in-store café being a chance for retailers to tap into a different customer base and expand upon their shop's potential.



sides of the store's new identity, appreciating both so that the consumer does so as well. If each part is given what it needs to flourish, then the new identity can become more than a sum of its parts.

According to Tess Flower, owner of East Sussex-based The Village Shop, there is a definite learning curve to opening an in-store café: "It's a real challenge because you're running two completely different enterprises." But The Village Shop has benefited from adding a café expansion in 2008, with the café making up around 70% of their takings. "It's worked symbiotically with the shop," Flower says "[The shop has] a big rustic table with baskets of all our vegetables, which we then use in the café. It works quite well. We get people coming in for the café who have a bit of a browse and get some dinner while they're there."

When it came to redefining the identity of The Village Shop, Flower said, "This has been a village shop since the 1840s and over the years it keeps changing the building to suit what the village people needed of it. Back in the day you could bring your animals to be slaughtered and prepared at the butchers. [At one point] they had a bakery when the village had need of it. You could once bring your milk in to be processed. It even had a hardware shop during one era. So I think I've

interesting. We are very familiar with the food and recipe side of things." The café worked like free advertising, an example of how the goods purchasable in the retail section of the shop can be utilised. Although the café had to be closed down because of Fernandez' move to York to open a new branch of Rafi's Spicebox, he has indicated that he is interested in pursuing the idea further. "We would certainly consider the same sort of thing up in York as we now have a strong following and a much larger customer base."

Crafting an identity

It is important to strike a balance between the café and retail

PRODUCER SPOTLIGHT



ORIGINAL FERRARI COFFEE

Gian Carlo Ferrari, the master coffee connoisseur has by using his knowledge and experience of over 35 years created a range of full bodied aromatic coffees. With only the finest beans, sourced from the best plantations, roasted in a special way, could the taste of the world be held in a cup of coffee.

originalferrarioffee.co.uk

MEALS

The UK food-to-go sector is valued at £20bn, according to the MCA UK Food-to-go Market Report 2018, and is forecasted to grow by 2.8% in 2018. It's fair to say that it's currently booming, spearheaded by quality convenience options and the general public's increasingly busy lifestyles – this is an opportune moment for savvy retailers to corner this demand.

Hot meal options, like soups and pasties, as well as freshly boxed salads and sandwiches will offer your customers plenty to choose from and cement you as the go-to place for time-pressed consumers. There are plenty of well-received, quality ready meal suppliers – like farm shop stalwarts field fare and Cook – that can immediately boost your food-to-go offering.



FOOD-TO-GO: AT A GLANCE

- 95% of the UK engaged with the food-to-go market in 2017, according to MCA's market data report – on average shoppers spent £508 each
- Kantar Worldpanel forecasts the food-to-go market to grow by 2.8% to £20.7bn in 2018, outpacing the total eating out market
- The humble sandwich still remains a strong seller, with the British sandwich market valued at £5.5bn in 2017 with spending on the foodstuff up 3%

ON-
THE-GO
FACT

Popcorn sales have doubled in value since 2013, according to Euromonitor, outpacing the total eating out market

PRODUCER SPOTLIGHT



COX & CO. CACAO

Our founder, Gavin Cox, spent much of his younger years in the same place that our Cacao is lovingly grown: in South America. When developing Cox & Co. he knew that to create the best tasting chocolate, he had to use the best Cacao in the world, and also be as ethical as possible.

Working with business partners to develop the best flavour combinations, they decided to work with Casa Luker, in Colombia. Casa Luker invests in their farmers, communities and has developed environmental farming methods, meaning that Gavin and Co. could ensure all of their cacao was traceable and tasted incredible.

From start to finish, Cox & Co. focuses on producing luxury chocolate without the ethical conundrum to enjoy an indulgent treat, placing an equal importance on both. Blended with complementary superfoods as well as top quality cacao, it's a treat that you can feel great about enjoying.

coxandcocacao.com



G-NUTS LOW SALT PEANUTS

Delicious low salt peanuts that are hand-cooked in small batches.
g-nuts.co.uk

**OLIVES ET AL
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CHILLI NUTS**
A mix of peanuts, almonds and cashews, kiln-roasted and tumbled with a blend of Southern-style spices.
olivesetal.co.uk



WELL & TRULY PAPRIKA

Smokey naturally paprika-flavoured corn snacks which are crammed full of flavour and low in fat.
wellandtruly.co.uk

SNACKS

A good rule of thumb when it comes to store layout is to offer a smattering of savoury snacks near your food-to-go sandwiches and larger items, to maximise the potential of cross-selling. A traditional lunch of sandwich and crisps might not appeal to everybody nowadays, so ensure that you're offering premium nuts, seeds, energy bars and other healthy items for customers in a rush. Moreover, research by Mintel indicates that 37% of consumers forego a meal for a snack at least once a week, so a focus on your food-to-go snack section could end up paying dividends.



HEALTHY

The healthy snacks sector has undergone a seismic shift over the last few years, with brands like Graze and Bear Snacks appealing to consumers that want more nutritional, guilt-free fare to nibble on when in the office or out and about. Nowadays there are thousands of healthy food brands offering products that are gluten-free, low in fat, protein-rich and boasting myriad other nutritional benefits, which will all be vying for shelf space. A current popular on-the-go style snack are energy balls, with brands like Deliciously Ella and The Protein Ball Co. taking the blogger-loving healthy recipe trend and packaging it up as a retail item.

CHOCOLATE & CONFECTIONERY

While health campaigners have called for the government to ban sharing bags, the format appears to continue to win over consumers and is a popular grab-and-go item. Many premium producers are getting in on the act, too, with the likes of Lilly O'Brien's, Walkers Nonsuch and Monty Bojangles offering quality sharing sized formats which make for great impulse purchase items to place near the till area.

The confectionery market is continuing to appeal to consumers with restrictive diets, with a steady stream of gelatin-free and vegan-friendly options now entering the market. This could prove a boon for speciality café owners, who will be able to curate on-the-go confectionery sections that not only serve up the traditional fan favourites but also healthy and diet-specific options to appeal to a succession of consumer demographics looking for a sweet treat.



DOVES FARM ORGANIC CHOCOLATE CHIP COOKIES

Organic gluten-free cookies made with naturally gluten-free flour and packed with a rich and velvety, 55% cocoa chocolate chips. freee-foods.co.uk

PATERSON'S JAMMY SHORTBREAD

Scottish cream shortbread filled with sweet strawberry jam from the Isle of Arran to create a unique treat for the food-to-go sector. paterson-arran.com



FARMHOUSE BISCUITS RETRO SNACK BISCUITS

Each snack pack contains two biscuits in three delicious flavours: Oat Flips, Mild Gingers and Priority Crumble. farmhouse-biscuits.co.uk



SEGGIANO READY TO EAT CHESTNUTS

Cooked and peeled Italian chestnuts that are a perfect impulse buy for healthy snackers. seggiano.com



MIGHTYBEE BANANITO SOLAR DRIED BANANA BAR

Naturally delicious and totally guilt-free, this solar dried banana bar is going down a storm. mightybee.com



PULSIN SALTED CARAMEL RAW CHOC BROWNIE

South American cacao, which is rich in essential minerals, is blended with protein-rich peanuts and a sprinkling of sea salt. pulsin.co.uk

PRODUCER SPOTLIGHT



OMBAR

Every one of us, every day, needs a moment of comfort and bliss. When you pause, take a deep breath, centre yourself, and enjoy a little piece of pleasure just for you. We call this the Om moment.

Whether you join your favourite yoga class, grab a cuppa with a friend, sink into a hot bath, or dive into some seriously good chocolate, you deserve to indulge your senses and recharge.

Enter the new Ombar Centres Pistachio chocolate bar. A creamy, nutty-flavoured truffle centre wrapped in 60% dark chocolate.

Seize your Om moment. Embrace the bliss.

ombar.co.uk



PRIMED FOR SUCCESS

Zeina Foods, which is currently celebrating its 35th anniversary, has unveiled the rebrand of its foodservice-friendly Love Our Food range

The rebrand gives the Love Our Food premium ingredient range a fresh and contemporary new visual image to its raw ingredient range, which features products that are ideal for home baking, cooking and healthy snacking alternatives. The ingredients are very versatile and

offer choice as well as an additional source of macronutrients, vitamins and minerals to consumers' daily meal choices.

Zeina always have customers in mind and have upgraded to a resealable doypack format to give their valued consumers maximum freshness and different storage



solutions. The range of premium dried fruit, raw nuts and seeds is available in 200g and 1kg packs. Retailers interested in stocking the range can do so by contacting Zeina Foods.

Safaa Ali, managing director of Zeina Foods said, "We have always had our consumers in the forefront of our minds by striving to offer the best quality produce across our product range, and this packaging upgrade will deliver our valued customers maximum freshness, improved home storage and shelf life."

The company also marked their 35th anniversary by releasing their Delicious range of five flavours earlier on in 2018, and are set to launch a range of nut butters and 'shot' on-the-go packs for those with busy lifestyles later this year.

zeinafoods.com

COMPANY OVERVIEW

Established in 1983, West Yorkshire-based snack company Zeina Foods has come a long way since Safaa would drive the length and breadth of Britain delivering his much-loved pistachios. A dedication to quality and innovation has allowed the family-owned business to now supply its nuts, dried fruit, seeds and Middle Eastern products to retail, wholesale and business-to-business customers in the UK and overseas.

PRODUCT SHOWCASE

DRIED APRICOTS

Vibrant in colour and full of flavour, these chewy apricots are high in fibre, fat free and an excellent source of iron

HAZELNUTS

Our crunchy raw hazelnuts not only taste fabulous but bring a simple source of calcium and iron to your daily diet

PUMPKIN SEEDS

Easy to sprinkle on salads and breakfasts, a great protein source and high in fibre and magnesium

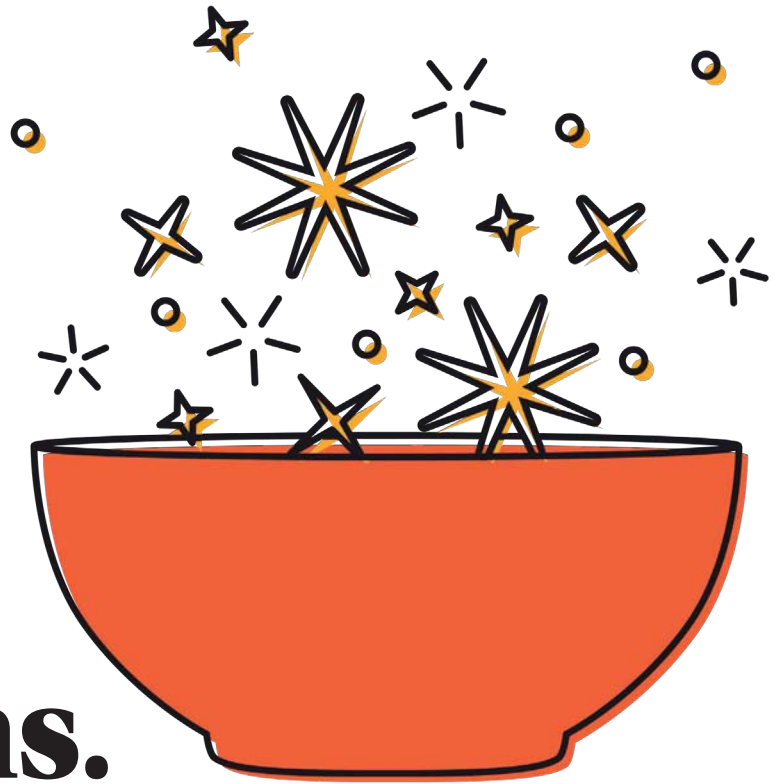


“ Zeina's Love Our Food range is all vegan approved and gluten-free, which means plenty of pleasure and no guilt ”



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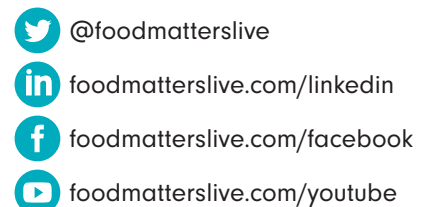


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HEALTH DRINKS

'Golden milk', also known as turmeric latte, is currently creating a buzz in the healthy drinks arena. Inspired by a traditional Indian remedy used in Ayurvedic medicine, the drink is based on a mixture of hot milk and turmeric, and infused with complementing spices such as pepper, cinnamon and ginger. "Golden milk owes its name to the bright yellow colour of curcumin, the bioactive compound in turmeric that also enjoys a reputation as a silver bullet for a wide range of health issues," says Julia Buech, food and drink analyst at Mintel. "In traditional medicine, turmeric has been used for centuries for its anti-inflammatory, antioxidant and antiseptic properties, and it is also said to aid in digestion and weight loss."

Familiar in Western markets mainly as a ubiquitous spice in curries and rice dishes, turmeric is now being recognised for its myriad health benefits. "The beverage is very much on-trend as consumers increasingly look for naturally functional ingredients, recognising that their diets connect with the way they look and feel," explains Julia. "Moreover, the brightly coloured milk taps into the Mintel trend 'eat with your eyes', which looks at how visual presentation is becoming ever more important in today's social media-driven society."



COFFEE - TRENDS TO LOOK OUT FOR

COLD BREW

While cold brew wouldn't necessarily be considered a new innovation by many, 2018 is certainly the year that the cold water-infused brewing method hit the mainstream. So much so that the likes of Starbucks and Costa have started selling cold brew drinks, and companies like Sandows are selling retail-ready formats, too.

RISE OF COFFEE SHOPS

In its UK Coffee Shop Market Outlook 2018 report, the Allegra Group states that the total UK coffee shop market will exceed 31,400 outlets with a turnover of £13bn by 2022. "The UK coffee shop market continues to be robust despite current challenges, laying down modest growth amid severe concern over the Brexit impact on jobs and investment," says Jeffrey Young, Group CEO of the Allegra Group. "As the market matures and we enter the '5th Wave', we're seeing a new era of leading brands competing on excellence." The '5th Wave' trend is focused on catering to more discerning and less brand-loyal millennials with premium quality coffee and services.

RISE OF COFFEE SHOPS

6% of people who visit coffee shops request a decaffeinated option, according to Allegra, but research indicates that consumers are demanding more quality decaf beverages. Many shops are awakening to better production methods, such as sourcing high grade beans and removing the caffeine using in-house water processes – this more 'hands on' approach curries favour with coffee aficionados.

PRODUCER SPOTLIGHT



ETHICAL ADDICTIONS

Farm direct coffee company, Ethical Addictions, bases itself on two basic tenants: "Taste the difference. Make a difference." With a broad range of different blends, every bean is sourced fairly. By sourcing directly from the producer whenever possible, Ethical Addictions has built long-term relationships with these farms and villages, paying more than 'fair trade' prices and investing in their lives through social projects and partnerships with charities.

The ethical focus by no means comes at a cost to taste. The coffee sourced is high-grade Arabica beans, roasted under the watchful eye of a roasting specialist with 30 years experience eacoffee.co.uk

REVOLVER COOPERATIVE BLUE MOUNTAIN FRESH ARABICA COFFEE BAGS

Like a tea bag but contains coffee – the longer you leave the bag in your cup, the stronger the coffee. revolverworld.com



THE FOODIES LARDER SPECIALITY ECO- COFFEE CAPSULES

Compostable and biodegradable Nespresso-compatible speciality capsules containing single origin, organic and Fairtrade coffee. thefoodieslarder.com

UNION REVELATION

The roaster's signature espresso coffee blend which is served in high-end cafes across the country. unionroasted.com





TEA - TOP AREAS TO TAP INTO

GREEN TEA

Green tea sales have soared due to the press and blogs espousing the perceived multitude of health benefits, as well as matcha green tea being incorporated into the menus of cutting-edge eateries. There are now many green tea products on the market, with major brands also getting in on the act.

EXOTIC TEA BLENDS

The growing demand for international ingredients like matcha has seen a rise in demand for more exotic tea blends in general. More speciality leaves like the Guayusa – used in blends like the Peach Cobbler – or Mate varieties from South America, are becoming increasingly more sought after by more tea-savvy consumers.

NEW WAVE OF TEA DRINKERS

According to Tetley Tea's out of home-focused The Tea Report 2018, the majority of non-tea drinkers are aged 35 or under, and they're looking for a more premium drink offering. Trying new products, especially when it comes to beverages, is something that appeals to consumers and really drives purchase decisions. This will be news to the ears of speciality retail and café owners, who will know that more premium, quality-serve options will appeal to this large demographic.



BREW TEA CO. MOROCCAN MINT
Large, hand-rolled leaves with a good dash of peppermint intermingle with Gunpowder green tea.
brewteacompany.co.uk

HIGH TEA CO. ENGLISH BREAKFAST
A black tea blend of sparkling Ceylon and aromatic Kenyan teas marry perfectly.
highteaco.co.uk



NAUTEAS ELEPHANT CHAI
This award-winning chai tea blend fuses together full leaf Darjeeling tea, roasted in cardamom and blended with spices.
nauteas.com

DRINKING CHOCOLATE

A growing appreciation for quality, well-sourced chocolate has spawned a renaissance in quality drinking chocolate. Drinking chocolate differs from hot chocolate in that it comes in chunks, whereas the latter typically comes as a powder and is mixed with water to create a chocolate-flavoured drink. The continuing premiumisation of this category means that there's a plethora of fantastic products you can stock in your café for those craving a sweet winter warmer – you can also spruce up your creations with the addition of quality marshmallows and whipped cream.



BRINDISA AMATLLER DRINKING CHOCOLATE
Traditional drinking chocolate from Spain's historic chocolate brand made with 45% cocoa and vanilla flavour.
brindisa.com



ROCOCO CHOCOLATES PLAIN ORGANIC DRINKING CHOCOLATE
70% hot chocolate is rich and intense, containing only organic dark chocolate, flaked and mixed with a sprinkling of cocoa powder.
rococochocolates.com



SLOANE'S POSH HOT CHOCOLATE WINTER BLEND
Sloane's has blended its dark chocolate with ginger and cinnamon to evoke the nostalgic festive flavours.
sloaneshotchocolate.com

PRODUCER SPOTLIGHT



TBOSA

Juan Valdez®, Colombia's No. 1 coffee brand is now available in the UK from TBOSA, The Best of South America. Stand out from your competitors and offer one of the world's best, high quality Colombian coffees in whole bean, ground, instant jars, instant sticks and the new innovative one cup ground coffee drip sachets. Single Origin, Organic and Decaf are available. Ideal for coffee retailers, coffee shops, hotels, delis and other retail establishments.

The amazing Café Quindío Colombian coffee and confectionery brand is now available from TBOSA! Gourmet coffees in whole bean, ground, instant and organic, alongside 100% real Café Quindío coffee infused cookies, meringues with macadamia nuts and blackcurrant jam. Unique, new to the UK, these products to make your store stand out from the rest!
tbosa.co.uk



STEEPED IN SUCCESS

Blending teas and roasting coffees in Yorkshire since 1886, family business Taylors of Harrogate's quality products are a must-stock for any independent café

Taylors of Harrogate has cemented itself as a phenomenally successful and revered brand not solely due to its heritage credentials, but also due to the fact that it's continuously diversifying its output.

This October, the company is set to add six new flavours to its Classics range, which now comprises 20 teas. The new flavours include White Tea, Apple & Cinnamon, Classic Chai, Ceylon Tea, Pure Green Tea and Green Tea & Mint.

"As consumers' tastes are diversifying, we were looking for new flavours to complement our existing range to offer a tea for all occasions and moods," says Natalie Cross, out of home manager at Taylors of Harrogate. "A well thought-through tea

selection with a mixture of quality black teas and innovative speciality teas is key to a profitable café menu."

"Our green teas are always popular as they are made with Chinese Sencha tea, meaning they're light, elegant and without bitterness. Apple & Cinnamon is inspired by apple strudel and is perfect for winter months – it could even be made into a non-alcoholic festive punch.

"Our soothing White Tea is grown in China – the home of white tea – and our Classic Chai is made with our secret blend of spices paired with a deliciously robust blend of Assam and East African teas.

"The high-grown Ceylon Tea comes from the West Highlands of Dimbula in Sri Lanka and is also great iced."

The Yorkshire favourite

While the brand has been offering different varieties of speciality tea, black tea with milk still remains the most popular choice for consumers when ordering tea out of home.

"Traditional black tea, like our much-loved Yorkshire Tea, should take prime place on a café's menu," explains Natalie. "For 40 years, Yorkshire Tea has provided the nation with a proper brew, growing in popularity to become the UK's favourite FMCG brand as ranked in the YouGov 2018 Brand Index."

The huge demand that Yorkshire Tea enjoys is what prompted Taylors of Harrogate to discontinue its One Cup products and launch new standard weight catering bags. "We're delighted to announce this change – it's a first for the industry," she says. "Yorkshire Tea is known for its big flavour, so we're saying goodbye to One Cup and hello to a proper brew, every time. It brings our catering in line with our retail offering to guarantee the strength and quality we're famed for.

"In a world where channels are merging and consumers expect the best, we need to provide a consistent, top quality product to all of our customers.

QUALITY GUARANTEED

The team at Taylors of Harrogate often taste up to 1,000 samples a day before selecting the best, and rigorously taste test the final product to make sure it's up to scratch

We no longer make the lighter-weight One Cup product because we believe that our customers and their customers deserve the same taste and quality no matter where they are enjoying Yorkshire Tea. This reflects our brand ethos of 'where everything's done proper'."

Serve the best beans

As a producer which is always ahead of the curve, Taylors of Harrogate is always perfectly poised to launch varieties that appeal to consumers.

"Cappuccinos and lattes rule the roost in cafés, and they need a high quality coffee they can rely on, such as Taylors Espresso Beans, for a rich, deep and complex blend with impeccable balance," says Natalie.

It's this focus on quality, paired with the company's independent family business ethos, rich history of blending teas and roasting coffees in Yorkshire since 1886 and a dedication to responsible sourcing, which is why the company resonates so strongly with hot drink lovers, believes Natalie. "We're devoted to fairness, quality and extraordinary flavour and travel the globe to build strong, sustainable relationships with our suppliers," she concludes.

“A well thought-through tea selection is key to a profitable café menu”

"We invest in their farms and communities, working hard to make a continued difference to the quality of our tea and coffee and the lives of the people who grow it." This hard work is being recognised, as Natalie explains "We were honoured with a prestigious 2017 Queen's Award for Sustainable Development in recognition of our work to build a sustainable tea and coffee supply chain."

IT'S ALWAYS A PROPER BREW - IN & OUT OF HOME



Very soon, Yorkshire Tea will be the only major standard black tea brand offering the same strength across all products. We're saying 'goodbye' to One Cup but 'hello' to a proper brew!



For a free POS kit, visit taylorsofhome.co.uk

COLD-BREW

Producers and consumers alike have discovered the benefits of cold brew, as a way of coaxing the flavour out of goods like coffee beans and tea leaves without the heat that releases acidic and bitter chemicals.

"The RTD tea landscape is changing dramatically; having suffered for years from a 'cheap' and unhealthy image, the category is now undergoing a lifestyle makeover. Artisanal production attributes, such as cold brew, are helping create a new premium tier in the segment." Julia Buech, Global Food & Drink Analyst at Mintel.

Research by Mintel found that 19% of global new coffee launched in 2017 was iced and ready-to-drink, up from the 16% in 2015.

66% of 18–24-year-old UK coffee drinks say chilled coffee works as a good alternative to sugary drinks.



UNION HAND-ROASTED COFFEE, UNION BREW LAB DOUBLE STRENGTH COLD BREW

A mixing ingredient, this can be mixed into water, milk, or milk substitute in place of espresso.
unionroasted.com

SANDOWS, COLD BREW SODA CITRUS

Low in sugar and dairy-free, this sparkling drink mixes cold brew coffee with the citrus flavours of lemon, lime, and grapefruit.
sandows.com



BIRD & BLEND TEA CO, GINGERSNAP GREEN

Mixing the sweetness of peaches and the heat of ginger with Chinese green tea, this tea is designed to be made cold brewed.
birdandblendtea.com



PRODUCER SPOTLIGHT

CRAFTED® BY CRACKER DRINKS CO.



Introducing a new range of delicious juice drinks from CRAFTED® in a convenient single serve pack. With no added sugar or sweeteners, this new range offers juice drinks that are at least 20% lower in sugar and calories than the juice on its own.

Most importantly, they are delicious. The range includes three beautiful blends including Mango & Passion Fruit, Blueberry & Blackberry and Still Cloudy Lemonade. Each drink is presented in a distinctive 330ml pack that is environmentally friendly and communicates the craft and care that goes into every blend.

Tasty and unique, this range offers something new and exciting!

crafteddrinks.co.uk

ADULT SOFT DRINKS

According to research by IRI, soft drink sales in Britain are worth £1.5 billion. With sugar tax levies and a tendency towards teetotalism by younger generations, the demand for adult soft drinks that are interesting, flavourful, and not excessively sugary has only increased.



GUSTO ORGANIC, FIERY GINGER WITH CHIPOTLE

Made with fresh organic ginger juice, as well as green and dry ginger, it combines the spice of Mexican chipotle with the sweetness of Fairtrade apples and agave.
drinkgusto.com

MATCHA WORKS, OAT MILK

An alternative to artificial sugary energy drinks, this matcha based canned drink is sugar and dairy-free.
matchaworks.co.uk



YUSA MANGO & PINEAPPLE

Straight from the Amazon, this tea uses the Guayusa tea leaf as a natural path towards providing an energy drink high in caffeine and antioxidants, but low in sugar.
yusadrinks.com

PREMIUM RTD

As cafés look to diversify their options, the market is seeing a rising trend in cafés offering alcoholic options. Craft beers and ciders are already finding their way onto café shelves, opening the scene for further innovation. With the premium RTD sector on the rise, it can provide cafés an opportunity to provide a new array of drinks. Ready-to-drink cocktails hit their stride in the 90s, and now, twenty years later, they are climbing their way back into the public eye, with CGA figures indicating the sector brought in £203 million in 2017. While the association previously tagged to this product was of brightly-coloured sugary drinks, the new wave of innovators are making their own name for themselves. Modern RTDs are premium, with delicate balances of flavour and integration of spirits that present new interesting combinations for consumers to enjoy.

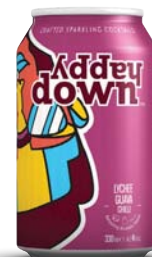


SILVER SWIFT DRINKS, TIPPY ICED TEA VODKA

Using 100% natural spirited spritzers, it is a blend of distilled British vodka, gooseberry, elderflower and earl grey.
silverswiftdrinks.com

TIPPLE BRANDS LTD, RASPBERRY POMEGRANATE BASIL

Made with all natural flavours, it has no added sugar, no gluten, no preservatives, and is vegan friendly.
happydown.co.uk



LONGFLINT DRINKS CO, WILD HEDGEROW G&T CAN

Inspired by the wild herbs and flowers of Hedgerows, it mixes the botanical notes of chamomile, woodruff, hawthorn berry, and lemon verbena with a dry gin.
longflint.com

“As shoppers become more sophisticated in their tastes and demands, so too does the UK’s food-to-go market. Across all our five market segments we’re seeing some highly innovative product and menu development, much of this inspired by shopper trends towards health and wellness and global flavours and tastes”

GAVIN ROTHWELL, SENIOR INSIGHT MANAGER AT IGD

DIY SMOOTHIES

According to research by IRI Worldwide, the UK’s fastest growing item in the chilled and fresh sector in 2018 was smoothies, up 30% from the previous year. Smoothies have undergone a few makeovers when it comes to public perception, first lauded as healthy, then critiqued as high in sugar. Modern smoothies have reacted to these critiques by seeking ways of reducing sugar, bringing smoothies back into the health food world and back onto the public’s good side. However, the smoothie trend can occasionally be a burden on cafés, with lengthy preparation and the need for multiple variable ingredients. Batch Organics has presented an elegant solution, eliminating wastage, making smoothie preparation easy, and ensuring a café always has all the ingredients it needs. According to Edwin Caws of Batch Organics: “Batch Organics use grade A, flash frozen organic fruit, in handy pre-portioned packs - allowing cafes to blend their own superfood smoothies in under 30 seconds.”



BATCH ORGANICS, MANGO AND AVOCADO

Made with 100% organic ingredients, this pack can be used to create a smoothie that combines the smoothness of avocado with the sweetness of mango and the acidity of pineapple and kiwi.
batch-organics.com

PRODUCER SPOTLIGHT



RADNOR HILLS

Heartsease Farm drinks come in seven delicious flavours including a Traditional Lemonade which is gently bubbling with the finest Sicilian lemons! Raspberry Lemonade made with natural raspberries that have never been concentrated to give it a much fuller, fruitier flavour. Other flavours include an Elderflower Pressé, British Blackcurrant Crush, Apple and Rhubarb, Fiery Ginger Beer and the latest edition a Strawberry & Mint Pressé made with sweet juicy strawberries and refreshing garden mint. All flavours are available in a single serve 330ml glass bottle and family size 750ml bottle as well as a premium 425ml plastic bottle.

radnorhills.co.uk

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FOR THE LOVE OF PLANTS

A pioneer of the dairy alternative sector, Delamere Dairy announces its latest offering

For over 33 years, the award-winning Delamere Dairy has been instrumental in bringing dairy alternative products to the UK consumer – and now their range has expanded to include Planted: a range of dairy-free drinks to enjoy both at home and on-the-go. First to launch are

Oat Drink with Banana and Coconut Drink with Cocoa, both in one litre cartons and boasting a number of credentials sure to attract health-conscious shoppers.

As well as being suitable for consumers following specialist diets (the range offers drinks made from coconut, oat and almond), Delamere

believes that these products will appeal to mainstream consumers thanks to their refreshing and delicious flavours – plus, they boast a number of health-giving properties to boot. All are great sources of calcium, vital for maintaining strong bones and teeth, as well as vitamin B12 for normal

function of the immune system, and vitamin D for calcium and phosphorous absorption.

Planted products also benefit the environment; Delamere has partnered with The Woodland Trust to donate 2p for every one litre carton sold to support the work of this important enterprise, to plant and protect trees and woods across the UK.

The good work does not stop there, as Delamere Dairy have four mini cartons in the pipeline, in Oat Drink with Date & Vanilla and Almond Drink with Coffee varieties as well as the already-popular Oat Drink with Banana and Coconut Drink with Cocoa options.

These latest launches are sure to cement Delamere as a market-leader in the plant-based sphere. Its existing plant-based range saw a 20% year on year sales increase in 2016-2017, and this growth is set to continue as increasing numbers of consumers opt to step away from conventional dairy products and purchase free-from varieties in their place.

Vegan approved by the Vegetarian Society, containing vital vitamins and minerals and perfect for on-the-go consumption – these tasty drinks would make a popular addition to your free-from offering.

NEW!

planted

We've planted the seed, now grow with us!

Deliciously dairy-free, the Planted range offers flavoured oat, coconut and almond based drinks, that are suitable for those following a vegan diet as well as people just looking for great tasting refreshment.



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- Suitable for Vegans
- With added Calcium, Vitamins D2 & B12
- 4 flavours -
- Oat Drink with Banana
- Coconut Drink with Cocoa
- Almond Drink with Coffee
- Oat Drink with Date & Vanilla

for more information please contact info@planteduk.com

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TOOLS OF THE TRADE

The right tools can make all the difference. Here are some to help you on your way to becoming a quality coffee destination

Coffee have been experiencing monumental success in the UK over the last few years. Cafés have now become common fixtures of the high street, garnering increasing popularity with each coming quarter. According to figures by the London Coffee Festival, 85% of UK respondents said they visit a coffee shop at least once a week. It's not just the major chains, the Costas, the Café Neros, that benefit. The London Coffee Festival also found that branded coffee shops were outnumbered by independent coffee shops at a rate of two to one.

As discussed in Power of in-shop cafés elsewhere in this issue, cafés can be an excellent revenue stream for businesses. As with any enterprise, you need the right tools to keep a café running successfully. From making the perfect cup to serving it in an environment that is warm and inviting, these tools help any café-owner to craft the perfect café.

VITINNI BARISTA ESPRESSO COFFEE-MAKER

The cornerstone of any coffee shop, this coffee-maker has a 15 bar pressure pump and a stainless steel double filter that allow for speciality coffee to be made quickly and deliciously. Designed for ease of use and cleaning, it comes with a detachable 1.6L water tank, which is transparent and has clear volume markings, and a removable drip tray.



Klean Kanteen Reusable Tumbler

A good way to reduce waste, these reusable tumblers are not only environmentally-conscious but aesthetically-pleasing too. Durable and made with stainless steel, they keep drinks warm and can be used hundreds of times. Their colouring is made with a chip-resistant coat, ensuring they not only last long, but look good while they do.



VonShef Brushed Gold Milk Jug

Made with high grade 202 stainless steel that adds to its thermal capabilities, this milk jug is finished with a beautiful etched design and brushed gold. With a capacity of 330 ml, a moulded lip and sleek handle, it makes pouring easy, whether you're serving up a creamy cup of cocoa or trying your hand at latte art.



REX LONDON CLASSIC ESPRESSO COFFEE POT

This espresso pot draws water from the base up to infuse with ground coffee beans in a filter funnel and pass to the top bowl, an authentic way to make classic Italian espresso. Suitable for both gas and electric hobs, it lends each cup it makes a handmade feel. Made from high-quality aluminium, it is available in four appealing pastel shades: red, blue, pink, and green.

Coffee Central's Eureka Mignon Perfetto

An all-purpose coffee grinder that is both compact and versatile, its quick change blade adjustments that ensure easy transitions between types of grind complement its anti-vibration that keeps the grinding sound levels low. Available in 29 colours, it comes with amenities like a hands-free fork and touch screen technology.



BIO-D'S MULTI SURFACE SANITISER



A surface cleaner that both keeps up to British Standards of Environment and Health and provides an environmentally-friendly solution, it is packaged in 100% post-consumer waste, made from plastic bottles. The cleaner, available in 5l jugs, works on a variety of surfaces, from sinks, baths and cookers to floors, tiles, and work surfaces.

Olympia by Nisbets Café Cappuccino Cups

Crockery that is both sturdy and good-looking is a must for any café. With a capacity for 340 ml, these cups are oven, microwave, and dishwasher safe, and come in red, white and aqua. Its rolled edges are chip-resistant, meaning it is robust enough to go through the constant wear and tear of café life.



Jura Fine Foam Frother

Whether for thick luscious chai lattes or extravagant cappuccinos, this milk foamer allows any café to create finely textured milk foam with a consistency that lasts from machine to cup. With a multi-chamber system, milk is absorbed, heated and frothed quickly, while the interchangeable milk spout ensures both cleanliness and hygiene are easily kept to the highest standard.

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The Australian coffee culture is admired across the world, and is serving as inspiration for the growing number of independent coffee shops in the UK. Its focus on quality and customer experience has seen it become one of the most watched industries in the world – no doubt helped by its early adoption of trends which go on to be popular in Britain and beyond.

Take chai lattes for example. More or less unheard of in the UK up until relatively recently, it's now a stalwart on café menus across the country. Australia recognised the potential in chai decades ago, and its number one brand Arkadia is now coming to Britain courtesy of Freshpac. Jason Salter, operations director, explains, "Arkadia has been synonymous with Chai in Australia for 20 years. They are number one in the high street, supermarkets and in food service in Australia".

The family-owned business's chai has become the best-selling in Australia for good reason. "The product has a well balanced and natural taste, contains less sugar than its counterparts and is easy to make during service," says Jason. "The products are designed to maximise customer return visits,

SPICE UP YOUR SALES

Jason Salter of Freshpac introduces Arkadia, Australia's top chai brand now available in the UK



“ Australia has always been at the forefront of café culture – they have been drinking chai for years and we are now catching up ”

and is approachable and high quality.”

Not only that, but Arkadia has a sizeable range of café indulgence products in its portfolio, including four chai options – Spiced, Vanilla, Sticky and Dirty Chai – as well as Matcha Latte, Golden Tumeric Latte, Hot Chocolate, Frappes and a new Urban Barista range including Black Sesame and Roasted Green Tea.

The future is looking bright for products which step away from the usual breakfast tea and black coffees, believes Jason. “The café industry has developed into more than just coffee,” he says. “Generation Z are leading the way and they are looking for alternatives to coffee which means the rise in more complex tasting café indulgence products such as chai.

Why should British baristas look to Australia for coffee retail inspiration? “Australia has always been at the forefront of café culture, they have been drinking Chai for years and we are now catching up,” says Jason. “The UK public are now demanding higher quality beverages and global taste which is why Arkadia has a perfect product for this market.”



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HOW TO STAND OUT FROM THE CHAINS

Genuine point-of-difference can go a long way. Industry experts explain how to make your mark on an increasingly competitive high street

Awinter of chain-orientated retail discontent could be upon us, with consumers seemingly turning their backs on the usual names proliferating Britain's high streets. According to a recent survey conducted by delivery app GoKart, 50% of consumers are concerned that independent food businesses are being driven out by chain restaurants and eateries.

42% of those surveyed stated that they felt the Government should cap the amount of chains on UK high streets, with 53% expressing that they'd rather eat out at independent cafés as they wanted to support local businesses. This shift in dynamic of UK retail demand is indicative of the spree of closures of mid-market and chain stores we're currently seeing, from House of Fraser to Jamie's Italian.

So, fuelled by a positive reputation among UK consumers, what can indie businesses be doing to ensure that they're differentiating themselves from the UK chains and major players that continue to dominate town centres and shopping destinations? "Specialist food and drink retailers have enjoyed two years of growth, but rising inflation and successful turnaround strategies implemented by

the supermarkets make for a challenging time ahead," believes Thomas Slide, retail analyst at Mintel. "Specialists can ensure their appeal extends beyond price by delivering a shopping experience that helps articulate their expertise while highlighting the transparency of their supply chain."

Many specialists in the field believe a knowledge and expertise-led retailing approach appears to be the chief identifier between chains and independent retailers. For instance, Higor Torchia, country manager EMEA at point-of-sale specialists Vend, advocates offering customers a shopping experience like no other. He believes that personal touches can go a long way. "When people talk about the death of the high street," he says, "what they're talking about a lot of the time is the death of retailers putting customers first. In many cases, going shopping has become an experience devoid of enjoyment." Higor states that the most innovative retailers recognise that customers want, and need, to feel special. "As shoppers we crave that personal touch when we go and discover something such as a new wine, craft beer or type of speciality food. We often want to know the origins of a product and to get a recommendation from the

person behind the counter. What we are seeing is a 'cherish' and 'chore' approach to retail and, as a business that works with around 2,000 independent retailers across the UK, we know that the independent sector is at the forefront of the 'cherish' experiences."

SENSORY EXPERIENCES STIR SALES

Linda Ralph, VP of international business development at in-store experience experts, Mood Media, states that independents should take a look at how sensory experiences and an experiential approach can resonate with shoppers. "Given independent food and drink retailers are up against the supermarket giants, and can't always compete on price and range, it's important that they offer a mark of differentiation," she explains. "With the rise of experiential retail globally and an increased demand from shoppers for better in-store experiences, independents should stake their claim to more sensory and personalised shopping to ensure repeat custom and increased footfall. In particular, speciality food and drink retailers are in a strong position to deliver experiences that demonstrate their expertise and 'personal touch', compared to larger chains.

It's important that independent retailers leverage these points of difference to show genuine added value, whether that's interactive tools to highlight the ingredients in a recipe or personalised suggestions for meal and wine pairings."

Linda states that while cutting-edge technology may not be financially viable for a number of independent retailers, it shouldn't deter them. "There are still a number of ways for them to innovate in more cost-effective ways by focusing on experiential marketing, like creating a thoughtful customer experience that engages all of the senses while mirroring the retailer's unique brand values," she tells *Café Buyer*. "To do this, retailers need to put themselves in the shoes of the customer and determine what they are currently gaining from their experience in-store and what could be turning them off."

In fact, Linda and the team have noticed that the retail landscape has long been moving towards a customer-centric and experiential focus. "With all the threats that are facing the UK's high streets, a key way for bricks-and-mortar retailers to stand out is to get creative and get personal," Linda says. "Partnering with music designers to create your in-store soundtrack, investing in a signature scent and creating custom digital signage are all great examples of how food and drink retailers and cafés can tailor their in-store experience to resonate with shoppers. For businesses to thrive amid the current challenging circumstances they need to find a way to differentiate themselves from online competitors and building a multisensory experience is one of

the best ways of doing this.”

Another key detail for food and drink cafés and retailers to pay attention to is digital signage. “From digital menu boards to branded content, the right visuals will capture customers’ attentions and bring the brand to life,” she says. “With digital signage systems, displays can be customised quickly and without having to deal with taste and outdated materials to give the space some real ‘pop’. The sense of smell is a powerful tool, too, and it’s often underused. By emphasising the scents which motivate customers to explore and stay longer, retailers can make customers feel more at home while stimulating their senses. In fact, we’re starting to see more businesses employ custom fragrances to promote their space – and for good reason. Humans are able to distinguish one trillion different scent combinations, and scent is the most memorable cue.”

LOCATION IS KEY

Miguel Fernandez, UK country manager of retail location analysts Geoblink:

“What many independent retailers and cafés have

discovered is that the elevated costs associated with being on a high street do not always translate into more sales. Location is a decisive factor, but the high street is not always the answer. Finding an area with the right market conditions that are conducive to success is key. This means that the location should be full of people from the retailer’s

target market who are inclined to buy the products planned to be sold there. Competitors in the area will also play a defining role in the percentage of market share attainable in a certain location. Often, the proximity of a competitor can be a make it or break it factor for indies. The market research needed to elaborate the studies that take all

of these elements into account has traditionally required lots of time and resources – something that only the bigger retailer players could afford, until now. The data-driven approach is no longer just for big retail chains, as independent retailers can also differentiate themselves and craft their own data-driven strategies with Location Intelligence.”

HOW TO STAND OUT: MINTEL'S KEY FINDINGS

- Millennials are particularly concerned about where their food is coming from with 45% saying they would be willing to pay extra in order to know the exact provenance of the produce. Specialist retailers should utilise this strength of feeling to attract millennials in-store by highlighting their short supply chains and local produce.
- 71% of consumers who have visited delis agree that specialists are a good place to get advice. For specialists selling products that could be seen as complicated to prepare, it is essential to provide expert advice and recipe ideas to stand out from a chain.
- Bakeries are the most popular type of specialist food and drink retailer and they are also the most

frequently visited of the specialists as a result of their positioning in the food-to-go market.

● Customer demographics tells us a lot about this market. Young consumers are more likely to choose to shop based on practical considerations such as faster service and experiential considerations like product tasting. Older consumers are more likely to be concerned with quality, service and supporting independent retailers. It is important to offer a combination of these factors to please a broad customer profile – offer a fast foodservice option at the front of the store while the rest of the shop can be allocated to service, discovery and experience. A good example of this is the Hotel Chocolate Café stores.

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