2026

SF SPECIALITY FOOD

SNACK BUYER



INSIDE

3 **WHAT'S HOT NOW:** SNACKS TO STOCK

4 **SAVOURY SNACKS:** PRODUCTS THEY'LL LOVE

10 **PROTEIN SELLS:** TAP INTO THE TREND

21 **SWEET SUCCESS:** TEMPTING TREATS

Welcome to SNACK BUYER

CONTENTS

4 CRUNCHY SAVOURY SNACKS
6 FIDDLERS
7 TWO FARMERS
8 NUTS
9 CAMBROOK
10 PROTEIN & DAIRY
11 R.M. CURTIS
12 NOVEL FOODS
14 FRUIT & VEGETABLES
15 SIMPLY ROASTED
16 GRAZING
17 DIPS & ACCOMPANIMENTS
18 SHERIFF'S BILTONG
19 SALTY DOG
20 ISLAND BAKERY
21 SWEET
22 FOREST FEAST



Welcome to the 2026 edition of *Snack Buyer*, brought to you by the team behind *Speciality Food*.

This is always an enjoyable publication to create, and this year has been no exception – largely thanks to the growing number of brands who are turning received wisdom on their heads to deliver products that offer both indulgent flavours and better-for-you formats.

I'm very much of the belief that the best food is often, if not usually, simple food: produced with short lists of quality ingredients, with a seasoning of passion and innovation, and that philosophy is well represented in the following pages by producers who are genuinely excited to go the extra mile to offer something that can set independent retailers apart from the mainstream market.

We profile these businesses as well as share valuable intel within this publication, so it can form a useful part of your snack strategy for the next 12 months.

HOLLY SHACKLETON | EDITOR



CONTENT

Editor
Holly Shackleton, 01206 505110
holly.shackleton@artichokehq.com

Art Director
Lee Whiteford
lee.whiteford@artichokehq.com

Published by
Artichoke Media Ltd, Global House, Global Park, Moorside, Colchester Essex, CO1 2TJ

COMMERCIAL

Head of Commercial (Food & Drink)
Jessica Brett 01206 505901
jessica.brett@artichokehq.com

Senior Account Manager
Louise Barnes 01206 508629
louise.barnes@artichokehq.com

Accounts
artichokemedialtd@integral2.com

Publisher
Sam Reubin 01206 505936
sam.reubin@artichokehq.com

artichoke



100%

Sales of medjool dates are growing **100% YOY** at Ocado, where searches for chocolate-coated dates have grown **135%** in the last **12** months

"Consumers are becoming increasingly knowledgeable, proactive and intentional about their food choices, and specialist retailers are well placed to support that journey"

What's Hot Now

The snacking sector has always been an exciting place to be, but with a growing number of factors influencing how and what shoppers snack on, there are opportunities abound for fine food retailers

Protein

Far from being the preserve of gym-goers and body builders, protein-rich snacks have been enjoying a not-so-quiet evolution in recent times. Those additive-laden protein bars of yore may still be around, but discerning shoppers are replacing them with natural alternatives – nuts and nut butters, protein-rich dairy snacks and dried meats such as biltong.

Gut health

If protein is the king of health trends in 2026, gut health is the queen. Fibre may not be glamorous but it's certainly having its moment right now – and there are plenty of ways for your customers to up their intake via your snacking range. Think wholegrain snacks and dried fruit, either eaten as is or coated in chocolate for the ultimate permissable indulgence.

Dates

Thanks to their efficient ticking of many boxes consumers are seeking in 2026 – fibre-rich, sweet and indulgent without the guilt of processed foods, versatile and edible on-the-go – it's no wonder that the trend for snacking on dates isn't going anywhere. Whether eaten au naturel, soaked and whizzed up into a 'caramel' to make healthy millionaire's shortbread (this recipe is all over Instagram), or topped with nut butter and/or chocolate, there's no getting away from it – 2026 is the year of the date.

Swicy

This trending hybrid of sweet and spicy is showing up in all sorts of places in 2026, and snacks are flying off shelves. For an extra foodie sales tool, try adding a sense of provenance and value via named chillies... "Swicy isn't going anywhere, and we're going to be seeing it evolve with named chillies, like fruity aji amarillo or smoky chipotle," says Stephen Parkins-Knight in Waitrose Food & Drink Report 2025.

Fermented

Products like kimchi are very much deserving of their time in the spotlight so look out for snacks presented with fermented tang, but don't rule out your cheese counter; cheese is naturally a fermented product, so by selling cheese in snacking-ready formats you could be tapping into the fermented trend in an exciting new way.

GLP-1-friendly

Weight-loss medications have been hitting the headlines for a while now, but intel around how vital it is for those taking them to be smart about the (limited) food and drink they're still consuming is only now becoming commonplace. Nutrient-density is key here – every bite counts – so GLP-1 users who are looking for long-term benefits are seeking out snacks that not only satisfy them but provide the goodness they need all in one place. Whole food-based snacks such as trail mixes and fruit and nut bars will do well here, as will dips such as protein-rich clean-label hummus, and with appetites limited this could form one of the main meals of the day so merchandise alongside healthy bedfellows – for example, wholewheat pitta or fresh vegetables alongside a naturally healthy dip.





Crunchy Savoury Snacks

There's little more addictive than a salty, savoury snack with a satisfying crunch... here's what to stock and how to sell it



SHAKE IT UP

Variety is the spice of life, so expand your offering to get your tills buzzing.



PROPER
House Hot Sauce Lentil Chip
Moreish lentil chip with a edium heat and satisfying tang, perfect for sharing.
proper.co.uk



Olly's
Sesame Multi-seed Pretzel Thins
Satisfyingly low in calories but high in flavour, with attractive black and white sesame seeds.
ollys-snacks.com



The Garlic Farm
Pork Scratchings With Garlic
The king of bar snacks, these are a high quality scratching, double roasted for intense flavour and crunch.
thegarlicfarm.co.uk

62%
Potato chips are the most popular snack for **62%** of UK shoppers
Expert Market Research by Claight

35%
Millennials consume 35% of the total number of snacks consumed in the UK
Expert Market Research by Claight

58% OF **BRITISH** SHOPPERS **SNACK** EVERY **DAY**, WITH **23%** EATING **THREE** OR **MORE** SNACKS **DAILY**
Expert Market Research by Claight



TREND SPOTLIGHT

The thought of 'soggy crisps' might not get your tastebuds tingling, but the trend is taking over social media. Think loaded fries or nachos, but in crisp form – potato crisps slathered with a savoury sauce (gravy ticks the nostalgia box) and whatever your heart desires. The biggest plus point for retailers is that your customers' imagination is the limit, so there's no end of upselling opportunities here.



Kent Crisps

SNACK BUYER MAGAZINE Must Try 2026

Kent Crisps is a multi award-winning range of hand-cooked British crisps, inspired by local flavours. Made with Red Tractor assured potatoes and real ingredients from some of Kent's best producers, they celebrate the county's rich food heritage. The latest addition to the range, Beef Brisket & Stout Flavour, is crafted with historic brewer, Shepherd Neame's Iron Wharf Stout. As one of the UK's last independently owned snack brands, Kent Crisps champions the region, proudly showcasing iconic Kent landmarks on each pack.
kentcrisps.com



£ HOW TO SELL...

Boost your sales bite

- *Crisps offer an invaluable upselling opportunity – dips and drinks will always be popular (think seasonal), but the 'soggy crisps' trend is great for trend appeal and perform well on socials*
- *Up the ante on merchandising – set the scene to inspire customers to purchase. Create eye-catching picnic spreads with your snack selection, or party-ready displays come Christmas*
- *Many shoppers are value-driven when it comes to snacks, so think smart about why they should upgrade to your range – from innovative formats and flavours to provenance – and sell the story*

CLASSIC CRISPS

Traditional potato crisps are family favourites with very good reason, and there's plenty to excite foodie palates in 2026.



Two Farmers Woodland Mushroom & Wild Garlic

Hand-cooked with a distinctive taste of the English countryside..
twofarmers.co.uk



Simply Roasted Mature Cheddar & Red Onion

Rich cheese balances the bite of red onion in these vegan-friendly crisps.
simplyroastedcrisps.co.uk



Burts' Mature Cheddar & Caramelised Onion Chutney Ridges

Made using Quicke's Devonshire Cheddar, savoury with a sweet tang.
burtschips.com



Fairfields Farm Cajun Barbecue Crisps

Gluten-free and vegan, delivering a rich, smoky profile while introducing the brand's first-ever ridge-cut crisp.
fairfieldsfarmcrisps.co.uk

EXPERT VIEW

Why corn?

Tom Gatehouse, Egg Soldiers

"Corn snacks start with an addictive base crunch and naturally savoury sweetness. They're also brilliantly versatile, from aperitivo-style nibbles to bigger seasoning systems. And, when pitted against peanuts, the lower-fat cue gives them a simpler permission story – allowing the consumer to completely sidestep the internal conflict that is the 'good-fats' debate."



" Corn snacks are brilliantly versatile, from aperitivo-style nibbles to bigger seasoning systems"



Field to Flavour

Family-run and resolutely connected to the land that creates its range, Fiddlers Lancashire Crisps is a truly authentic snack proposition

Ask any fine food shopper what they look for in a product they want to buy, and quality and provenance will be very high – if not at the top – on the list. Simultaneously, of course, 2026's consumer is looking for a moreish blend of familiar flavours and



innovation from the food they consume, and if they can be wowed with a blend of taste, enjoyment and support of British farmers so much the better for the retailers who serve them.

Thankfully, Lancashire-born-and-bred crisp producer Fiddlers is on the case with its moreishly delicious range of crisps created from field to packet.

"We are a small family run crisp manufacturer who use potatoes grown on our family farm reducing the food miles for production," explains John Fiddler – music to the ears of discerning shoppers who make a conscious effort to shop sustainably.

The family business's support of local producers is well known; from the Ellsey's vinegar produced nearby to the farm which brings their Sea Salt & Ellsey's Malt Vinegar crisps to life to their iconic Lancashire Sauce snacks, the brand's provenance runs through its core... and with pubs being the "bread and butter" of Fiddlers Lancashire Crisps, according to John, it's only natural that they would develop a new Roast Beef & Onion flavour to pair perfectly with a pint!

The new launch is in direct response to requests from customers, and John and the team are excited to "continue producing a high-quality hand-cooked crisp that people love," he says.

With its unique recipe of provenance, quality and Lancashire pride, we are confident this love will continue to grow in 2026 and beyond.

TOP PRODUCT



Fiddlers Lancashire Crisps Beef & Onion

A satisfyingly savoury and resolutely British snack that pairs brilliantly with drinks.

fiddlerslancashirecrisps.co.uk

"We are excited to continue producing a high-quality hand-cooked crisp that people love"



A Circular Future

Two Farmers' closed loop system is evolving the snacking industry for the better

From day one, Herefordshire-based Two Farmers set out to do things differently by producing and launching the UK's first crisps to be sold in compostable packets.

The business continually chooses to invest in smarter and sustainable production. Their crisp manufacturing facility is powered entirely by renewable energy, generated on-site using a system of solar panels and an anaerobic digestion (AD) plant. This makes the company a carbon-neutral producer, with a verified annual carbon footprint fully offset through its renewable systems.



Their sustainability-led ethos means that Two Farmers is a wholly committed, planet-friendly producer. As well as growing and using their own potatoes, and generating and powering their production using renewable energy, they pack the crisps into fully compostable packets.

The Two Farmers gluten-free crisps are produced to perfection. Whilst the ground-breaking packets can be composted at home, the provision exists where any returned empty bags are put through the Two Farmers' granulator to reduce and cut them down. This ultimately speeds up the composting process.

When the granulated bags go directly into the AD plant, they break down to produce not only electricity but also 'digestate'. The electricity is then used to cook the next batch of premium crisps. The 'digestate' in turn feeds the soil with nutrients to help the next crop of potatoes grow. This creates a closed-loop farming system.

With provenance, sustainability, and premium taste at its heart, Two Farmers is built for modern tastes and delivers strong performance across retail, farm shops, and hospitality.



EXPERT VIEW



"This closed-loop system is designed to regenerate, not deplete, the earth. It reduces landfill, and also chemical fertiliser dependency, which are all great outcomes for the planet"

SEAN MASON
TWO FARMERS



Going Nuts for Nuts

Serving up both nutrient density and moreish indulgence as well as satisfying appetites, nuts are a smart stocking choice

Nut boom at Ocado

Analysis of Ocado's online platform shows year-on-year search is up 38.3% for honey nuts and 32.5% for salted nuts. This trend is reflected in Ocado's year-on-year sales. Snacking nuts, whole nuts and seeds up 27%, fruit and nuts up 93%, snacking nuts up 47% and whole nuts and seeds up 21%.

EXPERT VIEW



"Nuts feel like a smart choice. People perceive them as natural, honest snacks that fuel the day rather than create guilt."

TANIA EZZEDINE RIFAI

ALMONDS WERE THE **STRONGEST** PERFORMING **NUT** SEGMENT IN THE **UK** IN **2025**

Deep Market Insights



GIVING PISTACHIO THE GREEN LIGHT

The Dubai chocolate trend may have originally kicked off in 2023, but Brits' appetite for the elegant nut is showing no signs of slowing down. Sales of shelled pistachios have witnessed a sizeable boost at Ocado, largely thanks to their versatility – think straight snacking, serving on a platter or alongside drinks, or as an ingredient in home cooking and snack-making.



8.57%

Nuts & Seeds market in United Kingdom registered a positive compound annual growth rate (CAGR) of **8.57%** during the period **2019** to **2024** with a sales value of **GBP 1,069.32 Million** in **2024**, an increase of **6.49%** over **2023**.

Global Data

Golden Gourmet

SNACK BUYER MAGAZINE Must Try 2026

Golden Gourmet Peanuts are expertly roasted and salted to perfection, delivering a satisfyingly rich flavour that's perfect for any occasion. Filled with premium-quality Argentinian peanuts, each 180g pack is a natural source of protein and energy. Packed in versatile, resealable clear PET cans, they're ideal for keeping fresh and enjoying on the go. Available as part of the Golden Gourmet range of premium dry fruits, roasted nuts, and snack mixes, there's a delicious option for every taste and occasion. +44 (0) 7484 290 357

sales@goldengourmetfoods.co.uk

SNACK CANS



A TASTE OF ADVENTURE

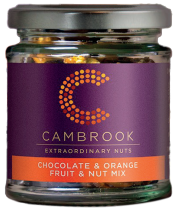
From chocolate-coated to internationally-inspired, nuts offer a health-rich canvas upon which brands are stamping their unique personality - to the delight of thrill-seeking shoppers



Curious By Nature Hoisin Spice Nut Mix

A gourmet blend of honey and hoisin-spiced almonds with zesty chilli-lime cashews and dry roast peanuts.

curiousbynature.uk



Cambrook Chocolate & Orange Fruit & Nut Mix

Milk chocolate orange almonds, caramelised cashews, dark chocolate cranberries and baked almonds.

cambrookfoods.co.uk



Nalo Smoked Rosemary Almonds

Almonds roasted in oak-smoked English oil with delicate rosemary for a savoury, smoky bite.

nalo.london



LoveLove Dark Dragon Nut Bar

Dark chocolate embracing crunchy almonds and peanuts with chunks of dragon fruit to balance bitter and sweet.

lovelove.art



Custom Crafted

Fine food shoppers are hungry for quality and indulgence, and Cambrook perfectly fits the bill

Personalisation and the enjoyment of 'something special' still drives the fine food market in 2026, and premium nut brand Cambrook has a deliciously unique sales trick up its sleeve: for years, the business has created



unique blends for renowned hospitality icons, which it welcomes food lovers and retailers to explore.

"It's this experience in developing nuts and snacks for leading hotels and bars that makes our retail range so distinctive," says Deborah Bradfield, sales and marketing manager. "We have recently launched our giant roasted corn which is exclusively from Peru and is coated in our own bespoke seasonings (Sriracha Chilli & Lime, Truffle & Pecorino, Hickory Smoked) which gives the golden roasted corn its flavoursome Cambrook crunch."

Chocolate coated nuts is a growing area for Cambrook with chocolate coated almonds being a firm favourite, and a new addition to the range this year of Chocolate and Orange Fruit & Nut Mix with milk chocolate orange almonds, caramelised cashews, dark chocolate cranberries and baked almonds.

Christmas has always been key for nut sales and this is particularly the case for Cambrook's range of caramelised nuts, chocolate coated nuts and their cocktail mixes of nuts with sweet and savoury combinations. "While our range is very much an all year round one," says Deborah, "there are certain products that seem to capture people's imagination at Christmas so we are already thinking of delicious ideas for Christmas 27!"

Cambrook's 30 years' experience of product sourcing and manufacturing know-how in the premium nut and snack sector, together with their long-established relationships with leading hotels, pubs and bars is key to how the company develops new products and flavours.

"We have collaborated with top chefs developing innovative ideas and flavour trends like our Cocktail Mix No. 6 (3* Great Taste Winner) with its combination of chilli, sweet, and smoked flavours which we created for Claridge's Hotel," explains Deborah.

DID YOU KNOW?

Cambrook's set up is certainly unique with its custom-made machinery and artisan methods.

"Our experience in developing snacks for leading hotels and bars makes our range distinctive



Protein & Dairy

Both satisfying and health-ful, dairy and protein-led snacks are a taste of the future

37%

of UK consumers are actively prioritising their daily protein intake

HRA Global Consumer Surveyt



EXPERT VIEW



"We are seeing a convergence of trends that are changing demand. Those best placed for the future will be building flexible protein strategies that balance nutritional quality, functionality, sustainability and supply security."

JACK HELM
ACI GROUP

All Real Nutrition

SNACK BUYER MAGAZINE Must Try 2026

Consumers are moving away from ultra-processed foods – and All Real Nutrition is leading the change. Made in Ireland using natural ingredients and Irish milk protein, the bars are high in protein, high in fibre and free from artificial sweeteners, all wrapped in home-compostable packaging. Now Ireland's number one natural protein bar brand, All Real combines outstanding taste with strong retail performance and is helping retailers grow the healthy snacking category with a product consumers are actively seeking.

allrealnutrition.com



THE UK'S **PROTEIN** MARKET IS **ESTIMATED** TO BE WORTH AROUND **£491 MILLION**

Mordor Intelligence



13.3%

Cheese snacking continues to perform strongly, with the segment up 13.3% year on year

Lactalis UK & Ireland

PACKING A PUNCH

Protein and dairy are a heady snacking mix in 2026, and these products deliver results



Sheriff's Biltong Spicy Chilli

Premium biltong made using only PGI Welsh Lamb, salt and spices for a flavour and protein-packed snack on the go.

sheriffsbiltong.co.uk



Leerdammer / Lactalis UK & Ireland Mini Cubes Snacking Cheese

Bringing a distinctive mild, nutty taste into a cube format developed for adult snacking.

leerdammer.co.uk



Bio&Me Fibre+Protein Pot - Vanilla Kefir & Blueberry Granola

Award-winning kefir yoghurts with ibre-packed granolas in one convenient, ready-to-eat format.

bioandme.co.uk



All Real Nutrition Choc Sea Salt

Made with 100% natural ingredients, this bar is high in protein and fibre and designed to support modern health needs.

allrealnutrition.com

Cluster Club drives customers nuts

Permissable indulgence is the name of the game in 2026, says Caroline Buggisch of R.M.Curtis

Cluster Club was created to bridge the gap between health and indulgence, so that consumers no longer need to choose between virtuous snacks that taste bland, or delicious options that leave consumers feeling guilty.

Nuts are an excellent bridge between health and indulgence, and when paired with the finest Belgian chocolate, create a delicious snack. Made with a variety of nuts – which are a great source of fibre – Cluster Club is ideal for retailers looking to expand their premium adult snacking range.

Customers can choose from three heavenly flavour combinations: White Chocolate & Cranberry Nut Clusters; Orange Milk Chocolate Nut Clusters; and Milk Chocolate Nut Clusters.

Sustainability is a key consideration of Cluster Club and the broader RM Curtis team. As well as utilising recyclable packaging, the chocolate used in Cluster Club is Cocoa Horizons certified, meaning cocoa is sourced responsibly and farmers are supported fairly.

The significant growth of the nut market is largely tied to a rise in health-conscious dining and increased demand for functional food. Closely linked is the ever-increasing popularity of permissible indulgence – a concept which combines the best of both worlds; mindful snacking with a flair of luxury. That's where RM Curtis' Cluster Club comes in. Designed to pop on shelves, the eye-catching, resealable 70g packs are suitable for individual portions as part of a grab-and-go deal, or to be positioned as a sharing snack.



EXPERT VIEW



"Cluster Club is designed for any consumer looking to indulge with intention, however it performs especially well amongst adults looking for a premium snack that fits in the theme of permissible indulgence"

CAROLINE BUGGISCH
R.M.CURTIS



The Smart Choice

Novel Foods' range is not only delicious but suitable for all – plus its globe-spanning reputation all but guarantees sales

World foods are increasingly becoming a vital part of the fine food retailer's arsenal, but what if you could stock a range which not only served up delicious internationally-inspired flavours but was familiar to consumers across the world? Novel Foods offers just that, with its varied selection – more on that to come later – familiar to globe trotters thanks to its popularity on the finest airlines.



Not only that, but each Novel Foods snack is suitable for all to enjoy – a philosophy at the heart of the family-run business, which in fact began when Kamran and Maryam, parents to Puyan and Shayan who are also part of the Novel Foods team, decided to create food for their young children when the school they attended was lacking in healthier options. Kamran was on the parents' governing board of the school at the time when Jamie Oliver was campaigning about schools serving healthier food to children, and began developing ideas for snackboxes in his kitchen – without the additives and flavourings prevalent in the alternatives. Fate stepped in when a fellow parent at the school who had connections with a major wholesaler inspired further growth and the launch of a snack range which became impressively popular with airline travel providers.

The business's better-for-you philosophy is still in full force today, testament to the passion the family team has for providing products which blend enjoyment and indulgence with genuinely healthier ingredients. "Our mission is to bridge the gap between healthy food and the joy of food," says Puyan Moslehi, sales director. "Our original plan was to create a product that was both healthy and enjoyable for children, which is how we created the idea of the snack box for schools which were then introduced to airline catering distributors and agents – but cleaner label, better-for-you snacks are now more important than ever, especially with the global rise of allergens."



The brand's popularity with airlines shaped it into the brand it is today, helping it to cater to the increasing demand for clean-label foods the industry is seeing across the world. "Our snacks had to be gluten-free, nut-free, Halal and Kosher suitable and vegan-friendly to work for the airlines, and then we had to formulate our own flavours that both kept those nutritional characteristics in place and offered flavour profiles that were diverse and enjoyable" – which is no mean feat considering the loss of sensitivity taste buds experience at 30,000 feet.

Understandably, Covid-19 hit the business hard when airline contracts ground to a halt, so the sons – Puyan and Shayan – stepped in to create an Amazon and social media presence, which is where they first built a partnership with a major drinks subscription company, which helped support the business during the time of Covid and airlines not flying. "They really supported us through a difficult period," says Puyan, "and remain one of our most important customers."

Getting Novel Foods products into the hands of consumers seeking out better, well curated food and drink opened up a new avenue for the business away from travel, but with air travel back with full force since 2022 Novel Foods has been doubling revenue year-on-

40 MILLION BAGS

Novel Foods is forecasting **40 million bags** to be served in 2026, compared with **33 million bags** in 2025



Relished by all

Creating a product range which can enjoyed by all consumers, whether



they are following Halal or vegan diets or simply keen to eat healthier products made with simple ingredients, has been a boon to Novel Foods as well as the retailers they supply.

Puyan explains, "There are three main consumer categories we focus on: the shopper who may need to avoid allergens for either health reasons because they have an allergy or intolerance but want a snack that fits into their lifestyle; the parents seeking healthier options for their children which are also safe to take to school; and Gen Z consumers who are increasingly conscious of what they're consuming and are opting for healthier, clean-label snacks with sustainability credentials."

Indeed, sustainability is baked into Novel Foods' range. "The energy that powers the corn plants that make our snacks are powered on biomass and solar energy," he continues. "The packaging facilities we use are powered by solar energy, and the packaging itself is made using recyclable materials."



Hungry for innovation

Of course, corn itself is experiencing a boom right now, but Novel Foods are proud to offer products via its Indulge range which are a step apart from the familiar roasted corn kernel format. "It was actually an airline client who advised that whole roasted kernels may be a choking hazard for small children, so we took them out of our mix and differentiated ourselves as a result – one of our USPs is that we have a product that is fun, full of various-shaped nibble-sized pieces that is truly unique in the market."



These started out in individual-sized portions, but last year the brand expanded the range to include 100g resealable sharing bags which are taking the retail world by storm – as well as being an attractively inclusive option for consumers looking for snacks to share with loved ones at social gatherings. Primed for party season, Novel Foods has announced a rebrand of its products – together with a hint of five exciting new flavours to come – which connect the products to their simple, all-welcome format via an on-pack character called The Humble Farmer, who represents the hard work put in to craft Novel Food's delicious snacks.


PUYAN MOSLEHI

OUR USP

Primadeli

The sister brand of Indulge, Primadeli is a range of traditional Italian baked snacks made in Italy with a modern flavour twist.

Maple & Smoked Pecan Twists



An innovative step away from traditional seasonings, Maple & Pecan is an indulgently rich sweet-savoury blend that keeps shoppers going back for more.

Coffee Taralli Bites



The perfect partner to a hot drink and delightfully moreish, these unique snacks combine a slightly sweet breadstick with the crunch of real coffee beans.

Cranberry & Sage Twists



Elegant and slender grissini twists with tart cranberry and fragrant sage; perfect with a drink.

What's Next...

New flavours

Three upcoming Indulge flavours, Pineapple Salsa, Smoked Paprika & Lime and Hot Honey, are set to satisfy consumer demand for zesty and 'swicy' flavours which pair perfectly with drinks, while the remaining two are being safely and secretly stored for an exciting announcement to come in 2027...



Fruit & Vegetables

Rich in fibre, flavour and colour, there's no wonder natural fruit and vegetable snacks are making waves



PACKED WITH GOODNESS

Fruit and vegetable snacks are the ideal fix for shoppers looking for a nutrient-dense bite



Emma Basic Crispy Seaweed

A Korean-style snack made the way it should be – with extra virgin olive oil from Spain, and absolutely no additives.

emmabasic.co.uk



New Forest Fruit Strawberry Snacks

Made from pulse-dried fresh strawberries grown and picked directly on a sustainable and forward-thinking farm.

newforestfruitsnacks.com



Simply Roasted Vegetable Crisps – Sea Salt

The mix includes orange sweet potato, parsnip and beetroot, offering both variety and visual appeal.

simplyroastedcrisps.co.uk

39%

'Healthy snacking' sales jumped 39% in 2023 compared to 2022, signalling a major shift in how UK shoppers are choosing to spend

Food Manufacturer 2025 report

6-8%

The UK's fruit and vegetable snack market is projected to grow at a compound annual rate of 6–8% between 2026 and 2035

Indexbox

EXPERT VIEW

Feed your gut

Jon Walsh, co-founder and CEO of Bio&Me

"Our co-founder, Dr Megan Rossi, and other gut health specialists all concur that 30 is the magic number of different plants you should look to consume each week from what's known as the 'super six': vegetables, fruit, legumes, nuts, seeds and wholegrains. Fruit, nut and pulse snacks all form part of this."



"Fruit, nut and pulse snacks all form part of the 'super six' you should look to consume each week"

THE RISE OF FRUIT & VEG

Fruit-based snacks (dried fruits, fruit leathers, apple chips) account for approximately 65–70% of retail volume, but vegetable-based crisps, puffs and chips are the fastest-growing subsegment, gaining share from potato-based snacks at a rate of 1.5–2 percentage points per year

Indexbox





Doing it Differently

From bold flavours to delicious innovations, Simply Roasted is ticking 2026's snack trend boxes

"We're on a mission to change the way we eat crisps for the better, forever," explains Taylor Churchman of Simply Roasted. "Using our unique roasting process, our crisps deliver all the crunch and flavour you'd expect, with up to 50% less fat than traditional fried alternatives."

Consumers are increasingly seeking snacks that feel like a better choice without compromising on taste, and that's exactly where Simply Roasted sits. "Our process creates a crisp, satisfying texture with less oil, while our move into vegetable-based ranges taps into the growing demand for plant-led, more diverse snacking," he continues. "It's about balance – indulgent enough to enjoy, but aligned with modern eating habits."



The growing demand for less processed options is also catered for. "While many better-for-you snacks rely on reconstituted ingredients such as lentils or pulses, our crisps are made from real slices of potato or vegetables, keeping the product closer to its natural form," explains Taylor.



The next 12 months will see a raft of innovation including bolder, more adventurous flavours, but the excitement kicks off in August with the launch of a new roasted root vegetable range. "The mix includes orange sweet potato, parsnip and beetroot, offering both variety and visual appeal," he says. "The range will launch in two flavours – Sea Salt and Sweet Chilli. Using the same unique roasting process as our potato range, these vegetable crisps contain 30% less fat than fried alternatives, delivering a lighter, but still satisfying, snacking option."

EXPERT VIEW

Best Sellers

Taylor Churchman, Simply Roasted

"Sea salt remains our bestseller – a classic that resonates thanks to its simplicity, with just three ingredients: potato, oil and salt. At the same time, our more distinctive flavours such as duck & hoisin and hot honey are performing strongly, reflecting growing consumer appetite for more adventurous taste profiles."



"We're seeing a growing consumer appetite for more adventurous taste profiles"

not just potatoes anymore

new roasted root vegetable crisps

made from real slices of sweet potato, parsnip & beetroot

30% less fat than fried alternatives

find out more on
www.simplyroastedcrisps.co.uk

simply roasted.



Grazing

The world of grazing is where informality and creativity collide – all manner of foods can work here; your shop is your oyster

AT THE TIME OF WRITING, THERE WERE **754,000** POSTS USING THE **#GRAZINGBOARD** HASHTAG ON **INSTAGRAM**, MAKING IT ONE OF THE **TRENDIEST** SNACKING **FORMATS** OF **2026**

AN APPETITE FOR PLATTERS

Platters have become somewhat of an art form in the past few years, with countless social media stars extolling their virtue and inspiring the masses to create their own – highly attractive – versions. The good news for fine food retailers is that almost anything can feature on a grazing board, from bite-sized cheeses to crackers and charcuterie, fresh and dried fruit to nuts, so smart retailers are touring their own shops and handpicking items that work well together as a showstopper centrepiece. Whether you create a board lively with health-giving foods or go pure indulgence is totally up to you.

£ HOW TO SELL...

- ***Personalisation is king***
  Bringing your own personality to the plate is the name of the game here, so offer a wide variety including some unique-to-you products to whet shoppers' appetites
- ***Hit some trends***
  Trending flavours such as swalty and swicy are a natural fit for grazing platters – think sweet chilli nuts and honey and sea salt popcorn. Spicy charcuterie is a great option, too
- ***Don't forget fresh***
  Especially during the summer months, your customers will be craving a hit of juicy freshness so ramp up your marketing around fresh fruit and veg as an accompaniment to your grazing boards' ambient items

PORK SNACKS are increasingly popular grazing options either at-home on the go, with consumers considering them to be good value. Tap into the demand with sausage rolls and other savoury pastries.
Kantar



SNACK BUYER MAGAZINE Must Try 2026

Eviedale Bakehouse

Discover the taste of Orkney with Eviedale Bakehouse's award-winning Sourdough Beremeal Crackers. Handcrafted in Orkney using their 10-year-old sourdough ferment and heritage Orkney Bere barley, they deliver a distinctive crisp texture and rich, nutty flavour. Made with organic flour, cold pressed virgin olive oil, and simple natural ingredients, they are naturally vegan-friendly and dairy-free. Produced in small batches with zero food waste, these premium artisan crackers, currently available in four delicious flavours, are perfect for grazing boards, cheeseboards and speciality retail, offering consumers an authentic taste of Orkney's ancient heritage.
eviedalebakehouse.co.uk



PICK 'N' MIX

The joy of grazing is its unlimited possibilities and suitability for personalisation



SaltPig Curing Company Garlic & Pepper PigSticks
An award-winning classic salami flavoured with Tellicherry peppercorns and fresh garlic.
saltpigcuring.co.uk



The Honest Bean Co Seaweed & Miso Fava Bean Snacks
These deliver a bold umami hit with rich, savoury depth.
thehonestbean.co



Coppernose Garlic & Chilli Beef Jerky
A moreish garlic flavour, with a dash of chili and smoked with seasoned oak wood to add a kick of heat.
coppernose.com



Olly's Olives Garlic & Rosemary Olives
Greek pitted olives, dressed to impress in the brand's classic Garlic & Basil marinade.
ollys-snacks.com



Dips & Accompaniments

Sometimes – quite often, in fact – nothing quite hits the spot like a crunchy snack dipped into something creamy and delicious... just make sure that it's packed with flavour

EXPERT VIEW

Sauce first

Tom Gatehouse, Egg Soldiers

"Build snacks around the sauce, not the other way round. That could mean shawarma hummus with crisp chickpeas; pickle ranch with kettle chips; hot honey whipped feta with flatbread crackers; layered queso with chilli crunch; or sauce flights for fries and chicken. Sometimes the innovation is simply a better dunk."



"Build snacks around the sauce, not the other way around"

THE **DIPS** MARKET IN **UNITED KINGDOM** REGISTERED A **POSITIVE** COMPOUND ANNUAL GROWTH RATE **(CAGR)** OF **5.05%** DURING THE PERIOD **2019** TO **2024** WITH A **SALES** VALUE OF **GBP 413.30 MILLION** IN **2024**, AN INCREASE OF **4.57%** OVER **2023**

GlobalData

£ HOW TO SELL...

- ***Think seasonal***
  Flavour combinations that celebrate the season you're in sell themselves. Think fresh tomato and soft herbs in summer, truffle in autumn, and nicely spiced in winter.
- ***International ideas***
  From mediterranean antipasti to American chips 'n' dip, there's plenty of inspiration to be found from other countries. Nacho cheese and hummus are popular choices.
- ***Load it up***
  Classic potato crisps are getting the loaded fries treatment... smother them in sauce and sprinkle over whatever you fancy – gochuchang mayo and sesame seeds; guacamole, soured cream and spring onions/fresh chilli; or ketchup, sweet mustard and crispy onions.

THE ART OF DIPPING

Our picks of the most satisfying concoctions to dip your snacks into



Beantastic Hummus
Buff Bean Hummus
Powered by three complementary plant proteins – chickpeas, fava beans and sesame – this is nutrient-dense and clean label.
beantastic.me



Paysan Breton
French Sea Salt Luxurious Cream Cheese
Crafted in Brittany, France, this premium whipped cream cheese is delicately seasoned with a hint of hand-harvested Guérande sea salt.
paysanbreton.co.uk



Delphi Foods
Chunky Guacamole
A Mexican-inspired dip of avocado, coriander, lemon and a little kick of chilli.
delphifoods.com

UPSELL IT NOW

The USA has long been a source of inspiration for Brits, and ranch dip is arguably one of the nation's finest exports. There's plenty of opportunities to get your customers excited about its cool, creamy and unashamedly addictive – and versatile – personality. Off the shelf or DIY, it's a gamechanger.



Protein with Provenance

Powered by a Welsh rugby icon and a charcutier, Sheriff's Biltong is going from strength to strength

Protein is undoubtedly one of the biggest trends of the past couple of years and the consumer appetite for it is set to stay, but it's not always easy to find a product which offers both a quality protein source and proven fine food credentials... That's where Sheriff's Biltong comes in.

A star of the protein snacking world, biltong has long been championed by health-conscious food lovers, and Ruth Davies, one of the co-founders, has partnered with one of Britain's most revered athletes: Ken 'The Sheriff' Owens to create a deliciously different proposition.

"We are proudly handmade and clean-label, with only Welsh PGI Beef, salt and spices going into our biltong"

As a much-loved titan of Welsh rugby, Ken holds influence across Wales and has no doubt aided the business's evolution from a small husband-and-wife team in rural Wales to a brand well-known and respected across the country – indeed, he is impressively hands on and is with Ruth "day in, day out" as her business partner for the brand.

Despite this impressive growth, Sheriff's Biltong continues to boast the same credentials it always has, as well as the philosophies the award-winning business carries across its wider range of charcuterie products which includes salami and chorizo. "We are proudly handmade and clean-label," says Ruth, "with only Welsh PGI beef, salt and spices going into our biltong."

This speaks to the growing demand for simple products that consumers can trust, not to mention the popularity of naturally protein-rich foods that also deliver on flavour – and Sheriff's Biltong certainly does that, with its famed Cracked Black Pepper and Chilli variants, and freshly-launched Honey Glazed Biltong. Next to launch is a tall, thin snacking salami – yet to be named but an exciting innovation for this grass roots business.

DID YOU KNOW?

Ruth was asked to create a biltong by Ken Owens five years ago, when Ruth worked as a caterer at The Scarlets.



SHERIFFS
BILTONG

DISCOVER THE TASTE OF ARTISAN BILTONG FROM WALES

Introducing Sheriff's Biltong - a premium, flavour-packed snack crafted with passion and pride in Wales.

Made for food lovers who appreciate exceptional taste, quality ingredients and a smarter way to snack.

High Protein • Low Fat • Gluten Free • Sugar Free

sheriffsbiltong.co.uk

Snacks Are Hotting Up

The temperature is rising in the snacking sector, and Salty Dog is behind one of the most exciting launches of 2026

Salty Dog has long been a much-loved brand on independent snacking shelves, with its flavourful and satisfyingly crunchy range of snacks varying from hand-cooked crisps to Roasted Corn Kernels via its Darling Corn arm, and Salted Cashews, Honey Roasted Peanuts, Chilli Peanuts, Dry Roasted Peanuts and Salted Peanuts ensuring that nut lovers are never without temptation. New for 2026 are Chilli Rice Crackers, a snack which perfectly feeds into the current desire for 'swicy' with its tastebud-tingling chilli heat and balancing caramel sweetness. Intense in both flavour and crunch, the 40g bags are surprisingly generous – perfect for sharing with friends over drinks or lifting a grazing platter to spicy new heights.



"For some while now we've wanted to extend our fine snacking estate whilst staying true to our commitment to intriguing textures, bold flavours and an unyielding crunch, taking our snacking prowess into yet another staple food crop to further enhance our prowess as a one-stop, fine snacking provider," explains Dave Willis, co-founder, of the new launch.

While the freshly-launched chilli heat is fiery, the light texture and moreish crunch keeps customers coming back for more whatever the occasion – and while the format will be familiar to lovers of Asian cuisine, it's an exciting new discovery for many snack lovers seeking flavour a step beyond classic potato crisps.

TOP PRODUCT



Salty Dog Chilli Rice Crackers

Satisfyingly crunchy and tongue-tingingly spicy, these new snacks are must-stocks for lovers of 'swicy'.

saltydog-grrr.com

"For some while now we've wanted to extend our fine snacking estate whilst staying true to our commitment to intriguing textures and bold flavours"





Every Day Indulgence

Sweet and savoury biscuits offer the perfect excuse to snack, says Island Bakery's Dawn Reade



"We offer most of our sweet biscuits in convenient 2-biscuit packs which makes them ideal to drop into a lunchbox or handbag for on-the-go or away from home. The two biscuit pack also helps with dietary damage limitation as it is often hard to stop at just two biscuits if you open a larger pack.

"However, there are times when you may have more than one person ready to snack. The biscuits in our larger packs, both sweet and savoury, come in delightfully illustrated little paper boats. There are 5 designs to collect, each named after an island off the coast of Mull. The biscuits can be presented to the table directly in these attractive boats avoiding the need for serving plates and washing up, which makes impromptu entertaining easier. We have had many customers keep these boats to use creatively as children's toys and a myriad of other uses!

"We don't think we need to limit your snacking enjoyment to a special occasion – sometimes it's nice to make an occasion of the everyday by enjoying something a little more special for no special reason! We recommend swapping out the run of the mill biscuit tin contents for an all-butter, organic indulgence from Island Bakery!

"What is more, by choosing organic you would be avoiding artificial flavours, preservatives, colours, fertilisers, and pesticides; supporting healthy ecosystems and high animal welfare standards; and enjoying naturally produced food with significantly better nutritional content."

TOP PRODUCT



Island Bakery
Isle of Mull Cheese Biscuits – Harissa with Chilli & Cumin
These are ideal to nibble with drinks and have just the right amount of heat and cheese, making a winning combination.
islandbakery.scot





Sweet Snacks

Sometimes you need a little something sweet to hit the spot... These premium finds will do just that

THINK CREATIVE



When it comes to sweet snacks, it pays to be creative – and thankfully there's no end of inspiration in the UK snacking market. From bars and confectionery to single-serve cakes and biscuits, shoppers are just as happy to eat sweet treats on-the-go as they are their savoury counterparts. Opt for nostalgic notes and health credentials for a taste of 2026.

HOW TO SELL...

- ***Make it tempting***
  Tempt your customers by upping the ante on the indulgence messaging – details of the dark richness of chocolate, tangy freshness of fruit flavours or butteriness of bakes are sure to get tastebuds whirring.
- ***Think on-the-go***
  While many of us snack on sweet nothings on the sofa in front of the television, don't discount the on-the-go opportunity – stock products in pouches or individual portions and position in eyelines near the till.
- ***Keep to your motto***
  Don't be lured by lesser quality options – this is an opportunity to offer true decadence to your customers, whether they're sharing or enjoying a solo treat.



of British consumers seek low-sugar snacks
Worldmetrics

EXPERT VIEW



"Sales of our sweet snacks have doubled in size over the last year as more and more people are looking for snacks with higher quality, natural ingredients."

GEMMA WILLIAMS
WINDMILL ORGANICS

SINGLE-SERVE CONFECTIONERY **DOMINATES** THE SECTOR WITH A **67.98%** MARKET SHARE
Mordor Intelligence

Booja-Booja

SNACK BUYER MAGAZINE Must Try 2026

Coconut and Deeply Chocolate Wonders are new additions to the popular Booja-Booja Chocolate Wonders range. Bringing all the quality and deliciousness of Booja-Booja award-winning chocolate truffles to the sweet snacking market, Chocolate Wonders are bite-sized mini truffles rolled in rich chocolate flakes. New Coconut features a blissfully light and dreamy coconut chocolate ganache while new Deeply Chocolate is simply, sublimely smooth deep chocolate. Packed in a handy treat pouch, these delicious treats are dairy-free, gluten-free, vegan and organic.
boojabooja.com



TIME TO INDULGE

These snacks may be sweet, but there's nothing to feel guilty about thanks to their quality credentials



Biona
Coconut Wafer Rolls – Vanilla
Light, crisp wafers made with fresh organic coconut milk, coconut sugar and natural flavourings.
biona.co.uk



Stroop Club
Stroopwafel Mini Bites
The original Dutch stroopwafels rebuilt for the planet with ethical, organic and plant-based ingredients.
goodnessgoodies distribution.co.uk



BABBI
Srl Il Waferone Ricetta di Attilio – Pistachio
Three layers of thin and crispy wafer, two layers of a generous amount of cream and covered in chocolate.
babbi.com



Booja-Booja
Coconut Chocolate Wonders
Blissfully light and creamy coconut chocolate ganache rolled in rich chocolate flakes.
boojabooja.com



Layers of Indulgence

Forest Feast's new Truffle & Pecorino Nut Mix offers a uniquely delicious proposition for both retailers and consumers, says the brand's head of marketing, Leona McCaugherty

Our Truffle & Pecorino Nut Mix is designed to bring a premium artisanal experience to everyday snacking. We slow roast a blend of peanuts, cashews, almonds, pecans and macadamias, then season them with authentic Pecorino Romano cheese and black truffle for a rich, savoury flavour profile. The combination delivers layers of crunch, umami and indulgence, creating a snack that feels more akin to a restaurant or cheeseboard experience than a traditional nut mix. It's also gluten-free, making it accessible to a broad range of consumers.

One of the strengths of Forest Feast's Truffle & Pecorino Nut Mix is its versatility. It's a natural companion to wine, craft beer and premium soft drinks, making it ideal for sharing with friends and family. At the same time, many consumers enjoy it as an elevated afternoon snack, part of a lunch occasion, or as a savoury alternative to crisps during an evening of relaxation. We also see strong appeal for entertaining, grazing boards and seasonal gifting, where premium ingredients and distinctive flavours help create a more memorable experience.

We expect indulgent snacking to become increasingly sophisticated. Consumers are looking for products that combine exceptional taste with quality ingredients and a sense of discovery. There will continue to be strong demand for bold flavour combinations, globally inspired tastes and products that blur the lines between snacks and premium food experiences with examples like "fricy" and "swicy" creating viral buzz both online and in-store. At the same time, shoppers want permission to indulge without compromise, so products that balance great taste, quality ingredients and convenience will be particularly well positioned. The future of indulgent snacking lies in creating moments of affordable luxury that fit naturally into everyday life.

AT A GLANCE



FOREST FEAST

Forest Feast is a premium snack brand specialising in nuts, dried fruit, and chocolate-coated treats. Since 1996, products have been crafted in County Armagh, Northern Ireland. Combining quality ingredients with innovative confectionery techniques, Forest Feast creates distinctive snacks while supporting responsible sourcing, sustainable practices, and partnerships with carefully selected growers worldwide.

DID YOU KNOW?

Forest Feast creates distinctive snacks while supporting responsible sourcing, sustainable practices, and partnerships with carefully selected growers worldwide.

"We expect indulgent snacking to become increasingly sophisticated"



EXPERT VIEW

Feeding the appetite for indulgence

Leona McCaugherty, head of marketing

Consumers increasingly want snacks that offer a genuine treat experience without requiring a special occasion. We're seeing demand move beyond traditional flavours towards more sophisticated, premium ingredients that consumers associate with dining out. The success of premium savoury snacks reflects a broader trend where consumers are seeking affordable luxuries that deliver restaurant-inspired flavours at home.



"Consumers are increasingly excited by premium, layered snacking experiences"



THE WONDERFUL WORLD OF FOREST FEAST®



We've gone to all four corners of the world to find the best ingredients and handcraft these into the most delicious snacks for you to discover. Go forage.

THE WONDERFUL WORLD OF FOREST FEAST

forestfeast.com



lunch!

The contemporary food to go show



16-17 SEPTEMBER 2026

EXCEL | LONDON

NOW PART OF

THE LONDON **FOOD & DRINK** FESTIVAL











REGISTRATION NOW OPEN

Book your free ticket at lunchshow.co.uk

“**lunch!** is a fantastic event showcasing world-class innovation that will help take our industry forward.”

PANO CHRISTOU, CEO, PRET A MANGER

CO-LOCATED WITH

THE NATIONAL RESTAURANT, PUB & BAR SHOW EXCEL | LONDON

LONDON DRINKS EXCHANGE

natural & organic FOOD SHOW

ARTISAN FOOD & DRINK SHOW

PART OF THE LONDON FOOD & DRINK FESTIVAL 2026