

# SPECIALITY FOOD

NEWS, COMMENT AND BUYING IDEAS FOR FINE FOOD RETAILERS

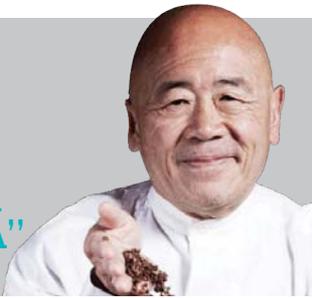


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<p><b>INTERVIEW</b></p> <p><b>JANE MILTON:</b> "OUR CHANGING RELATIONSHIP WITH FOOD" P.14</p> 	<p><b>WORLD FOOD</b></p> <p><b>KEN HOM:</b> "ASIAN FOOD IS PART OF OUR CULTURAL DNA" P.40</p> 	<p><b>SKILLS</b></p> <p><b>CHARLOTTE MITCHELL:</b> "FOODIES: THE NEXT GENERATION" P.44</p> 
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## EDITOR'S LETTER



**W**elcome to the April issue of *Speciality Food*.

This issue is full of people who have trodden their own path in food and drink, who have tapped into their individual skills and passions to the benefit of the wider sector. People such as Jane Milton, consultant and expert on all things food and drink (p14); Kristen Schnepf of Gringa Dairy and George Lang of The Cheese Merchant (p19), cheese lovers who have stepped away from traditional cheese conventions to make a mark on the capital – and, ultimately, change the cheese map of Britain for the better; and a myriad of craft alcohol producers who are proud to be speciality (p48). We also welcome Kristina Kollegaeva to the magazine, as she writes her first column for us about the importance of knowing your story and standing out (p8).

Plus, we have in-depth previews of Food & Drink Expo (p26), Farm Shop & Deli Show (p30) and the Natural Products Show (p34), and share news about the New Producer Awards 2018!

Holly

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## INCORPORATE A SELF SERVE SECTION

A self serve scoop format has been a common retail concept in the health food sector for years, with the likes of Whole Foods Market offering customers the opportunity to mix-and-match, weigh and pay for portions of mixed nuts, dried fruits, seeds, grains and other ambient produce. Planet Organic last month fitted an Unpackaged concession in two more of its stores – a fixture now in seven of its outlets in total. Unpackaged is a sustainable retail system that allows customers to bring their own containers and fill them up with bulk pulses, rice, cereal, nuts, seeds, dried fruits and chocolate, which are all dispensed from repositories. Unpackaged's message revolves around the fact that decreasing excess packaging materials in the supply chain helps with the reduction of material waste from landfill and incineration, CO2 reduction, positive behaviour change, less food waste as customers only buy what they need, and promotes the healthy and nutritious message of whole foods.

Field fare is a company that will be a more familiar name in fine food circles, introducing its pick-and-mix self serve concept to farm shops and delis 40 years ago. While Unpackaged's USP is that it doesn't encourage the use of excess packaging, field fare is set to introduce bio-degradable bags for its loose produce range, and is asking for its customers to re-use containers whenever possible. "Shockingly, a fifth

# Sustainability: five ways to make your shop more eco-friendly

of household waste is packaging – that's 5m tonnes of packaging in the UK every year – so it is great news that retailers and producers are finally starting to rally," says Karen Deans, managing director of field fare.

## GET CREATIVE WITH SURPLUS STOCK

If your shop supplies freshly baked bread or cakes, one way to prevent any surplus stock going to waste is offering it at a discounted price or part of a multiple purchase offer. "Some days we sell out early and then if we happen to have bread left from the day before, we sell it at half price," said Ben Mackinnon of the E5 Bakehouse in London. "It makes sense to find this bread a home," he advises. In its *No Loaf Lost* report, the Real Bread Campaign suggests that retailers can either offer it as discounted, as a free sample to customers as a gesture of goodwill, incorporate it into a new product or dish, give it away to staff or redistribute it to people in need.

## REWARD THE USE OF REUSABLE COFFEE CUPS

High street coffee companies came under fire for their takeaway cup policies following MPs calling for a 'Latte Levy' back in January. Plans were immediately underway to reduce the overuse and waste of 2.5bn

disposable cups every year. Most of the firms have acted accordingly, with Starbucks trialling a 5p takeaway cup charge in 35 London branches as a response to the public outcry. Starbucks-commissioned research found that almost half (45 per cent) of consumers would carry a reusable cup to avoid paying the extra 5p.

Some independents have followed suit – or had been running similar schemes before the national backlash to using disposable cups and single-use plastics – with outlets like the No 8 Deli in West Bridgford offering customers 25p off their coffee if they bring in their own reusable cup. Reusable portable cups have become an increasingly common sight in retailers, with some products featuring collapsing capabilities and materials like bamboo. They typically range from £10 to £20 RRP.

A similar stance has applied to single-use plastic bottles, with some retailers encouraging consumers to refill their bottles at free water stations located in-store. Neal's Yard

Remedies' head of sustainability, Louise Green, said, "We already have sink stations with taps on the shop floor of many of our stores, so it made sense to allow people to fill up when they drop by. We want to offer people a convenient way to stay hydrated so they don't need to keep buying plastic bottles and contribute to the global issues around plastic issues."

## CONSIDER STOCKING CANVAS BAGS

The 5p carrier bag charge has prompted many smaller businesses to rethink what they offer customers, with some retailers opting to stock canvas or jute bags, otherwise known as 'bags for life'. Retail supplier WBC states that they are the obvious choice for a reusable, eco-friendly and sustainable alternative to plastic carrier bags. Although the bags tend to be lined on the inside with a laminate of plastic that makes them easier to clean and more robust, it enables customers to carry fresh foods and messy substances without

ruining the bag.

"We're often asked by customers if our eco-friendly jute bags, juco shoppers or cotton totes are recyclable," says Andrew Wilson, founder of WBC. "The short answer is no. But the smart answer is: why would you want to recycle a bag for life? The clue is in the name. Bags for life are designed to be reused, not thrown away. That's why it's so important that whatever bag you do create, your customers will want to carry it for years to come." The bags are also ideal for spreading brand awareness, with lots of shops printing their logos on the side.

## OPT FOR USING ENERGY-EFFICIENT EQUIPMENT

Simple choices like energy-efficient light bulbs are not only more environmentally sound, but shouldn't prove too costly and can go down well with customers. If you're looking to replace a computer, EPOS system, printer or other equipment, make sure to compare the energy ratings of the products so that you're purchasing the most efficient item. Accepting payments via smartphones can also reduce energy consumption, and the receipt can be emailed to the shopper to avoid needlessly using paper.

“ Reusable portable cups have become an increasingly common sight in retailers, with some products featuring collapsing capabilities and materials like bamboo ”

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## JOHN SHEPHERD OF PARTRIDGES



### “Refurb – a leap of faith”

The importance of being refurbished has nothing to do with one of Oscar Wilde’s great works, although retailing has often been described as pure theatre. Rather it relates to the general desire at this time of the year to improve and spruce up the look of our shops by refurbishing.

The layout and design of speciality food shops seems to be taking a role of greater importance every year. Of the recent refurbishments I have visited both the look and feel of the environment seem to be greatly enhanced from the speciality food shops of a few years ago. This element of theatre has definitely improved. Although, whether the operational standards of the shop in question match the standards of the new aesthetics and whether labour costs have increased greatly following the work are important aspects to consider.

Although the aesthetic look of a food shop is undoubtedly important it is, of course, the future profitability of the shop that should be the guiding principle. Even in a speciality food shop with a much smaller turnover profit levels can be dramatically affected.

The last refurb we carried out was some two years ago, in a small shop, which eventually resulted in a sales increase of 22%. In our case the improvement in the look of the shop just with the addition of new equipment was dramatic and, to be honest, I wish we had done it a long time before.

Why had we delayed it so long? Because the thought of opening discussions with designers, shop fitters and refrigeration consultants needs a deep breath. The thought of closing the shop for a period of

time, doing it at the right time of the year, all the associated costs and the potential of it not actually succeeding held us back. In particular, to close a shop, even for a short while, is like swimming underwater. The stock has to be carefully looked after or written off. The staff have to be carefully looked after and not written off. The customers have to be kept informed and even when the doors open for the first time following the closure they take a while to return.

However there are other benefits to refurbishing apart from just the uplift in sales. I have read that air conditioning systems designed 10 years ago are 75% as efficient as those of today and upgrading lighting systems can reduce power consumption by at least 20%. Also, a smartly configured shop floor can add a lot to the morale of staff, customers and, dare I say it, landlords. Life is too short for long queues.

Apparently there is a maxim for modern food shop refurbishments which is to blow hot and blow cold. The money is made in either the chilled cabinets or the hot food counters. So with this in mind we have decided to launch a number of rolling refurbishments with the aim of not closing the shop for any length of time if humanly possible. So we are planning to change nearly all of our refrigeration cabinets with the exception of the deli counter. We are planning to introduce a salad bar, a sushi counter and a self-juicing machine for oranges. We also want to extend our hot food counter, revamp our staff uniforms, further develop online sales and reconfigure parts of the shop floor. It is a long list which will take us through the year and may not be entirely achievable due to unforeseen factors. Now for the leap of faith!

# New Producer Awards 2018 open for entries

Following a successful first year, the New Producer Awards return in 2018 to champion the start-up food and drink businesses that are dedicated to keeping the sector vibrant, high-quality and exciting.

The free-to-enter scheme, launched by *Speciality Food* in association with food and drink founders’ festival Bread & Jam, aim to identify and promote start-ups to give them a head start in a sector brimming with talent.

Businesses that have been running for three years or less can enter eight categories, with entries going on to be judged by a group of editors from top food publications, as well as buyers, distributors and industry experts.

This year’s categories are:

- British Brand
- Farm-to-Fork
- Innovator
- Newcomer
- World Flavours
- Mission-Driven

- Crowdfunded
- Young Producer

On 4th October at this year’s Bread & Jam Festival, held at the Institute of Directors in London, category winners will pitch their products to the panel of fine food and drink industry heavyweights, with the judges selecting who will go on to be named Supreme Champion.

Winners will not only obtain a coveted New Producer Award accolade, but will receive thousands of pounds worth of coverage in the pages of *Speciality Food* magazine, online and beyond, as well as get their products in front of buyers, wholesalers and key influencers in the fine food world.

Jane Steward, founder of Eastgate Larder and winner of the British Brand category of the 2017 awards said, “The New Producer Awards are a fantastic initiative by *Speciality Food* to showcase dynamic, young food businesses from across the UK.

Participating in and winning the British Brand category has hugely boosted awareness of our mission to revive the medlar and put it back on British tables. Being stocked in Partridges and Neal’s Yard Dairy, was the icing on the cake!”

Holly Shackleton, editor of *Speciality Food* said, “Last year saw some truly inspirational new businesses showcase their brand and products to some of the industry’s biggest names and I can’t wait to see this year’s entries. It’s an honour and a pleasure to give start-up producers a step up the ladder. Here’s to the future of food and drink!”

Those interested in entering this year’s awards will be able to submit an application form via the *Speciality Food* website at [specialityfoodmagazine.com/awards](http://specialityfoodmagazine.com/awards).

For information about sponsorship packages email [sam.reubin@aceville.co.uk](mailto:sam.reubin@aceville.co.uk).

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## KATRINA KOLLEGAEVA FOOD ANTHROPOLOGIST



### “Telling the story”

**D**ing-dong. A man in his forties, sparkly eyes, walks into a deli. Aromas of herbs and cheese, coffee on the brew. The man waves a hello with his eyes to the shop assistant and they roar into a conversation: about a little lunch the man had yesterday, a chutney the shop assistant had just got from this farmer who's 'quite a character'...

David Sutton, an American food anthropologist, argues that the seemingly mundane exchange of where and how food is made forms part of what's called phatic language – used to maintain and build social relations rather than necessarily for communicating new information. In food marketing 'storytelling' has been on trend the last few years. Those shopping at the independent retailers care most about the back story and provenance (look at this year's Soil Association's report). But why do stories and provenance work such magic?

The industrialisation of food in the last 70 years means we are more removed from the source of food and increasingly bewildered by the plethora of choice. We tend to trust more the products with provenance. When buying a jar of jam with a story we also acquire what the great French sociologist Pierre Bourdieu calls symbolic capital. We feel special and connected.

But food storytelling can go even deeper. Sutton talks of food synaesthesia, where one sense, such as taste, can trigger multiple other senses, through memories, real or imagined. We start to hear the plop-plop sound of the hot mixture, the warmth of our grandmother's hip. This is a full cross-sensory

experience. When a producer / deli tell their story, they not only replicate their roots and culture but keep them going.

The big guys are increasingly using the power of human story too (just look at Tesco's recent Food Love stories). After all, there are people with some stories somewhere in any business. A fair play some would argue, inauthentic or cultural appropriation others would cry. What can the small guys do? You zoom in.

When I work with food businesses on building their story and marketing, I find an anthropological approach very useful. For example, in ethnographies we limit the use of adjectives as they are too subjective (your delicious is different from my delicious) and prefer specific, action orientated descriptions. 'Slice our sirloin thinly and eat with English mustard' paints a picture, as does 'we source all hard cheeses from the south of England' compared to 'we buy locally whenever possible'. Be bold with committed claims. After all, unlike the big brands you know so much more about your producers, products, staff.

Every business is unique. But this isn't always obvious. The 'about us' of websites is often I find a missed opportunity. Beyond just being a 'nice story', this section helps with reviewing business priorities every few years and for communicating with (social and other) media.

Ultimately, in our, what the geographer Kevin Morgan calls 'faceless foodscapes', independent retailers are the curators of stories, tastes, memories and connections. Stories help us all to remember why and how we are human. And to bring us return custom.

# Farm Shop & Deli Awards 2018: winners to be unveiled at show

**The shortlist for the Farm Shop & Deli Awards 2018 has been announced, with winners due to be unveiled at the Farm Shop & Deli Show on 16th April at the NEC in Birmingham.**

The 2018 judging panel of industry experts met up last November for a day of evaluation and deliberation, followed by secret visits and mystery shopping trips over the next couple of months.

Chair of judges Nigel Barden, co-chair of judges Elaine Lemm and John Gill, head of commercial operations and buyer at Boots, were just some of this year's judges who were called upon to whittle down the

category finalists.

2018 marks the fifth year of the awards, which sees their success and reputation grow from strength to strength each year.

Nigel Barden, chair of judges said, "The food and drink sector continues to attract inventive and hard working entrepreneurs, many of whom have transferred their business skills from other industries."

The awards continue to commend retailers' success in speciality sectors and regions respectively. Category awards include 13 different specialisms, including Baker of the Year, Delicatessen of the Year and Online Business of the Year.

Plus, over 10 per cent of the total entries also qualified as Newcomer of the Year contenders, and are represented in over half of the 13 categories.

Victoria Robertshaw, whose Keelham Farm Shop was awarded Supreme Champion last year, joined the judging panel for the 2018 edition. She said, "I have loved the judging process – it has been fun and there's such a nice mix of fellow judges from the industry including chefs, retailers, journalists and publishers. As a retailer it's great to see how people view it from the outside and I have enjoyed the debates amongst the other judges."

## FINALISTS OF THE FARM SHOP & DELI AWARDS:

### BAKER OF THE YEAR:

Bondgate Bakery / Filbert's Bakery / Hambleton Bakery / Hobbs House Bakery / Jervaulx Abbey Tearooms

### BUTCHER OF THE YEAR:

Cunninghams Butchers and Food Hall / Edge & Son / Low Howgill Butchers & Deli

### CHEESEMONGER OF THE YEAR:

Love Cheese / Paxton & Whitfield, Chelsea Green, London / The Courtyard Dairy

### DELICATESSEN OF THE YEAR:

Chandos Deli / No2 Pound Street / The Goring Grocer / The Hungry Guest / The Norfolk Deli / Thornham Deli

### FARM SHOP – SMALL RETAILER OF THE YEAR:

Blair Drummond Smiddy Farm Shop / Cedarbarn Farm Shop / Etherington's

Farm Shop / Fordhall Organic Farm / Rhug Farm Shop / The Gog Farm Shop / The Lambing Shed Farm Shop and Café / Three Trees Farm Shop & Café / Waterloo Cottage Farm / Welbeck Farm Shop

### FARM SHOP – LARGE RETAILER OF THE YEAR:

Becketts Farm / Chatsworth Estate Farm Shop / Denstone Hall Farm Shop & Café / Farmer Copleys Ltd / Main Gill Farm Shop / The Udder Farm Shop

### FISHMONGER OF THE YEAR:

Dabs & Crabs / Fyne Fish / Latimers Seafood Ltd / The Fresh Fish Shop Ltd

### FOOD HALL OF THE YEAR:

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### GREENGROCER OF THE YEAR:

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### NEWCOMER OF THE YEAR:

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**“Wake up and smell the tofu”**

In 2016 the Vegan Society commissioned a survey which asked nearly 10,000 people for their views on veganism – the reply came back that 1.05% of Britons followed a vegan diet and the trend was upwards, that means there are 542,000 vegans in the UK. The term vegan was coined by Donald Watson in 1944 with support from such notables as George Bernard Shaw. To begin with they saw themselves as “strict vegetarians” but in short order there were “dietary vegans” – no meat; eggs; dairy or anything derived from animals. Then “ethical vegans” – opposing all exploitation of animals, plus “environmental vegans”. The statistics may lag behind the current marketplace but veganism is growing fast and starting to make a significant impression.

April 2018 sees the publication of *Cook Share Eat Vegan*, a new book from Aine Carlin, the best-selling author of *Keep it Vegan*. This new cookbook is published by Mitchel Beazley and is a handy source of inspiration for any carnivore faced with entertaining vegan guests. The dishes all read well and are refreshingly unfussy: “Spicy mushroom stuffed calzone”, “polenta pizza”, “falafel shakshuka”, “chip shop vegetable curry”, “puy lentil ragù”, “sweet potato and walnut koftas” and “celeriac steaks with a mushroom stroganoff sauce.” *Cook Share Eat Vegan* is an elegant book and does a good job of bringing the vegan diet into the mainstream.

A restaurant called By Chloe. (with a full stop as part of its branding) has just opened in London’s Covent

Garden. This is a vegan establishment and flies the flag for the “plant-based diet” as By Chloe. styles itself as “New York’s hippest, plant-based, fast casual restaurant”. Time Out New York went so far as to award By Chloe. the title of best veggie burgers in NYC. The strategy behind the menu at the new establishment (a second London branch is opening immediately) is to offer plant-based, meat free, versions of mainstream favourites. So classic fish ‘n’ chips is re-worked as crispy tofu served with the classic accompaniments of chips, mushy peas and tartare sauce. Shepherd’s Pie is made from ground seitan, vegetables and mashed potato then served with By Chloe.’s famous Beet Ketchup. There’s a “Guac” burger; or noodles made from matcha kelp; or a quinoa taco salad; or a vegan mac ‘n’ cheese – said to be one of the dishes sorely missed by the dairy-intolerant. Other vegan takes on the classics include sticky toffee pudding – in this instance topped with coconut whipped cream. Or perhaps you would prefer to round off your meal with a dairy-free ice cream? As the blurb would have it. “By Chloe. aims to share delicious, wholesome, plant-based food that fuels and energizes without compromising flavour, taste or satisfaction”.

The path from eccentric minority to alternative mainstream is not an easy one, but there are enough signs to encourage the committed vegan. Perhaps the plant-based gospel will find more followers this year. Although you have to wonder what George Bernard Shaw would have made of a Guac burger...



**British Charcuterie Awards launched to showcase sector**

The co-founders of **BritishCharcuterie.live**, **Henrietta Green and Charlotte Sharp-Neale**, have announced the launch of the inaugural **British Charcuterie Awards**.

The British Charcuterie Awards will be held on the first day of the BBC Countryfile Live show in Oxfordshire on 2nd August.

Henrietta Green, co-founder of the awards said, “As British charcuterie is showing such dynamic development, the time is right for all producers, artisanal or larger-scale, to have an appropriate

public showcase for their diverse ranges.”

There are nine categories that range from cured and air-dried whole muscle products like prosciutto to cured and fermented sausages. British regional products – traditional favourites including Bath Chaps or Lincolnshire Chine – have their own categories as do all products made from authenticated rare-breed meats. A Champion of Champions Product and Champion of Champions Producer will be selected from the winners for trophies.

“As British charcuterie is showing such dynamic development, the time is right for all producers, artisanal or larger-scale, to have an appropriate public showcase for their diverse ranges”

**Bakers & Larners of Holt’s food hall undergoes refurbishment**

Norfolk-based department store **Bakers & Larners of Holt** has announced that its award-winning Food Hall is to undergo one of the most significant overhauls in the business’s 250-year history.

Work commenced at the beginning of January of this year, following months of planning and strategy. The project’s completion and public unveiling has been earmarked for 15th March, where visitors will discover a host of additions, including a new bakery and patisserie.

The Food Hall will incorporate a redesign throughout, with new ceiling, floor, lighting and shelf fixtures installed, as well as an upgraded air conditioning system.

The Food Hall’s fine wine department, which is home to over 1,100 wine varieties, will be completely redesigned and will host one of Norfolk’s first Enomatic wine tasting machines. The automated system offers a selection of the retailer’s finest vintages that are stored at the optimum temperature for the ideal tasting experience.

Michael Baker, managing director of Bakers & Larners of Holt said, “From the time we acquired the store in 1977, the Food and Wine Hall has always been a favourite department of mine. I am pleased to see it upgraded so that its environment matches its status as a leading food hall.”

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**The Engine Yard, a new destination for food and drink, is looking for prospective retailers to join its collection of shops and a café located close to the entrance of the Belvoir Castle in Leicester.** Set to open on 4th May 2018, The Engine Yard is formed of a cluster of buildings originally used to house maintenance workshops that serviced the properties on the 15,000-acre Belvoir estate. Through a £2.4m investment, the buildings are being converted into multiple retail outlets. The Duchess of Rutland, CEO of Belvoir Castle said, "Championing regional producers and great British brands, The Engine Yard will become a community hub where locals and tourists will shop for excellent quality food and linger over delicious meals prepared in the Yard's café."

### LOOKING TO STOCK MORE SPANISH WINE?

More than 32,000 international buyers are expected to work their way through the wares of 800 Spanish wineries at the Intervin event at Alimentaria 2018. All major Spanish winemaking regions will be represented at the show, which takes place from 16th until 19th April at Barcelona's Gran Via Venue. The show is the most significant sectoral meeting for the Spanish winemaking industry. "Most of these buyers come to specifically seek out Spanish wine," said Javier Pagés, chairman of Intervin. "The show has the ability to adapt to the goals of each winery and to adjust to their needs and resources. It provides many contacts with influential buyers, sommeliers, journalists and critics from the sector, and generates multiple business opportunities if planned correctly."

## Garden centre catering takes centre stage at HTA Catering Conference

**Bookings are now open for the Horticultural Trades Association (HTA) Catering Conference 2018, taking place from the 5th -6th June at the Birmingham Botanical Gardens.**

The two-day event and dinner, called A Recipe For Growth, is aimed at all involved in garden centre catering, from business owners and managers to chefs and front-of-house staff.

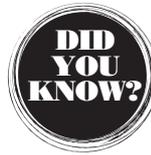
This year's conference and dinner will also host an exhibition showcasing garden centre catering suppliers, offering plenty of opportunity for networking with peers from across the industry.

Amongst the first speakers confirmed for the conference are Jim Cregan, founder of Jimmy's Iced Coffee, Josh Brown, head of commercial development at Harris +

Hoole, Rosemary Shrager, television chef, Paul Hargreaves, chief executive of Cotswold Fayre, Jane Land, founder of Veganuary and Tom Hunt, eco-chef, food waste activist and author.

Gill Ormrod, HTA communications manager said, "The HTA Catering Conference provides an unrivalled opportunity for all of those involved in garden centre catering to get the latest ideas and inspiration about trends, issues and views from the industry and the wider hospitality sector. With the conference to be held at new venue Birmingham Botanical Gardens, this year's events promise to be better than ever!"

Those interested in booking a place can visit [hta.org.uk/cateringconference](http://hta.org.uk/cateringconference) for further information.



The US has seen a 500% increase in veganism since 2014, and a 360% increase in the UK over the last 10

years. Products with vegan claims have risen 32% during 2016-17 in the US, and 39% of Europeans are now buying vegetarian options – that's a 26% increase over the last three years



## Free From Functional Food Expo set to showcase rapidly growing sector

**Returning for the six consecutive year, the Free From Functional Food Expo is set to take place in Stockholm for its 2018 edition – the Nordic region's capital of free-from food.**

Taking place at the Kistamässan on the 16th and 17th May, the expo is Europe's annual trade-only event for the free from and functional food market. The sector has grown exponentially over the last few years, and the show is set to reflect that in its events and offerings.

Over 275 producers and manufacturers will showcase their latest products and innovations. Both

retail and foodservice buyers from all over Europe will be making the journey to Sweden, with over 4,000 expected to attend. The extensive conference schedule features 55 specialist key speakers.

Ronald Holman, exhibition director said, "This is more than a trade show – Free From Functional Food Expo is the ultimate free from experience. Suppliers and buyers can exchange information, share experiences, make new contacts and build international relationships – as well as keep up to date on the latest products and trends that shape this fast-growing sector. This is a great

year to be part of this exciting and growing trade show with so much on offer. There is no better time to exhibit or visit."



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**M**y love of food has always been why I do what I do. I've had an interest in it from the age of 10, and have now been in the industry for 32 years. It began in the eighties, when I was in my early twenties and had a degree in home economics and a post grad in marketing to my name. I was in charge of Gregg's sandwich offering during its move from being a high street bakery business to being a fast food business, with an amazing boss who supported me and was prepared to take a risk on my ideas – he recognised that I was quite entrepreneurial, even before I did. This side of me has led me to grow a valuable network which can really help people which I love, and helped me to gain first-hand experience in being a food producer (I launched and ran a brownie business until around a decade ago), and have positions on the board of a number of businesses – as well as work with the Food and Drink Innovation Network and Dragons' Den team. From this standpoint, and from working with a number of businesses across the food and drink industry, I can see its constant evolution.

Consumers are constantly learning, and the health sector is a great example of that. Transparency is so important and thankfully there is an increasing amount of food available which people can understand. A couple of years ago, people were talking about clean ingredient declarations and starting to understand that products were made with things you'd find in your own kitchen – that has become the norm. A lot of the foods being talked about as 'healthy' are going to become the norm. Public Health England has just launched a calorie-focused initiative and want the industry to fall in line with that, but in the case of 'healthy' versions of treats like ice cream, where people have been known to eat the whole tub in one sitting, I feel like I need to remind people that ice cream isn't supposed to be eaten every day – this kind of thing can't form the basis of your diet; you need real food. People are gradually going to become more aware about food, what we need and why, and realise that the dangerous trend of cutting out entire food groups is not the way forward. If a product contains a superfood, they're starting to ask if it contains enough for those benefits to show through, and see the benefits of eating certain foods and supplements in unison rather than on their own.

The public is starting to recognise that it makes sense to choose, for example, a drink containing just fruit and water over one containing chemicals and sweeteners which taste like fruit. The danger of sweetener-filled products being labelled as 'healthy' is huge – it's raising people's expectations of how sweet food and drink should be, so when they eat something genuinely healthy they don't enjoy it as much as they could do and so don't purchase or eat it again. Even the most mundane things contain sugars – toothpaste, for example, tastes sweet – and they all tempt consumers to eat more sugar-containing food. Savoury products like cooking sauces, ketchup and peanut butter have long contained a surprising amount of sugar, but that's changing – as consumer tastes evolve, more and more brands are releasing entirely



## THE INTERVIEW: JANE MILTON

A passion for food and a knack for making things better are behind Jane Milton's illustrious career

sugar-free peanut butters, and cooking and table sauces are changing to incorporate more vegetables and less sweetness.

The balance of our diet has been knocked out of place; we're eating a lot more meat than we have done before, but I think some people are moving towards the way it used to be. An appreciation of non-meat foods is a big part of the current plant-based movement – I hope that this understanding translates into a wider recognition of the value of a varied diet across the population; not necessarily that people cut out meat altogether, but that they can see the effect it's having on the planet and on their health.

Free-from is an interesting case of a food movement really taking hold, and the language

used around it needs to be considered now more than ever. If something is described as being sugar/gluten/dairy-free, it makes consumers think that they're missing out on something, but if it's approached as a benefit that could change the shopper's thoughts around it – 'reduced sugar' sounds a more positive proposition than 'sugar-free'. For example, Kit Kat has recently changed its formulation to contain less sugar, but the team aren't going down that road marketing-wise – instead, they're promoting the fact that the product contains more milk and cocoa than before, so consumers feel that they're getting more for their money. Another example is Cawston Press, who have reworked their recipes to contain less added sugar

by incorporating more fruit. It's great that consumers who require specialised diets are being catered for, but we need to make sure that what we're putting into the market for them is fully understood by consumers.

With sustainability hitting the headlines at the moment, and the environment in a sensitive position, it's important that today's producers create packaging which is as minimal as possible and made from recyclable materials – more education is needed on what this entails. For example, very few people know that if packaging containing cornstarch, which is used more than you might think, is contained within your recycling bag or bin, the entire contents will go to landfill. As we've become used to stocking up, retailers in particular, manufacturers need to consider ways to maintain shelf life while minimising packaging. This is something that every part of the industry needs to work on together – from the supplier and producer to retailer and end consumer.

### QUICKFIRE QUESTIONS

#### INSPIRATION...

**I never tire of meeting people who have an idea, or have started their own business and are making it work. I enjoy working with those people and would never want to only be working with bigger companies, who would likely be slower-moving and less open to adapting. I also love Oprah Winfrey as she is such a positive person. I subscribe to her magazine and it's such a pleasure, as there's no gossip or negativity, it's all just inspiring content which celebrates good people. A lot of my friends call me Pollyanna as I'm such a positive person; I'm a doer rather than a thinker, and will always help people to be doers in their own business rather than relying on me long-term.**

#### MANTRAS...

**I have two sayings I'd like to live by. The first is to make the most of every day; I've been off my feet for six weeks following an operation and even then couldn't sit still – that's just not who I am. I would rather try something, fail, learn from it and try again than not try at all. The other is to treat everyone as I would like to be treated; it doesn't matter if I'm speaking to the managing director of a business or someone on the bottom rung of the ladder.**

#### TRENDS...

**The potential of tea is not being realised. Black tea with milk will always be popular in the UK, but infusions and benefit-added products are going to become more popular – as will options like green tea and rooibos. People will start to make their own iced tea and use it within their cooking and baking, mixologists will be experimenting with tea as an ingredient in cocktails, and we'll be seeing more tea being paired with food in restaurants as an alcohol-free option.**

“ Food is an emotional thing, and people will always want a connection with what they're buying ”

### MAKING IT WORK

People who start food businesses are very gutsy – it's not the easiest thing to do, and there are much quicker ways to make money. I love the passion and enthusiasm that those people have, and their willingness to embrace change. They don't just have an entrepreneurial

spirit, they have a desire to bring something to people and make them happy. This is something I've seen it a lot on *Dragons' Den*. Having said that, it astounds me the number of business owners who don't crunch the numbers properly, or have an unrealistic view of what their brand is worth – not knowing your numbers is fatal, and I worry about how they're

running their business, and how they're supporting themselves and their staff.

Small-scale retailers are at the forefront of the industry, and they're always looking at what's next – no wonder that where they go, the multiples follow. They're also closer to their customers, and a producer's range is more likely to soar in an

independent retailer; its team would have more of a connection with the producer than that of a multiple, and the people selling the products will have tasted them. Getting into a multiple is a good thing from a producer's perspective because of the volumes, but their product would be just one of thousands. Independent retailers are doing

a great job and I don't think the industry would ever be without them. Everyone thought that when we got huge out of town stores the independents would suffer, but in my experience that hasn't been the case – food is an emotional thing, and people will always want that connection with what they're buying.



## SHAKING THINGS UP: Three products with boundary- pushing packaging concepts



### FAIRFIELDS FARM HEAT & EAT

This concept enables consumers to 'unzip' the bag open to form a bowl shape, pop it in the microwave and then enjoy the crisps just like they've been cooked at home.

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



### JUST A SPLASH PORT

Mark Hix-endorsed culinary alcohol which comes in a 100ml pouch so shoppers don't need to buy a whole bottle of alcohol just for one recipe.

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



### TEA REX RAWSOME BERRY TIME

Single serve fruit tea that comes in sachets to help the ingredients retain their punchy, fresh flavours. Simply pour the contents into a clip-on filter and let it brew in hot or cold water

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

## How is packaging design shaping the future of food and drink?

**F**rom the drive to tackle the plastic polluting our oceans to making foods more on-the-go-friendly, innovations in product packaging and design have come a long way. Producers need to keep pace with shifts in consumer tastes and demands, as well as eco issues. Innovative and distinctive packaging formats no doubt affect the retailers stocking the products, too.

An example of this is when craft breweries supplying their beers in cans. It was met with delight from shop owners, as cans are more robust, easy to stack and transport better. Now that the wine-in-a-box format is coming back into fashion, retailers must be relieved to encounter fewer glass bottles smashing, negating the chance of losing valuable stock. These ideas inevitably impact everyone involved in the producing, selling and consumption of the products, and genuinely game-changing concepts will influence the creation of products for years to come.

### Sustainable focus

Innovation, convenience and uniqueness are certainly factors that manufacturers consider when developing new products and packaging, and sustainability has become another main influence.

Food waste, plastics and unnecessary packaging are big news right now, with the Government's 25-year Environment Plan set to tackle plastic packaging with a promise to achieve zero avoidable plastic waste by the end of 2042.

In a bid to spearhead sustainability in the spirits industry, gin maker Pinkster has launched its Pinkster on Tap – a three-litre bag-in-box format of its Raspberry-Infused Premium Gin. According to Stephen Marsh, managing director of Pinkster, "Bag-in-boxes have been enjoying a renaissance in the wine world, with many retailers reporting a surge in sales, and we see no reason why this shouldn't be the case with spirits."

And it's not just for trend reasons, as Marsh continues, "It is all about convenience and sustainability delivered in an eye-catching, stylish format. Rather than ordering bottle

after bottle, the on-trade can now refuel in an environmentally-friendly fashion and save a few pounds in the process." According to the company, 3L boxes result in a smaller carbon footprint than glass as it's 35% lighter on average and 44% smaller in size than the glass bottle equivalents.

### On-pack communication

In its Global Packaging Trends 2018 report, Mintel states that packaging will play a pivotal role in reducing global food and product waste, but there are other factors that come into play when it comes to packaging development. Some of the points it puts across are that online brands will reinvigorate their packaging in order to enhance the e-commerce experience, companies adopting clear and succinct package messaging will be rewarded as consumers prefer

brands that embrace minimalism, and brands will be called on to keep marine conservation at the forefront of packaging development.

"Consumers have long considered packaging as often unnecessary, and ultimately as just waste to be disposed of," says Benjamin Punchard, global packaging insights director at Mintel. "But that misconception is now changing. A focus on package innovations that extend food freshness, preserve ingredient fortification and ensure safe delivery is increasingly benefiting consumers. Brands will need to act fast by exploiting on-pack communication tools to educate consumers to the benefits packaging can bring, from extending the shelf life of food to providing efficient and safe access to essential products in developed and underserved regions of the world."

“ Brands will need to act fast by exploiting on-pack communication tools to educate consumers to the benefits packaging can bring ”

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Take stock with our new food and drink round-up



## Vinegar Shed adds Tuscan olive oil to its portfolio

Speciality oil and vinegar supplier Vinegar Shed has brought Il Palagio Organic Extra Virgin Olive Oil to the UK market.

The oil picked up a Gold Award at the 2017 New York International Olive Oil Competition, and is renowned for its fresh grassy flavour, bright green colour and aromas of artichoke, citrus and avocado.

The oil, which comes in 500ml or 250ml bottles, is made by Sting and Trudie Styler using a blend of Frantoio, Moraiolo and Leccino olives grown on their 300-year-old estate in Tuscany.

Andy Harris, owner of Vinegar

Shed said, "The olive trees which grace Il Palagio's landscape date back many hundreds of years and have been sensitively restored to full productivity. This is largely thanks to the care and dedication of estate manager Paolo Rossi, who insists that the orchards are not irrigated – a system which is labour-intensive but which greatly improves the quality.

"The fruits are collected by hand, as they have been for centuries, ensuring only the very finest are selected. Frantoio, Moraiolo and Leccino olives are harvested at the end of October, then the oil is cold pressed."

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

## Tracklements unveils limited edition Hot Mustard Ketchup

Condiments company Tracklements has launched a limited edition Hot Mustard Ketchup which is available from March while stocks last.

This season's special edition release is a golden-coloured, spicy sauce, which according to the brand not only suits hot dogs and burgers, but can also help to transform pasta meals or mixed into mashed potato.

Guy Tullberg, managing director of Tracklements said, "Our increasing appetite for gourmet street food has revived demand for all the old favourites like hot dogs and melted cheese toasties, which gave Tracklements the perfect excuse to make a hot ketchup sauce with that style of eating in mind. Powerfully hot and mustardy – what's not to love!"

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



## Rocktails rolls out Citrus Spritz

Craft drinks specialist Rocktails has announced the launch of its Citrus Spritz, the first lightly sparkling botanical blend in its new range.

Made using distilled botanicals, Rocktails says that the beverage is the first of its kind on the market, and offers an original approach to alcohol-free drinks.

Citrus Spritz includes a blend of lemon zest with juniper berries, along with base notes of grapefruit peel and aroma of lavender and basil. Rocktails uses a copper pot steam distillation process to extract the botanical flavours in small batches.

Katie Bain, co-founder of Rocktails said, "Our creations are the perfect fit for delis, farm shops and indie retailers as they really offer customers a premium botanical drink at an accessible price with no shortcuts. Customers are a lot more health conscious and are looking for more original, grown up flavour profiles – not just elderflower pressé.

"We carefully pair many botanicals in each blend and steam distill them for purity, with each drink being very low in sugar. The overall branding with foil detailing and recyclable glass bottle just adds to the overall elegant experience and desirability. Fortnum & Mason's, one of the leading independent retailers in the UK, described Rocktails as 'the find of the year'."

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



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# Thai Taste brings Vegetarian 'Fish' Sauce to market

Thai Taste has announced the addition of a Vegetarian 'Fish' Sauce to its range of authentic Thai products.

Thai Taste's new vegetarian and vegan-friendly 'Fish' Sauce is made from seaweed, enabling meat-free shoppers to enjoy the flavours of homemade Thai food.

Seaweed is known for its health benefits and is rich in vitamins and minerals, such as calcium, iodine, iron, protein and vitamin C.

The product is made from natural ingredients with no artificial colours, flavourings or preservatives, and is naturally gluten-free.

Jodie Cavaye, marketing manager at Empire Bespoke Foods, the distributor behind Thai Taste, said, "Thai cuisine is famous for including sweet, sour, spicy, bitter and salty flavours, all in one dish. Fish sauce is added to almost everything to provide the salty element. But what do you do if you're vegetarian? This flexitarian-friendly version is made from seaweed, so that everyone can enjoy authentic Thai flavours when cooking at home."

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



# Seggiano to unveil three new ranges at April's Farm Shop & Deli Show

Italian food specialist Seggiano will be unveiling new organic Italian pasta sauces, specialist balsamic vinegars and gluten free organic pasta ranges at this year's Farm Shop & Deli Show.

The Organic Pasta Sauces are classic Italian sugo recipes featuring Basil, Arrabbiata, Marinara and Puttanesca varieties. They are all made in Sicily by a family producer using Italian ingredients and an award-winning Sicilian extra virgin olive oil. The entire range is vegan and free from sugar and thickeners.

The new gluten-free offering is the first artisan version of its kind

on the market, according to the company. It is bronze drawn and slow dried at a low temperature resulting in a firm texture and bite.

Peri Egleton, co-founder of Seggiano said, "We found that only pasta crafted in the artisan tradition of bronze forming delivers the flavour and consistency worthy of a gourmet gluten-free meal for all the family."

Seggiano has also expanded its vinegar range to include Organic Rosé and White Balsamic Vinegars, as well as Super Dense Raspberry and Fig Balsamics.

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



# Cawston Press revises recipes to switch sugar with fruit

In response to the Government's impending sugar levy, Cawston Press has announced it will use only pressed fruit to sweeten its beverages.

Steve Kearns, managing director of Cawston Press said, "In some cases we are upping the fruit juice content by up to four times per recipe. For a small company like ours, that's an enormous investment. We know from our 30 years of experience in pressing fruit that nature does its best and it's a small price to pay to know that we're bringing the best drinks to the market."

Launching in April, the new range will consist of sparkling Rhubarb, Cloudy Apple, Elderflower Lemonade and Ginger Beer flavours.

Each of the new products contain under 90 calories and 31 per cent less sugar than before.

Steve continues, "We believe people deserve better and that hasn't changed. Artificial sweeteners just aren't us and mask the taste of our delicious ingredients. It seems a shame that despite many sectors in food and drink moving forward, for the most part soft drinks are still stuck in a time warp."

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

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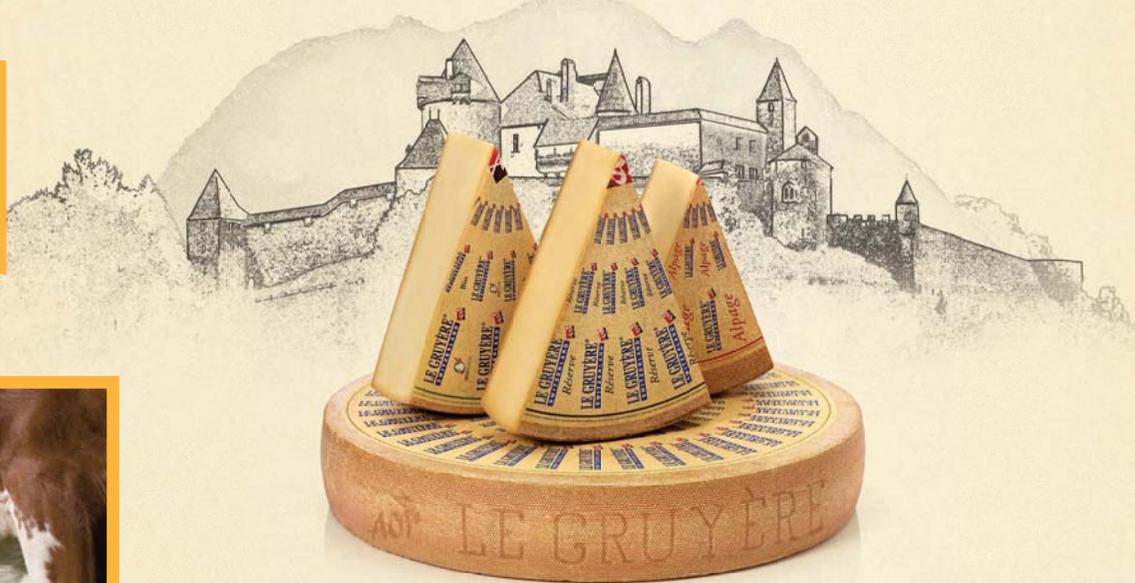
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## KRISTEN SCHNEPP GRINGA DAIRY



### “Life as an urban cheesemaker”

**M**ost people envision cheesemakers opening their doors to find animals frolicking in the pasture. I have the rumble of trains overhead and the chaos of SE London's Old Kent Road. Being an urban cheesemaker is certainly not a pastoral fantasy, but there are some real advantages to locating in an urban environment.

It's truly an exciting time for cheese in the UK. Artisanal British cheese is enjoying a significant upswing in popularity and traditional British territorial cheeses can be found in the far corners of the world. There is nothing more exciting than walking into a cheese shop in New York City and seeing cheeses on offer made

by your friends and colleagues. But what if you do something more unusual? Say, make Mexican-style cheeses? A niche business arguably requires a more significant level of go-to-market planning. The success (or failure) of your business may depend on it; perhaps even more so than on the quality of your products.

When I decided to start Gringa Dairy, there was zero chance we would find an indirect route to market. Determined to turn this into a strength, setting up in a metropolitan hub was the obvious choice. The ability to reach out to chefs during start up, build trust and convince them of the advantages of buying our cheeses was key to our early success. Now, five years into it, we have built lasting relationships with chefs and restaurant owners

and I could not be prouder of the mutual loyalty and respect we have with our customers.

We were also committed to an ethical and sustainable supply chain and there is no relationship more important to a cheesemaker than with the farmer who supplies milk. While on-farm production is viewed as the ideal in the cheese world, I believe there is value in the farmer and cheesemaker being separate business entities. Working collaboratively but separately, there can be better outcomes for everyone, including the animals we rely on. This can be maintained from London as easily as down the lane if you just commit to it.

Of course, there have been incredible lows. Rents are high, space is so limited we are now storage ninjas, the Council is a bit perplexed by a cheese business among the chicken shops. Something is always going wrong with kit that no one in London can fix. I have learned, much to my dismay, a lot of people really hate coming to London. And just try explaining how a pasteuriser works to the local machine shop you need to rewind the motor on your pump. If I had captured it on video, we could have been YouTube stars!

There have also been benefits

we did not foresee. Proximity has opened opportunities for collaboration. For example, we founded The London Cheese Project ([londoncheeseproject.com](http://londoncheeseproject.com)) with The Cheese Truck, an amazing street food trader and customer who has been with us since year one, and Patrick McGuigan, cheese judge and writer extraordinaire. Our aim is to promote appreciation and understanding of artisan British cheese. Born out of camaraderie and boozy lunches, we have now held two weekend-long cheese festivals and planning a third this coming May bank holiday weekend which should not only be a cracking good time but provide an opportunity for people to genuinely interact with cheesemakers, mongers and industry experts.

It is great to wake up every day and do something I am truly passionate about. Sure, there are days I want to burn the place to the ground, but mostly, it's a labour of love. We make the best cheese we can make, work with customers as fairly as we can, strive to run the business as ethically and sustainably as possible and have a beer at the end of a 14-hour day then wake up and do it all again. They do say blessed are the cheesemakers, I certainly hope it's true!

“ Setting up in a metropolitan hub was an obvious choice. The ability to reach out to chefs during start up, build trust and convince them of the advantages of buying our cheese was key to our early success ”

## GEORGE LANG THE CHEESE MERCHANT



### “Urban cheese: A force for good”

**I** started The Cheese Merchant with the vision of bringing a contemporary, fresh approach to the wholesale cheese sector. Over the last few years the face of the British dairy industry has really changed; cheese is increasing becoming part of our gastronomic culture here in then UK and people are loving being able to eat produce that is made down the road. It's an exciting time to be in the business.

Whether driven by demand, the need for diversification, or just for the love of cheese, many smaller artisan producers are setting up shop and yielding some really exciting results - there are now over 700 different cheese producers in the UK alone. A recent, and maybe surprising

trend, is the rise of inner-city cheese production (or 'Urban Cheeses' as we call them at The Cheese Merchant) so much so that we now have a whole area of the business dedicated to this market. With multicultural influences and expertise coming from around the world, British cities have become a melting pot of ideas and techniques, and the home of some pretty delicious cheese!

One of our Urban Cheese producers, Anthony, started Kupros Dairy in North London a couple of years ago. He struggled to find cheese that lived up to his Cypriot homeland's standards so he decided to take matters into his own hands and, using his grandmother's recipe, made his own cheese in his kitchen. It turned out to be a huge success and he now commercially produces the award winning halloumi-style,

Anglum, and a delicious Feta-style, London Fettle. Another great city-based trailblazer is Mario Olianias. Hailing from Sardinia but now based in Leeds, he produces the amazing Leeds Blue and Yorkshire Percornio from ewe's milk delivered directly from a farm just outside of Harrogate.

Many regional producers are really starting to experiment and bring new ideas to the table, too. For example, we are delighted to stock the Cornish Gouda Co. It was started in 2015 by 19-year-old Giel whose family had moved from the Netherlands to dairy farm, but like so many they were struggling to make ends meet due to years of poor milk prices. So they diversified and began hand-making Gouda using traditional Dutch techniques in a sustainable, eco-conscious way. An inspirational story, with a fantastic, award-winning product that speaks for itself.

The Cheese Merchant came about thanks to me wanting to share my passion for British cheese and having come across so many wonderful small producers making world-class products that weren't getting the exposure they deserve. I grew up on a dairy farm in the heart of Somerset, before training and working under Michelin-starred chefs and finally working for a

renowned cheese wholesaler back in the West Country. Since starting The Cheese Merchant, I have travelled the length and breadth of the country, meeting producers from all over and sourcing some of the most interesting and tastiest products out there. Our customers, such as Farmdrop and Patty and Bun, really care about where their food comes from and how it is made, and an integral part of our business is knowing our suppliers and their story. As you can see, many of them are small artisan companies that locally source milk (often from their own farms) meaning fair milk prices for farmers, as well as ensuring rural employment, minimal carbon footprint and high ethical standards.

So whilst the UK is arguably unrivalled at making world-class, traditional cheeses, such as Cheddars and Stiltons, we are seeing more and more influence from further afield. Cheeses such as Camembert, Mozzarella, Feta and Gouda are all being made on our shores with an astounding level of success and with some of the most ethically viable business models around. The British artisan cheese sector is definitely making waves and becoming a force for good.

# Talk Cheese

New retail perspectives from industry experts

News, opinion and comment from dairy insiders

## International Cheese Awards sets sights on improving dairy sector standards

**This year's International Cheese Awards, taking place in Nantwich from 24th until 25th July, is set to undergo a transformation, according to the show's organisers.**

The team behind the awards have stated that attendees can expect increased categories, new awards and a brand re-positioning to focus on the quality of the judges and the judging process.

This year will also see the show host the first Retail Cheese & Dairy Awards, which have been formed to help retailers engage with their shoppers in a format that is more consumer-friendly.

Another key element of the 2018 edition of the show will be the launch of the Cheese Accompaniment Awards. The awards will showcase the leading cheese accompaniments in categories such as Best Chutney, Best Charcuterie and Best Pickle of the Year.

Chris Chisnall, chairman of the International Cheese Awards said, "Over the last 12 months myself and the committee have been working hard to firmly place the show as the world's leading cheese and dairy awards by the quality of our judges and the judging process. The purpose of this is to educate consumers to the importance of a logo on-pack and ultimately increase sales across the category."

"We are also launching our new marketing campaign entitled 'Only the Very Best in the World Taste Victory', which will feature award-winning product photography from our key sponsors."

"We have also been working with retailers to launch the Retail Cheese and Dairy Awards, which will be hosted at this year's show. The new format has more categories and classes featuring a more iconic brand and simplified terminology that is more marketable to consumers."

## Belton Farm introduces new range to US market

**Belton Farm has launched its new look range alongside its Red and White Fox brands in the US by showcasing the products at the Winter Fancy Food Show 2018 in San Francisco.**

The family-run Shropshire business, working alongside UK partners Coombe Castle International, has joined forces with the Atalanta Corporation to deliver its award-winning range of classic, contemporary and vat-made British cheese to consumers stateside.

Atalanta is the largest privately-held food importer in the US, specialising in cheese, charcuterie, deli meat, grocery and seafood from around the world. The company recently acquired ANCO, which was one of the largest speciality cheese importers in the US.



Justin Beckett, managing director of Belton Farm said, "We have worked with our UK partner Coombe Castle International for 25 years, and we're now very much looking forward to working alongside the team at Atalanta."

Together I believe we have the expertise and experience to develop and grow in an ever-expanding market as Atalanta has the versatility to meet the requirements of every market, from commodity to speciality."



## British Cheese Awards to celebrate 25th anniversary with bumper offering

**The British Cheese Awards 2018, taking place on 30th May at the Royal Bath & West Show in Somerset, expects to showcase a bumper 1,000 cheeses to celebrate its 25th birthday.**

Judging for the awards takes place from 9am and members of the public

will be able to observe the judging process from a dedicated area in the judging room. Experts will score the cheeses on presentation, texture, aroma, flavour and balance, with scores determining whether a cheese receives gold, silver and bronze medals.

Last year the competition attracted entries from 148 cheesemakers from over 54 countries. For 2018, 90 judges will taste 136 classes of cheese in nine categories.

As well as the awards there will also be the Cheese Marquee, where British cheesemakers who have entered the awards will be selling their products. There will be a variety of cheese tastings and talks planned throughout the day.

Peter Michell, chairman of the British Cheese Awards said, "This is a great event for owners of delis, farm shops and other food shops to visit as they get to see the great breadth of cheeses that are made in the UK today, and meet some of the cheesemakers."

"As well as the awards, visitors can view the Cheese Marquee where some of the cheesemakers who have entered the awards will be selling their delicious cheeses, making it a great sourcing and tasting opportunity for fine food shop owners."

### CHEESE NEWS FROM AROUND THE WORLD

#### DAIRY ASSOCIATION'S NEW GUIDELINES APPROVED BY THE EU

The European Union has approved two sets of guidelines which aim to set safety and quality benchmarks for cheese in the processing industry.

The European Dairy Association's (EDA) guidelines for cheese being used as a raw material and Assinfonte's Good Manufacturing Practice For Processed Cheese were both approved.

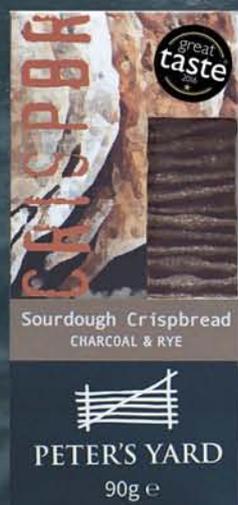
"The guidelines are a concise and state-of-the-art compendium on the high safety and quality of cheese as raw material within the processing industry. Both guidelines, which will be translated into all 23 official EU languages, underline the global leadership of the EU cheese and processed cheese industry also when it comes to safety and quality," said Alexander Anton, secretary general of EDA and Assinfonte.

#### CHANGES IN CAMEMBERT LABELLING SPARKS CONTROVERSY

The Institut National de l'Origine et de la Qualité (INAO), a French body that governs the appellations for food and drink, has agreed to revise its strict rules in a way that may allow larger producers the flexibility to label their Camembert products the same as smaller Normandy-based producers following traditional methods.

For some time consumers have had to distinguish between non-AOP pasteurised cheese as 'Camembert fabriqué en Normandie', and the non-pasteurised as 'Camembert de Normandie'. Large producers of Camembert have long fought for loosened regulations, taking the production of cheese outside of the appellation so that they can use pasteurised milk.

What has been deemed a victory for the major manufacturers, France's Institute of Origin and Quality announced that starting in 2021, dual designation will be replaced by a blanket 'AOP Normandy Camembert' label that covers cheese made with pasteurised milk as long as at least 30 per cent of the milk comes from Normandy cows.



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PETER'S YARD



## Quicke's unveils its first mixed milk cheese

Quicke's has launched new cheese Lady Prue, its first-ever mixed milk cheese, with the first wedges available exclusively from the Heritage Cheese stall in Borough Market.

Named after owner Mary Quicke's mother who built the original cheese dairy at Quicke's

in the 1970s, the cheese combines goat's and cow's milk to create a pale and delicate clothbound cheese. It is one of only a handful of mixed milk cheeses being made in the UK.

The unveiling of the cheese marks the beginning of a new partnership between Quicke's and Heritage Cheese – a stall that specialises in

traditional British cheese. Quicke's notes that the stall will act as a new home for the cheesemaker, and will provide the ideal testing ground for new concepts, such as Lady Prue.

Mary Quicke said, "Harking back to the very first truckles made at Home Farm, this cheese encapsulates so much about our past, present and future. My mother was trained as an artist and later established the dairy and it's her artistry which still runs through the veins of the business today, pushing us to experiment with our craft. This commitment to pushing boundaries led us to mix goat's and cow's milk and the result after three months came out so much better than we could have expected.

"Having spent a number of years working in London before I returned to the farm, I know that it's home to some of the finest cheesemongers, affineurs and food halls in the world, so it's important for Quicke's to have a strong presence here. In honour of our London friends, Heritage Cheese is our first exclusive stockist for Lady Prue and we can't wait to hear what Borough Market's enthusiastic and discerning visitors think of it."

## Renowned cheesemaker revives butter recipe

Cheesemaker Joseph Heler has announced that it will be reviving its Cheshire Butter – a product that the company stopped making back in the 1970s.

Whey cream – which is part of the cheesemaking process – is used to create the butter. The company states that the whey helps the butter

to develop a unique character that is richer in depth than the mass-produced sweet cream butters.

Made with pure Cheshire cream and Maldon Sea Salt, the product comes packaged in black and gold foil and emblazoned with the Joseph Heler logo.

Mike Heler, managing director of Joseph Heler said, "This Cheshire



butter is completely unique – it's batch-made with 100 per cent Cheshire cream and Maldon Sea Salt to give it a distinct rich and creamy taste."

## JUSTIN TUNSTALL RETAIL CONSULTANT



### "Nice or nasty?"

In a few weeks we'll be assessing the finalists in the Young Cheesemonger of the Year competition at the British Cheese Awards. We'll test their dexterity and knowledge, but one aspect of their role is pretty much taken as a given: all the entrants will be unfailingly well behaved and polite.

When I entered the cheese world, just 10 years ago, my mentor, Juliet Harbutt, told me that the industry was staffed by 'lovely people', and that pretty much tallies with my experience. Perhaps it's a function of the meeting of customer-facing retailers and wholesalers, and artisan cheesemakers who generally operate heads down with scant opportunity to meet the fans of their products. Cheese events are generally cordial and friendly affairs. Despite being in competition with some of our peers, the understanding is that we are all part of a wider industry, and that our common welfare is important. And, as with the youthful cheesemongers, good manners prevail.

Nonetheless, recently I've heard complaints about how some retailers are treating current and prospective suppliers. Examples quoted include not being available for pre-arranged meetings, telling suppliers that "Anyone can do what you do", and of course, evading payment. When selling in, a supplier needs to develop resilience to rejection, but the reports have come from people who have been trading a good few years and are certainly not over-sensitive 'snowflakes', as the Internet forums might have it. I'm sure that these deli owners are always polite with their customers, but behind the scenes, seem to behave differently. Advice

columns and agony aunts suggest that to know someone when out on a date, watch how they behave with waiters – this is similar ground.

Many start-up owners come from less than pleasant business backgrounds – I was certainly one of those. There's a famous Hunter S. Thompson quote about my old stomping ground: "The music business is a cruel and shallow money trench, a long plastic hallway where thieves and pimps run free, and good men die like dogs. There's also a negative side." On leaving that world, I resolved to behave better. Running things my way led to a pleasant atmosphere in which to work; I had no complaints from staff, nor suppliers. Thankfully, I hadn't brought the old 'corporate culture' with me. Perhaps some do. There's been a lot of coverage about misuse of power in recent months; now free of being 'beaten up' by bosses, are shop owners giving themselves permission to start bullying their underlings and suppliers, too?

Or is there a wider cultural phenomenon at play? I'm always aghast at how fictional 'patients' interact with 'doctors' on TV hospital shows. I'm all for assertiveness, but fear that when shown these examples, people may believe that this is the way to behave and adopt a confrontational attitude, when it's neither required, nor appropriate. Perhaps the deli-owners are modelling themselves on the *Dragons' Den* model. Get over yourselves. This is a pleasant business in which to work and to make a living, please don't sour it with poor behaviour to those over whom you have some power.

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\*In a survey conducted by respected trade magazine, Fine Food Digest.

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



# CHEESE PAIRING 101

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and charcuterie share their tips

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## CHARCUTERIE

We chat with Sean Cannon of  
Cannon & Cannon

### WHY PAIR CHEESE WITH CHARCUTERIE?

In the UK we are definitely embracing a more continental style of eating. Perhaps less so drinking – but we are making some progress on that front with the proliferation of more complex, carefully produced ‘craft’ beers and organic, bio dynamic and ‘natural’ wines encouraging us to savour our booze rather than consuming as much as we can, as quick as we can for as cheap as we can. In our eating habits, we are getting used to ‘small plates’ in our eateries and a more informal approach to meals. I’m an advocate. I like a meal to stretch out. I like to try lots of different tidbits and a sharing platter is the perfect way to commence or indeed to end a meal. If you are hosting, a simple

and impressive start to a meal is a well designed and striking sharing board of charcuterie and cheeses with pickles, fruits and crackers. It is easy to prepare, interactive and allows guests immediate sustenance in an informal manner – encouraging interaction and mingling. At the end of the meal, it allows the evening to extend on, picking at tasty morsels over nice booze and conversation. When you love food and drink, why not make it last all evening?

### IN TERMS OF RETAIL AND PRODUCT CARE, HOW DO THE TWO WORK TOGETHER?

They need to be separate due to food safety rules but they do complement each other in close proximity. They are natural bedfellows and do require similar care. In the UK we

### CRACKERS

Wendy Wilson-Bett, founder of  
Peter’s Yard, shares her advice



With so many cheese biscuit brands on the market, retailers are best stocking distinctive products that offer exceptional quality and a guaranteed rate of sale. To encourage sales, building an attractive product display always works well especially if the display is carefully sited so that it will also generate secondary sales. For example, positioning savoury biscuits and crackers next to a cheese counter has been proven to be successful and this is when stocking a range of simple cheese biscuits and crackers comes into their own. A product that is sufficiently versatile to accompany a wide selection of cheese will have

great appeal to consumers and therefore guarantees a good return for the retailer.

When selecting biscuits for cheese, it’s wise to choose carefully as anything that is too strong in flavour will steal the limelight from the true star of the show – which should always be the cheese itself. A more neutral flavour, like the Peter’s Yard crispbread, doesn’t inhibit the taste of a good cheese but it a mature, hard cheese or fragrant goats’ milk cheese. You need the biscuit to be subtle enough to allow the cheese to be the hero and that’s why we call Peter’s Yard’s crispbreads ‘the natural choice for cheese’.

Shoppers are only likely to choose just one or two good quality cheese biscuits to accompany an entire cheeseboard selection, so it makes sense to stock a brand that ticks all the boxes in terms of taste, texture and visual appeal.

“ If in doubt, look local; pair a cheese with a wine from the same region and, more often than not, the two will be brilliant together ”

are much more cheese focused with charcuterie an afterthought. On the continent, the charcuterie counters on the local supermarkets are the hub of the activity often five deep with customers clamouring for service whilst three or four slicers whirl away all day long. Cheese is perhaps more of an afterthought – and the selections often far less interesting than the top cheese counters in the UK. I long for UK charcuterie counters to catch on. It is a matter of time in my view, what with the quality of British cured meats, though I do still feel our industry needs to focus on getting prices down and more into line with continental prices. This will come with scale as the demand and interest we see from consumers is impossible to ignore.

#### WHAT ARE YOUR FAVOURITE PAIRINGS?

Pairing charcuterie with cheese requires strong flavours as cheese is naturally more dominant. Culatello from Blackhand charcuterie in London with a firm, light slightly acidic

goats cheese like Ribblesdale from Yorkshire; bold and silky Coppafrom Cornish Charcuterie with Mrs Kirkhams Lancashire; Blood, wine and chocolate salami from Trealy Farm with that king of blue cheeses Stichelton. My ultimate food/drink combination that I would absolutely choose as my last meal would be a quality French sweet wine such as a Sauternes with a strong, salty blue cheese like a Roquefort. If you have not tried it, then you absolutely must.

#### COULD THE UK'S CHEESE AND CHARCUTERIE SECTORS WORK CLOSER TOGETHER?

I think they do within the natural bounds of us all being exceptionally busy trying to make our businesses work in tough trading conditions. In the upcoming and inaugural British Cured Meat Awards (britishcuredmeatfestival.co.uk) the organisers of the World Cheese Awards are overseeing the judging. Somerset Charcuterie use Draycott Blue cheese in one of their snacking salamis. We are fighting the same

fight and trying to build the same dream: the UK as a world leader in craft food and drink. It's no easy win and takes a lot of work for often scant reward, but it does leave a legacy and it does go some small way to ensuring our future as a proud farming nation. I think we all accept that to build something as big as this is worth more than the quick lining of pockets – and we are all dedicated to that.

#### IS THERE ANYTHING INDIE RETAILERS CAN DO TO AID THIS?

It's all about the tastings and keeping it local. Producers and wholesalers like us are keen to get out and meet people and let them taste our produce. Find out who your local charcuterie producer is and get in touch. I'll bet they'd gladly come into your store and meet your customers and encourage them to taste their produce – and I can bet your customers will be amazed by the quality, craft and dedication to excellence, and they will want to support both you and our hard working artisans.

## WINE

**Nick Beck, sales director for Borough Wines Imports, discusses this classic pairing**



When approaching any kind of food and wine matching, a good starting point is to consider how intensely flavoured the dish you're trying to

match is and then aiming for a wine of equivalent power. For example, a big bruiser like Cabernet Sauvignon would completely overwhelm a delicate cheese like sweet, young

Comté, but would get along very nicely indeed with a punchy mature Cheddar. Similarly, light Pinot Noirs should be sipped with comparably delicate cheeses – Taleggio or Gruyere work well, as they complement, rather than conceal, the wine's fine fruit notes.

Texture is another key consideration and – as with flavour – you're looking for an affinity between the cheese and the wine. Harder cheeses like Parmesan work well with more tannic red wines, while softer cheeses are best with lighter, softer whites. In the case of Brie and Champagne, the latter proves a good

match to the soft, creamy cheese because it is comparably delicate and smooth, while the wine's natural high acidity and bubbles also provide a pleasing, palate-cleansing freshness.

Salty and sweet flavours work well together thanks to their contrast, too; there's a real affinity between stinky cheese – anything blue, or in that style – and sweet wines. And for those of you who are lovers of chilli cheese, try that with an off dry rose and you won't be disappointed!

If in doubt, look local; pair a cheese with a wine from the same region and more often than not, the two will be brilliant together.



## JULIETT HARBUTT

### “Wine, beer and cider – which loves cheese more?”

The best thing about trying to pair cheese with a wine, beer, cider or whatever tickles your taste buds is discovering the extraordinary effect different drinks have on the texture, mouth feel and overall flavour of the cheese. Even different ages of the same cheese appeal to different partner. A bit like real life. And there is always a lively debate as to who's “right” or “wrong” as to what does or doesn't work.

This is partly due, of course, to the history of the taste buds participating and how much they like a particular cheese. If someone's favourite combo to date is Babybel and Carlsberg, then trying to get them to identify the right blue to match a Viognier is going to soar like an eagle over their beer-sodden head.

Defining what works is also difficult because cheese, unlike wine, has a vintage every day. Ergo every day the weather, grazing, the state of the animal and the mood of the cheesemaker influences the flavour and texture, as does what has happened to the cheese since leaving its cosseted cellar days or even years ago.

So, unless you buy cheese from a knowledgeable cheesemonger who nurtures not neglects those in his care, the cheese, especially high moisture cheese like Brie or a blue, could be under ripe, over ripe, dried out, covered in mould or simply a deceased cheese. And each of those will appeal to an entirely different partner.

So what do you do? Give up? Hardly. You just need to stop and

think when tasting, be open-minded and acknowledge it is the journey, not the final result, that matters! Which wine goes with which cheese, particularly when you want to offer a range of cheese, is a quest without end, a matter of personal opinion and a source of endless pleasure. What little I have learnt I will pass on in the hope that it may prevent the reoccurrence of just one nasty wine and cheese party.

The whiter and softer the cheeses, like Feta or fresh, rindless cheese, the drier and whiter the wine. As the interior becomes more dense and deepens in colour from pale cream like Brie towards pale sunshine yellow of a Tomme to the orange-brown washed rind of Pont l'Eveque, the wines need to have increasing power, depth and colour. Hard cheeses can match the power and depth of a good red, though the reds with soft tannins like Merlot and Pinot Noir are better than the big bold reds unless it is big bold hard cheese like vintage Cheddar or Pecorino. Blue cheese with high salt loves sweet wines but not all blues are very salty, so most are happier with an aromatic, not too sharp, white like Viognier, dry Riesling or even a rosé.

Red wines prefer harder cheeses, while creamy cheeses coat the palate and need acidity to cut through without attacking the sweetness. If you are still confused and think it's all too hard then grab a cider that's not too dry, or your favourite pale ale, and discover that they make excellent partners with most of the cheeses you will meet on any journey!

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

## PERFECT PARTNERS



### Jeremy Bowen of Paxton & Whitfield shares his need-to-know pairings

#### CLASSIC

● **Tawny Port and Stilton** – this is a classic match for everyone to enjoy at Christmas. We've been savouring this perfect partnership for centuries, and quite rightly so. But, just to add a curve ball into this, enjoy a chilled (not cold) Tawny Port with a slice of Paxton & Whitfield's Cave Aged Cheddar. It's a delicious combination for a simple summer supper.

● **Goat's Cheese and Charcoal Crackers** – another classic pairing. Add a little sweetness to this by using some of Paxton & Whitfield's Caramelised Onion Chutney. This can be used as a simple and striking canapé.

● **A Farmhouse Cheddar with a good chutney** – what more could you ask for on a summer's day than a delicious hearty slice of a Montgomery's Cheddar and some of Paxton & Whitfield's No 93 Ale Chutney. A rich and tangy chutney made with Bramley apples, plums and Paxton's very own English real ale.

#### NEW KIDS ON THE BLOCK

● **Sherry with cheese** – Sherry is traditionally matched with jamón, dried almonds or other tapas – depending on the Sherry's flavour profiles. If you have an Amontillado, accompany it with thin shavings of Berkswell, a ewes' milk cheese from the Midlands. Alternatively you can pair the sherry to some artisan cheese biscuits, like

Paxton & Whitfield's Shropshire Blue & Sweet Onion Cheese Squares.

● **Rum and cheese** – a new pairing, and current favourite, is Cornish Kalkar Rum, a distilled rum, blended with single-origin cold coffee brew, matched to Goddess, a semi-washed rind cheese made from Guernsey cow's milk. It is a great combination.

#### ON TREND

● **Parmesan, Sauerkraut and Vino Verde** – fermented foods are 'on trend' for 2018. Classic sauerkraut matched to a good Parmigiano Reggiano and a glass of crisp Vinho Verde. A cracking combination.

● **Sake and a Territorial** – drinking sake is becoming more popular in the UK and Paxton & Whitfield has recently carried out cheese and sake tastings for distributors in London. A superb match for Jeremy is sake, at room temperature, with Appleby's Cheshire. Both of the subtle flavour profiles of the wine and the cheese really complement each other.

## CHUTNEY

Guy Tullberg, managing director of Tracklements, gives his pairing recommendations



**Hard cheeses** like Cheddar, Pecorino, Gloucester and Manchego can vary from mild to strong, nutty to creamy. As a rule of

thumb, a young mild hard cheese needs to be balanced by a sharp, fruity chutney like Tracklements Spiced Plum Chutney whereas an aged, strong hard cheese shows better with a sweet, rich chutney like Tracklements Original Onion Marmalade or their Damson Fruit Cheese.

**Blue cheeses** like Stilton, Roquefort and Cornish Blue all have their own, very distinct characteristics but they share a common style of being sharp, strong and piquant with a tendency towards saltiness. A sweet, fruity chutney is what's needed to counter the saltiness and complement the tangy-ness. None is more suited than Tracklements Apple & Cider Brandy Chutney with its zesty Bramley apples and rich, smooth cider brandy from Julian Temperley.

**The crumbly** – Cheshire, Wensleydale and Lancashire are moist and mineral with beautiful acidity and a distinctive cool texture which can be enriched by a sweet-sour chutney with subtle spicing. Our favourite is the ever popular

Tracklements Apricot & Ginger Chutney whose gentle ginger heat and sweet, rich apricots work their magic with this style of cheese.

**For the softies** – Brie, Camembert, Tunworth - the perfect pairing is Tracklements Cranberry, Port & Orange where the tart flavour of cranberries combined with zesty orange balances out the creamy texture and rich flavours.

**Goat's cheeses** – particularly Crottin, Ragstone and Cerney Ash have an earthy, pungent flavour and a soft and creamy texture which begs for a rich, sweet relish with an attractive texture. Nowhere is there a relish more suited to them than Tracklements Sticky Fig Relish.

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# MEET THE DISTRIBUTOR

An international outlook and considered approach has seen RH Amar become one of the most respected businesses in food and drink



Some of the biggest businesses in food and drink come from surprisingly humble beginnings, and this is certainly true of distribution experts RH Amar. To see the the fine food specialist's High Wycombe HQ you'd be right in thinking that the company is at the top of its game – and an enlightening conversation with its MD, Rob Amar, reveals just how far the business has come during its 70-plus years of service. “The business was started in 1945 by my grandfather, Raoul Amar,” he told *Speciality Food*. “He'd come to the UK from the south of France in the 1930s, and the scarcity of food for six or seven years after the Second World War ended led him to work with his contacts in France to source food for the hungry British public.” Typically spending one week a month in France sourcing and the other three selling in the UK, Raoul was sowing the seeds of a thoroughly international business.

It was in the 1970s that RH Amar got fully immersed in the fine food market, focusing on packaged grocery rather than bulk, and working with the now widely-recognised Filippo Berio olive oil from 1983 put the distributor on the speciality radar. Rob explains: “Up to that point olive oil was only available in chemists and the odd Italian deli, but it wasn't available in mainstream retail. We essentially created the olive oil market in the

UK, and around that – partly linked to my grandfather's Mediterranean roots – we were particularly strong in products like antipasti, olives and tomatoes.”

The distributor's hunger for far flung foods boomed in the Eighties, from which point its speciality became sourcing new and interesting products as appetites for international flavours emerged in the UK. “We were one of the first to have an Asian range,” says Rob, “as well as Caribbean, African, and even Polish 12 years ago when we saw a growing market for that. International foods have been hugely important to our history in terms of what we've brought to the market, and we're excited to carry on down this path.”

RH Amar's 90,000 square foot warehouse is packed to the rafters with thousands of products demonstrating the very best in their categories, from Crespo's much-loved olives to Italy's best-selling Mutti tinned tomatoes. “We cover a large number of categories – around 20 in total,” says Rob. Supplying to wholesalers such as Cotswold Fayre, Hider Foods, Suma and Cress Co, among others, allows for a smooth transition between producer and retailer. “This helps our customers in terms of consolidation and helps to streamline their supply chains,” he continues.

Delve into the expansive RH Amar product catalogue and you'll

see that every item is high quality as well as boasting a realistic price point – it's key to this distributor that the producers they work with share the same values in terms of premium positioning and an aim to benefit the retailer and end consumer in terms of enjoyment and value for money. From foodservice commodities – where even products such as garlic puree and canned mushrooms are always best in class – to fine food, the collaboration process always begins with the taste: “If we don't like the product, we won't work with the brand,” insists Amar.

In speciality terms, RH Amar works with a number of brands with a proven track record of strong sales and loyal customers in the UK. Buiteman savoury biscuits from the Netherlands, Busch meringues from Germany, and Italy's Drogheria & Alimentari are all stand-out

examples. Rob also names Ella's Kitchen, English Provender, Kikkoman and its successful company-owned offerings – Cooks&Co and Mary Berry's – as brands which have earned sizeable demand from both speciality and mainstream retail. “We are sourcing products from around 20 countries, so are in effect giving our customers access to ‘the world under one roof,’ an attractive proposition, especially considering the widespread appeal of international flavours and classic products from familiar brands in Britain today.

An offer like that can only come from a sizeable operation, and RH Amar's books show the kind of scale needed – in a typical week it receives 30-50 containers, and dispatches more than 1,000 pallets – but this hasn't come at the detriment of a personalised approach. “It's important to us that the brands we

work with support the speciality sector rather than focus solely on mainstream and then treat independents as an afterthought,” says Rob. “Indeed, in many instances – for example with Mutti right now – it is the fine food independent sector where we first build a solid and loyal following for the brands we distribute. We also have a dedicated team working on the speciality sector and so are always looking for ways to better support wholesalers and their customers.”

In line with this is RH Amar's continuing task of bringing appealing products into the speciality market, and a new distribution deal with iconic nut brand Planters is a great way to kick 2018 off in style – high in quality and with stand-out shelf presence, they're a great example of the new launches Rob and his team are targeting at the fine food sector and its independent retailers. Other new ranges are in the pipeline, too, ready to satiate consumer demands and provide a further boon to retailers.

“RH Amar is continuing its history of bringing new and exciting products to the consumer,” Rob finishes. With over 70 years of experience behind them and a passionate team at the helm, we can't wait to see what they present to us next.



“ Social responsibility is at the core of how we operate. We give 10% of our profits to charity, and try to minimise our environmental impact through supply chain efficiency from producer to end customer ”



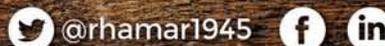
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www.rhamar.com @rhamar1945



# FOOD & DRINK EXPO 2018

The UK's leading food and drink trade exhibition is set to showcase the industry's most exciting new epicurean trends

This spring from 16th-18th April, Food & Drink Expo will return to the NEC in Birmingham, showcasing some of the industry's hottest new brands and talent. The show is set to offer advice from thought leaders and provide consultancy on some of the most pressing topical issues and trends from reducing plastic packaging to the incredible rise in consumers looking to include more plant-based food in their diets. A behemoth of the UK's food and drink calendar, the exhibition promises an exciting speaker programme covering food waste, personal nutrition, brand building, how SMEs can thrive in a tough marketplace, provenance and food pairings.

The show will provide buyers from the grocery, wholesale, foodservice, manufacturing and speciality retail sectors with a wealth of information and product sourcing opportunities all under one roof. Nearly 1,500 suppliers will showcase their latest innovations to thousands of visitors across the newly five-strong co-located events. For the first time, this year Food & Drink Expo will run alongside four complimentary shows – Foodex, Farm Shop & Deli Show, National Convenience Show and, new for 2018, The Ingredients Show. With over 100 live events and 250 speakers across the show portfolio, Food & Drink Expo retains its position as a show that owners and buyers in the food business can't afford to miss. The cross sector visibility at show offers a unique opportunity for buyers and business owners to not only learn from their business peers, but also to take inspiration from new trends impacting the industry.

Dan Dixon, sales director at Food & Drink Expo, said: "The show only takes place every two years

but provides a unique, first-hand opportunity to see some of the most exciting and of-the-moment products on the market. The event also affords buyers and representatives from foodservice and grocery industries the chance to meet the people behind these businesses. In an ever more digitalised world, this is often an invaluable opportunity to understand product USPs, as well as offering the opportunity to build one-to-one relationships with key people."

## Pavilions and cross-country representation

This year, visitors will be able to see and sample produce from over 25 countries including Canada, China, Cyprus, Dubai, France, Hong Kong, Iceland, India, Iran, Ireland, Italy, Latvia, Malaysia, Netherlands, Russia, Slovakia, South Africa, Spain, Sri Lanka, and Turkey. This provides an unparalleled opportunity to gain key insights and tap into global trends.

Helping buyers to identify unique products from around the world, the show will feature nine pavilions. These include Taste of Nova Scotia; Taste Cork; Food & Drink Wales; Scotland Food & Drink; the Italian Trade Commission; Orkney Quality Food; and Drink Chambre D'Agriculture De Dordogne, as well as further flung Dadao TONGTU (Beijing Expo) and Iran International Exhibitions Co.

## On-trend exhibitors

Each year, Food & Drink Expo provides a unique experience to see some of the hottest market trends brought to life through new and exciting brands on the market. This year's show will be no different with an array of products on show including floral tasting notes,



MATT RYMER

fermented ingredients, Korean cuisine and more.

Delicious, handmade, 100% raw kombucha tea brand GO! Kombucha will be exhibiting at this year's show. With fermented foods continuing to gain popularity and kombucha tipped as one of the biggest wellness trends of 2018, their products offer a great opportunity to demonstrate an on-trend drinks offering and tap



MATTHEW FORT

into an area with strong interest from consumers.

Another hot confectionery trend is marshmallows, represented at the show by a number of companies. The Marshmallow Factory produce a range of handmade marshmallows – with flavours such as Marvelously Mint, Sassy Strawberry and Smashin' Passionfruit – using only the best ingredients to create



a product which is naturally low in fat, as well as gluten, dairy and egg-free. Meanwhile, Grown up Marshmallows are naturally gluten and fat-free, creating bespoke handcrafted marshmallows in flavours such as Banoffee Buzz and Bombay Gin.

A number of exhibitors will also be on show with 'better for you' snacking products, demonstrating one of the biggest overriding trends in the food sector today. Exhibitor Munchy Seeds is a great example of this, producing toasted seeds including Honey Seeds, Super Berry and Omega Sprinkles. Its toasted seeds are gluten, wheat and yeast-free and contain no artificial colourings, flavourings or preservatives, as well as being suitable for vegetarians and with five products that suit a vegan diet, too.

Seeds are still an important sector for health-conscious consumers and retailers, and every last Munchy Seed is crammed with natural goodies like protein, fibre, iron and zinc. Sprinkle them over breakfast or lunch, stir them in to a soup or casserole or just nibble away for a nutritious snack. You choose.

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bread were produced through this initiative.

### The Grocer Talking Shop Live

Alongside the exhibition itself, Food & Drink Expo will once again provide an insightful series of live seminars sharing the very latest food and drink trends, tackling industry issues and quandries and examining predictions for the future. The collection of sessions will be hosted by some of the food and drink industry's movers and shakers. The event theatre will provide the opportunity to enjoy lively discussions hosted by high profile speakers and garner astute market insights and ideas to support growth.

Emily Foster from Glowing Potential will host a session on new health movement 'personal nutrition', discussing this emerging category's potential and explaining how to tap into this trend for successful personalised products, services and retail experiences. The panel of industry experts will include MBA registered dietitian Mariette Abrahams and co-founder of SpoonGuru Markus Stripf.

The session on 'One mission, many choices - the blurring lines between retail and foodservice, and

the key consumer trends spanning both sectors' is set to provide some fascinating insights. MCA and HIM will provide their expert views on foodservice and retail consumers and how they are essentially the same individuals, and are affected by the same trends when on a mission to purchase food, whether for in-home or out-of-home consumption.

Food scene stalwart and BBC Radio 2 presenter Nigel Barden will return to the show, hosting a session with the Happerley board on perfecting provenance. At a time when consumers have lost trust in much of the food they buy, full disclosure is a must for smart food producers. Nigel Barden will explore this hot topic with Happerley - the food provenance organisation, and the new standards they have implemented to benefit the industry and empower the consumer. The all-star panel will include Happerley founder Matt Rymer, Peter Jinman OBE (CEO of Happerley, head of Defra Animal Welfare Committee, former head of Royal College of Veterinary Surgeons), CEO of Mid-Counties Co-operative Philip Ponsonby, TV presenter Cotswold Farm Park's Adam Henson, Adlington Farm brand owner Rod Adlington and Cotteswold Dairy

brand manager Rosanne McKewan.

Also speaking at show will be Love Food Hate Waste Ambassador Richard Fox, who will host an all-star line-up of food and sustainability experts including Manchester Metropolitan University chartered waste and resource manager Amanda Reid, The Co-Op's corporate responsibility manager Hannah Gallimore, renowned food writer and critic Matthew Fort and Adam Handling of the Adam Handling Group. These leading representatives from the academic world, retail and broadcast media will discuss one of the biggest issues facing the industry today, tackling waste reduction, sustainability and the impact on business and society.

With the one in five UK teetotalers wanting more from

their soft drinks, the session from Graeme Loudon from CGA will help provide inspiration on how to refresh your stock with a deep dive into this booming market, from zero alcohol beer to spirit-free gins. Plus, a top mixologist will mix some enticing selections live on stage. Graeme will be joined by Adam Phoenix who is the bar operations trainer at molecular mixologist focused cocktail bar, The Alchemist.

Food & Drink Expo is co-located with four other events - The Ingredients Show, which is new for 2018, Foodex, Farm Shop & Deli Show and National Convenience Show.

**To register for free, receiving entry to all five shows, visit [foodanddrinkexpo.co.uk](http://foodanddrinkexpo.co.uk).**

Meanwhile, the drive for ethical production and brands can be seen in exhibitor The Date Project who ethically source the finest medjool dates from the Jordan valley inside Jordan, hand-selected and packed by a community of Syrian refugees who are employed in the process. The Date Project was established in 2015 by a few inspirational SKT Welfare volunteers in Bradford with the ambition to raise funds for the Al-Huda Bakery in Syria by selling a box of the finest medjool dates for £10 during Ramadan. In the first year of the project, 100,000 loaves of bread were distributed by the Dates4Syria project. In 2016, a staggering 3.5 million loaves of



“ In an ever more digitalised world, Food & Drink Expo is an invaluable opportunity to understand product USPs, as well as offering the opportunity to build one-to-one relationships with key people ”

DAN DIXON, SALES DIRECTOR OF FOOD & DRINK EXPO



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### 1 THE SOULFUL FOOD CO

The Soulful Food Co creates award-winning, nutritionally balanced food for people on the go. Their range of Mac'n'Cheese products, Soups and OnePot meals help people to make the right nutritional choices, with options including gluten-free, vegan, low salt and low fat recipes. Ranging from traditional British fare to the company's take on Eastern classics, the self-contained meals are a tasty option for lunch, on-the-go or a stress-free evening meal.

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

Stand  
B68

### 2 AMERICATESSEN

With over 25 years in the business, Americatessen was not only the first and only importer and wholesaler of key American groceries into the UK, but is still the leader in the speciality market. The company specialises in quality with a proven track record and supply products with market awareness and reliability. Food trends vary from one month to the next, and breakfast cereals are tipped to be a trend to follow.

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

Stand  
L199

### 3 OLD RECTORY PRESERVES

An artisan maker of a range of multi-award-winning preserves, jellies and marmalades. The range of flavours is inspired by classic combinations of fruit and herbs – the company uses heritage fruit varieties where possible to give the preserves a unique taste. The aim is to create products that maintain the principles of using quality, locally-sourced ingredients with no artificial additives. The producer also makes a range of preserves using fruit foraged from the renowned Elveden Estate in Norfolk.

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

Stand  
F62

### 4 AVLAKI

Avlaki's range of premium olive oils are organic, extra virgin, unfiltered and from single terrains. Grown organically in the Greek island of Lesvos, the olives are picked only in December when they're considered at their very best. The olives are then milled within 24 hours and bottled unfiltered within weeks of harvesting to capture the aroma and taste of freshly-milled, premium quality olives.

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

Stand  
L98



## 5 BALLANCOURT FINE FOODS

Ballancourt Fine Foods Specialises in a wide range of quality French foods. All products can be provided with bespoke labelling at no extra charge and have the added benefit of long shelf life. The extensive range of ambient pâtés, terrines and rillettes is second to none, with a variety of jar sizes available to suit all needs. They provide a perfect addition to any hamper.

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

Stand L79

## 6 SAVOURSMITHS

Made from home-grown produce from a family farm in Cambridgeshire and hand-cooked in small batches, Savoursmiths crisps are available in five unique flavours: Truffle & Rosemary, Parmesan & Port, Champs & Serrano Chilli, Wagyu Beef with Honey & Mustard and Desert Salt. Each is created with high quality ingredients from around the world.

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

Stand G93

## 7 GINGER BAKERS

Each box contains four handmade and individually-wrapped traybake portions, with varieties including Chocolate Nancy oat bars, Caramel Shortbread and Ginger Jake bars. All six varieties in the range are gluten-free, so everyone can enjoy a piece of the Ginger Bakers' scrumptious treats.

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

Stand C70

## 8 CROOME CUISINE

Croome Cuisine is a family business which specialises in creating multi-award-winning cheeses by introducing flavours from its region. The company forges strong links with local producers and creates innovative and iconic flavours, such as Worcestershire Hop, Worcestershire Gold, Worcester Sauce & Shallots and many more.

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

Stand E100

# PREVIEW: FARM SHOP & DELI SHOW 2018

The acclaimed event returns to the NEC for its eighth successful year from 16th–18th April

Bringing the latest developments in artisan produce to the NEC this April, Farm Shop & Deli Show is the sector's leading event for delicatessen, farm shops, restaurants, garden centres, food halls, butcheries and bakeries as they look to discover the latest trends in speciality food and drink. The show will allow visitors to see products from over 450 companies, as well as to hear from thought leaders speaking at the Farm Shop & Deli Live Stage.

As consumers become more conscious of the origin of their food, demand for locally sourced and farmed produce continues to increase, with Datamonitor expecting retail sales to surge from £3.6bn to £4.2bn by 2021. The 2018 edition of Farm Shop & Deli Show will provide the perfect opportunity for visitors to stay at the forefront of this established and growing market by seeing some of the sector's most exciting food and drink products.

## What's on offer

Exhibitors at Farm Shop & Deli Show represent every corner of the speciality sector. Among the diverse range of companies at the show will be confectionery specialists Amelie Chocolat, Bon Bons and Melting Pot Fudge, drinks suppliers Cawston Press, Franklin & Sons, Laithwaite's Wine, Tick Tock Tea and Thunder

Toffee Vodka, as well as market leaders from across the speciality sector including Pasta Garofalo, Cook, Driver's Pickles and Woodall's Charcuterie.

Among the exhibitors is Hilltop Honey, founded in 2011 by young beekeeper Scott Davies. Having won prestigious awards for both quality and its environmental commitments, visitors can make a bee-line to Hilltop Honey, which will bring its speciality range of thyme, lavender and orange blossom honeys to the show.

Joining Hilltop Honey will be Avlaki Oils. Its organic extra virgin olive oils capture the aroma, taste and nutritional benefits of fresh oil by harvesting only in December and bottling unfiltered in January. Following this trend for natural ingredients whilst introducing something for those with a sweeter tooth is Beech's Fine Chocolates. Beech's employs traditional handmade methods and will have its all natural Champagne and Prosecco truffles and its best-selling Classic Fondant Creams on show.

Pennington's Premium Spirits and Liqueurs will exhibit a tastebud-tantalising range, including Gingerbread, Bakewell and Kendal Mint Cake liqueurs. Those looking to keep a clear head may want to head over to Big Drop Brewing Co. The company brews low-ABV craft beers, with no

## EXPAND YOUR HORIZONS

Networking is a key driver for attendance, whether that is to consolidate relationships with existing suppliers, source new companies with great products to work with or catch up with like-minded retailers. Calvin Meek, manager of Knockhouse Garden Centres said, "The main reason I came was to network with my existing suppliers, which was so easy to do with everyone under one roof and very useful for my business. The show is a fantastic opportunity for meeting new brands and forging new partnerships with companies you might not otherwise meet."

artificial extraction processes. Big Drop will bring its Pale Ale, Stout and Spiced Lager to prove why it was awarded Innovator of the Year at the New Producer Awards 2017.

The diverse mix of cutting edge exhibitors never fails to impress visitors, who use it as a hunting ground for inspiration for their next wave of products to stock, or the next step in their businesses. Bret Rogers, new product development at Village Bakery said, "There were a lot of exciting brands at the show, which was really useful to my business. It is always a great show to attend as you can't help but



“ British food and drink exports grew by 8.3% year-on-year to £4.9bn, with international retailers looking to take advantage of the UK's food and drink manufacturing expertise. When you also take into account the weaker pound, products from these shores are in demand and we expect this year's event to be a hive of activity with buyers joining from around the globe ”

DAN EVERSFIELD, COMMERCIAL MANAGER OF FARM SHOP & DELI SHOW

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Tang, who have together built an award-winning business, Terry Tang Designer Cakes. The Tang family will explain to listeners how they transformed their passion into profit, as well as setting out the nitty-gritty of creating, marketing and managing a successful brand.

For retailers aiming to tempt those without a sweet tooth, cheese writer and World Cheese Awards judge Patrick McGuigan will be tasting of new wave British cheeses, as he educates the audience on the latest trends and how to translate them into extra sales. From exciting new accompaniments to the secrets of creating an award-winning counter, he can help deli owners learn how to be a cut above in the cheese world.

### Boost your business

Another session will cover the art of upselling, with retailers taught the best ways to encourage ancillary purchases at the point of sale, such as coffee, charcuterie, wine and

in the UK and Northern Ireland market.

The long-awaited finals will be hosted by chair of judges Nigel Barden, renowned food and drink broadcaster. Nigel and co-chair Elaine Lemm, former chef turned respected food and drink writer, evaluated the finalists shortlisted by an expert panel of judges back in November through a series of mystery visits, to select the category and regional winners being announced live at the show on Monday 16th April. Nigel will also conduct a live interview at the show with the current titleholder and last year's overall winner, Victoria Robertshaw of Keelham Farm Shop. Talking on the subject of 'Survival of the Fittest', Victoria will share the secrets of her success and explain how winning helped her business grow.

Awards will be handed out across 13 categories including Baker, Butcher, Cheesemonger, Delicatessen, Farm Shop Large Retailer of the Year, Farm

Shop Small Retailer of the Year, Fishmonger, Food Hall, Greengrocer, Local Shop or Village Store, Market of the Year, Newcomer of the Year, and Online Business of the Year. Nine regional winners will also receive an award plus the overall Farm Shop & Deli Awards Retailer of the Year.

This year, 58 category finalists have been shortlisted. The regional winners, who represent the very best retailers that stand out among their local competition from across nine UK regions, will be selected from the category finalists and also announced live at the awards ceremony, as well as the coveted Farm Shop & Deli Retailer of the Year.

### Farm Shop & Deli Live

Visitors looking to learn from the best will be in for more than just edible treats at the Farm Shop & Deli Show 2018, as the line-up of live talks and debates looks set to be the strongest programme since the show began. The talks will

engage with broader trends across the speciality sector, including the importance of sourcing local produce, the value of having identifiable brands and how to develop a category to increase business profitability.

Among the speakers will be the inspirational Terry and Carol

be inspired by all the companies, products and talks – as well as meeting with peers and competitors – to get lots of new ideas!"

### The Farm Shop & Deli Awards Finals

One of the most popular elements of the show is the Farm Shop & Deli Awards Finals, held in association with sponsors PriceCardPro. Now in their fifth year, the awards highlight the very best independent retailers, recognising and celebrating the highest standards

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To reserve your tickets or for more information regarding sponsorship details, please contact Ashton Marriott: ashton@cotswold-fayre.co.uk

Friday 6th July 2018

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info@kawstonpress.com kawstonpress.com

Stand  
M74

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gruffr@villagedairy.co.uk villagedairy.co.uk

Stand  
H75

## DRIVERS PICKLES



Established in 1906, Drivers are a fourth generation family food producer. We specialise in premium quality pickles, relishes and chutneys. We supply the food service and wholesalers and we produce own label goods for many retailers. We launched our Deli range in 2017 with 12 new premium quality products in contemporary packaging aimed at the food hall, farm shop and deli customer. If you would be interested in stocking our range, please come and visit us on stand D61 at Farm Shop & Deli Show.

sarah@driverspickles.co.uk driverspickles.co.uk

Stand  
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## THE SWEET BEET



Award-winning condiments brand The Sweet Beet is fighting back with flavour and declaring war on the mundane with delicious flavours including Maple Bacon Jam and Habanero Lime Jelly. As pioneers of flavour, The Sweet Beet range delights consumers with deeper flavours and greater versatility – not just the perfect accompaniment to spice up an everyday dinner, the range is also inspiring cooks to incorporate it into tantalising dishes including seared scallops and Bourbon Apple Cider cocktails. Come see us at Stand H66 for your flavour-packed sample of our range.

lizzy@thesweetbeet.co.uk thesweetbeet.co.uk

Stand  
H66



cheese. This ties into a further session on 'counter techniques' whereby customers are inspired into additional purchases. Paul Hargreaves of Cotswold Fayre will also take to the stage to talk about how speciality suppliers support independent retailers.

Visitors will surely want to visit the session on 'Staying ahead in 2018: how award-winning retailers embrace change?' Inspired by innovative companies such as Amazon Go and Deliveroo to the Living Wage, business owners are having to think differently to stay ahead of the game and keep their operations fresh. This panel session will let out some secrets over how

retailers are evolving to keep their businesses current and, accordingly, their customers happy.

## Refresh your drinks offering

One aspect that farm shop and deli owners need to nail is their drinks offer. Happy customers need to benefit from a stellar refreshments line-up and everyone knows that expected standards for coffee have risen exponentially as the high street delivers barista-style hot beverages. Farm Shop & Deli Show-goers can find out how to compete with top retailer and trend-setting coffee expert Elliot Wallis from Monkshood Coffee,



who will host an interactive tasting that will take them through the benefits of embracing craft coffee, understanding beans and tapping into training to ensure a consistently superior serve.

When coffee won't cut it and your customers are more of the beer-swilling variety, it is imperative that retailers in this space cater for the growing consumer thirst for home-

“ The show really is wonderful and I met some great contacts during my last visit. You're never done learning and I sourced some amazing new suppliers with innovative products. This is definitely something that will be on the annual calendar. It's a great show, so diverse, and I couldn't recommend it more ”

JAMES CUNNINGHAM, DIRECTOR OF CUNNINGHAM BUTCHERY AND FOOD HALL

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to prominence in recent years and remains an issue close to consumers' hearts. Visitors will learn tips to reduce waste, as well as prolonging shelf life. Provenance, a similarly important issue for consumers, will also be discussed with TV presenter Adam Henson. Participating in a live interview with Richard Fox, he will shed light on how speciality retailers can and should charge premium rates for quality produce.

An undeniable visitor benefit of Farm Shop & Deli Live is the free business guidance it offers. A series of experts will offer their advice on matters from diversification and becoming a multi-site operator to using technology to retain and engage customers and using PR and social media. Retailers will also learn how to establish a brand, launch a product and maximise shopper spend. Giving yourself a point of difference and standing out from the competition is key in retail and all that will be covered during the three days at the show.

James Cunningham, director of Cunningham Butchery and Food Hall found this to be the case, using Farm Shop & Deli for its advisory benefits, saying: "The show really is wonderful and I met some great contacts during my last visit. You're never done learning and I sourced some amazing new suppliers with innovative products. This is definitely something that will be on the annual calendar. It's a great show, so diverse, and I couldn't recommend it more."

Sales of free-from food are on the up as consumers look to this popular lifestyle trend, with Euromonitor reporting an 11.7% sales increase in the sector last year. Never has there been a more opportune time, then, for Karen Fewell of Digital Blonde's talk on trust, marketing and the free-from consumer. As a free-from consumer herself, Karen will combine her personal experience with her professional nous as an expert

grown brews. CGA commercial director Graeme Loudon will reveal the top stocks to try now and how to maximise sales in this informative interactive tasting session.

For those retailers with a wine offer – and those planning to introduce one, there will be a session on how to surpass all expectations and install a winning wine list, led by the Wine Tipster himself, broadcaster Neil Phillips. He will guide his audience through an interactive tasting packed with practical ideas and insider tips for curating and presenting wine in the right way to boost profits on every bottle.

### Tried and tested

The best way to learn is from those who have done it and Farm Shop & Deli Live will bring a host of trading deli owners who will share their secrets to success with the audience welcome to seek the advice they most need.

The hottest topics in the industry will be explored including food waste – an issue that has come

“ The main reason I came was to network with my existing suppliers, which was so easy to do with everyone under one roof and very useful for my business. The show is a fantastic opportunity for meeting new brands and forging new partnerships with companies you might not otherwise meet ”

CALVIN MEEK, MANAGER OF KNOCKHOUSE GARDEN CENTRES

marketer, leading an informative session featuring real-life case studies, the latest trends, insights and advice – explaining how to use the powerful psychology of trust to make an emotional connection with all kinds of consumers.

Visitors will also be able to drink in the latest trends as CGA commercial director Graeme Loudon reveals the top stocks to hop on in 2018, and how businesses can maximise sales in an informative interactive tasting session.

### More show highlights

Bread remains the most consumed food in the UK, bought by over 96% of the population according to *The Grocer*, so one of the most popular parts of Farm Shop & Deli Show is expected to be the return of *British Baker's* Britain's Best

Loaf for 2018. The judges will make a live announcement of who managed to rise to the challenge of offering the best bread across a range of categories, including Best Sourdough, Best Wholegrain, and Best Gluten Free Loaf.

"We are delighted to again give Britain's bakers an opportunity to showcase their skill and the quality of their products to their peers and potential customers through this competition," said *British Baker* editor Vince Bamford. "Always a hard-fought contest, I'm sure our expert judges will again have to make some tough decisions in determining who wins the individual category awards and, of course, the ultimate accolade of Britain's Best Loaf."

The live line-up will also see daring entrepreneurs face the

ultimate test as they brave the Dragon's Pantry, presenting their best ideas to a panel of industry experts. All entrants will be expected to pitch new products in return for professional advice on the best way to market and refine their offering.

Exhibitors will also be in with a chance to win the Great New Idea competition. All exhibitors are eligible to enter, if their product has been launched within the last 12 months, with a winner announced at the show. Visitors will have the opportunity to vote for their favourite prior to the show via [farmshopanddelishow.co.uk](http://farmshopanddelishow.co.uk).

Dan Eversfield, commercial director of Farm Shop & Deli Show said, "Artisan food continues to be one of the success stories of the UK food and drink industry, driving growth in this sector. Farm Shop & Deli Show will showcase the very best products that our country has to offer, providing invaluable inspiration for businesses in the UK and further afield."

Farm Shop & Deli Show is co-located with the UK's largest food and drink trade event – Food & Drink Expo – National Convenience Show and Foodex, as well as the new The Ingredients Show. Together they will bring together suppliers from across the whole food and drink industry, from retailers to manufacturers.

**To register for free, receiving entry to all co-located shows, visit: [farmshopanddelishow.co.uk](http://farmshopanddelishow.co.uk)**



2018 is set to be a milestone year for natural and organic food and drink all round. It's never been more popular. According to AMR Research, Europe's natural food and drink market is set to grow at a CAGR of 13.1% from 2017 to 2023, while the Soil Association's latest Market Report says sales of organic food reached a record £2.2bn in 2017 – its sixth consecutive year of growth.

The Natural Food Show certainly reflects, and caters to, this rising demand. For the thousands of specialist food and drink buyers and retailers that annually attend, it's the 'go to' show for discovering the best choice of new natural and organic products, ingredients, insights and innovations of the year.

"Newness is crucial to our business, and nowhere in the UK is there more innovation that is relevant to my business than this show," says Al Overton, head of buying at Planet Organic.

### Healthy gourmet

So what can visitors expect from the show's biggest edition yet? Well, more new products for a start. Many that visitors won't be able to see – or sample – anywhere else this year. From artisan breads to free-from snacks, from speciality cheeses to organic sauces and soups, from raw chocolate to fermented drinks – the Natural Food Show will showcase the sumptuous diversity that lies at the heart of the natural and organic movement.

Event director Carol Dunning explains: "Our exhibitors include some of the most innovative manufacturers and suppliers working in the natural and organic market today.

"They are constantly evolving and developing their products to keep their customers ahead of the curve. Many of these exhibitors won't be appearing at any other UK show in 2018 – so we're confident in saying that every new product innovation that our visitors need to know about will be at the Natural Food Show in April." Around a quarter of the show's exhibiting companies are new

# NATURAL FOOD SHOW 2018

The Natural Food Show is back at ExCeL London on 22nd–23rd April. Featuring over 400 exhibitors, it will host the biggest showcase of natural and organic food and drink the UK has ever seen



ZAC GOLDSMITH

for 2018. Among them are specialist drinks suppliers, including Kissa Tea, English Tea Shop, Coco Fuzion 100, Remedy Drinks (organic kombucha), HEYLIKEWOW (vitamin water), Innate (organic alpine water with birch sap), CEIBA (cinnamon-infused drink), and Voelkel (organic juices).

While other new names include TrooFoods, The British Quinoa Company, Verival Organic, Willy's ACV (raw apple cider vinegar), Andean Sol, Peter Popple's Popcorn, Pink's Food, Pegoty Hedge, Really Indian, The Organic Blending Company, Sweet Amsterdam, Greedy Goat Ice Cream, Bluumers Honey, Daveiga Seafood Crackers, Thanks for Franks and Free From Italy.

There will also be plenty of new innovation from market-leading brands like Pukka Herbs, Suma Wholefoods, Tree of Life, Marigold



Health Foods, Pulsin, Naturya, CLF Distribution (organic alcohol), Community Foods, Creative Nature, Eat Real, Comvita, Sun & Seed, Nairn's, Food for Life Baking, and Wild Planet Foods.

### The Organic Hub

The show is on track to feature more certified organic products than ever. Nearly half of all exhibitors will be promoting their organic credentials from around the world, including well over 100 Soil Association symbol holders.

The Organic Hub, hosted by the Soil Association & Organic Trade Board, is a great place to discover some of the UK's biggest and newest organic brands.

It's 35% bigger for 2018, with 40 exhibitors including Vintage Roots (distributor of biodynamic and organic wines), 9 Meals From Anarchy (The Natural Veg Men), Bird & Wild RSPB Coffee, The Great Stuff Company, AmaVida, OrganicUK, Playin Choc, Queenswood Natural Foods, Alpro, One Earth Organics, Mr Organic,

Infinity Foods, Premcrest, Windmill Organic, Clearspring, Alara, James White Drinks, Heath & Heather, and London & Scottish (with its Juniper Green Gin).

The Soil Association will also host several exclusive presentations at the show, including the latest organic consumer research and a comprehensive trade overview of the 2018 Organic Market Report.

### International flavours

As in previous years, there's a big international presence at the show, with pavilions from Austria, Armenia, Peru (organic), Ecuador, Thailand, Spain (Galicia region), Sri Lanka (speciality teas) and Demeter Biodynamic.

For a taste of the Mediterranean, visitors can explore the best of Greece and Italy in less than a day. Italy's three dedicated pavilions for 2018 include Italy, Demeter Italy and Mezzogiorno – Southern Italian Food (including specialities from Campania, Calabria, Puglia and Sicily).

Greece will be showcasing its famous cuisine across four unique new pavilions: Dio Greece (with 16 organic certified producers); Epirus – sampling everything from local cheeses (smoked metsovone, creamy galotyri and Feta etc) to yoghurt, sheep's milk, honey and wine; and South Aegean – winner of the European Region of Gastronomy 2019 Award – promoting delicacies (olive oil, wine, cheese, fish, aromatic ingredients, Santorini's tomatiki, Naxos potato, Rhodes' melekouni etc) from its 50+ inhabited islands.

Over 60 other nations are participating at an individual level – bringing the sights and sounds (not to mention the aromas and flavours) of the world to London – including

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### A Vegan World

There are now over half a million vegans in the UK, three and a half times as many as there were 10 years ago. Add vegetarians, and consumers looking to avoid animal-derived ingredients into the mix, and vegan products have the potential to reach an increasingly wide and diverse buying audience.

From exciting new product developments to better variety and visibility on the high street, it's very much an upward trend.

Vegan World, supported by the Vegan Society, is another growth area of the show. It's 46% bigger for

2018, with 64 UK and international brands all in one dedicated show area.

Among the exhibitors are Ocean's Halo, MozzaRisella UK, LAZY Vegan, The Outback Pie Company, Chicago Vegan Foods, Beanies Flavour Coffee, Thirst Quenchers UK, Superlatte, Full of Goodness, Mindful Bites, Skånsk Chili, Bravura Foods, Halo Coco, Upton's Naturals, Granny's Secret, Nature & Moi, Little Miracles, inSpiral Visionary Products and Hodmedodd.

### New speakers confirmed

It's not just the exhibitors that promises to draw in the crowds. The show's new Natural Food Talks Theatre (sponsored by Natural Products Global) will host a healthy

mix of must-attend seminars, interviews, retail trend updates, and panel discussions.

The latest additions to the line-up include Zac Goldsmith MP (interviewed by Michael Wale) and Tim Field, sustainability manager at Daylesford. Helen Browning OBE, chief executive of Soil Association, Guy Watson, founder and chair at Riverford, and Patrick Holden CBE, chief executive of Sustainable Food Trust, will be sharing their thoughts on 'Green Brexit: What does it mean for organic?' in an exclusive second day panel session (1pm, 23rd April).

Other speaker highlights include Kevin Hancock, senior buying manager at Ocado; Mark Hiscox, alcohol buyer at CLF Distribution; futurist Birthe Linddal outlining the '8 trends that will shape the food world in the coming decade'; and Speciality Food's editor and trend spotter Holly Shackleton.

### Register for a free trade pass

The Natural Food Show at Natural & Organic Products Europe returns to London ExCeL on 22nd-23rd April 2018. **For more information and to register for a free trade ticket, please visit [naturalproducts.co.uk](http://naturalproducts.co.uk).**

### NEW LAUNCHES FOR 2018

The following is just a taste of some of the latest NPD on offer this year:

- **Mount Olympus Pure Foods** is promoting its new cows' kefir, a cultured dairy product popular in Greece
- **Britt's Superfoods** is launching Organic Boosters – powerful organic juice shots packed with nutritional benefits
- **The Protein Ball Co** is showcasing its new vegan Peanut Butter & Jam protein balls, made with pea and rice protein
- **Cocofina's** dairy-free coconut yoghurt (that comes in make-it-yourself powder sachets) will be seen for the first time at the show
- **Gusto Organic** is launching three new flavoured carbonated drinks, including new Cherry Cola, Sicilian Blood Orange, and Ginger with Chipotle
- **BioStyle** is exhibiting its new CultuRAW Vegan Sausage
- **The Heart of Nature** is launching its gluten-free, high fibre pure grain bread packed with super seeds and grains
- **Jomeis Fine Foods** is launching Nutritional Lattes in seven flavours, including: Turmeric, Matcha, Beetroot, Matcha & Cacao, Cacao, Minty Cacao, and Spicy Ginger
- **Follow Your Heart UK** is showcasing its new Organic Vegenaise in Garlic Aioli
- **Organic Bakery Zemanka** is showcasing its new Red Lentil Flour biscuits with chocolate, coconut or apple flavour
- **Great Stuff Organics** will be exhibiting its range of all natural, omega 3 snacks, including Super Seed Crispy Bites, Super Seed Almond, and Super Seed Cashew Crunch

“ This show is truly one of the best places to spot new talent, not least because the trends and NPD on offer are second to none. Whether it's a new take on an established product you're looking for, or something brand new to knock your socks off, you'll find it here ”

HOLLY SHACKLETON, EDITOR, SPECIALITY FOOD



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### HOW TO SELL

**Educate your customers about the versatility of frozen fruit for year-round sales, says Anthony Snell of Windmill Hill Fruits.**

Frozen fruit can be used for a range of desserts including pavlova, summer pudding, crumbles or cheesecake. Alternatively, they can be used in baking or to make jam or jelly. A spoonful of our Summer Fruit Mix alongside breakfast is also delicious, or simply with some ice cream or yoghurt.

# TASTE OF SUMMER

## How to cash in on the consumer demand for warm weather-friendly ice creams and desserts

An ice cream or fruity dessert can be one of life's sweetest pleasures during a British summer day, and it's easy to see why. The cooling refreshment of an ice cream or sorbet can be just the tonic you need during a sun-drenched day, while a berry or exotic fruit-filled dessert is perfect for when a sweet treat is needed and the temperature makes chocolate too rich a prospect.

Excitingly, the speciality food market is awash with innovation right now – free-from options are plentiful, and a myriad of new flavours seek to either satisfy indulgence-seeking tastebuds or offer healthy alternatives to traditionally-extravagant options. Look out for ice creams and creamy desserts which contain coconut or avocado; these will appeal to vegan and health-conscious shoppers of all ages. Similarly, keep an eye out for those containing natural sugars – when it comes to desserts sugar is par for the course, but avoid synthetic sweeteners and instead opt for those containing natural sugars.

Of course, one sweet dessert option which boasts health credentials and only natural sugars is frozen fruit, and Anthony Snell of Windmill Hill has seen its popularity rise in recent years. Particularly popular, he says, are raspberries which are extremely versatile and blackcurrants which are extremely nutritious. The reason is believed to come from the consumer demand for healthy, nutritious, flavoursome products

alongside increasing awareness of food origin and ingredients."

Not only is frozen fruit a nutritious dessert option, but it's great-tasting, too. "Freezing fruit allows the farmer to pick the sun-ripened fruit at optimum maturity when the flavour is at its best, and quickly freeze within hours to lock in the bursting taste," explains Anthony. "When the fruit is frozen nothing is added nor taken away, therefore when defrosted it is as healthy and nutritious as the day it was picked. In

addition, no artificial preservatives are required to achieve an extended shelf life and allow year-round availability of British soft fruits."

While frozen desserts and ice creams are perennially popular, and chilled ones like cheesecakes are always strong sellers, be sure to stock a few foundation products so that your customers can create their own simple desserts such as eton mess or pavlova – all you need is cream, meringues and fresh or frozen berries.

### RETAILER SPOTLIGHT: FALSHAWS FARM SHOP

**Elizabeth Falshaw introduces the Lancashire family business with a focus on selling ice cream produced on-site**

As well as selling ice cream we're a café/coffee shop and butchers, too. We serve traditional food, pies and homemade desserts and afternoon tea, plus our own homebred beef, lamb and rare breed saddleback pork.

We have opened our farm shop, tea room and ice cream parlour so that we can supply these quality British products direct to customers in the form of ice cream made in the shop, good home-cooked food and fine meat. We opened 10 years ago this summer, as a farm diversification project, in order to make more from the milk we were producing.

We make over 60 flavours of ice cream, which we sell in the shop. We also make ice cream for a few select restaurants in the area. Our ice

cream flavours vary from our classic dairy ice cream, to sherry trifle and honey and ginger. Mint, chocolate and bubblegum is popular with our younger customers. We make fruit ices (sorbets) as well, including red orange, mango and raspberry. We are continually trying out new flavours when discovered or requested – one of our recent favourites is salted peanut and caramel.



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“ We are continually trying out new flavours when discovered or requested – one of our recent favourites is salted peanut and caramel ”

## 1 FIELD FARE: Raspberry Roulade

Developed as a complement to its fruit pies and crumbles, field fare's new Divine Desserts range has been developed and sized with family dining in mind. All frozen and standing by to impress with a simple defrost.

"Summer is a time for light desserts, for fruit, citrus, meringues and cream," says Karen Deans, MD. "It calls for chilled recipes and beautiful centrepieces. Above all, it's about ease. Who wants to be nursing a hot oven when the sun is out? And whether it's our chilled Raspberry Roulade showstopper or an ambient Chocolate Torte, we have every dessert eventuality covered. Even vegan and gluten-free ones!" Upcoming launches for 2018: Lemon Posset and an authentic Panna Cotta.

[field-fare.com](http://field-fare.com)



## 2 CALLESTICK FARM: Clotted Cream & Bourbon Vanilla

Between the north Cornish coast and the windswept backbone of the county there lies a hidden triangle of lush green pasture land loved by dairy cows – here you'll find Callestick Farm, which has been producing delicious Cornish ice cream for 29 years using Cornish cream and the finest fruits and confectionery.

"We currently produce 30 flavours ranging from our signature Clotted Cream Vanilla to Chunky Stem Ginger, Honeycomb and Blood Orange sorbet," says Angela Parker, sales director.

New for this season are Passion Fruit Sticky Toffee Pudding and two new sorbets: Pomegranate and Gin & Lemon.

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



## 3 BOOJA BOOJA: Caramel Pecan Praline Dairy-free Ice Cream

Made in Norfolk, Booja Booja's award-winning Caramel Pecan Praline combines caramel vanilla dairy-free ice cream with salted caramel pecan praline sauce.

Vegan, gluten-free, soya-free and organic, it contains no additives or preservatives and at least 70% less saturated fat than the leading dairy ice creams. "These ice creams are perfect for conscious consumers who don't want to compromise on taste or quality," says Louise Collins, marketing coordinator. Also in the range: Hunky Punky Chocolate, Chocolate Salted Caramel, Hazelnut Chocolate Truffle, Keep Smiling Vanilla M'Gorilla and Raspberry Ripple.

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



## 4 SPEAKEASY: Alcohol-infused Ice Cream

Speakeasy's indulgently creamy alcohol-infused ice cream is created in partnership with award-winning craft spirit producers.

Their first range, the Ableforth's Collection, includes Cherry Brandy, Spiced Rum and Ramos Gin flavours.

Historically alcoholic ice cream had earned a reputation for being a novelty impulse purchase, but Jane Woodhead, Speakeasy director and co-founder says, "Speakeasy are first and foremost a luxury ice cream, with the alcohol providing a sophisticated flavour perfect for an indulgent treat or pairing with dessert."

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



## 5 FRAVOCADO: Plant-based Ice Cream

Fravocado is made with avocado and coconut milk by Becky Osborne in South Devon. With plant-based ingredients picked specifically for their nutritional benefits, each tub of Fravocado is packed full of goodness, and using agave syrup as a sweetener means the sugar content is kept low. Fravocado is available in three flavours: Original Avocado, Raspberry & Basil Swirl and Raw Cacao.

Becky Osborne, founder of Fravocado said, "I've always enjoyed traditional ice cream and was determined to produce something that was healthier and free from dairy yet rivalled the taste and texture of Devonshire ice cream. Avocado is a great source of healthy fats and its creamy texture helps replace dairy; using this alongside coconut milk means that the product is free from all allergens and suitable for anyone to enjoy."

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



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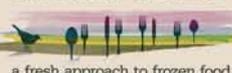
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**BOTANICALS? AREN'T THEY WHAT YOU GET IN GIN?**

Anything naturally grown which adds taste or aroma to a drink or dish is a botanical. To make gin, the only mandatory (not everyone agrees) botanical is juniper. Right now the plethora of craft gins and the variety of petals, leaves, herbs and berries going into them is mind-boggling. Harvey Nichols has a Secret Garden gin infused with medicinal flowers, made by the Old Curiosity Distillery in Edinburgh. Lavender & Echinacea, Apothecary Rose and Chamomile & Cornflower are the variants.

**I'M TEETOTAL. ANYTHING BOTANICAL FOR ME?**

At Scout bar in London's Hoxton you can order a cocktail of fig leaf, vetiver and fermented gorse flowers. In September, Surrey-based One Drinks launched their Origins range of botanically-infused spring waters including Hibiscus, Raspberry & Mint.

**THE WINNER OF LAST YEAR'S BAKE-OFF MADE A LEMON AND LAVENDER CAKE...**

Yes, cooks and chefs are having a field – and garden – day. Over at La Dame de Pic restaurant in the City, expect carrots infused with pine-tree buds and geranium roast, and asparagus paired with pastis, anise, liquorice and lemon verbena ice cream. On Claridges' afternoon tea menus, we've spotted cucumbers for sandwiches dressed in chamomile-infused buttermilk, and at Harrods, hibiscus and strawberry jellies.

**WHAT'S BEHIND THE TREND?**

Foraging, DIY-ism, localism and renewed interest in home-made cures. This spring sees the launch of two new books showing you how to make herbal infusions at home: *The Herbalist's Guide to Botanical Drinks* by Michael Isted and *Botany at the Bar: The Art and Science of Making Bitters* by Shoots & Roots Bitters, a craft bitters-making company run by three woman botanists. Frances Bissell's *The Fragrant Pantry*, about floral scented jams, jellies and liqueurs, appeared at the end of last year.

**NO, WHAT'S REALLY BEHIND THE TREND?**

Okay, it's all down to gin, gin and more gin. In 2009, pioneering London distillers, SipSmith, won



# FLOWER POWER

Scan the seed catalogues for the latest food trend, says Sally-Jayne Wright. From samphire-infused gin, to hibiscus and strawberry jellies, we're wild about florals and botanicals

their battle to make small scale gin production legal. Between March 2014 and March 2015, 65 micro-distilleries opened. To distinguish one gin from another and give it a regional twist, distillers got creative with botanicals.

**WHICH PRODUCTS DO YOU LIKE?**

We like the hint of orange zest in Tarquin's gin. It also contains Devon violets. Oriental blooms are used to great effect in Flora Tea and the packaging resembles the opening

petals of a flower. We enjoyed the green tea, marigold and jasmine Oriental Beauty.

Lavender, the difficult-to-use herb, is skilfully balanced in Kush

Cuisine's Great Taste award-winning Lemon & Lavender Marmalade. We also love the clean flavours of the award-winning chocolates made by Botanic Chocolates, Pembrokeshire. The fresh citrus tang of the lemon verbena chocolate transported us to a kitchen garden.

**IT TAKES SKILL TO BALANCE BOTANICALS IN FOOD AND DRINK, DOESN'T IT?**

Yes, former *Great British Bake Off* winner, Nancy Birtwhistle, says: "Too much rosewater and your bake will be

inedible, tasting of bubble bath or soap. Too little fennel, parsley or thyme and you may as well not bother."

Another challenge for new product developers is our sweet palate. Bitter plants such as dandelions are good for us but we struggle to eat them. Drinks expert and herbalist, Michael Isted, says: "I love gentian. I've distilled it a few times and sampled it with people but it doesn't go down well. We need to retrain our palates and get back to the bitters so beneficial for health."

**HOW CAN WE MAKE THIS TREND WORK FOR US?**

Choose products with pretty packaging because customers buy with their eyes. Garnish your end-of-aisle displays of Rhubarb, Rose & Cardamom Jam (Louise's Larder) and Fentiman's Rose Lemonade with Fresh Roses.

Celebrate local heroes and invite them to host a tasting. If yours is a West Country business and you're not selling Curio Rock Samphire gin or their new Fly Navy gin infused with Cornish heather, you're missing a trick. Tregothnan Rose Rea and Chocolarder Wild Gorse Flower Milk Chocolate make stylish gifts and souvenirs. Cornwall-based chocolatier, Mike Longman, had sea buckthorn-filled eggs this Easter and is working on a seaweed chocolate.

Botanicals are fun. At Cambridge pub, The Mitre, staff offer to 'take your taste buds on a botanical expedition' serving 38 different gins with up to 10 house infusions. Could the chef at your farm shop or café knock up iced herbal teas? Could you offer Fentiman's Dandelion & Burdock or Sparkling Lime and Jasmine in the chiller cabinet?

**IS THIS TREND HERE TO STAY?**

Yes, because gin is cheap to make and versatile. Robust competition in the premium mixers category alone has led to such exciting accompaniments as Fentiman's Mediterranean Orange Tonic Water made with Valencian Oranges & Lemon Thyme. If we can tame our sweet tooth, we'll see more innovative soft drinks with grown-up flavours. As for food, we predict sea buckthorn is an ingredient to watch and that some entrepreneur somewhere will make dandelions work, simply because they're free, ubiquitous and healthy.

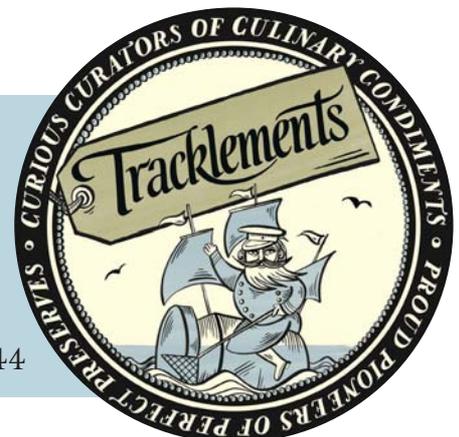


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# MEET THE PRODUCER

We meet Wilkin & Sons, the Essex-based company behind the world-renowned Tiptree brand, to find out how heritage, quality, farming and a fiercely independent spirit have been pivotal in its success



Whether you're enjoying a morning croissant in a hotel abroad or a crumpet with lashings of jam in a countryside tea room, the sight of a Tiptree jar on the table can act as a hallmark of quality for the establishment you're dining in. The Tiptree logo is synonymous with a delicious dining experience. But how does a brand reach that quality-assured status? For Wilkin & Sons' Tiptree brand, it comes down to creating premium products for a very long time.

The Wilkin family have been farming in Tiptree, Essex since 1757 and making preserves since 1885. The company grows a wide range of traditional English fruits and uses them to make a range of conserves and condiments in its nut-free factory by the farm. The fruit is inspected and prepared by hand, then cooked in small batches using traditional, copper-bottomed pans.

Products are made to cherished recipes, and are free from artificial colours, flavours and preservatives. But it doesn't begin and end with jams. The company has its own tea rooms, artisan bakery and even a steamed pudding factory, and supplies an extensive range of conserves, marmalades, sauces, spreads, condiments, fresh fruit, fruit juices, liqueurs, teas, cakes, biscuits, gift packs and even candles and diffusers. They can be found in over 70 countries across the world, and are

available in fine retailers, premium hotels and prestigious airlines.

## Heritage brand

"As a family-run company with 133 years of heritage, we can look back a long way, but we also plan ahead to ensure that we stay relevant for the next 133 years," explains Liz Baker, marketing manager at Wilkin & Sons. "Whilst jam and marmalade are stable and traditional products, more people are breakfasting out of home and eating a variety of foods, so we saw that we needed to diversify and innovate. We have started making products in adjacent categories, such as Chocolate Spread, and our factory is nut-free, which is great for those consumers with nut allergies."

"We also find that more people are using our products for different uses, such as adding Morello Cherry Conserve to duck breast rather than simply enjoying it on

toast, or adding a spoonful of Lime Marmalade to a zesty Mojito cocktail – we enjoy hearing how people are experimenting with our products, and social media helps connect us to our consumers."

The company's Essex farm plays a central role to the functioning of the overall business – without it, Tiptree's exquisite jams, fruit gin liqueurs and other products wouldn't exist. Wilkin & Sons spends huge amounts of time, care



and consideration in the running of its LEAF-accredited farm, and the company's philosophy is: "Where we cannot grow our own crops, we buy the best quality fruit from trusted sources, such as oranges from the Seville region of Spain for our many marmalades."

## The famous Little Scarlet

While many consumers will associate Tiptree with its iconic branding and exciting flavours, one of Tiptree's unique stories is the use of its signature fruit, the Little Scarlet strawberries. "We have been growing this variety for many years," explains Liz. "It is a tiny, wild variety that's very difficult to grow and harvest. We believe that we are unique when it comes to growing this remarkable crop, but it's worth it for the depth of flavour and intense sweetness that it provides." Connoisseurs of this particular conserve include James Bond, who enjoys Little Scarlet on toast within the novel *From Russia With Love*.

It's not only 007 who has a penchant for Tiptree's high-quality products; the company's range has been enjoyed by a long line of royalty throughout the years. "We received

our first Royal Warrant from George V in 1911, and remain Royal Warrant holders as purveyors of Tiptree products to Her Majesty, Queen Elizabeth II. It is hugely important to us and we are very proud to have it," says Liz. "The Royal Warrant on our packaging helps to reinforce the quality of our products and is recognised by consumers in the UK and overseas."

Liz believes that Tiptree's branding and passion for produce are what makes the company resonate with consumers of all ages. "We have an authentic brand with a strong heritage spanning 133 years," Liz explains. "We have also remained at the same place in Tiptree and use many of the same traditional methods. Our packaging hasn't changed much throughout the decades – many will recognise us by the branding and the consistent quality of our products."

With the company continuing to produce exciting new products, it raises the question: what next? "We have a few new products up our sleeves," she continues. "It's a bit too early to tell at the moment, but we are working on some new ideas – watch this space for more details!"

“ The company's Essex farm plays a central role to the functioning of the overall business ”



## Sipped, shaken or stirred; they're sublime



The Wilkin family have been growing fruit on their estates in Tiptree, Essex, since the 1800s. Each berry and plum is handpicked, then rested in locally distilled Hayman's gin. The result is this range of delicious Tiptree Fruit Gin Liqueurs. Enjoy sipped straight over ice, add your favourite mixer for a rather fruity Gin Fizz, or add a dash to Prosecco for a cheeky Fruit Gin Royale.

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## EASTERN PROMISE

Stock a range of Asian-inspired foods to spice up your customers' zest for food – we speak to some of the continent's finest foodies to find out more

As the palates of British consumers evolve to appreciate far-flung flavours, thanks to travel and inspiration across television and social media, it's only natural that retailers would want to cash in. Supermarkets are selling chilli and curry sauces at increasingly low prices, which gives independents an opportunity to cater for foodies' demands for quality, flavour and authenticity.

Andre Dang, founder of Manfood explains, "With people travelling more and experiencing a wider variety of cuisines and cultures, consumers are more prepared to experiment with flavours, as well as

having a desire to recreate recipes they found on their travels. Today, Asian flavours are certainly at the forefront of this trend, with Mintel highlighting that four in five Britons have eaten Chinese food at home in the past three months, with 12% eating it at least once a week.

"But there is more to modern Asian flavours than just generic 'Chinese'," he explains. "China alone is made up of 22 provinces with eight famed regional cuisines, including Jiansu, Zhejiang, Shandong, as well as the more well known Cantonese and Sichuan. The same applies to Thailand, Japan, Singapore, Malaysia and Indonesia: multiples and chains have to paint

with very broad brush strokes, but you don't have to."

This sentiment is echoed by Sanjay Aggarwal, founder of Spice Kitchen. "Sourcing the freshest and highest quality raw spices will ultimately have a huge impact on the end quality of a spice blend," he says. "Spices should ideally be then roasted, blended, ground, packed and shipped in the shortest time possible, to ensure that the organic materials do not break down in storage and consumers receive the freshest spices; this will ultimately have the biggest difference in terms of flavour on the end dish. For this reason a lot of commercially packed spice blends may have been sitting in warehouses and on the shelves for a long time, and hence why they lack the depth from small batch producers.

"Also, consumers should understand that buying large bags of ground spices that will then be stored at home for a long period of time will ultimately lead to a lot of stale spices for the same reasons, so buying small amounts that are fresh and replenishing regularly is the best way.

### "The British palate is more adventurous than ever"

"We believe that the British palate is more adventurous than ever," says Kevin Fernandez, owner of Rafi's Spicebox, "with exposure to a wide variety of different cuisines, everything from Persian to Korean, Vietnamese to Basque. The love affair with Indian food is still at the heart of this and a big part of these changes. However, Indian food does still have stigmas attached, like

### FROM THE DISTRIBUTOR...

#### South-Eastern Asian flavours continue to trend in the world foods category, says Dimitris Krikonis of Empire Bespoke Foods

Nowadays, world cuisine is prospering in the UK due to it being one of the most diverse ethnically cultured countries in the world, together with its population having a strong interest in discovering long-distance destinations, meeting new cultures and living unique experiences. This has enabled the World Food category to gain wide popularity and to create loyal consumers.

Our consumption of Indian, Japanese and Thai flavours have led to cross-category innovation; fresh ready meals (Thai flavours are up 20% up YOY), ambient meal kits (street-food flavours), snacking (sriracha,

wasabi, Thai green curry) and even desserts (Japanese yuzu), with Thai Green Curry being named one of the UK's favourite dishes. Also, within the Ambient World Foods category, it is the Ambient Thai segment that is driving overall category growth.

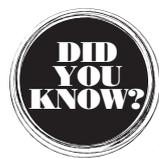
Meal kits have been key to shoppers' familiarity with cooking world flavours at home, due to their simplicity and short preparation and cooking times. Thai Taste launched the original meal kit concept almost 20 years ago and still offers restaurant-quality dishes which can be prepared in just 15 minutes, simply by adding fresh meat, fish, tofu or vegetables. They



being difficult to cook or something that is eaten as a guilty Friday night treat."

Unfortunately, he says, "There is also still a real mis-representation of what Indian food can be. Historically, most people's exposure to Indian food is from the traditional British 'curry house' – rich sauces, deep frying and a plate of meat curry and rice. This idea of Indian food couldn't be further from the truth. Many Indian dishes are healthy, fresh, subtly spiced and can be cooked very quickly. Indian food should be something you can eat at any time of the week.

"Thankfully, this is changing. Through cooking and travel TV shows, food sharing on social media and the rise of a more modern approach to Indian food, people's perceptions are changing. With people's perceptions changing there is a need not only for convenience, but also quality, regionality and seasonality."



Asian flavours are truly fusion food because as a result of trading, religion,

intermarriage and colonisation. Unique ideas and dishes have developed sometimes out of necessity, but also because of history: the southern Vietnamese Banh Mi Sandwich was a product of the French settling in what was Indochina, combining typical French ingredients (baguettes, pâté and mayonnaise) with typical Vietnamese ingredients such as coriander and mixed pickles called do chua.

Andre Dang, Manfood

“ If you're looking to stock just one soy sauce, then make sure it's the one that is going to inspire shoppers most ”

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With a full range of authentic Thai products and ingredients, Thai Taste is aware that meal kits provide the perfect entry point for exploring world cuisine at home, accessible to shoppers of all cooking abilities. They've noticed that as shopper confidence grows, their frequency of purchase increases, as does basket spend, so it is important to offer component items, such as curry pastes, coconut milk, Thai ingredients, rice noodles and sticky rice alongside for those that are ready for more adventurous recipes. Looking ahead to BBQ season, with Sriracha a buzzword in hot sauces at the moment, BBQ season wouldn't be complete

without a range of Thai sauces: Hot Sriracha Chilli, Sweet Chilli and Spicy Thai BBQ.

Having identified that shoppers are keen on exploring new flavours, it is worth noting that Vietnamese and Malaysian cuisine is now considered to be the next big thing! Nem Viet and Malay Taste have been offering some of the most iconic dishes from these countries since 2013 and 2010 respectively. With their authentic Vietnamese Pho and Spring Roll meal kits and delicious dipping sauce, Nem Viet can only be found in Waitrose, Sainsbury's and quality independent retailers nationwide, whilst Malay Taste offers tasty Laksa, Nasi Goreng, Sambal Oelek, Kicap Manis and award-winning Rendang flavour kits, pastes and sauces. Both brands allow shoppers to explore the exciting secrets of Vietnamese and Malaysian cuisines, in line with growing tourism numbers, to these countries

every year.

Thai Taste, Nem Viet and Malay Taste are owned by Empire Bespoke Foods, who have excellent knowledge of the World's Food category, having also sourced some of the most iconic brands and flavours from around the world:

Soul is a convenient range of authentic Indian ready-to-heat (microwavable pouches) and ready to cook (Instant Masala Mixes) meals for those on the lookout for good, fast food with wonderful flavours as an alternative to a takeaway. Soul aims to bring the authentic flavours of India to the comfort of shoppers' homes or for a comforting lunch time. Its master chefs select only the finest ingredients to create authentic dishes, ready-to-eat in minutes. Ideal for busy workers or students, Soul is perfect as a quick lunch solution or a full-of-flavour easy dinner at home, with no mess!

Shoppers will love the great

taste of the two flavours of the Soul microwavable pouches: Punjabi Choley (Chana Masala), a tangy Punjabi delicacy of chickpeas with aromatic spices, which obtained Great Taste Award recognition this year, and the Tadka Dal, a preparation of lentils mixed with a variety of spices in a special north Indian style as well as the ready-to-cook Masala Mixes. These sachet mixes bring all the spices and seasoning shoppers need to cook an authentic and flavoursome Chicken Tikka, Paneer Tikka or Butter Chicken, simply by adding few fresh ingredients.

In addition, Soul products do not contain any artificial flavourings, colours or preservatives, allowing shoppers to enjoy a lip-smacking experience with every morsel.

For fans of Japanese flavours, S&B's Wasabi paste is proudly the number one brand in Japan for a good reason. All the ingredients are specially selected, whilst the use of traditional

preservation methods assure long-lasting spiciness and aroma. The authentic S&B recipe combines high levels of wasabi and horseradish to provide a short, sharp sensation of heat and 'bite'. Wasabi paste is very easy to use and accompanies perfectly, traditional Japanese dishes such as sushi and sashimi, but can also be used as an ingredient in dishes such as mashed potato or cheese-on-toast, to add a flavour kick.

Another flavour driving innovation in the ready meal sector is Katsu Curry. S&B offer Golden Curry, an ambient katsu curry sauce which is available in two flavour variants (Medium and Hot) and in a handy block format. It has the distinctive character of an authentic Japanese curry, with a rich aroma of spices. It works well with almost any ingredients, is easy to cook and can be used in a great variety of dishes (katsu curry, salads and soups).

## PRODUCER SPOTLIGHT



**Shemin MacGregor, founder and owner of Shemin's**

Coming to the UK as a refugee in 1979, I was not only shocked by the drastic fall in temperature, but also the limited selection of Indian curry pastes available in shops, and the lack of understanding on how to cook an authentic curry.

Knowing this and inspired by my own memories, I created a range of fresh Indian Curry Pastes based on my traditional family recipes. Using a curry paste gives you so much more freedom in the kitchen, you have the ability to create anything from a fiery Jalfrezi to creamy Korma in just a few minutes.

Added to that, there is the satisfaction of creating a delicious and authentic Indian meal without having to spend hours grinding up fresh herbs and toasting off spices.

It's a rewarding, healthy, and authentic way to create Indian cuisine at home, and cooking a curry takes the same amount of time as waiting for your order from the local Indian takeaway!

## ASIAN ICON

**In a survey at the Good Food Show summer 2017, more than 80% of visitors surveyed knew the difference between Kikkoman Naturally Brewed Soy Sauce and other soy sauce brands, further signalling why Kikkoman is the right soy sauce for retailers to stock.**

**Jessica Bartkowiak, brand manager for Kikkoman at distributor RH Amar, says: "When taking the decision to cook for themselves, shoppers are not looking to compromise on the quality of the ingredients – so if you're looking to stock just one soy sauce, then make sure it's the one that is going to inspire shoppers most."**



## CHEF TALK: KEN HOM

**HOW LONG HAVE YOU BEEN INVOLVED IN THE UK'S ASIAN FOOD SCENE, AND HOW HAS IT CHANGED IN THAT TIME?**

Since the early 1980s, and there has been a sea of change since then. For example, many sauces (such as hoisin, oyster sauce, soy sauce) and Shaoxing rice wine was once only available at Chinese grocers. Now you can even buy rice wine anywhere.

**HOW CAN INDEPENDENT RETAILERS MAKE THE MOST OF THIS HUNGER FOR ASIAN CUISINE – WHAT ARE YOUR MUST-STOCKS?**

All they have to do is watch TV food programmes and see what chefs use.

They should stock: soy sauce, rice wine, roasted sesame oil, hoisin sauce (which many people use as a barbecue sauce) and oyster sauce as well as chilli oil and sweet chilli sauce.

**HOW POPULAR IS ASIAN FOOD AT THE MOMENT IN TERMS OF PRODUCTS ON SHELVES?**

Judging on what supermarkets are carrying, I would say Asian food is part of the DNA of British food culture. It is no longer exotic but part of the fabric of British culinary life.

**WHAT DO YOU THINK THE FUTURE HOLDS FOR ASIAN CUISINE IN THE UK?**

A great future! I see Asian cuisine on a straight upward trend that won't abate.

“ Asian food is part of the DNA of British food culture. It is no longer exotic but part of the fabric of British culinary life ”

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# REFURB, REFRESH, RENEW

Are you thinking of trying out a new look for 2018, or has the time come to expand your business's repertoire? If so, read on

It's all too easy when business is going well to sit still. Equally, to blame the state of the market for a decline in sales. But in doing so you could be underestimating the power of a refresh of your business. It could be that you're adding a new arm to your establishment and are therefore considering major investment into building work and extra staffing, or simply want to blow the cobwebs away and rethink your look for 2018. Either way, so long as you don't veer too far from the ethos which has attracted your customers thus far, a refresh could see them more tempted than ever to step inside and explore, taste and spend.

If you're considering the former, under-plan at your peril. As great as it would be to expand the business to incorporate an on-site bakery, can you afford to invest in the equipment and skills as well as the bricks and mortar? A takeaway coffee spot would be great, but have you considered the cost of training your staff to be competent baristas? It goes without saying that this kind of work can't be done on a whim, but with the right advice and expertise on board your business could be reaping rich rewards as a result.

A facelift could be all that's needed to get you and your customers looking at your establishment with fresh eyes, in which case there are plenty of places to purchase great-looking display options and new shelving and counter ideas. By making your shop an attractive and inspiring place, you might well see customers lingering that little bit longer – giving you more

opportunity to reel them in with great products and service.

## A farm shop through time

**Speciality Food speaks to Victoria Robertshaw, owner of Keelham Farm Shop, to find out how the business has evolved throughout the years – and how investment and expertise have come together to make it one of the most renowned indies in the UK.**

We have built up the original shop at Thornton from a small family farm shop set up by our dad, Andrew, to the thriving business it is today. We haven't increased the footprint of the farm shop from the original one but we have continually evolved and used the space better. In 2011 we refurbished the whole farm shop which doubled the size of the butchery and deli and removed a lot of the ambient lines which didn't sell as well or differentiate our proposition. There is no café at the Thornton site and a few years ago we added a takeaway 'shed' which is extremely popular. In 2013 we purchased a plot of land with a disused garage on the outskirts of Skipton and with a lot of hard work and significant investment, we transformed it into our second Keelham Farm Shop which is 25,000 square feet and includes a new café (The Keelham Kitchen), bakery and juice bar plus all the other elements from our Thornton Farm Shop. We now have over 320 team members working across both shops and in our

central support team and sales of around £21 million.

I am really proud of the fact that our second shop was a refurbishment of an existing building and what was an eyesore on the outskirts of Skipton. In terms of new propositions, without a doubt it has to be our café at the Skipton shop, the Keelham Kitchen. This was a new project for us when we opened it at our new Skipton shop in June 2015, but it has quickly grown into a stand alone business now turning over £1.3 million last year which for just 80 waitress seats and a self-serve coffee shop concept is quite busy.

We are always looking for opportunities to expand Keelham further. We have a few irons in the fire, but nothing definite that we can confirm at the moment. Our aim is to bring Keelham to as many people as possible so everyone can enjoy the best tasting, fresh local food every day.

Always factor in a generous contingency fund for any unexpected problems or delays that may arise, especially on refurb projects. Bring in external resources when needed, you may not have the right expertise internally – it's very different running a shop to building one! Find somebody who can do a good set of drawings for you to scale which are signed off before you start work. Changing things during a project is definitely an expensive thing to do. Be prepared for delays in planning schedule and timings. Some things are out of your control – for example we had to delay the opening of



DAVID LISHMAN



KEELHAM FARM SHOP

“ Have a contingency fund, bring in external resources and get lots of gin in – you will definitely need it! ”

our second shop in Skipton due to problems with the electricity supply. Finally, get lots of gin in – you will definitely need it!

## Expanding on demand

**As a butchery renowned throughout the UK – let alone its Yorkshire home – it would be easy for David Lishman of Lishman's to rest on his laurels. After all, if it's not broke don't fix it, right? Instead, he has invested in catering to growing demand, taking on increasing numbers of customers and boosting efficiency into the bargain. We find out how he went about making this change happen, and the results he's seen so far.**

## WHAT PUSHED YOU TO OPEN ON-SITE SMOKING, CHARCUTERIE AND BAKING AT LISHMAN'S?

We have been smoking bacon and baking pies for many years. Making charcuterie is more recent, but we have still produced this for the last eight years.

The reason for increasing volume of these products is because there

is more demand. I have personally seen that in the last three to five years eating habits have changed dramatically and food is consumed much more on the go, or with very little planning in advance. Charcuterie, pies and smoked meats lend themselves to the 'pick up' impulse purchase which consumers buy to solve the issue of the next meal.

## HOW LONG DO YOU ENVISAGE IT WILL TAKE TO MAKE YOUR MONEY BACK FROM THESE INVESTMENTS?

We have used 'asset finance' to purchase the equipment over five years. I am fairly confident that there will be a reasonable surplus over and above the repayments.

## AND FOR LISHMAN'S AS A BUSINESS TO REAP THE REWARDS?

The rewards have been evident from the start. Because we are able to produce more volume with the same effort, we are able to take on more customers and are saying 'we are unable to fulfil this' a lot less often.

“ Every time we have made a sizeable investment in property and equipment people notice it, and customers seem to be attracted to the shop. People like to see investment and small businesses moving forward ”

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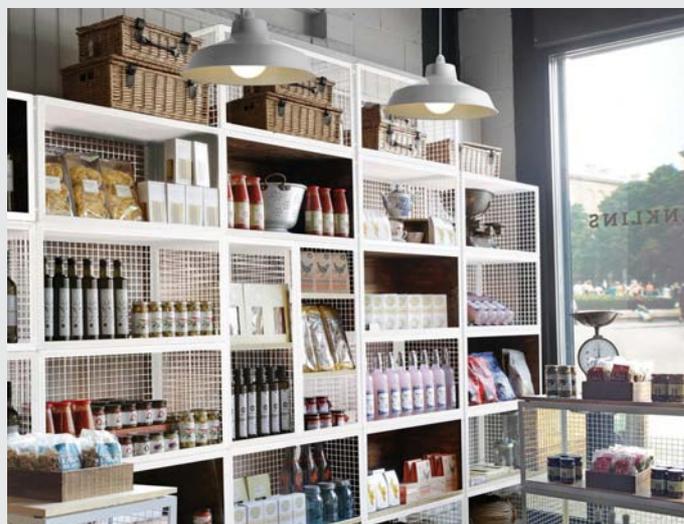
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Can't stretch to a full refurbishment? These smart investments from WBC are a practical way to refresh the look of your establishment without splashing too much cash



**COUNTERTOP DISPLAY**  
WBC's range of countertop display risers create a tempting showcase for baked goods, muffins, cupcakes or pies in-store.

Whether you're looking to refurbish your garden centre café or open a new deli counter, the display riser is an essential bit of kit for all countertop merchandising. As they say in the merchandising world, "eye-line is buy-line" and these are perfect for grabbing your customer's attention, keeping it on display and within easy access at all times, so you can watch your sales go up!

Not only do they look great, but they're practical, too. Risers allow you to quickly change your counter tops as and when seasonality demands. Simply choose a range to suit your look and feel. Add a few to your existing countertop to create height and depth and keep your best products in sight.

Super strong and food-safe; choose from acrylic, wood and traditional wicker risers and add in a few beautifully crafted cake domes to provide height and depth.

With four styles to choose from, including a matching knife and spatula, the acrylic baking supplies range is fantastic for any café wanting to avoid food contact with glass. They might look as clear as glass, but they're strong and durable and extremely practical. Simply wipe clean and reuse.

Alternatively, grab your customer's attention by displaying fresh bread, quiches and sausage rolls on fabulous display risers and you'll have your customers salivating all the way to the till.

**THE BRIX**

Designed in Brixton and hand-engineered in the UK, BRIX is unique in its design and functionality. Unlike other more static retail display units, it has the versatility that allows retailers to effortlessly change design as and when space or seasonality demands. An off-the-shelf solution, BRIX is described as 'a dream for retailers' because it offers high street stores, pop-ups, market stall holders, and even exhibition designers a more flexible merchandising solution than previously available on the market.

Handcrafted from vintage wood, distressed metal and copper caged wire, available in natural metal and white with additional bespoke colour options available, BRIX has simplicity at its core. It comprises of just four basic components and requires no tools to construct! BRIX allows for endless configurations, giving retailers the ability to construct their own unique shelving, central floor displays and merchandising hot spots (the list goes on!) with the ability to reform again and again.



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Create eye-catching multi-level displays with these mobile trolleys, and change as and when seasonality demands. Sturdy, durable and can be shopped from both sides, the Kingsley modern trolley even comes with lockable castors that make it super easy to move it around as your space dictates – even when it's full of produce!



**WHAT'S THE VALUE IN EXPANSION FOR INDEPENDENT RETAILERS?**

We initially made the expansion just to keep up to date. Certain parts of the premises were becoming less suitable to work in. For example, we would have to move a tray of pies before we could start making the next one. It makes us more efficient, which is hugely important, especially with the increase in labour costs we are currently seeing. Every time we have made a sizeable investment in property and equipment people notice it, and customers seem to be attracted to the shop. People like to see investment and small businesses moving forward.

**WHAT SHOULD THEY CONSIDER BEFORE TAKING THE PLUNGE?**

Invest in something which you know will generate sales and which you have tried and tested. We were already making charcuterie and pies before the expansion and we were bursting at the seams, so we had a pretty good idea that things would work out for us. I am not a big risk taker – I like to know there will be a return on my investment. Personally, I wouldn't overstretch myself financially. We don't want to become much bigger, we just want to keep getting better and generating an income which satisfies ourselves and keeps the team employed.

“ Look for versatility that allows you to effortlessly change design as and when space or seasonality demands ”

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CHARLOTTE MITCHELL,  
CHARLOTTE'S BUTCHERY



DANIEL (LEFT) AND  
MATTHEW (RIGHT) HALL,  
BUTLERS CHEESE

– one of the country's few female butchers – has experienced firsthand the issue of perception. "It all depends on the image you have in your head of what a butcher looks like – there's this image of a middle-aged, red-faced man with a striped apron. When I first opened the shop we had people come in just to see what a female butcher looked like." While appearances on Channel 4's *Sunday Brunch* can make her career choice seem glamorous, Mitchell admits young people might be put off by the less attractive side of the job. "I think there's an element that some young people don't want to get involved in it, it's cold, it can be a bit disgusting.

"I may go down to film *Sunday Brunch* but I've grafted my ass off before I do that, I'm mopping the floor at 5am." For her, one of the issues is the way "proper jobs" or careers are viewed by many. "I think what people consider as a proper job is quite an interesting concept. Even today I still don't consider myself to have a proper job. I'm working in a service role and lots of people wouldn't see that as a proper job."

Cheesemaker Daniel Hall, 26, also "fell into" his craft. After a planned rugby-playing career didn't work out, Hall joined the family business, Butlers Farmhouse Cheese in Lancashire, whose creations include Blacksticks Blue. "I suppose I was in a blessed position, but I think most of the people I have subsequently met in the industry had a similar story of falling into it. It's certainly common which is a little weird if nothing else, because whenever you go to a careers fair or anything like that the food and drink industry rarely comes up." Echoing the FDF's report, Hall – who started university but dropped out – recognises that food and drink may

# FORGOTTEN SKILLS

From bakery to butchery, the food sector showcases time-honoured skills. Are these being lost as the younger generation takes the reigns? Ellen Manning finds out

The Brexit debate has brought with it questions over skills in the food and drink industry – but the issue runs broader and deeper than the potential loss of foreign workers. A Food and Drink Federation (FDF) report in July 2017 identified an ageing workforce and difficulties in attracting talent alongside Brexit-related uncertainty when it came to issues in the area of skills, referring to a "looming skills gap". The report outlined a need to attract 140,000 new recruits to the sector by 2024, recommending better connections with education and more Government support as possible solutions.

Work appears to be underway to focus on skills in food and drink. Last year's FDF report called for greater connections between education providers and businesses within the sector, revealing that over half of respondents to a survey carried out for it by Grant Thornton felt those connections were either poor or very poor. Within its recommendations it called for

further support from Government to increase the apprentice workforce in food and drink. It's not alone. In its first meeting in January the Food and Drink Sector Council – made up of leading industry figures from agriculture, manufacturing, retail, logistics and hospitality sectors – included boosting skills in its list of priorities for the next 12 months. And in February, a new £3m training fund was introduced in Wales to provide training to people working in the food and drink sector.

But attracting people towards certain skills within the sector requires a challenge to perception – an issue recognised by the FDF report, which notes: "Perceptions of the industry mean we struggle to attract people and potential employees fail to recognise the industry as high-tech and with a wide range of fulfilling careers on offer, instead choosing careers in other manufacturing industries." John D'Arcy, associate director at Newton Europe Limited, puts some of it down to the "cultural

bombardment" on young people right down to the portrayal of the drama of medicine in TV programmes like *Casualty* compared to life in the food industry, often depicted by people wearing white coats in a factory. "The food industry is the largest manufacturing industry in the UK by such a significant margin but it does a poor job of promoting itself," says D'Arcy. "It's massive, there's great opportunities but the industry doesn't necessarily do a great job of selling itself and nobody else is helping sell it. The general cultural noise is very poor."

John Hearn, master butcher at Goodwood Home Farm in Sussex, sees this first hand. The Goodwood Estate is world famous for its horse-racing and motorsport events but is also one of the largest

organic farms in Europe. Hearn, who has been at Home Farm for five years, started his career at the tender age of 11 as a Saturday boy in a local butcher's in Wales, later qualifying as a butcher in 1977. He admits it's difficult to attract apprentices into the meat trade in general, due in part to their idea of what it's like. "The perception is that the butchery industry is too much like hard work: unsociable hours, with poor pay and is not seen as a 'trendy' career/skill to have." Charlotte Mitchell agrees. Mitchell, now 30, stumbled into the trade after getting a part-time job in a butchery when she was a student. She fell in love with it and went on to work at O'Shea's of Knightsbridge and Lidgate's in London, opening Charlotte's Butchery in 2013 at 24. Mitchell

“It's massive, there's great opportunities but the industry doesn't necessarily do a great job of selling itself and nobody else is helping sell it. The general cultural noise is very poor”

JOHN D'ARCY, ASSOCIATE DIRECTOR AT NEWTON EUROPE LIMITED



ADAM HANNETT,  
BRUICHLADDICH



JOHN HEARN,  
GOODWOOD HOME FARM



not be viewed as attractively as more high-tech or high earning careers. "There are probably a dozen or so options you look at as a 16-year-old," he says, "But you struggle to actually go into anything a bit different."

Like Hall, Adam Hannett – head distiller at Bruichladdich Distillery – fell into his career. Born and bred on the distillery's home of Islay, Hannett returned after dropping out of university and applied for a seasonal job as a distillery tour guide. "As soon as I had my first day on the job I absolutely fell in love with whisky. I didn't realise all the ins and outs, the history, the effort, but particularly for me being at Bruichladdich I realised this was something very very special. From the first day I was hooked." When his season finished, Hannett did a brief stint as a landscaper then was offered a job at another distillery but wanted to return to the place that had sparked such passion. He returned to Bruichladdich, starting in the warehouse and building up to working closely with the master distiller until his retirement in July 2015. What Hannett, now 34, has learned in his 15 years at the distillery, and what he and his colleagues are now passing on to younger additions to the team, isn't from manuals and textbooks but from experience gained on the job.

Getting this kind of thing across to the potential next generation of distillers is something that Hannett thinks he and his peers can actively play a part in, by telling their own story and making people realise

“ When I first opened the shop we had people come in just to see what a female butcher looked like ”

CHARLOTTE MITCHELL, CHARLOTTE'S BUTCHERY

exactly how much they could be missing out on by not considering a career in food and drink. "We have got a responsibility for people to explain to them the options and opportunities there are here," he says. "When I was growing up distilleries were quite closed. Now with tours and social media it's a lot more open – people can be a lot more aware of what's going on at a distillery. We worked closely with the local high school, we had the kids in just to explain what we do and talk about our own experiences, my own experience, going away to uni, dropping out, coming home, or other people who have degrees and were attracted here because of the opportunities, so they can see there are opportunities here if they look for them." He continues, "we always want to encourage young local people to come to us, and try to advertise jobs locally where possible to encourage young people to see the opportunities on offer." Similarly, Hall says Butlers tries to show young people that there is something a bit different out there when they're planning their future. "We've done quite a lot of offering jobs to a range of people around 18 years old purely so they can see and experience a job and see if it's the type of thing they

are going to want to do. It's very different to being behind a desk all day."

One thing Mitchell, Hannett and Hall all share is a tale of a passion ignited by the skills they have learned crafting their trade – something that's hard to convey to youngsters looking at these kind of jobs on paper. "If you love food you can get involved in any part of the production of food," says Mitchell. "I think any job you have in this trade you can make the most of it." For Hall, a skill like cheesemaking is something that is likely to keep you interested in the long-term as you constantly learn more, but is also something with the ability to "grip" people. "I'm sure a lot of people fell through many other careers whereas something like cheesemaking or food, if it gets to the right person it takes hold." And for Hannett, people might be more attracted to these hard-earned, yet rewarding skills, if they knew that they offer more than a job. "It's amazing when you connect with something and you're part of something so it doesn't become a 9-5, it becomes your way of life. "You have the freedom to operate in a way that's more than clocking in, doing your job and going home."

PARTNER CONTENT

# PASTIFICIO LUCIO GAROFALO

Premium Italian Pasta  
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**G**arofalo is an Italian company specialising in the production of Pasta. Based in Gragnano in the province of Naples, the company was founded in 1789 when it obtained the license for the production and sales of 'high quality pasta'. Garofalo soon became the most important pasta manufacturer in Gragnano and since then Garofalo has been synonymous with excellence. So much so that books and magazines refer to "high quality pasta" as Garofalo-type pasta.

Thanks to history and tradition Garofalo know exactly how to make pasta, always using the very best durum wheat and today using the most advanced technologies and equipment to achieve the best possible results.

The team at Garofalo lives and breathes pasta, with an owner whose family has been in pasta for generations and who is personally involved in the selection of the durum wheat, a culinary gourmet technical director who fully understands what makes great pasta, and a team of workers who are both passionate and knowledgeable about the product.

With the driving philosophy that great taste is everyone's right, Garofalo has developed pasta ranges meeting changing consumer demands over recent years including whole wheat pasta and gluten-free pasta. Launched this year, Garofalo legumes and cereals pasta is made using ancient grains, it is a source of vegetable protein and fibre, great for vegetarian and vegan diets and it is gluten-free.

The taste of the gluten-free pasta and the new legumes and cereals pasta cannot be the same as Garofalo's wheat pasta because the ingredients are different. They have a different flavour, no better or worse just different, but it is a taste opportunity for everyone not just those on a gluten-free diet.

The choice of individual ranges and shapes offered by Garofalo allows independent food retailers in the UK the opportunity to meet their customers' many requirements.

“ If we are considered one of the best producers in the world it is because we know how to eat pasta before knowing how to produce it ”



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“ We tend to use local companies for our cakes and puddings as we don't make them in-house, so the closer they're located to us, the better ”

plays an important role when it comes to the section, though. “The sales of sponge cakes are quieter in the winter, whereas heavy and rich fruit cakes, Panettones and Christmas puddings rise in popularity,” he explains. “A company called George Porgie's Puddings supplies us with Christmas puddings – they're incredible!”

Customers with intolerances are well served at Darts Farm, with an array of options to choose from. “We're lucky enough to have three local bakeries who provide us with gluten-free cakes,” says Mark. “Kay's Gluten Free Bakery is one of our favourites. She provides us with gluten-free loaf cakes and amazing brownies – I'm not gluten intolerant and I eat them and can't notice the difference! We also have another local company called Jackson's Bakery which provides us with gluten-free items like scones and cake slices.”

Lately, Mark has noticed a rise in demand for vegan baked treats. “It's something we're starting to get a little bit more of a market for, but we don't have a huge amount of vegan products,” he says. “Kay's Gluten Free Bakery supplies us with a stunning vegan chocolate cake, but it's certainly an area we're looking into and we're hoping to cater more for that market.”

# SWEET SENSATIONS

With free-from influencing the sweet treats sector and traditional cakes and puddings remaining as popular as ever, we speak to the experts about striking a bakery balance

Surprisingly, the demand for quality gluten, dairy and sugar-free bakes and cakes has not affected the sales of more typically traditional cakes and hot desserts and puddings. In fact, according to analysts at Kantar Worldpanel, demand for sweet pies, flans and tarts grew by almost 10% last year as consumers opted for comfort foods and sweet treats. Multiples felt the appetite for indulgence the most, with Aldi and the Co-op recording the strongest performance, noting that pudding sales grew by 22.1%

and 19.9% respectively.

While free-from options have performed well for long enough on a consistent basis to not be deemed a fad, it appears that the demand for classic, quintessentially British sweet treats certainly isn't abating. One familiar name synonymous with classic-style puddings is the *Great British Bake Off's* Mary Berry, with her brand experiencing a surge in sales. Purchases of her Luxury Summer Fruit Pudding and Belgian Chocolate Brownie in multiples such as Waitrose, Ocado and Tesco were worth around £1.2m last year.

While catering for the demand of both indulgent desserts and cakes and healthy options can be tricky balancing act, the speciality sector is lucky enough to benefit from plenty of forward-thinking and innovative companies making premium sweet treats for all kinds of customer.

Mark Spry, food hall manager at Darts Farm, names a long list of superlative suppliers that the farm shop can call on for its cakes and puddings. “For cakes, we tend to turn to Mrs Gill's Country Cakes and a local company called Ryders

Bakery,” he says. “For puddings we like to use Country Puddings, which supply us with a fantastic range, and also Cartmel. We tend to use local companies for our cakes and puddings as we don't make them in-house, so the closer they're located to us, the better.”

He mentions that seasonality

## CAKE AND PUDDING CHECKLIST: WHAT TO STOCK

- traybakes ● Christmas puddings ● stollen ● panettone ● fruit cake
- Victoria sponge ● Yorkshire brack ● classic madeleines ● red velvet cake



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## FROM THE RETAILER:

**Emma Jones, PR and event manager at Uncle Henry's in Lincoln, walks us through the farm shop's selection of cakes and puddings:**

### WHAT CAKES AND PUDDINGS DO YOU STOCK?

We have an in-house bakery and produce fresh scones every morning for the café and shop customers. In addition, we bake a wide variety of ambient cakes and traybakes, such as a traditional coffee and walnut cake, Victoria sponge and chocolate cake. Throughout the year our bakery also creates seasonal cakes such as mince pies, or they reflect current trends with gin or Prosecco cheesecakes. To cater for gluten and dairy-free we use Lincolnshire-based producer Lizibakes. We offer at least two flavour varieties of gluten-free cakes in the café each day, or alternatively the full range is available to purchase frozen or from the farm shop.

### WHAT ARE YOUR MOST POPULAR CAKES AND PUDDINGS?

Our homemade lemon drizzle and carrot cake are very popular choices with customers, followed closely by

our fresh-baked fruit scones. In the pudding department, our homemade pavlovas and cheesecakes are really popular during the summer months and our crumbles and Christmas puddings in the winter.

### HOW IMPORTANT ARE YOUR CAKE AND PUDDING SECTIONS TO THE BUSINESS?

Cakes and puddings play a very influential role in our café, with the visual aspect creating strong sales across the entire business. We use our homemade cake range for conferences, external buffets and also for special events. Our High Teas are created in-house and we sometimes theme them with luxury items for occasions like Valentine's Day.

### HAVE YOU NOTICED ANY CHANGES IN CONSUMER TASTES?

Within the last year we have seen more customers requesting low-fat options, alongside vegan and

dairy-free items. We offer gluten and dairy-free cakes in both the shop and café. We also stock dairy-free ice cream, which has seen an increase in popularity over the past year. Due to customer demand, we're currently expanding our vegan desserts range. We recently conducted a survey with our customers and found that most of the product suggestions provided were for low-sugar options or more fruit and nut-based recipes. People are more aware of the nutritional value of the food that they're eating, and while having the occasional treat is all well and good, the decision to offer a more varied choice of cakes is definitely the way forward.

### IS THE CATEGORY RIPE FOR UP-SELLING, CROSS-SELLING OR OFFERS?

We've implemented a Cake o'Clock offer in the café after 2pm and also advertise our large cakes (12-16 portions) as a product that can be pre-ordered for special events.

“ People are more aware of the nutritional value of the food that they're eating, and while having the occasional treat is all well and good, the decision to offer a more varied choice of cakes is definitely the way forward ”

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## MODERNISING AN ICON

**Jo Wolsey-Fell, head of sales at Cartmel, explains how the brand continues to keep the traditional sticky toffee pudding relevant in a modern market:**

“Foodies love the provenance of our product, and our village shop in Cartmel is a destination in its own right, with people travelling from across the country and the world to visit and experience the taste of the pudding in the shop where it all began 30 years ago.

“Over the years we have introduced other varieties to the range. These include Chocolate, Ginger and Banana, and they all have their own customer following. In more recent years we have launched a Sticky Toffee Apple Crumble, which for the past two years has actually been our second best-seller. Other seasonal products

are also proving very popular – the Summer Fruit Pudding was brought back into production in time for Easter. Our Festive Sticky Figgy Pudding launched three years ago and grows in popularity year-on-year.

“People will always be on the hunt to try something new, but unsurprisingly, our signature Sticky Toffee Pudding remains number one on everyone's list. Out of the many orders that come in, there aren't many that don't contain the popular pudding. So just like the past 30 years, we will continue to provide our market-leading Sticky Toffee Pudding to fans old and new.”

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# HOW TO SELL: CRAFT ALCOHOL

Whatever your stance on the term 'craft', it would be remiss for a retailer to neglect catering for this market and its legions of fans



The joy for many that are deeply passionate about craft drinks comes from the exploration process. Whether they're eagerly following the latest launch from their favourite Scandinavian brewery or looking to host an artisan gin tasting session with friends at home, consumers can be nigh-on fanatical when it comes to experimental or exciting new craft alcohol launches. This makes you, as a retailer, perfectly positioned to cater to this demand.

The prefix 'craft' is used fairly ubiquitously these days, and the definition of it in the food and drink context differs from person to person, but it's generally understood to be a product that isn't manufactured en masse, one that is created by a small group of people who understand, value and can trace the ingredients used and the methods utilised. While this is a style of creation that stretches all the way back to the concoction of the first alcoholic beverage, the popularity of the macro lager – brewed by the likes of Budweiser, Coors, etc – distanced the consumer from the brewers, distillers and the like who show the product reverence, rather than pump out products as a commodity.

Now, as fans of fine food and drink, we're in the fortunate position of being able to walk into a store and quite easily find a whole range of diverse styles of beers, spirits and wines. Perhaps the most telling sign that drinkers are open to the idea of different concepts is the rise in popularity of low alcohol craft beer brewer Big Drop Brewing Co. The New Producer Award-winning company was founded by Rob Fink in 2016 as a response to the lacklustre non-alcoholic beers on the market. The company now boasts a range of four 0.5% ABV beers that are really making waves in craft beer circles, which is testament to the evolving nature of the beer community.

"The number of people who are cutting down their alcohol consumption, or giving up altogether, continues to rise," says Rob. "Whilst this has been boosted during the charity-led Dry January campaign, there's nothing to suggest that the interest in lower alcohol drinks, particularly beer and spirits, is restricted to one month of the year. Our ambition is to work with retailers to offer a range of great tasting craft beers from which they can provide a truly representative selection of low alcohol options for their customers."

“ Our ambition is to work with retailers to offer a range of great tasting craft beers from which they can provide a truly representative selection of low alcohol options for their customers ”

## RETAILER PERSPECTIVE:

### Mmm... and Glug...

**Ian Clarkin of the Newcastle-based food and drink retailer shares his thoughts on stocking craft alcohol**

#### WHAT DO YOU CONSIDER WHEN SOURCING CRAFT ALCOHOL PRODUCTS?

When we first looked to sell alcohol five years ago we were very much looking at trends, such as beers from the USA and London. As the market has evolved and our customers' tastes have changed, we have become increasingly less interested in the 'hipster' beer market, but recognise that the majority of customers are after a consistent supply of their favourite products, while occasionally trying out new ales and gins. With the explosion of breweries in the North East, we are in a strong position to only work with suppliers we trust and feel we have a real relationship with. The same applies to the ever-increasing number of distilleries in the North East and beyond.

#### WHAT'S SELLING WELL AT THE MOMENT?

We're seeing a real surge in customers wanting to try more traditional styles of beers like bitters, amber ales, porters and stouts, which is perhaps heralding the end of the great gold rush towards IPAs? We're also seeing customers wanting to try European classics from Belgium

and Germany, with many breweries having hundreds of years of brewing experience and the consistency that many customers are now looking for. Our wine range is expanding constantly, and we're also seeing customers that are keen to try wines from places not usually associated with production, such as Lebanon and Armenia.

#### WHAT ARE CUSTOMERS REQUESTING?

We're definitely seeing a trend towards wanting lower alcohol beers – not so much non-alcoholic ones, but more in the 3% to 4% ABV area, covered by session ales and lots of fruit beers. The rise of cheap weekend flights to European cities has also resulted in customers keen to remember their trips when they get home by seeking out beers and wine they tried on their travels.

#### HOW DO YOU MARKET AND ADVERTISE THE CRAFT ALCOHOL YOU STOCK?

We regularly host meet the brewer/producer/distiller events, where our customers can meet the people who actually make the beers, gins or other drinks that they enjoy. Our large social media presence – we have over 30,000 followers – means that we can post images of a new beer or gin and see customers walk into the store that day requesting the beverage and referring to the image on their phones.

“ We're seeing a real surge in customers wanting to try more traditional styles of beers like bitters, amber ales, porters and stouts ”

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## “WHAT IS CRAFT?”

### We turned to Rory Parker, commercial executive of The Craft Drink Co., to find out

#### CRAFT

I believe that in order to be 'craft', a company needs to focus on quality, and not many people can be involved in the creation of the product. If a producer has that independent spirit, the product is craft or artisanal. Our specialised area is in craft drinks, especially British ones.

#### SPIRITS

Gin certainly is the drink of the moment, although we're noticing that people are now looking for flavoured gins as they want something a little bit different. Speaking of which, there's definitely been a bit of a turn towards dark spirits. For instance, Fever Tree has brought out new mixers – a Spiced Orange Ginger Ale, Smoky Ginger Ale and Madagascan Cola – and they're not mixers for gins,

they're suited for rums and darker spirits. This is quite telling. We've just taken on really fantastic new rums made in Warwickshire by a company called Burning Barn. It's run by a family who were inspired to turn to making smoked rum after their barn, which contained big vats of sugar for making toffee apples, went up in flames and produced this molten, treacly liquid. They started back in November and produce spiced and smoked varieties – it's selling really well and the bottles are beautifully packaged.

#### BEER

There are lots of brilliant breweries popping up in Bristol. We've just started working with Fierce & Noble, which is run by two guys, both of whom have backgrounds in the brewing industry. They just moved into a refurbished

old canteen in the outskirts of Bristol, and have their own canning line. We're finding that customers are constantly looking for cans – they're a lot more environmentally-friendly and logistically preferable as they're tougher to break, they chill faster and are recyclable.

#### CIDER

I love Perry's Cider from Somerset – the company has fantastic branding. Once you get into proper craft cider it's all about the types of apples that are used and how they're blended together. There are more apple varieties than grapes in the world – cider-making is very similar to the world of wine. Proper cider makers are precious about the blends and varieties of apples they use – many producers are very proud when they grow their apples themselves. There's a company called Once Upon A Tree – they make these 11% ABV dessert wine-type ciders. The only trouble with cider is that it's quite a seasonal drink – I'll only really drink it in the summer.

#### WHAT ABOUT CRAFT WINE?

We hear a lot about craft beer and spirits, but wine doesn't seem to receive the c-word prefix. Why? Well, it's generally considered that most wines rely a huge amount on time, dedication, seasonality, weather and quality ingredients, and these fundamentals have never really been lost. Winemakers can't just create their product on an ad hoc basis – they have one production run a year, the volume is dictated by the size of the vineyard and how successfully it has been tended to, and the vagaries of the growing season.

That being said, Aldi rolled out its 'craft wine' range in 2016 in response to its craft beer category enjoying huge sales. It released a four-product range of wines packaged in brown glass bottles and teamed up with South African wine company Origin to produce the drinks. The range is still available now.

#### CRAFT BUY-OUTS

Just like any movement that is turning a profit and influencing the market, the bigger corporations with enough capital want a slice of the craft brewery action. Some buy-outs of note:

- Brewery and pub group Fuller's has just announced the acquisition of West Sussex-based Dark Star Brewing for an undisclosed sum. Fuller's is rumoured to see huge export potential in some of Dark Star's trademark beer brands, like Hophead.
- Heineken buying 50% of California's Lagunitas in 2015 has to be one of the most controversial deals in craft beer history. The staunchly independent brewery was a major part of the craft beer revolution and the sale caused shock waves across the sector.
- The UK equivalent of the Lagunitas deal has got to be global drinks giant Ab InBev's £85m purchase of Camden Town Brewery in 2015. The purchase caused an uproar, with BrewDog swiftly stating that it has de-listed Camden's beers from its bars.

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A gin that's distilled from eight local botanicals that grow within a mile of the distillery.  
[greensandridgedistillery.com](http://greensandridgedistillery.com)



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



#### WOOD BROS DISTILLING CO SINGLE ESTATE VODKA

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



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



#### MAGIC ROCK CANNONBALL

A fruity, hoppy and malty IPA with strong bitterness.  
[magicrockbrewing.com](http://magicrockbrewing.com)



# FULL OF BEANS

With the UK coffee sector buzzing and consumers becoming savvier when it comes to brewing methods, is it time your business bolstered its coffee repertoire?

Just like the craft beer and street food movements, the premium coffee industry has now become big business. The proliferation of chain coffee outlets across Britain's high street has been balanced out to a degree thanks to a rise in more boutique, independent coffee shops, which have become the meeting places of coffee-conscious customers. The UK has an unquenchable thirst when it comes to the coffee bean, with coffee shops remaining one of the UK's strongest performing sectors, according to

Allegra's *Project Café 2018* report.

Research conducted as part of the report states that the UK coffee industry turnover was £9.6bn in 2017, and that the number of coffee outlets rose to 24,061. And like most flourishing movements, speciality companies have influenced consumer buying culture and the products that are causing the buzz. 'Fifth wave' retailers are now popping up all over the place, with chains like Gail's and Joe & The Juice catering for the demand of premium coffee and capturing the discerning

millennial-led demographic.

"We've seen a huge increase in consumer interest since we opened our doors in Exmouth Market eight years ago," explains Chris Ammermann, co-founder of Caravan Coffee Roasters. With its own roasters and wholesale operation, as well as five London-based locations, Chris has first-hand experience of serving the exponential demand for quality coffee first-hand. "We roast on show in the back of our restaurant, where anyone can observe and ask our roasting team questions," he says. "We also encourage our baristas to engage with customers about the coffees we serve – it's a very open industry which invites people in."

Chris believes that quality, consistency and customer service are factors that are the bedrock of any successful coffee retailer. "Quality has to be there, and we



## FROM THE RETAILER:

**Nick Peel, managing director of Stokes Tea & Coffee, describes the hallmarks of a fantastic coffee shop**

### HOW HAS THE RETAIL SIDE OF THE COFFEE INDUSTRY CHANGED OVER THE LAST FEW YEARS?

A much greater choice of good speciality coffees are now on offer, which in turn has created a savvier consumer, which drives demand for good coffee even further. There has also been lots of innovative coffee-making devices launched to the market which are aimed specifically at customers for use at home, which further drives the interest in good quality coffee.

### WHAT CONSTITUTES A GREAT SPECIALITY COFFEE RETAILER?

Catering to all tastes and keeping up with developments in the industry at all stages. Nowadays, I think it's also very important for any retailer to have a social responsibility and do everything possible to source, produce and sell ethically – we need to try to leave a

decent world for future generations. Customers are also now so curious and interested in coffee products that the retailer needs to be educated and able to offer advice for getting the best out of a particular product. Having good equipment is also important, but at the end of the day, a poor barista can ruin the best coffee.

### HAVE YOU GOT ANY COFFEE-SERVING BUGBEARS?

Lots! For espresso-based drinks, the milk texturing needs to be spot on, and the temperature also needs to be just right, too. The time taken for the espresso shot to be extracted also needs to be precise and there has to be a good crema. If any of these things are wrong, the drink will be poor. Also, when serving, I can't stand it when people stick their thumbs on the tip of the cup which you're about to drink from when they hand it over!

## UK COFFEE SHOP MARKET: IN BRIEF

- The total UK coffee shop market is estimated to have 24,061 outlets, with a £9.6bn turnover in 2017
- The market grew by 5.3% in outlets and 7.3% in turnover in 2016
- After 19 years of continued growth, the coffee shop market is one of the most successful sectors in the UK economy

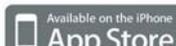
see it as a work in progress – we're always making small adjustments to the roasting process, the brewing recipes and even our sourcing objectives to improve the quality in the cup," he explains. "We second-guess everything in order to make it the best we can. Consistency is so important – you're only as good as your last cup of coffee. Customer service is also critical as we're nothing without the great coffee drinkers who visit us every day; you need to look after them and treat them well."

For any owners of delis or farm shops wishing to expand their coffee offering, Chris has some helpful tips. "It's important to partner with

a great roaster from the outset," he says. "One who can provide the support you need in your business. New operators vary in experience, so you need to ascertain the level of support required. Providing top quality seasonal coffee is the most important element. Any good roaster will be able to advise on suitable equipment as well. Equipment is not cheap, so it's essential to buy the right kit. Training is also an integral part of success. We provide free training to all of our wholesale customers and we're creating a state of the art training facility when our new roastery opens in June. Our team is always on hand to provide support and advice."

“Consistency is so important - you're only as good as your last cup of coffee”

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## INTRODUCING... EAT YOUR HAT

**Alistair Menzies, sales director at Traidcraft, walks us through the newly-launched organic coffee brand's range:**

Eat Your Hat is a Fairtrade, organic and sustainable range which is perfect for conscious consumers. The company launched with a collection of organic chocolate in December, and we're now expanding the range to include organic coffee. The range of five coffees includes three single origin Arabica Coffees (Honduras Ground, Sumatra Ground and Uganda Ground), and two speciality blends to suit a spectrum of tastes, including Whole Bean Espresso and Zesty Monkey.

Our organic coffee beans are all grown by smallholder farmers

and ethical co-operatives across Peru, Honduras, Uganda, Indonesia, Ethiopia and India. From the beans sun-dried on the patios of the Permata Gayo Co-operative in Indonesia, to the traditionally harvested beans from Central Fronteriza del Norte de Cafetaleros in Peru, consumers can rest assured that their coffee is made with beans grown in balance with the earth. Eat Your Hat coffee is a collaboration between the growers and us, based on our shared beliefs in Fairtrade principles, organic produce and treating the earth well.

“ Consumers can rest assured that their coffee is made with beans grown in balance with the earth ”

## PRODUCER PERSPECTIVE



### DEMAND

A growing number of consumers are no longer drinking coffee simply for a caffeine boost –

these consumers are focusing on the origins of the product, the taste and the overall experience of drinking coffee. As a response to this, the retail industry is now offering a much wider variety of coffee with different levels of roasting, origins and blends, as well as tailoring the stock to suit different brewing methods. This has opened up new opportunities and amplified the market, especially for artisan micro-roasteries, which can have a much closer and direct relationship with the end consumers and can be very agile in offering assortments of quality products. To remain true to our small-batch hand-roasted and artisan heritage, Aromistico produces and sells only fresh coffee whole beans or ground: we do not produce instant coffee or pods. Although at first sight

**Thinking of stocking artisan coffee in your shop? Dario Pelliconi, master roaster of Aromistico, explains everything you need to know**

it might appear that sales of pods are growing, in reality a percentage of consumers are shifting from instant to pods, so one is simply replacing the other. The real market growth is in fresh coffee. In 16 months of trading in the UK, Aromistico has certainly seen this trend unfold. We regularly speak to customers who ditched instant and pods at home and have dusted off their old cafetière or are engaging with new coffee brewing methods, like AeroPress, for instance.

### PRODUCTION

Coffee is essentially a product of import and for this reason it needs to undergo a series of precautions, such as a continuous quality control, certification guarantee and suitable storage. The timing therefore depends on customers, health analysis and transport, and once it arrives, it needs a rest at our warehouses to lose excess moisture. Toasting is a fundamental step for the yield of the final product. In fact, coffee being a

“ A growing number of consumers are no longer drinking coffee simply for a caffeine boost ”

natural product means it has slight variations that much be carefully considered and helped along to express its peculiarities. When I craft a new variety of coffee I have to understand and analyse every single variety determined by the origin of the cultivation, taste, aroma and aftertaste, so as to be able to obtain a desired balance between acidity and flavour.

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



### AROMISTICO VENEZIA

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[aromistico.coffee](http://aromistico.coffee)



### COALTOWN COFFEE ROASTERS BLACK & GOLD No3

A delicious blend of Brazilian, Colombian and El Salvadorian Arabica coffee, this espresso is the Wales-based roaster's first signature blend.  
[coaltowncoffee.co.uk](http://coaltowncoffee.co.uk)



### CHANGE PLEASE LUCY'S BLEND

A milk chocolate finish with hints of buttery vanilla, hazelnut and caramel come through in this coffee by the Supreme Champion of the New Producer Awards.  
[changeplease.org](http://changeplease.org)



### ROASTWORKS COFFEE CO. ETHIOPIA NEGELE GORBITU

Citric acidity leads to notes of peach, jasmine and bergamot with a jammy sweetness. The light body is creamy and tea-like.  
[roastworks.co.uk](http://roastworks.co.uk)



### TAYLORS OF HARROGATE CACAO SUPERIOR COLOMBIA

Grown by small-scale farmers in Huila in the Colombian south where the three branches of the Andes merge.  
[taylorsofharrogate.co.uk](http://taylorsofharrogate.co.uk)



## PRODUCER SPOTLIGHT

**Leanne Crowther, co-founder of Flower & White, introduces the meringue specialists' latest Meringue Bars launch:**

"This is an exciting and innovative new addition to our collection – it caters for a whole new section. Our natural Meringue Bars meet the boom in demand for snacking products which are low in fat and calories, and contain fewer ingredients with a clean label. Our Meringue Bars also remain true to the ethos of Flower & White, in that they're great tasting and look beautiful, too. They'll stand out on any retail shelf as an irresistible grab-and-go treat."

“Our Meringue Bars stand out on any retail shelf as an irresistible grab-and-go treat”

# IS CONVENIENCE REALLY KING?

We explore the booming on-the-go market to find out

**T**oday's food-to-go sector is almost unrecognisable compared to its former self. What used to be a section of a shop displaying unadventurous sandwiches and sausage rolls has now evolved and modernised into an entirely sleeker and more exciting proposition. Time-poor consumers, healthier options and the rise in cashless payment have been hailed as key factors that have driven the growth of the sector, which food and drink market analyst MCA values at around £20bn. In its *UK Food-to-go Market Report 2018*, the company states that it's even forecasted to grow by 2.8% this year.

Some farm shops, delis and independent food shops have noticed the huge demand for quality on-the-go options growing, with establishments like Exeter-based Darts Farm boasting its own dedicated foodservice operation. "At Darts Farm we've got what we call our Deli Bar," explains Mark Spry, food hall manager. "It's an add-on to our deli counter where we sell sandwiches, salads, baguettes, coffee, tea and cake. We make everything there fresh every day – the sandwiches and baguettes, and

all of the sponge cakes, brownies, flapjacks and sweet treats are made by a member of staff as part of their side business. The Deli Bar works well in conjunction with our deli as we use ingredients like the kale grown on the farm, and our staff create wonderful salads using our produce with cider vinegar, apple, fennel and that sort of thing. The more of the produce we can use from our farm the better."

When it comes to ambient on-the-go products stocked at the Deli Bar, Mark says that there's an even spread of healthy foods and indulgent treats. "We stock Get Fruity from Cornwall's fruit and oat bars, and we also have Rude Health bars and Deliciously Ella's range of protein balls," he says. "Then we do the usual not-so-healthy fare, like chocolate bars and brownies. It's all about striking a balance, however, we've certainly seen a growing market of people looking at what goes into their food, whether it's gluten-free or low sugar."

Mark believes that the food-to-go section is perfect for visitors popping in on their lunch break wishing to purchase something quickly. In order to really lure in

potential customers, he believes that the appearance and layout of the section needs to be of the highest order. "Visuals play a huge part in food-to-go and so does service," says Mark. "People come to Darts Farm because they enjoy their experience and like visiting – that has to translate to the food-to-go area too, even if it's only for people passing through. Baguettes are put together and then left unwrapped so visitors can either pop them into takeaway packaging or put them on a plate if they decide to eat in. The salads from the Deli Bar are either served in a pre-prepared box or in bowls on the counter so customers can choose what they like and ask for a mixture of salads to-go."

**"It's a restaurant-calibre meal with the convenience of being prepared in just three minutes"**

"Mr Lee's Noodles are ideal for an on-the-go offering," says Kasia Bigda, marketing and communications director. "It's a restaurant-calibre meal with the convenience of being prepared in just three minutes. Hot water is the



PLANET ORGANIC'S FOOD-TO-GO COUNTER IN ACTION

only requirement – in the time to boil a kettle you have a gourmet, oriental, wholesome and filling meal. It's hard to find that elsewhere in the market."

The Mr Lee's exciting range includes six flavours of authentic noodles, which are naturally gluten-free and contain freeze-dried ingredients. "Our gluten-free noodles are perfect for delis, farm shops and premium food retailers," explains Kasia. "The handcrafted and skillfully blended spices and ingredients complement the ethos of those outlets, with a real focus on good, wholesome food which is perfect for lunch or dinner, or even those that enjoy breakfast like the

Japanese do and enjoy a noodle over a pot of porridge!"

The demand for healthy, gluten-free and vegan offerings in independent and small retail chains is growing, states Kasia. "But on the most part it's falling short of the rest of the industry. Our noodles cater for these growing niches, while giving shop owners the flexibility due to our impressive shelf lives and ambient storage. We're the most premium, healthier instant noodle on the market, and whereas £2.99 per cup may be hefty when compared to other instant noodles, when seen as a healthful and tasty meal in its own right, it's great value for money."

## FOOD-TO-GO: AT A GLANCE

- IGD predicts that the UK on-the-go market will be worth £23.5bn by 2022
- MCA currently values it at £20bn
- 75% of shoppers are satisfied with the amount of healthy choices in the on-the-go sector, according to IGD
- IGD states that hot drinks are the most purchased food-to-go product at breakfast times, bought by 49% of shoppers

“People come to Darts Farm because they enjoy their experience and like visiting – that has to translate to the food-to-go area too, even if it's only for people passing through”

**RETAILER INSIGHT:**

**Caroline Ottoy, foodservice director at Planet Organic**

**HOW CRUCIAL IS PLANET ORGANIC'S FOOD-TO-GO SECTION TO THE BUSINESS?**

Food-to-go represents 30% of store sales and gives us the opportunity to showcase new trends and ingredients across the store. It is a positive entry point into the health and wellness industry and aims to make our healthy food selection more accessible.

**WHAT TRENDS ARE MOST PREVALENT IN THE FOOD-TO-GO SECTOR?**

Adding supplements to food and drinks is a massive trend. For example, adaptogens like medicinal mushrooms or CBD oil. Vegan is still strong and dictating much of the development in our bakery section. We've always supplied mainly vegan across our foodservice offering,

though. Fermented foods, especially fermented drinks are incredibly popular at the moment, and the popularity of functional waters is certainly growing. Gut health continues to be a hot topic in general across the industry, and this is reflected in our dressing and drink ranges.

**WHAT MAKES A GREAT FOOD-TO-GO SECTION?**

For us it's about the ingredients, choice and offering throughout different times of the day. For instance, we begin a day by offering quality items like breakfast pots or non-dairy porridge and great organic coffee, as well as functional smoothies and freshly made juices to order. On our server we look for simplicity and quality. Customers can mix-and-match as many items

as they like, so they can control what goes into their meal. Our grab-and-go counter offers healthy alternatives and balanced salads with no added oils or sugars. Visually, it needs to look strong. For example, fermented drinks sell well for us so we dedicated a whole bay to them.

**WHAT SETS PLANET ORGANIC'S FOOD-TO-GO OFFERING APART?**

We are different to the traditional retailer. We are 100% organic when it comes to our food and drinks servery. We offer a raw sandwich instead of a standard sandwich. We offer water, but with benefits, like PH9 for more hydration or added fibre. We have the largest range of non-dairy milks in London, and we do not stock ranges that contain any nasties and never will, so customers can trust what they eat every time they choose to visit us. Thanks to our unique store format, we have access to the most on-trend ingredients, so we're able to introduce these in our food-to-go section for our customers to try before they buy.

“ We introduce the most on-trend ingredients in our food-to-go section for customers to try before they buy ”



**FLOWER & WHITE CHOCOLATE MERINGUE BAR**

Chocolate-flavoured meringue coated in dark chocolate and chocolate crumbs which contains under 100 calories. [flowerandwhite.co.uk](http://flowerandwhite.co.uk)



**I LOVE SNACKS BABY PINEAPPLE**

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**MR LEE'S NOODLES WARRIOR FIGHTING SHRIMP**

Gluten-free tom yum rich noodles with shrimp, coconut, galangal, bamboo shoots and lemongrass. [mrleesnoodles.com](http://mrleesnoodles.com)



**POLLEN + GRACE TURMERIC & BUTTERNUT DAAL POT**

Creamy butternut squash combined with coconut daal, chard and Ayurvedic spice. [pollenandgrace.com](http://pollenandgrace.com)



**TIGG'S BOLD BEETROOT**

A beetroot dressing that comes in a 25g-sized sachet making it perfect for cooking, marinating or spreading over a salad. [tigitup.co.uk](http://tigitup.co.uk)



**EMBER ORIGINAL BILTONG**

A classic blend of spices and freshly chopped herbs season British and Irish grass-fed beef. [embersnacks.co.uk](http://embersnacks.co.uk)



**HIPPEAS SALT & VINEGAR**

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**PIPERS JALAPENO & DILL**

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**DOISY & DAM SNAPS**

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# THE INDEPENDENT SHOPPER

Gordon Stott, Pub Chef of the Year 2017 and landlord of The Sun Inn, on his admiration for quality produce and getting to know his local retailers and suppliers



**W**e're lucky enough to be based in Hampshire where there's an incredible variety of fantastic local produce, delis and farm shops. Some of my favourites from the areas have got to be the makers of Lyburn Gold and Tunworth cheeses – Tunworth is a unique Camembert-style cheese that can rival the French but is made just five miles from us. The award-winning Triple FFF Brewery in Alton supplies us with fantastic traditional English bitters. We also buy our meat from the brilliant local

family-owned butchers Owton's. Newlyn Farm Shop outside Odiham and Wellington Farm Shop are fantastic for interesting and tasty finds made by small suppliers,

and both of their cafés are excellent. Quality and variety are the main reasons shoppers should choose to visit independent retailers. As a business owner myself, building relationships with local retailers is so valuable for mutual recommendations. We're really lucky as there's a very supportive foodie community here in

Hampshire. Our diners care where their food comes from and the story behind the produce, so the closest you can get to the manufacturer is always a great USP.

We use local honey from a beekeeper, Ian Lilly, in our salad vinaigrette and the honeycomb in a rice pudding currently on the menu. Triple FFF Brewery's bitter is really delicious in our more traditional dishes like beer battered fish and chips or steak and ale pie. Our Hampshire cheeseboard includes the likes of Tunworth, Lyburn Gold, Isle of Wight Blue and Stoney Cross.

My latest exciting speciality food or drink discovery has got to be Twisted Nose Gin, a premium craft gin which is distilled in Winchester and made with 10 local botanicals, including watercress that's sourced from the surrounding landscape. It's super fragrant and utterly delicious. Most recently we discovered Moonroast Coffee, which is produced in the Candover Valley and is full of flavour. It's certainly a good time for quality food and drink!

“ As a business owner myself, building relationships with local retailers is so valuable for mutual recommendations ”

## TWITTER POLL

How did the Beast From The East affect your business?

We were forced to close  
**34%**

Footfall was depleted  
**32%**

Business as usual  
**22%**

Customers panic bought  
**12%**

**SPECIALITY FOOD MAGAZINE**

The **Summer Special** issue will include:

- Top Tips on Summer Sales
- BBQ's & Accompaniments
- Summer Drinks
- Oils, Vinegars & Dressings
- British Cheese Awards Previews
- Yoghurt, Butter & Cream
- Store-cupboard Essentials

**CHEESE BUYER**  
— 2018 —  
NEW EDITION COMING SOON!

Contact Sam on 01206 505 936 or email [sam.reubin@aceville.co.uk](mailto:sam.reubin@aceville.co.uk) for more information

## TALKING SHOP

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

If you operated a small shop but found yourself with extra capital and stumbled upon the dream unit space, would you upscale? And what does your idea of the ultimate food and drink retailer look like? I'm a regular customer at the Suffolk Food Hall, which is located not too far away from *Speciality Food* HQ, and what a shopping experience it offers. From the sheer scale and décor of the premises to the on-site facilities like the café, cheese counter and ample other areas, you can spend a long time in that place and really lose yourself in a foodie wonderland.

But in the same breath, I derive equally as much pleasure visiting smaller-sized delis and independent food shops. While there are certainly smaller sized premises out there, Hunters of Helmsley comes to mind as managing to provide an intimate and wonderful

shopping experience, where you walk through the door and are immediately met with a warm welcome and detailed descriptions about the products available.

While a bigger premises doesn't necessarily mean that the service is sub par – Suffolk Food Hall boasts lots of highly knowledgeable and amiable members of staff who are always on hand to help with any queries – there are obvious logistical, staffing, financial, marketing and stocking differences

which come into play between a large fine food retailer, like a food hall, or a smaller deli or farm shop.

Location is surely one, or even the most crucial determining factor of where you decide to set up shop. Lots of the household name giant food halls and farm shops enjoy the benefit of being destination stores, insofar as the retailer offers parking facilities, perhaps an area to sit and enjoy a meal and the ability to peruse an exciting and diverse array of

different sections. Whereas city or town centre-based retailers enjoy the luxury of luring in passers-by who hadn't factored in visiting a brick-and-mortar fine food destination to the day's proceedings.

The British consumer is certainly in a luxurious position, being a patron of the so-called nation of shopkeepers, and the general public should definitely count ourselves lucky that we get to enjoy the pleasures that

each fine food retailer can offer, whether they be small, medium or large. And if I were to run a deli or food shop, I think I'd opt for a smaller-scale unit where I could be visible at all times and enjoy a chat with regulars and first-timers alike about the delivery of a fantastic new item. However, if my brainchild and creation were to be recognised and rewarded with the opportunity to expand or open another branch, I'd certainly find it tricky to not be tempted to give it a go.

Do you have dreams of upscaling but certain factors have made it difficult to do so? Or are you dead set against it? Get in touch, we'd love to hear your point of view.

james.fell@aceville.co.uk

“If my brainchild was given the opportunity to expand, I'd certainly find it tricky to not be tempted to give it a go”

## 5 MINUTES WITH... AMBER FRASER

co-founder of Brave



who was explaining to her mum why she loved our peas so much – when she found out I was the founder, she thanked us over and over for making her favourite snack!

### AND YOUR LEAST FAVOURITE?

Making difficult decisions that don't really have a clear right or wrong answer.

### TEA OF COFFEE?

I tend to stick to caffeine-free teas. I'm a pretty high energy person naturally so caffeine winds me up a little too much!

### HOW ABOUT THE FOOD INDUSTRY – IS THERE ANYTHING YOU'D LIKE TO CHANGE?

The industry can, be quite wasteful when it comes to expending a lot of resources importing ingredients or even whole products from all over the world. We'd love it if more companies used great local ingredients in their products.

### WHAT WOULD BE YOUR LAST SUPPER?

A veggie curry and a gooey vegan chocolate brownie, yum!

### WHAT'S YOUR MOTTO?

Fortune favours the brave.

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

That's got to be Natto, a Japanese dish made from fermented soybeans and other spices.

### WHAT'S YOUR FAVOURITE BOOK?

*The Hitchhiker's Guide to the Galaxy*. A few key life lessons that I've taken away from that book: don't panic, the answer to everything in life is 42, and always carry a towel.

### SWEET OR SAVOURY?

Savoury.

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

I'd be following one of my other passions of either helping people to live longer and healthier lives or working within animal activism.

### WHAT WAS YOUR FIRST JOB?

Working as a waitress at the restaurant of a golf club when I was 16. I loved the social aspect of it – it was a lot of fun!

### WHAT INSPIRES YOU?

Seeing people making a difference, even if it's just a small one. Our mission is to encourage people to eat more sustainable plant-based food.

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

Straight out of university I was selling printers and software to offices. I was never passionate about printers and you needed a lot of determination to succeed.

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

Hearing customer feedback has got to be the most rewarding thing about all of this. I met a woman the other day

## DIARY DATES

### March

**17th – 2nd**  
**EAT & DRINK FESTIVAL**  
Olympia, London  
[eatanddrinklondon.com](http://eatanddrinklondon.com)

**20th – 22nd**  
**IFEX EXHIBITION**  
Titanic Exhibition Centre, Belfast  
[ifexhibition.co.uk](http://ifexhibition.co.uk)

### April

**10th – 12th**  
**WORLD TRAVEL CATERING & ONGOING SERVICES EXPO**  
Hamburg Messe, Germany  
[worldtravelcateringexpo.com](http://worldtravelcateringexpo.com)

**12th – 15th**  
**LONDON COFFEE FESTIVAL**  
Old Truman Brewery, London  
[londoncoffeefestival.com](http://londoncoffeefestival.com)

**16th – 18th**  
**FARM SHOP & DELI SHOW**  
NEC, Birmingham  
[farmshopanddelishow.co.uk](http://farmshopanddelishow.co.uk)

**FOOD & DRINK EXPO**  
NEC, Birmingham  
[foodanddrinkexpo.co.uk](http://foodanddrinkexpo.co.uk)

**16th – 19th**  
**ALIMENTARIA**  
Gran Via Venue, Barcelona  
[alimentaria-bcn.com](http://alimentaria-bcn.com)

**22nd – 23rd**  
**NATURAL & ORGANIC PRODUCTS EUROPE**  
ExCeL, London  
[naturalproducts.co.uk](http://naturalproducts.co.uk)

### May

**2nd – 3rd**  
**THE FOOD & DRINK TRADESHOW**  
Three Counties Showground, Malvern  
[thefoodanddrinktradeshow.co.uk](http://thefoodanddrinktradeshow.co.uk)

## WHAT'S IN OUR BASKETS

### JAMES, DEPUTY EDITOR



### Montezuma's

Montezuma's luxurious chocolates have been trusty companions through thick and thin, so when I found out about the company's latest truffle chocolate bar launch, I was elated. They come in four varieties, including Milk Chocolate with Peanut Butter, Milk Chocolate with Cappuccino, Dark Chocolate with Cherry and Milk Chocolate with Coconut, and taste as heavenly as you imagine a chocolate bar and truffle hybrid would!  
[montezumas.co.uk](http://montezumas.co.uk)



### Skinny Bakery

I like to think of myself as a fairly broad-minded fellow, but I've got to admit, when I discovered this producer creating the likes of Sweet Potato Brownies and Red Velvet Pearls made from beetroot, the sceptical side of me went into overdrive. I'm not too proud to admit that any doubts swiftly vanished upon biting into a brownie, which could hold its own against even the most indulgent ones on the market. I've subsequently worked my way through the entire range and enjoyed every mouthful. Lesson learnt!  
[skinnybakery.co.uk](http://skinnybakery.co.uk)

### Vermints

In terms of uniqueness, these stylish tins of all natural breath mints and pastilles certainly caught my attention this month. Coming in six unusual flavours, such as Ginger, Chai and Cinnamon, these little treats contain no chemicals or artificial sweeteners and would make for a great item to stock near the till for a quick, fun and tasty last-minute additional purchase.  
[vermints.com](http://vermints.com)



### HOLLY, EDITOR



### Fior Fruit Merchants

This company is set to launch its range of gently sparkling soft drinks at the Farm Shop & Deli Show in April, and if you're heading there, I implore you to give them a try. Made with fruit juice that comes from apples sourced from English orchards, plus a little Dee Valley water thrown into the mix, they come in three different apple-centric flavours and are fantastic when you're in the mood for a sparkling thirst-quencher.  
[fifem.co.uk](http://fifem.co.uk)



HAND CRAFTED SPIRITS

# LYME BAY DRY GIN

Stamped with a Lyme Bay seal of excellence and drawing on our experience infusing the most exciting flavour combinations, we have created a dry gin that showcases the very best of Lyme Bay.

Reflecting a natural affinity to our beautiful hedgerows and coastal vistas, our exquisitely fresh and invigorating gin bursts with traditional botanical flavours of juniper, floral and citrus notes alongside intoxicating aromas of verbena and the freshness of orange peel, lemon and lime.

**Lyme Bay Dry Gin** 40%  
70cl Bottle.

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

