NEW PRODUCTS, LATEST TRENDS, THE SNACKS TO STOCK

2024

SNACK BUYER

From the publishers of SPECIALITY FOOD

MAGAZINE



UPPING THE SNACKING GAME

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WELCOME TO SNACK BUYER



Welcome to the 2024 edition of *Snack Buyer*, brought to you by the team behind *Speciality Food*.

What a year it's been for the snacking sector. Always a great barometer of what's new in the fine food world, and a failsafe place to spot exciting innovations, there's been plenty for the team to rifle through for this edition and I hope you enjoy what we've uncovered. From the very best traditional snacks that your customer base is sure to love to brand new launches that will tickle their tastebuds, the following pages are packed full of products and ideas to inspire your snack section refresh this year.

In this issue of *Snack Buyer*, we highlight the products to know (and stock) right now as well as delve behind the scenes of some of the greatest players in the quality snack arena in 2024.

Tuck in.

HOLLY SHACKLETON | EDITOR

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FREE-FROM FOR ALL

Allergen-free and full of flavour, Novel Foods' Indulge and Primadeli ranges are here to satisfy snackers of all persuasions



As a business delivering delicious, allergen-free snacks that everyone can enjoy, Novel Foods' mission is to "combine quality, bold flavours and sustainability, ensuring our snacks cater to a wide range of dietary needs while remaining a favourite among snack lovers," explains Puyan Moslehi, sales director. Novel Foods is home to two distinct brands – Indulge and Primadeli – both of which offer delectable and top-tier snacking options.

"The Indulge brand stands out by offering a variety of delicious, guilt-free, gluten-free corn snacks in bold flavours and nibble-sized shapes – all crafted without any artificial colours, flavours or preservatives," says Puyan. With the range including Crunchy Corn Nibbles available in Tex Mex Cheese, Smokehouse BBQ, Sour Cream and Sizzling Spice flavours, as well as Tortilla Mini Chips in Tex Mex Cheese flavour, they deliver on taste as well as free-from credentials to cater for their fanbase which ranges from health-conscious individuals and families to flavour enthusiasts wanting to snack without guilt.

Meanwhile, the Primadeli range offers Italian-inspired snack breads and world-inspired dips, including Pizzeria Bites, Rosemary Bites, Truffle Bites, Classic Houmous, Cream Cheese, Mild Salsa and Tomato Tapenade – "the aim is to celebrate global flavours through quality and diverse snack options," explains Puyan.

"As consumers become increasingly aware of what they eat, the demand for clean, allergen-free snacks will continue to rise," says Puyan. "We are committed to expanding our range with innovative products that meet these evolving needs to incorporate wide dietary preferences across our products."

"We predict the UK snack market will see a continued shift towards healthier and more sustainable options," he concludes. "Consumers are increasingly looking for snacks that not only taste great but also offer nutritional benefits and transparency in their sourcing. Novel Foods is excited to be part of this evolution, consistently innovating to meet the changing needs of our customers while ensuring that our bold flavours continue to satisfy."





THE SUSTAINABLE CHOICE

With its gold standard sustainability credentials and delicious range of free-from crisps, it's no wonder Fairfields is setting shelves alight

As a dedicated, family-run team of expert potato farmers and crisp makers, it's only natural that Fairfields has become one of the best-loved and recognised brands on the snack market today. For three generations, co-founder Robert Strathern's family have been mastering the art of growing potatoes on the family farm in Wormingford, Essex, and their field-to-packet approach has reaped rewards: "because we grow our own potatoes and make our own crisps right here we have total control over the quality of our products," he explains. "This gives us a competitive edge and reduces the impact of fluctuating potato prices, for example," continues Laura Strathern, co-founder.

Something for everyone

As well as boasting a wide range of delicious flavours – highlights include Sea Salt & Aspall Vinegar (Aspall is based in neighbouring Suffolk), Bacon & Tomato and Roast Rib of Beef – the crisps are available in 40g and 150g packs for individual and shared snacking, and are deliciously gluten-free and vegan-friendly. Exciting new flavours are frequently added to the line-up. "In May, we launched our latest Prawn Cocktail flavour in response to the increasing demand for nostalgic and retro flavours. Much like the rest of the range, our Prawn Cocktail flavour is 100% vegan-friendly, offering a tangy vinegar and sweet tomato flavour to recreate the beloved classic seasoning with a Fairfields Farm twist," says Tash Jones, commercial director. The decision to make the entire Fairfields range vegan-friendly was a recent one, in order to "allow a wide pool of consumers to enjoy our packs and our stockists to know they have something for everyone," explains Laura Strathern, co-founder.

For people and planet

As well as making their products suitable for all, Fairfields are passionate about making them sustainable – both for the planet and for the independent retailers who stock them. "We are finding that independent retailers are recognising the need for sustainable choices, and for ranges which are unavailable in supermarkets. Our product line is not only carbon neutral and made with sustainability in mind, but also provides independent retail consumers with something they can't find in their local supermarket – often at a reduced price. Stocking Fairfields Farm crisps is one way for independent fine food retailers to add differentiation," says Tash.

Indeed, sustainability plays a huge role in Fairfields' brand mission and the entirety of the production process. "We are constantly looking for ways to reduce our environmental impact," says Laura. "We grow our potatoes using regenerative farming methods, producing a carbon-neutral crisp range. When cultivating, we use a minimal tilling approach in order to avoid disturbing the soil and unleashing CO_2 into the atmosphere, as well as using carbon capture crops. Our integrated supply chain delivers environmental benefits as we fertilise our potatoes using digestate which is made from maize and rye at our on-site anaerobic digestion plant. Robert keeps a very close eye on weather conditions and patterns, and we use our own reservoirs to water our potatoes whenever we can. For any potatoes that aren't needed just yet, we store in our cold stores which are powered by renewable energy, until we need to use them."

The local environment doesn't only benefit from sustainable production practices but from environmentally-friendly land use, too. "Besides maintaining the highest quality potatoes, we also set aside over 10% of our land to wild birds, and plant flowers that pollinators love, to enhance diversity. We're also planting more trees and hedges to help capture more carbon," she explains.

Upcoming plans

The future looks bright for Fairfields. "We are very excited about what the future holds for Fairfields Farm!" says Robert. "We have a slightly updated pack in the works which really focuses on our farm and our sustainability credentials as we continue to reduce our environmental impact. We are also planning on increasing our crisp capacity following the installation of a new state-of-the-art potato fryer, set to meet growing consumer demand and expand our market presence. We are also targeting to hit net zero by 2030 and are in a very strong position to achieve this goal."

With solid sustainability practices, grand future plans and not to mention an outstanding range of crisps suitable for all, 2024 is an exciting year for Fairfields Farm Crisps – and the best is yet to come.





THE SNACKING TRENDS TO KNOW IN 2024

From cauliflower chips to grab-and-go biscuits, consumers are seeking out inventive new ways to eat out-of-home this year



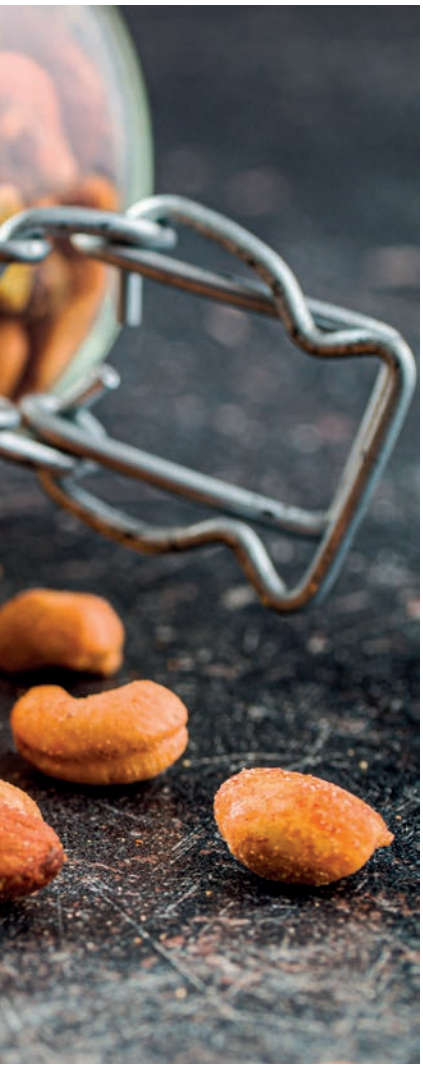
In the UK we love a snack. Whether that's a cheeky little biscuit to dunk in our cuppa in the morning, or snuffling a bag of crisps in front of a good movie. As sales figures show, there's been no slowing down of spending power here, especially as the trend for affordable 'treat moments' continues in the face of the cost of-living crisis. Shoppers are demanding delicious bites that don't break the bank but, increasingly, are looking for snacks boasting health claims today, in light of HFSS regulations.

FRUIT

We've seen some incredibly fun products popping in this space, which has grown considerably in recent years. Look out for 'healthier sweets' in enticing shapes and flavours made purely with fruit, all-fruit snacking bars, and dried fruit crisps, delivering a really great crunch thanks to new processing techniques. From dragonfruit to mango flavour, this is a new sweet spot for consumers.

DRIED MEAT

Low in fat and sugar, but high in protein, meat snacks have come a long way, and there is consistent growth in this snacking format. Shoppers are looking for premium versions of biltong and jerky,











especially those boasting a British flag, and made with grass-fed beef or higher welfare free-range meat for sustainability.

HFSS

Shoppers want to boost their wellbeing, while satisfying that snacking itch. Look to stock products that are lower in sugar, fat and salt, with health-boosting properties (such as higher protein, added vitamins and minerals) and clean ingredient decks. Ultra processed foods are of increasing concern to consumers and the power of natural products is not to be underestimated.

PULSES

From brisket-flavoured broad beans, to chocolate-coated chickpeas, roasted lentils, pulse crackers and crisps, and savoury blends, this is an arena to keep your eye on, particularly as pulses fit the 'protein-packed' bill.

GOURMET NUTS

Nuts sales increased by more than 8% year on year in 2023, again, because of all that magical protein in the pack. Help your customers elevate their snacking experience by seeking out nut options that play into the latest trending flavours – from hot to sweet and spicy and meaty.

FUN

We've noticed some really cool developments in snacking in the last 12 months. They include rice bites, cauliflower chips, snack-sized savoury crackers, corn nibbles, an explosion of puffed pork rind (a lower fat version of scratchings), and so much more. It's so key to stock the essentials (like ready salted crisps), but experiment with some of these newcomers and see what hits the mark with your customers.

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

SOURCE: MINTEL

SWICY

Dial up the heat and add a twist of sweetness. Swicy as a flavour profile is everywhere right now. We're predicting the 'it' ingredient (hot honey) will land in snacks this year, so keep your eyes peeled. Look for snacks that bring together fire and a hint of sugar. Thai sweet chilli crisps or rice cracker snacks are a familiar, recognisable place to begin.

INDULGENCE

The dopamine hit of sugar e is just what many consumers are after. There are plenty of options in this space for retailers now. From mini packs of luxury chocolates, to individually sized chocolate bar portions, and grab-and-go packs of shortbreads and cookies. Artisanal varieties, keenly priced, should fly.

IN **2024** THE UK **CRISPS** AND SAVOURY **SNACKS** MARKET WAS ESTIMATED AT **£3,483 MILLION**. FOR THE SAME PERIOD **NUTS** WERE VALUED AT **£367 MILLION**, **POPCORN** AT **£144 MILLION** AND **MEAT** SNACKS AT **£60 MILLION**

SOURCE: SNACMA

FREE-FROM AND FLAVOUR PACKED

Full of flavour and sure to delight consumers of all persuasions, Olina's Bakehouse's Seeded Snackers are a smart stocking choice



With the consumer desire to eat healthier on the rise, the appetite for products that deliver on taste as well as health credentials is growing – but not all healthier snacks are created equally. Indeed, while some products tick the taste box their ingredients list may be full of impossible-to-pronounce additives and a surprising lack of true health credentials, while others may be officially 'healthy' and low HFSS but taste disappointingly worthy.



Enter Olina's Bakehouse Caramelised Onion & Balsamic Vinegar and Roasted Beetroot Seeded Snackers. Packing 81g of seeds in 100g, plus high levels of fibre and protein, they are nutritional powerhouses that are packed with flavour – offering health-conscious customers a delicious treat that ticks all the boxes.

"Something that really stands out about these is that while on the outset they are very healthy – and healthy-looking – snacks, because they are made of compressed seeds, they are genuinely very tasty too so shoppers who aren't necessarily looking for gluten-free or keto-friendly products can still really enjoy them," explains Mash Chiles of Gourmet Partners, which distributes Australian brand Olina's into the UK's fine food market.

Low in carbohydrates and free-from gluten, they are ideal for those following keto diets but are sure to be enjoyed by all snack lovers thanks to their light and crunchy texture, so there's no need to keep them in the free-from aisle – they make an eye-catching display throughout the store, whether alongside other savoury snacks, next to the cheese counter or amongst the drinks section.

"We recommend that *Speciality Food* readers display them beyond their free-from aisles, as they really can and should be enjoyed by everyone – not just those with specific dietary requirements," confirms Mash. "Even consumers who would not normally seek out seed-based products are delighted by the taste of our Roasted Beetroot, or Caramelised Onion and Balsamic Vinegar, bite-sized snack products."





THE GOOD STUFF

Two Farmers' dedication to doing things properly is reaping rewards for people and planet

From a concept that started from humble beginnings in the pub, Two Farmers has grown to be one of the most innovative players in the UK's quality snacking market. "When we launched in 2018 we knew we were coming into a saturated market so had to have a point of difference; to begin with that was our sustainable methods of farming," explains Sean Mason, co-founder alongside fellow farmer Mark Green. "We were producing our own energy and able to produce the crisps within two miles of where the potatoes were farmed, but our main hurdle was packaging."



Having looked at cardboard boxes and tins, and having long decided that plastic was a no-go, the pair settled on 100% compostable cellulose film. "The resulting packaging took two and half years to perfect and cost 10 times what conventional packaging would have done, but the results have reaped rewards – no doubt helped by the release of David Attenborough's *Blue Planet* six months before launch, which changed the world's perception of plastic overnight."

Two Farmers' focus on quality over price is also reflected in their flavours. No corners are cut in the production of their variants; for example, their Hereford Hop Cheese & Onion crisps are created using cheese from Charles Martell (located less than 10 miles from the Two Farmers farm), and the pair were determined to use the pure cheese rather than cheapening the product by diluting it with a blend of other flavourings. Also in the range are Lightly Salted, Salt & Cider Vinegar, Hereford Bullshot, Hereford Sausage & Mustard and Woodland Mushroom & Wild Garlic; all produced with the same attention to quality and detail.

The same level of passion is applied to Two Farmers' brand new cider – made using fruit from a neighbouring farm in line with their quality-and-provenance-first philosophy, and naturally fermented for optimum flavour – and their messaging around sustainable farming. "On our social media we share detailed insight into the reality of farming, and the reception has been great – engagement is significantly higher on that content than the other things we put out." The hope is that by demonstrating what goes into farming conscientiously, consumers will be able to appreciate the nuances of fine food produced properly. A mission we can all appreciate.





A CRAVING FOR CLASSICS

Although innovation continues to push the world of snacking forwards, consumers aren't leaving their old favourites behind. They continue to reach for familiar, comforting flavours and formats that transport them to childhood, and for brands that share their sentiment for nostalgia and tradition. The soaring appetite for classics is difficult to ignore in retail right now, and it will pay dividends to invest in products that deliver on quality while giving a nod to the past.



CRISPS

Britain is a nation of crisp lovers. They're adored across all regions and form a key part of all retailers' snack offerings. Cheese and onion continues to rule the roost where flavour is concerned, followed by salted, and more recently by meaty and spicy options, which are striking a chord with younger shoppers. Consumers are paying more attention to ingredient lists, seeking out products made with purely natural flavours, and crisps cooked in rapeseed and olive oil.



FAIRFIELDS FARM CRISPS PRAWN COCKTAIL

Does it get any more retro? These tangy, yet creamy-tasting new nibbles really do give that classic 70s vibe. And they're vegan and gluten-free, too.

fairfieldsfarmcrisps.co.uk

MADE FOR DRINK BARON BIGOD & ONION

A moreish combination of one of Britain's finest farmhouse Brie-style cheeses, and piquant onion. A delectable take on the nation's favourite flavour.

madefordrink.com





JUST CRISPS SEA SALT

Cooked in the brand's own cold-pressed rapeseed oil and finished with a sprinkle of sea salt, there are just three ingredients in each packet, tapping into consumer demand for cleaner, shorter decks.

justcrisps.co.uk



"We've seen a huge trend for Millennials trying to get joy from nostalgia. It's definitely a significant trend within our core market. Our bestsellers remain Salt & Vinegar and Lightly Salted, but I would say we are seeing a surge in those meaty flavours. Roast Rib of Beef does really well for us, and Bacon & Tomato is starting to take over. That reflects the market as a whole. There are definitely a lot more spicy and meaty flavours"

TASH JONES, FAIRFIELDS FARM

NUTS

Nuts are picking up a pace in the snacking arena. Not only do they have widespread appeal at multiple price points, but they meet the overwhelming demand right now for protein. A single serving of nuts (around 28g) can deliver around 3-7g of protein and 3g of fibre, which is making them the on-the-go choice for shoppers looking to maximise their macros. The bigger and better your range of nuts, the more you'll be able to entice these consumers, curious to try new flavours, over the threshold.



CAMBROOK COCKTAIL HOUR NUTS
A sophisticated party starter of chilli cashews and peanuts, hickory smoke almonds, and caramelised hazelnuts. The choice of some of London's most famous hotel bars.
cambrookfoods.co.uk

MR FILBERT'S BLACK TRUFFLE & SEA SALT MIXED NUTS
Mixed nuts are oven roasted before being tumbled in aromatic black truffle and sea salt. A distinctive, luxurious-tasting snack.
mrfilberts.com





MANILIFE DEEP ROAST SALTED PEANUTS
The highest quality peanuts, sourced from a single family estate, given intensity of flavour with the brand's signature deep roast and a sprinkle of salt. These take the classic to a new level.
mani-life.com

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

THE **AFTERNOON** IS **PEAK** SNACKING TIME IN THE **UK**, WITH **51%** OF **CONSUMERS** SNACKING BETWEEN **LUNCH** AND **DINNER**

FMCG GURUS



THE **69%** OF **CONSUMERS** WHO ENJOY **SAVOURY** BISCUITS TEND TO **EAT** THEM **EVERY** DAY

MINTEL

SAVOURY BISCUITS

You can't beat a sweet dunker, but a category to watch on the biscuit aisle is savoury, with multiple brands sweeping in to revitalise what has been a staid part of the market for quite some time. Biscuits infused with nuts and seeds, tapping into the gut health trend, are popping up, alongside a steady flow of wafer-type savoury biscuits, promising a lighter touch. Cheese biscuits will always be a hit with all ages but look also for those bringing an element of spice or a sprinkle of herbs.



TREGROES WAFFLES MATURE CHEDDAR
The brand will be familiar with shoppers for its sweet, caramel-filled waffles, so these make a nice bridge into the savoury category. A crunchy bite, infused with cheese from South Caernarfon Creameries.
tregroeswaffles.co.uk

ISLAND BAKERY CHEESE BISCUITS – HARISSA & CUMIN
These buttery, organic morsels are one of the brand's personal favourites, delivering warmth from the spices balanced by the savoury punch of Isle of Mull Cheese.
islandbakery.scot





GOOD GUYS BAKEHOUSE CHEDDAR BISCUITS
These contain just five calories each, despite being absolutely packed with real Cheddar. The light, moreish wafers also have a dash of chilli, black pepper and spice.
goodguysbakehouse.co.uk



KEEPING IT LOCAL

Maxine Stringer, QSHE director at Burts, explores what makes their snacks stand out from the crowd



The secret to Burts' hand-cooked chips? Just simple, authentic flavours done well and sourced locally. At Burts, we pride ourselves on making tasty and crunchy British potato chips, putting care and attention into each hand-cooked batch we make. Plymouth, Devon, has been our home since 1999, and today, Burts is known for making premium, hand-cooked British potato chips with care. We work with brilliant local growers and suppliers to add a touch of West Country flair into our award-winning premium snacks. From Colwith Farm's premium quality Cornish potatoes to Quicke's award-winning Mature Clothbound Cheddar, we choose the best local ingredients to ensure our chips are top-notch. Whilst being dedicated to creating delicious snacks, we also support independent suppliers and give back to the community through charities like the Royal National Lifeboat Institution (RNLI).

Our range at Burts includes a variety of hand-cooked potato chips, each offering unique and exciting flavours crafted with high-quality, locally sourced ingredients. For instance, our Mature Cheddar and Onion potato chips feature Quicke's award-winning cheddar from Exeter, and our other staple flavours include Lightly Sea Salted, Sea Salt & Malt Vinegar, Devon Roast Beef, Prawn Cocktail and Spicy Sweet Chilli, all of which continue to be favourites among our customers. We also offer more adventurous flavours like our new Beef & Mustard Ridges, as well as Reaper Chilli & Lime belonging to our ridges range. Each pack is made with care and precision, ensuring that every bite delivers a burst of flavour and a satisfying crunch.

What truly sets Burts apart in the market is our unwavering commitment to quality, provenance and community. We pride ourselves on sourcing Red Tractor approved potatoes from local growers in the South West. This not only supports local agriculture but also ensures that our potato chips are made from the freshest and highest quality potatoes and ingredients. For example, our Spicy Sweet Chilli packs feature chillies from South Devon Chilli Farm, and our hand-cooked process in small batches guarantees that each potato chip is perfectly cooked and packed full of flavour. Additionally, our dedication to local community support, such as the long-standing partnership we have with the RNLI, reinforces our commitment to making a positive impact.

Since 2021, Burts has supported the RNLI, contributing £250,000 to the vital lifesaving work along the UK's coastlines. As part of our ongoing partnership with the RNLI and their 200th anniversary celebrations this year, Burts announced the launch of its limited-edition RNLI pack takeovers this summer. The partnership demonstrates the crucial role the sea plays in the lives of the Devon community, and the importance of the RNLI's work for locals and thousands of visitors to the county every year. The exclusive packs feature local heroes from the RNLI on two of our most popular flavours, Lightly Sea Salted and Sea Salt & Malt Vinegar, and the packs are available to buy throughout July and August 2024.

Provenance is at the heart of Burts. We understand that fine food retailers and consumers are increasingly seeking products with a clear and transparent origin. Knowing where our ingredients come from, and how they are grown, processed, and transported, allows us to ensure the highest quality and taste. Our close relationships with local growers and suppliers in the South West, such as Jeremy Oatey at Hay Farm, a spuds throw away from us in Anthony, Cornwall, enables us to maintain a strong and trustworthy supply chain, ensuring that our consumers receive only the best. Working with local growers and suppliers means that we maintain the highest standards of quality and boosts our sustainability credentials. By sourcing locally, we reduce our carbon footprint through transportation and end consumers can enjoy our snacks knowing they are made with care, from field to pack.





TRENDING NEW FLAVOUR

We recently announced the introduction of our brand-new, limited-edition flavour of Spicy Barbecue hand-cooked potato chips to our range for summer 2024. Our new product, available for a limited time, combines warm, spicy barbecue flavours with a hint of honey, offering a delightful taste experience that reflects our dedication to innovation and meeting evolving consumer snacking trends.

> "By sourcing locally, we reduce our carbon footprint through transportation and end consumers can enjoy our snacks knowing they are made with care, from field to pack"

DISCOVER BURTS

Made with Care



Stock Burts today

0800 023 7404

NUTS ABOUT QUALITY

A passion for delivering the very best has seen Cambrook go from strength to strength

Proud listings at iconic retailers, served at the bars of internationally renowned hotels... You might consider Cambrook a behemoth of the fine snack industry if you were to judge them on their reputation for supplying some of the grandest names in the fine food world, but you would be mistaken. Far from being a titan producer, Cambrook is a small-scale team of snack experts with a passion for doing things as well as they can be done. No wonder the business is seeing strong growth across its offering.

"We have really focused on what we do best – seeking out the best grades of nuts and turning them into something special," says Deborah Bradfield, sales and marketing manager at Cambrook. It's this attention to detail and laser focus on quality that has seen the business go from strength to strength. "In a highly competitive market we know we have to maintain the highest standards, and this has been evident recently when we have won new business after extensive taste testings against competitor products. As a result, sales of Cambrook-branded products across different sectors has seen strong growth."

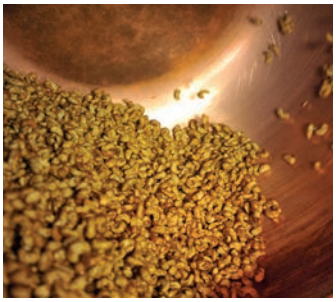
> "In a highly competitive market we know we have to maintain the highest standards"

Alongside this quality-first approach, significant investment in staff, technology and packing lines means that Cambrook is able to respond to evolving requirements swiftly and efficiently, as well as to satisfy the growing demand for own-label products, pouches and jars – especially important during the second half of the year, when the consumer appetite for quality nuts experiences a seasonal spike.

Cambrook takes its ecological impact seriously, too. As well as being BRC-accredited, it is a member of OPRL – a not-for-profit business dedicated to improving consumers' understanding and adoption of recycling practices. "Our recyclable plastic packaging (LDPE No 4) adopts these generally recognised OPRL recycling symbols to assist in the drive for more consumer participation in the recycling process," says Deborah. Another boon for discerning retailers and their customers.

With its dedication to doing things right across all areas of the business, Cambrook is a stand-out example of a snack producer's principles leading it directly to the path of success.







FROM FIELD TO PACKET

Fiddlers Lancashire Crisps are proof that quality, taste and provenance go a long way to producing the perfect snack

With the provenance of Fiddlers Lancashire Crisps baked into the name, even the few food lovers who are not yet aware of the business would appreciate the quality of the produce that goes into creating this range of crisps – and a recent appearance on television alongside The Hairy Bikers, before Dave Myers' sad passing, has been a highlight of the past year.



"They put our business on the map and made more people aware of what we do and how we do it, and our sales went up as a result," explains John Fiddler, son of founder Robert. "What he's done for our business is priceless," he adds.

Fiddlers (with the help of The Hairy Bikers) have well and truly highlighted the region as a home of quality produce. John is rightly proud of his business's Lancashire roots and makes sure to support local producers and farmers whenever possible. That's why the range has an unmistakeably and thoroughly unique local flavour; the range consists of Sea Salt & Lancashire Vinegar, Lancashire Cheese & Onion, Lancashire Black Pudding & English Mustard, Lancashire Sauce and Lancashire Sweet Chilli, as well as stalwart flavours Sea Salt and Sea Salt & Black Pepper. Not to mention Simply Spuds, which allow the delicous flavour of the county's best potatoes to shine through.



"We're picking up business because of our point of difference as well as our high quality," explains John, "and because people are appreciating indulgences they can enjoy at home rather than going out due to the cost-of-living crisis."

It's not only Lancashire-based audiences that appreciate Fiddlers' provenance. "Each month we pick up one or two new customers who are not based in the area," says John, "and people undoubtedly like to support businesses that are close to home – this includes products made in Britain rather than overseas".

From field to packet – everything is done on-site to create Fiddlers' premium crisps. "The potatoes are grown seconds away from the farmyard, where they are stored, and they are made into crisps a stone's throw away down a farm track," explains John.

With proud provenance, a growing fanbase and passion and expertise behind every bite, the future looks bright for Fiddlers Lancashire Crisps.

> "The potatoes are grown seconds away from the farmyard, where they are stored, and they are made into crisps a stone's throw away down a farm track"





FUTURE FACING

SNACKING CHEESE
Available in Classic, Rosemary, Caramelised Onion and Truffle options, these snacks are 100% pure bites of Italian hard cheese crumbled and baked to crunchy perfection. High in protein and keto-friendly.

CHARCUTERIE
Indulgent snacks made from air-dried high welfare pork in a myriad of flavour-packed options including Classic Snackingham (bite-sized snacks), and Classic, Spicy, Wild Fennel and Jaipur English Summer Herb Edition Snackalamis.

SNACKING PICKLES
Seriously addictive and low-calorie pickled gherkins with an unbeatable flavour and crunch, thanks to being expertly farmed and picked while small and super fresh. Snacking Pickled Chillies turn up the heat.

THE INNOVATORS

A true pioneer in the snacking category, Serious Pig is turning the sector on its head one delicious snack at a time

When a brand's founding mission is to premiumise pub snacks you know they're onto a winner, and Serious Pig has continued to turn the snacking market on its head in the decade since its conception, too. Snacking seriously is the name of the game, and with a wide and varied range of snacks under its belt including crunchy cheese, pickled chillies and air-dried charcuterie, it's no wonder that the business has gone from strength to strength to become one of the strongest players in the UK's snacking arena. Indeed, the business's growth has spiked in the past 18 months – a testament to the quality of its range.

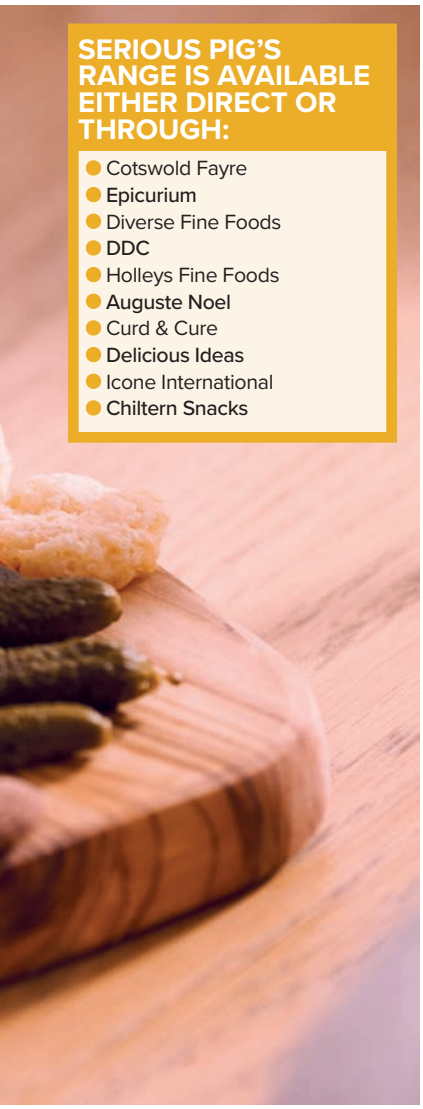
Like so many culture-shifting ideas, the origin story of Serious Pig is a humble one. "Our original lightbulb moment came in a pub," begins founder George Rice, "when I decided to produce the kind of charcuterie you'd find in a French market but made in the UK for the snacking sector." Success quickly followed, with the product finding a natural home in the fine food sector as well as hotels, travel hospitality and mainstream retailers including Whole Foods and Ocado.

Despite its wide and varied audience, The Serious Pig team is passionate about supporting the independent retailers that form the backbone of their business and are proud to be stocked by a large number of fine food distributors including Cotswold Fayre, Epicurium and Diverse Fine Food. The team can also supply independent retailers directly, with a minimum order value of £80.

While Serious Pig has travelled – quite literally – across sectors and the world thanks to its airline stockists, there's a clear reason why it is a stalwart of the independent fine food retailer's arsenal: unparalleled quality. "Quite simply, we are the best in class," says George. "Everything we do is as good as it can be, and it's innovative as well, which is why consumers who shop in delis, food halls and farm shops are so loyal to our brand." A flavour-first philosophy has reaped rewards with discerning foodies. "What we focus on most is flavour, keeping

SERIOUS PIG'S RANGE IS AVAILABLE EITHER DIRECT OR THROUGH:

- Cotswold Fayre
- Epicurium
- Diverse Fine Foods
- DDC
- Holleys Fine Foods
- Auguste Noel
- Curd & Cure
- Delicious Ideas
- Icone International
- Chiltern Snacks



> "Everything we do is as good as it can be, and it's innovative as well, which is why consumers who shop in delis, food halls and farm shops are so loyal to our brand"









TRENDING NEW FLAVOUR

For such an innovative company, it's reassuring to know that Serious Pig is in it for the long haul, thoroughly looking after and investing in its staff and suppliers as much as in its range and customers. "We are proud to be a London living wage employer," says George, "and we can assure *Snack Buyer* readers that we and are our suppiers are SALSA and BRC accredited, too."

Plus, it's worth noting that the business has a passionate community of fans behind it – "we're community-owned with over 4,000 investors," says George, "having crowdfunded several times and taken on a number of small shareholders." With such a sizeable audience willing to invest in Serious Pig, the future is looking bright for the business.

Environmentally-conscious readers will be pleased to know that Serious Pig has an impressive array of eco-friendly credentials to its name. "As our products are ambient, our food waste as a business is less than 0.05%, and we are also evolving our packaging to be fully recyclable for most products as part of our journey to becoming B Corp-accredited."





a clean ingredients deck and being the best in class so people will return to retailers to buy our products again and again."

In 2024 the range is predominantly meat-free, and includes Classic, Rosemary, Truffle and Caramelised Onion Snacking Cheese; Snacking Pickles both solo and with Chilli; Snacking Chillies and Corn Scratchings; Cornish Sea Salted Peanuts and Almonds alongside Sausage flavour Crisps; Snackingham Classic – slices of air-dried British pork; Classic, Spicy, Wild Fennel and Thornbridge Jaipur pairing Snackalamis.

Indeed, it's the brand's Snacking Cheese that is driving its jump in sales – and no wonder. Its unique combination of punchy, rich cheese flavour and light crunch is truly addictive, and with the addition of indulgent truffle, sweet caramelised onion and aromatic rosemary the four-strong range truly is a snacking force to be reckoned with.

With their high meat or cheese content, perhaps unsurprisingly many of the products in the Serious Pig range are high in protein – but functionality is not a key message for the team. "First and foremost it's about people indulging themselves," says George. Serious Pig's new slogan on their packaging pushes consumers to 'Treat yourself seriously', and this is the key to their mission. "We want our customers to take a little moment to enjoy and savour something really good, while being convenient and not too expensive."

Naturally for a product borne out of a conversation held in a pub, each of the products work brilliantly as partners for drinks – in fact, Serious Pig has worked alongside craft breweries to create hampers and exclusive products, and this year's Father's Day (a traditionally strong period for beer sales) was up there with Christmas in terms of strong sales. Therefore, it pays to think beyond the conventional snacking aisle when considering where to position Serious Pig products – give them a go in your drinks section, too.

> "We want our customers to take a little moment to enjoy and savour something really good, while being convenient and not too expensive"

ON THE GO

There's no stopping for a siesta in the UK. Brits are known for their workaholic nature, which often leads to missed meals – particularly breakfast and lunch. Around 15% of adults say they skip breakfast on a regular basis because it doesn't fit into their schedule, while the average lunch break is now 33 minutes. It's clear there is a need for products that can easily be slotted into these eating occasions. However, shoppers are being more cautious, eschewing pre-packed sandwich deals in favour of lighter, more nutritious options



BREAKFAST, BRUNCH AND LUNCH

Make it easy for your shoppers. They want products that will fill them up, provide key nutrients (like fibre or protein), and that don't leave them facing huge sugar spikes later in the day. Low sugar porridge pots, snacking hummus pots, and even that old favourite, cheese, are all great options.



CHICP HUMMUS AND BREADSTICKS SNACK POT

A perfectly portioned, nutritious on-the-go snacking option, combining crunchy breadsticks and a delicious hummus dip.

chicp.co.uk

BUTLERS FARMHOUSE CHEESES PERFECT BRITISH CHEESEBOARD

Keenly priced, and with just enough cheese for one hungry person, or two to share, this collection includes 18-month aged Sunday Best, Button Mill and Blacksticks Original.

butlerscheeses.co.uk





RISE BANANA & PEANUT BUTTER POTS

Filling sugar-free, gluten-free blitzed porridge pots, ready to eat. This one mixes together the taste of ripe banana and peanut butter.

riseporridge.com

THE **GLOBAL** MARKET FOR **HUMMUS** IS PREDICTED TO **GROW** FROM **$4.21 BILLION** IN **2024** TO **$10.05 BILLION** IN **2032**. FORTUNE BUSINESS INSIGHTS SAYS THIS IS DUE TO THE INCREASING **FAMILIARITY** OF THE PRODUCT, AND ITS POSITIONING AS A **HEALTHIER**, MORE **NUTRITIOUS** SNACKING **OPTION**

FORTUNE BUSINESS INSIGHTS

YOGHURTS

Yoghurt is a regular basket filler, but consumers are putting greater stock in label reading. They want yoghurts that feed their good gut bacteria, are high in protein, and low in sugar. Flavours trending at the moment include citrussy profiles, tropical fruits and berries.



BIO&ME MANGO

There are 18 different live and active cultures, totalling more than 60 billion cultures per pot of Bio&Me, with this one bringing a taste of the Caribbean to the table.

bioandme.co.uk

ANN FORSHAW'S LUXURY YOGURT STRAWBERRY & RHUBARB

From cow to jar in 24 hours. These eye-catching yoghurts fit very nicely into speciality settings. This one has a pool of strawberry and rhubarb compete at the bottom.

alstondairy.co.uk





THE COLLECTIVE GOURMET PASSION FRUIT

Billed as being 'for grown-ups', The Collective's version layers thick, luxurious, creamy yoghurt with tart, zingy, crunchy passion fruit compote.

thecollectivedairy.com

PRODUCER SPOTLIGHT

BUCKNBIRD

Consumers are demanding bigger bolder flavours which pack a punch. With taste being the biggest consumer desire across all snack categories there is no compromise when it comes to the award-winning salami crisps from Bucknbird. Salami, the original high energy food, has been modernised to create delicious air-dried salami crisps for on-the-go. Multi awarded Bucknbird come in three flavours (Chili, Original and Wild Herb), and are gluten-free, packed with 38g of protein per 100g and the leading meat snack product in most stockists.

howsit@bucknbird.com



RISING PRICES ARE DRIVING **STRONG** VALUE **GROWTH** FOR THE UK **YOGHURT** MARKET, WHICH WAS **ESTIMATED** TO HAVE HIT OVER **£2,500 MILLION** IN **2023**

MINTEL



BARS

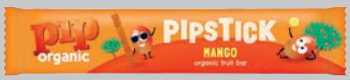
Sometimes, when time is really tight, there is no other option on the go than a cereal or fruit bar. Compact, lightweight and bursting with energy, they slip neatly into lunch boxes, handbags, gym bags and coat pockets. As with most snacks this year, choosing products in this category that are not heavily processed, contain less sugar, and boost fibre or protein, will put you in shoppers' good books.

RAW MY GOD PREBIOTIC

This raw bar is crafted from prebiotic natural coconut and almond and is free from sugar, gluten and unnecessary additives.

rawmygod.com





PIP ORGANIC PINEAPPLE & MANGO PIPSTICK

Real fruits are cut, dried and mashed into these 100% fruit bars with nothing added. They are full of fibre for slower energy release, and count as one of your five a day.

piporganic.com

VELOFORTE ORANGE & CACAO

A satisfying chocolate and orange-flavoured bar, filled with crunchy toasted seeds, fruit and whole foods. The bars are vegan, all-natural, and contain no added sugar.

veloforte.com



THE **69%** OF **CONSUMERS** WHO ENJOY **SAVOURY** BISCUITS TEND TO **EAT** THEM **EVERY** DAY

MINTEL



BAKED TO PERFECTION

Deliciously homemade-tasting and finished by hand, Bramble Foods' Individual Flapjacks are destined for strong sales

For Leicestershire-based Bramble Foods, a passion to provide the very best bakery products to discerning retailers is at the heart of what they do. The family-run business, established in 2008, has become a go-to stockist of quality ambient products for independent retailers.

At the team's Market Harborough facility, master bakers create the business's cakes, traybakes and flapjacks in small batches with a focus on flavour. Made using only the finest ingredients, all of Bramble Foods' baked goods are finished by hand for optimum quality assurance.

"Bramble Foods ticks all the boxes with a comprehensive range of oven-based flapjacks in best-selling flavours, individually wrapped in convenient single portions," explains Mark Hilton, creative manager. It's not for nothing that the team's Individual Flapjacks are strong sellers across the board. "Bramble's single portion flapjacks are oven-baked for a homemade taste, and specifically tailored to take full advantage of current shopper habits."

With on-the-go indulgence an ever-growing part of indie retailers' arsenals, the Bramble Foods line of Individual Flapjacks is the ideal choice. "They are the perfect pick-up line at the perfect price point," says Mark, "and available in a comprehensive range of ever-popular flavours: Classic Oat, Strawberry Jam, Cherry & Sultana, Salted Caramel, Cherry Bakewell, Chocolate Chip, Chocolate Topped, Choc Topped Salted Caramel, and new to the range is Caramelised Biscuit Topped."

The team at Bramble Foods have carefully considered every aspect of the products they sell to guarantee sales success. "As with all Bramble products, we pride ourselves on the eye-catching and original packaging," says Mark. "This product looks great on the shelf, pitched perfectly for the independent retailer. It goes without saying that these flapjacks are not available in the majors or discount stores."

With a delicious range of flavours, a competitive price point and shelf appeal, Bramble Foods' Individual Flapjack range ticks all the boxes for discerning retailers and their customers.



> "Made using only the finest ingredients, all of Bramble Foods' baked goods are finished by hand for optimum quality assurance"



THE TASTE OF MULL

Family collaboration is at the heart of some of the cheese biscuit category's most popular recent launches

While provenance is a key selling point for the fine food sector, few foodie collaborations can claim such proximity as the two businesses involved in the creation of Island Bakery Isle of Mull Cheese Biscuits. "They are a real family affair," explains Dawn Reade, who co-founded the business with her husband Joe in 1994 and started producing biscuits in 2001. "With Joe's brothers Brendan & Garth running Isle of Mull Cheese on the family farm just over the field from the bakery, making a cheese biscuit was a long overdue development.



"The cows graze in fields next to our bakery, amid the aroma of baking biscuits," continues Dawn, "and the sustainable energy that powers our bakery also powers the farm where the cheese is made."

The range is three-strong and includes a Traditional cheese biscuit, a Harissa & Cumin variety, and an Onion & Thyme option. "The spicy Harissa & Cumin biscuit is our office favourite with its touch of heat and complexity of flavour," says Dawn. The entire range has gone down well with the wider industry, too. "The range was awarded the Scotland Food And Drink Excellence Awards Bakery Product of the Year, and the Highlands & Islands Food & Drink Best Retail Product," she says. "The Traditional ones have been awarded a 2-star Great Taste Award."



The biscuits' versatility is a real selling point. "They are very versatile biscuits to have on standby. Perfect to open and serve with a glass of wine to provide a savoury nibble for guests. You could even warm them for a few minutes in the oven to deepen the cheese flavour and crisp them up slightly. Add them to a cheeseboard or you could even use them as a base for canapés where you are only limited by your imagination."

Truly delicious and versatile with Grade A sustainability credentials, Island Bakery's Isle of Mull Cheese Biscuits are a smart choice for the discerning retailer.

> "Few foodie collaborations can claim such proximity as the two businesses involved in the creation of Island Bakery Isle of Mull Cheese Biscuits"





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APERITIVO TIME

Maximise the appetite for Italian-style eating with Just Gourmet Foods' range of authentic artisanal snacks, introduced by CEO and founder Gianfranco Perri

Snacks are an important part of the Just Gourmet Foods range, and we only work with artisanal brands which are made using traditional recipes and methods, familiar to Italian food culture for centuries.

Taralli, grissini, flatbreads, biovette, focaccia, and friselle are all savoury snacks used as vehicles to enhance charcuterie and cheese boards or to bring a salty, crunchy contrast to salads and soups. They ensure that, when combined with an alcoholic drink, that it slows down the moment and makes the experience a generally more rounded social interaction – as far away from passing around a bag of crisps at the pub as you can get! Snacking in Italy can be elevated to an art form, and we see this more and more as images of beautiful sharing platters adorn social media, inspired by the Italian aperitivo style.

New to the Just Gourmet Foods range this year are bruschetta and friselle from Terre dei Trulli. Friselle are like a crunchy, half bagel shape which can be laden with all manner of toppings, particularly popular in the summertime in Italy. Bruschette are equally versatile and can be enjoyed in any possible way with endless combinations, all year-round. Friselle, are very typical in the south of Italy and, in the summer, they are served as follows: placed quickly under water for a few seconds, only on the rough side, then drizzled with extra virgin olive oil and rubbed with fresh garlic, then add a sprinkling of salt. Let it rest for a while, so that the frisella softens. Chop fresh tomatoes, add salt, plenty of oregano, and place on the frisella, drizzle with extra virgin olive oil. You can also add cheese; a soft mozzarella is great, or some fresh ricotta! They are hard in consistency at first, but once softened with water and oil, they become soft on the top while maintaining a hard shell to carry the toppings. They are a great lunch option on hot days, as an appetizer, and every family will have their favourite way to eat them.



> "What may be considered a 'snack' in the UK, in Italy, is more defined by its ability to enhance the experience of something else, to elevate a moment with complementary flavours and textures and to add a roundness to the social experience which is so intrinsic to Italian food culture"



A NOD TO NUTRITION

Adaptogenic. Functional. High in protein. Low in fat, sugar and salt. Gut-friendly. Consumers really are watching what they eat. And brands are joining them on their journey, with snacking and drinks companies making the potential health claims of their products stand out loud and proud on packaging. Of most significant importance to shoppers, according to analysts, is how natural their food is, with a definite steering away from ultra-processed foods and towards cleaner labels with fewer ingredients



FRUIT SNACKS

Natural fruit 'leathers', fruit nibbles and fruit bars are moving out of the purely health food sector and into the mainstream, especially as many of these products meet HFSS guidelines and can safely be placed in the 'grab and go' sections of stores that must adhere to the rules. Packed with fibre and often with added vitamins and minerals, they are finding their place in lunchboxes and gym bags.



THE DORMEN PINEAPPLE FRUIT SNACKS

Scrumptious, zingy, tart, sweet little treats made with 100% fruit, and no added sugar and no sulphites. Crisped rice adds a crunch. Each pack is one of your five a day.

thedormenfoodcompany.com

SOUL FRUIT DRAGON FRUIT CRUNCHY CHIPS

Fruit crisps can err on the chewy side. Not these. Made from 100% dragon fruit, each slice has the perfect snap and a bag counts towards one of your five a day.

soulfruit.co.uk





NEW FOREST FRUIT STRAWBERRY SNACKS

Hampshire-grown strawberries, freeze dried to crispy perfection. Nothing more, nothing less. These taste of summer and are lovely to garnish drinks, as well as to nibble straight from the bag.

newforestfruitsnacks.com



"We expect to see more HFSS-compliant products hitting the shelves," says Vanessa Richardson of SNACMA (Snack, Nut and Crisp Manufacturers' Association). "Consumers are keen to see healthier products without compromising on flavour." This move is already being reflected in developments at large conglomerates such as PepsiCo, which has an ambition for 50% of its sales to be from HFSS-friendly products under 100 calories per portion by 2025. "Last year it was reported that major brands selling HFSS-compliant products saw an average increase of sales of 27% across British supermarkets," Vanessa adds, saying nutrition is becoming more of a concern as shoppers look for more 'positive' snacking options such as those high in fibre and minerals, or abundant with nuts and seeds. "Some brands are investing in alternatives to potato and wheat such as Taylor's Lentil Waves and Burt's Lentil Chips."

HFSS COMPLIANT

To meet government guidelines, HFSS compliant products must adhere to low fat, sugar and salt criteria. HFSS has driven huge change in the snacking industry, with new products being introduced on a regular basis, making it an exciting space to keep an eye on. Consumers are engaging with, and trying, snacks that they feel will help them remove excess HFSS from their diets.



MARIGOLD POPCORN PLUS
This fibre-rich vegan popcorn is seasoned with Marigold's Engevita Nutritional Yeast for a cheesy taste. It's high in Vitamin B12 and Vitamin D and is just 94 calories per bag.
marigoldhealthfoods.co.uk

WAVY WONDERS SEAWEED & SEED SNACKS – WILD GARLIC & YOGHURT
A Nordic-style snack, combining nutritious seaweed and seeds with a unique seasoning. Each pack contains nearly 6g of fibre and 4.7g protein.
wavy-wonders.com





PEP & LEKKER BAKED SEED SNACK BITES – ROSEMARY
Gut-friendly, lightly baked, fibre and protein-packed bites with no added sugar. These snacks are also free of the top 14 allergens.
pepandlekker.com

PRODUCER SPOTLIGHT

GOOD GUYS BAKEHOUSE



Snackable biscuits brand, Good Guys Bakehouse, does not do things by halves. With savoury biscuits ripe for rejuvenation, the brand is redefining the category, filling a gap in the market for healthier, snackable savoury biscuits that taste great too. Since launching in 2023, Good Guys Cheddar Biscuit Melts (which are baked with more cheese than the leading cheese biscuit brand but with only 5 calories per biscuit) has become one of the strongest brand launches in savoury biscuits for years, attracting younger, healthier shoppers in the process.
goodguysbakehouse.co.uk

SUGAR CONTENT IS THE **MOST** SOUGHT-AFTER **INFORMATION CONSUMERS** ARE **LOOKING** FOR **ON-PACK**

FMCG GURUS



HEALTHY SNACKING WILL BE LED BY DEHYDRATED **FRUIT** AND **VEG**, **LEGUMES** AND INDIAN **FLAVOURS** OR **SPICING**

JENNIFER EARLE, FOOD INNOVATION CONSULTANT

PROTEIN

Consumers are seeking out high quality protein – be that in the shape of pulse-packed snacks or meals, meat snacks, or even collagen products. Protein is especially a buzzword amongst sporty folk looking to replenish and promote muscle growth, and peri-menopausal and menopausal women who want to replace collagen lost due to hormonal changes. Cereal bar-type meal replacement snacks aren't really cutting it anymore, with a preference for natural, less processed ways to meet protein requirements.



THE MAD BUTCHER CHILLI PORK
Gourmet, high protein salami snacks, with 170g of pork per 100g of product. Seasoned with chilli, paprika and pepper.
shop.madbutcher.co.uk

BUCK N BIRD SALAMI CRISPS
Suitable for keto and gluten-free diets, these delicious, air-dried high protein salami crisps contain 246g of premium salami per 100g.
bucknbird.com





OLIVES ET AL LAPSNACK HABAS PICANTE
High protein roasted broad beans, in an addictively spicy crunchy coating. Perfect for nibbling with a glass of wine.
olivesetal.co.uk

SWEET SUCCESS

Delicious, nutritious and award-winning; Biladi's tahini spreads are perfectly placed to tempt discerning consumers' tastebuds

It's no secret that the consumer appetite for Lebanese food is growing, and with it comes a wider appreciation of one of its stand-out stars: tahini. A paste made with sesame seeds, it's a deceptively simple staple in 2024 and, as with many fine food products, quality is key to boosting the enjoyment levels of the end consumer.

Thankfully, Biladi Foods is on hand with its supreme quality spreads, which sit in its range alongside Spicy and Regular Za'atar and Olive Oil sauces. There are four products in Biladi's tahini range: Lebanese Tahini Paste in a 300g jar, Chocolate Tahini, Carob Tahini and Grape Tahini, each of which use sesame seeds sourced from the Al Qadarif region of Sudan which is famed for growing the most flavoursome sesame seeds.

Key to the Biladi mission is educating both consumers and retailers about the uses and nutritional benefits of its tahini. Keen foodies will relish Biladi's Instagram page, which is packed with recipe ideas to tempt the tastebuds of discerning consumers – and inspire retailers to display the products in inventive ways. Smothered on toast, swirled into porridge, served alongside fruit, used as a key ingredient in cakes, pancakes and other bakes, or simply spooned from the jar, these sweet spreads are a boon for food lovers and the retailers they shop with.

They're packed with nutritional benefits, too. Naturally low in fat and high in fibre, calcium, protein and antioxidants, they are free from gluten and lactose while being rich in vitamins B and E, magnesium and iron.

Biladi's passionate attention to detail was quickly recognised, as within a few months of launching into the UK's speciality food scene all four products in the range had Great Taste stars to their name, with the Carob and Grape Tahinis each boasting three stars.

With their health credentials, versatility and award-winning flavours, Biladi's sweet tahini spreads offer a delicious taste of the future.











TASTE THE BEST

Tuk In Foods, is combining superfoods and Indian street food to deliver the most delicious and nutritious Bombay Mix snack

If you think conventional Bombay mix can't be bettered, it's time to discover Tuk In Foods – producer of the ultimate Indian cuisine, including the UK fine food market's best Bombay Mix yet.

The Tuk In range includes the award-winning curry in a naan, samosas, thali ready meals and meal pots, all ideal for enjoying on the go, or an evening in. Their latest launch is perfect for the independent retailers' snacking arsenal, a Superfood Bombay Mix, available in three delicious varieties: Mango Chutney, Red Chilli and Lime Pickle.

"It was important for us to bring a restaurant quality proposition to market, and to premiumise a product that, up until now, has been lacking nutritional value," begins Paul Grigg, sales director at Tuk In Foods.

These snacks are fine food standouts for good reason; not only are all the ingredients included in the flavoursome mix carefully sourced, but they ensure a unique taste, too. Take the Mango Chutney variant for example; as well as combining the classic spiced nuts, seeds and sev, they contain real pieces of dried mango for an extra – and innovative – burst of flavour, as well as whole almonds, cashews, pumpkin and chia seeds. Meanwhile, the Red Chilli contains goji berries and cranberries for a superfood hit, and the Lime Pickle includes real lime and coconut in the mix.

Every product in the range contains over 12 active ingredients instead of the conventional three or four and are brought to life with the ultimate and thoroughly authentic spice blend inspired by the owner's family history of adventures across India. The chefs at Tuk In have been careful to create a snack which aligns with the changing trends of today's shopper who seek out more world foods and flavour fusions to inspire their senses.

"Due to the cooking method used, these snacks are naturally healthier and lower in fat than bulk-made mixes – and avoid the oil-heavy flavour so often experienced in a standard Bombay Mix," Paul explains.

Healthy, flavour-packed and carefully crafted; it's no wonder Tuk In Foods' Bombay Mix is taking the foodie world by storm.





THE POWER OF 'NEW'

It's been clear to see, in the last 12 months, the impact that a new, younger demographic of shoppers has had on food and drink retail. Food content on social media is thought to be the lead proponent for change, with the hashtag TikTokFood attracting an incredible 43 billion views in 2021 – a figure that has been climbing steadily since. Through platforms such as TikTok and Instagram, Millennials, Gen-Z and Gen Alpha are having their eyes opened to more food cultures and cuisines than ever before, and are hunting out instant gratification in the form of snacks



ALT CRISPS

There was a time when three options existed for crisps: potato, reformed potato, and vegetable. Fast forward to today, and the category overflows with innovation, from new takes on vegetable snacks to bang-on-trend flavours that hit the mark with younger snack seekers. It's not just the younger demographic that's on the hunt for alternatives, though. There's a whole swathe of shoppers who are thinking more keenly about their health and the impact their diet has on, particularly, their gut. Fibre-packed (often lower fat) vegetable crisps are definitely on their radar.



DARE VEGGIE CRISPS SEA SALT
Popped, not fried, these crisps are packed with the goodness of real vegetables, including yellow and green peas, tomatoes and carrots.
darefoods.com

NUDIE CAULIFLOWER CRISPS – KATSU CURRY
Fresh cauliflower from Scottish farms is harvested and transformed into these light, award-winning snacks, seasoned with one of the rising stars in flavour right now.
nudiesnacks.co.uk





REAL NATURALS SHIITAKE MUSHROOM CHIPS – SEA SALT
These crunchy chips are made purely from real shiitake mushrooms. As well as being gluten-free and vegan, they contain only 100 calories per bag.
diversefinefood.co.uk

WHAT IS SWICY?

'Swicy' is THE flavour profile of 2024. Brands across the speciality food and drink sector are leveraging the popularity of hot honey (which attracted an enormous amount of attention last year) and bringing that irresistible combination of sweet, savoury and spicy together across multiple categories – but especially snacks.

Chef Nina Matsunaga put the trend down to British consumers' appetite for exploring hotter tastes.

She admits "getting used to spice is still quite hard", but says this new trend counters that, bringing a level of balance and making chilli-infused products more "broadly palatable".

Flavours delivering the most gratification for swicy fans include Thai sweet chilli, any seasonings bringing meat and chilli together, Korean gochujang and Korean barbecue.

SWICY

The rising star of 'swicy' as a flavouring is undeniable. It is everywhere, and inspired largely by the popularisation of Asian street food that's captured imaginations in the West in the last few years. 'Swicy', though, isn't limited to Asian influences. It spans many cuisines, from Middle Eastern and American via Indian. If there's one flavour profile you need to have on your radar in 2024, this is it.



TUK IN BOMBAY MIX – MANGO CHUTNEY

A cross between trail mix and Bombay mix, this sweetly spicy snack offers a different taste and texture in every bite, from chutney-flavoured mango pieces to nuts, crunchy sev and dried pulses.

tukinfoods.com

SUMA CHILLI & HONEY PEANUTS

A swicy match made in heaven. Caramelised peanuts, with a lip-smacking chilli and honey seasoning that will have you reaching into the bowl for more.

suma.coop





BOUNDLESS CHIPOTLE & LIME CHIPS

These snacks straddle three current trends – gut-friendly, Mexican and swicy. They are the first chip to be made with activated sorghum, and are high in fibre and flavour, bringing a burst of sweet lime to smoky chipotle.

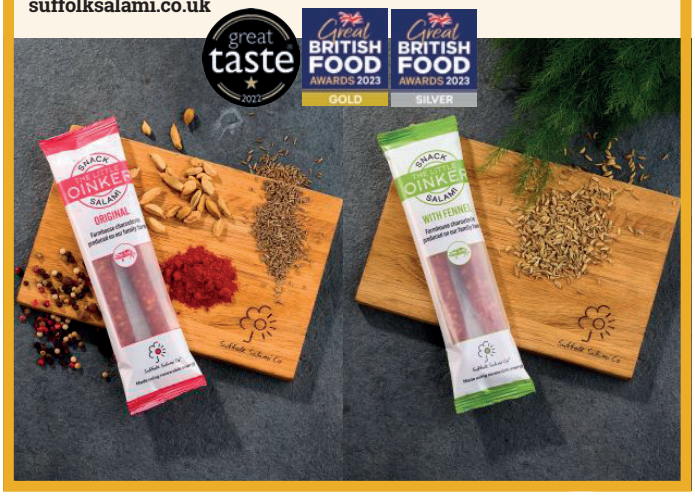
weareboundless.co.uk

PRODUCER SPOTLIGHT

SUFFOLK SALAMI CO

Introducing Suffolk Salami Co latest snacking salami, the multi-award winning Little Oinker. This perfect 50g bitesize addition comes in two flavours: Original and Fennel. Made on the family farm using outdoor-bred, high welfare Suffolk pork, these snacking salamis are ready to be enjoyed on-the-go or make an excellent accompaniment to your charcuterie board or picnic. The Little Oinker is gluten and dairy-free. It is also ambient stable making it an excellent ready-to-eat snacking choice.

suffolksalami.co.uk



SUSTAINABILITY IS THE **TREND** TO **WATCH** IN SNACKS, AND REMAINS AT THE **TOP** OF THE **AGENDA** FOR **BRANDS**

FEDERICO DELLAFIORE, IFE





28% OF **CONSUMERS** ARE **NIBBLING** BETWEEN SET **MEALTIMES** MORE **FREQUENTLY**

FMCG GURUS

SUSTAINABLE

Where ingredients are sourced, how much plastic is used in packaging, whether packaging is recyclable or compostable, and overall brand impact on the planet. All these things matter to today's shopper. Consumers are showing they really care about sustainability and the health of the planet, and brands are taking notice, with a real drive towards being recognised, for example, as a B Corp. A lot of change is happening, especially in packaging, with serious innovation throughout snacking, as businesses take on board the fact that it's not just what's inside the wrapper that counts.



ONE GOOD THING CHERRY BAKEWELL

The world's first wrapper-free snack and protein bars. Each one is coated in a light layer of beeswax for protection. The low sugar, oat-based bars are proving especially popular with cyclists and runners for their portability.

weareogt.com

TWO FARMERS WOODLAND MUSHROOM & WILD GARLIC CRISPS

It took four years to develop the completely home compostable, plastic-free packets for these delicious crisps, made with the farm's own potatoes.

twofarmers.co.uk





FLOWER & WHITE CHOCOLATE CRUNCH MERINGUE BAR

Despite being under 100 calories, there's no compromise on the flavour of these bars, made with sustainable chocolate, and packaged in FSC accredited, recyclable wrappers.

flowerandwhite.co.uk

SOMETHING SWEET

Despite the ongoing pinch on their cost of living, British consumers are continuing treat themselves. They're just going about it in a different way. Rather than splurging on shopping sprees or dining out, today's shopper is looking for meaningful, delicious 'me moments' to enjoy at home, whether alone, or with friends or family. Sweet snacks play perfectly into their plans, and brands are helping to make these moments as accessible as possible, with an increase in miniature, single serve products, and sharing bags. Biscuits, particularly, are enjoying strong sales, especially those in traditional flavours that remind consumers of diving into the familial biscuit tin and putting a brew on



CHOCOLATE

The mini chocolate bar really does feel like a treat. Portioned to perfectly satisfy the cravings of one cocoa lover, they are a format that has come on leaps and bounds in the last 12 months, especially as producers look to reduce the calorie count of their bars to fit in with HFSS regulations. Shoppers are happy to spend a bit more here for quality, so it's worth investing in excellent bean-to-bar chocolate. Look out too for recyclable or compostable packaging, which is increasingly being used in this sector.



COX & CO MISO & CARAMEL
The finest single origin Colombian 47% cocoa is blended into this oak milk chocolate bar, flavoured with white miso and natural caramel. In plant-based home compostable packaging.
coxandcocacao.com

BOOJA BOOJA CHOCOLATE WONDERS – RASPBERRY SCRUNCH
A brand-new release from the award-winning vegan chocolatiers. Scrummy little truffle gluten-free morsels, in a resealable, recyclable sharing bag.
boojabooja.com





GNAW STICKY TOFFEE PUDDING
Part of a new range of individually sized bars. This one blends the maker's milk chocolate with dates and crunchy caramel pieces. In a 100% home compostable wrapper.
gnawchocolate.co.uk



"When you're stocking chocolate you have to become a 'bean geek'. You need to know where the beans are from, who is growing them, what's happening in the chain. Then you can pass all that information onto the consumer so they can make an informed choice. Good makers should be able to, and should want to, tell you about their chocolate. A positive thing at the moment is that people are focusing more on taste, and that's what sets the sector apart"

KATHYRN LAVERACK, CHOCOLATE EXPERT

COATED FRUIT & NUTS

Chocolate or yoghurt-covered fruit, nuts and even seeds are big business, with insiders predicting this as an area of expected growth. Why? Dried fruit and nuts fit into consumers' desire for whole, natural foods that are more healthful...with a coating of chocolate adding the indulgence factor.





FOREST FEAST PEANUT BUTTER & MILK CHOCOLATE DATES

Plump, squidgy Deglat Nour dates perfectly matched with peanut butter, and dipped generously in rich milk chocolate.

forestfeast.com

CAMBROOK SALTED CARAMEL DARK CHOCOLATE HAZELNUTS

Seriously addictive, praline-flavoured nibbles. Hazelnuts are tossed in Cambrook's Italian caramelising pans, then smothered in smooth dark chocolate.

cambrookfoods.co.uk





TRUFRU NATURE'S RASPBERRIES

A cool treat. Fresh raspberries are picked when ripe, flash frozen, and coated in tempered white and dark chocolate. Only 90 calories per serving.

trufru.com

"**PEOPLE** BUY OUR **PRODUCTS** BECAUSE THEY **REMIND** THEM OF GOING TO THEIR **GRANDMA'S** HOUSE AND HAVING TEA AND A **NICE** TREAT. WE FIND **NOSTALGIC** THEMED PRODUCTS DO REALLY **WELL** FOR US"

DEBBIE HAMMONDS, FARMHOUSE BISCUITS



BISCUITS

Biscuits are a perennial favourite in most households. Available at a wide range of price points, they are easily accessible. But that means speciality retailers need to work a bit harder to ensure what they stock sticks out in a large crowd. Shoppers are massively tapped into nostalgia right now, so classic flavours will always sell. Sustainable packaging is another consideration. As is stocking biscuits that use real ingredients, such as pure butter.

SWEET F.A.

Organic, gluten-free biscuits that don't compromise on taste or texture – in fact, most tasters can't tell they contain no gluten.

islandbakery.scot





RENDLES STRAWBERRY & CREAM VIENNESE BISCUITS

All-butter biscuits, with pieces of strawberry and white chocolate chips. Indulgent, and wonderful as part of a summer dessert spread.

loverendles.com

FARMHOUSE BISCUITS OAT FLIPS

The brand's bestseller. These crumbly, sweet, wholesome-tasting biscuits are lighter than appearances would suggest, and are wonderful with a strong cup of tea as an afternoon treat.

farmhouse-biscuits.co.uk



fairfields farm™



OUR DELICIOUS THICK-CUT CRUNCHY POTATO CRISPS ARE HANDCOOKED AND SEASONED AT OUR FARM USING POTATOES WE GROW OURSELVES

NOT SOLD IN MAJOR SUPERMARKETS

GLUTEN FREE

VEGAN FRIENDLY

GET IN TOUCH TO FIND OUT MORE: SALES@FAIRFIELDSFARMCRISPS.CO.UK