NEW PRODUCTS, LATEST TRENDS, THE SNACKS TO STOCK

2019

SNACK BUYER

MAGAZINE

From the publishers of SPECIALITY FOOD



RETAIL

CANDICE FONSECA, DELIFONSECA: MESSAGING IS KEY P.14



TRENDS

CHRIS GREEN, YOUNG FOODIES: INSPIRATION FROM AROUND THE WORLD P.28



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WELCOME TO SNACK BUYER



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

As ever, this has been an exciting publication to create – life in the fine food and drink industry is never boring, but it seems as though the snacking sector is keeping everyone on their toes like never before.

The snacking industry is full of innovation, and with the consumer becoming increasingly demanding brands are evolving their offering in a truly exciting way. There are companies new and established espousing valuable sustainable credentials (see page 20); brands launching with a mission to offer the UK shopper something entirely new and delicious (find out more on page 8); and products coming into the market claiming health benefits galore (as you'll discover on page 24).

Within these pages you'll find insight and opinion on this higher end of the snack industry, including what today's shopper is really looking for from their to-go food choices (and what they're hoping to avoid), and which products are really seeing growth in the UK. We learn about international influences on page 28, and classics with a twist on page 14.

We're also highlighting some of the products we believe are really worth space on your shelves. Dotted throughout you'll find snacks we think your customers will love, from classic crisps with provenance to ethical credentials to trending CBD-infused bars for an on-the-go wellness boost and tasty 'I can't believe they're vegan' treats.

I hope you enjoy.

Holly

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WHAT'S NEW IN SNACKING?

The trends for healthy eating, veganism and a demand for free-from products have inspired change across the snacking sector

The UK food and drink industry has seen a wave of innovation in the last few years, with the snacking sector being no exception. When it comes to UK eating habits, 'healthy eating' has been a key focus, bringing a plethora of new and innovative products to the snacking arena. According to research by Elena Moskvina, senior analyst at Vimes Consulting, the media has played a big part in shifting the public's perception of what 'good food' is, with the Vimes Consulting *2019 UK Market Healthy Snacks Report* stating that Instagram and YouTube are some of the most influential channels among younger consumers, with tastes and preferences changing at record pace.

Mintel's Consumer Snacking UK May 2019 report states that brands are tapping into the trend for healthier eating in snacking, with vegetables becoming more prominent throughout and plant protein including lentils, chickpeas, peas and various beans being harnessed, with brands such as Spare Snacks and Clearspring doing just that.

According to the same report from Mintel, the share of snack launches making a sugar-related claim has nearly doubled over 2014-18, rising from 4.3% to 7.9%, with no added sugar being the most common such claim, this being the easiest to make under EFSA regulations. This shows the impact that healthier eating is having as companies are becoming more transparent about the use of sugar in their products.

The increase in consumer demand for vegan-friendly products as well has in part been pushed by huge campaigns such as Veganuary across the press and social media, and according to the Veganuary website, in 2018 the campaign grew by 183%, with 168,542 signing up to take part. The influence of this movement is monumental, with launches promoting their vegan credentials popping up left, right and centre. The free-from categories have also seen huge growth in the UK, with the number of people dealing from intolerances or changing their diets increasing – Elena at Vimes Consulting notes that the free-from food market was estimated at £837 million in 2018, with growth of 133% over the past five years. It's exciting to see the innovation that is occurring in the industry – long may it continue.

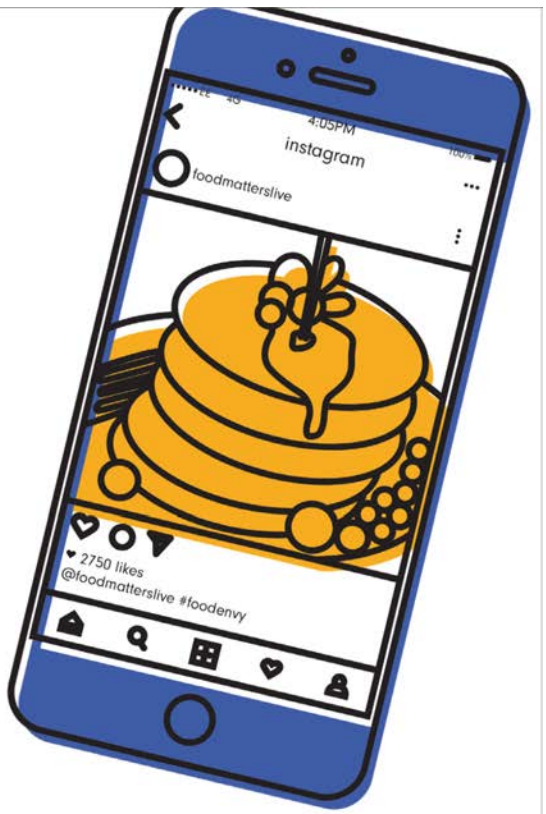
66% OF **SNACKERS** EAT BETWEEN **MEALS** AT LEAST **ONCE** A DAY, DEMONSTRATING HOW **INGRAINED** SNACKS ARE IN BRITS' **DIETS**. TIME-POOR MODERN **LIFESTYLES** ARE ONE FACTOR **FUELLING** OUR **RELIANCE** ON SNACKS

SOURCE: MINTEL CONSUMER SNACKING UK MAY 2019 REPORT

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MAKE ROOM FOR PREMIUM SNACKS

Katy Hamblin, marketing manager of Pipers Crisps, explains why retailers need to focus on premium snacks, and should insist on a brand with strong shelf presence

Consumer usage and attitudes

Evermore sophisticated consumer tastes have forced retailers to premiumise their snack offerings, to include those with more sophisticated flavours and superior provenance. This premiumisation of snacks is the reason behind the huge sales growth in this category.

Sales trends

Premium crisps are one of the best-performing types of snack at present, having almost doubled their penetration in the on-trade in less than five years. They also represent a significant advantage over 'standard' and 'value' crisps in terms of their rate of sale and price/margin. Premium crisps command around a 30% price premium over quality mainstream products [CGA Trading Index figures].

These figures send a clear message to wholesalers and retailers: premium crisps offer a great opportunity to grow sales and increase margin by meeting the consumer demand for greater sophistication and food provenance. Premium crisps are the perfect snack for more discerning customers who don't mind paying for high quality, great-tasting products.

Best-selling products

Lye Cross Cheddar and Onion and Burrow Hill Cider Vinegar and Sea Salt continue to be our best-selling crisps. However, offering breadth of range can bring new consumers into the category. The gin-drinking revolution is currently riding the crest of a wave based on exciting new premium blends. Pipers' Wild Thyme & Rosemary crisps work really well when paired with some of these more exotically-flavoured gins. And, increasingly, sharing bags are popular as consumers make the most of a big night in or occasion-led dining.

It's also a good idea to recognise the increasing importance of healthier eating and the fact that growing numbers of people are choosing to follow a gluten-free diet, either because they are gluten intolerant or they suffer from coeliac disease. All Pipers Crisps are gluten-free, wheat-free and barley-free products. 90% of our products are also suitable for vegetarians and 70% for vegans, including the two newest crisp flavours: Jalapeño & Dill & Arreton Tomato.

Revisiting old favourites

Pipers' latest flavour development work has concentrated on the much-loved tomato flavour. Our Arreton Tomato represents a unique and delicious flavour fusion using tomatoes from the Isle of Wight; this replaces our previous Wissington flavour. The fruit used in this product benefits from some of the longest sunshine hours in the UK, giving them a true sweetness. Like all Pipers Crisps, Arreton Tomato is a strong, 'grown-up' flavour; it's the perfect accompaniment for an ice-cold bottled lager this summer.

Marketing support

Strong shelf-presence and impactful point of sale materials play a vital role in helping to drive snack sales, so look for a snack range with good on-shelf stand-out and a design that reinforces the brand's approach. Pipers is a two-time winner of the prestigious DBA Design Effectiveness Award, which recognises the effectiveness of packaging design in helping to win new customers. Pipers have recently undergone a significant packaging 'refresh' to keep themselves ahead of their competitors. The design development gives more emphasis and personality to the 'Piper' man, who is synonymous with the brand. This summer will see a new style point of sale rolled out across our customer base.

“Strong shelf-presence and impactful point of sale materials play a vital role in helping to drive snack sales, so look for a snack range with good on-shelf stand-out and a design that reinforces the brand's approach”



SUGAR & SPICE

Image on Food has been supplying artisan gingerbread biscuit brands for the last 30 years

Image on Food was founded in 1987 in Market Drayton, Shropshire, historically known as the home of gingerbread due to its celebrated links with ginger and the spice trade. Initially starting from a small, family-run bakery, the business has evolved into an established supplier of decorated gingerbread novelties and artisan gingerbread biscuits through its brands Original Biscuit Bakers and Billingtons Gingerbread.

Time to decorate

The Original Biscuit Bakers brand features a range of hand-decorated gingerbread biscuits for every occasion and season. The full range of decorated biscuits have always been a staple in the snack food industry as consumers look for an attractive, indulgent treat to enjoy as part of a balanced lifestyle. Alongside the most popular lines of decorative deluxe farm animals and unicorns, the Original Biscuit Bakers brand has also recently launched its miniature gingerbread men biscuits. A bite-sized delight, they are the perfect fit as a complementary snack, or treat, to accompany a wide range of different food and drink offerings within the food service industry.

> “The Billington’s Gingerbread brand is a celebrated, heritage gingerbread biscuit that has been crafted to a secret recipe since 1817”



Celebrated recipe

The Billington’s Gingerbread brand is a celebrated, heritage gingerbread biscuit that has been crafted to a secret recipe since 1817. With a blend of secret spices and a dash of rum, Billington’s Gingerbread is composed into crisp, gingerbread fingers that are perfect for dunking in a mid-morning coffee, afternoon tea or an after-dinner port. For 2019, following extensive customer requests, Billington’s Gingerbread launched as a two-finger snack pack to appeal to the on-the-go snacking market as an indulgent treat. These have already found a niche in the snack market for consumers looking for a high-end treat that is rich in local provenance.





FARM TO PACKET

Two Farmers crisps boast delicious flavours, proud provenance and coveted eco credentials

As farmers, Mark Green and Sean Mason knew they wanted to produce a crisp brand that celebrated local ingredients, that could be made on their own farm and would be sustainable. The biggest challenge was the packet itself, and this took three years of trial and error to get to a stage where they were happy to launch it late in 2018.

"We looked at boxes and tins before the fully compostable crisp packet materialised," explains Sean. "We now have the perfect solution – our packets are made of sustainably-grown eucalyptus wood fibres with vegetable ink printing, and will fully biodegrade in your home compost in under 26 weeks. A similar timeframe applies when the packets meet seawater. When we set out with these ideas in 2015, we had no idea that plastic usage would become such a hot topic."

Potato power

Mark is a potato farmer and Sean a potato merchant so they certainly know their spuds! They now fry up to 10 tonnes of potatoes each week with that number set to rise, as they are already expanding their production to meet the fast-growing demand for this eco-friendly brand. Frying this amount of crisps is power hungry but at Two Farmers nothing goes to waste and thanks to an on-farm anaerobic digester, farm and crop waste along with the potato scraps and peelings produce the electricity which powers the fryers and production unit. This puts them way ahead of their competition and keeps their carbon footprint to a minimum.

Keeping it local

Both Mark and Sean are proud Herefordians and very much part of the local community. One of their main aims is to source their ingredients as locally as possible to create flavours with a Herefordshire twist and to keep food miles low and support their community. This was easier in some cases than others. They sourced Hereford Hop cheese from nearby cheesemaker Charles Martell and made cider vinegar from local apples. However, they really struggled to find a local producer of salt. Having searched the UK, a serendipitous turn led them to find a new start-up, just like themselves, Churchfield's saltworks in nearby Droitwich, Worcestershire. Churchfields produce high-grade salt from natural brine springs and dry it using renewable energy. It was, of course, a perfect fit and the two brands now work closely together.

What next for the Two Farmers?

The brand has already earned a loyal following of crisp converts as well as a private visit from HRH Prince Charles and from BBC One's Countryfile team earlier this year. A string of awards have followed from a BBC Good Food Bursary in 2018, Farming Awards Winner, Rural Enterprise Awards Champion 2019 and most recent news that they are a West Midlands Rural Business Awards Finalist.

But the innovative pair are always looking at what they can do next. Mark comments, "We are hoping to clean the gas produced by our AD plant and run the crisp fryers from the energy, and would also like our distribution vehicles to be electric in the future. We can't wait to see our Two Farmers vans travelling around the countryside to our customers!"



WHAT'S IN THE RANGE?

The brand has four flavours currently with more in the offing later this year.



HEREFORD BULLSHOT
Gently seasoned with spices and the delicious flavour of Hereford Beef



SALT & TWO FARMERS CIDER VINEGAR
Lightly salted and flavoured with Two Farmers' own cider vinegar, made from apples grown in their Herefordshire orchards



LIGHTLY SALTED
Lightly seasoned with Droitwich Salt, which is harvested by hand from natural springs and crystallised using renewable energy



HEREFORD HOP CHEESE & ONION
Seasoned with Hereford Hop cheese, made by Charles Martell & Son, and onions that are grown on Two Farmers' Herefordshire farm

FOOD PAIRINGS

Snacks that pair well with drinks are taking that pub-like experience to new heights. Mintel research from 2018 revealed hat just under half of UK beer drinkers would like to see more information about matching food with beer.

Made for Drink creates fine bar snacks that pair with a certain drink, inspired by cultures around the world. A new enterprise from them is the joining of forces with Cornwall's Offshore Pilsner during this summer – with Made For Drink's delicate yet crunchy Hungarian Mangalitza salami chips complementing the brisk and refreshing tropical flavour of the Pilsner. Rather than passive food pairings, brands are explicitly aiming for their products to match specific drinks, an exciting development.



KETTLE® & APPLE SLICES WITH NORFOLK PORK SAUSAGE SEASONING
Hand cooked potato chips paired with slices of sweet apple
kettlechips.co.uk

CLEARSPRING ORGANIC SEAVEG CRISPIES BLACK PEPPER
New to Clearspring's sea vegetables range, a lightly toasted nori seaweed snack, in a clean-heat fiery Black Pepper flavour.
clearspring.co.uk





PURELY WILD GARLIC PLANTAIN CHIPS
A tasty, vegan-friendly and gluten-free treat available in three flavours with beneficial fibre, potassium, magnesium and vitamins A & B6.
welovepurely.com

TWISTS ON CRISPS

There has been an influx of vegetable crisps sharing the spotlight and we have seen the likes of parsnip, kale and beetroot crisps take to the shelves. Seaweed is an ingredient that is also coming through in recent times, with plenty of products in the snacking sector embracing it. As a low-calorie option that is rich in minerals, it can be jazzed up with salt, pepper and other flavourings for a tasty snack.



HIPCHIPS

NEW FORMATS

Packing has been hitting headlines, and what's interesting is the innovative formats that are coming into play. A few years ago Pip & Nut took the leap and launched three of its nut butters in convenient squeeze packs which makes it easier to enjoy on-the-go.

Sharing products are also popular, especially in the chocolate category, but other companies are getting on board with products that invite the concept of sharing. Hipchips recently unveiled two crisp and dips box concepts – hand-cut crisps that are paired up with both sweet and savoury dips.





PLANT-BASED INNOVATIONS

The market for vegan products has exploded in the last couple of years, and according to Mintel Global New Products Database (GNPD), in 2017 more than half (52%) of new product launches in the meat-free foods market were vegan/contained no animal ingredients up from 28% in 2014. The demand for vegan-friendly foods has inspired companies to innovate even further as key ingredients such as eggs, milk and butter need to be replaced. A prime example is Oggs, a cake brand which uses aquafaba instead of eggs for its cake selection.



PEP & LEKKER CACAO & COCONUT
Indulgent, low calorie, vegan-friendly seedy snack, where a rich cacao setting provides the perfect stage for sweet coconut to shine.
pepandlekker.com

INDIE BAY SNACKS EASY CHEESY PRETZEL BITES
Easy Cheesy baked spelt and wheat pretzel bites with a vegan cheesy seasoning.
indiebaysnacks.com





MALLOW PUFFS VANILLA BEAN MALLOWS
Super-puffy vegan marshmallows dunked in Belgian dark chocolate.
mallowpuffs.be

IN **2017** MORE THAN HALF **(52%)** OF NEW PRODUCT **LAUNCHES** IN THE **MEAT-FREE** FOODS MARKET WERE **VEGAN**/CONTAINED NO **ANIMAL** INGREDIENTS, UP FROM **28%** IN **2014**

SOURCE: MINTEL GLOBAL NEW PRODUCTS DATABASE (GNPD)

PRODUCER SPOTLIGHT

LEIGHTON BROWN

Since its formation in an East London pub, Leighton Brown has been passionate about adding some spice to the crisp industry through bold combinations of delicious and distinctive ingredients, with the aim being to create a range of tasty vegetable crisps that are bursting with flavour.

Created in the Leighton Brown Kitchen in the heart of Hackney, the range includes three flavours: Parsnip Crisps with Manuka Honey, Sweet Potato Crisps with Cheese & Jalapeno and Beetroot Crisps with Horseradish & Dill.

Every item in the Leighton Brown range is suitable for vegetarians – with the Beetroot crisps being suitable for vegans – as well as being gluten-free, containing no preservatives and are non-GMO.
leightonbrown.co.uk





SNACKING ADVENTURES

We speak with Bronagh Clarke, marketing director for healthy snack brand Forest Feast, to find out more about the variety of exciting new products the brand is adding to its portfolio

WHAT'S THE STORY BEHIND THE BRAND AND PRODUCTS OF FOREST FEAST?

We are a team of outdoor enthusiasts who love travel, to be active in the outdoors, and who naturally love to be fuelled by great snacks! The business was founded by Michael and Lorraine Hall 20 years ago, and since then the team has been exploring the globe making it our mission to find, craft and create the best snacks that are delicious and nutritious. It's in our DNA to discover and explore so we know having proper nutritious snacks helps to get the most out of life. We do all this with a strong focus on ethical trading, an ongoing commitment to sustainable sourcing and a continued focus on giving back to the community.



As a company we live and breathe by our ethos as the 'original snack explorers' and see ourselves as the partner in discovering new experiences that have a natural snacking moment – helping to create healthy snacks that taste great for all of life's adventures. We've decades of collective experience working and travelling across the globe, bringing home the best ingredients and inspiration for new recipes and snacks. It is our varied interests, lifestyles and tastes that allow us to pour our passion into making great tasting and innovative snacks that we all take pride in. Our products are hand-crafted and also batch-made to bring our customers on a taste discovery and appeal to those who love to snack but don't want to stick to those standard choices.

IS THERE AN UPCOMING INNOVATIVE KIDS' RANGE?

We're very excited for the upcoming release of our first ever kids' range, Super Fruit Shapes. They have been created for kids who want something fun and tasty, and for parents who want to give their children healthy snacks that fuel their active lifestyles and outdoor adventures – helping to unleash their super inside. We know that many kids struggle to get their full five-a-day so we set out to develop an all-natural healthy snack that kids will enjoy and want to eat. It's real fruit that has been smashed and slow baked into delicious fun shapes. So, unlike a lot of other snack brands, Super Fruit Shapes count as one of the five-a-day, are high in fibre, Vitamin C and have no added sugar or other nasties. The range is also guaranteed allergen-free (including nuts, dairy, wheat, gluten) and vegan-friendly.

As a brand, we also want to provide the kids with the fuel they need to unleash their super inside and to go wild outside – to get up, get out and get active – and to encourage them to see the world through wide eyes and not wide screens, so we are supporting the launch with a full campaign encouraging this. Super Fruit Shapes come in three flavours, Strawberry, Wildberry and Tropical Mix, and in a convenient 30g single pack. A 100g Fruit Salad sharepack is filled with all three mouth-watering flavours. Our Super Fruit Shapes will be available nationwide from 12th August.

WHAT'S NEXT?

Almost 50% of consumers look for snacks that count towards their five-a-day (Mintel, 2018) so we wanted to create a snack that would fulfil their nutritional needs but also provide that permissible indulgence that consumers seek. Our new Impulse Fruit Balls are not only an innovative market first, they are also award-winning. They are simply dried fruit that marry exotic mango and coconut together in bite size balls. They are one of your five-a-day, gluten-free, vegan and less than 100 calories per pack. For something more indulgent they are available in a Belgium Milk Chocolate version. Mango and Coconut Fruit Balls and Milk Chocolate Mango and Coconut Fruit Balls are currently available in Waitrose, Ocado and finer food stores.

> "Our products are hand-crafted and batch-made to bring our customers on a taste discovery and appeal to those who love to snack but don't want to stick to standard choices"

DISCOVER A NEW WORLD OF BETTER SNACKS



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enquiries@forestfeast.com



TRADITION WITH A TWIST

Paterson Arran's latest launch offers its first vegan-friendly snack bars, ideal for busy consumers

Paterson Arran boasts four successful brands within its portfolio – Paterson's, Brontë, Café Brontë and Arran Fine Foods. Paterson's is the largest and best-known brand, baking the nation's favourite shortbread, with a 49.3% share of the market (Kantar Worldpanel, 16/06/19). Brontë and Café Brontë are both trusted and respected brands within the travel and hospitality industry, baking cookies and biscuits that can be found in hotels, conference rooms, cafés and even on trains and planes. Arran Fine Foods is responsible for producing delicious award-winning chutney, mustard and preserves, commonly found in supermarket sandwiches, on your favourite restaurant pizza and in catering and household kitchens alike.

Paterson's enters vegan market

Paterson's Fruity & Filling Oat Bars are the latest innovation in food-to-go snacking and are currently available in two varieties, Raspberry & Apple and Blueberry & Cranberry. Launched upon consumer demand for individual snack bars, the oat bars are handmade in Scotland with wholegrain oats and real pieces of fruit, are completely palm oil free and are also the first foray into vegan-friendly snacking for the Paterson's brand.

Allan Miller, commercial director, says, "Here at Paterson's we have a long history of delivering tradition with a twist and our Oat Bars do exactly that – a delicious vegan friendly and palm oil free snack, which are high in fibre and contain less than 2.5% saturated fat."

On-the-go snacking

Statistically, two out of three consumers enjoy a cereal or snack bar multiple times a week and three out of four consumers regularly try new snack bars, making the cereal and snack bar market the second largest sub-category within sweet biscuits (Mintel, 2018).

Allan continues, "In a time pressured and busy world, consumer demand for new, individually wrapped snack bars continues to grow, and Paterson's Oat Bars are the ideal solution, delivering quality, provenance and environmental sustainability. We love our new Oat Bars and we can't wait to share these delicious treats with the nation."

Paterson's Fruity & Filling Oat Bars have launched in neat display SRPs of 24 x 40g individually wrapped bars, and are ideal for cafes, coffee shops, travel operators and convenience retailers looking to treat their customers to a new food to go snack.

The bars are available to purchase from the Paterson Arran online shop, in boxes of 24 or 16 as well as through wholesale and cash and carry routes.

COMMITMENT TO SUSTAINABILITY

Paterson Arran are lifelong members of the Orangutan Foundation, and are committed to helping the environment by continually bettering internal sustainability efforts. Paterson's Shortbread, Oatcakes, Oatbites, Giant Cookies and Oat Bars are all completely palm oil free. Paterson Arran are finalists in the 2019 Best of VIBES Awards (Vision In Business for the Environment of Scotland).

> "Here at Paterson's we have a long history of delivering tradition with a twist and our Oat Bars do exactly that"

SCOTTISH BAKERS SINCE 1895

PATERSON'S®

Tradition with a Twist™

New!

Fruity&Filling Oat Bars





The latest innovation in food to go snacking has arrived!

- Vegan friendly, high in fibre & palm oil free
- Handmade in Scotland
- 24 x 40g bars per case, packed to a slimline display SRP

Ideal for cafés, coffee shops, convenience outlets looking to raise the bar of their food to go offer.

The individual snack bar market is worth £106m with 7.9% value growth YOY (IRI, 2018)

Tap in to the growing consumer demand for individual snack bars, with 2 in 3 consumers enjoying snack bars multiple times per week and over 3 in 4 consumers actively searching for new market entrants (Mintel, 2018)

Contact amessagetoyou@paterson-arran.com for more information or buy online today from www.paterson-arran.com!

NUTS

Traditional nuts are still a popular snack and are ideal for busy on-the-go consumers. More spicy and interesting flavours are coming through to add that extra kick, such as The Sun Valley Nut Co. which offers Spicy BBQ peanuts and corn for a fiery new flavour combination. Boundless also has its bagged active nuts and seeds with combinations like Cayenne & Rosemary.

Nut butters are also now so much more than just a spread for toast and are seen as a snacking option in their own right, ideal with fruit, crackers or straight out of the jar with a spoon. Gone are the days where the only options where smooth or crunchy peanut butter, with the marketplace now flooded full of different nut butters, which includes almond and cashew.





JOE & SEPH'S DARK CHOCOLATE POPCORN BITES
Double Salted Caramel Popcorn individually placed in a smooth, indulgent chocolate cup.
joeandsephs.co.uk

HOLDSWORTH CHOCOLATES HONEYCOMB HOKEY COKEY SHARING BAG
Sweet and crunchy honeycomb, made with local Peak District honey, enveloped in dreamy milk chocolate.
holdsworthchocolates.co.uk





CHOCOLATE AND LOVE POMEGRANATE BAR
Organic, Fairtrade, award-winning chocolate in handy 40g bar size, all suitable for vegans. Shown here is Pomegranate 70% (single origin Madagascar).
chocolateandlove.com

POPCORN



Figures from the Snack, Nut and Crisp Manufacturers Association state that UK manufacturers are thought to be producing around 12,000 to 15,000 metric tonnes of bagged popcorn per year. The industry is soaring, especially with the emphasis on healthy eating, with popcorn being seen as a less naughty snacking option. Being perceived as healthier is not stopping brands from bringing out new flavour combinations however, whether that be sweet, savoury or a mixture of the two. We have seen the likes of sweet & salty, toffee and caramel on the shelves for awhile, but brands like Popcorn Shed are offering plenty of 'gourmet' popcorn options, with flavours including Berry-licious and Pecan Pie.

WHAT TO STOCK:
GOURMET POPCORN FLAVOURS

- **JOE & SEPH'S GIN & TONIC**
Sweet, crisp tonic followed by the citrus and juniper notes of dry London Gin

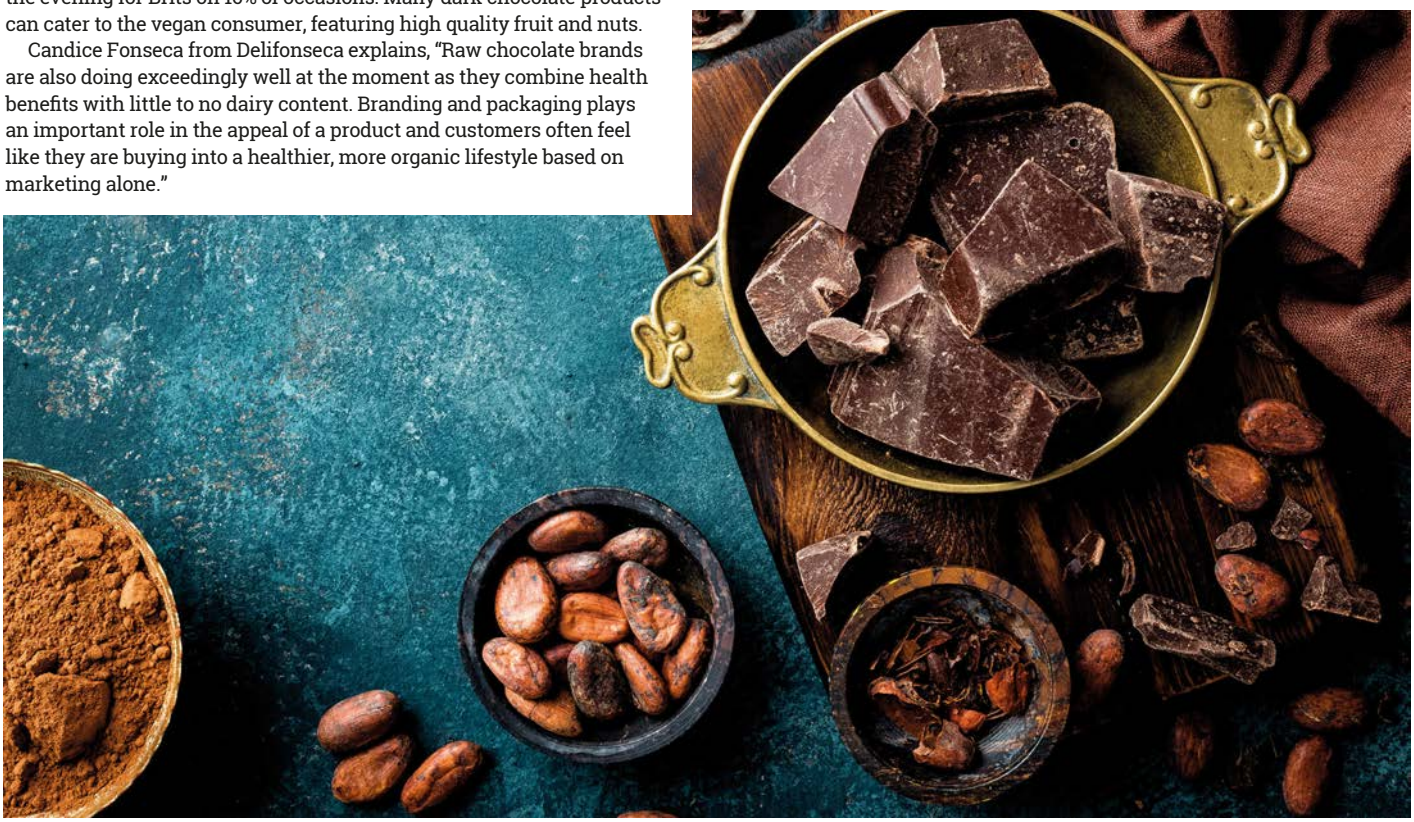
- **POPCORN SHED'S SWEET CHEESUS**
Cheddar cheese and sweet, buttery caramel

- **PROPER CORN PEANUT BUTTER & ALMOND**
A smooth blend of peanut and almond for a rich nut butter hit

THE DARK SIDE OF CHOCOLATE

According to Kantar WorldPanel's 'Eat Drink & Be Healthy: How At-Home Consumption is Changing' report, chocolate is the most popular snack in the evening for Brits on 16% of occasions. Many dark chocolate products can cater to the vegan consumer, featuring high quality fruit and nuts.

Candice Fonseca from Delifonseca explains, "Raw chocolate brands are also doing exceedingly well at the moment as they combine health benefits with little to no dairy content. Branding and packaging plays an important role in the appeal of a product and customers often feel like they are buying into a healthier, more organic lifestyle based on marketing alone."





CLASSIC CRISPS

Crisps are a classic snacking staple, with good quality potato crisps continuously doing well. According to Kantar WorldPanel, Brits spent an extra £25.9m on crisps over the past year [52 w/e 30 December 2018], showing that demand is most definitely still there. Well-known brands are experimenting with different flavour combinations, taking influences from global palettes and some a little closer to home.

"Our Bacon & Tomato crisps fill a gap in the market for vegan-friendly snacks that offer a really great, robust flavour. All of our crisps are made using our own home-grown potatoes and we know that our local credentials and provenance are particularly appealing to consumers looking for better quality snacks," says Laura Strathern, co-founder of Fairfields Farm.



FAIRFIELDS FARM BACON & TOMATO CRISPS
Subtle bacon flavour with sweet and tangy tomato, flavoursome and vegan-friendly.
fairfieldsfarmcrisps.co.uk

BURTS SEA SALT & MALT VINEGAR
A classic combination of malt vinegar with a sprinkling of sea salt.
burtschips.com





MISTER FREE'D CHEEZIE TORTILLA CHIPS
Gluten-free, vegan, high in fibre and high in protein. It's also perfectly sized to dip or enjoy on its own.
misterfreed.com

"TODAY'S **TIME-POOR** SOCIETY IS **DRIVING** PEOPLE TO **SNACK**, WITH **39%** OF SNACKERS SAYING **BUSY** LIFESTYLES MAKE SNACKS A **NECESSITY**"

SOURCE: MINTEL CONSUMER SNACKING UK REPORT, MAY 2019

PRODUCER SPOTLIGHT

FLOWER & WHITE

Snacking never tasted so good! Flower & White Meringue Bites are bite-sized Swiss-baked meringue pieces covered in Belgian chocolate and textured toppings. With less than 100 calories per serving, these innovative bites are handcrafted using natural flavours and colours, are gluten-free and suitable for vegetarians. What's more, the paper pouch packaging is a confectionery market first using 100% paper recyclable, plastic-free & compostable materials. Baked and packed by Flower & White in Shropshire, the Meringue Bites are available in two flavours – Raspberry and Salted Caramel.
flowerandwhite.co.uk







"A FLAVOUR FOR EVERYONE"

Adam Sopher, co-founder and director at Joe & Seph's, walks us through the brand's impressive portfolio



My dad, mum and I launched Joe & Seph's in 2010 with the mission to be the best-tasting popcorn brand in the world, and since then we're proud have won over 40 Great Taste Awards. We create the best-tasting popcorn, by 'air-popping' the largest, 'mushroom-shaped' kernels and hand-coating them in only the finest, all-natural ingredients. We're so proud to now have more than 50 flavours of gourmet popcorn in our award-winning range and still make our gourmet popcorn by hand in our kitchens in London!

Flavours for all

When explaining our diverse range, we say that we have a flavour for everyone, and it's true! We offer traditional sweet flavours like Salted Caramel and Classic Caramel to savoury Goat's Cheese & Black Pepper and Mature Cheddar, and more unusual (but delicious) flavours like Marmite, Gin & Tonic (made with 5% gin!) and our recently-launched Ploughman's. This year we launched one of our most exciting innovations – Chocolate Popcorn Bites, featuring our famous Salted Caramel popcorn individually placed in a smooth chocolate cup. It makes a deliciously decadent and indulgently moreish treat that starts with silky chocolate and finishes with a satisfying popcorn crunch.

It's all about balance

Wherever Joe & Seph's is stocked, our retailers feedback that sales are incremental to the other healthier snacks that they stock. We find that this is because, yes consumers want a healthy snack for every day consumption, but they also want to be able to indulge when they want especially when watching a movie or when visiting friends for dinner. As a result, both premium indulgent and healthy snacks are important to stock, not just one or the other. In our premium, indulgent category, what we are seeing now is that consumers want a snack that first and foremost tastes great, but that also has 'clean' ingredients with nothing artificial. They are also looking for innovation and want to try new flavours.

Festive favourites

Our Giant Popcorn Advent Calendar returns, now featuring even more popcorn, and the CORNiest jokes you have ever read! We are also introducing the perfect stocking fillers, our new Milk and Dark Chocolate Popcorn Bites Mini Gift Boxes. Lastly, our new Ultimate Gourmet Popcorn Selection Box is perfect for sharing with friends and features 12 mini packs of our most popular flavours.

SEASONAL SPECIALS

- Giant Popcorn Advent Calendar
- Milk and Dark Chocolate Popcorn Bites Mini Gift Boxes
- Chocolate Lover's Gift Box
- Ultimate Gourmet Popcorn Selection Box





THE NATURAL CHOICE FOR SNACKING

Peter's Yard's first vegan option ticks a lot of shoppers' boxes

Peter's Yard, famous for their award-winning Sourdough Crispbreads, are introducing a new Sourdough Flatbreads range. The long, thin flatbreads are designed to pair with your favourite dips for a delicious snack.

They are made from simple, natural ingredients including Shipton Mill organic flour, British rapeseed oil, Halen Môn Sea Salt and, of course, their own sourdough starter. Fed daily, their sourdough is allowed to ferment for 16 hours before each batch is made. Hand-baked, they come in three recipes – Sea Salt, Seeded and Smoked Chilli.

> "We feel confident this new hand-baked range fits the bill in the healthy snacking sector; introducing products that are suitable for vegans is exciting for the whole team"

"Our range of savoury crispbreads has been so successful in the biscuits for cheese category, which has given us the confidence to create a new snacking product," says Wendy Wilson-Bett, co-founder of Peter's Yard. The flatbreads are all high in fibre, low in sugar and saturated fats and contain no artificial colours, flavours or preservatives. They will also be Peter's Yard's first products suitable for vegans.

The Peter's Yard team took learnings from their existing products and coupled these with extensive research in developing the range. "40% of UK shoppers enjoy dips at least once a week, with younger, more affluent food lovers consuming dips several times a week [Shine Business Research, March 2019]. So we feel confident this new hand-baked range fits the bill in the healthy snacking sector."

Whilst refusing to compromise on the quality of their products, Wendy recognises that launching their first vegan lines is an important step. "Veganism continues to grow, driven by a rising interest in the environment, animal welfare and personal health [Ipsos Mori survey, commissioned by The Vegan Society, 2018 and The Food & You surveys, organised by FSA and Natcen] which are all things that we care a great deal about," she says, "so introducing a range of products that are suitable for vegans is exciting for the whole team."







FOCUS ON QUALITY

Burts Snacks offers tasty, hand-cooked crisps that are big on flavour, created using local ingredients



Award-winning snack brand Burts Snacks has a premium range of crisps and snacks that are built on the quality of local ingredients that reflect the brand's Devonshire heritage, including an enticing assortment of its core flavours, pioneering licensed products and tasty Better-For-You products.

Strong core range

Burts core range has nine innovative flavour variants, and are proud of the quality ingredients. The range features; Devon Roast Beef flavour, made using high-quality Devon fore rib beef from Eversfield Organic, Thai Sweet Chilli flavour, which use fiery chillies locally-sourced from South Devon Chilli Farm Burts Mature Cheddar and Spring Onion, made with creamy Mature Cheddar from artisan cheesemaker Quicke's of Devon. Other flavours are Smoked Crispy Bacon, Firecracker Lobster, Spicy Chorizo, Sea Salt & Malt Vinegar, Sea Salt & Crushed Peppercorns as well as Sea Salt.

Jim Beam Original BBQ Crisps is the latest addition to Burts core range. Created in collaboration with Jim Beam, this is an adult snack like no other. Deliciously moreish, the authentic taste of the Kentucky Straight Bourbon Whiskey, combined with sweet, smoky BBQ flavours can be enjoyed in every single crisp.

Innovative Lentil Waves

Big on flavour, Burts Better For You Lentil Waves are lentil-based snacks perfect for kids or parents heading out on an adventure. Packed full of crunch and with only 99 calories per bag, these quirky little waves are available in three tempting flavours – Sour Cream & Chive, Thai Sweet Chilli and Lightly Salted. With 40% less fat than your usual snack, Lentil Waves tap into the growing consumer demand for healthier alternatives that don't compromise on taste or flavour.

Quality ingredients

Burts believes in producing potato chips with real taste, proper crunch and made by expert craftsmen, offering a flavour to satisfy every taste bud. With health and wellbeing becoming increasingly important to families and more people than ever looking for alternatives which are free from any nasties, Burts Chips range offers the perfect solution as all products contain no MSG, hydrogenated fat, artificial flavourings or colourings. The company is proud to include a number of free-from products within its portfolio includ-ing snacks which are gluten-free and suitable for vegans and vegetarians.

All Burts Snacks are sourced from the best Red Tractor Assured potatoes and hand-cooked in small batches to deliver real taste and proper crunch. The thick-cut chips are seasoned using ingredients often sourced from local South West partners, to deliver authentic quality.

Simon Knight, sales and marketing director, says, " Unlike many of our competitors, Burts remains a family-owned British brand with heritage at the heart of our extensive range of crisps and snacks. We continue to use locally sourced ingredients wherever possible, such as fiery chillies locally sourced from South Devon Chilli Farm, offering a strong provenance message that underlines the range's quality and authenticity.

"Burts is dedicated to delivering exceptional products that not only taste great but stand out within a competitive market. As a result, we were the first crisp producer to meet Red Tractor standards and we remain the only brand to use Red Tractor assured potatoes across our entire range of products. We have won numerous awards for our dedica-tion to exceptional taste and quality, with core products such as Mature Cheddar & Spring Onion, Sea Salt & Malt Vinegar, Smoked Crispy Bacon and Firecracker Lobster all being recognised."

> "We continue to use locally sourced ingredients wherever possible, such as fiery chillies locally sourced from South Devon Chilli Farm, offering a strong provenance message that underlines the range's quality and authenticity"

STOCK UP NOW

SNACK SALES SORTED



Award winning premium hand-cooked crisps

Gluten-free, vegan & vegetarian options available

Hand cooked in Devon using Red Tractor Assured Potatoes

FREE FROM Added MSG, Artificial Colours & Artificial Flavourings

burtschips.com/trade

BURTS SNACKS

@burtschips



VEGAN

With the number of vegans in the UK steadily rising, the snack industry has bumped up its efforts to provide products that would satisfy vegans, vegetarians and meat eaters alike. Especially for consumers who have recently moved into a more plant-based lifestyle, being vegan doesn't necessarily mean that they are happy to sacrifice meat-like textures and tastes – and the latest crop of vegan jerkies fills the gap. Mushrooms provide a deep, meat-like flavour and when dried can offer a similar mouthfeel to meat.



PRIME PROTEIN SNACK
A blend of grass-reared British beef, fruit, herbs and spices.
primebar.co.uk

NIBBLE BROWNIE BITES
Delicious healthy brownies made using antioxidant-rich plums.
nibbleprotein.com





BOUNDLESS ACTIVATED NUTS & SEEDS
Activated nuts teamed with a gutsy blend of spices.
weareboundless.co.uk

ECO PACKAGING

As the consumer understanding of the repercussions of our dependence on plastic grows, so too does the range of eco-friendly packaging options. Brands across the sector are making efforts to move away from plastic towards cardboard and other recyclable materials, and the on-the-go sector is adopting great formats which satisfy the consumer demand for products which are environmentally sound, convenient and satisfying.

FOOD WASTE

Food waste is key discussion topic in the food and drink industry right now. Here are three tasty products which are doing their bit for the cause:



SPARE SNACKS BEETROOT CRISPS
Award-winning air-dried veg crisps, good for people, producers and the planet.
sparesnacks.com



SEA CHIPS
The UK's first handcrafted salmon skin crisps. 10% of profits are donated to 'sea cleaning' causes.
sea-chips.co.uk



SNACT APPLE & MANGO FRUIT JERKY
A full and juicy flavour combining the natural sweetness of mango and tartness of apples.
snact.co.uk

ORGANIC

With a 5.3% increase in organic sales within the UK, according to the Soil Association's *Organic Market Report 2019*, it seems that shoppers are becoming ever more familiar and appreciative of organic certification on their snacking products.



ORGANIC ALMONDS NATURAL
Organic roasted Valencian almonds with a touch of extra virgin olive oil and flor de sal.
delicioso.co.uk



KINETA MATCHA ORGANIC ENERGY BARS
Containing organic fruit, nuts and seeds with added adaptogenic ingredients for calm, focused energy.
ilovematchatea.co.uk



THE GREAT STUFF COMPANY ORGANIC POPCORN WITH SWEET COCOA
Wholegrain, high in fibre with just a hint of maple syrup and cocoa powder.
thegreatstuffcompany.co.uk

FROM THE RETAILER...



Candice Fonseca, owner of Delifonseca

"We've found that the newest influx of snack products centre around the health conscious and vegan movement, with a focus on more sustainable eating habits. Following growing demand for snacks that offer a healthier, more environmentally friendly alternative, brands have realised that it's big business but it's important not to compromise on flavour. One such product that is proving to be a hit with customers is broccoli crisps, which not only taste fantastic but also help to reduce vegetable waste by ensuring that the entire product is used up"

"BY **WEIGHT**, HOUSEHOLD **FOOD WASTE** MAKES UP AROUND **70%** (69%) OF THE **UK POST-FARM GATE** TOTAL, MANUFACTURING **18%**, HOSPITALITY AND FOOD SERVICE **10%** AND RETAIL **2%**"

SOURCE: WRAP

TRANSPARENCY

Today's shopper demands honesty and traceability from the brands they purchase from. Within the snacking sector, as in the food and drink industry as a whole, consumers are looking for topics such as animal welfare and environmental stewardship to be supported; brands whose business models take a step away from the traditionally profit-driven into the realms of cooperatives, social enterprises and charity-supporting formats – in other words, demonstrating a 'profit for purpose' philosophy – are applauded.

Consumers are also increasingly looking to the backs of their packets as they desire to know more about what goes into their food. Long, difficult to read ingredients lists are out, and short and simple ones are in – the key is relatability and understanding, and if a product can offer a trustworthy ingredients list and ethical credentials to boot, it's sure to attract custom.

"We design systems that enable customers to reuse packaging (that they either buy nicely branded in store or bring from home), rather than just bulk which is selling products loose. We want to help our partner retailers offer a packaging free, sustainable shopping experience to their customers, rather than putting more unnecessary single-use packaging into the world"

CATHERINE CONWAY, DIRECTOR OF UNPACKAGED

PRODUCER SPOTLIGHT

SQUBES

Here at Virginia Health Foods, Ireland, our mission is delivering healthy, functional, delicious foods to the marketplace. Squbes are our new innovative healthy snacks jam packed with nutritional seeds and nuts! Squbes are a bite sized, cube-shaped gluten-free snack, which are high in fibre, a source of protein, and made without any refined sugars. Squbes are available in guilt-free sweet and savoury flavours to satisfy any snacking occasion... deliciously!
squbes.ie





FIT AS A FIDDLE

Lancashire-based crisp-makers Fiddlers are rightly proud of their farm-to-fork credentials

Established by Robert Fiddler in 1950 in the Lancastrian town of Ormskirk, the Fiddlers farm showcases one of the county's most loved ingredients: the humble potato (the crowning glory of the area's iconic Lancashire hotpot). One of the family's earliest potato-led ventures was a fish and chip cabin located at the farm gate, and their farm's potatoes are still delighting local consumers – plus further afield, too – in their current, delicious, crisp form via the eponymous brand launched in 2011.

Sometimes, particularly when it comes to food, simple is best – and that's just what Fiddlers are all about. Eschewing fads to focus on quality, for decades the businesses has been growing potatoes on-site in a plot adjacent to the family's farmyard. Each pack of Fiddlers crisps contains thinly sliced Lady Claire and Lady Rosetta potatoes: the varieties found to best suit the format and flavours the family-run business supplies to discerning independents across the UK.

The Fiddlers brand has the principles of quality, provenance and Lancashire pride at it's heart; every single crisp in each pack of Fiddlers Lancashire Crisps has been produced from potatoes grown in the fields surrounding the farm, harvested every night, then peeled, sliced and cooked in pure sunflower oil heated to precisely 150°C. During this stage of the process the crisps are constantly stirred for up to 10 minutes with a giant spatula before being left to dry and cool down on a wire mesh conveyor. Fiddlers' attention to detail doesn't end there; two members of the family individually inspect every crisp before the flavouring and packing process begins.

The selection of flavours offered in the hand-cooked crisp range are proudly "old-fashioned", says Judith Fiddler, "with real crunch and flavoured with locally-sourced ingredients." For example, the malt vinegar used in the Sea Salt & Ellseys Malt Vinegar flavour is made in the nearby town of Wigan, the classic flavour of Cheese & Onion is given an upgrade thanks to the use of Lancashire Creamy cheese, and the Lancashire Sauce flavour is boosted with the inclusion of a variation on the traditional regional sauce produced in partnership with Entwistles of Ramsbottom. "We are keen to promote Lancashire produce and the flavours of the county," explains Judith. This Lancashire-and-proud ethos runs into their customer base, too, as the business supplies regional retailer Booths as well as independent farm shops and delis across the UK.

WHAT'S IN THE RANGE?

There are eight flavours in the Fiddler's Lancashire Crisps portfolio:

- Sea salt
- Sea Salt & Ellseys Malt vinegar (Ellseys malt vinegar from Wigan)
- Cheese and onion (Lancashire creamy cheese)
- Lancashire sauce
- Sweet chilli
- Black pudding and mustard
- Black pepper and sea salt
- Simply spud (naked crisp)



Traditional the brand may be, but that's not to say that it doesn't cater for modern palates. As the consumer demand for honest, quality food grows, so does Fiddlers' range of simply delicious flavours. A case in point is its Simply Spud: a back to basics crisp showcasing the quality of the locally-grown potatoes used by the brand.

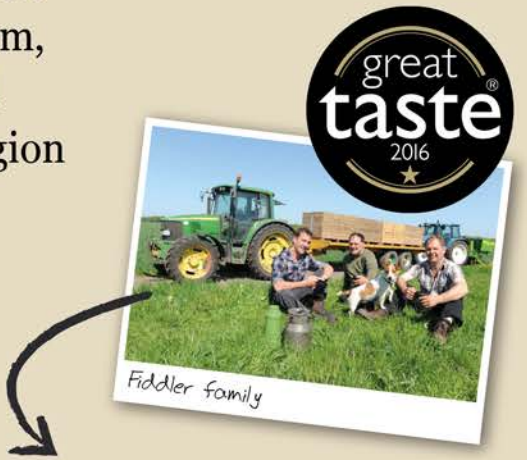
Such is demand for the brand's "properly old-fashioned" crisps that Fiddlers is installing new machinery during summer 2019 to increase production, and a new flavour could be on the cards, too. Watch this space.

"The Fiddlers brand has the principles of quality, provenance and Lancashire pride at it's heart; every single crisp in each pack of Fiddlers Lancashire Crisps has been produced from potatoes grown in the fields surrounding the farm"

Fiddler's
LANCASHIRE CRISPS
HAND COOKED ON OUR FARM ®

PREMIUM CRISPS FOR YOUR CUSTOMERS

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



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

TO ORDER – GET IN TOUCH

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

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



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





HEALTHY INDULGENCE

Seeing as most of us try to eat a balanced diet, incorporating healthy options and not overindulging too often, it seems only natural that brands would look to produce snack options which combine health credentials with a sense of indulgence. Snacks which taste great and do us good, too.

SQUIRREL SISTERS CACAO BROWNIE
Full of rich chocolate flavour yet raw, vegan, gluten-free and contains no added sugar.
squirrelsisters.com





WHOLEY MOLY ALMOND, HEMP & CHIA COOKIE
Perfectly balanced with a sweet, savoury and nutritional punch. This cookie is packed with protein rich superfoods.
wholeymoly.co.uk



GOUPIE SALTED STICKY TOFFEE GOUPIE MINIS
A devilishly moreish, vegan friendly and gluten-free, on-the-go chocolate indulgence.
goupiechocolate.com

'POPPED' SNACKS

'Popped' snacks are increasingly commonplace, as producers cater to the consumer demand for healthier alternatives to traditionally fried foods. We're stepping beyond classic fried potato crisps into the realms of popped pulses and seeds.



"Strong openness to healthier characteristics in indulgent snacks offers good news for the industry as it faces PHE's sugar and calorie reduction targets. That snacks are widely seen as a good way to boost your nutritional intake signals scope for healthier formulations to also focus on 'positive' nutritional credentials to win favour, moving the dialogue beyond just controlling sugar, fat or calories"

ANNA WINTHER, FOOD AND DRINK ANALYST AT MINTEL

FROM THE RETAILER...



Candice Fonseca, owner of Delifonseca

"Health snacks have been a great innovation for this market and it's good to see brands responding quickly to the voice of the public; listening to what they want and delivering snacks that still pack a punch whilst offering all of the benefits that modern day consumers seek.

"From our experience, we feel that products that are perceived to be healthier are the ones that do well when it comes to sales. The likes of kale and hemp tortilla chips are relatively new to market and definitely bring something unique to the table. As well as this, some brands are offering soya or corn alternatives to crisps which are often associated with cleaner eating, although it's not always the case that 'free from' options are better for you in terms of calories.

"Other snack foods that are becoming more and more apparent are blue corn chips and flavoured corn nuts. This is a big departure from previous trends which saw the likes of pork scratchings frequently top our best sellers list. With more people opting to go meat-free we are seeing sales of this kind of product decrease to make way for plant-based options."

CBD

While purveyors of CBD products have to be careful when it comes to listing specific medical benefits, it's a huge trend in the UK right now – and the snack sector is seeing a plethora of cannabis-related launches. It comes with wellness connotations such as relaxation plus sleep and mood-enhancement; music to the ears of stressed-out consumers looking for an on-the-go boost.



GOOD SOUL CBD CHOCOLATE BALLS
A combination of high-quality cannabis with high-quality chocolate that tastes luxuriously smooth.
goodsouluk.com

THE GREAT STUFF COMPANY HEMP-INFUSED SWEET & SALTY POPCORN
Made with hemp seed oil and hemp protein. Organic, vegan, gluten-free, refined sugar-free, high in fibre and a good source of protein.
thegreatstuffcompany.co.uk





NOORO CBD MIND FUEL BAR
A vegan oat bar with natural nootropics gingko and maca.
eatnooro.com





FOREST FEAST CLASSIC AMERICAN TRAIL MIX
A source of protein, perfect for those with an active lifestyle who want a healthy snack while on the go.
forestfeast.com

REAL HANDFUL BLACKCURRANT BLAST
A combination of blackcurrants, almonds, apple-infused raisins, apple slices and sunflower seeds.
realhandful.com





SQUBES BLUEBERRY, CRANBERRY & VANILLA
Made with seeds and nuts and without refined sugar. Gluten-free, vegan, high in fibre and a source of protein.
squbes.co.uk

FRUIT & NUT

The snack scene is experiencing innovations aplenty, but if there's one mainstay healthy option it's a classic combination of dried fruit and nuts.



PASTA ON THE GO

Innovative brand Pastinos has turned a classic on its head with the first crunchy pasta snack

Creating a twist on a classic Italian dish required creativity, experimentation and a lot of late nights. By taking a traditional, well-known and well-loved dish eaten the world over and turning it into a snack that you can have with you on-the-go, Pastinos has created a truly innovative product at a time when the word is too often misused.

Pastinos began life in entrepreneur Giuseppe's first Italian restaurant kitchen, where chef Roberto was hired for his culinary expertise. The idea of a pasta snack began after several years of playing with the idea of taking a classic Italian dish beyond its traditional environment of the dinner table.

After much experimenting, including lots of trials and even more errors, Pastinos was born.

Maintaining the brand's three most important principles were paramount to the team from day one: to only use high quality ingredients, continue to innovate whilst also respecting tradition, and make the product accessible to as many people as possible. Firstly, Pastinos uses only the highest quality durum wheat pasta in all of its products, with seasoning that is all natural. This means no MSG or hydrogenated fat. Secondly, each of the five flavours (Arrabbiata, Pesto, Chianti & Olive, Four Cheeses and Tomato & Sweet Basil) are a nod to the founder's past and wouldn't look out of place in a Neapolitan dinery. There's unlikely to be a salt and vinegar or cheese and onion flavour introduced any time soon!

Finally, the entire range has been made to be 100% vegan (including the Four Cheeses flavour), nut-free and soya-free. This is especially relevant in today's market, given the increased focus from customers on dietary intake and allergens. An added health bonus has also come from the use of pasta versus the typical potato used by other crisp manufacturers. Pasta is a higher quality carbohydrate due to its lower glycaemic index (GI) rating, which is similar to that of fruit, beans, milk, grainy bread, porridge and lentils. Low GI foods such as pasta are slowly digested and absorbed by the body, causing a smaller and slower rise in blood sugar levels compared to higher GI foods such as potatoes, white bread and short-grain rice. Pastinos has created a new and exciting product in the snack market, combining great taste, accessibility and a healthier alternative to the incumbents.

> "Pastinos has created a new and exciting product in the snack market, combining great taste, accessibility and a healthier alternative to the incumbents"





STANDING OUT FROM THE CROWD

The Sun Valley Nut Co. adds a new sense of personality to the snacking market

The UK snacking market may be in the ascendancy, with three quarters of consumers indulging each day (The Grocer, 2018) but, says Alison Robson, marketing manager at The Sun Valley Nut Co., despite its success, it's a category arguably suffering from a lack of interesting combinations and real personality. It's high time for the UK to go nuts for snacks that don't follow the status quo.

"A much-needed tonic to uninspiring on-the-go snacking options, Sun Valley's new six-strong 'Nuts For...' range brings a punk attitude to flavour and packaging design, challenging category blandness with unique and surprising new savoury and sweet flavours. The end result is a rebel brand, inspired by British punk and designed to attract the attention of shoppers in search of snacks with serious stand-out," she says.

Supplied in single serve 35g bags, the 'Nuts For...' sweet range is inspired by all-time favourite desserts, mixing premium nuts with fun and flavoursome ingredients for a permissible on-the-go treat. Rocky Road Riot takes hazelnuts and peanuts, adding in juicy flame raisins, mini- marshmallows and chocolate shortcake biscuits for an out-of-this-world texture; while Eton Mess Up! twins peanuts, cashews, and almonds with yoghurt-coated raisins, mini-strawberry jellies and mini-meringues. Last but not least, Chocolate Brownie Chaos smashes peanuts, hazelnuts and walnut pieces into dark chocolate drops and chocolate fudge chunks, for a sweet snack like no other.

The 'Nuts For...' savoury range comes in three distinct flavours, comprising premium roasted peanuts, almonds and cashews, each with added on-trend ingredients for extra texture and crunch.

Punchy Smoked Paprika is seasoned with a warm and smoky paprika seasoning and finished with crunchy corn pieces; while an Indian Spice Infusion flavour is seasoned with garam masala and features crunchy corn sticks for an explosion of heat and texture. Wicked Wasabi and Soy is an adventure in highly savoury, umami flavours, perfectly finished with crunchy broad beans.

The 'Nuts For...' range has been designed as a noisy and exciting backlash to conventional on-the-go options, helping wake UK shoppers from a snacking slumber.

See the entire range at lunch! which takes place from 19th-20th September 2019, at the ExCeL in London.

> "A punk attitude to flavour and packaging design, challenging category blandness with unique and surprising new savoury and sweet flavours"





CHILLI

UK consumers have been interested in spicy flavours for a long time, and that love affair is only growing. Taking inspiration from India and Asia has led to more chilli-infused products appearing across both sweet and savoury snacks, with chilli giving sweet items that extra kick – with dark chocolate and chilli being a match made in heaven. Popcorn brand Joe & Seph's sells a Thai Sweet Chilli popcorn which combines smooth caramel with Thai Sweet Chilli spices.



HAWKERS SWEET CHILLI
An authentic-tasting 'Thai' sweet chilli flavour with aromatic ginger notes plus a warm kick of chilli.
hawkerssnacks.co.uk

OLLY'S OLIVES JALAPENO STUFFED CHIPOTLE OLIVES WITH PEPPER DROPS
Jumbo fresh Green Halkidiki Olives stuffed with fiery Jalapeños, hand-marinated in a smokey Chipotle and potted with sweet juicy pepper drops.
ollysolives.com





EMILY VEG CRISPS SWEET POTATO STICKS
These crunchy sweet potato sticks are seasoned with sweet, spicy chilli and lime. Gluten-free and vegan.
emilycrisps.com

> "Freeze-dried fruit is gaining popularity due to it being more attractive in its crispiness, taste palate and possibilities in recipes. We now successfully reach out to young families, kids and their schools, sporters and their clubs who often don't have a healthy and pure snack at hand. Adya is unique in combining an organic, sugar-free and fair background!"

KARL VANDERPLAETSE, CO-FOUNDER OF ADYA BIO BVBA



DRIED FRUIT

When it comes to dried fruit snacks, brands have been stepping up their game to attract health-conscious consumers and using quality fruits from around the world. Take the company Jacked, which uses dried jackfruit from Uganda to create innovative products, and Adya Bio BVBA, which has a range of exotic freeze-dried fruit products including coconut, banana, papaya and pineapple. The concept of fruit as a snack is by no means a new one but it continues to appeal – according to Kantar Worldpanel's *Eat Drink & Be Healthy: How At-Home Consumption is Changing* report, fruit is the most popular snack choice for mid-morning in the UK (33% of occasions), going down to 25% for mid-afternoon.

GLOBAL FLAVOURS

The snacking sector has seen a range of globally-inspired products coming through, ranging from Asian, Mexican, Indian and more. According to Mintel's *Consumer Snacking UK May 2019* report, "World cuisines remain sources of inspiration for savoury snack launches, tapping into Brits' desire for food adventures." It's clear that sharper and more hard-hitting flavours are proving popular, with foodies eager to try something a bit different. Walker's Sensations, for example, released its Caribbean Jerk Chicken and Japanese Sweet Wasabi & Ginger crisps, proving that global-influenced flavours are here to stay.

ASK THE EXPERT:



Chris Green, co-founder of Young Foodies

ARE YOU SEEING MANY NEW BRANDS AND SNACK PRODUCTS THAT ARE INFLUENCED BY INTERNATIONAL FLAVOURS?

"Plenty. Asian flavours such as Teriyaki and Curries are proving popular, particularly in on-trade settings. But also, the likes of popped lotus seeds are an Indian snack; roasted corn is a Southern American snack and even the coconut chips that have been going for a while are taking inspiration from South East Asia. Native Snacks are a prime example of a brand on a mission to bring international snacking inspiration to the UK."

> "'World cuisines remain sources of inspiration for savoury snack launches, tapping into Brits' desire for food adventures,' according to Mintel's *Consumer Snacking UK May 2019* report. Sharper and more hard-hitting flavours are proving popular, with foodies eager to try something a bit different"





JEKL SPICED TERIYAKI
This aromatic Japanese-style steak snack is layered with a mix of cinnamon, star anise, ginger and cloves with added kick from red chillies.
getjekl.com

TRAILHEAD BLACK GARLIC & GINGER BEEF JERKY
Beef jerky which is handmade in the hills of mid-Wales, using a homemade, gourmet recipe to create a moreish, high protein snack.
trailheadfinefoods.co.uk





EMBER BILTONG ORIGINAL BEEF JERKY
Slices of silverside beef, seasoned and air-dried.
embersnacks.com

BILTONG & JERKY

High protein foods are very much on-trend and the snacking sector has been innovating in this area, namely with meat snacks such as jerky and biltong. Taking inspiration from the U.S. and other countries around the globe, these products use high quality meat and are ideal for on-the-go snacking.



IS THIS THE FUTURE OF SNACKING?

For disruptive brand nooro, their vegan oat bars are fuel for the mind as well as the body

nooro are passionate advocates for the power of healthy snacking that considers the mind as much as the body. That's why they have created a great tasting range of vegan oat bars that boost the well-being and performance of our minds.

nooro cleverly combined mind health ('neuro'), with the idea of enhanced mental function ('nootropics') to deliver a snacking brand that is focused on neuro-nutrition, with the addition of CBD.

All the ingredients act in harmony to allow you to align your mind, achieve balanced happiness, and optimise your day. Their bars are wrapped in satisfyingly rippable and fully home-compostable packaging. Not only that, but the CBD is domestically-sourced and derived from organically grown hemp in Bristol and Leicester.

What is CBD?

CBD is thought to have a number of benefits to the mind and the body which include easing anxiety and stress, as well as reducing inflammation and providing pain relief, and can benefit heart health.

CBD is a naturally occurring compound found in the resinous flower of hemp and is one of over a hundred different compounds called phytocannabinoids that are unique to cannabis.

It is a legal and non-psychoactive, and has a history of use dating back thousands of years.

CBD molecules interact with the body's endocannabinoid system by binding to key receptors, which is thought to provide a variety of therapeutic benefits including helping to achieve an internal regulatory balance. The human body have two key receptors: the CB1 receptor is mainly found in the nervous system and can help regulate brain function and the CB2 receptor is most prominent in immune cells through the bloodstream.

2019 has seen a surge in interest in the use of CBD, natural nootropics and their potential applications. A growing variety of CBD oils, supplements and infused food and drink products now becoming widely available across the UK.

Research on the health benefits of CBD is ongoing, however studies to date have suggested that CBD could be used as a natural treatment for a variety of health concerns, including relieving anxiety, improving sleep, increasing focus and reducing inflammation.

Women who are pregnant or breastfeeding should consult their doctor before considering the consumption of CBD or any supplement.

With that in mind (pun intended!) nooro's CBD snack bars provide a 'bio-hack' that enables consumers to align their minds, and make the most of their day. They help enhance professional performance by easing feelings of stress and anxiety, and are the ideal way to help the mind stay on track for balanced happiness.

J.D. Furlong, co-founder of nooro, says, "nooro's naturally functional, CBD snack bars make the benefits of consuming cannabis more accessible than ever before. With our snack bars in popular flavour combinations, nooro is a convenient and nutritious way for consumers to incorporate CBD into their lives."

Natural ingredients

Each bar has a unique holistic effect thanks to crucial antioxidants, essential vitamins and minerals, healthy fats, slow-release energy, natural nootropics – plant compounds that enhance cognition, memory and clarity, and 25mg of highly-effective CBD – thought to ease stress, improve focus and provide calm.

They also contain Maca, L-Theanine, and L-Tyrosine for enhanced mind performance. As well as oats for slow-release energy, peanut butter as a source of delicious, healthy fats, chicory root to aid digestion and support gut health, antioxidant-rich cacao nibs and minerals including iron, magnesium, copper and zinc that are vital for mind performance.

With three flavours to choose from, you're spoilt for choice! nooro has lovingly created Lemon & Ginger, Banana + Cinnamon and Cacao + Coconut.



> "With our snack bars in popular flavour combinations, nooro is a convenient and nutritious way for consumers to incorporate CBD into their lives"

nooro

buy online at
eatnooro.com



The UK's first CBD snack bar

Vegan ingredients that work together in perfect harmony for a balanced happiness, from head to toe.

- 25mg CBD
- Fibre for gut health
- 100% Natural
- Healthy Fats
- Crucial Antioxidants
- Slow-release energy
- Essential Vitamins and minerals

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