

# SPECIALITY FOOD

NEWS, COMMENT AND BUYING IDEAS FOR FINE FOOD RETAILERS

## ATTENTION!

Our snazzy new packs have a 98.7% chance of causing unprecedented consumer happiness\*

PLEASE STOCK RESPONSIBLY

The advertisement features three packs of Taylors of Harrogate Yorkshire Tea against a red background. The left pack is blue and labeled 'DECAF BEDTIME BREW WITH VANILLA & NUTMEG', featuring an owl illustration and '40 TEA BAGS 100g e'. The middle pack is yellow and labeled 'MALTY BISCUIT BREW TASTES LIKE TEA AND BISCUITS', featuring a teacup and biscuits illustration. The right pack is green and labeled 'STRONG BREAKFAST BREW A POWERFUL PUNCH OF ASSAM', featuring a teacup illustration and '40 TEA BAGS 125g e'. Each pack includes the 'TAYLORS of Harrogate YORKSHIRE TEA' logo and a royal warrant emblem.

**NOW AVAILABLE FROM YOUR LOCAL WHOLESALER**

\*WE MAY HAVE MADE THIS STATISTIC UP

### INTERVIEW

JAMIE CRUMMIE, TOO GOOD TO GO: THE ANTI-FOOD WASTE PIONEER P. 12



### INSIGHT

GUY WATSON, RIVERFORD: "UNIFORMITY DOESN'T EXIST IN NATURE" P. 16



### OPINION

PATRICK HOLDEN, SUSTAINABLE FOOD TRUST: "THE PRINCIPLES OF THE CIRCULAR ECONOMY" P. 31



# In this issue

## OPINION

**8 Sue Nelson**  
The FoodTalk Show

**31 Patrick Holden**  
Sustainable Food Trust

**31 Richard Holingbery**  
Godminster

**38 Calum Franklin**  
Holborn Dining Room

## REGULARS

**12 Viewpoint:**  
**Jamie Crummie,**  
**Too Good To Go**

**13 Food Matters:**  
**The Plastic Issue**

**30 Trend Watch:**  
**Vegan Cheese**

**32 Cheese Uncut**

**35 Counter Point:**  
**Display**

**38 Last Words**

## FEATURES

**14 "Up to 50% of all  
retailing could move  
online by 2044"**

**16 The Controversy of  
Wonky Food**

**18 Summertime Boost**

**23 What's New In  
Drinks?**

**26 The 5: Oils, Vinegars  
& Dressings**

**28 Al Fresco Cooking**

**37 Cream of the Crop**

12



26



18



## EDITOR'S LETTER



**W**elcome to the May issue of *Speciality Food*, packed with seasonal inspiration to ensure you're making the most of the warmer weather. From the very best oils, vinegars and dressings to stock your shelves with (p. 26) to summery drinks (p. 23) and delicious barbecue-suitable products on the market right now (p. 28), we've got your summer covered. We're also delving into the world of food and drink trends this issue, with a look at water alternatives beyond the perennially-popular coconut water (p. 22) and vegan cheese (p. 20). Plus, food writer Jessica Brown looks into the world of wonky veg, and finds out what the most sustainable options are for shoppers and industry professionals (p. 16).

Last but certainly not least, we bring you the latest incarnation of *Cheese Buyer*, our annual delve into the delicious world of fine cheese. You'll find insight, inspiration and product recommendations aplenty. Enjoy.

Holly

holly.shackleton@aceville.co.uk

OVER 1100 FESTIVE PRODUCTS TO SEE...

## 7 Christmas Launch Events

These events are your one opportunity to see, feel and taste over 1100 products from over 150 brands displayed in catalogue order.

**MIDLANDS** - Thursday 09 May  
**LONDON/SURREY** - Tuesday 14 May  
**SOUTH EAST** - Wednesday 15 May  
**NORTH WEST** - Wednesday 22 May  
**NORTH EAST** - Thursday 23 May  
**SOUTH WEST** - Tuesday 04 June  
**LONDON/ESSEX** - Thursday 06 June

To register or for more information please visit our website

[www.cotswold-fayre.co.uk](http://www.cotswold-fayre.co.uk) or call us on 03452 606060

**COTSWOLD FAYRE** \*

**Freshpac**  
Insulated Food Shipper Systems

Now available to order

Introducing the new **Envirocool™**

Free Delivery on Envirocool

Envirocool™ is an environmentally friendly Temperature Controlled system that ticks all the topical environmental boxes.

Organic, Biodegradable, Recyclable and contains Recycled Material

Package Responsibly, with Environmentally Cool packaging from Hydropac.

Now available to order from the website!

**Hydropac** [www.hydropac.co.uk](http://www.hydropac.co.uk)  
01494 530 182

It's been a tumultuous few weeks for British businesses, as the date that the UK was due to leave the EU came and went and the EU allowed a six-month extension to the proceedings – giving a 'cliff-edge' deadline of 31st October. The unrelenting uncertainty over what changes could be in the pipeline for the food and drinks industry has garnered many headlines, but recent reports in the press regarding a potential US-UK trade deal have struck a chord. The objectives outlined by the US for a post-Brexit trade deal with Britain has prompted new fears that the UK would need to align with the food standards of the US and that products such as chlorinated chicken or hormone-fed beef, which are banned under EU rules, could make their way into the market.

Responding to these negotiating objectives, Minette Batters, NFU President said, "It comes as no surprise that the USA is seeking comprehensive access to the UK's agricultural market and is pushing for a trade deal that accepts US production standards and practices.

"The NFU has been very clear on this point. It is imperative that any future trade deals, including a

# Industry rises up against potential US trade deal

## Could a post-Brexit trade agreement with America force food standards in Britain to be lowered?

possible deal with the USA, do not allow the imports of food produced to lower standards than those required of British farmers.

"British people value and demand the high standards of animal welfare, environmental protection and food safety that our own farmers adhere to. These world-leading standards must not be sacrificed in the pursuit of reaching rushed trade deals. We should not accept trade deals which allow food to be imported into this country produced in ways which would be illegal here."

Helen Munday, FDF chief scientific officer added, "Although it is premature to comment in detail on any post-Brexit trade deals, the UK food industry's top priority is

to maintain the high standards of quality, safety and supply. This is something we are justly proud of.

"Upholding standards is vital, the Secretary of State for the Department of Environment, Food and Rural Affairs, Rt Hon Michael Gove, has himself stated this on numerous occasions.

Richard Griffiths, chief executive at the British Poultry Council says, "It is insulting of the US to offer trade products that do not meet British food production standards and to suggest that our world-class animal welfare and food safety standards unnecessarily restrict trade.

British producers are rightly keen to uphold certain standards, and this is being fed by the desire of the

British public, who have become increasingly interested in the quality of food and its origins. Consumers are weighing in on the conversation and making it clear that lowering food standards is not wanted. Richard adds, "One of the recent polls commissioned by the Institute for Public Policy Research highlights that Britons are willing to cancel a post-Brexit deal with the US in order to protect the UK's animal welfare and food safety standards.

"Britons demand safe, wholesome, and nutritious food; world-class animal welfare; production that respects the environment; food that is affordable and available; and a sustainable and secure supply chain. Our trading partners must

respect that."

Without a clear exit strategy from the EU in place, businesses are still in the dark about what trade deals will be in place post-Brexit. Noreen Finnamore, MD at Buckley and Beale, a UK-based importer, exporter and distributor that imports speciality food and drink products from the US, says that the continuing uncertainty is causing the majority of issues.

"As an importer, we are always at risk from currency exchange rate changes, so any chance of the UK crashing out of the EU and sterling depreciating is a worry. As a wholesaler, we have found in the last 12 months that some of our customers and potential customers are taking much longer to make decisions, or not making them at all, probably as a response to consumer lack of confidence and spending restraint.

"The retailer challenges on the High Street ultimately affect our business too. We are having to be even more imaginative and innovative in how we position the business for the future. Like most of the country, we will be very glad when there is some clarity, but we are not expecting it any time soon."

“ Britons demand safe, wholesome, and nutritious food; world-class animal welfare; production that respects the environment; food that is affordable and available; and a sustainable and secure supply chain. Our trading partners must respect that ”

**COTTAGE Delight**

Fire up your sales with our  
**SUMMER SAUCES**  
**2 for £5.00**

Four bestselling sauces on one perfect promotion.

Contact our Sales team for more information on 01538 382020 or sales@cottagedelight.co.uk

**COTTAGEDELIGHT.CO.UK**

## JOHN SHEPHERD OF PARTRIDGES



### “The Lack of Foresight Saga”

**O**n May 25th 2019 Partridges will be 47 years old. The opening day in 1972 occurred four years after the Forsyte Saga aired on BBC1 on Sunday evenings and upset clergymen, publicans and grocers by distracting a large viewing public from going to churches and pubs and small shops. It was a different world.

There have of course been many memorable moments in the history of our shop, but equally there have been some difficult times. For example, I believe in seven of the past 47 years we did not actually make a profit. Running a small business is often likened to being on a rollercoaster and no more was this apparent than last year. 2018 was a year that will be remembered for both good and bad reasons for a long time.

Although it got off to a promising start with a record-breaking January up 3.9% over 2017, February to April were down by 1.8%, 1.2%, 10% respectively. Sales were of course mauled comprehensively by the Beast from the East and other background factors were unhelpful, for example, local building works, political and economic uncertainty and increased short term costs. However, from June to December, apart from a slight blip in October, sales rallied helped by the best summer on record and a feel-good Royal Wedding and an enjoyable World Cup. Incredibly Britain climbed to 15th place in the World Happiness Index despite everything else! Yin and yang were having a field day. This spring the picture is looking somewhat brighter than last year. Although January 2019 was 1.7%

down, that was in comparison to the best January ever. February was up 6.6% and March up 7.8%. Although we are still in the shadow of background factors in terms of shop sales we have made small but important steps forward. How sustainable this improvement will be still remains to be seen.

Hindsight and foresight (my two favourite sights) of course are wonderful things. Lessons learned looking back would have to include our inability to react as quickly as we should have when faced by compelling reasons. Only when the firing squad of destiny starts assembling opposite do we rush into action.

Of course, many of the challenges are essentially not within our control – business rates, rents, pensions and building works. But everything else is entirely within our grasp – sales, margins, customer service, marketing and basic cost controls for example. It is essential to retain a focus on these vital life signs of a business and not get lost in the confusion of information overload that is does no good at all. It is just as important to retain the disciplines as much in good times as in bad. This is an implementation of foresight or indeed common sense. An unnecessary cost is profit lost year after year after year.

So the last 47 years have been a recognition of survival as much as a celebration of success. As some wise person once insightfully said, “There are no final victories or final defeats – just the same old battles fought again and again.”

But it can still be a lot of fun. Here’s to the future of speciality food shops everywhere!

# Retailers take steps towards sustainability

**Tesco is making moves towards sustainable packaging by trialling the removal of a selection of plastic-wrapped fruit and vegetables, where loose alternatives are available, from two of its stores. A total of 45 packaged goods will be taken out of shops in both Watford and Swindon.**

The multiple has also said that previously unrecyclable plastics can be recycled at collection booths in 10 of its stores in and around the Swindon and Bristol areas as part of a trial with recycling specialist, Recycling Technologies. According to the retailer, customers will be able to recycle items including pet food pouches, shopping bags and crisp

packets. Sarah Bradbury, Tesco’s director of quality, said, “We are working hard to reduce the amount of packaging in our stores and have committed that all remaining packaging will be recyclable by 2025. Our trial with Recycling Technologies will make even more of our packaging recyclable and help us reach our target. This technology could be the final piece of the jigsaw for the UK plastic recycling industry.”

Independents have also been playing their part in reducing plastic waste, with many shops already using less packaging and plastic bags, as well as encouraging customers to bring their own containers. The Farm Retail

Association is encouraging the public to reduce waste by shopping at farm shops and farmers’ markets. Rob Copley, owner of Farmer Copleys and Chairman of the FRA said: “A huge number of these farm-to-fork businesses have traditionally had less plastic produce packaging than supermarkets, and many have made an increased effort over the last 12 months. It is up to retailers to lead the way in reducing waste in store, which makes it easier for customers to reduce their own waste at home. As farmers and retailers, we are all about getting our produce from the field to our customers as quickly as possible and reducing waste along the way is part of our mission.”

## Cotswold Fayre CEO pens book for purpose-driven businesses

**Forces for Good, a new book written by Paul Hargreaves, CEO at Cotswold Fayre, offering practical advice and insights to purpose-driven businesses is now available.**

The book, which is divided into six sections, has dedicated, real-life

industry advice for those who are passionate about running an ethical business.

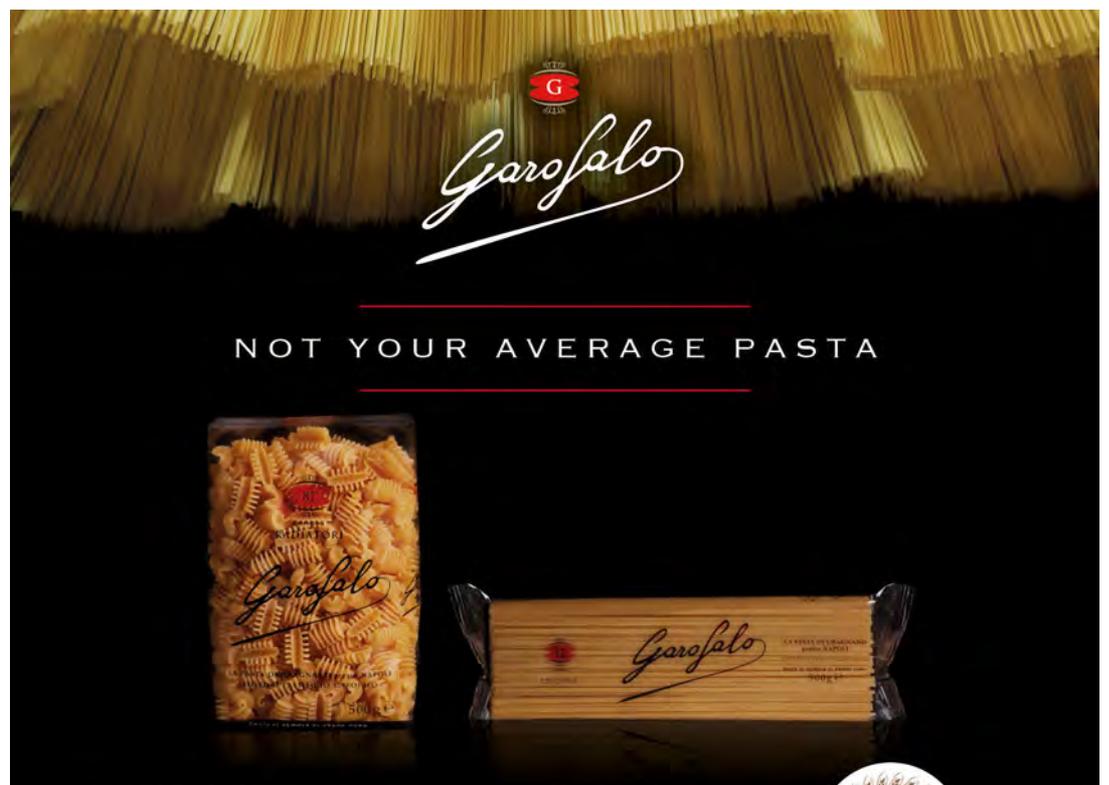
“My motivation for writing the book was to inspire and help ordinary people in business, who want to achieve something extraordinary,” said Paul. “If just

one business changes their modus operandi as a result of an employee or director reading this book, then I would consider the many hundreds of hours spent writing *Forces for Good* worthwhile.”

Meanwhile, Cotswold Fayre has added a new member of staff to its team. Andy Crumpton has been appointed as the new business development manager. With more than 30 years in the food industry, Andy spent 20 of those as sales and commercial director at Baker Bennett’s where he created the first free-from category.



[www.islandbakery.co.uk](http://www.islandbakery.co.uk)



Garofalo UK: 01438 813 444

[www.pastagarofalo.it](http://www.pastagarofalo.it) [info@garofalo.co.uk](mailto:info@garofalo.co.uk)



PASTA DI GRAGNANO IGP

Distributed in the UK by:

Amato Food Products • Continental Food & Wine • Cotswold Fayre • Gustalia • Hider  
Holleys Fine Food • Shire Foods • The Gorgeous Food Company • Ticco Foods Ltd

FREE  
TO ENTER



# FUTURE FOOD AWARDS

## Are you the **future** of food and drink?

The Future Food Awards are here to give revolutionary businesses their chance to shine

Brought to you by Speciality Food Magazine and The FoodTalk Show, they're giving the most exciting businesses of today a step towards success, international recognition and money-can't-buy contact with some of food and drink's most revered experts.

### 5 reasons to enter

**1** The Future Food Awards are here to give revolutionary businesses their chance to shine.

**2** Be featured in Speciality Food and spread awareness of your brand across the UK and beyond.

**3** Have a slot on the renowned FoodTalk show and become known to food lovers around the world.

**4** Present your business to a panel of judges at Bread & Jam - the UK's first food founders' festival.

**5** Build relationships with industry experts who can help take your business to the next level.

Are you an innovator, start-up or brand which offers a taste of what's to come?

Enter now at: [futurefoodawards.com](https://futurefoodawards.com)

Brought to you by

**SPECIALITY FOOD**  
MAGAZINE

The  
**FoodTalk**  
Show

Hosted at

**BREAD  
& JAM**

## CHARLES CAMPION



### “Rough winds do shake the darling buds of May”

There's nothing as uncertain as uncertainty. Those of us of a certain age can think back to exciting times like 2006. A time of change indeed. Here's an exercise that may entertain; imagine the conversation between parent and son when the chairman outlines the arrangements to hand on the family business to the next generation. A business that had been profitable since grandpappa's day. Let's say that this fictional company had been making stylish, bespoke, book matches (mainly for restaurants and hotels) for several generations and was jolly profitable too. Then came the 2006 Health Act which ended smoking in restaurants. No smoking legislation in restaurants would have meant a pretty hard sell for any company making book matches. Overnight everything changed. It is the nature of business that success depends on coping with uncertainty and the unexpected. Reacting quickly may just save the day but many challenges to a business just appear out of nowhere and are unpredictable. Look at the vegan flourish that took hold earlier in the year. At Greggs there were queues down the high street waiting for the new vegan sausage rolls. A new product so successful that its sales helped boost Greggs' financial results and bolstered the share price.

Over at the British Pie Awards a vegan pie took Supreme Champion – a difficult ask in the heartland of the pork pie. At the annual Pasty Competition held in Cornwall's Eden Project a “vegan curry pasty” made it to third place in the Open Savoury category and that against such delights as the “road-kill pasty”. But success is not limited to competitions. Fray Bentos,

whose tinned pies for baking at home are the embodiment of meatiness, have produced their first veggie pie. Topped with puffed pastry, lurking inside is a filling made from potato, onion, red pepper, tomato, carrot and peas in a spicy Balti sauce. The point being that at this very British brand they know how to spot a trend and act swiftly. Genuine innovation knows no boundaries, but in a fast-moving sector like food it is important to get some foundations in place and keep up with competitors.

Uncertainty has already flexed its wings this year, and the degree of uncertainty and parliamentary farce emanating from the B word has probably already done damage. Sadly there are few promising signs – it appears that the dubious practice of sending live lobsters through the post (Amazon reckon they can get your live crustacean to you the day after you order it) would probably be outlawed following Britain's departure from the EU. Meanwhile, on the other side of the Channel, French boffins have made an upsetting discovery – some batches of French poppy seed bread contain a serious dose of morphine and/or codeine – about half the amount that doctors would prescribe for the very ill.

It is hard to tell just when a trend is peaking, but one clue is when it is mentioned on the Archers. At Brookfield they are currently looking at aquaponic systems to grow tilapia in Borseshire. Aeroponic systems would be the next development... which should be worrying anyone who doesn't care for a plate strewn with micro-herbs. We should all be prepared for uncertainty and the Rough Winds it brings with it.



## Expansion on the menu for award-winning farm shop

**After winning several industry awards in the space of a year, Denstone Hall Farm Shop & Café in Staffordshire is continuing a successful start to the year with plans to expand.**

Fresh from scooping the Large Farm Shop and Restaurant of the Year accolades at the Farm Retail Association Awards, owners Rupert and Emma Evans intend to open a

new dog and cyclist-friendly garden room, as well as an events and conferencing facility. The current kitchen will also be extended and the car park redeveloped.

Of the expansion, owner Rupert said, “We're experiencing an increase in the numbers of visitors who are enjoying days out with their dogs and we're excited about creating their own dedicated

garden room, which will also be open to cyclists, families and walkers.

“We also know from the inquiries we've had that there is a demand for conferencing and function space in this part of the country, while the demand for our home-cooked goods has gone through the roof, which is why we want to expand our production kitchen too.”



## Soil Association and Ecocert form organic partnership

**The Soil Association Certification and Ecocert, the French Organic Certification body, have formed a partnership to deliver schemes and services focused around organic food and farming, land use and sustainability.**

Ecocert clients in over 130 countries worldwide will now have access to the Soil Association symbol by meeting Soil Association's higher standards, with Ecocert being granted preferred rights, outside of the UK, to the audit.

The new partnership will also mean that UK-based Soil Association Certification's

producers and processors also now have access to international markets with the use of Ecocert's certification accreditation for countries such as the US, Japan and Korea.

Martin Sawyer, chief executive of Soil Association Certification, explained, “By extending our international reach, we hope that Soil Association's higher organic standards can be accessed by a broader range of organic producers and processors, increasing their impact and promoting the Soil Association Organic symbol as a globally recognised and trusted sign for organic.”

## Concern over post-Brexit immigration continues

**UK retailers will have to continue to wait to see how much Brexit will affect their businesses.**

With a sixth-month extension meaning that the new date that the UK is set to leave the EU is 31st October, retailers that recruit from the EU must wait to see how they could be affected. Last December the Home Secretary revealed proposals for a new single, skills-based immigration system post-Brexit which signals the end of free movement to the UK.

Fionnuala Horrocks-Burns, policy advisor for Employment and Skills at the British Retail Consortium, said, “The current proposals do not deliver for retail. The skilled worker salary threshold must be reduced to a more proportionate level and the short-term visa must be extended beyond 12 months, with the ability to switch to another visa route, to meet the industry's needs.”

“In today's labour market, with a record low unemployment rate, competition for both skills and labour is intense. Where vacancies cannot be filled from the local labour market, the retail industry and their supply chains should be able to recruit from the widest talent pool available.”

**What are your thoughts on this topic? Email us on Lucy. macdonald@aceville.co.uk**



## Scotland to boost food and drink industry by £1bn

Leading figures across the Scottish food and drink industry have formed a national board to help boost food tourism in Scotland by £1bn.

Leaders from organisations including Scotland Food & Drink and Scottish Tourism Alliance have joined with the Scottish government to develop and implement the first Food Tourism Action Plan to increase visitor spend on food and drink.

Rural economy secretary, Fergus Ewing, said: "Products like Scotch whisky, Scotch beef and Scottish salmon are already renowned throughout the world, and our historic cities, rugged islands, and scenic countryside makes us a top destination for tourists. So, it's about bringing those two sectors together, and ensuring that the potential of our amazing natural larder is used to enhance the visitor experience even further."

## FUTURE FOOD AWARDS

Brought to you by  
Speciality Food and FoodTalk

The inaugural Future Food Awards is set to showcase the best of the innovation taking place across the food industry, whether in food, drink, packaging or technology.

A joint partnership between Speciality Food's New Producer Awards and The FoodTalk Show's FoodTalk Awards, the Future Food Awards 2019 is here to celebrate and support inspirational businesses and offer the opportunity to get your company on the radar. Scooping a win could boost your business to the next level, as last years' award-winners testify to.

Single origin bean-to-bar chocolate company Bullion Chocolate has not had time to look back since being named Supreme Champion at the New Producer Awards 2018.

The company is just about to open its first craft factory in the

# Reach for the stars at the Future Food Awards 2019



foodie destination of The Cutlery Works in Sheffield. Founder Max Scotford said, "The last year since winning the award has been non-stop, we now have a successful café and coffee bar and we are about to move into production premises three times the size of our previous ones. I want craft chocolate to be recognised in the same way as craft beer or coffee, and we have plans to develop a model of a craft chocolate factory and café format which could be rolled out around the country, making the chocolate-making process accessible to everyone by

offering visitor tours."

A People's Choice Champion of the 2018 FoodTalk Awards was Rubies in the Rubble banana ketchup. Jenny Costa set up the sustainable food brand, turning fruit and veg that would otherwise be discarded into condiments. Her chutneys, ketchups and relishes can now be found on shelves from Selfridges to Whole Foods.

At the time following the win she says, "We have had a really busy and exciting year growing our customer base and product range, so we now offer classic condiments as well

such as classic ketchup. Winning an award gives reassurance to the people you are dealing with and a stamp of approval of what you do."

The panel of judges will whittle the entries down to unveil a winner from each of the nine categories. The winners will then pitch to the judges at the Bread & Jam festival on 3rd October for a chance to be named Supreme Champion.

**To get involved visit [futurefoodawards.com](http://futurefoodawards.com) to enter your business for free before midnight on 30th June.**

## FUTURE FOOD EDITION

Join us to explore the future of the Food & Drink Industry. We are looking for innovators within the sector to promote their products and services within this brand new edition.

COMING NEXT MONTH

For more information call **01206 505901**  
or email **[jessica.stevenson@aceville.co.uk](mailto:jessica.stevenson@aceville.co.uk)**

**SUE NELSON**



## “On the wagon”

Recent statistics show that more and more people are cutting down on alcohol. This is not just being driven by health concerns and drink driving laws, though. Recent figures from the Health Survey for England show that in just a few years non-drinkers have risen from 9% of the adult population to 17%; meanwhile the 10,000 participants reported that complete abstinence was becoming “mainstream”. Other statistics show that 24% of adults under 30 no longer drink alcohol at all.

Despite this trend it’s difficult to get a decent choice of either soft drinks or non-alcoholic beers, ciders, spirits or wines. At least a quarter of people under 30 walking into a bar will be looking for something without any alcohol. And yet, although you can choose between 25 varieties of gin, you still have a depressing choice between J20 juices or coke from a gun dispenser attached to a large bag in a box. Meanwhile, supermarkets still have a tiny range of non-alcoholic drinks, mostly from the big producers desperately trying to cash in on the zeitgeist. My problem is, that they taste non-alcoholic and ‘thin’ and don’t have a satisfying kick to remind me I’m drinking something grown up.

There is a real opportunity here for the independents, and enterprising retailers are reporting that events encouraging customers to come and taste new non-alcoholic drinks are proving hugely popular. This would work well in a deli or farm shop with so much more novelty than a cheese tasting.

Recently on *The FoodTalk Show*, Laura Willoughby from Club Soda was a studio guest. Club Soda is the joining together of two people, Jussi, a (now

moderate-drinking Finn, and Laura, who used to be a ‘no off switch’ drinker who had decided that being alcohol-free suits her best. They believed that moderation and going alcohol-free are achievable goals and require the same behaviour change techniques to get there, so they developed Club Soda as a Mindful Drinking Movement. Their website has a myriad of support materials, links, guidance and interesting articles.

Laura led me to her favourite website that she believes has the best supply of non-alcoholic small producers from the UK, Europe and beyond. It’s called *drydrinker.com*. I decided to order a selection from the site for a big tasting session and was pleasantly surprised. My favourite was Krombacher Weizen Wheat Beer which is 0% alcohol. You genuinely would believe this is an ordinary craft wheat beer. Other impressive brands include Braxzz, Big Drop, Kosmic, Infinite Session and St Peter’s Without.

Non-alcoholic cider is a good bet too, but I was more sceptical of the non-alcoholic spirits and wines. Having tried a good selection though, I would not hesitate to drink Duchess Gin & Tonic, Elkington’s Gin Rhubarb and Teetotal GnT, probably instead of a normal gin and tonic – and I never thought I would say that.

I am a great fan of wine, but I still could not find anything that was low alcohol that I would serve to my dinner guests. The nearest was Pierre Zero Prestige red wine (not cheap at £7.99), which I would force on myself if I was driving but would never drink out of choice... unlike the amazing range of beers.

**Sue Nelson presents The FoodTalk Show with Holly Shackleton.**  
[foodtalk.co.uk](http://foodtalk.co.uk)

# Rhug Farm Drive Thru is UK first

The first ever Drive Thru on a farm in the UK has been opened on Rhug Estate in Denighshire, North Wales. Officially opened by Welsh Government Minister for Environment, Energy and Rural Affairs, Lesley Griffiths, the Drive Thru complements the bistro, takeaway and farm shop at the entrance to Rhug Farm.

Visitors who are short on time can purchase homemade Rhug organic chicken curry and Rhug organic beef minced chilli con carne as well as hot and cold drinks, sandwiches, paninis, pastries, toasties and cakes. All packaging used at the Drive Thru – including sandwich containers, hot drinks cups, stirrers, cutlery and straws – is compostible.



## FOOTFALL RESEARCH SHOWS RETAIL FIGHTING AGAINST ‘NO SPLURGE CULTURE’

British high streets have seen an increase in shoppers in recent weeks but this hasn’t translated into sales, according to new data from the BRC and Springboard, covering the five weeks between 24th February to 30th March 2019.

Helen Dickinson OBE, chief executive at the BRC commented, “Retailers will be relieved to see footfall up from last year though this is was heavily influenced by the weather. Unfortunately, the higher footfall has not translated into higher spending.”

Diane Wehrle, springboard marketing and insights director added, “At first sight the year-on-year rise in footfall of +1.4% in March appears to signify a reverse in trend from the previous two years [but] the result clearly indicates that we continue to be in the midst of a no splurge culture; with consumer confidence continuing to languish, shoppers are clearly focussed on prudence.”

*Fiddler's*  
**LANCASHIRE**  
CRISPS  
HAND COOKED ON OUR FARM®

*Fiddler's*  
**LANCASHIRE**  
CRISPS  
HAND COOKED ON OUR FARM®

**AUTHENTIC**  
Lancashire  
**FLAVOURS**

**SIMPLY SPUDS**

**SIMPLE**  
**DELICIOUSNESS**

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

[www.fiddlerslancashirecrisps.co.uk](http://www.fiddlerslancashirecrisps.co.uk)  
[info@fiddlerslancashirecrisps.co.uk](mailto:info@fiddlerslancashirecrisps.co.uk)  
01704 823 572

**GINGER DRAGON**  
龍  
**GINGER JUICE**  
**NATURAL STRENGTH**

**BRC A certificated site.**  
Organic, Fairtrade and regular.

**Cans and aseptic pack for drinks manufacturers.**

**Consistent quality and flavour from dedicated growers.**

**SOIL ASSOCIATION ORGANIC**  
**BRC AGENTS & BROKERS CERTIFIED**

Ginger Dragon Ltd., Huckworthy Lodge, Sampford Spiney, Yelverton, Devon, PL20 6LP  
T: 01825 830007 F: 05603 149773 E: [gingerdragon@btconnect.com](mailto:gingerdragon@btconnect.com) W: [www.gingerdragon.com](http://www.gingerdragon.com)



# Farm Shop & Deli Award winners revealed

## REGIONAL WINNERS:

- **EAST ANGLIA**  
Bakers & Larners of Holt (Holt)
- **MIDLANDS**  
Battlefield 1403 (Shrewsbury)
- **NORTH EAST**  
Cannon Hall Farm Shop (Barnsley)
- **NORTH WEST**  
Lovingly Artisan (Kendal)
- **NORTHERN IRELAND**  
Cunninghams Butchers & Food Hall (Newry)
- **SCOTLAND**  
Elderslie Butchers (Elderslie)
- **SOUTH EAST**  
Cheese Etc, The Pangbourne Cheese Shop (Reading)
- **SOUTH WEST**  
Cobbs Farm Shop & Kitchen (Hungerford)
- **WALES**  
The Olive Tree Deli (Mold)

**T**his April the NEC once again played host to Farm Shop & Deli Show, which ran alongside The Ingredients Show, National Convenience Show and The Forecourt Show. Across the three days between 8th – 10th April, visitors met passionate producers, discovered the latest industry trends and celebrated award-winners. Highlights from the show included insightful sessions covering plastics, sustainability and climate change, with the team from Two Farmers impressing visitors with their first hand-cooked crisp brand to launch in 100% compostable bags, which take 26 weeks to compost in a home composter and 12 weeks in an industrial facility.

Gluten-free brands impressed, with highlights including Mummy Meagz vegan rocky road, KIND snack bars and Middleton Foods gluten-free mixes. Visitors also encountered plenty of brands with simple ingredients lists and lower

sugar contents, from sauces to snack bars and drinks.

The trend for lower alcohol products was also apparent, as well as no-alcohol brands like Seedlip. Farm Shop & Deli Show exhibitor Small Beer Brew Co., is the world's first brewery to specialise in beers brewed between 0.5% and 2.8% ABV, he winners of the Farm Shop & Deli Awards 2019 have been unveiled, with the coveted Retailer of the Year accolade going to Cannon Hall Farm Shop in Barnsley, South Yorkshire. The comprehensive judging process saw nearly 5,500 consumer votes being cast and the expertise of 20 industry judges, with the final 12 category winners and nine regional winners revealed at the Farm Shop & Deli Show at the NEC on 8th April.

Cannon Hall Farm Shop also scooped the Farm Shop of the Year (Large Retailer) and the North East regional award as well, making it a triple win for the farm shop.

The judges praised the business highly for their digital presence and continued growth, as well as involvement in local causes and events. Comments included: "Interesting day-to-day view of a working farm. Great employer. Good social networking. Beautiful butchery counter with ageing display."

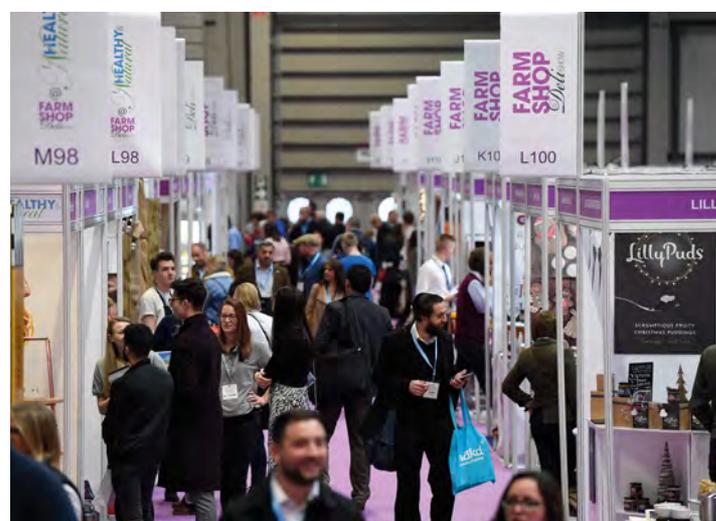
Owner Roger Nicholson told *Speciality Food*, "We are quietly gobsmacked really, it's amazing. We thought we would just come along to the show and make up the numbers but we are delighted."

Nigel Barden, chairman of judges and food and drink journalist and broadcaster, said of the awards, "More work than ever goes into the Farm Shop & Deli Awards, including an increased number of visits and more hours spent on the road for our judges. This gives the Awards even more kudos and esteem, as does the experience of our 20 judges who represent all aspects of the food and drink sector. Some of them are previous Retailers of the Year and appreciate how much benefit is gained by winning an award and the amount of work and expertise required to triumph."

Co-chair of judges Elaine Lemm added, "In these turbulent times, it is wonderful to see the hugely important farm shop and deli sector going from strength to strength. This year, more than any other I have been so impressed and humbled by the sheer hard work, innovation, and the inspiration coming from these businesses, without which food retail in this country would be much the poorer."

## CATEGORY WINNERS:

- **BAKER OF THE YEAR**  
**Winner:** Lovingly Artisan, Kendal
- **BUTCHER OF THE YEAR**  
**Winner:** Elderslie Butchers, Elderslie
- **CHEESEMONGER OF THE YEAR**  
**Winner:** Cheese Etc, The Pangbourne Cheese Shop, Reading
- **DELICATESSEN OF THE YEAR**  
**Winner:** Broad Bean Delicatessen, Ludlow
- **FARM SHOP – LARGE RETAILER OF THE YEAR**  
**Winner:** Cannon Hall Farm Shop, Barnsley
- **FARM SHOP – SMALL RETAILER OF THE YEAR**  
**Winner:** Battlefield 1403, Shrewsbury
- **FISHMONGER OF THE YEAR**  
**Winner:** Fyne Fish (Cockermouth) Ltd, Cockermouth
- **FOODHALL OF THE YEAR**  
**Winner:** Bakers & Larners of Holt, Holt
- **GREENGROCER OF THE YEAR**  
**Winner:** Andreas of Chelsea Green, London
- **NEWCOMER OF THE YEAR**  
**Winner:** Minskip Farm Shop, Boroughbridge
- **ONLINE BUSINESS OF THE YEAR**  
**Winner:** World products ltd t/a indianmart, Markfield
- **VILLAGE STORE / LOCAL SHOP OF THE YEAR**  
**Winner:** Campbell's of Leyburn, Leyburn



**RECOGNISING & REWARDING EXCELLENCE WITHIN THE SPECIALITY RETAIL MARKET**  
CONGRATULATIONS TO ALL OUR 2019 CATEGORY & REGIONAL WINNERS - PLUS CANNON HALL FARM SHOP, OUR OVERALL 'RETAILER OF THE YEAR'!



2019 winners Richard Nicholson and Caroline Glover, Cannon Hall Farm Shop, collecting the award from Chair of Judges Nigel Barden and 2018 winners Debbie and Callum Edge, Edge & Sons Butchers

COULD YOU BE OUR 2020 WINNER?  
REGISTER YOUR INTEREST TO ENTER ONLINE VIA THE WEBSITE:  
[FARMSHOPANDELISHOW.CO.UK/AWARDS](http://FARMSHOPANDELISHOW.CO.UK/AWARDS) @FARMSHOP\_DELI #FSDAWARDS

Take stock with our new food and drink round-up

## Summer cheese set to soar

**Here's a challenge: choose three cheese products from one producer that lets you offer a sweet, savoury and snacking solution.**

The answer? Magija, a sweet curd dessert bar; Džiugas, a gourmet hard cheese aged 12, 18 or 24 months and Pik-Nik, a peelable mozzarella cheese stick. All come from the Lithuanian producer Zemaitijos Pienas. Perfect for picnics and ideal for summer meals, they certainly attract attention. All are top quality products, competitively priced to offer shoppers something new and different from starter to pudding, as ingredient and standalone solutions. [e.lavinskiene@zpienas.lt](mailto:e.lavinskiene@zpienas.lt) [zpienas.lt/en](http://zpienas.lt/en)



## Darling Spuds revamps look and range

**Independent crisp brand Darling Spuds has revamped its offering with the launch of new flavours and updated packaging.**

Thai Sweet Chilli, Sea Salt & Cracked Black Pepper and Ham & English Mustard have been added to the range, joining Somerset Cheddar & Onion, Mediterranean Sea Salt and Sea Salt & Modena Balsamic Vinegar. All six flavours have been given a new look with eye-catching packaging. The salt, fat and calorie content of the hand-cooked potato crisps have also been reduced.

"We're heading for the 10th anniversary of Darling Spuds and the revamped packaging brings an updated, modern look to a much-loved and well-respected traditional snack brand that sits on the shelves of independent delis, retailers and

farm shops across the UK," explained co-founder Judy Willis. "Our new flavours reflect the current trends in snacks, giving retailers the chance to offer customers their favourite vegan and vegetarian flavours. We've also reduced the salt, fat and calorie content of the Darling Spuds hand-cooked potato crisps, which should make them more appealing to those who are mindful of their health." [darlingspuds.co.uk](http://darlingspuds.co.uk)



## Rice-shaped pasta offers more protein and fibre than regular rice

**East End Foods has unveiled its rice-shaped pasta meal solution, Risoni.**

The Red Lentil and Chickpea Rice versions contain three times the protein and seven times the fibre compared to average rice, so make a great healthy meal accompaniment or can be eaten alone seasoned with olive oil, spices or a sauce. Risoni is gluten-free, dairy-free and contains no GMO.

Roger Wouhra, director, said: "Currently the demand for new tastes and flavours, particularly plant-based and gluten-free products, is soaring. East End Foods are launching an exciting new product that offers chickpeas and red lentils rolled into a shape of a rice grain. The product is naturally gluten-free and super nutritious with a full and delicate taste and they are ideal in endless recipes. It is packed full of protein and fibre and nearly half the carbohydrate of average rice."

[eastendfoods.co.uk](http://eastendfoods.co.uk)



## Fresh organic custard comes to independents

**Wiltshire-based Luscious Organics are bringing fresh organic custard to independent chillers this month.**

The custard is made using rich Jersey milk from the farm on Neston Park in Wiltshire, Jersey cream from Ivy House Dairy and local eggs, with all ingredients sourced from certified organic suppliers.

The first variant to launch is the versatile Madagascan Vanilla, with Chocolate Custard being added to the range over the coming weeks and a Brandy Custard being released in time for the festive season.

Kate Clark, co-founder of Luscious said, "It's the perfect accompaniment poured or drizzled onto favourite puds and is proving to be a winner with custard lovers, some of whom are enjoying it on its own straight from the pot!" [lusciousorganics.co.uk](http://lusciousorganics.co.uk)

## New chocolate milk drink said to aid sleep

**Sleep Well has developed a chocolate milk drink purported to help drinkers to relax and get a good night's sleep. The milk drink is made from a blend of ingredients associated with sleeping well including pure Jersey milk, honey and valerian.**

Available in handy 200ml 'sip and sleep' cartons and family-size one litre packs, Sleep Well can be enjoyed warm or chilled, and as it's produced using UHT milk it has a six-month shelf life.

Sam Watts, founder, said: "Hot on the heels of our chocolate Sleep Well coming off the production line, we have also been listed with Cotswold Fayre. We launched with them to the independent retail sector in January and jumped from 18 to over 60 stockists in one month. It's fantastic as we have customers asking us daily where they can purchase Sleep Well in store. We are now putting into place a programme of tastings and promotions to support our lovely new retailers."

[sleepwellmilk.com](http://sleepwellmilk.com)



**Infinity Foods WHOLESALE**  
Organic & Natural Foods

A Workers Co-operative,  
Supplying Organic  
& Natural Wholefoods,  
Since 1971.

.....Naturally good!

An unparalleled range of branded goods..

An extensive and varied range of Infinity Foods own brand products.

Local, national and international delivery.

Info@infinityfoodswholesale.co.uk  
Tel: 01273 456376

**Now FREE**  
on your  
mobile or  
tablet!





## Jacked Foods partners up with Ugandan farmers

**Dried jackfruit brand Jacked Foods has launched a new range of products, all of which contain less than 100 calories per pack.**

The founders discovered jackfruit while volunteering in Uganda and have now released four products in a new range, two created with jackfruit and two using ndizi, also known as 'apple' banana. Both fruits have a soft, chewy texture and sweet taste so are ideal for snacking on.

The range includes: Jackfruit Chunks, Jackfruit Chunks with Ginger & Lemon, Ndizi Chunks and Ndizi Chips with cocoa.

Josh Clarke, co-founder said, "We work with farmers across Uganda to open up international markets for their fruits, and also partner with the charity Trees For The Future to plant trees across East Africa to reverse the effects of deforestation. With over 10,000 trees already planted, we will continue to plant trees that provide food and shelter, and combat soil erosion." [jackedfoods.co.uk](http://jackedfoods.co.uk)



## Drivers Pickles unveils seasonal gift boxes

**New for 2019, Drivers Pickles has launched a range of eye-catching gift boxes to suit all seasons. The Cheese Lover's Box will run all year round with the addition of a Summer Picnic Box and a Happy Christmas Box. All three boxes come pre-filled with a selection of their bestselling delicious pickles, relishes and chutneys. The Picnic box and the Christmas box are Vegan certified.**

Sarah Driver, owner, Drivers Pickles Ltd said, "When I first began selling my range at consumer food events I developed a gift box customers could self-fill with three products of their choice for £10. The boxes were so popular that I sold almost as many gift boxes as I did single jars. A lot of our trade customers followed suit with the boxes and have found the Buy 3 for £10 promotion to be really popular with their customers. I supply the plain card boxes free of charge for any retailers wanting to promote this.

"So, the pre-filled gift boxes were the next step for us and I launched these at Top Drawer in January. I chose our bestselling lines and designed three different really bright and colourful boxes which I hope will have a really strong shelf appeal." [driverspickles.co.uk](http://driverspickles.co.uk)

## Yugo Spice brings "stress-free" flavour to the market

**A range of two pastes and a sauce has been launch by Yugo Spice to provide stress-free cooking to busy foodies. The Miso Chipotle and Curried Sun-Dried Tomato pastes and Chipotle Garni hot sauce aim to bring some "fresh energy" to the cooking sauce category.**

Yugo Spice is the brainchild of founder Renad Sheraif, who was inspired to create the products by drawing on her experience of satisfying gastronomic cravings on a tight student budget, and is now working in collaboration with one the UK's most trusted sauce manufacturers.

She explains, "The gulf between affordable convenient food and meaningful flavour formats had always frustrated me as a student. The ease-of-use thinking behind so many cooking sauces, pastes and rubs is heartfelt, yet so poorly executed that I wanted to bring a new range of improbable yet sublime flavour marriages to a food aisle that's lost its way." [yugospice.com](http://yugospice.com)



# The UK's market leading speciality food & drink show!

Celebrating 20 years of innovation and celebration of artisan fine food & drink



**TRADE ONLY**

#SFFF19 @SPECIALITYFAIR  
VISIT THE WEBSITE FOR MORE INFO:  
[SPECIALITYANDFINEFOODFAIRS.CO.UK](http://SPECIALITYANDFINEFOODFAIRS.CO.UK)



## VIEWPOINT: JAMIE CRUMMIE

Too Good To Go's founder Jamie Crummie:  
a sustainable champion with purpose at his core

I didn't have any experience in food prior to Too Good To Go – in fact, the job that came before the launch led me to the Calais Jungle, working on refugee rights. It was quite a jump, but the motivations were the same: doing something with a social and environmental cause. That's the passion behind all the work I've done.

Having said that, I do love food – my nickname growing up was The Human Dumpster – but what's got me here is a desire to do something with a purpose and a social context. I was dumbfounded when I became aware of the scale of the problem – I was doing some work with Amnesty International, and was at an event where all of the food provided had been 'rescued'; it was food that had been thrown away. This was quite pioneering at the

time – 2014 – and I'd never known anything like it. This is where I became what you could call a food waste activist; I decided to find a solution which would avoid food waste going into the bin to begin with.

Too Good To Go was created in 2016 as an app which connects consumers with retailers, restaurants, bakeries and the like who have surplus food for sale. A consumer will purchase what we call a 'magic bag' and collect it from the provider at a certain time; usually after a service or at the end of the day. Due to the nature of food waste, people don't know what they're going to collect, which is part of the fun – there's a real discovery aspect to the proposition – and they're purchasing the items at a significantly reduced rate.

It's worth considering why these businesses

have food waste in the first place. They're stuck in a dichotomy – they don't want to waste food, but they want to provide their customers with fresh food every day. There's the old saying, 'people don't buy from empty shelves', which is true – if there's a single sandwich on a shelf, the chances are that customers will think there's something wrong with it and not buy it. Full shelves bring people in, but people demand that their food be fresh, too, which puts businesses in a tricky position. One also needs to think about food safety. Some food is high risk in terms of expiry terms, such as sushi, so really can't be used the next day and needs to be disposed of.

We position ourselves as a safety net; we're not asking businesses to fundamentally change the way they run, just to consider Too Good To

Go as an alternative to producing less food and putting any leftover food in the bin. Something our partners tend to say to us is that they hadn't considered the savings they'd be making by being involved with Too Good To Go, only the money made on food which would have otherwise had gone to waste. For example, businesses are having to buy fewer bin bags because they're throwing away so much less – the Too Good To Go model is a money-saving exercise as much as a money-making one. Also, the theme of discovery is key; through the app customers discover a local bakery, for example, and have a great experience, then go on to frequent that bakery again. As well as making and saving money, businesses gain customers which they previously didn't have.

The consumer appetite around food waste has definitely increased significantly in the past few years. We can see a timeline: in 2015 we have the UN's announcement of its Sustainable Development Goals, which specifically mention a reduction in food waste; in 2016 there was a legislation in France on supermarkets not wasting food which trended globally, then a similar legislation was put into place in Italy and to an extent in Greece, too. From the end of 2017 people have been looking at the issue of single use plastics thanks to Blue Planet II. There's a rise in awareness and also a desire to do more. Everyone has seen the success of Keep Cups and all the non-plastic water bottles around right now. There are some amazing anti-waste food and drink products on the market, too, such as Toast Ale.

### TALKING POINTS

#### DISRUPTION

**What we're doing is disruptive; we're changing the way the food and drink industry has historically worked. We're placing a value on something which businesses have traditionally had to spend a lot of money to get rid of – by that I mean their waste and waste disposal costs – we're shifting an established approach, so this journey hasn't been easy for the Too Good To Go team.**

#### ETHICAL SPENDING

**You can see that from the turn of the Millennium there's been a rise in ethical spending – you'd be hard pushed to go into an established retailer and see non-Fairtrade bananas; it's become normalised. This isn't just a box-ticking exercise now, it's being taken seriously by businesses who want to show that they're being sustainable in their practices – either by sourcing in a sustainable way, or taking steps to avoid any wastage of the resultant food or drink product.**

#### TERMINOLOGY

**I speak about food waste, which comes with connotations of poor quality – it isn't necessarily the right term. We're speaking about surplus food; it's perfectly good food, but up until now we haven't been smart enough to prevent it from going in the bin.**

“ What we're doing is disruptive; we're changing the way the food and drink industry has historically worked ”

### THE ORGANIC RETAIL MOVEMENT

I could look back to 2015 when we were in the midsts of developing the concept, and people I spoke to about it didn't quite understand what we were trying to do. That could have been down to us needing to fine-tune our message, but the conversations we're having with people now are focused around their question of why this hasn't happened before; that it just makes sense. We're constantly trying to connect with our

consumers more to educate them further about the importance of fighting food waste.

We launched in Leeds and Brighton originally, which means we've never been London-centric. We're available in 83 towns and cities across the UK – from Plymouth to Aberdeen. Because of this we've received nationwide press exposure which has led to consumer appetite across Britain. We work with everyone from independent market stalls to contract caterers, supermarkets and hotels. The important thing to stress is that we've made our model as adaptable as it can be

in order for us to be able to save as much food as we can. It's incredibly simple for businesses to get involved, and we aim to have as low an operational impact as possible. The 'magic bag' format means that businesses don't have to itemise what food they're selling or putting to waste – it really is a case of selling whatever is left over. One day it could be cheeses, the next salads, and the next pastries or desserts.

People always ask me what success looks like for Too Good To Go, and my answer is always for us to not be needed any more. Whether or not

that's achievable remains to be seen, but in the meantime we'll be working hard to save as much food from being wasted as possible. From my perspective the food industry is going to shift more and more to sustainable and ethical practices. That's what consumers are demanding; they're wanting answers from businesses on questions such as where they're sourcing from and whether they're doing so ethically, as well as evidence that they're working towards sustainability proactively rather than reactively.



## THE PLASTIC ISSUE

Its impact on the environment is hitting home like never before, so what steps can you take to ditch the plastic?

The impact of BBC One's *Blue Planet II* programme has been huge in terms of refreshing the conversation on how plastics are used and disposed of, with consumers calling for the policymakers to address the environmental impact as a matter of urgency. According to statistics from the Surfers Against Sewage website (SAS), in 2016 a global population of more than seven billion people produced over 320 million tonnes of plastic, and this is set to double by 2034. In the food and drink industry plastic is everywhere – bags, straws, packaging and much more. With this in mind, WRAP (Waste & Resources Action Programme) has formed the UK Plastics Pact, which it describes as a “trailblazing, collaborative initiative that will create a circular

economy for plastics. It brings together businesses from across the entire plastics value chain with UK governments and NGOs to tackle the scourge of plastic waste.” One of the organisation's objectives is to have 100% of plastic packaging be recyclable, reusable or compostable by 2025, and businesses that have pledged to generate change within this campaign include multiples like Tesco, Waitrose and Aldi.

Change is afoot within the big supermarkets, with one of the biggest adjustments being the charge for single-use plastic carrier bags, which came into effect in 2015. The big retailers have also set out plans to continue reducing the amount of bags in stores – the Co-op, for example, has replaced single-use carrier bags within almost 1,400 of its stores with

the UK's first compostable carrier bag. Defra released data for the year from April 2017-2018 showing a fall of 86% in the number of single-use carrier bags issued by the seven largest retailers. Packaging in stores is also a huge issue; Iceland has stated its aim to remove plastic packaging from its own label range completely by 2023, and according to the website its Mumbai Street Co and Mexicana street food meal ranges are in paper-based trays that have already saved 850 tonnes of non-recyclable black plastic so far.

### Online shopping

Internet purchases need to be considered, too – with orders placed online, no matter what the contents, often an unnecessary amount of cardboard, paper and plastics are

used. For retailers delivering fresh produce to the customer's door, some wrapping is needed in order to preserve the contents, but more can be done to ensure the least amount of plastic waste possible. Riverford has already been involved in moving towards a more plastic-free experience with its fruit and veg boxes – stating that its veg boxes contain “82% less plastic packaging collectively when compared to representative, packaged products across seven UK supermarkets”. The company also uses compostable beech netting and says that by the end of 2020 it will be using certified home compostable plastic for all punnets and bags.

### How to help

Want to know more ways that you can help the issue in your shop? Catherine Conway, founder and director of Unpackaged Innovation has this advice: “The first place to start is to understand what plastic

you use in your business and why, which means an audit back and front of house, because knowledge is power. Once you have a list then you just need get stuck in, don't aim for perfection, just try different things but communicate with your customers as you go so you take them on the journey with you – in the current climate they will be expecting you to take action. The best place is to start with items that are in your control or that you use a lot of as that's where you'll see the biggest impact of any changes. The waste hierarchy is reduce, then reuse, then recycle. Be brave and see what you can get rid of with no effect on your business – do you really need to offer straws or sachets? What could you replace with bulk alternatives? Enable your customers to bring their own containers to any fresh counters you have, incentivise them to do so through your loyalty schemes. Remember to talk to your customers, ask what plastic they are frustrated with and how you can help them.”

Ben Aveling at Radmore Farm Shop is serious about reducing the amount of plastic that his business uses, and has already taken steps to make it more environmentally friendly. “One of the most effective ways we have achieved this is by buying bulk veg and selling them loose by weight, which means that no plastic is needed. We've also been cutting down on plastic and packaging that's not necessary, for example only using products that have a like-minded ethos or use biodegradable packaging. We also sell alternative packaging like paper bags and beeswax wraps to offer our customers a more plastic-free option to their storage at home. We offer only paper bags for our fruit and vegetable selection. Our customers, if they choose, can request a plastic bag if their shopping is too heavy for our paper bags. We have also researched our own plastics that we use so we can advise customers on where and how they can be recycled.”

“ Remember to talk to your customers, ask what plastic they are frustrated with and how you can help them ”



19-20 November  
ExCeL, London  
foodmatterslive.com

Apply now to exhibit in the UK Future Brands pavilion at [foodmatterslive.com/exhibit](http://foodmatterslive.com/exhibit)

Be seen by leading buyers as one of the UK's most promising new brands.



# “UP TO 50% OF ALL RETAILING COULD MOVE ONLINE BY 2044”

Online retail – is it a death knell for high street businesses or an opportunity, asks Angela Youngman

Virtually all retailers are having to consider the implications of online retail as part of their overall trading mix. Getting it right can make a massive difference to their businesses.

There can be little doubt that online retail is here to stay. Online sales figures are constantly growing and are expected to continue increasing. Sales data from the Office of National Statistics indicates that in 2007 the average number of online sales as a proportion of all retailing was just 3.3%. By 2018, this figure had risen to 17.5%, with an average increase of 1.29%. There have been suggestions that up to 50% of all retailing could move online by 2044.

For many retailers, especially multiples developing an online presence and seeing high street footfall reducing, this has led to a fall in the number of stores they operate. For specialist retailers faced with problems on the high street due to high rents and decreasing footfall, developing an effective online presence can be costly. Despite this, speciality food retailers are fighting back and thriving, with online seen as a complementary part of their business mix.

John Warren from Partridges says, “Online retailing continues to grow and most consumers expect it to be a readily available option alongside the bricks and mortar store. Partridges has achieved a 40% increase in online sales through our website over the past 12 months, and we expect online sales to increase year-on-year. We use Twitter as a tool to drive customers to our website, and also

offer occasional ‘voucher code’ incentives.”

He continues, “We believe the speciality food sector cannot ignore the growth of online retailing, however the ethos of face-to-face customer service (including store tastings) remains key to our business model and success.”

**“Online retailing is only a threat if you do not engage with it”**

Systems like Shopappy are proving to be a boon to speciality retailers. Jackie Mulligan’s Shopappy online system is designed to encourage people to shop locally, in small towns. Users order online, pay and then collect their purchases from a local collection point, usually a pub or late-opening store. It encourages people to become aware of what the local stores can offer. Participating retailers often collaborate to create joint offers. Jackie Mulligan



explains, “in Yorkshire one retailer, Christopher Taylor, creates special packages such as the ‘In the Dog House Dinner Date’. This contains everything you need to deal with an awkward situation. It is convenient and high quality. He will collaborate with other local retailers to add in a bottle of Prosecco, a bunch of flowers or a large steak from the nearby butchers.”

Jackie adds, “online retailing is only a threat if you do not engage with it. Retailers need to be in that online space, taking advantage of

the opportunity it presents. For small businesses it offers a big opportunity to become more visible on the high street. We are seeing retailers increasingly using online to expand and personalize their customer offer. Christopher Taylor has introduced an innovative wine box service allowing customers to customize what they want, stating no Merlots, no Sauvignons etc, rather than buying a generic wine box collection. People can even ask for wines to suit a specific type of meal. It also helps retailers understand

**“IN 2007 THE AVERAGE NUMBER OF ONLINE SALES AS A PROPORTION OF ALL RETAILING WAS JUST 3.3%. BY 2018, THIS FIGURE HAD RISEN TO 17.5%, WITH AN AVERAGE INCREASE OF 1.29%”**

SOURCE: OFFICE OF NATIONAL STATISTICS



their customers, shaping their buying and stockholding to match emerging trends and demands.”

**“It is important for retailers to ensure that systems are simple, straightforward and easy to operate”**

Tourism is another area where specialist food retailers can maximize online and physical sales. People on holiday like trying new foods, especially local produce. They want to take home examples as gifts or as reminders of their visit – and all too frequently, they then want to buy more in due course. Online is the only way they can do so. It can result in the creation of a long-term relationship, where customers are continually replenishing stocks of foods they have enjoyed on holiday. Paxton & Whitfield, for example, often find tourists who have encountered their shops on holiday using the online service to order more, or try new products seen within the online store. Having an online store opens up a potentially larger market than a store might normally encounter – including developing a small export business to overseas customers. An additional sales advantage is the fact that online retailing is available 24/7. Customers who need last minute presents, or are buying across time zones, or simply needing to do some shopping late at night have the facility to do so. Orders can be placed and paid for, and are then available for the retailer to fulfil as soon as their physical store opens in the morning.

In order to maximize these opportunities, it is important for retailers to ensure that systems are simple, straightforward and easy to operate. Customers who find they are constantly having problems trying to order will lose interest. Frictionless payment systems and a streamlined shopping experience are essential to online retailing, but it does result in potential risks. The Cisco cyber security report indicates that one in three retailers suffered revenue losses due to cyber attack. Retailers are a key target for hackers and scammers due to the amount of data they collect. There have been suggestions that 64% of US and UK retailers deal with cyber attacks every month.

To deal with this, Alastair Johnson, CEO of Nuggets, the blockchain based e-commerce payments and ID platform suggests that “the proliferation of data breaches has proven that the practice of storing customer information in centralised databases is unsustainable. Retailers need to look to the idea of the open banking model so that a platform can be used to scan and pay a multitude of merchants from a single interface which not only protect individuals from existing threats associated with entrusting third parties with their data, but to greatly streamline their shopping and identity verification experience.”

**“Online retailing is just as competitive as the high street, and retailers need to stand out”**

Websites also have to look attractive and eye-catching, not just providing a list of products. Keeping websites up to date with product information,

blogs, recipes and constantly engaging customers interest, encouraging them to return time and time again is crucial to encouraging successful long term sales. Online retailing is just as competitive as the high street, and retailers need to stand out. Developing relationships with online users is essential, as is paying attention to trends on social media such as the growth of Instagram as a marketing and sales method due to its ability to show images and promote visual content.

After all, it is not just other retailers that are seeking a share of the customer spend. Retailers also have to consider the role of producers' own websites, and the way in which producers are increasingly selling direct to the public. This can be a mixed blessing. On one hand, it raises product and brand awareness, while it can also compete with the high street retail offer. Specialist producers such as the Port of Leith distillery are very much aware of this. Co-founder Ian Stirling says, "As a producer, the vast majority of our sales are through distributors and retailers. Online sales have accounted for only a small



PORT OF LEITH DISTILLERY'S FOUNDERS, PATRICK FLETCHER & IAN STIRLING

percentage of our turnover. We make sure that we're never going to be the cheapest place to buy our products – that's rule number one. We sell at our recommended retail price. There is a massive segment of the market that we will never reach, and we're very pleased to leave that to our partners."

In setting up the online shop, the Port of Leith Distillery had a very clear idea of what it wanted to achieve, and the type of customer it wanted to attract, as Stirling explains.

"We wanted to offer our products

to consumers through an online shop as it allows us to connect directly with them and we want to develop a relationship with them as our company continues to grow. The people who purchase through our shop are the very engaged consumers who've heard about us, visited our website and then clicked through to buy our products. In the future, we intend to reward the people who've engaged with us from the start with exclusive opportunities to purchase our future releases – which will be



limited. It's essentially a little club for our fans."

### "The human element is vital"

Watching what is happening online can provide valuable ideas for high street retailers, keen to develop their own services and links with customers. Taking the initiative, building relationships, and maximizing all sales opportunities will only prove beneficial in the long term.

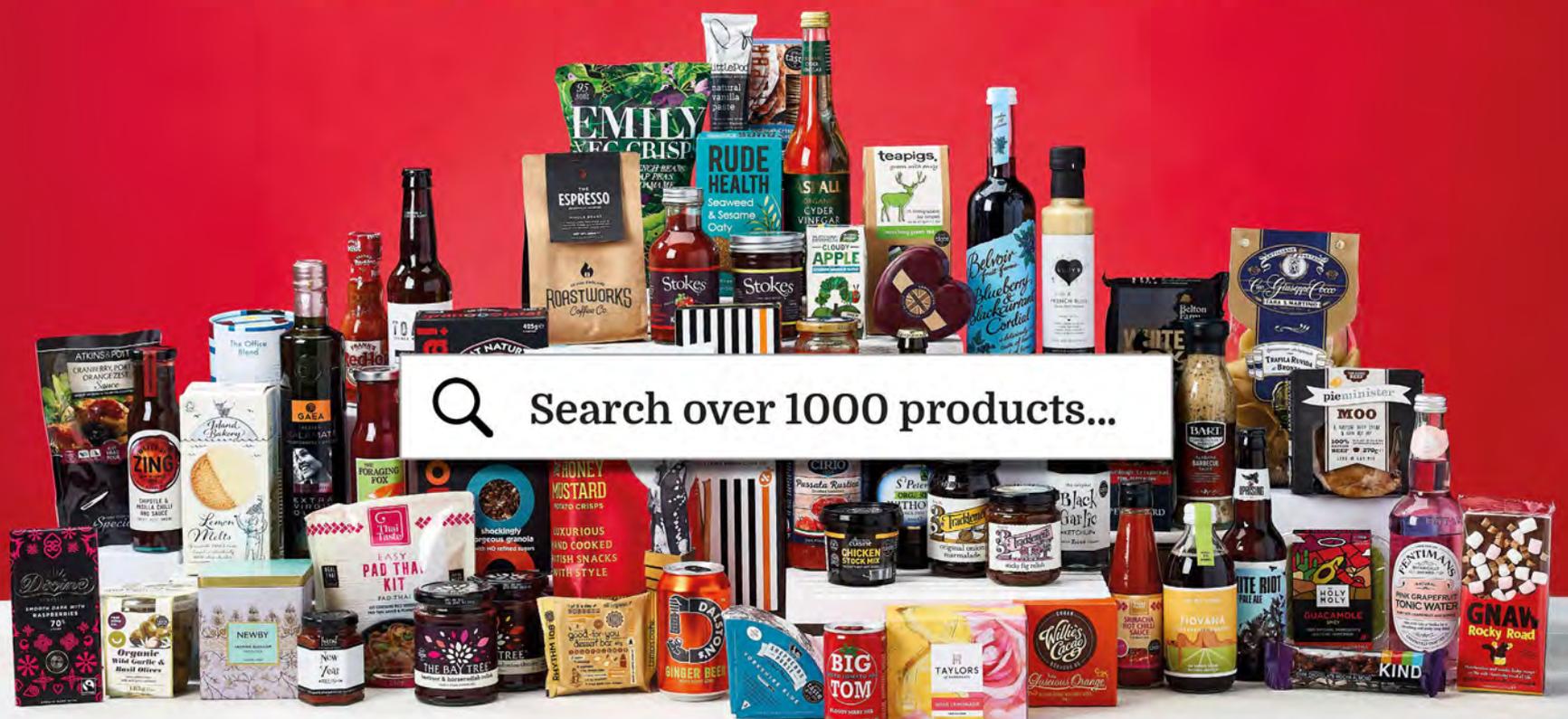
"The human element is absolutely vital when dealing with complex customer enquiries. We believe that the high street will evolve as people will always value that personal aspect that a physical shop provides," comments Andy Soloman, CEO of Yomdel, a provider of customer experience-enhancing services. "What's important for high street retailers to consider is how they integrate a successful solution into their current offering to accommodate a growing preference for customers to approach and engage with their business online. The internet isn't going to go away, but there's more than enough room for everyone to exist and use it to our benefit."

Online retailing can be definitely prove beneficial to a speciality food retailer, but it has to be regarded as an integral part of the retail mix creating a valuable sales channel. Just like bricks and mortar retailing, it has to be worked at, and cannot be left untended if it is to succeed. For retailers who are prepared to make the effort, innovate and engage with customers it can be very profitable.

“ What's important for high street retailers to consider is how they integrate a successful solution into their current offering to accommodate a growing preference for customers to approach and engage with their business online. This could be through a more engaging website, web based contact options, a well formed FAQ's section or a managed live chat service. The internet isn't going to go away, but there's more than enough room for everyone to exist and use it to our benefit ”

# PRODUCT FINDER

## WWW.SPECIALITYFOODFINDER.COM



Find the best products for your store.

Are you a producer?

Register for free at [www.specialityfoodmagazine.com/myproducts](http://www.specialityfoodmagazine.com/myproducts)



# THE CONTROVERSY OF WONKY FOOD

Reducing food waste is a noble cause, says Jessica Brown, but to what extent does wonky food help or hinder the industry?



**F**ood waste is one of the biggest problems facing humans today, and is a huge contributor to carbon emissions. After it leaves farms, we throw away around 10 million tonnes of food and drink every year, seven million of which could be avoided.

In the UK, households account for more than two thirds of this waste, while commercial and industrial businesses are responsible for just under a third.

One solution that has the potential to not only reduce food waste but tackle the attitudes exacerbating it, is retailers big and small selling 'wonky' fruits and vegetables at a reduced price. Food that would have previously never seen the light of day is now being sold to customers at a reduced rate, and can alleviate some of the pressures people, and retailers, face

to lower their carbon footprint.

Guy Singh-Watson, founder of retailer Riverford, which sells fruit and vegetables with broader specifications than supermarkets, says that increased demand for wonky food can be a force for good because it challenges the expectations consumers have of cosmetic perfection in their fruit and vegetables. Singh-Watson argues the work that currently goes into being so efficient at meeting supermarket specifications is detrimental to the environment, and farmers come under pressure to produce food within fine specifications, meaning the soil has to be perfect and the crops should have a predictable availability of nutrients.

"Farmers are told they have to be more productive, which means using more pesticides, fertilisers

and land that would've otherwise been space for wildlife," he says. "This means adding way more fertiliser than required. Avoiding the risk of something falling out of specifications is a major driver of pest usage. Uniformity doesn't exist in nature."

**"It's a misconception that there's loads of wonky vegetables piled up and left to rot"**

But being so good at meeting these specifications means there isn't always a lot of food waste in the first place, says Coral Russell, crop associations manager at the British Growers Association. "Producers are very experienced at working to supermarket specifications, and making sure their carrots are straight, broccoli and cauliflower is the right size, and that their

harvest plans fit in with retailers' plans for the year," she says. "It's a misconception that there's loads of wonky vegetables piled up and left to rot. Producers don't produce as much wonky vegetables as people think." However, research carried out by the food and environment charity Feedback found that fruit and vegetable farmers waste up to 37,000 tonnes of produce every year, which is around 16% of their crop.

Customers assume the wonky food on retailers' shelves would otherwise be thrown away – but misshapen fruit and vegetables can be used in numerous ways, including going into other food products, fed to animals, or used in anaerobic digestion. And when producers' food does go to waste, this can be down to numerous reasons, including retailers' late changes to product specifications or cancelling

orders on short notice, Russell adds, which are separate issues that need addressing. She explains that increasing demand for wonky food presents a slight problem in that producers can't be responsive beyond the food they naturally waste. "You can't grow wonky vegetables on purpose," she says.

**"Any benefits to farmers are on a case-by-case basis"**

But the wonky food they do pass onto supermarkets may provide some benefits to farmers. "If a farmer has a proportion of potatoes with minor scabs on them that they can sell, they will be better off because the production cost is passed onto the consumer," says Singh-Watson. "The potatoes might be cheaper, but a quarter of what customers pay goes back

“ It costs the same amount of money to produce wonky food, and there are worries that consumers see it as being cheaper. Retailers generally take some of the hit for lower prices, but most of the time, growers take a major hit if they're selling something that should be class one ”



“ There is much more pressure on households and the economy, which has made consumers more aware of the products they are and aren't using ”

to the farm.” But any potential profits from selling this produce onto retailers depends on the farmer's circumstances, as they may have a contract for product that don't meet specifications going to processing. “Any benefits to farmers are on a case-by-case basis, and it's much more nuanced than big generalisations,” says Anna Simpson, policy adviser at the National Farmers' Union. Also, Russell argues, some producers are concerned that wonky food is cheaper, but feel powerless to change it.

“It costs the same amount of money to produce wonky food, and there are worries that consumers see it as being cheaper. Retailers generally take some of the hit for lower prices, but most of the time, growers take a major hit if they're selling something that should be class one,” she says. However, increasing the price isn't so straightforward, she says, as all supermarkets would have to agree to it. Aside from price, experts agree that retailers can play a huge role in influencing change. While consumers are responsible for the majority of food waste, retailers can control this by helping prevent it, says Simpson.

Of course, wonky food isn't the only way retailers can reduce food waste. They can also affect consumers with their portion sizes, packaging, and information on how to store food and how long it lasts. But wonky food may be the key to tackling widespread assumptions about what edible food looks like, and contribute to less household waste. Singh-Watson argues wonky food can help improve the sanitised environment in some supermarkets. “It's the same people rejecting stuff in supermarkets who walk down a street market in Provence and are happy to buy odd-shaped produce. It conveys to them that it's come from a small farm,” he says. “A lot comes down to the environment we shop in. Supermarkets are squeaky clean with perpendicular shelves,

everything you're surrounded by leads you to think all produce should look the same. This is a great shame. You want it look fresh, but size and shape are less important.”

But even if the supply is there, there are a few issues retailers face when deciding to add wonky lines to their shelves. Singh-Watson says selling wonky food can be quite a challenge for retailers because it pays off for them to have only one specification. “A lot of food is produced in warehouses and grown in fields where English isn't the first language, and it's easier for producers or supermarkets to say that if the crop isn't grade one they'll throw it out,” he says. “It can be much easier to say the food must be perfect – having degrees of imperfection is harder to communicate.”

**“It's about being sensible and flexible, and having good communication between the retailer and producer so that the whole supply chain is working together”**

Rob Billsborrow, senior lecturer in crop production and bioenergy at Newcastle University, argues wonky food isn't always practical and that carrots, for example, are more difficult to peel and handle. “A large part of food production is highly mechanised and wonky vegetables wouldn't conform to this,” he says. But with customer demand for wonky fruit and vegetables showing no signs of allaying, some are concerned that it's becoming more of a marketing tool for retailers to target consumers conscious of food waste, with less consideration of ensuring the benefits behind the scheme. For this reason, Simpson says it's best to only offer wonky food when there's a genuine need. “We're happy to support these initiatives, as long as the grade one product isn't being diverted onto the wonky range,” she explains.

Wonky ranges are most beneficial when there is excess produce, and often these means not offering it all year round, as this could lead to retailers feeling like they have to always fill the line, and diverting grade one food to continue the offer. “It's about being sensible and flexible,” Simpson says, “And having good communication between the retailer and producer so that the whole supply chain is working together.” She says offering wonky food can play a part in alleviating food waste, but that it's a multi-faceted problem that also requires ensuring retailers' promotional campaigns run in line with seasonal production and that they give sufficient notice before cancelling orders.

With so many opposing views on the role wonky food can play in alleviating food waste, there is also disagreement on whether it's a fad or a lasting shift in how consumers shop. Singh-Watson fears that the spotlight will go off food waste eventually and retailers won't see an incentive to continue, while Simpson thinks it's on ongoing trend, especially if food prices continue to increase. “There is much more pressure on households and the economy, which has made consumers more aware of the products they are and aren't using,” she says.

Selling wonky food in the name of reducing food waste isn't as straightforward as it may sound – and some experts aren't convinced of its merits. But if farmers can get a fair deal on the wonky produce they sell, and there isn't increased demand pushing grade one produce into wonky food lines, the biggest improvements may come from a shift in attitudes that contribute to the UK's extortionate levels of food waste.

**AFTER IT LEAVES FARMS, WE THROW AWAY AROUND 10 MILLION TONNES OF FOOD AND DRINK EVERY YEAR, SEVEN MILLION OF WHICH COULD BE AVOIDED**

specialityfoodmagazine.com

PARTNER CONTENT

# THREE TWISTS ON A PROPER BREW

## Introducing Yorkshire Tea Speciality Brews

**B**reakfast Brew, Biscuit Brew and Bedtime Brew – Yorkshire Tea's Speciality Brews – now have a fresh look and feel. First launched in 2016, the speciality black tea range is targeted at Yorkshire Tea drinkers who appreciate a proper brew (black tea with milk) but that are moving away from standard black tea on those occasions when they want something a bit different from their usual brew. They appeal to existing Yorkshire Tea drinkers who are increasing their repertoire and enjoying new and different teas on different occasions – whether that be to kick-start their morning, perk up their afternoon or relax their evening. And, we're happy to say, that the range is building such a following that it's been growing the whole speciality black tea category, driving pence per cup and incremental purchases.



The newly re-designed range is differentiated from core Yorkshire Tea with clearer product propositions and a pack format more akin to speciality black tea ranges. Speciality Brews are now worth over £1m and the range is in significant growth driven by increased rate of sale versus this time last year (+42.5% | +£397k L12W) (source: IRI 12 w/e 02-Mar-19). Since its launch in March 2018, Biscuit Brew has experienced a fantastically strong performance and is well loved by those looking for a sweet treat alternative.

If your customers like Yorkshire Tea, they will love their three new lovely teas now available. Here's what Yorkshire Tea have to say about them:

Our Breakfast Brew is an extra mighty version of Yorkshire Tea that grabs mornings by the taste buds and shows them what's what. We've put on our hard hat, dived headfirst into the blend and cranked the power up to 11, for a brew that tastes really strong and deliciously malty. Just don't drink it in the afternoon, or we'll find out.

Biscuit Brew is a miraculous tea that tastes like biscuits – because when those two flavours combine, the resulting deliciousness creates a wave of happiness big enough to power an entire human being. It's a magical mug of biscuity goodness that doesn't get crumbs on your jumper.

Bedtime Brew is a nice relaxing cup of Yorkshire Tea Decaf that you can happily drink before bed. And because it's for bedtimes, we've put some really nice herbs and spices in it to make it extra cosy. It's like a great big warm hug from your favourite bear (assuming you have a favourite bear).

[yorkshiretea.co.uk](http://yorkshiretea.co.uk)



“ These new options appeal to existing Yorkshire Tea drinkers who are increasing their repertoire and enjoying new and different teas on different occasions – whether that be to kick-start their morning, perk up their afternoon or relax their evening ”



PECKS FARM SHOP



FARMER COPLEYS

# SUMMERTIME BOOST

John Bensalhia looks at how farm shops, delicatessen and independent retailers are getting set for the summer

As a wise Beatle once mused, Here Comes The Sun. For independent farm shops, delicatessens and food retailers, the summer season is more than alright. Fresh, high quality food available to suit all tastes. Products that are perfect choices for sunny picnics or barbecues. And with a bit of creative thinking, there are excellent opportunities for independent retailers to showcase these summery goodies.

As the sun gets his hat on, a greater concentration of potential customers are guaranteed to come and take a look at what's on offer. "People spend more time looking and shopping," says Fiona Peck of Pecks Farm Shop. "They are happier, so are more willing to try new products."

Every season brings its own kind of food, and summer is no exception. Fiona Peck lists some of the most popular kinds of summer foods and drinks sold at Pecks: "Local gin, all ciders, local hanging baskets, local beer and sausages for barbecues, plus cheese, crisps and snacks. Sausage rolls and pasties are also popular, as well as our own-brand products and gift sets."

Picnic and barbecue foods, as well as drinks, are also massively popular at Farmer Copleys, as marketing and events co-ordinator, Ted Newton, explains. "We tend to focus on picnic and BBQ-related items, so our deli and butchers really benefit from the season with increased sales in things such as burgers, scotch eggs and sausage rolls."

James Robinson, product trainer at Brindisa, says that there are several key lines that experience a seasonal sales spike. "These tend to be products focused around alfresco and barbecue occasions, as well as foods that satisfy a prevailing

preference for lighter, healthier meals and salads."

Other foods can, however, be showcased all year round. Cheese, for example, is a product that's just as popular in summer as it is in winter. "Stilton is famously associated with the Christmas cheeseboard but it's equally delicious over the summer months," says Billy Kevan, dairy manager at Colston Bassett. "This classic British blue works amazingly in punchy, flavoursome salads and is a sensational accompaniment to barbecue meats. Our multi award-winning Shropshire Blue has a younger and slightly sweeter flavour profile, so is another great choice for a summer cheese."

Billy adds that Colston Bassett's cheeses work particularly well with a variety of summer ingredients such as parsley, lemon, chilli, capers and anchovies, or with ginger, chicory and rhubarb. "Never underestimate the versatility of blue cheese," he says.

## Worldwide alternatives

With modern customer tastes proving to be more varied, retailers should showcase as wide a choice of products as possible. While traditional meats such as burgers and sausages remain must buys for barbecues, other alternatives are proving their worth. Last year, Brindisa saw strong growth in its fish range, and in particular, octopus. "This 21.2% sales increase is testament to consumers being more open to exploring previously unfamiliar products," says James Robinson. "Consumers are clearly looking to nutritional fish as an alternative to traditional barbecue meats."

"Carballiño in Spain has been synonymous with the octopus trade

COLSTON BASSETT  
BAKED EGGS BRUNCH

for centuries. The tentacles are steamed in their own juices and are tender, versatile and flavoursome."

Flavours from all around the world are increasingly common choices for buyers. As well as traditional British sausages, customers are looking to other sausage meats such as chorizo. "One of Brindisa's best-selling summer ranges continues to be our authentic chorizo," says

notable ways to extend their appeal, and this is a great idea for retailers to use when enticing customers.

"We have been promoting our Great Taste Award-winning Shropshire Blue with another product that also received three stars – 6Somewhere's Premium Semi-Dry Normandie Cidre," explains Billy. "This pairing serves to heighten the shared subtle sweetness; whilst

“ We have a couple of tasting days in the summer. These are hugely popular, and help local producers get their goods recognised ”

James. "Moist and succulent Spanish cooking chorizo is enriched with smoked paprika, which naturally lends itself to the flavours of summer. It's also simple to cook and incredibly versatile – which has helped to create an adoring following over the past three decades."

One challenge is to inspire consumers to use products in new ways – particularly over the summer season. Billy Kevan notes that recipe ideas and pairing suggestions are

also benefiting from the crisp, dry finish of the cidre which serves to cut through the cheese's creamy, smoothness. Retailers can benefit by sampling and cross selling as people prepare to entertain during spells of hot weather."

## A matter of tasting

The quality of the food will always speak for itself, so what better way for a retailer to promote its summer offerings than to hold

tastings? Pecks Farm Shop, for example, puts on special tasting events, which offer a number of benefits. "We have a couple of tasting days in the summer," says Fiona. "These are hugely popular, and help local producers get their goods recognised."

Last year's food and drink tasting evening at Greendale Farm Shop showcased the best in local South West products. Items such as Quicke's artisan-made cheeses, Dartmoor Chilli Farm's chutneys, jams and chocolates and naturally made peanut butters from Freda's Peanut Butter are fine examples of top flight local produce – all perfect to be sampled on a warm summer's evening.

Quicke's Farm Shop also held a Summer Cheese Tasting event last year. Customers seeking the perfect summer picnic or barbecue ingredient could find a wide range of cheeses to sample, such as Quicke's Elderflower Clothbound Cheese. As well as the cheeses, other summer picks included salad leaves (complete with home-grown edible flowers), meats (including Home Farm's steaks and Kenniford Farm sausages), as well as the quintessential summer dessert – ice cream (courtesy of Farmer Tom's).

Advertising is another good way of promoting new and upcoming products. Both online and in print, retailers can mention forthcoming foods, drinks and events to tie in with the summer season. But as Fiona Peck explains, both outlets need careful consideration and work. "Social media works and is not expensive, but you need to constantly update content and posts. Advertising in local targeted magazines is good, as long as they are not all the same – i.e not in all school magazines, but some in church magazines, football clubs, village fairs, etc."

## Event horizons

With hot, sunny weather drawing people into the outdoors, one of the best ways of promoting the summer season is for retailers to put on specially organised events. As Ted



BRINDISA BLOODY MARY GAZPACHO

scope when putting on events. To mark the start of 2018's Summer, for example, Minskip Farm Shop greeted it with a Summer Salutation Fête. Visitors came to Minskip on the second of the May bank holidays to see its egg farm, hold a hen, and to ask all kinds of egg-related questions. Traditional fun for all the family included egg and spoon races, a coconut shy and a challenge to guess the weight of a pig. Wood-fired Knead 'n' Feed pizzas and the farm shop's ice creams, meanwhile, made for a suitably summery meal.

Even at the tail end of summer (previous years have seen sunny weather in September and even October), there's still a chance for farm shops to put on a great show. The Gog Farm Shop's Sundowner Sessions – held on the Friday evenings of late August and early to mid September – are a chance to wind down after a week at work with a drink, a choice of street food and music in the great Gog outdoors.

Ted Newton concludes that the best way for independent retailers to promote summer is to embrace it.

“We shout from the rooftops and hold themed festivals and events around the produce available such as our PYO fruit, sunflower fields, and we have the liquorice festival too which we really like to promote with us being the only growers in the UK. We embrace these things in our farm shop, our menu in the café and out on the fields and always stay relevant to the season.”

the youngsters. Making a day of the summer is a sure-fire way of attracting customers. Events and fun days/evenings for all the family are excellent ways to promote a business. For instance, Boscastle Farm Shop put on a spread of events last August. These included a hog roast and a special Summer Evening BBQ, featuring performances from local musicians and special promotional samples of Haywoods Ciders.

Both the beginning and the end of the summer season give farm shops

“ We hold themed festivals and events around the produce available such as our PYO fruit and sunflower fields. We embrace these things in our farm shop, our menu in the café and out on the fields and always stay relevant to the season ”

Newton comments, a key benefit of summer is that people are more likely to come out on a day trip to a destination such as Farmer Copleys to visit its PYO fields, the Sunflower Field or the Corn Maze – getting people out of their houses and out in to the fresh air. “We like to educate through fun at our events and throughout the business. Farmer Copleys benefits as we don't charge an entrance fee for most of our events and provide a high quality day out for the family giving customers a really welcoming and pleasant environment to spend their time.”

Young ones can benefit from initiatives such as Broadditch Farm Shop's Summer Scavenger Event, which entertained children in last year's holiday season from mid-July to August. The good weather is an ideal opportunity to prise kids away from computers, iPhones and TV, and into outdoor activities and games. Broadditch Farm Shop's woods are an ideal location for the Scavenger Hunt, which included fun challenges and activities for



COLSTON BASSETT TASTY TARTINES



### LYME BAY WINERY AMMONITE BOTANICAL CIDER

Crisp apple flavours intermingled with the traditional gin notes of juniper, angelica, and coriander. [lymebaywinery.co.uk](http://lymebaywinery.co.uk)



### THE ORIGINAL BAKER HOG ROAST SAUSAGE ROLL

Succulent pulled pork with pork sausage meat, tangy Bramley apples, fresh herbs and spices. [yorkshirebaker.co.uk](http://yorkshirebaker.co.uk)



### THE REAL OLIVE COMPANY ORGANIC WILD GARLIC & BASIL OLIVES

Fresh green pitted olives marinated in wild garlic, basil and cold pressed oils. [therealolivecompany.co.uk](http://therealolivecompany.co.uk)



### MERMAID GIN

A smooth yet complex blend that features organic lemon zest, grains of paradise and fragrant rock samphire. [mermaidspirit.uk](http://mermaidspirit.uk)



### TRACKLEMENTS MILD DELI MUSTARD

This is a mouthwatering mustard in the American style, flecked with fresh dill, tarragon and parsley. [tracklements.co.uk](http://tracklements.co.uk)



### CALEÑO NON-ALCOHOLIC SPIRIT

A tropical infusion of juniper, citrus and spice botanicals, with its key ingredient the South American Inca berry. [calenodrinks.com](http://calenodrinks.com)



# Barbecuing MADE BETTER



# Stokes™

FOOD MADE BETTER

MADE IN SUFFOLK, ENGLAND



[www.stokessaucos.co.uk](http://www.stokessaucos.co.uk)





Help your customers enjoy the summer season with our outdoor eating picks

**1 THE CHESHIRE CHEESE COMPANY CHEESE TRUCKLES**

The award-winning Cheshire Cheese Company has a unique range of 15 contemporary waxed cheese truckles. Their Extra Mature Black Bob Cheddar, Caramelised Onion & Rioja and Gin & Lemon are amongst their best-sellers. All are Vegetarian Society-approved. [cheshirecheese.com](http://cheshirecheese.com)

**2 DRIVERS PICKLES SUMMER PICNIC BOX**

New for 2019, Drivers Pickles has launched a range of eye-catching gift boxes to suit all seasons. The Cheese Lover's Box will run all year round with the addition of a Summer Picnic Box and a Happy Christmas Box. All three boxes come pre-filled with a selection of their bestselling delicious pickles, relishes and chutneys. The Picnic box and the Christmas box are vegan certified. [driverspickles.co.uk](http://driverspickles.co.uk)

**3 CAWSTON DRY SPARKLING DRINKS**

Cawston Dry are the new drinks brought to you by Cawston Press. Their team have taken sparkling British spring water and added what they do best – a little pressed fruit. Available in two flavours: Ginger & Lemon and Raspberry, they contain no added sugar and nothing artificial. At 10 calories a can, they're aimed at the shoppers seeking out less sweet, grown up tasting soft drinks that are made with high quality, natural ingredients. [cawstonpress.com](http://cawstonpress.com)



**4 FIELD FARE SAVOURY PASTRIES**

field fare's savoury pastries make the ideal summer eating and picnic food. A delicious variation to the classic sausage roll is the slightly spicy Chorizo sausage roll in puff pastry. The Spinach, Goat's Cheese and Olive Puff Pastry Purse makes a fabulous accompaniment to a side salad. [field-fare.com](http://field-fare.com)

**5 PROSCIUTTO DI PARMA**

Prosciutto di Parma is made from only the hind legs from specially selected heritage breed pigs raised in 11 regions of Italy and is aged during a dry-curing process. Renowned for its delicate and sweet flavour, it pairs well with less salty cheeses, melon or figs as well as olives, pickles and chutney. [parmacrown.com](http://parmacrown.com)

**6 GROWERS GARDEN BROCCOLI CRISPS**

Growers Garden crisps are made using fresh broccoli by farmers from the East Coast of Scotland. These crisps are made from 'wonky veg' and 100% natural UK-sourced ingredients. Vegan and gluten-free. Less than 100 calories per pack, low in saturated fats, sugar and salt. High in fibre and most importantly taste! [growers-garden.com](http://growers-garden.com)

**7 THE REAL OLIVE COMPANY OLIVES**

The Real Olive Company sources all their olives from artisan and organic farmers across the Mediterranean. The olives are marinated and packed using cold pressed oils and special herb and spice blends at an accredited site in Bristol ready for the deli fridge or loose deli counter. Live, love eat olives. [therealolivecompany.co.uk](http://therealolivecompany.co.uk)



# SPOTLIGHT ON: WATER

We're all familiar with coconut water by now, so what are the latest trending alternatives?

In 2003, two Americans walked into a bar and came across some Brazilian girls raving about a hometown drink called agua de coco. It sounds like the beginning of a bad joke. Yet this chance encounter led to Mike Kirban and Ira Liran discovering coconut water, launching it Statewide under the brand name Vita Coco and creating one of the largest drinks companies in the world.

In 2018, the global market for this sickly-sweet, potassium-packed drink topped \$2.27bn and that figure is expected to rise to \$6.23bn by 2025. Vita Coco remains the largest player in the field with subsidiaries of The Coca-Cola Company and PepsiCo vying for second place. However, in such a crowded market, niche producers of alternative super-waters are looking to emulate their success.

Here's a rundown of the top five on our radar:

## Sea Water

70% of the Earth's surface is seawater, so pioneering Spanish brand Refix have decided to bottle and sell it.

Their process is to take Atlantic seawater from 70m off the coast of Spain, filter it twice, add four parts spring water to one part seawater and throw in lemon juice and stevia for taste.

Refix's theory is that their water has the same concentration of mineral salts as the human body, so their drink is effectively replacing the water you lose through sweat and urine, whilst adding no sugars or preservatives.

In terms of taste, it tastes exactly as it sounds. Salty. But the results speak for themselves – 43,000 bottles sold in Spain and 50,000 sold in the US in the first year alone.

Although, drink in moderation, as a 250ml bottle contains 21% of your daily intake of salt, which might leave you feeling all at sea.



## Maple Water

Canadians for centuries have extracted maple water by “tapping” maple trees, a process of boring a hole through the trunk during the midday sun and letting the sugary water run into a pail. The liquid can then be boiled down into maple syrup or purified into a sweet, clear water that has a delicate hint of caramel.

The first settlers of Canada used to harvest this sweet water as they believed in its spiritual properties. Little did they know that the energy burst they felt was because maple water is rich in electrolytes and bioactive nutrients, making it rival coconut water as nature's energy drink.

Yet despite its honeyed aroma, each 330ml bottle contains only

seven grams of sugar, less than you'll find in a banana.

Today, maple water has become a major production, with Canada's largest producer, Maple 3, spreading its reach through North America, Europe and Asia. QY Research predicts that the global maple water market will reach \$2.69bn by 2025, making it one to watch.

## Birch Water

Cross the border into the States and you'll come across the North American sweet birch tree, which together with the silver birch tree provides the next super-water on our list.

More bitter than maple water with an aftertaste of cherry, the PR for this organic drink has gone

into overdrive on its outlandish health claims.

Producers say birch water can treat everything from liver disease to constipation, from diarrhoea to dandruff. They even say it gets rid of cellulite! Dieticians remain skeptical.

Yet this drink is great for the weight-conscious as it contains Xylitol, 'Mother Nature's sweetener', meaning that a 250ml bottle contains only 2.75 grams of sugar.

Perhaps that's why some of the larger carriers like Waitrose, Ocado and Holland & Barrett are displaying it in their drinks cabinets.

## Almond Water

First pitched on Shark Tank, America's version of Dragons' Den, almond water is the passion project of David and Deborah Meniane, a French couple who invested their life savings in turning a family recipe into an empire.

That was in 2011 and over the last eight years, they've grown the product into a range of canned flavours, including Original, Coconut, Ginger and Ginger with Peach; expanded to 800 retail outlets and sold out to Hispanica International. And they did all that despite being turned down for investment by the sharks.

The drink has a smooth nutty taste, is loaded with antioxidants and Vitamin E, and is currently only available in the UK on Amazon.

## Cactus Water

Cactus water sounds like a contradiction in terms. A native of the Arizona desert, cacti are known to survive in some of the driest places on Earth. Yet UK-based company True Nopal have mixed prickly pear cactus purée with filtered water to create a bright red drink that tastes unexpectedly of gummy bears.

This left-field drink is a worthy adversary of coconut water, with half the calories, less than half the sugars and fewer carbs. It also contains anti-inflammatory properties that are good for muscle recovery and skincare.

For these reasons, True Nopal has earned a spot in some of our largest retailers, including Tesco, Waitrose and M&S.



“ In a crowded market, niche producers of alternative super-waters are looking to emulate Vita Coco's success ”

# SUMMER SPECIAL

## WHAT'S NEW IN DRINKS?

So much is changing in the drinks industry, so what should you be stocking for this upcoming season?

The drinks industry has seen plenty of changes over the last few years, and with summer on its way it's important to know what to stock up on for shoppers wanting exciting and different options to choose for those summertime occasions, from dining al fresco in the garden to picnics on the go. In years past alcoholic beverages were likely to have been a top choice for drinks in the sunshine for consumers, but it does appear that the British appetite for booze in general has started to wane.

So what's changed? Research points to Millennials and Gen Z with the *Waitrose Food & Drink Report for 2018-2019* stating that not only has demand for alcohol-free options increased overall but almost a third of 16-25 year-olds are not drinking alcohol. While there will be many factors attributing to this decline in the younger generation in particular, a key consideration is the focus on health and wellbeing being promoted, especially across social media. Dry January, for example, is a phenomenon that has continued to grow in popularity each year and directly feeds into the trend for healthier living. With this alone it's no wonder that interest in low and non-alcoholic drinks is taking off.

Tapping into this trend and



catering to those who want to enjoy a beverage that looks and tastes similar to alcohol, but isn't will be beneficial. Outfox Drinks, for example, has created a drink with wine in mind but that contains less than 0.5% abv and says that it only has 30 calories per 100ml. A non-alcoholic wine alternative has also been developed by Botonique, a sparkling drink that is said to contain a blend of vitamins, minerals and amino acids so that it is able to provide anti-oxidant, anti-inflammatory, alkalising, detoxifying and hydrating benefits. Why not showcase your low and

non-alcoholic offerings on social media to entice customers into your shop this summer?

### The sugar effect

Sugar in drinks has been a major topic in the industry, even more so since the Soft Drinks Industry Levy came into action, with manufacturers encouraged to reformulate their soft drinks to reduce the sugar content. Mintel's *Summer Food & Drink Trends Report 2018* states consumers are becoming increasingly wary of soft drinks, with 60% of UK adults agreeing that on-pack guidelines

**WILLY'S**  
NATURAL KOMBUCHA & ACV  
FERMENTED ENERGY  
grown · fermented · made on our farm

**Natural & Organic Awards Europe 2019**  
**WINNER**  
Best New Drink Product

**5**  
NATURAL INGREDIENTS

willysacv.com | @willysacv | 01432 808090 | willy@willychases.co.uk

**BLACK EYE**  
COLD BREW COFFEE

**KEEP YOUR TAIL WAGGING ALL SUMMER LONG!**

**REFRESHING ALTERNATIVE TO SUGARY, FIZZY DRINKS.**

GUATEMALAN, BRAZILIAN & COLOMBIAN BLEND  
*Stands out from the crowd*

**SERVING SUGGESTIONS**

OVER ICE, NITRO & SUMMER COCKTAILS

**COLD BREW SPRITZ**  
**LONG ISLAND Cold Brew**

**BARK@BLACKEYECOLDBREW.CO.UK**  
@BlackEye\_CBrew @BlackEye\_ColdBrew

Brought to you by  
**LINCOLN & YORK**  
YOUR COFFEE PARTNER

ACCORDING TO MINTEL'S **SUMMER FOOD & DRINK TRENDS REPORT 2018**, CONSUMERS ARE BECOMING INCREASINGLY **WARY OF SOFT DRINKS**, STATING THAT **60% OF UK ADULTS AGREE ON-PACK GUIDELINES SHOULD PROVIDE EASIER WAYS TO VISUALISE THE AMOUNT OF SUGAR IN CARBONATED SOFT DRINKS**

should provide easier ways to visualise the amount of sugar in carbonated soft drinks. The desire for consumers for soft drinks that embrace more natural sugars and flavours is strong.

Willy's ACV has released a new Natural Energy Drink with kombucha and apple cider vinegar which is appealing to demand not only for delicious yet healthier soft drinks but also to the call for fermented products. Ingredients include green tea kombucha and Willy's craft ACV with the all-important 'mother' with no added sugar.

Founder David Spencer-Percival at No1 Rosemary Water, a brand that creates botanical drinks with no added sugars, additives or colours, commented on the changes in the industry: "Great flavour is possible with the best ingredients without adding sugar to the bottle. The soft drinks industry has, for too long, relied on additives like sugar to achieve the flavours they are looking



for without enough regard for the effects on consumers' health. The recent research on the damage done by sugar points squarely at the soft drinks industry as one of the culprits in our current obesity and diabetes epidemics, so it's time for the worst offenders to innovate and invest in new ways to achieve a more natural flavour without additives and preservatives," he said.

James Williams, UK sales and marketing director at Folkington's, adds, "Our authentic juice range is exempt from sugar tax as we use pure pressed or squeezed juice like our recent Pineapple Juice launched this year is 100% pure pressed Golden Sweet variety of pineapple and that's it. Our new Earl Grey tonic water, the world's first, is below the sugar tax level."

### Outer appeal

A key part of the drinks industry that has moved forward is packaging. With the spotlight turning onto plastic waste and what can be done to manage the issue, drinks brands are adapting to reflect the desire for sustainability.

Mermaid Gin is one brand that

has had a makeover and gone plastic-free, switching to a 100% recyclable bottle decorated with biodegradable paint. Canned wine startup brand Nice is also responding to the need for packaging to not only be more sustainable but also convenient, elements that are particularly appealing during the summer months where shoppers more often want a drink that is easy to consume on the go but still feature good quality ingredients and is not packed with additives. Lucy Wright, co-founder of Nice says, "Functionality is a big thing for our consumers, who aren't willing to drink wine from a single serve bottle, and who don't want to have to find a plastic glass to decant into. There's also the portion control element, where people who want to have one high-quality glass of wine with dinner don't want to be forced to have to buy a full 75cl bottle and throw most of it away. We also think there's just something quite cool about drinking wine from a can; it's like a mini-rebellion."

Turning to cold brew, as well as its health credentials and authenticity, Lincoln & York's Black Eye Cold

Brew launch appeals to the trade's desire for convenience. "Arriving to customers in a 10 litre bag-in-a-box with Vitop tap, and without the need to be refrigerated, Black Eye can be served as stand-alone over ice, through a nitro tap for added textures, or as a mixer for mocktails and cocktails," Karen Yates-Hill, commercial director suggests. "Moreover, despite it having 0% sugar, it maintains a satisfyingly sweet taste, and carries the same caffeine kicks coffee lovers crave. It also provides the premiumisation through its flavour, making it an ideal offering for the new, more sophisticated consumer of today."

### What's New?

While gin, and particularly flavoured gins, have taken the market by storm in recent times, according to Mintel, Vermouth is set to be the new kid on the block. Appealing to a broad range of palates as well as being lower strength than gin, vermouth could be worth stocking up on early for summer.

James Williams at Folkington's says: "The G&T will continue to grow this year with 63% of consumers sighting flavour as their top choice factor and so flavoured tonic will become more widely consumed and paired with gins. Other categories are also set for a great summer such as Vermouth to capture the aperitivo and spritz moment and Spiced and Golden rum. All of which can pair well with the right tonic."

“ Technology has made it possible for us to extract all the goodness found in nature and then bottle it, providing a truly healthy alternative to the established soft drinks manufacturers ”



CONTACT FOLKINGTON'S to discuss how stocking our fridgepacks can add value to your business



TEL: 01323 485602  
FOLKINGTONS.COM



### EDINBURGH SEASIDE GIN

This small-batch creation is made with botanicals foraged from the East Coast shoreline near Edinburgh.  
[edinburghgin.com](http://edinburghgin.com)



### CAWSTON DRY

At 10 calories a can, Cawston Dry is aimed at shoppers seeking out less sweet soft drinks made with natural ingredients.  
[cawstonpress.com](http://cawstonpress.com)



### SILVER SWIFT TOPY Iced TEA VODKA

A lightly sparkling blend of award-winning ultra-premium British vodka, gooseberry, elderflower and earl grey.  
[silverswiftdrinks.com](http://silverswiftdrinks.com)

# MEET THE PRODUCER

Introducing Edinburgh Gin – a business at the forefront of innovation in the industry

**G**in is leading the pack in the world of spirits right now and at the forefront with its clear-cut passion for innovation is Edinburgh Gin. The small-batch distiller in the heart of Scotland's capital city produces a variety of gins and has been doing so since 2010, producing quality and flavourful gins for everyday occasions as well as special ones. With a range of products from the Cannonball London Dry, a punchy but balanced Navy strength gin, to the fruity and flavourful Rhubarb & Ginger gin liqueur, this business knows how to appeal to the experienced gin drinker as well as customers wanting to try something different. In a tough industry where new ideas and product launches are popping up everywhere, how does Edinburgh Gin stay ahead of the curve in a saturated market and keep British shoppers happy?

Enter head distiller David Wilkinson. As a self-proclaimed whisky enthusiast, he took his passion for spirits and trained for a degree in distilling from Heriot Watt University. After being with Edinburgh Gin for the last five years, David now heads up the production side of the distillery and develops the recipes for the company's family of contemporary gins, where botanical flavours are king. "We are constantly researching what botanicals are out there, what hasn't been used or what we could use in a better way. I'm always trying to focus on new quality botanicals to craft our premium London Dry range. This focus has led to the creation of Seaside Gin, which features bladderwrack seaweed, scurvy grass and ground ivy sourced from the local coastline, and the result is a really savoury, saline London Dry gin and a pretty unique creation. We created this in conjunction with Heriot Watt University, which is a great local partnership and a fantastic opportunity for the students there."



“ We are constantly researching what botanicals are out there, what hasn't been used or what we could use in a better way ”

David explains that when he first joined the company the fascination with gin was just starting to take off, and after five years it is still expanding and "the fruit gin category is growing in popularity quite fast." Edinburgh Gin's six fruit flavoured liqueur range has been designed to suit different palates. "Back in 2010 we were at the forefront of this, with the creation of our first fruit gin liqueur, Raspberry. People quite

like things that are sweet so those ones do tend to be well received." David explains. Other fruit combinations include Pomegranate & Rose, Elderflower, Apple & Spice and Plum & Vanilla, as well as Rhubarb & Ginger, which is one of the most popular products with customers for the business.

While the fruit-flavoured gin liqueurs have been a runaway success, searching for unique combinations to excite gin lovers

is always on the agenda. For Edinburgh Gin's new London Dry it is celebrating the roots of the spirit with a modern twist, with a recipe that took over 12 months of experimenting and defining until it was ready. "The latest creation is '1670', a limited edition London Dry Gin created in partnership with the Royal Botanic Garden Edinburgh and their head botanist. It uses botanicals found in the very original Physics Garden created in 1670, which grew herbs and flowers for the creation of medicines. This gin uses botanicals such as piper leaf, Tasmanian lanceolata leaf, and Tasmanian mountain pepper picked fresh from the garden for

a peppery and interesting gin," says David. A distinctive gin, the company recommends enjoying in a classic G&T garnished with fresh basil. For more inspiration, head to the website where you'll be met with a whole host of tasty and exciting cocktail recipes using all of the different gins.

What's next on the agenda for this business leading the way in gin innovation? "Now that we have such a large range of London Drys and fruit gin liqueurs, with constant recipe developments and botanical sourcing, production has really stepped up since we first began. Distilling in the heart of Edinburgh is really important to us and our current West End distillery has two stills, Flora and Caledonia," says David. Visitors to the distillery are very welcome and it makes for a great opportunity to get to know the process and passion behind the products. "The distillery is open to the public so you can come see the distillery, meet the team and see what we do here and what we are all about – we have six guided tours a day. As Edinburgh Gin develops we need to keep up with growth and further develop our brand home, as a result we currently have planning permission submitted for a larger Edinburgh Gin distillery within the city centre."



**EG**  
EDINBURGH GIN™

## EDINBURGH GIN

**EG**  
EDINBURGH GIN™



EDINBURGHGIN.COM

EDINBURGH GIN IS PART OF IAN MACLEOD DISTILLERS | WWW.IANMACLEOD.COM | UK@IANMACLEOD.COM

# SPOTLIGHT ON: OILS, VINEGARS & DRESSINGS

With quality, health and versatility firmly on shoppers' agendas, now's the time to rethink the range you stock

The past few years has seen a sea change within the oils sector, with traditional olive oil now jostling for space with a number of 'alternative' options. Brands are bringing forward oils from the likes of the coconut,

avocado and a whole host of exotic-sounding seeds – Sachi Inchi Oil, anyone? (by Lucy Bee) – and consumers are increasingly looking out for the health credentials of the oils they're buying. They're also becoming aware of the negative

implications of cooking with oil; fried foods are increasingly being overlooked in favour of healthier options, which gives oils with great natural flavour an opportunity to shine. According to Mintel's UK Yellow Fats & Edible Oils Report, consumers often associate olive oil in particular with words such as "pure", "healthy" and "flavoursome" – giving independents an opportunity to differentiate their offering with the blander vegetable and sunflower oils available in supermarkets.

The different oils available on the market offer retailers a chance to educate their customers on how to use oils, which ones work best for which purposes, and which partner well with other food and drink. Your international section could get a flavourful boost from sesame oil, for instance, a nutty finishing oil perfect for drizzling on stir fries or adding to homemade Asian dressings. A great olive oil can be used to finish a filled pasta dish, or partnered with a quality balsamic vinegar for a simple salad dressing. It can even be utilised in baking and desserts, as exemplified by La Ibense Bornay's popular olive oil ice cream, often adding a lightness compared with those made using dairy products.

Brits will always love vinegar as a seasoning for fish and chips – though now sometimes opting for



“As seen across the food and drink industry, shoppers are looking for products displaying health credentials, a short ingredients list and tangible quality”

more foodie options such as shallot vinegar over traditional malt – and a key component of a good old fashioned pickle, but the usage of the punchy condiment has changed dramatically over the course of the past few years. Traditional pickling has had a refresh, moving beyond slow and steady options into the realms of punchy-and-crunchy speedy pickled veg to add zing to the barbecued meat, fish tacos and iconic Asian sandwich, the banh mi.

The drinks world has been kicked into action too, with vinegar being adopted in a number of guises. Traditional shrubs are coming back into favour and apple cider vinegar – so long as it contains the 'mother' – is hugely popular with the health conscious set. While it can be utilised in home cooking, probably the most popular way to consume ACV is as a shot, diluted with water, in a bid to boost one's metabolism and microbiome. For those of us for whom a shot of vinegar would be a shock to the palate, brands such as Aspalls and Willy's ACV are providing options blended with honey to make it a bit more easy to drink. Indeed, Willy's ACV has gone one step further, creating cans of ready-to-drink apple cider vinegar soft drinks – balancing the vinegar's natural acidity with apple juice. Meanwhile, Natural Umber made 'drinkability' a key USP during their product's creation, with the vinegar's natural relative sweetness making it an arguably more palatable option for newcomers to drinking vinegars.

When it comes to dressings, there's a myriad of quality products available for independents to stock – ranging from the indulgent to the healthy. From creamy garlicky options to zingy ones with a kick of chilli, there are dressings to suit every meal and palate. As seen across the food and drink industry, shoppers are looking for products displaying health credentials, a short ingredients list and tangible quality – a step away from the bottles of occasionally overly-sweet and sticky dressings on supermarket shelves.



## VINEGAR SHED

Join the growing group of discerning UK restaurants, top chefs and delis using our award-winning products!



A fine food business with the UK's largest selection of artisan vinegars, speciality olive oils, rare spices, wild peppers, hand-harvested salts, Tuscan beans, Salina capers, Cantabrian anchovies & tuna, organic saffron + other exciting pantry items. Dedicated to procuring the very best foodstuffs from passionate producers around the globe.

For more info & trade prices, contact  
Andy Harris on 07854892065  
or [info@vinegarshed.com](mailto:info@vinegarshed.com) [www.vinegarshed.com](http://www.vinegarshed.com)

## 1 INSPIRED DINING Roast Garlic & Balsamic Dressing

Made in the Hampshire countryside, the indulgent Roast Garlic & Balsamic Dressing from Inspired Dining is surprisingly versatile. It provides a finishing touch for hot and cold salads and is delicious drizzled over avocado – plus it's delicious as a dip or marinade.

Not only that, but it's free from preservatives, additives and colourings, too.

Robert Young, co-founder of Inspired Dining says, "We were influenced by the reality that there isn't always time in a fast-paced 21st-century lifestyle to source and prepare every element of every meal every day. So our cooks put in the time, so you do not have to. The Inspired Dining products offer the best of both worlds: real food and time to enjoy it."

"Busy lives mean people often do not have the time to source the best quality ingredient or to make what they eat from scratch," continues Nicola Young, co-founder. "We have done that work to help people eat well and live well. Our products are made using generous quantities of the key ingredients and that they are as natural as possible."  
[inspiredining.co.uk](http://inspiredining.co.uk)



## 3 FARRINGTON'S Mellow Yellow Chilli & Cumin Dressing

This additive-free, gluten-free and vegan dressing uses Farrington's Mellow Yellow Cold Pressed Rapeseed Oil that is grown, pressed and bottled on the Farrington's farm in Northamptonshire to LEAF (Linking Environment and Farming) Marque Standards. It is carefully blended with the finest ingredients to add a vibrant flavour to any dish, from a simple salad to marinated fish.

"Our new Chilli & Cumin Dressing is a fantastic addition to the range," says Duncan Farrington, managing director of Farrington's. "The chilli flavour is subtle enough to add a pleasant heat to your dishes with a delicious aromatic base. Not just for salad, we've been enjoying this dressing as a marinade for salmon; it is brilliantly versatile as well as delicious!"  
[farrington-oils.co.uk](http://farrington-oils.co.uk)



## 3 THE VINEGAR SHED L'Oli Ferrer Essence Organic Arbequina Extra Virgin Olive Oil and PX Organic Pedro Ximenez Vinegar

Sourced from Catalonia and produced by selecting and pressing double the amount of early harvest Arbequina olives collected at the beginning of October, which are then cold extracted immediately after picking, this oil boasts an emerald green colour and intense and fruity aroma of green olives, tomato, almond, avocado and spices such as coriander and basil. Use as a finishing oil over all salads, roast and boiled vegetables, seafood and chicken.

The oil is partnered with a brilliant example of a Spanish Pedro Ximenez Vinegar, made using sun-dried grapes acetified in old Madeira barrels. It is aged in Jerez in American oak barrels for four years with the traditional method of "criaderas y soleras," used to make sherry, to produce an intense sweet and fresh flavoured balsamic-style vinegar. It has an intense honeyed and nutty flavour with hints of caramel, figs and prunes and a perfect balance of freshness and acidity. Use this vinegar as you would a balsamic, drizzled over salads, raw vegetables, cold soups, game dishes and sprinkled over grilled meats.

"I discovered this superb organic olive oil and vinegar in Barcelona," says Andy Harris, founder of The Vinegar Shed. "They are made by two sisters, Yolanda and Pilar Ferrer, who are passionate about creating the best organic oil and vinegar. Sold in many fine food stores in Spain, the distinctive perfume-style bottles make for perfect gifting".  
[vinegarshed.com](http://vinegarshed.com)



## 2 HUNTER & GATHER Extra Virgin Avocado Oil

When it comes to great fats, Hunter & Gather know their stuff. This Great Taste Award-winning 100% cold-pressed Extra Virgin Avocado Oil is made from hand-picked, hand-sorted hass avocados to create a beautiful emerald green and buttery oil. A fruit oil that is suitable for cooking at high heat (255°C), roasting and baking, or you can simply drizzle or dip too.

This oil not only tastes superior, but uses avocados that are rejected from export due to being the wrong size or shape, avoiding food waste. The brand also makes a four ingredient mayo using avocado oil, which is sugar, dairy and grain free.

"This Avocado oil is the ultimate oil, packed with 15+ avocados per bottle," says Amy Moring, co-founder of Hunter & Gather. "You get all of the health benefits of the avocado – plus it is versatile for cooking, drizzling or even using as a skin moisturiser."  
[hunterandgatherfoods.com](http://hunterandgatherfoods.com)



## 5 SAFIR Organic Extra Virgin Olive Oil

Created by a dedicated team based at one of the biggest oil mills in Tunisia, Safir's Organic Extra Virgin Olive Oil is an award-winning product showcasing the best of Tunisian olives.

Making great olive oil takes determination, skills and focused attention to detail, and it is thanks to this passion that Safir has become one of the leading groups in the manufacture and export of quality olive oil – alongside tomato products, spreads and marinated foods.

The business has been working in the agri-food sector for more than 50 years, where a fingerprint of knowledge and experience is passed down from generation to generation. Their story is about passion based on tradition and modernity... It is the story of a world of flavours, cultivated by the sun and the love of the earth.

The company's Organic Extra Virgin Olive Oil is pure and unmixed, which allows for the strong character and fruity taste of the olives to shine through.  
[safir.tn](http://safir.tn)



# Try Our **NEW** Dressing For **FREE!**

Made with **mellow yellow** Cold Pressed Rapeseed Oil

We're so confident your customers will love our new dressing, we'll give you a free bottle when you order a case\* so you can hold an in-store tasting. Wow shoppers with the fantastic flavour of our Chilli & Cumin Dressing and watch it fly off your shelves.

\*Order min. 1 case of Farrington's Mellow Yellow Chilli & Cumin Dressing from either Cotswold Fayre, Hider Foods or direct from us in May and we will follow up your order with a free 250ml bottle of Chilli & Cumin Dressing. Minimum order values may apply.

For more information, visit: [www.farrington-oils.co.uk/wholesale-offer](http://www.farrington-oils.co.uk/wholesale-offer)  
Contact us on: [sales@farrington-oils.co.uk](mailto:sales@farrington-oils.co.uk)

## Now FREE on your mobile or tablet!





# AL FRESCO COOKING

When the weather starts to heat up barbecue season begins. So what will consumers be grilling up this summer? *Speciality Food* finds out

Summer is on the horizon, and as the weather starts to get warmer thoughts turn to dining al fresco and long evenings sitting outside. Barbecues are always hugely popular as it's a chance to take advantage of good weather by cooking and eating outside. Once upon a time the typical British barbecue consisted of burgers and sausages, with a splash of ketchup and mustard plonked in-between white baps,

but no more. These days we are taking inspiration from the US, Asia and Australia and getting more adventurous with outdoor cooking occasions, not only with the types of meat and vegetables being cooked but also the accompaniments.

The British love for a good burger hasn't depleted according to data from Kantar Worldpanel, which stated that during the 12 weeks up to 12th August 2018 fresh primary meat and poultry volume

sales were static but there were strong performances from burgers, chicken and natural fish. Nathan Ward, business unit director for MFP explains, "Burgers are still the standout market, attracting 1.1m more shoppers and seeing three million more trips. Our in-home consumption grows during hotter weather, but burgers are also a big market out of home with 690m burgers consumed each year." However, consumers are

## KÜHNE HAS THE BBQ OCCASION COVERED

Whether it's adding the finishing touches to a succulent beef or vegetarian burger with the finest pickles and sauerkraut, livening up a summer cocktail with flavour-bursting cornichons or adding a twist to a summer poke bowl, authentic German fine food producer Kühne has got it covered for this summer's BBQ season.

Kühne's award-winning range includes something for everyone – from gin and whiskey cornichons and the finest crispy fried onions, to the brand's Great Taste Award-winning Made for Meat sauces which are just great for the BBQ accompaniments table, marinating or simply for dipping.

A mouth-watering range of mustards completes the Kühne line-up, whilst shoppers can be directed to a wealth of BBQ inspiration at [kuehne-international.com/recipe-category/barbecue](http://kuehne-international.com/recipe-category/barbecue).

Widely available throughout speciality wholesale, Kühne promises that its range is 'made with love' and innovation awards for its spirits-infused cornichons are testament to the producer's determination to offer retailers – and their shoppers – something just a little different.



**Kühne**

READY FOR BBQ SEASON WITH WINNING FLAVOURS

WE HAVE YOU COVERED

Germany's No.1 in Pickled Gherkins

great taste 2018

**RH AMAR**  
FAMOUS FOR FINE FOODS

[kuehne-international.com](http://kuehne-international.com)

\* IRI, total Germany, retail >200€m, 2018

ROSEBUD PRESERVES  
MASHAM, YORKSHIRE



[rosebudpreserves.co.uk](http://rosebudpreserves.co.uk)  
01765 689174

[@rosebudpreserves](https://www.instagram.com/rosebudpreserves) [@preserves](https://www.facebook.com/rosebudpreserves)

# SUMMER SPECIAL

demanding more from their outdoor cooking experiences and looking for alternative protein sources.

The rise of veganism and flexitarian eating habits are shaking things up as brands have jumped to meet demand for meat alternatives, with Mintel reporting in its Global New Products Database that in 2018 the UK was the nation with the highest number of new vegan food products launched. The choice for those not eating meat in the barbecues of yesteryear was often limited, but now the door is wide open. Consumers have a wide range of meat alternatives such as sausages and burgers as well as cheeses like Halloumi at their fingertips. The changes in eating habits can encourage new ways of cooking on the grill and experimenting with flavours. Meat alternatives such as tofu or Quorn can benefit from being marinated in sauces packed full of flavour to give them an extra kick before being grilled on the barbecue.

The rising consumer interest in health and wellbeing doesn't just extend to finding alternatives to meats or adding more vegetables to the mix, but has also influenced the fermented trend. Foods such as sauerkraut, kimchi and miso have become a hit again, with the health benefits of improved digestion and immunity boosts widely publicised. Rosebud Preserves has noted the trend for both homemade as well as shop-bought pickled and fermented vegetables and has products that would appeal to this market for the summer. Mark Alderson, who looks after sales and marketing at the brand recommends that their "Sweet Cucumber Pickle would be perfect, as it's fresh, sweet and piquant, pairing perfectly with a whole variety of foods for barbecue season, including roast vegetables and fish as well as meat."

So what other accompaniments are going to be taking centre stage this summer? According to Becky Vale, marketing director at Tracklements, putting a unique twist on a classic is attractive, "We know there's always a place for the classics, but often the new and curious provide us all with a sense of adventure and discovery every day. That's why we're unashamedly obsessed with hunting down the criminally overlooked and the downright delicious and why we

work with British farmers and spice growers from all over the globe to make sure our ingredients are always the best quality."

"Mustards are always popular for the barbecue season thanks to their versatility. Likewise our range of five ketchups come into their own as barbecues are the natural occasion for dolloping, dunking and dipping as well as marinading. The latest addition to the Tracklements range, the chilli and chorizo jam is also perfect for pepping up barbecued fish or a juicy burger. Of course it's also the perfect time for favourites like fresh chilli jam and original onion marmalade which are ideal for complementing a host of barbecued foods."

Maria Whitehead, director at Hawkshead Relish Company, says that consumers are looking for inspiration away from the traditional British barbecue offerings as well, with both Asian and smoky flavours appealing. "If we have another hot summer I feel sure that barbecues will be very high on the list of entertaining. Smoky flavours are very popular at the moment and I think this will be a big trend along with spices from the Middle East rather than standard chilli. We have travelled throughout Asia and getting the spices right in the intensity and layers of flavour that you get with many Asian dishes and replicating these in sauces enables people to be creative with their marinades and accompaniments. While heat remains important we find people are looking at the complexity of flavours and interesting combinations more."

Hawkshead's Black Garlic range packs a punch when it comes to flavour and has a nod to Asian-style cooking. According to Maria, "The Black Garlic ketchup works brilliantly for barbecues both as an accompaniment but also as a marinade or glaze, and we have a Smoky version too which is subtly flavoured with smoked sea salt from Halen Môn in Anglesey. We also have an Asian-inspired Black Garlic Pickle, with fresh coriander and chilli which has such a depth of flavour that really intrigues and excites the palate."

## FROM THE RETAILER

**Nick Punter, Suffolk Food Hall**

### ARE SHOPPERS MOVING AWAY FROM THE TYPICAL MEAT CHOICES?

When we think of barbecue we think burgers and sausages, and that won't change. We love burgers here at the Food Hall. It's not only our Red Poll beef burger we have available, the venison burger is also a big hit in the butchery. This year though we have a couple of other exciting products in the butchery - our lamb Ottoman shawarma which is a boneless lamb breast rubbed in our Ottoman dry rub, as well as Spatchcock chicken which will be available in a range of flavours. This year we are looking to also offer barbecue boxes, available to pre-order a week in advance to make barbecuing easier.

### WHAT ACCOMPANIMENTS ARE POPULAR DURING THIS SEASON?

Sauces and marinades have become popular here at the Food Hall. We have a range from Stokes, Scarlett & Mustard, Syms and many more including some spicier mixes from East Coast Chilli Company which have arrived recently. The bacon relish from Syms has become a firm favourite here, it comes in a few varieties including Smoked Bacon, Original Unsmoked and Habanero Chilli. Another interesting choice is banana ketchup which has been with us for the last two summers, it's not for everyone but I love it.

### WHAT PICKLE PRODUCTS ARE STOCKED AT THE SUFFOLK FOOD HALL?

We have seen an influx of pickle products when it comes to barbecue, some for this season include Stokes Sticky Pickle which has been ever-present in the Food Hall (and included on our menu), newcomers from Cottage Delight; Indian spiced lime pickle and Indian hot chilli pickle. Scarlett & Mustard have their version of a ploughman's pickle and The Truckle Cheese Co. make their own twist on piccalilli which I'm sure will prove a top seller during the season.



**RUFUS TEAGUE TOUCH O' HEAT SAUCE**

A versatile and spicy barbecue sauce, to be used as a marinade or dip.  
[35foods.co.uk](http://35foods.co.uk)



**STOKES HOT & SPICY SAUCE**

A sweet, thick, smoke-flavoured hot chilli BBQ sauce.  
[stokessaucos.co.uk](http://stokessaucos.co.uk)



**HAWKSHEAD BLACK GARLIC KETCHUP**

A flavourful blend of black garlic, fresh tomatoes, olive oil, balsamic vinegar, spices and Anglesey Sea Salt.  
[hawksheadrelish.com](http://hawksheadrelish.com)



## The perfect finishing touch

Free from Preservatives, Additives and Colourings

Honey & Mustard, Caesar Salad  
Roast Garlic & Balsamic,  
Herbes de Provence,  
Summer Apple, Spiced Orange



Call 01635 254249

Alternatively email us at [info@inspireddining.co.uk](mailto:info@inspireddining.co.uk)  
[www.inspireddining.co.uk](http://www.inspireddining.co.uk)

Sponsored by

**Tracklements**

Pioneers of the pantry since 1970

**Y**ou know something's a trend when the supermarkets vote with their chiller cabinets. Sainsbury's has been selling its Deliciously FreeFrom vegan cheese since autumn 2016; Tesco's dairy-free range appeared the following spring. Ocado offers eight different vegan cheese brands plus own label, and both Marks & Spencer and Waitrose stock the long established Violife name.

There's more to vegan dairy, though, than plasticky-looking slices of processed coconut oil, thickeners and yeast. The very first vegan cheese shop – La Fauxmagerie – opened in London's Brixton in February and stocks small batch, aged and fermented cheeses by artisan producers. It challenged the status quo to the extent that Dairy UK, the organisation that champions the interests of dairy processors, accused it of misleading customers.

#### THAT'S BECAUSE YOU'RE NOT ALLOWED TO CALL A PRODUCT 'CHEESE' UNLESS IT CONTAINS DAIRY?

Right. The owners of La Fauxmagerie argued people weren't stupid and that the shop's proposition was clear. The outcome was free national newspaper publicity and customers queuing around the block.

#### WHAT'S BEHIND THE VEGAN CHEESE TREND?

In 2018, more new vegan food products were launched in the UK than anywhere else in the world (Mintel). For ethical, lifestyle or perceived health reasons, more and more consumers, the majority not full-time vegan, are flirting with plant-based options.

#### WHAT ARE VEGAN 'CHEESES' MADE OF?

They may include coconut oil, tofu, soya, rice milk, cashews, almonds, thickeners and starter cultures. Coconut oil or nuts supply fatty mouthfeel while such ingredients as white miso, vinegar, nutritional yeast and fermentation add savouriness. (Nutritional yeast is a vegan staple; you sprinkle the flakes on pasta and risottos to replicate the umami tang of grated Parmesan.)



# VEGAN CHEESE

When Sainsbury's launched a non-dairy cheese range three years ago, sales outstripped estimates by 300%. Sally-Jayne Wright explores the growing appetite for vegan cheese

#### HOW DO THEY TASTE? BE HONEST.

We checked out La Fauxmagerie the same week we visited the northern Irish deli, Indie Fude's, pop-up at London's Borough Market. We cannot say that anything sampled at La Fauxmagerie was as creamy and toothsome as, say, Ballylisk, a triple cream, Brie-style, rinded cow's cheese. Texture is an issue. While Indie Fude owner, Johnny McDowell sliced off slivers, La Fauxmagerie's samples arrived on cocktail sticks. Artisan vegan cheeses crumble like halva so are best eaten straight from the fridge.

#### I'M KEEN TO OFFER PLANT-BASED CHEESE. WHERE DO I START?

Many vegans like Ocado's

selection so check it out first. La Fauxmagerie's best seller is Farmhouse Cheese, a Cheddar(ish) alternative made by Kinda Co. When a panel at *BBC Good Food Magazine* blind-tested taste-alikes, they voted Bute Island's Creamy Sheese cream cheese overall favourite. They declared Violife 'best vegan Mozzarella for melting', and Follow Your Heart's Italian-style, shredded hard cheese alternative 'best vegan Parmesan'.

#### ANY OTHER TIPS?

Your palate will inevitably make comparisons with dairy cheese so vegan recipes with extras like mint, pecans, truffle or apricots work well. We like Nush Chive Cheese Spread with almond milk and Kinda Co's

Faux Lox and Dill which restaurant critic, Grace Dent, rates "fantastic".

#### WHAT ABOUT SMALL BATCH, ARTISAN CHEESES FOR ENTERTAINING?

Food by Sumear, Black Arts Vegan and Naturally Vegan Food Company all offer beautiful looking cheeses. One of Fauxmagerie's best sellers is Miner Threat by I Am Nut OK, a brand we also found at The Grocery in London's Kingsland Road. This is a "bold, smoky, cashew cheese ripened in a coat of activated coconut charcoal ash, with a black vein running down the centre."

#### HOW CAN INDIES MAKE THE MOST OF THE TREND?

Promote in Veganuary and on Meat-free Mondays. At Christmas, sell

vegan cheesemaking kits as gifts and taster selections. For bank holidays, when three generations are gathered around the table, suggest cheeseboards with one or two dairy-free cheeses. Grandparent hosts will be as grateful as their vegan grandchildren.

There's a strong social component to veganism so consider cookery classes, demos, samplings, supper clubs and loyalty cards; signpost your dairy-free section, try different brands and get feedback. Importantly, choose cheeses you like yourself so your sales pitch is genuine.

#### WHAT'S THE GOOD NEWS ABOUT ARTISAN VEGAN CHEESE?

It's easier to keep than dairy so may result in less waste. You can freeze nut-based cheeses and defrost overnight in the fridge.

#### ... AND THE BAD?

Expense – which reflects the artistry and ingredients. Tynne Cheese's Cashew Truffle costs over £8 for 150g.

#### WILL THE TREND LAST?

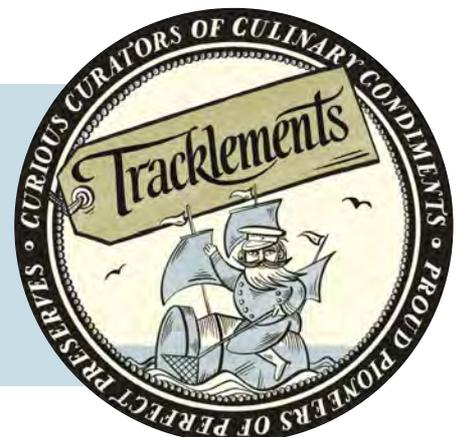
Tough call. We are living in exciting times with considerable experimentation by flexitarians and food companies. Remember when gluten-free bread was inedible and the same old nut butter brands dominated the market? Innovation is good if it leads to tastier food.

The last word should go to former deli owner, Charlie Turnbull, of the Academy of Cheese and delishops.co.uk. He says: "Whatever your views on veganism or vegan cheese, don't lecture customers. Eating has become increasingly diverse and no one at the table wants to feel left out. Vegan cheese isn't a threat to traditional cheese shops, it's a huge opportunity. Who better than we cheesemongers to keep it and sell it?"

“Whatever your views on veganism or vegan cheese, don't lecture customers. Eating has become increasingly diverse and no one at the table wants to feel left out”

## Tracklements – discover a world of perfect pickles & preserves

**BELIEVE IN THE TRANSFORMATIVE POWER OF PICKLE**  
ORDER ONLINE AT [TRACKLEMENTS.CO.UK/TRADE](http://TRACKLEMENTS.CO.UK/TRADE) OR CALL: 01666 827044



## RICHARD HOLLINGBERY GODMINSTER



### “The pros and cons of being organic”

**A**t Godminster, our mindset has always been “Nature repays those who treat her kindly”, and, given the alarming signs that the planet has begun to exhibit, we all increasingly recognize that we have definitely arrived at a time when this has never been more pertinent.

We are certainly not pioneers of these thoughts; as far back as 1970 our future king was warning us about the dangers of plastics and this was also the time that the modern organic movement was born, and continues to flourish today.

According to The Organic Market Report 2019, the UK organic market itself grew by 5.3% in 2018, its eighth consecutive year of positive growth, and 75% of Soil Association licensees predict growth in 2019. These can only be good indicators for a segment of the market that has taken time to mature.

In our opinion, the pros far outweigh the cons at Godminster Farm; now in our twentieth year as an organic producer, we see a relaxed and approachable herd of cows which are fed on forage and plant-based rations resulting in improved overall herd health and wellbeing, as well as gradually rising yields.

Out and about, our understanding of rotational crop management at Godminster improves annually and we are also enjoying the fruits of past habitat creation and management (woodlands, ponds, hedgerows), leading to further improvements in soil, water and air quality, as well as visible increases in biodiversity and population sizes.

As consumers understand more about Godminster and what we stand for, sales of Godminster Vintage Organic Cheddar continue to thrive.

Naturally, allied with a higher level of detail and a commitment to

better husbandry there is a cost, but hopefully not to the planet itself and the landscape we manage, and this mirrors the message given out by the Soil Association which states, “Less But Better”.

It is also apparent that organic practices are becoming increasingly relevant to the consumer.

Over the 20 years that Godminster has been selling its Vintage Organic Cheddar we have slowly seen a transformation of consumer attitude from a viewpoint of it being an out and out luxury item to being one which has a greater relevance in today’s world – even if it costs a little more.

This is best summed up using a quote from The Soil Association’s Organic Market Report 2019, which states “Organic integrity and values are aligned with many of today’s consumers who continue to see it as a key signpost to health. It fits well with mindful consumerism, environmentalism, veganism [not applicable to Godminster] and vegetarianism – trends which are dominating the market.”

In addition to this, Oxford scientists published research this year calling for more people to adopt a ‘flexitarian’ diet in order to combat climate change, promote food sustainability and reduce pollution, which have always been associated with some of the core values as laid down by the Soil Association. And it would also appear to conform to the

trend that, whilst food eaten at home represents a smaller proportion of household incomes, quality, provenance and therefore ethical consumerism seem to be stronger factors than they ever have been to date.

In my opinion, unless the market witnesses the appearance of new, single farm, artisan organic cheeses, then it is unlikely that there will be more organic cheesemakers as time goes on.

The main reason for this involves the supply of organic milk within the UK. Since the Organic Milk Suppliers Coop (OMSCO), who manage a large proportion of organic milk produced in the UK, announced their collaboration with Wyke Farms to manufacture much more organic Cheddar for ever-expanding export markets, it would appear to me that this is likely to restrict the supply of organic milk for new entrants into the organic cheese market. Add a possible no-deal Brexit and the imported supplies of Polish and other European organic milk may too, be restricted thus representing a further barrier to entry.

This is not to say that it won’t happen, but the complications of maintaining an even milk supply from a single herd make single farm cheeses a real headache to manage but if there is anyone out there considering entry, I wish you the best of luck!

## PATRICK HOLDEN SUSTAINABLE FOOD TRUST



### “We don’t over-emphasise our organic-ness”

**F**or us, the starting point for everything that we do in our farming practice aims to promote the health of the soil, biodiversity, crops and animals which we steward and care for, whilst we harvest the surplus, the ‘fat of the land’, rather than ‘mining’ its natural capital. We believe that the cheese, milk and meat that we produce should be a reflection of this relationship, rather than being too narrowly defined, such as organic or conventional.

Our cheese project, adding value to our organic milk, was inspired and enabled by the support we received from the network of artisan UK cheesemakers that has emerged in the last 30 years. The Specialist Cheesemakers’ Association (SCA) is a wonderful partnership between farmers, cheesemakers, cheesemongers and specialist retailers, all of whom are passionate about British cheeses and the farming stories behind them. They have enabled us to emphasise the

provenance of our products by selling to retailers who are looking for more than just a name and price in a catalogue; in this way we have been able to build relationships where questions on provenance, terroir, sustainability and animal welfare are explored as well as texture, flavour and age profile.

Interestingly, we don’t over-emphasise the organic-ness of Hafod when promoting it. Instead we communicate the key elements of our farming and cheesemaking story – our beautiful farm on a hill in west Wales, our food production co-existing with nature conservation, our love for the cows, our aim of moving towards self-sufficiency in energy, nutrients and feed, our use of holistic grazing systems, operating within the limits of the carrying capacity of our 300-acre farm, which is run on the principles of the ‘circular economy’.

A challenge relating to organic labelling is that it raises difficulties for our retail customers when they cut and pack our whole cheeses if

they can’t afford expensive organic certification for processing. This is something that certification bodies need to address – they should aim to enable rather than restrict genuine organic production labelling downstream of the producer.

In addition to the more obvious existing factors, such as price, quality and flavour, are future food market trends likely to reflect an increasing level of importance placed by consumers on the method of production and the provenance of food? It would be fair to say that until now, the organic and territorial identity components of high-quality foods have not broken through into the mainstream, as evidenced by the reality that the total market for local and regional foods has stubbornly remained below 5%. However, factors such as climate change, biodiversity loss, soil degradation, and growing concerns about food quality may collectively improve the prospects for smaller food producers.

What would it take to bring about a renaissance of sustainable food businesses, eventually on such a scale that it would challenge the current supremacy of industrial scale farming, processing and retailing? A short answer would be the application of the principles of True Cost Accounting. Applied in practice, this would mean the introduction of the polluter pays principle, ensuring that in future, all farmers are financially accountable for any damaging impacts of their

farming systems, such as pollution of the environment and damage to natural capital and public health. Conversely, food producers whose farming practices improve soil fertility, biodiversity and reduce greenhouse gas emissions should be rewarded for these benefits to society as a whole.

If the polluter pays principle and its positive counterpart was introduced, this would dramatically improve the business case for small-scale sustainable food production, but for this to happen – as I am certain Michael Gove would privately agree, we need a David Attenborough style wake-up call, promoting much greater public awareness about the degree to which our current farming and food systems are significantly responsible for the civilisation-threatening increases in greenhouse gas emissions, the loss of biodiversity, the erosion of soil, and the loss of jobs in rural areas.

These form the rump of the aforementioned ‘negative externalities’ as economists like to refer to them. Without this public awareness revolution, it is likely that we will continue with business as usual, with so-called cheap food which isn’t really cheap at all, because food prices don’t reflect the damage caused by our existing farming systems to the environment and public health.

# TALK CHEESE

New retail perspectives from industry experts

News, opinion and comment from dairy insiders

# South Caernarfon Creameries partners up with Welsh brands



**The oldest dairy co-operative in Wales, South Caernarfon Creameries (SCC), has teamed up with Anglesey brand Halen Môn to create a Sea Salt Cheddar, said to be the first sea salt cheese to be made in Wales.**

The cheese is made with 100% milk from Welsh cows at the SCC factory using pure Halen Môn sea salt from seawater pumped from the Menai Strait of Anglesey. It's part of a new Handcrafted range of cheeses produced under the SCC

Dragon label, which also features a Cheddar aged in the Llechwedd slate caverns at Blaenau Ffestiniog, and a speciality version made with Penderyn whisky.

Alan Wyn Jones, managing director at SCC said, "The Handcrafted range is something we have been working on for some time, we wanted to provide a luxury range celebrating the provenance of some of our finest Welsh ingredients.

"This has been made possible thanks to the significant investment in our cheesemaking plant on the Llyn Peninsula, allowing us to create unique infusions and blends using traditional techniques but producing on a large scale for the retail market.

"The results are testament to the quality of the produce from our 128 farming members across north and mid-Wales as well as the skill of our cheesemakers."

## CHEESE FACT FILE: APPLEBY CREAMERY EDEN VALLEY BRIE

- **Country of origin:** UK
- **Region:** Cumbria
- **Milk:** Cow's
- **Rennet:** Vegetarian
- **Tasting Notes:** An intense flavour with luxurious, creamy texture



# Young farmers launch British cheese venture

**Two entrepreneurial young farmers have turned a weekend pursuit into a business that will focus on selling British cheeses. John Davies and Hannah Kinston, who have been studying at Harper Adams University and The University of Nottingham, had been selling local cheeses from their family farms at county shows and food festivals, and the success enabled them to set-up new venture, The British Food Box.**

The business, a regional speciality food wholesaler, based at Lodge Farm, Snarestone in Derbyshire, opened on 1st May. A launch event taking place over 3rd and 4th May will have a pop-up shop with tastings of 10 cheeses, the chance to meet Hannah and John and a competition to win a cheese hamper.

The British Food Box will start with a focus on British cheeses and

will also be present at regional Food Festivals with Pop-Up Boxes selling a selection of its cheese range.

Hannah said, "As young farmers we know what it takes to produce quality food – hard work, knowledge and a passion for real food. We will look to extend the range of British foods we sell over time. I am really looking forward to working with

other British food producers and sharing in their passion."

John said, "Our wholesale business and Pop-Up farm shop will keep focused on British food and we will deliver it to our customers in a box of one type or another - the name British Food Box says it all. We will continue to sell cheese at food festivals and county shows."



## Kit Cham Brothers launch Single Estate Cheese

**Two Devon-based farmers have collaborated to launch a Single Estate Devon cheese. The Kit Cham Brothers product is made with milk from a closed herd of Pedigree Friesian cows which are born, bred and graze on the land around the two farms.**

The result is a full fat hard cheese with a creamy light buttery taste that when aged develops into a full-flavoured mellowness. This cheese is made in small batches and is available in packs of 200g or 4kg truckles for cheese counters.

**WAXED OR GREASEPROOF PAPERS BRANDED WITH YOUR OWN LOGO**

**dw deliWRAPS .CO.UK**

IN THE **52 WEEKS** TO 27TH JANUARY 2019 SHOPPERS **BOUGHT** MORE **CHEESE** THAN IN THE SAME PERIOD LAST YEAR WITH **VOLUMES** SOLD UP **1.2%** AND **SPEND** UP **2.7%**

AHDB DAIRY (PUBLISHED FEB 19)

## New cheese from Quicke's inspired by botanicals

Devon-based cheesemaker Quicke's has released a floral seasonal cheese. Made during the first burst of summer, the Elderflower Clothbound cheese is steeped in tradition with a modern twist.

The six-month matured product combines early summer's grass-fed cow's milk with the elder tree's botanical bloom for a fresh, buttery cheese with delicate floral notes. Rich and aromatic, the cheese finds a perfect pair in a glass of Prosecco along with charcuterie and pickles.



## Singletons debuts fresh rebrand

Artisanal family-run cheese brand Grandma Singletons has rebranded to Singletons & Co.

The packaging redesign of the heritage range, which was unveiled at IFE in March, focuses on the story and individual craftsmanship of each cheese, highlighting what makes the cheese unique.

The Singleton family has been part of the dairy community around the Longridge area for nearly three centuries, and uses only locally-supplied milk and techniques passed down through the generations for its cheeses.

## JUSTIN TUNSTALL RETAIL CONSULTANT



### "Pitchforks and torches"

**L**ike many towns, we have a variety of social media groups where residents trumpet their achievements and grievances. Recently one such page saw a post that differed from the customary diet of parking issues, traffic diversions, dog fouling and the activities of town councillors. A post linked to a site devoted to announcing poor food hygiene scores. In January a local food business had received a score of zero out of five from the Environmental Health Officer. (That means "Urgent Improvement Necessary".) Although the nationwide Scores on the Doors scheme encourages businesses to display their scores, it's not mandatory – and few recipients of poor scores do so. Presumably the quoted site exists to shame those who've performed poorly. On delving more deeply, it was seen that this shop had made a poor showing for a long time – a peak of three out of five scored two years back, but otherwise consistent ones and twos. But the zero was a new low.

I wasn't surprised by their score – I'd visited one of their branches a couple of years ago and found cheese with a use-by date a week gone on display in the chiller. The careless "okay" that I got when I commented about it to the assistant told me all I needed to know about their attitude to food hygiene. I see similar lapses of systematic control in many non-specialist delis. In early January I went to a nearby shop and saw that they had a stack of unsold small soft white cheeses of a size only available at Christmas – all of which were a week beyond their use-by date. Of course they were taken off sale when

I pointed it out, a loss at cost of about £200. A proper system would have ensured that their deadline for sale was nearing, and steps could have been taken to shift them, either through tastings or price reduction, or possibly as a menu item in their café.

People's online responses fascinated me. They varied from "I've always bought my sausages there and never had any problem" to fierce attacks on the system: "Health and Safety gone mad", "It's the EU". Only a few posters showed concern about how the business was being run. Debate ensued about the merits of such inspections. While some would still patronise the establishment, many would be put off by the result – a few years back, they might not have known about it, but social media has a multiplier effect and it's been a topic for local 'real-life' gossip of late. Of even greater import, their trade and hospitality customers must be concerned about the result, and are likely to source elsewhere.

My own experience of being inspected by EHOs is that it wasn't difficult to get a good report. Consideration of the potential hazards, the creation of systems to minimise contamination and strict adherence to those systems ensured that we got consistent scores of five – and thus less frequent inspections.

Some small business people object to interference from the 'Nanny State' and drag their feet about getting their food hygiene in line with requirements – it may be a part of the rebellious streak that prompted them to go it alone, but such reactions to any unresolved issues with authority figures can cost dear.

# LE GRUYÈRE®

## SWITZERLAND



Born in Switzerland in 1115.

All Natural, Naturally  
Gluten- and Lactose-Free.

For more information and some great  
recipes, please visit us at [gruyere.com](http://gruyere.com)

AOP = PDO (Protected Designation of Origin)



Switzerland. Naturally.



Le Gruyère AOP Switzerland

# A Family Recipe for more than 900 Years

A centuries-old tradition of artisanal cheesemaking.



Cheeses from Switzerland. 

[www.cheesesfromswitzerland.com](http://www.cheesesfromswitzerland.com)



# PREVIEW: THE BRITISH CHEESE AWARDS 2019

A new location and two new awards at the latest edition of the renowned event, taking place on 29th May

**C**elebrating its 26th year, a new location and two new awards, the British Cheese Awards will take place on Wednesday 29th May 2019 at the Royal Bath & West Show, Shepton Mallet, Somerset. The judging and the presentation of the prizes at the awards dinner will all take place on the same day.

Last year's competition attracted 1,008 entries from 148 cheesemakers that covered the length and breadth of the UK and Ireland. Cheeses entered came from over 54 counties, showing just how vibrant the British Cheese Industry is today. For 2019, 70 judges will judge 124 classes of cheese in 13 categories. Judges will score the cheeses on presentation, texture, aroma, flavour and balance. Dependent on the scores that each cheese receives, gold, silver and bronze medals will be awarded.

The British Cheese Awards were started by cheese expert Juliet Harbutt in 1994 to celebrate the renaissance in British cheesemaking and to raise awareness of the diversity and quality of British artisan cheese. In the first year there were 296 entries from 97 cheesemakers.

## A new location: Exmoor Hall

This year sees the awards being hosted in a new location, Exmoor Hall at the Royal Bath & West Showground. Located opposite the Main Ring, this location gives the awards more visibility at the show as there is higher visitor footfall. This new home will also host cheesemakers selling their delicious cheeses to cheese enthusiasts, creating a location dedicated to not only seeing award-winning cheeses but giving visitors the opportunity to buy them. So from traditional farmhouse Cheddar to more adventurous options, such as highly fragrant washed rind cheeses, there will be a great selection of products to buy.



## New awards – Best Block Cheddar and Best Traditional Cheddar

As well as the Supreme Champion, the four Country Awards and the nine Main Category Awards, this year also sees two new awards for Cheddar cheese, an award for the Best Block Cheddar and another for Best Traditional Cheddar. Julius Longman, chairman of the Awards said, "Cheddar is an extremely popular cheese here in the UK. Last year at the British Cheese Awards we had 155 Cheddars entered into the competition; that was 15% of all the cheeses entered. The Awards committee felt that it was the right time to create two



“ We are delighted to announce that the British Cheese Awards 2019 have a new location at the show and two new awards. Since the awards were first started we've seen a large increase in the number of cheesemakers entering. It just shows that not only is it a vibrant industry but that it is one that produces superb cheese. The awards are a great celebration of cheesemakers' passion and variety. We are looking forward to seeing what these cheesemakers, renowned for their excellence and commitment to quality, will put into the competition for this year ”

JULIUS LONGMAN, CHAIRMAN OF THE BRITISH CHEESE AWARDS

new awards for Cheddar, as it is the most popular style of cheese entered into the competition.”

## Young Cheesemonger of the Year Award

This exciting competition to find Britain's Young Cheesemonger for 2019 will take place on Thursday 30th May. Becoming an expert cheesemonger is more than just learning about how to cut cheese. It's about knowing all the cheese varieties, how to care for them and understanding how they are made. The finalists for this award will have been selected by judges from an entry form where entrants, who must be under the age of 30 to enter, had to

respond to the following question: 'You have around £30 to shop for a cheeseboard for six people – which British cheeses would you buy?' The final eight entrants will then take part in four rounds: round one – a discussion about the cheeseboard that they selected for their entry form; round two – a Cut & Wrap exercise where they will have to cut and wrap five different weights of cheese from five whole cheeses by sight with no use of weighing scales; round three – Identification, where contestants will have to taste and identify five unmarked cheeses; and round four – where each contestant will take part in a Mastermind-style quiz and give responses to questions

asked about British cheese. The winner will be announced later the same day.

## The Awards Dinner

The awards dinner will take place on the evening of the same day as the judging, Wednesday 29th May. As well as being about promoting the fantastic range of cheeses produced in the UK, the awards are also a great opportunity to network and meet up with colleagues and friends in the industry. Nigel Barden, the renowned BBC Radio 2 food journalist, will host this year's awards dinner. Winning an award means that not only will the cheesemaker be recognised for the high standard of their product, it will also give them the opportunity to market their award-winning cheese to buyers and consumers over the following year.

## IN DETAIL

**WHAT:** The British Cheese Awards 2019  
**WHERE:** The Showground, Shepton Mallet, Somerset, BA4 6QN  
**WHEN:** 29th May – 1st June  
**WEB:** britishcheeseawards.com  
**TWITTER:** @BritCheeseAward  
**INSTAGRAM:** @britcheeseaward  
**FACEBOOK:** BritishCheeseAwards



Sponsored by



PETER'S YARD



film is smoothed over the cheese face so wrinkles and unsightly folds in the film are kept under one face of the cheese which is not going to be presented to the customer."

### Customer connection

"Our 'wall of cheese' allows customers to get up close to the cheese," says Clare. "There is no glass barrier of a traditional serve-over counter. This is important as we want customers to engage with the cheese as they browse, taste and choose. This is key to us selling more cheese!"

In cases where the customer has less direct contact with the cheeses, and especially if a knowledgeable member of staff is not available, it's important that labelling is strong. The Academy of Cheese advises that customers expect to see the cheese's name, price (in kg or per 100g), if it is suitable for vegetarians (can be identified with a 'V'), and if the cheese is pasteurised or unpasteurised.

There's a secondary tier of information which can be added to the display if space allows, including the origin of the cheese, a brief description of the cheese – this can often be what makes the sale – plus recommendations of how the cheese can be served, to inspire purchase. This information can be displayed attractively on blackboards, social media platforms and your website, together with any promotional activity. The format of Slate Cheese's in-store display is also in evidence in the shop's online presence, Clare explains: "The structure is mirrored within our online shop with menu sections reflecting each shelf in the shop. It is important for us to try and translate the physical experience of visiting Slate to the online space."

## DISPLAY:

Catching a customer's eye takes technique and skill. Here's how to do it

### Great displays boost sales

It's proven that 'customers buy with their eyes' – therefore, ensuring your cheeses are looking at their best is a key element of the cheese seller's skill set. Clare Jackson of Slate Cheese agrees: "It is important to tempt customers into the shop with an enticing array of cheese and to clearly signpost what we sell – cheese!" Slate has created a striking format to attract cheese lovers: a 'cheese wall'. A vertical display designed to have strong visual impact on visitors as they enter, the format was inspired by family trips to cheese shops in the French

town of Chamonix, where vertical refrigerators are stacked with huge rounds of Beaufort, Tomme and Comté. "If budget was unlimited I would have loved to create a walk-in cheese room in our shops," says Clare, "but unfortunately it would have been prohibitively expensive and difficult to do within the space we have."

According to The Academy of Cheese, it is important that customers can see as much of the cheese on offer as possible. Large cheeses should be broken down once brought to the counter so that the paste of the cheese is visible. Depending on the space

on the counter (or the fridge) a large cheese (e.g. a cloth-bound Cheddar) can be stacked to provide visual impact. And when you're happy with the way the display is working practically, don't forget to check the appearance from where the customer stands to ensure the cheese is looking good.

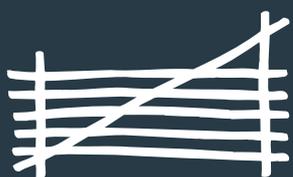
When displaying the cheeses on the counter (or in the fridge), the Academy of Cheese advises that cheesemongers endeavour to keep similar cheeses together so that the customers can easily identify styles of cheese and therefore make their selection more easily. "Our display within the 'wall of cheese'

has structure," Clare agrees. "We have different shelves for each category of cheese (hard, soft, blue, goat/sheep, territorial), and also a grouping of our local East Anglian cheeses so that these are prominently displayed for those people visiting the area and wishing to try local produce."

### Behind the scenes

"For food safety and also because of the strong refrigeration we wrap the open faces of our cheese in clingfilm," says Clare of the retailer's eye-catching display. "Refrigeration is the enemy of cheese in a display as it is so drying. This can be helped by damp cloths in the back of the display (obviously hidden away!) to raise humidity. Cling film around the cheese is not attractive so we seek to use it as minimally and tightly as possible across the cut face – there is nothing worse than a piece of cheese bundled in swathes of plastic wrap." If using cling film, the Academy of Cheeses suggests covering the face of the cheese only so that the cheese via the rind can continue to breathe. Wrapping with cling film is an art – ensure that the

“ It is important to tempt customers into the shop with an enticing array of cheese and to clearly signpost what we sell ”



PETER'S YARD

The natural choice for cheese

@specialityfood

# “SHOULD I OUTSOURCE OR MAKE IN-HOUSE?”

To outsource or not to outsource? Foodie founder and writer Alexandra Johnson shares her experience

**W**ith more and more people becoming disillusioned with the prospect of life in the city, and consumers demanding higher quality food than ever before, it comes as no surprise that the growing number of food entrepreneurs in the UK continues to hit record levels. This is an industry that generates over £77.1bn annually in the UK – who wouldn't want a slice of that pie?

We all have to eat, so it's not as if you will ever be short of customers, and the horsemeat scandal of a few years ago was enough to turn even the most ardent of burger lovers away from the mainstream options and towards the smaller brands.

As little as 200 years ago, the majority of food was manufactured locally to where it was consumed, and when I was a small food business owner I looked at other small food brands and automatically assumed that their products were made by them, because ours were made by us. But that isn't always the case, and whilst the company will own the brand, the actual manufacturing of the food products may be done by someone else.

For the vast majority of consumers, however, where their food is produced doesn't even cross their mind. Why would it? If you're



in a supermarket and something takes your fancy you'll pop it in your basket without a second thought as to where it was made. Even if you are shopping in Fortnum & Mason, quite possibly the most prestigious of all London food halls, you still wouldn't give a monkey's as to whose bare hands made the yummy pastry or pudding that you are about to tuck into. The only thing likely to concern you is whether it is worth the price and if it will be tasty.

Small food business owners, however? They care. For us, it was

the ultimate million dollar question: to outsource production or keep it in-house? And, sadly, there aren't any right or wrong answers, it simply boils down to personal preference and practicality.

## WHY WOULD YOU OUTSOURCE?

When we were looking at our options, outsourcing seemed like the solution to all of our problems (on paper):

**1** We had outgrown our kitchen. Most food start-ups begin in a non-commercial kitchen producing items in small batches, and as they grow they can't keep up with the demand.

**2** There were only 24 hours in a day. If you aren't tied to your

kitchen then you can focus on growing the brand, sales, marketing and generally everything else that doesn't involve making stuff.

**3** Accreditations are a pain. Getting stocked in anywhere bigger than a farm shop will require some serious food hygiene accreditations that can be both lengthy and costly to achieve.

In reality, however, we spent three years searching and never finding what we were looking for. We thought we had struck gold at one point until the manufacturer came back with a per-product manufacturing price that was more than the retail price at the time. We had no choice but to keep manufacturing in-house and so we did what we had to do – we found a bigger kitchen, tried to find more hours in the day, and set about achieving SALSA – the food safety accreditation scheme for small and micro producers looking to supply the likes of supermarkets nationally.

If we thought finding a co-packer (outsourcing partner) was a pain, trying to find an affordable, commercial kitchen in central London was akin to looking for a rocking horse poo. Luckily we were much more successful on this front and we thank our lucky stars that we were. Our story and our approach to manufacturing our product was one way of skinning the proverbial cat, and I'm always fascinated to hear how other food entrepreneurs ended up with their solutions. So I spoke to Will Beresford, co-founder of start-up FoodStars, to shed light on other people's choices regarding outsourcing vs manufacturing in-house.

## KEEPING PRODUCTION IN-HOUSE

“Our members choose to rent kitchens, or space in a kitchen, through FoodStars because of the high value that consumers continue to place on producing food locally and sustainably. For many of our members the idea of being ‘just another number’ on a large, faceless, factory production line goes against everything their business stands for,” says Will. He goes on to say (and I wholeheartedly agree with him here): “it is much easier to control and manage the production

“For us, it was the ultimate million dollar question: to outsource production or keep it in-house? And, sadly, there aren't any right or wrong answers, it simply boils down to personal preference and practicality”

line if you keep manufacturing in-house – it can be more work, time and money than you intended, but you have ultimate control over the process – the likelihood of losing quality is greatly reduced as the products are monitored frequently by people who are heavily invested in their success, and any tweaks can be easily carried out.”

## IS THERE AN ANSWER?

As I said before, there are no right or wrong answers, just solutions that work for you and your business. Even though Fools & Queens is no more, I look back and I know for that particular business, chilled desserts, if I had to do it all over again, I wouldn't have changed a thing. Keeping production in-house enabled us to grow at a rate we were happy with. If I were to do it again with a different food business? Who knows.



“This is an industry that generates over £77.1bn annually in the UK – who wouldn't want a slice of that pie?”

## HELP US HELP YOU

We want to support the evolving food and drink industry as much as we can. That means understanding what makes new businesses tick, the challenges they face, and what we can do to help. That's where you come in. By answering a few questions you can help us produce better content for you.

Find the link on our Twitter page:  
@SpecialityFood



## CREAM OF THE CROP

Ensure quality classics share shelf space with 'healthier' options to meet the demands in today's dairy market

The yogurt world has experienced its fair share of highs and lows and, as with other sectors in the food and drink industry, has been affected by demand for healthier products. Consumers are wanting to see reductions in sugar and to see less ingredients in yoghurt – in fact according to Mintel research, published in January 2019, more

than half of yogurt consumers in the UK would choose a yoghurt with a short ingredients list over one with a long list. This increased awareness of what is going into what they are buying has meant that the market has opened up to products that promote a cleaner lifestyle, with brands making it clear when their yogurts contain no additives, added sugar or preservatives.

Linked with cleaner eating is the focus on digestive health, which is where the market for kefir has gained serious growth. Shoppers are looking for products that not only taste good but that also have health benefits that assist a healthy gut.

Tali Eichner, who runs the dairy at Old Plaw Hatch Farm, produces kefir made with raw milk and says that customers are enjoying the

health benefits. "Scientific studies are now showing how important a healthy microbiome is, and how the foods we eat affect it. Kefir when fermented naturally has a wide diversity of bacteria and I think this is why it's gaining popularity as a health food. We produce it at Plaw Hatch Farm because we believe it's health supporting and we continue to hear so many stories from our customers about how it has helped them. Our kefir is a bit different, as it's made with raw milk so the naturally occurring bacteria and nutrients in the milk are intact, it's traditionally fermented using kefir grains (a SCOBY), rather than laboratory produced cultures, which gives it a greater diversity of bacteria, and made only with biodynamic milk from our own herd."

Rod Marsh, director at Middle Farm agrees that consumers are becoming more interested in kefir, saying, "The market for dairy produce is as strong as ever in our farm shop and would appear to be broadening with interest in traditional yoghurt, drinking yoghurt and kefir increasing."

While shoppers are attracted to dairy products that advocate using less sugar and a smaller amount of ingredients, at the same time are still wanting yoghurts, butter and cream to offer a luxurious taste and texture. Part of this, for yogurts in particular, is the use of quality fruits and flavours and experimentation with new combinations. Tali says, "All of the fruit we use in our yoghurt is either grown at Plaw Hatch Farm or from a few other local organic and biodynamic farms. This means our yoghurt flavours vary with the seasons, although we also freeze some fruit for use in the winter months. We always have a bit of fun in the dairy coming up with interesting limited edition flavours for special occasions. We are finding that more and more people are turning away from low fat yoghurts and semi-skimmed milk."

When it comes to butter and cream, a recent article in *The*

*Guardian* cited that craft and artisan butters are tipped to be popular with consumers this year, so putting the spotlight onto these offerings and highlighting the quality of the milk used could be beneficial to your offerings.

Bridlesford Lodge Farm & Dairy, run by the Griffin family, has been producing dairy products since 1923 and has a range that includes butter, double cream and clotted cream. Paul Griffin says, "Our butter is selling exceptionally well at the moment, and our cream sales are also increasing. Seasonality always dictates a big increase in cream sales, in line with soft fruit production and the holiday trade. This gives us something of a problem because it's difficult to fulfil the butter demand if we sell too much cream. We milk 130 pedigree Guernsey cows at Bridlesford Lodge Farm on the Isle of Wight, and process all of the milk and cream on site. Currently this is nearly 1m litres per year. Guernsey milk and cream are famous for the rich flavour and distinctive yellow colour. This colour is particularly striking in the butter and, especially when the cows are at grass, it is a vivid gold."

### PRODUCT SPOTLIGHT

Douceur de France, the authentic French butter, is now available in Size 7. Crafted following traditional methods, the butter is produced from the finest local milk and cream.



“ The market for dairy produce is as strong as ever in our farm shop and would appear to be broadening, with interest in traditional yoghurt, drinking yoghurt and kefir increasing ”



**BVdairy**

Specialist chilled dairy products for your kitchen; all of the finest quality and with full traceability.

**Committed to working with our customers.**

**Passionate about sustainability and the environment.**

**Our range includes:**

- Award Winning Clotted Cream
- Yogurts (including Natural and Greek Style)
- Buttermilk
- Soft Cheese
- Soured Cream
- Crème Fraiche
- Mascarpone






WWW.BVDAIRY.CO.UK

WINCOMBE LANE, SHAFTESBURY  
DORSET, SP7 8QD

SALES@BVDAIRY.CO.UK

01747 851855

## From the heart of Brittany



*Traditional butter produced in the heart of Brittany, from the finest local milk and cream.*





*Add some gold to the chiller*

See full product range at [sodiaal.co.uk](http://sodiaal.co.uk)  
[info@sodiaal.co.uk](mailto:info@sodiaal.co.uk)

The final word  
on fine food

**Editor**  
Holly Shackleton, 01206 505981  
holly.shackleton@aceville.co.uk

**Deputy Editor**  
Lucy Macdonald, 01206 505971  
lucy.macdonald@aceville.co.uk

**Editorial Director**  
Emily Seddon  
emily.seddon@aceville.co.uk

**Group Advertising Manager**  
Sam Reubin 01206 505936  
sam.reubin@aceville.co.uk

**Senior Account Manager**  
Jessica Stevenson 01206 505901  
jessica.stevenson@aceville.co.uk

**Account Managers**  
Lydia Allis 01206 505934  
lydia.allis@aceville.co.uk

Kristine Gudrupa 01206 505934  
kristine@aceville.co.uk

**Accounts** Sue Carr 01206 505903

**Art Director**  
Lee Whiteford  
lwhiteford@btconnect.com

**Publisher** Helen Tudor 01206 505970

**Published by**  
Aceville Publications Ltd, 21-23 Phoenix  
Court, Hawkins Road, Colchester,  
Essex, CO2 8JY

**Next issue available:** June 2019

**Subscriptions** 01293 312188  
specialityfood@subscriptionhelpline.co.uk

The BAR rate UK £29.25. Overseas £40.00  
Tel. 01778 392464

# THE INDEPENDENT SHOPPER

Calum Franklin, executive chef at  
Holborn Dining Room



I've lived in South East London for the majority of my life except for a couple of years in central (before the 2am bottle collections outside my window got too much) and I appreciate the different advantages both offered for food shopping. In the South East I have always felt that I can support local independent businesses with loyalty, whilst in the West End it was more about choice and the ability to jump on the tube to go and buy fresh babka or obscure cheeses and be back home in half an hour.

When I was living in Lewisham, I'd go to Gennaro deli for salamis, olives and thick, spreadable

gianduja chocolate, which I have a slight addiction to (it's probably my worst food vice). Strangely, I always struggled to find this in central London but recently discovered it in the Algerian Coffee Stores on Old Compton Street in Soho. I think when I have time I'm going to try to create an emergency supply map of the city.

I now live in Maze Hill in Greenwich and am surrounded by producers and independents,

but the first port of call would always be the Brockley Market on Saturday mornings where you can find beautiful British charcuterie from Moons Green, sausages from Nathan at his The Butchery SE23 stand and teas from Good & Proper.

I'm quite careful now with shopping for meat. I used to be terrible for buying from the supermarket and freezing because of the convenience but now try to be selective and buy just enough for a few nights a week but the best that I can afford. It means that I plan my meals more meticulously at home and really appreciate what I'm eating. I'll go to Larder in Sundridge

Park; I found it originally because it is near my mum's house and I would pick up something to cook for a Sunday roast. They really care about craft and provenance there and I love to see the relationships they have built up with the locals when I'm in - it's become a proper neighbourhood butchers shop in just a couple of years.

Fin and Founder in Broadway market regularly has the finest fresh fish and shellfish offering in the city. I've seen wild pink bream, sea urchins and mahogany clams on the display there. It's a dream to be able to get access to those ingredients in a shop, and the more people that are daring enough to try something different from a farmed salmon fillet, the more it encourages them to stock such beautiful produce.

A recent find but probably my favourite is The Laughing Heart wine shop on the Hackney Road, E2. It's run by a guy called Charlie who has an incredible knowledge of wine, but most importantly is utterly charming and makes you feel completely welcome. That is utterly priceless in retail and will have me coming back again and again.

## TWITTER POLL

How do you feel  
about the future of  
the food industry?

NERVOUS  
60%

EXCITED  
30%

DON'T  
KNOW  
10%

## SPECIALITY FOOD MAGAZINE

The next issue of Speciality  
Food will include:

- Smoked Foods
- Chilli Products
- Labelling & Packaging
- Home Baking
- Charcuterie Trends
- Sweet & Savoury Biscuits
- Summer Cheese



FUTURE  
FOOD  
EDITION

Join us to explore the future of the  
Food & Drink Industry. We are looking  
for innovators within the sector to  
promote their products and services  
within this brand new edition.

For more information call 01206 505901  
or email [jessica.stevenson@aceville.co.uk](mailto:jessica.stevenson@aceville.co.uk)

## TALKING SHOP

 @SpecialityFood  linkedin.com/company/speciality-food  specialityfoodmagazine

I'm writing this hot on the heels of a busy month which incorporated two trade shows – more than that, if you count the shows I would love to have visited had I been able to spare the time away from my desk! Trade shows are a unique blend of exhausting and exhilarating for me; I find myself running off adrenaline for the majority of the day, with my brain only pausing when I'm safely back in my hotel room. That's not to say that I don't enjoy them – or the rush – but back-to-back events preceded and followed by a busy season at work can get on top of you if you don't have the right tools to avoid that from happening.

Through necessity, trial and error, I've learned that when you have an infinite number of items on your To Do list and only a finite amount of time in which to complete them, thorough planning and scheduling is key – as is self care. Particularly if you're working as part of a small

team, it can seem counter intuitive to take yourself out of the game in order to be more present, but actually, it's vital.

It's something we have all heard countless times, that you should allow yourself time to take a break, and yet how many of us are guilty of soldiering on? We're concerned that we'll slow down the progression of the task at hand, that we have to be totally present at all times to keep the ball rolling, but as anyone who's taken a step away from the doldrums for even just an afternoon will attest, it really does make the world of difference to your mindset and should be a part of every professional's work schedule.

I admit that I still slip up on the

self care more times than I should. A few weeks ago I took my first day of annual leave in months and, as excited and keen as I was to switch off, still found myself on my work emails from nine in the morning until gone five in the evening – in the interest of full disclosure, I only signed out when the masseuse at the spa where I was spending the evening called me in for my first treatment. Needless to say, I didn't return to the office in as blissful a state as I'd hoped for. In

fact, the back massage was extra painful thanks to the all-too-recent stressful email correspondences!

In the end, a week or so later and still requiring that switch-off, I took a spontaneous Friday afternoon out of the office – during which time I made the conscious effort to switch off – which reset my headspace entirely.

That was my lightbulb moment. I arrived at a headspace where I could really refresh, but I needed to take myself away from the game to

get there. It doesn't need to involve a spa trip or even a full afternoon away from work, but I recommend that you do the same to reconfigure your work/life balance; trust me, it'll be worth it. I don't want to tempt fate, but chances are that when you return to work the building won't have burned down, your staff will all still be there and your workload will seem just that bit more manageable. So long as your team is prepped and your phone is switched off from any potential interruptions, you'll come back refreshed, invigorated and buzzing to get back.

Do you struggle with work/life balance? Would you appreciate some expert advice on the subject? Drop me a line at holly.shackleton@aceville.co.uk.

“ Through necessity, trial and error, I've learned that when you have an infinite number of items on your To Do list, thorough planning and schedule is key – as is self care ”

5 MINUTES WITH...  
ED FOY, PRESS LONDON

## HOW ABOUT THE FOOD INDUSTRY?

What I love about the food industry is the passion and the people. It is such a massive melting pot of people from very different backgrounds and the openness to sharing and working together as brands is really exciting and something that I think is fairly new. My least favourite thing is just a sad part of being in emerging industries, which is that businesses may ultimately fail. It's hard to see people working with passion and commitment in building businesses and through underfunding or just tricky timing don't succeed, as we may still be one of those. That's just the ride I guess!

## TEA OR COFFEE?

Decaf tea – not for any particular health reasons but because I'm annoying enough as it is without the caffeine.

## WHAT WOULD BE YOUR LAST SUPPER?

There's this African rice dish you can only get in a restaurant where we went on holiday as kids. By the beach, eating that, I'd be happy.

## WHAT'S YOUR MOTTO?

Dream big, scale back only when necessary. There is too much talent in the world to have to work with negative people.

## WHAT'S THE WEIRDEST THING YOU'VE EVER EATEN?

This year we were working on a recipe for vegan scrambled eggs and one of the recipes we researched had Kala Namak which is a sulphur salt. Someone dropped a crystal of it into my beer at Friday drinks. I can only imagine it's like a fart in your mouth! I will get them back!

## WHAT'S YOUR FAVOURITE BOOK?

*The Sun Also Rises* by Ernest Hemingway (sounded like a crazy time to be in Paris).

## SWEET OR SAVOURY?

Alternate back and forth to encourage outrageous volumes of consumption.

## WHAT WOULD YOU BE DOING IF YOU WEREN'T IN THE FOOD INDUSTRY?

I'd attempt to have a music or stand-up career and lament over the fact that I've never had a professional sports career... lack of talent being barriers to both.

## WHAT WAS YOUR FIRST JOB?

My first job was working in a stable mucking out horse boxes. I was paid in ice cream (I was much more interested in the ice cream than the horses).

## WHAT INSPIRES YOU?

My mum and dad for very different reasons. And people who have achieved greatness but through a reputation for being kind, as opposed to ruthlessness.

## WHAT'S THE WORST JOB YOU'VE DONE?

I spent an entire summer entering the Wall Street Journal stocks and shares listings into a spreadsheet.

## WHAT'S YOUR FAVOURITE PART OF THE JOB?

For me, the driver of the business has always been the people. It's why I have always worked in retail because I am addicted to meeting new people.

## AND YOUR LEAST FAVOURITE?

Losing at Friday team beer pong... these youngsters have got game.

## DIARY DATES

## May

**6th–9th**  
**TUTTO FOOD**  
Milan  
[tuttofood.it](http://tuttofood.it)

**8th**  
**FOOD & GIFT SHOW**  
West Midlands  
[foodandgiftshow.co.uk](http://foodandgiftshow.co.uk)

**20th–22nd**  
**LONDON INTERNATIONAL WINE FAIR**  
Olympia, London  
[londonwinefair.com](http://londonwinefair.com)

**21st–23rd**  
**SWEETS & SNACKS EXPO**  
Chicago  
[sweetsandsnacks.com](http://sweetsandsnacks.com)

**27th–2nd June**  
**NATIONAL BBQ WEEK**

**28th–29th**  
**FREE FROM FOOD EXPO**  
Barcelona  
[freefromfoodexpo.com](http://freefromfoodexpo.com)

**29th–1st June**  
**ROYAL BATH & WEST SHOW**  
Somerset  
[bathandwest.com](http://bathandwest.com)

## June

**13th–16th**  
**BBC GOOD FOOD SHOW SUMMER**  
NEC, Birmingham  
[bbcgoodfoodshow.com](http://bbcgoodfoodshow.com)

**19th–23rd**  
**TASTE OF LONDON**  
Tobacco Dock, London  
[london.tastefestivals.com](http://london.tastefestivals.com)

**20th–23rd**  
**ROYAL HIGHLAND SHOW**  
Edinburgh  
[royalhighlandshow.org](http://royalhighlandshow.org)

## TRIED &amp; TESTED



HOLLY, EDITOR

## BRAVE CHOCOLATE &amp; SALTED CARAMEL ROASTED PEAS

Give me salt, chocolate and a bit of crunch and I'm happy – as I learned

recently when trying Brave's new nearly guilt-free sweet treats for the first time. Thoroughly addictive but without the panic that usually brings, they're now my failsafe snack for on the go and sitting at my desk. Don't be put off by the pea element; the truth is that they don't vegetal at all and the crunchy/crispy texture is to die for.

[bravefoods.co.uk](http://bravefoods.co.uk)



## BUMBLEZEST GINGER CBD TURMERIC SPARKLING WATER

What with all the talk about CBD recently, I've been keen to try it – and BumbleZest's 'Rescue + Remedy' offering does not disappoint. With an enlivening blend of ginger, turmeric, cinnamon, lemon and maple, it's just the thing to blow the cobwebs away and give your immune system a boost. This young brand is a bright light in the functional drinks sphere, and if this new launch is anything to go by it's one to keep an eye on for sure.

[bumblezest.co.uk](http://bumblezest.co.uk)

## JOE &amp; SEPH'S CHOCOLATE POPCORN BITES

Another great addition to my chocolate/salt/crunch arsenal, these newly launched treats from Joe & Seph's are a new firm favourite and ideal for when I'm craving an indulgence. The brand has long been a trusted go-to when it comes to film nights at home or in the cinema, and – although I'm yet to try it out – I'm sure they'll slot into the space usually inhabited by Double Salted Caramel without much trouble at all.

[joeandsephs.co.uk](http://joeandsephs.co.uk)



## FITCH SPARKLING COLD BREW COFFEE WITH BLOOD ORANGE

Cold brew is big news in the UK at the moment, with the trend showing no signs of waning, but I have to admit that I have been slow on the uptake – of the products I'd tried, I just hadn't found one I'd particularly enjoyed. Enter Fitch. A new brand I came across at IFE in March, they're just the ticket for coffee lovers after a tasty introduction to cold brew as well as soft drink connoisseurs looking for a little extra kick.

[fitchbrewco.com](http://fitchbrewco.com)



**SAFIR**<sup>®</sup>  
L'AMBASSADEUR DU GOÛT  
Since 1945

## NEW TO THE UK

Safir is a leading brand of Tunisian origin and known for manufacturing and exporting around the world, a wide range of delicious olive oils, peeled tomatoes, sun-dried tomatoes, spreads and condiments.

The Brand is part of Ayachi Group and has been active in the agri-food sector for more than 50 years, where its fingerprint of knowledge and experience is passed down from generation to generation.

[www.safir.tn](http://www.safir.tn)  
[www.ayachi-group.com](http://www.ayachi-group.com)

