

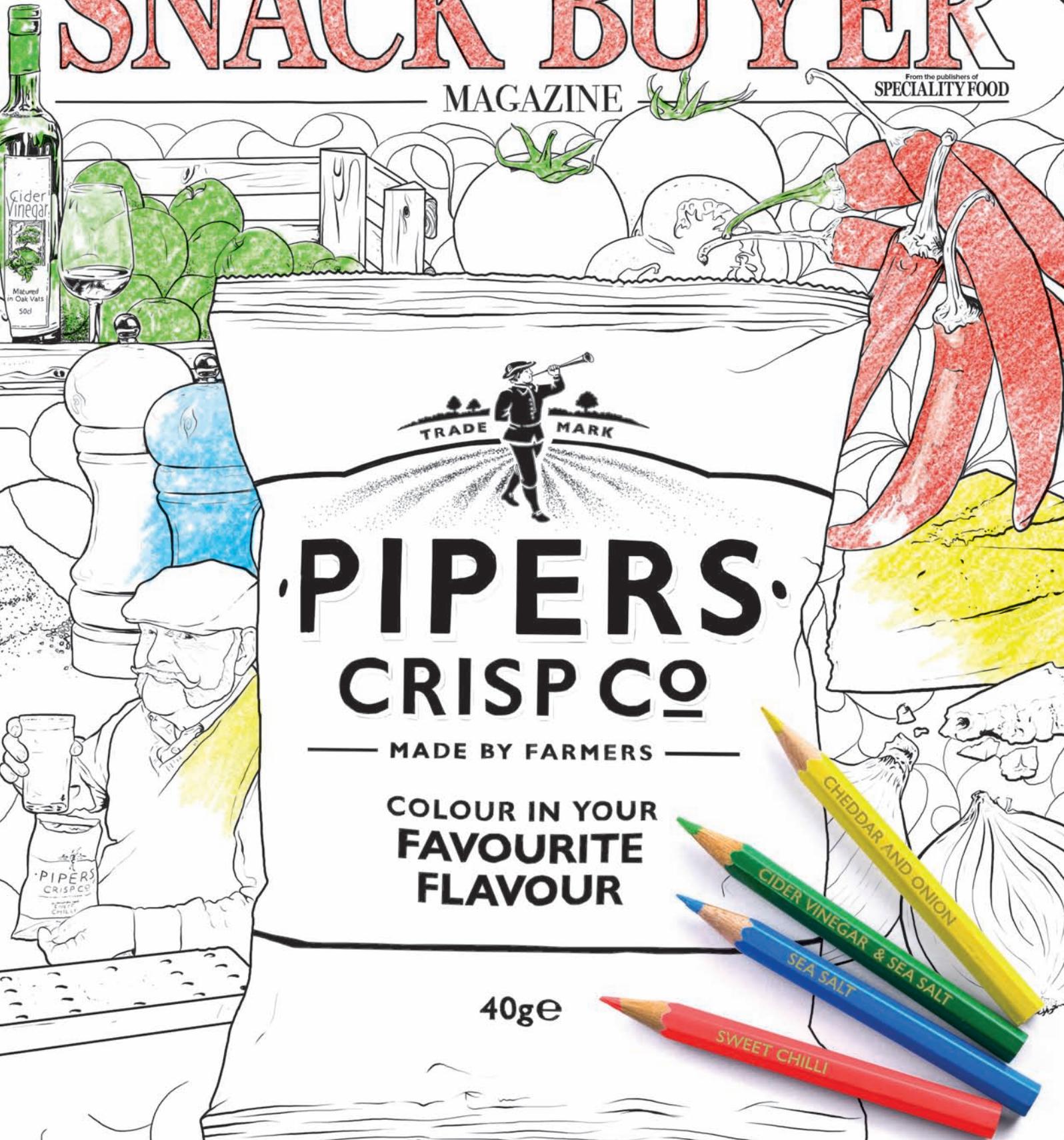
2016

ALL YOU NEED TO SELL SNACKS SUCCESSFULLY

# SNACK BUYER

MAGAZINE

From the publishers of  
SPECIALITY FOOD



**SCOTT WINSTON,**  
SELFRIDGES:  
TRENDS & TOP  
SELLERS



**GERRY MOSS,**  
WBC:  
HOW TO  
DISPLAY  
SNACKS



**ALEX ALBONE,**  
PIPERS:  
THE SECRET OF  
OUR SUCCESS



## CONTENTS

### 3 Sound Bites

Latest snacking trends

### 6 How To Sell Snack

Secrets of selling

### 7 Pipers

### 8 Selling Snacks

Techniques of top shops

### 9 Artisan Grans

### 10 Popcorn Kitchen

### 11 Wellabys

### 12 Corkers

### 14 Peters Yard

### 16 Bath Pig

### 18 Hider Foods

### 20 Tyrrells

### 22 Fiddlers

### 24 Burts

### 25 Eat Grub

### 26 Ten Acre

### 28 Scott Farms

### 30 Nudie Snacks

#### Editor

Ross Gillfillan, 01206 505971  
ross@aceville.com

#### Deputy Editor

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

#### Group Editor

Charlotte Smith  
charlotte.smith@aceville.co.uk

#### Group Advertising Manager

Sam Reubin 01206 505936  
sam.reubin@aceville.co.uk

#### Senior Account Manager

Aaron Northcott 01206 505934  
aaron.northcott@aceville.co.uk

#### Account Manager

Samantha Giles 01206 500240  
samantha.giles@aceville.co.uk

#### Business Development Executive

Nathan McLean 01206 505901  
nathan.mclean@aceville.co.uk

#### Art Director

Lee Whiteford  
lwhiteford@btconnect.com

#### Accounts

Sue Carr 01206 505901

#### Publisher

Helen Tudor 01206 505970

#### Published by

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

#### Subscriptions

Rachel Tudor 01206 505965  
subscriptions@aceville.co.uk

**Disclaimer:** The views expressed in this publication are not necessarily those of the publishers. Every effort is made to ensure the veracity and integrity of the companies, persons, products and services mentioned in this publication, and details given are believed to be accurate at the time of going to press. However no responsibility or liability whatsoever can be accepted for any consequence or repercussion of responding to any information or advice given or inferred.

# A MARKET WITH BITE

*The snack market is evolving and changing as innovation and health considerations drive a boom in NPD*



**W**elcome to the 2016 edition of *Snack Buyer, Speciality Food* magazine's annual assessment of a sector which is becoming increasingly important to independent retail as new demand, Government constraints and lots of NPDP sees the sector in the throes of change. If you have limited your snacking stocks to a small range of artisanal crisps, then you may be missing out and leaving customers unsatisfied – quite literally. The appetite for snacks is strong, with Mintel reporting that nearly one in 10 consumers snacks three times daily and something like three in four consumers snack at least once a day. But it's not just hunger which drives people to snack. NPDP itself often creates its own market. Product innovation has a strong influence on impulse buying, Mintel says, with consumers saying that their impulse buys were often prompted by the appearance of a new flavour or a new product from a favourite brand. One novel alternative to popcorn I've come across recently is popped quinoa.

While we enjoy a rare break between recessions, consumers have more money

in their pockets and the increase in spending seen in all sorts of other markets can be expected in snacking too. This means that customers will be prepared to pay more for what they see as an upmarket bite, and there are plenty of new products which cater for this demand. Innovation is driving what is almost a whole new market. The re-imaginings of crisps, popcorn and pork scratchings have been followed by all kinds of new products, from coconut jerky to bags of crispy insects, some chocolate-dipped. Also important in the development of new or improved products have been considerations of health, either consumer-led or those which have been government sponsored.

#### Gluten-free

Concerns about levels of salt and fat have long been expressed and

“ It's not just hunger which drives people to snack. NPDP itself often creates its own market. Product innovation has a strong influence on impulse buying ”



new concerns over sugar content have spurred many makers to develop products which respond to these concerns or at least to promote any health-supporting qualities which the product can boast. Some packs of snacks now feature portion control which uses a low or reduced system of symbols to show sugar content. This last year has seen demand for gluten-free food. It is no longer solely the province of people with special dietary needs, and many retailers will be basing stocking decisions on whether a products offers this benefit. It seems likely that consumers will expect to see more snacks which make concessions to health concerns in the future.

Bear in mind when stocking that snacks are bought for a number of different reasons and occasions. As well as something which will assuage cravings on the spot or on a car journey, customers will be looking for family-sized snacks to enjoy at home or add to their party fare, and will also want single portion sizes to pop into work or school lunch boxes.

All this means that the snacking market is alive and kicking. In this issue of *Snack Buyer*, we ask top retailers what snacks are flying off their shelves right now. We look too at the current trends. Consistent sales of sweet potato crisps are reported, but which of the plethora of other new products are worth a punt? Now that new and relaunched snacks now appearing in bright, modern package designs, we look at how strong display can boost sales.

With regular stock turnover and constant demand, snacking is a sector to watch.

Ross Gillfillan  
ross@aceville.com



# SOUND BITES

*There's a core of snacks you will be expected to stock, but looking beyond the obvious will add interest and maintain your point of difference*

**T**here's no doubting that a strong range of snacks is an important consideration in the stocking of any deli or farm shop. Snacks are excellent impulse buys and make great grab-and-gos. They assuage pangs of hunger, distract children and can partner foods put out on taste. New packaging, often bright, well-designed and sometimes humorous too, means that a display of crisps or popcorn can brighten shelves and draw attention to a particular area of your store. It almost goes without saying that you will want a selection of potato crisps and that the core essentials will be those flavours which are still produced by new and artisan makers, albeit under fancier names – Salt & Vinegar, Cheese & Onion and Plain flavours. These are musts if you want consistent turnover.

But, of course, a forward-thinking independent store such as yours will always be looking for a point of difference, a range of stock

that will arouse interest, catch the eye, get people talking and which will not, if at all possible, be stocked by the local supermarket. This is where you need to look a little more closely at the fringes of the snacking market, where some interesting developments have been made in recent times. Very possibly, it was crisps which led the way, with an explosion of new flavours and small-batch, handmade, irregularly-shaped crisps carving out a new market and showing the way for all sorts of other innovations. Added to the holy trinity of flavours mentioned above came new and sometimes surprising flavours, for examples, chorizo (Pipers), black pepper (Ten Acre), barbecue (Tyrrells), duck (Corkers), black pudding and lobster (Burts). Several of these flavours are available from more than one maker.

Some producers, such as Fairfields, use ingredients from local producers: Fairfields offers a taste of its native East Anglia by

employing the flavours of local beer Adnams Ghost Ship and of a local cider maker in its Sea Salt and Aspall Cyder. Selling products with such local connotations can only strengthen the local credentials of your shop. Including the place of origin in the name has worked well for producers such as Fiddlers Lancashire and Kent Crisps, and many makers have discovered the value of tying in their products with those of either local or specifically-named places. For examples, Pipers offers Kirkby Malham (Yorkshire) Chorizo flavour.

## Offering difference

Modern takes on the old port scratching have proved very popular, with several manufacturers producing a lighter, crisper and cleaner looking snack than had been the case. Popcorn too has had a revamp, of course, with all sorts of flavours refreshing a market which had previously been limited to little more than sweet or salty varieties

and which was outlet mainly in cinemas. Some crisp makers, eg Tyrrells, have diversified into the popcorn market and other producers have given it life not only with a range of interesting flavourings but with the sort of bright, modern packaging which is a plus when selling the products from the shelves of independent retailers. Portlebay has exploited the product's ability to appeal to sweet or savoury tastes with a line which takes in wasabi at one end and lemon sherbet at the other. The success of these re-imaginings of traditional snacks has concentrated minds and now the market burgeons with all kinds of products, some new and others fresh spins on old ideas. Whatever their origin, this broadening means that it's easier than ever to offer your customers something tasty and different. Here is a selection of ideas you might like to bear in mind when looking for something to add to your crisp and snack shelves.

Why confine yourself to potato

“ A forward-thinking independent store will always be looking for a range of stock that will arouse interest, catch the eye, get people talking and which will not, if at all possible, be stocked by the local supermarket ”



crisps when the format is offering so much more these days? Along with the ever-popular ranges of corn-based tortilla snacks, sweet potato crisps such as those from Scott Farms bring a new dimension and the company announces three new flavours in this issue. Other vegetable flavours getting in on the act are Beetroot, Parsnip & Carrot (Tyrrells) and Sweet Potato with Chilli (Corkers).

Customers with a sweet tooth who like the crunch of a crisp can be satisfied by fruit crisps, which are often made from apples and pears (Perry Court Farm) but are also available in more exotic flavours such as Orange & Melon (Nim's). Kale crisps, popular in America last year, are now appearing in supermarkets, with mainstream manufacturers perhaps waiting to gauge consumer take-up before jumping in. Also prominent on snacking shelves across the pond just now are split pea, jalapeno and falafel chips. Look out too for snacks

made from garden peas, such as Taking The Pea.

Nuts are bigger sellers than they used to be, as customers discover their nutritional value and diversity. The nut market got its first new lease of life in the mid-1970's when dry roasted peanuts offered a tastier alternative to the drab packets of salted nuts which had been a pub staple. Since then, the public has become much more aware of the snacking potential of nuts in general. Health-conscious customers who had avoided nuts because of a high fat content are now returning after new dietary advice has commended their high content of poly-unsaturated fats. Among a much wider range of nuts now readily available, often in handy grab-and-go packs or as constituent parts of packs of nut medleys, are almonds, cashews, brazils, almonds, macadamias, pecans, pine nuts and pistachios, some of whom are available in caramelised form (eg Cambrook). The melange of nuts and,



sometimes, chocolate which is such an established form of snack and portable energy source for hikers has yet to be offered in any serious way to the UK market.

Chilli has worked its way into all sorts of foods and the snacking sector has not been impervious to its influence. The peppery flavours of Tabasco are now finding their way not only into chocolate but also into a range of snacks which include a sweet Chilli BBQ Popcorn with Tabasco. One rather original snack which is bound to make an impression is available from Karkli. Its Ghost Naga Chilli snacks are spiral-shaped, handmade savoury snacks with a memorable, fiery finish. Gluten-free has finally found wide acceptance beyond the realms of people with dietary disorders and snack makers have been reasonably quick to produce gluten-free examples or, in the case of products which already were, to advertise the fact. Most artisan makers of crisps, popcorn and of other snacks cater for this market, and it's worth flagging their gluten-free credentials on your signage or keeping a selection of clearly-signed, gluten-free snacks on your shelves.

Meat snacks remain popular, with biltong now rivaling meat jerky as an everlasting chew for keen carnivores, or those who need an injection of protein between meals. Still a quite recent addition to the snacking repertoire are Japanese rice sticks, but these have already been taken up by the major supermarkets. You can still offer something off the beaten track with roasted giant corn or Amazon plaintain chips (both from

Inka Snacks) and various products can be had which are made with corn, beans, quinoa and lentils. Still a little too strange for most tastes and expensive for most pockets, perhaps, are snack packs of insects (eg Bug Grub, Crunchy Critters).

### Health Factor

Also getting a good take-up because of their perceived health benefits are fruit bars and those made with cereal or nuts. With health continuing to be an important factor in food buying decisions, snacks which can make some claim in this department tend to do well as customers play off a desire to satisfy a craving with another one to assuage the

### Jo Fielder, retail consultant



"Snacking has changed a lot over the last few years. Healthier options, 'upmarket' nibbles and free-from options all hold far more weight than ever before. Snacks for kids in particular are seeing a shift away from sweets and crisps towards more healthy fruity nibbles and fewer highly processed, sugary treats. Right now, there seems to be a fascination for all things purple – sweet potato or beetroot chips, for example. Passing fad or here to stay? Only time will tell.

"The health factor is really important. There will always be a large market for the classic potato chip, pork scratchings and bar of chocolate. However, there is a growing demand for more nutritious products which, although often more expensive, are more fulfilling. Gluten-free is a huge growth market. The variety and quality is slowly improving as producers become more inventive. As the flavours improve, the products gain broader appeal, even to people who don't suffer from an allergy. For many people these products are seen as a healthier, more digestible option."

“ Gluten free has finally found wider acceptance beyond the realms of people with dietary disorders. It's worth flagging gluten-free credentials and keeping a selection of these snacks on your shelves ”

guilt caused by nibbling between meals. Snacks likely to attract the more health-conscious buyer are those advertising low levels of fat, salt, preservatives, colourings and flavourings, and which are able to boast relatively low calorific content. Snacks with lower than usual sugar content are worth considering too. While several brands of crisps and some other

snacks have reduced their fat and salt content, the addition of ingredients perceived to be healthy will boost sales. There's a large market for anything containing fruit or nuts or both. The market for seeds has quite recently expanded beyond sunflower with brands such as Munchy Seeds offering a range of toasted and flavoured seeds.



## VIEW FROM THE DELI



**Natalie Hawthorne, general manager, The Mount Street Deli**

### How has the snacking market changed in recent years?

It has become healthier, as the modern-day consumer is health-conscious and on the lookout for pure products which don't have any nasty additives.

### What's hot right now?

Our iQ chocolate bars with superfoods seem to be particularly popular at the moment. Another winner is Scott's chocolate honeycomb – but the latter isn't very "diet-friendly," I'm afraid.

### How important is it to appeal to the health conscious?

Over the last couple of years our clientele has become increasingly healthier, so it is incredibly important for us to be able to offer what they are looking for.

Keeping all of our customers happy is always our end goal.

### How important is it to offer gluten-free?

Very! We offer gluten-free cakes along with snacks, which are all regularly asked for. The gluten-free diet is more than just a trend and has become an actual way of life, so it's very important to cater to it.

### Where do you see the snacking market going?

I believe that the snacking market will evolve. New healthier and more interesting flavours will be developed, enabling the consumer to snack guilt-free. Most of us are conscious of our figures and health and I truly think that the future of snacks will reflect that.

Meet suppliers

Latest trends

Artisan flavours

Trade Only

# Speciality

## & Fine Food Fair 2016

4-6 September, Olympia London

1,000s of new products

Speciality chocolate

**Explore the UK's leading showcase of fine food and drink.**

Incorporating  
**Speciality**  
Chocolate Fair 2016  
4-6 September, Olympia London

Discover the UK's only dedicated trade event for fine and artisan chocolate.

**Register Now**  
[specialityandfinefoodfairs.co.uk/snacks](http://specialityandfinefoodfairs.co.uk/snacks) #SFFF16 #SCF16

# HOW TO SELL SNACKS

*You've got your range down to a T, but how do you ensure your snacks fly off the shelves? Here, two retail pros share their expertise*

**“50%** of all purchases are impulsive, so snack buying is a huge opportunity for food retailers,” says Eve Reid, director of Metamorphosis. “The key thing is to think about the positioning of the products you want to sell. Firstly, think about where your ‘hot spots’ are. A hot spot is an area of the store where people pass frequently,” she says, “or naturally spend more time. For example, the till point is an ideal place to ‘push’ small impulse purchases (or ‘till point buys’). It is also a good place to communicate and promote other services to your customers, as it is one of the places where customers will actually take time to read information. Then, think about placing snacks throughout the store, for example next to their ‘perfect partners’. Lastly, think seasonally by using cross mechanised displays to pull together strong stories.

“Clarity of offer is key – very often snacks are heaped together which could in effect be slowing down sales,” says Eve. A strong display could work wonders when it comes to selling snacks: “Add emphasis to your snack display by giving each product a little more space, and think about grouping strong colours and textures together.”

It's important to clearly define related products, both for display and upselling purposes. “With snacks, where possible product families should be clear,” Eve says, “as this allows people to be able to choose their flavour/variety of choice. Thinking beyond grouping, you may wish to treat each product type differently, using a different container for each.” This may sound like a lot of work, but in reality, she says, “there are so many great fixtures and fittings now that you can buy off the shelf, and you can use them in so many different ways.”



Trends come and go, she says: “apple crates were 2015/16’s big hit, but this coming year we are seeing a much cleaner look.”

When it comes to retailers ensuring that their displays stand out from the crowd, she says, “With food it’s always down to taste; a whopping percentage of food products fail and this is largely down to the fact people don’t know what they taste like.” Creating drama in your display is well worth considering, according to Eve: “Think about how you can create some interest around the product – think lights, camera, action!”



## “PILE IT HIGH”

**says Gerry Moss, retail development manager at WBC**

Everyone loves a cheeky impulse buy. Nestled right there at the check out, calling your name...

Snacks generally imply something small to enjoy throughout the day. As a rule of thumb, retailers play a big role in how consumers engage with snacks.

There are extra selling opportunities over various retail food categories that lend themselves to snacks. For example, miniature-size granola bars sit quite comfortably alongside cereals and act as profitable add-on sales. Dried fruits and nuts also work nicely near the fresh produce section.

There are a few effective techniques when selling snacks:

- Price points for snacks should be very accessible, allowing the impulse buy to happen without consideration for cost
- Product placement is key to promoting snacks – allow them to add value to your business

### DO

- Place the product in the right spot and think about the customer’s journey. For example, till points can be great for impulse purchases
- Be clear on what you’re trying to sell – sometimes less is more. Ensure you choose the right product for the right time, as what we choose to eat in the morning is very different to what we’d choose in the afternoon
- Communicate clearly. Are there any key selling features the product has that you could share with your customers? Is it at a great price point? Is it gluten-free?
- Think beyond the product – think creatively with regards to the fixtures and fittings you choose to merchandise the snacks within
- Position them throughout the store. Are there ways in which you can cross-merchandise the snacks next to their ‘perfect partners’? Are there any sitting duck areas that people naturally spend a little more time?

### DON'T

- Simply place products in order to fill gaps. It’s a sensible starting point, but the items every product is presented with are dependent on your customers’ needs and your specialities
- Forget to think commercially. Social media can provide valuable links with your competition, local events, customers and trends, as well as provide extra traffic to your website
- Be disgruntled if some items don’t sell. There must have been a reason you chose to sell it, and with food it’s all down to taste. Open a bag and let people try before they buy
- Get stuck in a rut. Variety is the spice of life... so create some! Change your products around regularly to refresh your offering
- Forget to ‘face the customer’ – it sounds odd, but sometimes products are missed because they just aren’t on our radar

course, everyone loves to sample products, especially when they are delicious. If there is an opportunity to sample snacks from your promotional table, your audience are more likely to add to your till at the checkout.

● Floor space is valuable space in retail land. Our galvanised grape baskets on stands help to create pockets of snacking opportunities in and around your store. This item comes with a decorative opening design or a classic design.

● Counters are strategic place to showcase snacks. Our vintage effect counter boxes help to create and define a collection of snacks.

● Snacks should always be merchandised in abundance to create an alluring attraction. Pile it high is my top tip!

● Snacks can, but don’t always have to, add to a seasonal or occasional holiday

At WBC we have a few relevant display solutions that can help support a snack range:

● Our two tier copper counter display is uber stylish and oh so *en vogue!* With several basket and tray solutions on offer to meet your design and brand needs, this item, which also comes in a matt steel, is perfect for at-the-counter snack sales.

● Our double wire BRIX unit with lockable casters makes for a wonderful seasonal or promotional table. Position this fixture alongside a section of your business and pile high with the snack du jour! Using a promotional table will help create an added buzz around a specific snack or snack range. Of



# THE EXTRAORDINARY EIGHT

*Pipers is one of Britain's best-loved crisps and it's all down to authentic flavours and a big crunch. Here's the range and why you should stock them.*

## Unsalted Crisps

Pipers Unsalted Crisps brings you the naked crisp. Made with the very best locally-sourced potatoes, these are unsalted, unflavoured and perfect for dipping or enjoying with a favourite beer. It's the base of a range of artisan crisps which Alex Albone has designed to appeal far beyond the regions supplying the flavour. These strong flavours have been selected only after much thought and experiment. "We're using real flavours," Alex says, simply, "ones that people want to buy."

## Lye Cross Cheddar & Onion

The secret of Pipers Lye Cross Cheddar & Onion lies in the farmhouse cheese used to flavour them. It's made by the Alvis family, who have farmed the land at Lye Cross Farm, near the Somerset village of Cheddar, for 400 years. The foothills of the Mendips provide lush grazing for the Alvis's herd of more than 1,000 dairy cows. New technology meets traditional skills which have been passed



down father to son for generations and among old practices still in use here such as 'cheddaring' whereby curds are turned and stacked by hand in order to mature and develop the full Cheddar flavour that makes Pipers Lye Cross Cheddar & Onion so popular.

## Kirkby Malham Chorizo

These crisps are flavoured with chorizo, but they're as British as fish 'n' chips. That's because the award-winning chorizo that's been selected to flavour them is made by Chris and Nigel Wildman, whose Oxford Sandy and Black pigs are bred and raised in the Yorkshire Dales National Park. The chorizo used in Pipers Kirkby Malham Chorizo is made from a blend of top-quality pork, spices and smoked paprika and allowed to cure for three weeks.

## Burrow Hill Cider Vinegar & Sea Salt

Brown Snout, Stoke Red, Henry Masters and the legendary Kingston Black are just some of the varieties of vintage cider



apples grown by Julian Temperley at his Burrow Hill Farm near Kingsbury Episcopi in Somerset. Apples pressed here are used to make the cider which is combined with sea salt to create a crisp with a powerful tang that lingers long after the bag has been emptied.

## Biggleswade Sweet Chilli

Chilli is the flavour of the moment and Pipers uses it to add punch to its Biggleswade Sweet Chilli crisps. The chillies chosen for these crisps are grown by the family of Sicilian Filippo Genovese, but just like other ingredients, the chillies are produced in the UK – Bedfordshire in this case – saving unnecessary air miles. Filippo's cayenne and jalapenos give these crisps a slightly sweet taste with a spicy kick.

## Anglesea Sea Salt

Pipers selects its pairings with regard for taste, quality and provenance. When it came to selecting a sea salt, Pipers had no hesitation in choosing Anglesey Sea Salt, which was awarded a PDO in 2014. The sea salt used in Pipers Sea Salt Crisps is taken from the sea water in the turbulent Menai Straits, which is filtered, concentrated and crystallized in order to produce a pure and natural product that is the perfect partner for Pipers potato crisps.

## Pipers Karnataka Black Pepper & Sea Salt

The black pepper which seasons Pipers Karnataka Black Pepper & Sea Salt Crisps is grown by the Faiz family in Karnataka region in

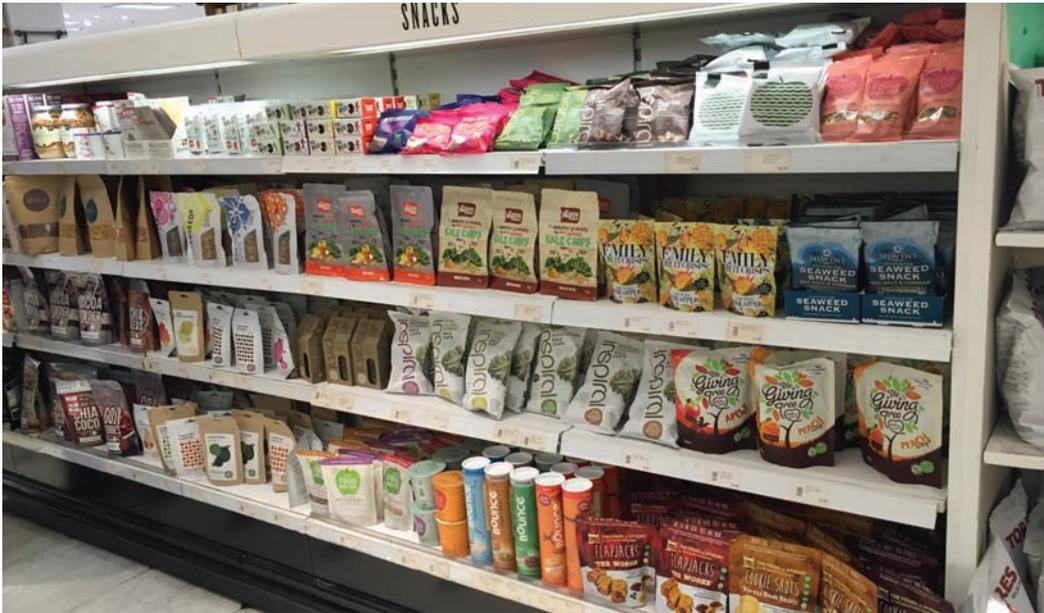
South Western India. The pepper they grow there is the Tellicherry variety, which is regarded as the finest in the world. Picked just before they ripen, Tellicherry peppercorns have had time to develop the deep flavour that makes Pipers Karnataka Black Pepper & Sea Salt special.

## Wissington Tomato

The flavour-filled tomatoes used to bring a ripe, sweet tang to Pipers Wissington Tomato crisps are fantastically eco-friendly, being grown in an enormous glasshouse which is warmed by waste heat produced by the British Sugar beet processing plant near Norfolk's Downham Market. Norfolk's big skies means provide plenty of sunlight to ripen the fruit. All that's added to these succulent tomatoes is Pipers blend of spices.



“ Making just eight flavours is our strength. We don't mess about making popcorn or masses of flavours. What we do is produce eight tried and tested bags of potato crisps which deliver powerful flavours and a proper, crispy crunch. The success of the brand in pubs, farm shops, delis and export speaks for itself ”



# SELLING SNACKS

*Snack Buyer lifts the lid on Selfridges' world-famous snacking aisles*

**F**or decades, Selfridges' Oxford Street flagship store has been home to some of the world's most exciting brands, and its snacking department is one which demonstrates the retailer's dedication to innovation and trends as much, if not more so, than any other under its roof. As you'll have noted while turning the pages of *Snack Buyer*, the snacking industry is ever-changing, ever-adapting and ever-evolving, and arguably no retailer embraces this quite as well as this world-renowned seller.

We speak to Scott Winston, groceries buyer at Selfridges' London store, to find out what's in store for its snacking section, and discover how he sells snacks.

## SB What snacks do you sell?

SW We stock a wide range of snacks, some familiar favourites and popular brands alongside the more unusual – everything from Tyrrells crisps to Tabasco Sweet Chilli Popcorn. The category bridges sweet and savoury, with health and wellbeing now adding an important

additional layer of choice for our customers.

## SB How is your snack offering affected by trends?

SW Snacking is a fantastic area for speculative, breakthrough brands. Torres, for example, with their Black Truffle Crisps, which have become an instant hit with our customers. It's now our best-selling snack this year. They have recently introduced a caviar option as well, making the humble crisp truly gourmet. Over the last 12 months popcorn has been showing signs of plateauing as the must-have snack, with more unusual snacks taking over like Yushoi Pea Snacks, as well as healthy, cleaner snacking options such as nut mixes or biltong.

## SB What are the current and future trends in snacking?

SW Current trends include alternatives to traditional potato chips, obviously vegetable chips, such as those we stock from Tyrrells. Less obvious options we offer include Beanfield Snacks who

are producing chips from beans and rice. In terms of future trends, we are seeing a lot of Cricket Flour bars coming across our desks. We will be launching at least one of these ranges in the very near future. In addition the trend set by Torres may be exploited further, with more brands launching 'posh' crisps and therefore premiumising this mature market sector, just as Trotters have done with the humble pork scratching.

Finally, we are also seeing huge interest in healthy / wellbeing snacking, with organic, raw and vegan brands such as inSpiral proving very popular – their Coconut Curls were an instant hit when they launched. When building our recently-launched Selfridges Selection ReBalance range, which focuses specifically on health and wellbeing, we were mindful to consider healthy snacking options by using healthy fats and no refined

sugars. The range includes products such as Beet & Berry Energy Bars and Raw Nut Medleys.

## SB Do you think international snacks are important in our sector?

SW Our snacks range is currently trading +8% against last year for our year to date. We know that this growth is being driven by the newness we have introduced; brands like InSpiral exemplify this. We regularly curate international schemes such as our recent Japan campaign. Some of the more unusual Japanese snacks were extremely popular, including products such as Glico Poky Sticks. During the promotion we held the widest range available in the UK, with many of the flavours still on sale today.

## SB How do you display your snacks?

SW As well as displaying our snacks for convenient impulse pick-ups, we also regularly feature snack ranges on our gondola ends to boost profile, particularly around new launches. Samplings and tastings still work incredibly well to drive interest with fantastic conversion to sales rates.

## TOP 5 MUST-STOCK SNACKS

- 1 Torres Black Truffle Crisps
- 2 Joe & Seph's Salted Caramel Popcorn
- 3 Mr Trotters Pork Crackling
- 4 Yushoi Rice Snacks Sweet Chilli & Lemon
- 5 Selfridges Selection Raw Cacao Granola Bars



“ The snacking category bridges sweet and savoury, with health and wellbeing now adding an important additional layer of choice for our customer ”

# GRAINS OF SUCCESS

*Speciality grains and proven flavours make the new snacking range from Artisan Grains perfect for independent food retailers*

This July, the popular Artisan Grains launches a new and exciting range of snacks. The brand itself was launched in 2013, says Paula Boardman, commercial manager of First Quality Foods. Already known for its use of original ingredients such as quinoa and freekeh, Artisan Grains' new range features two flavours of roasted spiced edamame beans. "This has been very exciting," Paula says. "We've had a lot of interest from wholefood wholesalers and the independent market. The snacks are offered in two popular flavours, Sweet Chilli and Sea Salt & Black Pepper. The great thing about edamame is that as well as being delicious, high in protein and fibre and suitable for vegetarians, they are also gluten-free, which

is so important these days. The snacks come in twelves and have a distinctive, brightly coloured and impactful design and shelf-ready packaging."

At the same time, Paula says, "we are launching a new range of Superfood Bars which will be available in a mixed case containing four exciting flavours: Goji Berry & Coconut, Baobab & Apple, Quinoa &



flavours, Mint Tabouleh, Moroccan Spiced and Sweet Chilli. These are the only pots of this type to contain freekeh, which offers one more point of difference for independent retailers. These are healthy snacks which are high in fibre and protein."

Artisan Grains' winning formula, Paula explains, is to take base products that are healthy and nutritious and use flavours that have already been proven in the market. "The Moroccan Spiced and Mint Tabouleh were inspired by our own range of Al'Fez Moroccan and Middle Eastern products. Because we also make these successful lines, we knew the flavours worked. What we want to do is to promote wholesome food and healthy eating that makes people feel good about what they eat."

Apricot and Chia Seed & Blueberry. These tasty bars are fruit and oat-based, and are wheat free, of course. We use no added sugar and the products are suitable for both vegetarians and vegans. They're a great source of protein and fibre and contain no dairy or palm oil. Our bars are hand-made in our own bakery in Bristol. Once again, we have had a really good response to these from the independent trade."

While Artisan Grains is keen to promote its exciting new lines, the brand has already been fulfilling other snacking requirements with an innovative range of Instant Grains snack pots. "We launched our snack pot range in July last year," Paula says, "and it has been performing very well. Instant Grains snack pots come in three different



Artisan  
snacks

*Introducing our new snacking range...*

**An exciting range of innovative, tasty and delicious snacks for today's health-conscious consumers. Artisan Snacks...**

*Something to feel good about*



Seasoned Edamame Beans



Superfood Snack Bars



@ArtisanGrains

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

# POP TO THE TOP

*Clare Sykes, founder of Popcorn Kitchen tells its story*

**O**ur passion for making the most delicious popcorn we can using traditional handmade methods inspires everything we do. We are lucky to regularly meet our customers at festivals and food events where we pop our corn in giant kettles. This allows us to experiment with flavours and receive immediate feedback. We are focused on combining our classic hand-popped technique with interesting but unique flavours. Our vision for the market is to take that 'just popped' feel to a wider audience through innovation in flavour, techniques and format. We're definitely not trying to be the biggest in the market, but see our role as bringing inspiration to both buyers and customers through genuinely tasty and satisfying popcorn products, packaged in both convenient and interesting formats. We've had great success by listening to our stockists and creating unique seasonal products that are good value and great fun for their specific audiences – who else would have thought of popcorn in a bottle?!

The popcorn market has become increasingly commoditized with frequent price promotions, especially in the mults. As a small artisan producer we

would struggle to compete in a price war, so we prefer to focus on delivering great-tasting popcorn that is good value for money. As a result we are doing particularly well in the independent retail sector at the moment and are fortunate to count Selfridges, Fenwick's, Peyton & Byrne and Booth's among our growing customer base.

**We strive to constantly drive innovation in the sector, looking at emerging trends from markets around the globe and bringing them to the UK audience in relevant and tasty ways.** Our initial inspiration was from the kettle corn vendors in America and the way they create delicious popcorn and sell it direct to the consumer from their kettles. America is traditionally seen as the home of popcorn and we have our popcorn scouts working with producers to look at new popcorn textures and flavour combinations – watch this space...

**There is no doubt that the popcorn market in the UK will continue to see strong growth over the next couple of years.** The market here is still in its infancy compared with the American market. Popcorn is benefiting from the nation's move towards healthier



products; popcorn is naturally healthier than traditional impulse snacking products and we know that consumers increasingly understand that. The 'healthy snacking' sector will continue to evolve strongly and we anticipate the appearance on the market of the 'next generation' of popcorn that continues to build on these health credentials.

**We have recently invested in growing our team, which means we will have more resources to focus not only on growing sales**

**and developing new channels but also to drive forwards our innovation programme.** We are really excited about the products we have in the pipeline, which include a great range of seasonal products to build on the success of our giant money box bottles and Christmas stocking-shaped bags. Personalisation is still a big trend and we will be looking to capitalize on this further this Christmas after successful trials last year.

**2016 so far has been a year of consolidation and steady growth.** With the new team in place we have big plans for the end of this year and on into 2017. We are really excited about the brand and what we can achieve. The popcorn market is highly competitive and there are lots of big brands launching popcorn products but we will continue to hand pop our delicious popcorn for as long as our customers want to buy it!



## POPCORN KITCHEN®





# TASTY, CRUNCHY AND GLUTEN-FREE

*Wellaby's offers a strong range of delicious, gluten-free snacks in on-trend flavours*

**F**inding gluten-free snacks that are tasty, crunchy and bang on trend with their flavours might seem a tall order – until you discover Wellaby's. "The Wellaby's range is all about creating great-tasting, better-for-you snacks that happen to be gluten-free," says Sue Warren,

strategic development director. "Everything that we make is gluten-free and made at a dedicated gluten-free facility. The snacks are also nut-free.

"The new Simple Bakes range which we are launching in July 2016 are baked, not fried and offer great, trending, flavours. There's

Barbecue, Spicy Chilli and Sea Salt & Black Pepper flavours. These are our high-flavour, non-dairy snacks, but we also have some wonderful products like the Hummus Kalamata Olives which have pieces of black kalamata olives baked into them, so the flavour builds. This makes them a great snack for occasions, but true snackers want that flavour profile upfront, which is why we have introduced new Simple Bakes range.

"Flavour is one thing, but a gluten-free snack has to be about the texture, too. Gluten-free snacks have historically been very hard and not particularly moreish. The texture of our new Simple Bakes is light and crispy, and they are indeed moreish." Wellaby's is keen to offer retailers a wide choice. The snacking range includes Hummus Chips, Pita Chips and Lentil Chips which are variously available in such on-trend flavours as Olive Oil & Sea Salt, Roasted Red Pepper and kalamata olives. "The products have a shelf life of between 12 and 14 months," Sue says, "so from a retailer's perspective, these offer a really good alternative, although as we expect them to be flying off the

shelves, this should not be an issue!"

People expect snacks to contribute more to their daily dietary needs, Sue says. "It's much less about empty calories. Consumers want the product to add value. The pulse-based snacks answer this with extra protein, which makes them more satisfying. Consumers are eating more on the go, too – that grazing habit is not going away. We have produced a range of small, single-serve packs because research has shown that there are now around 47% more snacking occasions throughout the day. Wellaby's gluten-free range offers convenience, flavour and that contribution to the diet that consumers are looking for."



**new**

70% LESS FAT\*

NO DAIRY

GLUTEN FREE

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

Available in UK from:  
R.H. Amar & Co Ltd.  
[www.rhamar.com](http://www.rhamar.com)  
Tel: 01494530200

## TRY OUR NEW SNACKING INNOVATION

NON GMO

BAKED | SOURCE OF FIBRE | VEGAN

70% LESS FAT\*

\*THAN LEADING REGULAR POTATO CHIPS

At Wellaby's, we offer a wide range of delicious gluten free snacks baked with natural ingredients.

Now we're taking the "free from" market one step further! Introducing **Simple Bakes**; the first wholegrain snack that tastes fantastic and is **free from most common allergens**.

WE SMILE WHEN YOU ARE PART OF OUR STORY!

[/wellabysuk](https://www.facebook.com/wellabysuk)   [@wellabysuk](https://twitter.com/wellabysuk)   [@enjoy\\_wellabys](https://www.instagram.com/enjoy_wellabys)

Corkers crisps are made from Naturalo potatoes grown in the rich peaty soil of the English Cambridgeshire Fens. Ross Taylor's family have been growing potatoes on a 200-hectare farm since the 1800's, so they know a thing or two about the humble spud. They were even announced as the UK's Best Potato Grower 2015.

After being disappointed by a packet of crisps eaten on a holiday, Ross and his best friend Rod Garnham decided to diversify the family farm by using their Naturalo potato, which is brilliant for frying, to make handmade artisan crisps. The result is Corkers Crisps, hand-cooked in sunflower oil from a special recipe which ensures the crisps have the perfect curl – and what the boys like to call the Natural British Crunch.

The potato has award-winning frying attributes, and gives Corkers a unique cleaner-tasting crisp with a superior crunch. Once harvested, the potatoes are stored at the optimum temperature in order to prevent the starch turning to sugar. This means that when fried, Corkers crisps maintain an authentic potato taste rather than undertones of burnt sugar, which can often be detected in other brands of crisps. Corkers slice the potatoes thinner than other premium crisps before they are fried to ensure that they have a larger crisp count per pack than their competitors. Since they are grown, stored, prepared, cooked and packaged on the farm, a crisp with better provenance would be difficult to find.

Since its establishment in 2010, Corkers has developed seven flavours in its potato crisp range and secured its place in some of the UK's most iconic British landmarks. Corkers crisps can be found

# A CORKING SUCCESS

*The secret of success for Corkers hand-cooked crisps lies in their own award-winning potato*



across the length and breadth of the country, from National Trust properties to the National Gallery, on East Coast Rail and within the quirky and quintessential farm shops and delis we all love. Corkers crisps are also supplied to British Airways and EasyJet, allowing the 200 million people that fly with these airlines each year to enjoy the crunch whilst in the air, and read about the history of Corkers crisps in the in-flight magazine.

Having the rich peaty fenland soil on their doorstep, and drawing on their experience of successfully growing potatoes, last year the Corkers boys turned their attention

to the growth, harvesting and storage of the colourful array of vegetables required to make the perfect hand-cooked vegetable crisp. After lavishing time, care and devotion on the project, they found the perfect conditions and seasoning to produce delicate vegetable crisps and successfully launched three exciting new products: Mixed Vegetable (beetroot, parsnip, carrot and sweet potato), Parsnip, Black Pepper & Honey and Sweet potato and Chilli.

Rod Garnham, co-founder of Corkers Crisps said: "Growing our own beetroot, parsnips and carrots alongside our Naturalo potatoes

allows us to be in complete control of our supply chain from seed to packet. This is important to us as provenance and origin is an ethic we promise to our customer, and makes us completely unique, and different from all other crisp manufacturers in the UK. Sadly, it's not possible to grow sweet potatoes in the UK as they require a warmer climate. We have been working with a fantastic, family-run, sweet potato farm in America who have a similar heritage and history as our own to ensure we have the perfect sweet potato, too.

But Corkers' inventiveness doesn't stop there. With an increase in demand for healthier snacking, Corkers has recently introduced a sweet and a salted popcorn variety to their ever-expanding range. The Popcorking range is already proving to be extremely popular, and as a result some exciting new opportunities to supply popcorn in new locations are developing.

It's been an extremely busy 12 months for Corkers Crisps, which is boasting continued sales growth. This has been helped by the brand's redesign, which ensures that the packaging is as bold and unique as the products. Now Corkers are hard to miss on the shelves, and the Corkers team has been pleased to hear that delis and speciality food stores supplied are seeing an increase in product sales too. As well as new crisp packet designs, new standalone point of sale stands have been created especially with independent stores in mind, making sure Corkers crisps stand out from the crowd.

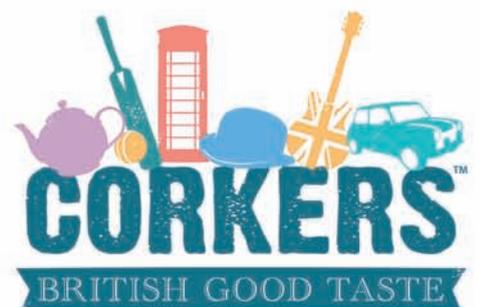
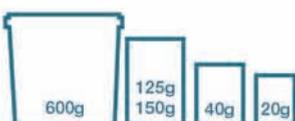


# Quirky comes in all shapes and sizes!



Here's to the quirky... here's to the innovators... here's to the British twist on tradition that drives the nation's quintessential creativity. And here are the crisps fashioned from those characteristics. Unearthed from the rich Fenland soil on our farm, hand cooked for extra crunch, and naturally flavoured with flair. Original. Iconic. Corkers.

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





## A MODERN CLASSIC

*Snack Buyer spends 10 minutes with Wendy Wilson-Bett, co-founder of Peter's Yard*

**I**n a short space of time Peter's Yard has become one of our sector's most respected brands. What's its story? Ian Tencor and Wendy Wilson-Bett were colleagues at Cadbury Schweppes who had a shared passion to set up a business of their own and recognised they had very complementary skill sets and shared values. Ian is married to a Swede, Christina, with whom he lived in Sweden for several years. He had always been in awe of Swedish bakeries and wondered why we couldn't get such amazing baked products outside Sweden.

In 2008, Wendy and Ian left their jobs and went full-time on the business. They went on a research tour of Sweden learning about what the best of Swedish baking (and Sweden) really meant, then were redirected back to the UK to Edinburgh and met Peter Ljunquist, a Swede who had already started to do this with his Swedish bakery café. Wendy and Ian were so impressed by his range of baked goods – including some very special crispbread – that they joined Peter



as business partners having only met him twice. Initially, 50kg of crispbread was imported each week until they met with John Lister, the founder of Shipton Mill. John became the fourth member of the team and the Peter's Yard crispbreads started to be produced, baked and packed in his craft bakery in North London.

**Your products have swiftly become modern classics – what's in the range?**

Peter's Yard's signature range of crispbread is made to a traditional Swedish recipe and has five all-natural ingredients: wholewheat flours, fresh milk, honey and naturally fermenting sourdough. The brand offers a variety of crispbread and pack sizes so there is a crispbread to suit every eating occasion. The combination of their light, crisp texture and simple, high quality ingredients makes them the perfect partner for any topping and cheese in particular. The range extends from a small 'mini' crispbread which is ideal for canapés to a larger 'single serving size' crispbread to enjoy with

cheese, through to larger 'sharing size' crispbreads.

At the end of 2015, we extended our range and moved into the growing baked snacks category and launched three new baked crispbread bites: Sea Salt, Five Seed, Cumin & Nigella. Each flavour is based on a Peter's Yard's classic sourdough crispbread recipe. Sea Salt has the addition of Halen Mön Sea Salt, Five Seed has a more rustic texture with the additional healthy mix of pumpkin, sunflower, poppy, linseed and chia seeds, while Cumin & Nigella Seed has a crunchy texture derived from linseeds and a warming flavour from the special whole spice mix that includes cumin, nigella, caraway, anise and fennel. The light and crispy bites have been developed as the natural partner to serve with drinks or to use alongside dips. The size and texture of the bites

making them ideal for dipping without the risk of breaking or being 'double-dipped'.

**What's the secret behind your success?**

When Peter's Yard first launched, our crispbread was pretty unique and came at a time when Swedish food and style was of interest but, as yet, relatively undiscovered. Since then, product development has been reflective of this Swedish style and new lines have been made to traditional recipes. We've worked hard on the brand, communicating usage occasions, serving suggestions and working alongside speciality distributors to help them to promote Peter's Yard to their customers. We're delighted that we're now starting to see all of this hard work paying off; we are proud to have created a brand that people buy and enjoy.

We've often received comments on our packaging style being contemporary and eye-catching but, ultimately, it's the product that is the star. All of our products are baked in batches using all-natural ingredients including our very precious sourdough. The sourdough starter is over 40 years old and is nurtured like a member of the family. Before baking commences it is allowed to ferment and bubble for 16 hours before being used.

Award-winning films like *The Girl with the Dragon Tattoo* and TV series *Wallander* have simply catapulted Nordic cool. It was therefore only a matter of time before food followed this trend. We have embraced what Sweden stands for:

unpretentious, natural beauty and understated design. At Peter's Yard, naturally, our ethos is typically Scandinavian. There is no compromise on quality, we're authentic, follow traditional recipes and are completely natural – and essentially that's what Scandinavian food is all about.



“ From the very start, we wanted to create a business that makes us proud. In addition to creating the best Swedish-inspired baking, this also includes bringing out the best in the people we meet and work with ”



The natural partner for drinks & dips

Baked sourdough  
crispbread bites are  
available in 3 varieties:  
Sea Salt, 5 Seed and  
Cumin and Nigella seed



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



PETER'S YARD



**T**he charcuterie market is undoubtedly growing to an impressive degree in the UK, but one producer in particular stands out for its snacking credentials.

The Bath Pig was created by good friends Andy Dalton and Ian Cundell, both keen fans of fine food and passionate about using free-range British pork to produce the best chorizo, salami, pepperoni and specialist bacons on the UK market. The pair decided to produce a high quality range of charcuterie made of high welfare pork, in order for fine food retailers to deliver a British version of much-loved European charcuterie to their customers at a reasonable price. This love of proper food has led to great success, with the business now boasting an impressive share of the British charcuterie sector, an eye-catching branding and web presence, and the well-earned honour of being a household name.

Despite its very modern nature, the brand has looked to history for its inspiration, and indeed it is a story from 860BC which has been a key inspiration for the pair. "There is a legend," they say, "that Bath was founded in 860 BC when Prince Bladud, father of King Lear, caught leprosy. He was banned from the court and was forced to look after pigs. The pigs also had a skin disease but after they wallowed in hot mud they were cured. Prince Bladud followed their example and was also cured. Later

## HIGH-WELFARE SNACKING

*Meet The Bath Pig, food lovers and producers of quality British-made charcuterie snacks*

he became king and founded the city of Bath."

Inspiration is also found during visits to Northern Spain, Poland and Tuscany, where Andy and Ian have gathered invaluable knowledge and insight into the age-old curing processes of small, artisanal chorizo makers.

"We have invested a lot of time and effort into learning the skills required to produce these tremendous products, experimenting with various spices, casings and curing salt mixes along with different meat to fat ratios to come up with the perfect chorizo," they explain.



The British public is "very much" becoming more open minded to consuming charcuterie as an alternative to the more traditional snacks of crisps and nuts, says Andy, and The Bath Pig is catering to this demand with a varied selection of snack-suitable options, including Chorizo Coins, biltong and its new Snack Sticks including the new Chickorizo, a chicken salami and chorizo which contains only 5% fat – sure to be a hit with your health and fitness-conscious customers thanks to its high protein and low fat content.

We can expect to see products in a similar innovative vein being launched as the brand continues to grow, thanks to the pair's keen eye for innovation. "We are continuing to grow from strength to strength," Andy says, "following the market but adding new twists to similar products."

At Bath Pig, innovation doesn't only take the form of new products and taste sensations, as Andy explains: "We have developed



a new HPP products as, from our independent inoculation trials, HPP reduced the levels of dangerous pathogens (such as E coli, Salmonella and Listeria) by at least 99.99%." Great news for consumers and the retailer who sells them, as "This gives the customer and end user confidence in using our safe-to-eat ambient meat products." Plus, not only is the brand Red Tractor-approved, but it is proud to be the UK's only approved BRC Grade A Factory its home.

Also sure to be welcome news to potential customers is the fact that The Bath Pig is capable of producing both small and very large volumes – up to 20 tons of charcuterie per week, no less. The brand's current average is five tons per week, which is shared between retail, food service and manufacturing clients. The brand's food service clients will enjoy an impressive six new lines this year, including logs and pre-sliced charcuterie. With a combination of innovation, passion and an eye for detail, Bath Pig and its quality charcuterie are on the up. Watch this space!

“ We have invested a lot of time and effort into learning the skills required to produce these tremendous products ”



The  
**Bath  
pig**



Producers of Very Fine  
British Cured Meats

Phone: 01274 739504

Email: [info@thebathpig.com](mailto:info@thebathpig.com) Web: [www.thebathpig.com](http://www.thebathpig.com)

Unit 7 Ironworks Park, Bowling Back Lane, Bradford, BD4 8SX

# SNACKING THE HIDER WAY

*Hider Foods offers a wide world of snacking possibilities and first class levels of service*

**S**nacking is one of the livelier sectors in the independent food retail business. Tastes in snacks change quickly, sometimes spurred by the novelty of NPD and the promotion which drives it, and at other times by other concerns, such as health. To offer your customers exactly what they want, when they want it, you need an innovative distributor who not only stocks a wide and imaginative range of snacks, but one who can respond quickly to your changing requirements.

Hider Foods has over 50 years of experience of supplying the independent food retail industry with the foods it needs and the service it deserves. When it comes to snacking, it is a one-stop shop for retailers who want to offer their customers not only established ranges from the best artisan producers of crisps (Pipers, Tyrrells, Kettle, Yorkshire Crisps), popcorn (e.g. Joe & Seph's), and other core snacking products (such as pork crackling from Mr Trotter's or Awfully Posh), but also an



enormous choice of new and original snacking products which are perfect for adding that essential point of difference to your shelves.

Established trends are well catered for. This year has seen increased interest in Asiatic style snacks, so it's no surprise to see Hider stocking the Clearspring range, which includes Organic Japanese Brown Rice Crackers and ranges from Mitsuba and Yushoi. Health concerns have also determined this sector's direction and Hider offers a comprehensive range of fruit and cereal bars from Eat Natural, Artisan Grains and Nakd. Nuts are now appreciated for their high content of poly-unsaturated fats and Hider Essence of Quality, Hider's own brand range, available in smartly-designed packs, includes a comprehensive selection of nuts, alongside the currently popular wasabi peas and yoghurt peanuts. For customers with a sweet tooth, the Cambrook offering of caramelized nuts is also available.



## Easy website

Whether your taste is for seed mixes, goji berries, biltong, fruit and nut mixes, pitted dates or roasted fava beans, you will find all you need and a great deal more on Hider's easy-to-search website. The company, which stocks a huge range of high-quality wholesale snacks for pubs, bars, shops, stores and cafés across the country, is virtually a one-stop shop for the independent food retailer. Away from snacking, Hider's best selling brands include Green & Black's, RJ's Licorice, Fudges Bakery, Botham's of Whitby, Mrs Crimble's, Border Biscuits, Fentimans, Belvoir Drinks, Walkers Shortbread and Buderim Ginger. The company stocks some 3,000 products in all. Despite the size of the operation, service from Hider can be surprisingly personal. New customers are appointed their own dedicated sales adviser, although orders can also be placed by email, telephone or post.

"We are trying to make it as easy as possible for retailers to order products through us and, to that end, we are embracing technological advances available to us," says Duncan Hider, managing director. "Our website has recently been modernised and we have taken advantage of a smart phone app called Swiftcloud which enables orders to be placed by scanning bar codes on your phone. If you haven't heard of us before, or just want to take a fresh look at our product portfolio and our unmatched customer service, get in touch and find out why we



have been voted Britain's Best Distributor for the last three years running.

"With so much to choose from, you're bound to find something in our selection to satisfy the appetites of even your most adventurous customers, ensuring that they come back for more time and time again. We stock delicious wholesale snacks to suit every business and every taste. We have gourmet versions of traditional pub food, including pork crackling and peanuts. For a more exotic, international flavour, we have rice cakes, biltong and pretzels in a range of delicious flavours. We have more flavours of crisps and popcorn than you might ever have thought possible, as well as some truly unusual creations, such as the Pastino fried pasta range. We also stock some healthier wholesale snacks, including the Natural range of cereal bars and our very own Hider Brand dried fruit, nuts and seeds."

“ New trends are emerging. Popcorn has galloped to the top of the shopping list, and consumers are genuinely excited about the new flavours that are appearing on shelves and are demanding more ”



Introducing the **NEW** Snacking Range from  
**THE FINE FOOD FAMILY**

# Savoury Snack Packs



*Deli-licious FINE FOOD Nutty Snacks  
for the Serious Snacker*



*Great Pack • Great Taste • Great Quality*

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

# SNACKING TIED UP

*Tyrrells offer a strong line-up of crisps, an expanding range of Poshcorn and nibbles and great retailer support*

2016 is an exciting year for Tyrrells, says marketing manager Sarah Stephens. "We have launched some fantastic new products, and we've further launches in the pipeline for later in the year. We have also continued our rolling seasonal program, which adds some inspired new lines, such as My Sweet Potato. These sweet potato crisps, which are produced in classic Tyrrells fashion – they are hand-cooked in small batches with skins on – are available as 125g packs in three delicious flavours: Lightly Sea Salted, Coconut & Lime and Sweet Chilli."

Tyrrells provides retailers with the complete snacking solution, Sarah says. "We now offer over 20 flavours of crisps, seven popcorn flavours, 10 types of vegetable crisps, two flavours of tortilla chips and the Tyrrells alternative range of nibbles, which presently comprises Habas Fritas, Spicy Coated Peanuts and Thai Chilli Rice Crackers, and this autumn will see new additions to the range. Our Tortillas are hexagonal – we like to be different at Tyrrells – and with natural ingredients baked into each chip, they have a naturally punchy flavour and a delicious seasoning on top."

Tyrrells is a company with strong artisanal roots and retailers can offer instant provenance for

the classic Tyrrells potato crisps: if the potatoes are not grown on Tyrrells Court Farm itself, they are grown on a network of farms within a 30 mile radius of Tyrrells' Herefordshire base. "But to create our perfect flavours," Sarah says, "we source natural ingredients from the four corners of the globe." Retailers who like to refresh their snacking ranges will be pleased to know that the company is also continuing its tradition of producing seasonal specials. "This summer," Sarah says, "these include Coronation Chicken crisps and our first summer seasonal flavour for our Poshcorn range, Summer Strawberries & Cream."

We have further exciting winter seasonal flavours launching in September, across both crisps and Poshcorn this autumn – so watch this space!"

Appropriately, 2016 sees Tyrrells launching a flavour with royal connections. "Coronation Chicken is an iconic British flavour," says Sarah. "It was originally created to celebrate the Queen's coronation in 1953, and now Tyrrells is reviving it for the Queen's 90th birthday. Available throughout the summer, real chicken and curry seasonings are used for a fruity, fresh and fragrant combination, perfect for street parties and picnics nationwide."



Coronation Chicken has an RRP of £2.00 for a 150g sharing bag.

"Strawberries and cream is another iconic British combination, evoking dreams of British summertime. Our all-natural strawberries and cream seasoning is paired with a base of golden caster sugar-coated popcorn. Summer Strawberries & Cream has an RRP of £1.59 for 75g sharing packs and £0.69 for 22g packs. Our popcorn shares the same credentials as our crisps: it's a premium product and the corn is hand-popped at Tyrrells Court Farm using only natural ingredients."

"Health and dietary concerns are becoming increasingly important for our customers, so naturally this is a focus for us, too. We recommend our customers enjoy our products as part of a balanced diet, and we process our crisps in a way that reduces excess oil and fat. Our Poshcorn range offers a lighter alternative

to crisps for the more health-conscious, or as an everyday alternative.

"We're very proud of our humorous packaging, which represents the spirit of our brand and products – surprising and cheeky, but always in good taste! We find they tend to be really well received, prompting lots of conversations with our customers via our social media channels. The images also give instant brand recognition to our products and flavours."

"We can work closely with retailers to develop the right range and offers to fit consumer and store. Our products are available via wholesale channels, or we can deal directly with retailers too. We can offer anything from stand-alone floor units to mini countertop displays. We have an array of branded options to suit all needs, which help shoppers to browse, and encourage purchases."

AVAILABLE  
NOW

# Tyrrells®

my sweet potato



[order@tyrrellscrisps.co.uk](mailto:order@tyrrellscrisps.co.uk)

or call 01568 720244



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



## EAT LANCASHIRE

*Meet Fiddler's Lancashire:  
a forward-thinking, eco-friendly  
producer of truly tasty crisps*

Lancashire is well respected for its love of food – hotpot, Lancashire cheese, potted shrimps, Lancashire black pudding and goosnargh cakes are just some of the treasured favourites which hail from the region – but despite this rich culinary heritage, readers of *Snack Buyer* may be surprised to know that no producer was utilising the county's famously fertile soil to create crisps until surprisingly recently, when John Fiddler took on the mantle.

"My dad told me that my Granddad would have liked to have made crisps and I just had a feeling it was something we should look into," he says. "We were already growing the highest quality potatoes and after some research I knew that it was something we would have to try. I certainly didn't want to get to sixty and regret that we hadn't even had a go."

The Fiddler family has been farming the rich Lancashire soil near Rufford for over 50 years, growing cereals and a variety of vegetables including carrots, cabbages, leeks and, of course, potatoes, and the family was so proud of its potatoes that early on it built a cabin at the farm gate to sell fish and chips. Lightly fried on an open fire within just hours of picking, the enterprise proved a success and paved the way for

Fiddlers' premium crisps. It's not for nothing that Fiddlers crisps have enjoyed success; only the best Lady Rosetta, Hermes and Saturna varieties of potato are transformed into crisps, having proven themselves to be the most delicious when thinly sliced and lightly fried in sunflower oil.

Fiddlers has gone one step further than most to celebrate its flavourful origins, by partnering with local producers to celebrate the true flavours of Lancashire. The brand's Sea Salt, Cracked Black Pepper & Sea Salt and Simply Spuds flavours of crisps honour the delicious natural flavour of Fiddler's Farm's potatoes, while the rest proudly promote the brand's partnership with some of the county's top food producers. Lancashire Sweet Chilli flavour, for example, is made using Westshore Chillies grown just two miles from where the potatoes are grown, while Lancashire Cheese & Onion utilises the tangy flavour of Lancashire cheese made with the milk of cows from the Trough of Bowland, and Sea Salt & Lancashire Vinegar uses hearty vinegar from Wigan-based Ellsey & Co for its distinctive sharpness. For the ultimate taste of Lancashire, Fiddler's has created its Lancashire Sauce flavour, a combination of secret herbs and spices which

proudly proclaims its geographical heritage. Each producer Fiddler's partners with is chosen for the passion for tradition and taste that it shares with the family – and it's these relationships which set the brand apart within the snacking sector.

Also unique is the story of the farm which produces these crisps. Located in 150 acres of fine Lancashire countryside, the farm boasts a state of the art production facility which is overseen by the Fiddler's family,

who ensure that the crisps – every single one of which is cut from potatoes grown on the Fiddler's Farm – can honestly boast a 'field to packet' provenance. Maintaining the surrounding area's delicate ecosystem is important to the producers of Fiddler's crisps; Martin Mere and Mere Sands Wood – both woodland, meadow and heath havens for rare species of birds and wildlife – neighbour the farm, so Fiddler's ensures that all of its farming practices are sympathetic to their needs.



# Fiddler's LANCASHIRE CRISPS

HAND COOKED  ON OUR FARM ®

## PREMIUM CRISPS FOR YOUR CUSTOMERS

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

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



TO ORDER – GET IN TOUCH

Tel: 01704 823 572

Email: [info@fiddlerslancashirecrisps.co.uk](mailto:info@fiddlerslancashirecrisps.co.uk)

Web: [www.fiddlerslancashirecrisps.co.uk](http://www.fiddlerslancashirecrisps.co.uk)

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



SWEET  
CHILLI



LANCASHIRE  
CHEESE &  
ONION



LANCASHIRE  
SAUCE



SEA  
SALT



SEA SALT &  
CRACKED  
BLACK PEPPER



SEA SALT &  
ELLSEY'S MALT  
VINEGAR



SIMPLY  
SPUDS



LANCASHIRE  
BLACK PUDDING  
& ENGLISH  
MUSTARD



## OUR SECRET? NO COMPROMISE

*Innovation and partnership are at the heart of Burts Chips – no wonder it's one of our industry's best-loved brands*

**B**ehind every great brand lies a strong philosophy. Burts Chips' is clear: to continue to evolve and keep the British public excited about snacking. We speak to Simon Knight, marketing and sales director, to find out how they do it.

Partnership with exciting brands is key to Burts' offering, and its pairing with one of the UK's best-loved foodies is continuing to create a unique offer, as Simon explains. "We are continuing our relationship with Levi Roots and utilising Burts' snacking expertise and ability to source and create the tastiest flavourings around. This combined with Levis' unrivalled knowledge of Jamaican cuisine and his legendary Reggae Reggae sauce, tells us we are on to a winner." The popular range is expanding in July to include Caribbean

Coconut Curry Groove Cut Crisps – offering an authentic Caribbean flavour made with a blend of real spices including coriander, turmeric, cumin, ginger, fennel and Habanero chilli.

Burts' eye for innovation



doesn't stop there, with a new flavour created in partnership with Hobgoblin – Hamageddon – soon to hit the shelves. "Last year," says Simon "we teamed up with the acclaimed Wychwood Brewery to create a new chip flavour: Hobgoblin Spit Roast Steak Chips. Hobgoblin is back in July with a unique and unexpected flavour this summer called Hamageddon which combines roasted ham, Hobgoblin Gold premium beer and pickle."

The pairing innovation continues with Burts' partnership with Guinness™, which this year will enjoy an extension to the range: Toasted Cheddar, a new take on

the classic cheese toastie: "The ultimate marriage in drinks pairings," Simon says, "Burts' partnership with Guinness™ represents the biggest true innovation launch the hand-cooked sector saw in 2013. The Burts Guinness™ range now comes in three flavours – original Guinness™ flavour, Rich Beef Chilli and Toasted Cheddar."

It's no secret that the 'better for you' snacking market is booming. Healthier options are leading the way, outstripping market demand for traditional snacks – something particularly pertinent in the crisps sector with the much loved potato format increasingly replaced with healthier alternatives. Burts' Lentil Waves is a novel alternative snack, and "central to its development," Simon says, "was ensuring a 'no compromise' approach to flavour. Consumer research highlighted the importance of this focus as 94% of consumers said they would purchase the product after trying the range." The crunchy bites have a wave format in reference to the coastal region of Burts' homeland, Devon, and contain 40% less fat, are low on the glycaemic index and contain less than 99 calories per bag.

## PACK IN THE PROFIT

- BURTS offer a complete, premium, award-winning snacking portfolio.
- BURTS products in 16.4% growth.\*



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

Source: \*IRI Data YTD July 2015



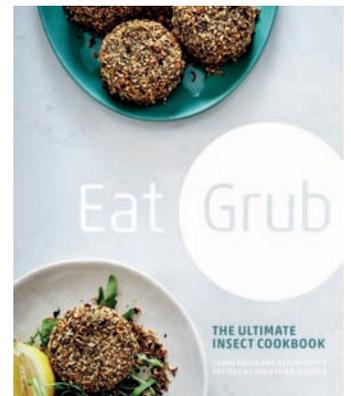
"Insects are eaten and enjoyed all around the world," Shami says. "Two billion people eat insects already – it's only really the UK and the West where it is not common practice. Eating insects makes so much sense; insects are extremely nutritious. For example, the crickets we use are 69% protein, which compares to 20% to 30% protein in beef or chicken. Insects also offer minerals such as iron and calcium and are high in essential amino acids such as Omega 3 and Omega 6. They also taste extremely good, with a very nutty flavour."

"Insects are sustainable to farm, unlike our traditional livestock, which uses a lot of land, water and feed. Crickets use just a fraction of this. We launched in 2014 and have been working hard to change the perception of insects as a foodstuff. We were one of the first companies to serve insects as food, and to do this, we made sure we positioned ourselves well away from the novelty or gimmick market."

"We want insects to be treated as a credible food source. In April this year, we released the first dedicated insect recipe book, which is being sold in Waterstones, Foyles and through Amazon. Also, we are

partnering The Economist – which has taken an interest in insect food – to produce 10,000 bars in co-branded wrappers for subscription incentives.

The Eat Grub bars are our flagship product. We use insects in powdered form because we understand that for some people, eating whole insects is still a big step. These natural energy bars offer all the goodness of the insects but make them more accessible for consumers. The cricket powder bars are available in two flavours: Coconut & Cacao and Cranberry & Orange, but as acceptance continues to grow, so will our range."



# SERIOUS ABOUT INSECTS

*Eat Grub makes tasty new energy bars designed to bring ethics and originality to the snack shelves of independents like you*

**I**t's time to start taking insects seriously. That's an attitude which has been paying dividends for Shami Radia and Neil Whippet, who launched insect food company

Eat Grub in 2014 and whose Eat Grub energy bars are set to provide an easy way in for those who have yet to try Eat Grub's roasted crickets or insect-centric cooking ingredients.

# EAT GRUB

## THE NATURAL ENERGY BAR

Introducing the Eat Grub bar – a revolution for the on-the-go snack market.

Our bars are packed full of natural goodness, and an extra special ingredient: cricket powder. High in protein, iron and calcium and containing all nine essential amino acids, crickets are rightly being talked about as the food of the future. And they are here now, in a handy-sized snack bar.



SOURCE OF PROTEIN

HIGH IN FIBRE

FREE FROM...

NUTS

DAIRY

SOYA

For more information and to purchase bars, email [info@eatgrub.co.uk](mailto:info@eatgrub.co.uk)



# SNACKING FOR ALL

*When Ten Acre say their snacks are for sharing, they mean it. We find out how this translates into sales*

**L**ifestyle choice or dietary restrictions do not present any barriers to tucking into Ten Acre hand-cooked crisps and popcorn.

The premium snack brand was founded by Yumsh Snacks Ltd, on the ethos that their hand-cooked crisps and popcorn are for everyone to enjoy. As well as delivering on taste, texture and quality they are also 'Free From Plus'. That means that they are great tasting plus gluten, dairy, MSG and GMO free, vegan, vegetarian, halal and kosher-certified.

Tony Goodman, CEO of Yumsh Snacks Ltd, says retailers were once challenged about where free-from products would best sit on the retail shelf, but the landscape has changed dramatically. Health and wellbeing is headline news, and the numbers of consumers choosing free-from has exploded. One in



three shoppers are now putting free-from products in their baskets, whether that is vegan, dairy-free or gluten-free. Put simply, there has never been a better time for retailers to stock Ten Acre snacks.

Mr Goodman says, "Historically retailers faced a major dilemma – do they miss out on a substantial number of consumers or do they use valuable shelf space to provide 'specialist' products? They no longer have to make that choice and can instead stock 'Free From Plus' – mainstream products that meet all the dietary requirements, at a competitive price."

Ten Acre, leader of the 'Free From Plus' category, offers the ideal snacking solution for all retailers. All Ten Acre hand-cooked crisps and popcorn are premium quality and 'Free From Plus', and are not only award-winning and great tasting, but also gluten, dairy, MSG and

GMO-free, vegan, vegetarian, halal and kosher certified.

## Doing it differently

Manchester based Yumsh Snacks launched Ten Acre just over two years ago, and right from the off they wanted to bring something completely different to the snacking and free-from categories.

Having started with eight varieties of hand-cooked crisps and popcorn in the Ten Acre range – each with a charming flavour name – that number has now grown to 17. They include the latest additions: Cousin Penelope's Strawberry & Cream and Lucia Popperley's Cappuccino popcorn, and Pastrami in the Rye and When The Pepper Crack'd crisps.

Great taste and innovation continue to drive Ten Acre forward and this has seen the brand win a number of awards, from Great Taste stars to the Belgium INN awards for food innovation. Nowhere else in Europe can you find vegan Cheese & Onion or Pastrami crisps.

"The snacking category is vast, so it is important to stay ahead in terms of innovation – both in product and flavour," says Mr Goodman. "New trends are emerging. Popcorn has galloped to the top of the shopping list, and consumers are genuinely excited about the new flavours that are appearing on shelves and are demanding more.

"Premium hand-cooked crisps continue to generate sales as consumers look to swap regular mainstream products for snacks that offer something special. This is both in terms of quality and taste – and particularly if they tick the 'wellness' box that is heavily

influencing what we are buying at the moment," says Mr Goodman.

## What's next?

Ten Acre will be showcasing their range of snacks at Speciality & Fine Food Fair in September, ahead of SIAL, as they look to continue to build on the success of the now internationally recognisable brand. Ten Acre exports to more than 30 countries including the US, their products can be found in Fortnum & Mason and Selfridges, and in July tennis fans can indulge at the Wimbledon championships. Their success this year was recently topped off with a visit to meet David Cameron at Number 10 Downing Street, who hailed their export achievements.

The story doesn't end there though, with more plans – and innovation – on the horizon.

"Ten Acre is the equivalent of a really great book. Once opened, you will find it hard to put down. You become immersed in the stories that each flavour brings and when you delve a bit deeper, there is so much more to discover. There is a new chapter being drafted – you'll just have to wait and see what it brings," adds Mr Goodman.



“ New trends are emerging. Popcorn has galloped to the top of the shopping list, and consumers are genuinely excited about the new flavours that are appearing on shelves and are demanding more ”



# Hand Cooked Crisps & Popcorn that everyone can share



- Over 13 million households regularly buying **FREE FROM FOODS** (Kantar Worldpanel)
- **NEW** social media campaign now **LIVE**
- **NEW** stockist **POS Packs** available **NOW**
- Strongly building **BRAND AWARENESS** and consumer demand

[tenacresnacks.com](http://tenacresnacks.com) [@10acre](https://twitter.com/10acre) [f/10acre](https://facebook.com/10acre) [i ten\\_acre\\_snacks](https://instagram.com/ten_acre_snacks)



WELCOME TO WONDERFUL

FREE FROM *Plus* GREAT TASTE ✓ GLUTEN FREE ✓ DAIRY FREE ✓ MSG FREE ✓ VEGAN & VEG ✓ NON GMO ✓

Some three years ago, Scott Farms launched sweet potato crisps onto a market which had barely seen them before. The crisps had appeared in mixed bags of vegetable crisps but sweet potato was not available as a product in itself at the time. Scott Farms Sweet Potato Chips were an instant success. Now this go-ahead company has taken another step, one which it is announcing first to the readers of *Snack Buyer*. 2016 sees the advent of three new flavours of sweet potato chips. Scott Farms has come a long way in short time.

The original Scott Farms Sweet Potato Chips were launched "in a very gentle fashion," says director Garry Smith. "We produced them as a marketing exercise for our core business as growers, importers and exporters of sweet potatoes. We took the sweet potato chips to Fruit Logistica and had them on our stand for people to taste, and they were phenomenally well received. As a consequence, we started to think that we may have something here."

There was certainly a gap in the market for such a product. At this time, Garry says, "there wasn't a stand-alone sweet potato chip being made. One of the large manufacturers had produced them previously for a time but ceased because of continuity of supply issues. They were unable to get raw product of appropriate quality throughout the year." While Scott Farms Sweet Potato Chips are manufactured in the UK, the sweet potatoes themselves are imported from Scott Farms in North Carolina, where "we invested very heavily in infrastructure at the farm in order to make sweet potatoes a product with 12 months a year availability."

### Breakthrough

With continuous supply assured, Scott Farms Sweet Potato Crisps were launched in the UK, where the

# AMERICAN REVOLUTION

*Leading sweet potato chip producer Scott Farms announces three new flavours*



product received a very promising reception. "We were much encouraged by positive comments from people attending the shows where we exhibited them," Garry says. Filled with "confidence and enthusiasm", the company then launched its breakthrough product, Scott Farms Orange, Purple & White Sweet Potato Chips. "To my knowledge, these are still unique in the market today," Garry says. "We have three different varieties of sweet potatoes in one bag. This

is difficult for other manufacturers to achieve; once again, it is down to continuity of supply."

Customers have responded to Scott Farms Sweet Potato Chips for their unique taste and also, Garry says, because of the way in which they are cooked. "They are all-natural, cooked in sunflower oil with a pinch of sea salt" and also because "our real point of difference is that we have seed to bag provenance. We propagated the seed which becomes the sweet

potato that ends up in the bag."

With strong sales of both varieties, Scott Farms "realised immediately that we had a great product and a success on our hands. I think that the next step in the development of the chips is one which will give them very broad stockist appeal. We are introducing a range of flavours." The choice of flavours has been dictated by two main considerations, Garry says. "We have developed a lot of recipes over the years to help educate the public about the versatility of sweet potatoes as an ingredient and, consequently, there are two influencing factors on the flavours we are introducing now. One is using flavours which we know from our recipes work very well and are complementary to sweet potato. Sweet potato works exceptionally well in curry as anybody who has tried it will testify. The other is based on feedback that we have gathered from customers on and around the road during the years at the shows."

The flavours now being launched, he announces, "are Curried Sweet Potato, Mature English Cheddar & Chive, and Sea Salt & English Cider Apple." These are flavours designed to have broad appeal in the UK market, Garry says. "When people look at vegetable crisps, and in particular flavoured vegetable crisps, they are looking for something which is familiar to them. Fans of traditional salt and vinegar or cheese and onion will absolutely love this development. Many people still see vegetable crisps as too exotic, but these tried and tested flavours open up the category to everyone." Retailers should note, too, that all Scott Farms products are gluten-free and suitable for vegetarians and vegans. Beautifully packaged, the products are perfect for farm shops and delis looking for that all-important point of difference.



# SIMPLY THE BEST SWEET POTATO CHIPS

OUR FAMILY HAS BEEN GROWING SWEET POTATOES FOR GENERATIONS.

*We cut and hand cook our range of award winning sweet potato chips right here in the UK.*



*They look and taste amazing. We think you'll love our chips as much as we do!*

*Dewey R. Scott*



## Scott Farms™

INTERNATIONAL

*Hand picked Sweet Potatoes*



## INTRODUCING

THE LATEST MEMBERS OF OUR FAMILY!



3 DELICIOUS NEW FLAVOURS



- Follow us on [twitter.com/lovetweetpotato](https://twitter.com/lovetweetpotato)
- Like us on [facebook.com/lovesweetpotatoes](https://facebook.com/lovesweetpotatoes)
- Watch our youtube channel [lovesweetpotatoestv](https://youtube.com/lovesweetpotatoestv)

**TO FIND OUT MORE PLEASE**  
call us on +44 (0) 1386 420913  
email [hello@scottfarmsinternational.com](mailto:hello@scottfarmsinternational.com)  
visit [www.scottfarmschips.com](http://www.scottfarmschips.com)



## COCONUT CHIPS: TASTY, UNIQUE AND ON-TREND

*Nudie Snacks Coconut Chips are tasty, innovative and, in line with current trends, gluten-free*

**W**hile the snacking sector continues to diversify, retailers need to offer products that go beyond crisps and popcorn. One new snack that's bound to pique the interest of snack buyers is the Nudie Snacks range of premium toasted Coconut Chips. Nudie Snacks is one of two brands currently produced by Freedom Brands. Its first launch was Go Coco, the coconut water whose success ultimately paved the way for the new coconut chips.

Freedom Brands was launched by Ross Currie in late 2011, says Tracey Hogarth, operations director and co-founder. "Ross is a doctor and naturally interested in health and well-being. While travelling

in America, he saw that coconut water was absolutely massive. Ross had been wanting to do something different, and there was nothing like this drink in the UK. This was an opportunity to combine his interests in food and drink and health. He also needed a partner, which is where I came in."

Following the launch of the water, Ross and Tracey traveled in Asia, on the lookout for more interesting ideas. "We wanted to diversify our product range," Tracey says. "We didn't want to be pigeon-holed in drinks. We wanted to be known for healthy food and drink, and our area of expertise was in coconuts." The snacking world, which itself was then diversifying and offering new

products such as flavoured popcorn, lentil chips or hummus chips, Tracey explains, seemed an ideal sector.

In Thailand, fate stepped in. "We came across toasted coconut chips. We tasted them and they were amazing. We could see immediately that this sat really well with us because we were already doing coconut water." Ross and Tracey researched the current state of the snacking world and everything pointed towards coconut snacks being the ideal answer. "Everybody is into coconut," Tracey says. "They like it and they understand it. It has associations with holidays and well-known confectionery bars." Ross and Tracey decided to take the plunge and produce coconut chips.

The snacks, which are available in three flavours – Sweet & Salt, Chilli and Salt & Vinegar – are well-placed to gain acceptance among the health conscious and customers of delis and farm shops. "These snacks are very high in fibre and contain fewer carbs than crisps," Tracy says. "We don't fry, so there is no trans fat involved. Instead, the slices of coconut are toasted, and then seasoned with a little salt and a tiny amount of sugar. The resulting coconut chips are really crunchy and moreish. Nudie Snacks Coconut Chips have all the good, healthy fats that you get with coconut milk and coconut flesh. In line with present demand, the snacks are gluten-free, and are suitable for vegans and vegetarians."

Independent retail outlets such as farm shops and delis will appreciate adding a real point of difference and a Great Taste Award-winner to their grab-and-go selection, she says, and the range as a whole fits neatly with the speciality sector. "The 35g pack size is ideal for popping into your bag or adding to childrens' lunchboxes, while the cheeky name and bright, smartly-designed bags have stand-out shelf appeal." Since launching at Speciality & Fine Food Fair last year, Nudie Snacks Coconut Chips have been very well received, Tracey says. "We have rolled out to the wholesale and the speciality channels and we are now trying to push more into convenience. We've got some very good traction indeed with our export market and we are now continuing to expand in the UK and also to push distribution into more retailers."

More NPD can be expected from the small, innovative team at Freedom Brands, Tracey promises. "We have a number of projects on the go. We are continuing to look at healthy beverages and we have already developed a healthy milkshake made with coconut milk which we launched in December as Gococo milkshakes. We have got some interesting plant waters coming out in the next few months but, importantly, we have realised that the Nudie brand has great deal of potential and we have some really exciting ideas for snacking arena. We now have retailers looking at certain areas and asking us to develop products for them, which is a great position to be in."

“ The snacks which are available in three flavours – Sweet & Salt, Chilli and Salt & Vinegar – are perfect for customers of delis and farm shops ”

# SAY HELLO TO THE ALTERNATIVE TO CRISPS.

Little morsels of goodness that comes in four flavours, all carefully toasted (never fried) to perfection.

- ♥ Gluten Free
- ♥ Nothing Artificial
- ♥ Vegan Friendly

I contain plenty of healthy fat and fibre!



Four yummy flavours: Original, Sweet Thai Chilli, Salt and Vinegar and Chocolate  
Go on and get Nudie with us!

# Nudienotrudie



COMING SOON



Meet the new member of our family, chocolate flavoured coconut chips!

twitter: @NudiesnacksUK  
instagram: nudiesnacksUK

facebook: /nudiesnacks  
www.nudiesnacks.co.uk

Nudie  
SNACKS

# AWARD-WINNING HAND POPPED POPCORN PERFECTION

*Never  
have I tasted  
popcorn like it!*  
Donna, Customer,  
Chesterfield

## POPCORN KITCHEN®

*By far  
the best popcorn  
we've ever had!*  
Vanessa, Customer,  
Putney

Our mission  
is to create  
'the best  
popcorn you'll  
ever taste'

We started  
popping at  
food festivals  
and farmers'  
markets

Small  
MOQs,  
free  
next day  
delivery

Unique  
gift  
formats

A  
true popcorn  
experience that is  
sure to please  
The Amazing Blog



To order or for more information call **01938 557456**  
or email [sales@popcornkitchen.co.uk](mailto:sales@popcornkitchen.co.uk)

 ThePopcornKitchen  PopcornKitchen  
[www.PopcornKitchen.co.uk](http://www.PopcornKitchen.co.uk)