NEW PRODUCTS, LATEST TRENDS, THE SNACKS TO STOCK

2023

SNACK BUYER

From the publishers of SPECIALITY FOOD

MAGAZINE



KERRY



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WELCOME TO SNACK BUYER

Welcome to the 2023 edition of *Snack Buyer*, brought to you by the publishers of *Speciality Food*.

It's fair to say this hasn't been an easy year, with uncertainty around many facets of fine food retail, from energy hikes, to rising food product prices.

However, there are positive glimmers of light, as you'll discover in this supplement. Demand for snacks is growing in the UK across many categories.

The meat snack industry (think jerky and biltong) is up an incredible 38% as consumers seek to increase the amount of protein in their diets. Health and functionality are also on the agenda, with online search for gut-friendly foods up more than 80%. Armed with this information, and other expert insight from *Snack Buyer*, you're in a fantastic position to find, and deliver, the right products, at the right moment in time, to your customers. We hope you'll find this edition an enlightening and useful guide to the wonderful world of snacks, with inspiration on every single page.



Charlotte

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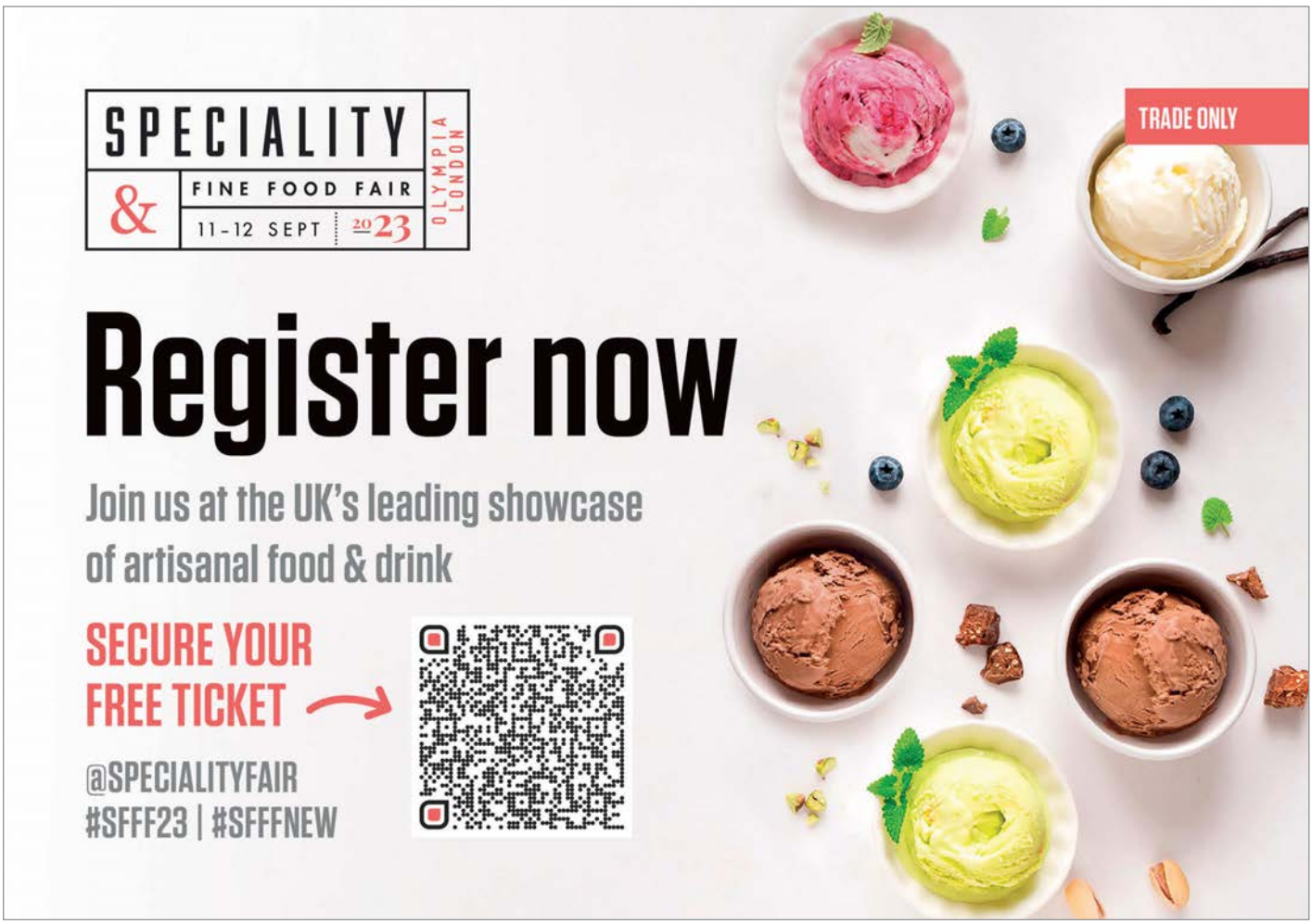
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ALL GOOD THINGS

Get into your customers' good books with a new snack that really delivers

Remember when snacking was 'bad', and 'good' foods were a bit of a chore to be endured, rather than enjoyed? If proof were needed that those days are well and truly over, behold Seeded Snackers, the new oven-baked low-carb, gluten-free snack from Olina's Bakehouse – available in Roasted Beetroot, and Balsamic Vinegar & Caramelised Onion flavours.



Exceeding expectations

"When we first looked at launching the Seeded Snackers in the UK there was a concern that they might come across as too 'wholefood-healthy' for the mass consumer," says Matthew 'Mash' Chiles, a partner at Gourmet Partners, which stewards the brand in the UK. "But you only have to taste them to realise the flavour, along with the delightful crunch they deliver, is really quite exceptional. We trialled them at a couple of trade shows in 2022 and saw what I call 'the eye-pop'. You see this when the taste supersedes the initial expectation; everyone who tried them got that big flavour hit straight away."

Gluten-free, vegan and keto-friendly - could carb-reducers such as Seeded Snackers prove a bigger audience than people might realise? "Absolutely," says Mash. "There seems to be a growing number of people who may not be sticking to a strict keto diet – myself included – but are keen to reduce their carbohydrates. Seeded Snackers are aimed at everyone and not just the more conscious consumer. It's a shame multiple retailers are separating core-range and free-from grocery.

"I know that things are changing and many producers, like Olina's Bakehouse, are feeling more confident in labelling their products as free from but aiming them at core grocery. It used to be the case that these messages would limit their consumer base, but I think consumers have become more discerning across the whole sector."

Add Seeded Snackers to your selection and you may be pleasantly surprised by just how many consumers are ready to give carbs the heave-ho as they search for a truly special snack.





> We trialled them at a couple of trade shows and saw what I call 'the eye-pop', the taste superseding initial expectations



A MASTERCLASS IN MAKING

Just how does Two Farmers make such crunchy crisps? Sean Mason shares the secrets



If you ever doubt the incredible complexities of producing even the most simple snack ingredients, speak to a farmer because the intricacies of their work never fail to inspire. Take the humble potato, the ingredient that does the heavy lifting in Two Farmers' hand-cooked crisps. "What we grow specifically are varieties for crisping," explains Sean Mason, who co-founded the brand with fellow Herefordshire farmer Mark Green. "They can't be used for anything else. We put a lot of focus on how we achieve the high-quality crisps at the end. So as well as choosing the right varieties, that's getting the dry matter to a high enough level, making sure the potatoes are stored in really great condition and that we manage their temperature in storage as that affects the frying colour of the crisps." Two Farmers' store at 8°C by the way, a little warmer than the standard 2°C, and once washed, dried and cut, the potatoes' temperature once again becomes critical. "We're unusual in that we fry in small batches so the oil stays really hot as they go in," says Sean. "It's how we get that crunch."

Two Farmers is not only known for making very good crisps, but for a rare dedication to sustainability that includes its 100%-compostable packaging. Shortlisted this year for the Environmental Packaging Awards, the company takes pains to explain its triple laminate to consumers. Is that essential to winning over today's shopper? "I think so, yes," says Sean. "The pendulum is definitely swinging towards companies that are doing something to try to protect the environment. But, it has to be a really good product in the bag. Will the customer buy something environmentally-focussed just because they feel they should? Well, if the quality's not there they won't."





THE PICTURE OF HEALTH

The future of snacking is looking healthier than ever as consumers hunt down treats with ingredients boasting wellbeing-promoting benefits. These so-called functional ingredients are supported by a rise in consumers who see food and drink as an area of their life they can use to optimise how they feel. Government regulations on products with high fat, salt and sugar (HFSS) have also spurred innovation to produce snacks that satisfy cravings without being too indulgent.



HIGH-PROTEIN HEROES

Thanks to the versatile benefits of protein, which plays a role in supporting health, weight management and fitness, brands are always keen to highlight their snacks' protein value on pack. With shoppers returning to a busier pace of life post-Covid, Mintel reports that consumers are increasingly replacing meals with snacks across all three standard mealtimes, often reaching for high-protein options to stay fuller for longer. While these types of snacks traditionally took the form of bars and cookies, you can now find protein claims on savoury options such as crisps and nuts, too.



KETO BALLS PEANUT BUTTER BLONDIE
Sweet, with a subtle saltiness, this flavour combines creamy peanut butter and crunchy peanut pieces to create a truly tantalising snack.
theproteinballco.com

HONEST BEAN CO ROASTED FAVA BEAN SNACK
Grown in British soil and HFSS compliant, these beans are high in fibre and protein, roasted to perfection and seasoned generously for maximum flavour.
pettywood.co.uk





SAVED LENTIL PUFFS SOUR CREAM & ONION
These high-protein lentil puffs are made with cricket protein that contributes to the development of a more sustainable food supply chain.
savedfood.co.uk



"To win in this space, manufacturers need to create products that support top concerns such as immune, digestive, cognitive, joint and heart health, and include science-backed functional ingredients to increase credibility"

SOUMYA NAIR, GLOBAL DIRECTOR OF CONSUMER RESEARCH AND INSIGHTS AT KERRY



GUT HEALTH

Happy guts remain high on the health agenda for consumers. Data-gathering experts at Kantar say the trend continues to grow from strength to strength thanks to a significant appetite for digestive health products. Average monthly online searches for gut health have risen 85%, according to Kantar's Dx Global Trends Report on Food and Beverages. Fibre is associated with supporting digestive health, and consumers associate snacks, crisps and crackers made with whole grains, nuts and seeds as good sources of fibre.



GOOD & HONEST SWEET CHILLI POPPED VEGGIE CRISPS

Plant-based, natural snacks with a great crunch made from purple sweet potato, green peas and chickpeas.

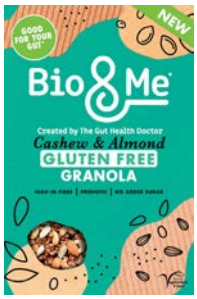
goodandhonest.co.uk

MUNCHY SEEDS WARM CUMIN & FENNEL

Vegan, spicy roasted pumpkin and sunflower seeds with fragrant cumin, fennel and chilli for a Mediterranean burst of flavour.

munchyseeds.co.uk





BIO&ME GLUTEN-FREE GUT-LOVING GRANOLAS CASHEW & ALMOND

Packing a prebiotic punch and high in fibre, these new gluten-free granolas contain no added sugar and are 100% plant-based.

bioandme.co.uk

FREE-FROM

The free-from category continues to see new product launches every year as more brands look to innovate their way to success. Whether shoppers are addressing food allergies or looking to cut out certain ingredients for other health reasons, snacks that account for these sensitivities are becoming a vibrant category in their own right.



ROOTS & WINGS ORGANIC MULTISEED BRITTLES WITH DATES & BLACK OLIVES

Savoury, crunchy organic crackers packed with the tastiest seeds with dates and black olives. Gluten, dairy-free and suitable for vegans.

rootsandwingsorganic.com

PEA POPS DELICIOUS CHICKPEA CRISPS CHEDDAR AND ONION

Award-winning chickpea crisps with 20% plant-based protein, gluten-free and 60% less fat than regular fried crisps, made with all natural ingredients.

peapops.co.uk





RAWMYGOD KETO BARS

This high-fibre nuts and seeds bar is also vegan, low-sugar, and gluten-free.

rawmygod.com

THE NEW SUPERFOODS

Health-conscious consumers are searching for foods that will make them feel better both physically and mentally. Snacks are increasingly seen as a way to either provide a burst of focus and energy or promote calm and sleep. According to a global survey by ingredients company Kerry, 86% of consumers said they would pay a premium for food and beverages with added functional benefits. Ingredients that support stress management and brain function are in the spotlight. Ashwagandha is believed to relieve stress, increase energy levels, and improve concentration, and has seen average monthly searches online more than double, according to Kantar's Dx Global Trends Report on Food and Beverages. Meanwhile, searches for lion's mane, which is believed to help the brain, heart and gut, rose by 65%. As these ingredients shift from fringe wellness products to well-known ingredients, it's only a matter of time before we see them cropping up in health-focused snacks for savvy shoppers.

"**PROTEIN-RICH** FOODS CONTINUE TO **DOMINATE** NEW PRODUCT **LAUNCHES**, WITH **GRAMS** OF PROTEIN OFTEN FEATURED ON THE **FRONT** OF THE **PACKAGE**. FOR TODAY'S **CONSUMERS**, PROTEIN SIGNALS A **HEALTHIER** PRODUCT. THE **DEMAND** FOR **PLANT-BASED PROTEIN**, IN PARTICULAR, CONTINUES TO **GROW** AS MORE CONSUMERS EMBRACE A **FLEXITARIAN** EATING PATTERN"

GLANBIA NUTRITIONALS' WHAT'S NEW IN THE SNACK AISLE FOR 2023 REPORT

CREATING A CLASSIC

Year in, year out, the Fiddler family knows how to make the very best from the land

In an ever-changing world, it's comforting to find fixed points; reassuring touchstones that remind us – and perhaps more importantly, consumers – that some things remain constant. Take Fiddler's Lancashire Crisps: an iconic regional product that captures the story of British agriculture. The Fiddler family has been working the rich soils around Ormskirk since 1950, passing the secrets of growing great potatoes down through the generations, from Robert Fiddler to the current day farmers: Robert's son Bob and his grandson, another Robert. It wasn't until 2011 that Robert senior's dream of turning spuds from the farm's dry, sandy soils into golden crisps was realised. Fiddler's Lancashire Crisps were born, made from the farm's Lady Claire and Lady Rosetta potatoes, and cooked on site in the family's own kitchens. Today crisps are fried four days a week at Brick Kiln Farm.

Meeting demand

Of course, the farm has seen its fair share of drama over the years: dry summers, wet harvests, and the pandemic that reshaped demand in 2020. Last year will long be remembered by crisp makers like the Fiddler family for the spike in global vegetable oil prices. Already at an all-time high when the Russian invasion of Ukraine began, prices for the golden oil shot up as tragic disruption to harvests in the region led to a serious sourcing challenge.



"The sunflower oil shortage really affected us," says Judith Fiddler, who oversees the crisp-making side of the business along with her husband, John, brother to Robert junior. "Twelve months on the costs have really stabilised and sourcing is no longer a problem...and now we're finding we're really busy," adds Judith. "It may be that Covid has had a lasting impact on people's habits, with people more likely to stay home with a bottle of wine and some really good quality snacks rather than venturing out."Whatever the reason, everyone in the Fiddler family is working hard to meet the demand. "We make crisps all year round," says Judith. "We dig our potatoes in September and October and then keep them in store for the winter for use as needed."

As summer turns to autumn the Fiddlers will lift their crop as usual, driving the potatoes along the farm's old cart tracks to the cold store where they'll be graded and boxed to await their moment of glory. The selected spuds are washed, peeled, sliced and hand-fried in small batches to make the very particular crunch that Fiddler's fans love.

A taste of Lancashire

The continuity with the past Fiddler's Lancashire Crisps embody doesn't end at the fryer. Once the crisps have bubbled and bobbed their way through the cooking process they meet some very special flavours.

The family has worked hard to find regional ingredients that complement the crisps, and the resulting range is a triumph. Sea Salt & Lancashire Vinegar calls on the malt vinegar brewed for over 80 years by Wigan makers Ellsey's, and the Lancashire Cheese & Onion calls on a regional recipe made with milk from cows grazing Beacon fell and matured for three months.

And that's why bags of Fiddler's really speak of the food traditions of Lancashire. Perhaps it's why fans have taken the brand to their heart: come rain or shine, pandemic or oil shortage, Fiddler's crisps remind your customers of all the good things in life.



> "People are more likely to stay at home with a bottle of wine and some really good snacks rather than venturing out"



BAR SNACKS, BUT BETTER

The bar snacks are on Berkshire's premium makers – so are you ready to taste what all the fuss is about?

Snacks created to perfectly pair with the finest drinks your customers are picking up? That's the pitch from Made For Drink, the premium brand that's elevating the iconic British pub experience and bringing it out of the bar.

A crisper crunch

The race to nail the perfect crisp is always a pleasure to behold, with artisan makers raising the stakes on flavour and texture to win the love and loyalty of discerning crisp eaters. Made For Drink doesn't mess around in this regard, introducing one palate-pleasing product after another. The latest is The Gentleman's Relish Potato Crisps, which bring the punchy flavours of this cult British spread to premium crisps made from potatoes grown, cut and fried in Yorkshire. This latest SKU joins four other flavours in the range, sales from which support the work of English Heritage. With each upholding precious heritage culinary skills – Dorset Sea Salt and Malt Vinegar & Sea Salt are seasoned with salt harvested from Chesil Beach; English Truffle is flavoured with the pungent funghi hunted by skilled enthusiasts; Baron Bigod Cheese & Onion uses a fabulous Suffolk farmhouse cheese – it's the perfect partnership.



Adding a little heat

While the carbon neutral company has its crisps made in the heart of potato country, its signature Chorizo Thins are baked in its very own ovens to crispy perfection using chorizo from Lugo in Galicia. Also on offer is 100% Grass Fed Biltong, created for Made For Drink by a family hailing from the home of biltong. The snack owes everything to the star ingredient: rich, deeply-flavoured beef from cattle reared slowly on pasture.









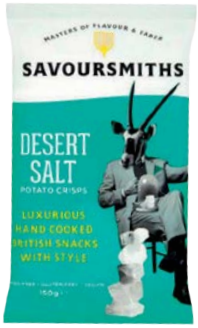
COMFORTING CLASSICS

Snacks remain a reassuring indulgence for consumers during stressful times. You can't go wrong keeping it classic with tried-and-trusted formats like crisps or nuts in traditional flavours. Nostalgia remains a key driver for sales, so a packet of salt and vinegar or cheese and onion aren't to be sniffed at, but don't be afraid of providing a twist on a familiar product



CRISPS

Dress them up in posh vinegars and spices, or keep them simple in ready salted, us Brits will take our crisps as they come. Your snacking aisle won't be complete without a good selection of quality packets. Whether you choose to experiment with healthy versions or go for zany flavours will depend on your particular customer base, but we say you can't possibly go wrong with a few classics thrown in for good measure.



SAVOURSMITHS DESERT SALT
Pure, crystal white desert salt from an ancient and pristine source in the Kalahari Desert creates an exceptional tasting crisp.
savoursmiths.com

LANCASHIRE CRISPS LANCASHIRE SAUCE
Lancashire Sauce, made from a secret recipe, is sprinkled gently by hand onto crisps just after cooking to give a gentle spicy kick.
fiddlerslancashirecrisps.co.uk





KENT CRISPS OYSTER & VINEGAR
Inspired by the famous Whitstable oysters, this flavour is just like a taste of the Kentish seaside.
kentcrisps.com



> "Amidst upcoming HFSS restrictions on product location, boosting in-aisle visibility and launching non-HFSS snacks will be important in getting brands noticed and driving unplanned purchases"

RICHARD CAINES, SENIOR FOOD AND DRINK ANALYST, MINTEL

A DOSE OF NOSTALGIA

It's no surprise that many of us enjoy snacks for the sense of comfort they give us. While innovation and experimentation are important as tastes and preferences evolve, as we move forward we shouldn't forget why people love to snack in the first place. After all, for 73% of consumers, taste overrides healthiness, according to research by Mintel. Retailers can also find success by delivering on nostalgia, so ensure you're well placed to leverage key snacking events like holidays and celebratory occasions.

MEAT SNACKS

Despite the rise in veganism and plant-based eating, not everyone is swearing off meat. In fact, snacking giant PepsiCo's Frito-Lay division is planning an expansion into meat snacks such as jerky. The meat snack industry is expected to be worth £454m by 2027, having grown a whopping 38% in the past two years alone – making it the fastest-growing food and drink category in the UK – according to research by Pilgrim's Food Masters. Meanwhile, searches for biltong, a South African-inspired dried meat, increased 38% over the last five years, according to trend tracker Exploding Topics. However, if your customers are super keen on vegan innovation, the team at Glanbia Nutritionals says plant-based jerky made from wheat, jackfruit, mushrooms and even pea protein is a snack to watch in 2023.



TRAILHEAD GET JERKY ORIGINAL WILD VENISON JERKY

This Wild Venison Jerky is marinated in homemade recipes for up to four hours and hand-cut for quality.

trailheadfinefoods.co.uk

MADE FOR DRINK BILTONG ORIGINAL SEASONING

Enjoy 100% grass-fed Irish beef seasoned to time-honoured South African traditions.

madefordrink.com





SERIOUS PIG SNACKINGHAM CLASSIC

Tender slices of air-dried British pork infused with a blend of garlic, caraway seeds and a hint of white pepper.

seriouspig.london

PRODUCER SPOTLIGHT

FAIRFIELDS FARM CRISPS

Fairfields Farm makes delicious, thick-cut hand-cooked crisps from its independent family farm in East Anglia. The Strathern family grow, harvest and cook their own potatoes on site for a snack with low food miles and glorious crunch. They're available in a range of flavours, from classic Lightly Sea Salted, to moreish Bacon & Tomato and conversation-starter Adnams Ghost Ship Pale Ale. The best bit? They're all gluten-free, dairy-free and vegan, so there's something for everyone.

sales@fairfieldsfarmcrisps.co.uk



> Over the last few years, we've seen a huge boom in snacking overall, but meat snacking has carved itself out a niche and, thanks to explosive growth, become a category in its own right

CONOR LOWRY, CATEGORY CONTROLLER, PILGRIM'S FOOD MASTERS





65% OF **SNACKERS** IN GREAT BRITAIN ENJOY A PACKET OF **CRISPS** AT LEAST **ONCE** A **WEEK**

YOUGOV REPORT, THE RISE OF THE SNACKER

NUTS AND SEEDS

Are nuts about to have their moment? While the introduction of restrictions on snacks that are high in fat, salt or sugar (HFSS) are set to hit sales of crisps and other savoury snacks, this classic pub snack is excluded, which could result in more impulse buys due to their increased in-store promotion. For those in need of a savoury flavour-bomb, now's the time to go for nuts, seeds and other naturally healthy snacks.



MANILIFE DEEP ROAST SALTED PEANUTS

Made with the brand's signature highest-quality, single-estate peanuts, deeply roasted to create a more intense flavour profile and then simply lightly salted.

mani-life.com

MUNCHY SEEDS MEGA OMEGA SNACK PACK

Vegan savoury roasted seven seed mix, with a delicious tamari flavour, high in Omega 3.

munchyseeds.co.uk





OLIVES ET AL TRUFFLE SALTED MIXED NUTS

Hand-roasted in a hot air kiln, then seasoned and tumbled with real truffle and salt.

olivesetal.co.uk



BEYOND EXPECTATION

If you're looking for an inspiring, creative snack offering, Mr Filbert's has it in the bag, says MD Mark Taylor



We believe that life is better with a dash of delicious! That's why we carefully craft all our artisanal snacks by hand in the heart of Somerset, using only the most expensive ingredients and flavour combinations possible.

For the epicurious in search of exciting and high-quality snacks, but bored in a sea of sameness, Mr Filbert's is here to offer delicious nibbles that go beyond expectation.

Established in 2010, Mr Filbert's inspiring and creative fine food brand has set the market alight with its incredibly quirky and creative recipe inventions, becoming listed in leading independent grocery department stores, delicatessens and farm shops nationwide. Thirteen years on from tumble-roasting our first batch of gourmet nuts, we have proudly received over 50 industry awards, including eight Great Taste stars in 2022 alone, and we continue to deliver a true masterclass of fine flavours. Judges often say 'you won't taste better', than Mr Filbert's.

The company ethos is full of a vibrancy for life, and our enthusiasm for all things snacking is peppered throughout everything we say and do. We certainly don't do things by half – after all, life is better with a dash of delicious! From how we craft and speak to our snacks, our generous and convivial nature is in everything we do, which is probably why people love working with us. We often describe the way we work in a similar way to our food: wild, zesty, adventurous and brave, and indeed you need to be brave steering a business that is doubling in size every three years!

Our key to crafting perfection

Working from our AA, BRC-accredited kitchens in Glastonbury, Somerset, the Filbert's team have become globally renowned as innovators in the snack market, partnering with 15 international distributors, and working closely with artisanal food and beverage manufacturers in the UK to create recipes that stand out from the crowd. We have collaborated with breweries such as St Austell and Adnams to produce the tasty Proper Job beery nuts and Ghost Ship pale ale peanuts respectively,







> Last year was phenomenal for Mr Filbert's, winning over eight Great Taste stars across four recipes. These are not just snacks; these are Mr Filbert's snacks



fabulous creations that pair perfectly with a pint.

Each nut snack is oven-roasted, rather than oil-fried, in Mr Filbert's very own customised nut roaster, to give what is described as a superior and healthier snack offering. It is then tossed and tumbled with the distinctive combination of ingredients that reflect our unique and delicious recipes from around the world, including inspirations from traditional French, Mexican and Moroccan cuisines, with twists that make them decidedly Mr Filbert's.

Our French Rosemary Almonds are a perfect example. Buttery Californian almonds are oven-roasted to perfection, then tumbled in an exquisite combination of fresh rosemary leaves, sea salt, and lightly smoked icing sugar to give them a delicate light glaze and a beautifully aromatic taste.

This Filbert's creative spark is no more perfectly demonstrated than in our latest acclaimed Christmas recipes, where we partner zesty Valencian orange with velvety Belgian chocolate, and combine the powerful flavours of woodland truffle and wild garlic to produce a luxurious sweet and savoury snack range.

In our other delectable ranges, our traditional Halkidiki Greek olives are marinated with fresh and fragrant herbs and spices in small batches for a truly authentic flavour, and our 100% British Beef Biltong is air cured to produce an artisanal, protein-rich snack, available in Original or Chilli Rub varieties. We have recently added our own take on the classic chilli rice crackers, using sweet Thai chillies and spices to produce a light and crunchy snack with a gentle measure of heat.

So, why buy Mr Filberts snacks? Well....

All our recipes are made with the dedicated craftmanship and passion of our chefs, who seek out only the best in texture and flavours, using all-natural ingredients, including locally grown fresh herbs, locally sourced honey and hand-foraged wild garlic from Somerset. Our gourmet nut and olive ranges are naturally free from gluten and dairy, and are vegetarian and vegan-friendly, and our whole range is free from all artificial flavours, colours and preservatives. We are the fastest growing snack brand in the UK for a reason: we pride ourselves on giving our customers and consumers great tasting, high-quality products with a top-notch service. And that is not all: Filbert's is also demonstrating its passion for improving our social and environmental impact by achieving a B-Corp certification in 2023. We are nearly there!

So, for the curious customer in search of exciting and high-quality snacks, Mr Filbert's is here to offer a wide range of delicious snacks that go beyond expectation!

MINDFUL MOMENTS

As conscious consumers bring their ethical mindset to the snacking aisle, retailers will be rewarded for offering vegan options, as well as stocking brands that cut down on packaging waste and use sustainable ingredients. Look out for animal-free products and those that steer clear of ingredients consumers have turned their backs on, like palm oil. Snacking brands utilising recyclable packaging like aluminium tins or glass jars will be particularly attractive to mindful shoppers.



SUSTAINABLE PACKAGING

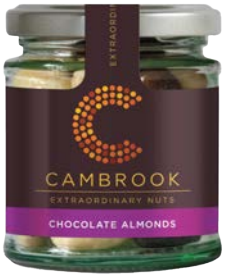
Snacks may still be impulse buys for many consumers, but reducing waste is a top priority. Mondelēz's State of Snacking report, found that seven in 10 people believe sustainable packaging helps them enjoy their snack more, and a whopping 82% say they wished that more products had biodegradable packaging. While packaging incorporating recycled materials is a start, consumers will be eyeing up any brands making a leap towards the use of recyclable or even biodegradable packaging.



TWO FARMERS WOODLAND MUSHROOM AND WILD GARLIC
Premium hand-cooked crisps flavoured with woodland mushrooms and a hint of wild garlic in compostable packaging.
twofarmers.co.uk

MEDISALAD BY DELICIAS
A ready-to-eat Mediterranean salad which is crammed full of goodness. Vegan and comes in an innovative eco-friendly packaging.
agrucapers.com





CAMBROOK FOODS CHOCOLATE ALMONDS
Baked Californian almonds coated with a salted dark, a creamy milk and a rich white chocolate. Made in traditional chocolate coating pans.
cambrookfoods.co.uk



"Permanent packaging is set to bring about a significant shift in consumer attitudes to packing. We have seen it before with the introduction of the 5p bag charge. Consumers now choose to carry their own groceries in a tote or backpack. There has been an introduction of permanent packaging on a microscale, but I believe this year we will see this model being scaled across the UK in a big way, hopefully once again reinventing our consumption of harmful plastics"

SIAN SUTHERLAND, A PLASTIC PLANET

PLANT-BASED

Globally, 64% of consumers say they would try a plant-based version of their favourite snack, according to Mondelēz's report, and over a third say they already have. While they may not be swearing off meat and cheese entirely, many consumers are open to the idea of trying plant-based products. Seven in 10 believe plant-based snacks are better for the future of the planet, according to Mondelēz's findings, and snack manufacturers have taken note. Plant-based innovation in the sector is growing, with producers branching out to less explored vegan meats and new formats, like vegetable jerky.



SIMPLY ROASTED DUCK & HOISIN

Using entirely plant-based ingredients, the new on-trend flavour is fragrant, sweet and rich in flavour.

simplyroastedcrisps.co.uk

JADE & JOY WELLBEING CARAMEL BLONDIE

Created to support the wellness of both the body and mind. Free from gluten and dairy, vegan-friendly, low in calories, low in sugar and high in protein.

jadeandjoy.co.uk





YUBI BAR S'MORES PROTEIN BAR

Healthier protein bars with 10g of plant-based protein per serving. Also free from gluten and dairy.

yubibar.com



SHOWCASING PLANT-BASED BENEFITS

Shoppers tend to associate plant-based products with being healthy as well as sustainable options, according to research from FMCG Gurus. The group's consumer insights found that:

- **74% of consumers said they associated eating less meat with being healthier**
- **Of consumers who have changed their diet in the last two years to lead a more environmentally friendly lifestyle, 43% reduced or eliminated their intake of dairy products and 40% reduced their intake of meat products**

What does this mean for retailers?

If the main reasons consumers are turning to plant-based products relate to health and sustainability concerns, they'll be paying close attention to the health and sustainable benefits promoted in the products they consume. As a result, retailers should stock plant-based brands that position these core benefits and draw attention towards how these areas are interlinked.

> "Whilst plant-based snacks are still relatively niche compared to their dairy and meat counterparts, vast opportunities lie ahead as consumer demand ramps up, with consumers looking to reduce animal-based foods, whether through a vegan, vegetarian or flexitarian diet"



MARGAUX LAINE, SENIOR ANALYST OF FOOD AND NUTRITION, AT EUROMONITOR INTERNATIONAL

PLANET-FRIENDLY INGREDIENTS

It's an unavoidable truth that sustainable and Fairtrade ingredients often come with a bigger price tag. However, it seems more consumers are putting their money where their mouths are and are willing to spend a bit more for food and drink that is better for the planet.

Nearly two-thirds of the British public either agree or strongly agree that buying sustainably sourced food is "a lifestyle change you can make to help protect food grown in countries at risk of climate change", a recent poll commissioned for Fairtrade Fortnight found. Nearly half (44%) of people choose products that are sustainably sourced, such as Fairtrade, organic, vegan or locally produced, the research revealed. With innovative brands repurposing products that were destined for the bin or utilising climate-hero ingredients, such as fava beans, teff, algae and more, this area is certainly one to watch.



30% OF **CONSUMERS** ARE LOOKING TO **REDUCE** THEIR **CONSUMPTION** OF ANIMAL PRODUCTS

EUROMONITOR INTERNATIONAL'S VOICE OF CONSUMER: LIFESTYLES SURVEY

65% WOULD PAY **MORE** FOR SNACKS THAT CONTAIN **ETHICALLY** SOURCED **INGREDIENTS**

MONDELEZ STATE OF SNACKING

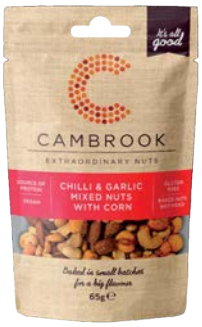
IT'S CRUNCH TIME

Hampshire's artisan roastery is serving up a new flavour for your snacking shelves

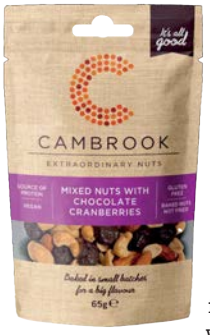
Unless you've dropped into the business of fine food retail from outer space, you'll know of Cambrook Foods by now. After all, the artisan Hampshire roastery has been elevating snacking nuts to a fine art since 2012. You'll probably have got the gist of the company's USP, too: a care and attention to nailing the details that tells in every jar, packet and pouch. So that means sourcing the highest-grade cashews, almonds, peanuts, pecans, hazelnuts, pistachios and macadamias, and baking (never frying) at just the right temperature for just the right amount of time. Or perfectly caramelising the nuts using a secret process the founders only hit on several months after a research trip to see how artisan producers do it in Italy and Spain.

A finer flavour

Cambrook brings salt, heat and smoke to the party too. Its elegant mixes combine hickory smoke seasoning, chilli, lime and paprika, and soy and sesame seeds. And, of course, there are the delicately balanced but oh-so-decadent Baked Truffle Nuts, which last year bagged a Great Taste Award. The care and restraint shaping every blend has won the company a legion of loyal fans and some enviable stockists. Its premium cocktail mixes are found gracing bars at The Savoy, The Dorchester, The Ritz and Claridge's.



But stewarding a premium snack range with such a strong reputation brings its challenges; new product development must always add value to a capsule range. New lines must exploit an emerging opportunity that aligns to the brand's values, without feeling like wacky bolt-ons. So step up Cambrook's two new launches available in 65g 'grab and go' pouches to bring some extra sophistication to your shelves.



New moves

First up are the Chilli & Garlic Mixed Nuts with Corn, a perfect jumble of baked cashews, almonds and peanuts tumbled together in a little olive oil, chilli, garlic and a pinch of sea salt. Crowd-pleasing giant corn brings a fabulous crunch to the party. Meanwhile the Mixed Nuts with Chocolate Cranberries bring an indulgent twist to Cambrook's signature style. This time it's baked and salted cashews that mingle among almonds and peanuts, a winning combination that's spiked with tart cranberries covered in dark chocolate. Each is designed to stand up on a shelf or hang from a clip strip, is HFSS compliant and comes in fully recyclable packaging.

It's been a busy year so far for Cambrook; besides work on the new launch, the company's Cocktail Mix No 6 scooped a prestigious silver award at the Farm Shop and Deli Awards. The judges were impressed: "It was evident that a great deal of time, effort, and dedication was invested in the development of your product." This adds to the six Great Taste Awards the company gained last year, those nuanced flavourings and carefully-judged textures adding up to a huge advantage over more run-of-the-mill offerings.

So, whether in its eminently giftable glass jars or recyclable pouches, this all-natural, totally premium snack could be the perfect addition to your offering.The full range includes retail packets sized from 45g up to 140g, glass jars, gift sets and one kilo bulk sets.



IN THE LOOP

Circular living is second nature to Hebridean islanders, as biscuit maker Dawn Reade explains





How good can a cheesy biscuit be? Well, how about a cheesy biscuit created on a stunning Hebridean island by a family of bakers whose dairy farming roots supply a gold-winning Cheddar made right on their doorstep? And a biscuit whose rich profile can be traced back through the raw milk of the Friesian, Holstein and Brown Swiss cows to the lush pasture that can be seen through the bakery window?

Local heroes

Island Bakery likes to keep things simple. Its Cheese Biscuits – in Traditional, Onion & Thyme, and Harissa & Cumin flavours – make



use of a fabulous resource that's literally in the family. "We didn't feel we could make a cheese biscuit with any other cheese other than Isle of Mull," says co-founder Dawn Reade of the business she runs along with husband Joe. "It's Joe's brother's cheese; Joe grew up on the farm and it's literally next door!"

Not only is a key ingredient sourced from the next-door dairy farm, but the businesses share the output of a hydro-electric turbine on the neighbouring Tobermory River and a wind turbine perched on a hill above. While these renewables power the general running of the bakery, its ovens use another local source of energy: wood from the island's carefully managed forests.

Food stories

We know that making, packaging and retailing artisan foods from distinct places is really all about storytelling. Yes, customers are delighted by the sensory experiences, but those magic moments of taking in the story (an illustration of Joe's much missed father, Jeff, smiles from every box of Cheese Biscuits) mean stockists are importing a slice of another life to their shop; opening a window to a place dictated the rhythm of the tide, a pace set by grass-munching cows, and family bonds that last.



READY, STEADY, GO

We lead busy lives. Between work, family, and general daily admin, it can often prove tricky to carve out time for sitting down with a proper meal. That's where on the go snacks come in, providing a simple solution for our foodie fixes with their handy boosts of energy. According to consumer insight research from FMCG Gurus, 30% of global consumers find convenience appealing when seeking out snacks, and they're willing to pay a premium. Equally, their data shows the health credentials of snacking products have never been so important – particularly when it comes to breakfast.



BREAKFAST ON THE RUN

Meal skipping is common, with breakfast and lunch most commonly missed according to FMCG Gurus. In their research, 47% of those surveyed didn't eat in the morning, often attributed to lack of time or hunger. This has led to a rise in consumer search for the perfect breakfast on the go. Mintel's insight echoes this data. During lockdown, cooked morning meals (from a full English to porridge) were normalised, whereas now, with workforces returning to the office, the tides have turned. Growth is heavily expected, particularly in breakfast biscuits and cereal or snack bars.

BOKA CEREAL BARS
The only cereal bars on the UK market with four green traffic lights on the front. Available in Apple Cinnamon, Caramel, Choco Mallow and Strawberry.
bokafood.co.uk





NAIRN'S CRUNCHY OAT BARS
A brand-new launch, made with wholegrain jumbo oats and half the sugar of many other cereal bars. Available in Honey, Belgian Dark Chocolate Chunk and Raisin, Apple & Cinnamon flavours.
nairns.com

RISE BANANA & PEANUT BUTTER BLITZED GRAIN PORRIDGE POTS
A gluten-free, no-added-sugar alternative to mass market porridge pots. Just add hot water.
riseporridge.com



THE **UK** EATING OUT MARKET IS **FORECAST** TO **GROW** IN VALUE BY **4.6%** IN **2023**, SHOWING **MORE** OF US ARE **LOOKING** FOR **SUSTENANCE** OUTSIDE THE **HOME**

LUMINA INTELLIGENCE

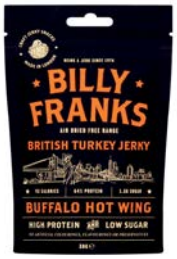
LUNCH TO GO

According to Mintel, the return to the workplace has bolstered sales of food on the go, with consumers increasingly looking for easy-to-consume products that fill the gap between breakfast and lunch and beyond. High-protein, high-fibre options are proving popular, keeping office workers fuller for longer. For artisan retailers, key offerings include snack-sized cheese and charcuterie, as well as dried meat products such as biltong.



THE PERFECT BRITISH CHEESEBOARD
From Butlers, a petite serving of three of their top sellers (Sunday Best, Blacksticks Blue, Button Mill), in one 100% recyclable pack. Serves one to two people.
butlerscheeses.co.uk

BILLY FRANKS BUFFALO HOT WING TURKEY JERKY
An international award-winning high protein snack, made in London with air dried British free-range turkey, and only 93 calories per bag. This one has a spicy kick.
billyfranks.co.uk





SNACKALAMI 'CLASSIC'
Inspired by traditional French saucisson. Made with outdoor-reared Kentish pork, gluten-free and keto-friendly, seasoned with garlic and pepper.
seriouspig.london

WHAT IS THE FUTURE OF SNACKING?

According to industry insiders Heather Morris of SH Foodie, and Simon Morris, director of Beat Bites there are some key areas to focus on.

- Personalised snacking: Catering to individual preferences, dietary needs and health goals. "Consumers would like to have the ability to choose from a wide range of flavours, ingredients and portion sizes, ensuring a snack that perfectly suits their individual tastes and nutritional needs," says Heather.
- Health and wellness: Mintel recently reported, says Simon, that more than half of adults claim to be taking steps to reduce their sugar content. He sees functional snacks offering specific health benefits such as those incorporating probiotics, gaining in popularity.
- Plant-based: "This trend will continue to extend to the snacking industry," says Heather. "Crisps and jerky made from mushrooms are making headway."
- Sustainable packaging: "Environmental concerns are driving the shift towards sustainable packaging solutions in the food industry, and snacking is no exception," says Heather. "There are already moves to prioritise eco-friendly materials such as recyclable, compostable or biodegradable packaging."
- Alternative ingredients: According to the duo, retailers should be on the lookout for snacks featuring Asian spices, bold tastes of Latin America, and aromatic herbs of the Mediterranean.

FRUIT IN A FLASH

Although global research suggests chocolate is the snack we turn to the most (approximately 83% of us according to FMCG Gurus), there is growing evidence that fruit is coming back into fashion. Insight from the Gurus shows 70% of consumers are looking for a healthier alternative. Now is the time, then, to invest in some of the new wave on the go fruit snacks coming to market – from dried fruit bars, to fruit crisps.

SOUL FRUIT DRAGON FRUIT CHIPS
Unique slices of 100% natural dragon fruit, dried to a crisp. A single serve is one of your five a day.
soulfruit.co.uk





PUKPIP WHITE CHOCOLATE
Launched as singles this summer, coming in at 152 calories each. Frozen banana in white chocolate with a hint of vanilla. Nothing artificial added.
pukpip.com

SQUISHED BLUEBERRY RESCUE FRUIT BALLS
Each 40g pack is made with 50 blueberries 'rescued' from becoming surplus waste. With no added sugar, gluten or nuts.
wearesquished.uk





SOME LIKE IT HOT

There's nothing like hot snacks to get sales sizzling. Here's how...

Got your local, artisan-made and small batch snacks ready to pull in customers? Great. And what about the easy, quick and low-waste offer to add some volume to sales... no? Meet Farm Frites, your secret weapon to add real value to your customers' experience while making the very most of footfall.

A fervour for frites

"Every deli and farm shop wants to make its own mark on a menu," says Nic Townsend, trade marketer for Farm Frites UK and Ireland. "In an ideal world, every element of a snack menu would be prepared by hand, but often convenience is a leading factor – particularly when it comes to hot foods. Buying pre-prepared products allows operators to choose a wide range of options – either to offer all at once or to allow periodical updates to the menus. They offer convenience, fast preparation and easy portion control with reduced waste."

Farm Frites has been in the business of making crowd-pleasing fries that boost retailers' profits since 1971. It's a truly global company, with 1,500 employees and experience growing potatoes in regions as diverse as Poland and Egypt, but the focus is always the same: excellent quality frites that will leave your customers satisfied. What's more, the company has just the range to complement and expand your ready-to-eat and food service sales while building in some welcome profit.

Cheese sells

With 60% of its stockists believing adding cheese helps an item sell better, Farm Frites has risen to the occasion with its new Chilli Cheese toppers, Cheese Pops and Premium Cheese Sauce. This Appetisers range – available nationally through a wide network of wholesalers and delivered frozen (check with your local wholesaler for availability and cost) – brings breaded and battered cheeses which can be presented in multiple ways for foodservice or easily boxed for takeaway customers to eat on the move or at home. Chilli Cheese Toppers are a 100% vegetarian snack: their creamy, spiced Cheddar filling is coated with the perfect golden batter crust to a crunchy bite and an irresistible look.



Meanwhile the Cheese Pops (a great addition to any platter) combine a filling of 40-week-matured premium Gouda cheese with a crunchy four-layer crust that has an excellent holding time. Company testing has found the Pops stay hot and crunchy even after 30 minutes in a delivery bag. Meanwhile the Premium Cheese Sauce is an extra taste sensation for the sandwiches, burgers, fries, nachos and pizzas on your menu. The rich, natural Cheddar will make your customers' mouths water...

> "Buying pre-prepared products offers convenience, fast preparation and easy portion control with reduced waste"



The whole Appetisers range, which also includes Camembert Bites, Mozzarella Sticks, Emmental Bites and much more besides, responds to the 'grazing' trend whereby consumers like to share a variety of snacks with friends. Making the most of informal and impromptu eating opportunities, the snacks are simply cooked in a combi or fast-cook oven, air fryer or deep fryer. They can add value and margin to your snack offer as customers trade up on impulse or indulgence. Accompany the Appetisers with a selection of sauces for dipping and these snacks fulfil the need for fast munches with a quality taste.

Buyers outsourcing their fries to Farm Frites will be reassured to know that sustainability has long been a core focus for the company. Its annual sustainability audit helps it continually improve processes and production methods, building more sustainable approaches to the growing, chipping and freezing processes. For further information about Appetisers, and the full range visit their website.

FARM FRITES APPETISERS

Battered & Breaded Cheeses, Onion Rings & More!

Easy to store, Easy to cook, Easy to serve.

Extra Profits...Fast!



Chilli Cheese Toppers



Making the most of informal and impromptu eating opportunities
These snacks are simply cooked:
- Combi or fast-cook oven,
- Air fryer or
- Deep fryer.

They will:
- Extend your trading day part offers
- Add value and margin to your snack offer
- Trade up on impulse or indulgent sales

Breaded Cheese Pops



Premium Cheese Sauce



For full range & contact:
www.FarmFrites.co.uk

Appetisers for all occasions.

Trade up:
- All Day Parts
- Snack, Take Away & Delivery
- Fast Cooking, Low Waste

FARM FRITES®

the fresh taste of the land

NOVEL INGREDIENTS

Innovation is shaking up the food sector as ingredient labels get an overhaul with the latest trending flavours. Be prepared to stock exciting new treats spanning the full spectrum of flavour, from fiery spice to savoury seaweed. Keep your eyes trained on hot new product launches, and don't be afraid of taking a punt on a snack with an out-there ingredient – it could just be the next big thing.



SPOTLIGHT ON SEAWEED

Seaweed isn't only for sushi. These days, it's viewed as a fully-fledged superfood. This nutrient-dense, umami snack is on more consumers' radars as they experiment with new flavours and ingredients. Seaweed contains antioxidants as well as other vitamins and minerals, and it is believed to support heart health too. Kantar's Dx Global Trends Report on Food and Beverages says that while types of seaweed like spirulina and kelp are already front and centre in the supplement space, searches for these products in new formats is growing as consumers look for ways to incorporate them into their diets. It only stands to reason that the snacking sector will make the most of this hot ingredient.



SHORE SEAWEED CHIPS LIGHTLY SALTED
All-natural, 100% plant-based chips made with sustainably hand-picked seaweed from the Scottish coast.
shoreseaweed.com

EASY BEAN SEAWEED & SESAME
Handmade using nutty-tasting chickpea flour and baked using a nutritious blend of native seaweed. Naturally gluten-free, wheat-free and high in fibre.
easybean.co.uk





WAVY WONDERS SEAWEED AND SEED SNACK
A nod to classic Scandinavian flavours with wild garlic and yoghurt, for those that love a forest walk in the spring.
wavy-wonders.com



"This year we are seeing consumers desire emerging and adventurous flavours with mainstream favourites. Whether it's a nostalgic treat, a comfort dish or a healthy alternative, consumers expect a greater variety of tastes in 2023"

SOUMYA NAIR, GLOBAL CONSUMER RESEARCH AND INSIGHTS DIRECTOR AT KERRY

NON-POTATO CRISPS

With more and more brands moving away from potatoes, Brits are coming to embrace inventive crisps. Over the years, we've seen the steady adoption of root vegetable crisps like beetroot and parsnip, and more recently crisps made from pulses like lentils and chickpeas. Now, up-and-coming brands are focusing on nutritious vegetables like mushrooms and broccoli to attract health-conscious shoppers.



REAL NATURALS SHIITAKE MUSHROOM CHIPS
Shiitake mushroom chips that ooze flavour with a big mushroom umami hit.
thecoconutkitchen.co.uk

PETTY WOOD & CO. KARMA BITES
Made from the highest quality popped lotus seeds, combining clean and simple ingredients with a love for honest and healthy eating that doesn't compromise on the flavours.
pettywood.co.uk





OTHER FOODS CRUNCHY ARTICHOKE CHIPS
Vegan, gluten-free, and made with three simple, clean ingredients. Palm oil-free and packed with gut-friendly probiotics.
otherfoodsuk.com

> "Affinity for spicy food continues as consumers increasingly appreciate the depth and balance of heat and flavour. The refinement of the palate for these flavour profiles is evident and is set to grow"
>
> **KANTAR'S DX GLOBAL TRENDS REPORT ON FOOD AND BEVERAGES**

54% OF CONSUMERS LIKE TO EAT SNACKS THAT ADD EXCITEMENT TO THEIR DAILY DIET

SOURCE: CIRCANA'S 2023 SNACKING SURVEY

FLAVOURS TO WATCH

New ingredients and flavours are always evolving, so it's a good idea to keep an eye on the innovation radar to stay up-to-date with the latest consumer demands.

- Uni – With a briny, umami flavour, consumer trend forecaster WGSN predicts uni – the only edible part of sea urchins – will move from fine dining menus to packaged goods this year.
- **Hawaiian, Indonesian and Nigerian inspiration – In the US, Kantar's data shows a growing interest in these cuisines. With many food trends making the US-to-UK migration, these could be areas to watch in the years to come.**
- Avocado oil – More and more snacks will soon be boasting avocado oil as a star ingredient, according to Whole Foods' 2023 trend report, thanks to its high oleic fatty acid content, which is better for heart health than other mainstream oils.



TASTE FOR SPICE

While Brits' capacity for spice occasionally makes us the butt of international jokes, for a country where curry is one of the most popular cuisines, it's no surprise to see a taste for the hot stuff growing. In recent years, Bowman Ingredients noted a diversification in general 'spicy' flavourings into more niche and regionalised variants, like Korean, North African and South American (think gochujang, harissa and chimichurri, respectively). This year, Whole Foods Market pointed to the rising popularity of chilli varieties like ancho and cayenne.



TAYLORS SNACKS JALAPEÑO & MATURE CHEDDAR RIDGE CUT CRISPS
Take the oozy, cheesy goodness of nachos and mix with the tangy chilliness of jalapeños – and Jalapeno & Mature Cheddar ridge crisps are born.
taylorssnacks.com

GOOD THINGS SNACKS SMOKY & SPICY NUT MIX
Smoked almonds lead a cast of spicy chickpeas, roasted corn and chilli peanuts in this delicious bonfire of a nut mix. Smoky, spicy and downright moody.
goodthingssnacks.co.uk



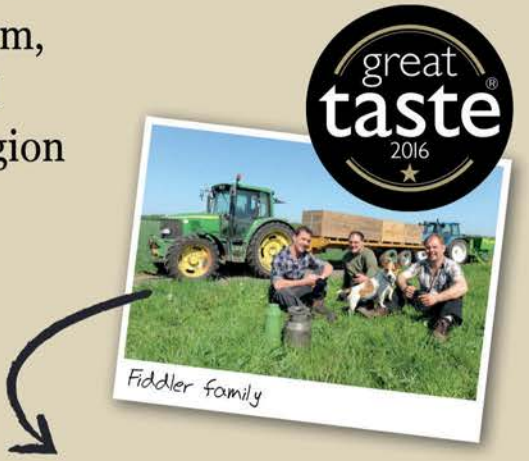


SUPERBON PIMIENTO CHIPS
Potato crisps flavoured with Spanish paprika and cayenne pepper.
greatfoodaffairs.com

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.

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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

