NEW PRODUCTS, LATEST TRENDS, THE SNACKS TO STOCK

SNACK BUYER

2020

MAGAZINE

From the publishers of SPECIALITY FOOD









fairfields farm™

PROUDLY INDEPENDENT









FAIRFIELDS FARM

ROBERT STRATHERN, INDEPENDENT & PROUD
P. 4



MINTEL

ALICE PILKINGTON, THE HEALTH BOOM
P. 7



VELOFORTE

LARA GIUSTI, NEW ERA ENERGY
P. 11





WELCOME TO SNACK BUYER MAGAZINE



Welcome to the 2020 edition of *Snack Buyer*, brought to you by the publishers of *Speciality Food*.

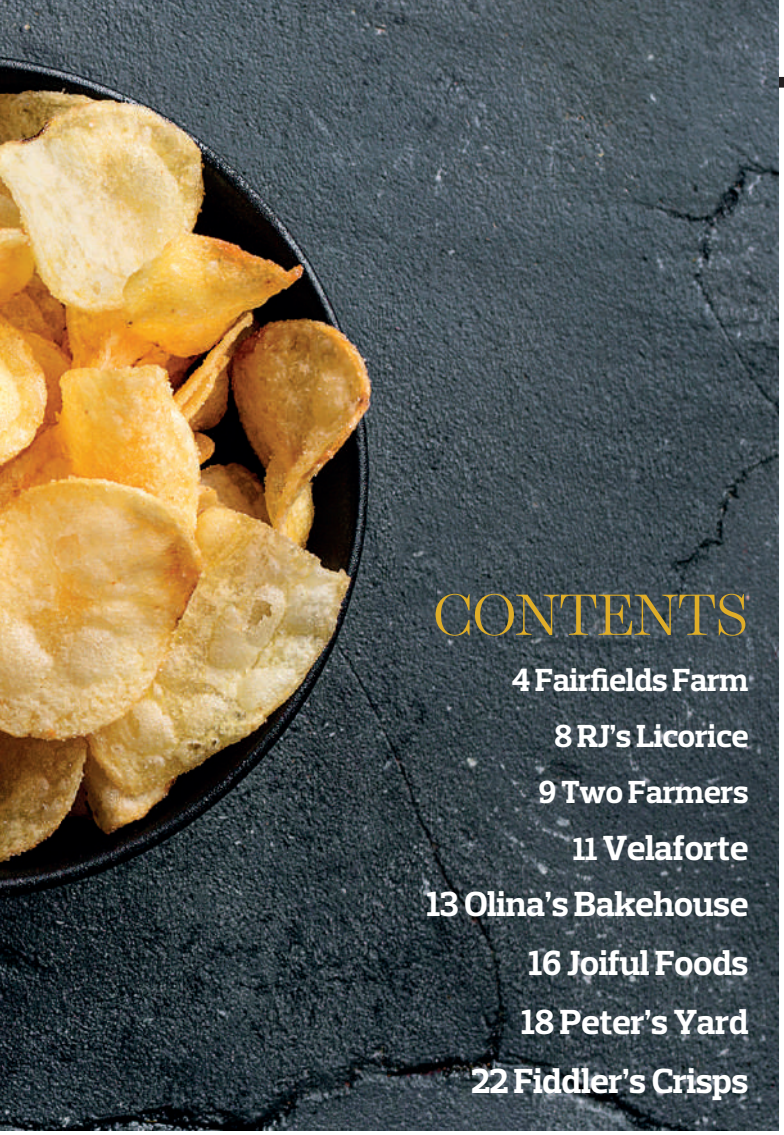
2020 has been a challenging year thus far for many, so we've put the time in to make this publication as useful a resource to you and your business as possible.

The snacking industry has been one of the most vibrant sectors of the fine food and drink world for a few years now, and the innovation and excitement created by the producers within it continues to impress. This is great news for independent retailers, as it means there's a plethora of delicious and inventive snacks available to fill up shelves, and a host of options for every type of consumer: from adventurous to traditionally-minded, health-conscious and luxury-hunters alike.

You'll find all of this reflected within these pages, as we explore the ultimate A-Z of snacking products and need-to-know intel.

We've also gone behind the scenes with some of the very best snacking brands and producers in the British food scene today, so you can learn the stories behind their products as well as what's to come for this ever-evolving industry.

HOLLY SHACKLETON | EDITOR



CONTENTS

4 Fairfields Farm
8 RJ's Licorice
9 Two Farmers
11 Velaforte
13 Olina's Bakehouse
16 Joiful Foods
18 Peter's Yard
22 Fiddler's Crisps

ACCORDING TO **KANTAR** RESEARCH FROM MARCH **2020**, YEAR-ON-YEAR **CRISP** SALES GREW **21%** BETWEEN **FEBRUARY** AND **MARCH** OF THIS YEAR

SOURCE: KANTAR 4 W/E 22 MARCH 2020













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PROUDLY INDEPENDENT

For 14 years, Fairfields Farm has been producing the best hand-cooked crisps on its farm in Essex, and now more than ever, independent retailers are at the forefront of its mind

Fairfields Farm has been growing potatoes on its family farm in Colchester, Essex, for three generations. In 2006, it set out to create its own brand of artisan hand-cooked crisps produced specifically for delis, farm shops, pubs, cafés, Co-operative Retail and independent retail outlets. Now, 14 years on, it is still as proudly independent as ever.

2020 hasn't been the year anyone was expecting, with Covid-19 throwing the retail and hospitality world into turmoil. Now as lockdown eases, Fairfields Farm still has one thing on its mind, to support its loyal retailers, pubs and cafés and help them continue to succeed in the future.

"Fairfields Farm is a brand for the independents and the independents only and we are incredibly proud of that," explains Robert Strathern, founder of Fairfields Farm. "Now more than ever we want to support independent businesses coming out of lockdown and remind our customers that unlike so many other brands, we don't supply the multiple supermarkets so we can offer exclusive supply and support to our loyal customers."

Fairfields Farm crisps are produced on its family farm, with the crisp factory just metres from its fields. Made using 100% renewable energy, Fairfields Farm crisps have the lowest carbon footprint in the UK, making them a perfect eco-friendly choice in the current climate.

All Fairfields Farm crisps are suitable for vegetarians/vegans and gluten-free, and products are readily available for immediate delivery. Made using its fresh potatoes, which are harvested, washed, sliced, fried and packed on the farm, the brand produces a range of delicious flavours including Lightly Salted, Sea Salt & Aspall Cyder Vinegar, Cheese & Onion, Sweet Chilli, Bacon & Tomato and Sea Salt & Black Pepper. Fairfields has also teamed up with local East Anglian brewery, Adnams, to take the concept of a pint and a packet of crisps one stage further with its Ghost Ship Pale Ale flavour crisps, available in 40g and 150g bags.

In addition, earlier this year Fairfields Farm launched its Lightly Sea Salted Charity Bag in memory of Lizzie Bramall, a local schoolgirl who passed away in November 2018 from an inoperable brain tumour. Made using Red Emmelie, Fairfields Farm gives 20p from the sale of every bag to the Brain Tumour Cancer charity. "Lizzie was a huge fan of our crisps and we promised her parents we would do something to help raise money and awareness. We created this special charity pack, growing a small acreage of Red Emmalie potatoes to produce something really special," explains Robert.

> "We want to do all we can to help retailers get back on their feet and improve their margins"

To help retailers come back after lockdown, Fairfields Farm is offering six cases for the price of five, giving retailers 24 packets of crisps for free. "This is a difficult time for all areas of the industry and we want to do all we can to help retailers get back on their feet and improve their margins," continues Robert. "We hope that we can support our customers and see them thrive as people gradually return to the high street."





A ARTISAN

Artisanal produce is at the heart of the fine food industry, and the good news is that shoppers are recognising the value of all the things that make our sector great – from provenance to story to quality – and trust that no corners are being cut. SME producers are creating exciting new flavours and formats to keep consumer taste buds intrigued, using ingredients and inspirational inspirations which have often not been seen in the British food scene before, so the scene is ripe with great products with which to fill your shelves. As ever when it comes to sourcing snacks to stock in your independent establishment, consider why shoppers are spending their time and money with you – and aim to sell products which reflect the same ethos and passion for quality.



C CRISPS

The popularity of the classic potato crisp remains strong, but the British shopper continues to be excited by innovative variations of the perennially popular snack. Flavoured popped rice rounds and even triangles are selling well, as are 'healthier' versions of fried potato crisps such as air-fried options.

> "When it comes to crisps, people want different and delicious. Bog-standard is not an option"
>
> **LAURA STRATHERN, FAIRFIELDS FARM**



ACCORDING TO KANTAR RESEARCH FROM MARCH **2020**, YOY **CRISP** SALES GREW **21%** BETWEEN **FEBRUARY** AND **MARCH**

B BARS

The industry has seen all sorts of snacking formats over the past few years, from balls to dippers, but bars – the original on-the-go option – have remained popular. There is a wide range of bar options available to consumers for every occasion – whether they're after an on-the-go alternative to a bowl of granola, a protein boost post-workout or simply a delicious snack – and our money's on healthy options with an artisanal twist.

PRODUCER SPOTLIGHT

HIYA

Say Hiya to Hiya the NEW handmade, wholesome, healthy snack bar Hiya means "from the heart" which is exactly our philosophy!

We have taken care to ensure that everyone can enjoy Hiya snack bars, as not only are we vegan, gluten-free and all-natural, but we are made to a traditional Indian recipe with lots of delicious seeds, plant protein from chickpeas and no unrefined sugars, additives or preservatives.

There are 5 exciting flavours inspired by Indian spices – fennel, ginger, cardamom, cinnamon and cacao (a cheeky addition because we all love chocolate!) Handmade with plenty of love from us to you.

www.hiya.life #hiya.life hello@hiya.life



D

DAIRY

As the popularity of protein continues to gain strength, it's only natural that dairy – as a great protein source – has seen a raft of new products hit the market. From on-the-go bottles of probiotic yoghurt to cheesy bites and innovative cheesecake-like bars, this is a delicious way to feel deliciously satisfied.



BIOTIFUL DAIRY MANGO KEFIR
Fermented British milk with authentic live kefir grains and real fruit, boasting billions of gut-friendly bacteria.
biotifuldairy.com



SERIOUS PIG CRUNCHY SNACKING CHEESE
Mature Italian hard cheese, packed full of flavour and depth, oven baked for a seriously big crunch.
seriouspig.london



YAAR NORDIC QUARK BAR
Sweet and creamy quark coated in a Belgian chocolate or caramel, for a sweet indulgence on the go.
yaarbar.com

E

ENERGY

As our lives get increasingly busier, it's only natural that consumers will be on the lookout for products which can boost their energy levels and help them tick all the boxes that modern life demands. The past few years have seen products launched which throw aside the reputation of energy food being sugar-filled and additive-heavy. Here are our picks of the best quality options out there today.

ADUNA SUPERFOOD ENERGY BARS
Delicious fruit and nut energy bars powered by nutrient-rich African superfoods.
aduna.com





VALA ENERGY GEL
A 100% natural blend of maple syrup, date paste, chia seeds, lemon juice, lime juice, matcha tea powder and Halen Môn sea salt.
valaenergy.com

VELOFORTE CLASSICO ENERGY BAR
An award-winning combination of almonds, citrus and honey, designed to keep you going all day.
veloforte.cc







F

FRUIT

You could head out the door with a banana, apple or orange in your bag, or you could opt for a snack which offers a nutritional boost in a more convenient format. There are plenty of options on the market, from snack-sized bags of dried fruit such as apricots and figs, to crunchy freeze-dried strawberries which are perfect for kids and adults alike. Fruit bars have been popular for years now and still offer a great solution for fruit lovers on-the-go; look out for a minimal ingredients list and no added sugar to attract health-conscious shoppers.

G

GRAIN

Once considered the preserve of socks and sandals-clad shoppers, over the past few years grains have earned themselves a seat at the trend table. Ancient grains such as spelt, teff and sorghum are more familiar to today's consumers than ever, and bring with them an air of increased health benefits – as well as fine food credentials. Very familiar ingredients such as oats, chia seeds and quinoa are also on the list and can be found in a range of snacks, from Pep & Lekker's Fennel & Chia Seed snack bites to The Unrefined Bakery's Almond Butter Flapjack.

HEALTHY

It should come as no surprise that shoppers are more health conscious than before, and while snacking is sometimes seen as an unnecessary route to excess calories there are plenty of health-driven products on the market which will satisfy health-aware shoppers. As well as keeping your eyes peeled for the obvious pointers such as short ingredients lists – ideally featuring ingredients you'd find in your own storecupboard – look out for functional foods such as those clearly stating benefits such as high protein content, for example jerky, and use of natural sugars rather than highly refined ones.



"The wealth of better-for-you NPD has contributed to ongoing growth for this mature market. Consumers' ongoing appetite for more choice in healthier options, both for adults and specifically for children, signals that this area continues to offer opportunities and warrant attention. With taste remaining the top priority within this category, products will need to prove their worth on this front in order to win over consumers"

ALICE PILKINGTON, FOOD AND DRINK ANALYST AT MINTEL



JERKY

While relatively unheard of just a few years ago, jerky has risen to be a key player in the snacking industry. Appreciated for its high protein content and therefore popular with gym-goers as well as meat lovers, it's a filling snack with loads of flavour – especially if you opt for one of the myriad of options around, from smoky and spicy to internationally-inspired. Traditional beef jerky is the market leader but there are other options, such as chicken and even vegetarian/vegan coconut strips. Also check out Biltong: jerky's South African cousin and equally as satisfying.

INSECTS

While the 'ick' factor remains in place for many shoppers, there's no doubting that some quarters of the UK food industry are catching up with other countries in their recognition of insects as a sustainable protein source. Requiring less space and fewer resources to grow than other snacking foods, and arguably more beneficial to the environment, dried insects maintain their position in the British snacking market.



JIMINI'S DARK CHOCOLATE & FIG PROTEIN BAR
Gluten and dairy-free protein bars enriched with cricket flour.
jiminis.co.uk

CRUNCHY CRITTERS WORMS, BEANS & PEAS SEA SALT & CIDER VINEGAR
Ready to eat dried crunchy mealworms (Tenebrio molitor) with sea salt and cider vinegar roasted fava beans and peas.
crunchycritters.com





EAT GRUB CRUNCHY ROASTED CRICKETS
These delicious bags of crunchy roasted crickets are a celebration of the humble insect.
eatgrub.co.uk

PRODUCER SPOTLIGHT

THE CURATORS

Lovers of big flavours and bold adventures, Max and Ed founded The Curators to take inspiration from around the globe to give their British-Made snacks with a mouth-watering twist.

The latest launch from this creative food collective is a range of "sensationally seasoned" craft nuts, packaged in 100% PLASTIC FREE packs made entirely from paper – a groundbreaking first in snacks. "Sustainable packaging is critical to the future of our planet, we want to lead the charge" says co-founder, Ed Hauck. Available in three delicious almond recipes – Smoky BBQ, Sea Salt & Black Pepper, Espresso Caramel and the exquisite Cocoa Caramel Peanuts.
Available from Wholegood.
wearethecurators.com



A FAMILY FAVOURITE AROUND THE WORLD

RJ's is proud to present the world's finest licorice to the UK market

It's not for nothing that RJ's licorice has had mouths watering across the world for years. While traditional black licorice certainly has its fans, the flavours and formats produced by New Zealand-based RJ's has heralded a new era for the traditional sweet snack.

Founded in New Zealand by the Halliwell family and now firmly established on British soil too, the brand has quality at its heart. Its makers source the finest ingredients to make an exciting array of licorice-based snacks which delight consumers of all ages on both sides of the world.

"The ongoing success of the RJ's brand is down to their passion of creating the highest quality of licorice," explains Ian Food, director of Sapphire Brands, which looks after RJ's in the UK. By adapting traditional licorice and adding a Kiwi twist, the brand is proud to supply what it considers to be 'the finest licorice in the world'.

What's in the range?

This high quality licorice is available in a wide range of flavours and formats, including bags of Traditional Licorice in Natural and Raspberry; Chocolate Coated Licorice; Original Licorice surrounding a chocolate centre; Licorice Logs in Natural and Raspberry for customers who can't stop at one bite; and family-favourite Licorice Allsorts.

The RJ's team has recently given the brand a refreshed new look, in keeping with its position in the British marketplace. Ian explains: "The new brand design, whilst keeping to the key aspects of the original branding, offers a new modern look and feel." Just as the product within the packaging attracts fans of all ages, so the new look will entice new customers to try the delicious New Zealand export.

With such a varied and tastebud-tempting range available, it's time to explore the world of RJ's licorice.



WHAT'S IN THE RANGE?

- 200g Natural Licorice Bag
- 300g Natural Licorice Bag
- 300g Raspberry Licorice Bag
- Natural Licorice Log
- Raspberry Licorice Log
- Natural Licorice Chocolate
- Licorice Chocolate Twists
- Licorice Allsorts
- Licorice Allsorts Jumbo Size

> "By adapting traditional licorice and adding a Kiwi twist, the brand is proud to supply what it considers to be 'the finest licorice in the world'"

Making the world a better licorice place!

RJ'S

As a family business we decided to do one thing and do it really well.

Using only the finest ingredients, with a focus on sourcing from ethical partners, we now make the finest soft eating licorice for the whole world to enjoy.

For the love of great licorice



BATCH MADE IN **NEW ZEALAND**

01455 618 898 | www.rjslicorice.co.nz | ian.food@sapphirebrands.co.uk



SUSTAINABLE SNACKING

Local ingredients, quality flavours and a sustainable ethos make up the USP of Two Farmers crisps

Innovative company Two Farmers has made its name in the crisp sector by claiming to be the UK's first sustainable crisp brand, as well as the pioneers of the 100% plastic-free and compostable crisp packet. The compostable packaging took three years of hard work to bring to market, with enterprising founders Mark Green and Sean Mason working closely with a UK packaging partner to develop the innovative design. It uses sustainable eucalyptus pulp as its main material, with plant-based foil and biodegradable inks. The packets break down into water, carbon dioxide and biomass and once turned into compost can be used to improve the soil.

Celebrating local flavours is also key to this brand. Both Mark and Sean are proud Herefordians, and one of their main aims is to source ingredients as locally as possible to create flavours with a Herefordshire twist, keep food miles low and support their community. For example, Hereford Hop cheese is sourced from nearby cheesemaker Charles Martell and the cider vinegar is made from local apples. Nothing is wasted as the two resourceful farmers also use renewable energy to power their award-winning crisp production.

An award-winning journey

Two Farmers has never been far from the news since its launch at the beginning of 2019. Appearing on *Countryfile, Farmers Country Showdown, Sky News* and *ITV* as well as radio, the intrepid pair are keen to share their story. A strong social media following and loyal fan base has translated into strong in-store sales with customers actively seeking them out as part of their food discovery. The brand is also award-winning, having won the Rural Oscars and being awarded two stars for Salt & Cider Vinegar in the Great Taste awards for 2019 and this year is shortlisted by *The Grocer* as Startup of The Year.

New flavour launch

"For some time now customers and retailers have hoped for a new flavour to try, and the latest will not disappoint," says Mark. Working with a local producer of rare-breed and wild meats, Tudges, this summer Two Farmers is launching its Herefordshire Sausage & Mustard flavour. "Finding the right ingredients with the right ethical stance is key and a partnership with this fine meat producer ticked all the boxes with an exceptional standard in animal welfare, quality and taste", he adds. The new flavour will be available in a grab-and-go 40g bag as well as a 150g sharing bag, ideal for outings, parties and hamper gifts.



> Finding the right ingredients with the right ethical stance is key, and a partnership with this fine meat producer ticked all the boxes

WHAT'S IN THE TWO FARMERS RANGE?

The range is available in three formats: 40g and 150g bags, and a 500g sharing tin which is ideal for food service and parties. The new Herefordshire Sausage & Mustard flavour complements the existing range which includes:

- Lightly Salted, using locally sourced and award-winning Droitwich salt
- Hereford Hop Cheese & Onion
- Salt & Cider Vinegar
- Hereford Bullshot, a warming combination of Hereford beef and bullshot based on the countryside tipple





K

KIDS

Great news for parents around the UK and the retailers they shop with: there are plenty of kid-friendly snacking options which a) are great quality and delicious, and b) a healthy alternative to the sugar-laden snacks filling supermarket shelves. From dried fruit to cereal-based and even chocolate options, the speciality market boasts an impressive array of satisfying snack kids of all ages will love. Here's our pick of the best.



5TH SEASON ORGANIC FRUIT SALAD
Each 11g pack contains 80g of organic strawberries, apples and bananas.
5thseasonfruit.com



REAL HANDFUL BUNDLZ
Oats, cereal and raisins bundl'd up in yummy strawberry and raspberry yoghurt.
realhandful.com



BRAVE CHOCOLATE & SALTED CARAMEL ROASTED PEAS
A delicious snack containing 40% less sugar than sweet popcorn and chocolate-covered nuts.
bravefoods.co.uk



L

LOTUS

In line with the rise in popularity of ancient grains and the consumer demand for healthy snacking options, a number of popped lotus seed snacks have hit the market in recent times. Native Snacks has a range of flavours including Sea Salt & Pink Pepper, Sweet Chilli & Lime and Sea Salt & Vinegar; while Karma Bites and Lotus Bites offer further exotic flavours. It's a light alternative to popcorn and a fun way to introduce an otherwise unusual foodstuff to your repertoire – a great option for health-conscious and adventurous independent shoppers.

M

MERINGUE

We all know and love meringue as the base of a pavlova, the sweet and crunchy element of a classic Eton mess and an indulgent ingredient in all sorts of other desserts, but if you haven't yet tried a meringue on-the-go you're missing out. Flower & White is one producer offering a range of options, including Meringue Bars in flavours such as Strawberry & Cream, Praline and Salted Caramel.



THE POWER OF NATURE

Veloforte harnesses natural ingredients for energy products that fuel active lifestyles

Starting from humble beginnings back in 2016, Veloforte was born from a need to find energy products free from synthetics to fuel co-founder Marc Giusti's endurance cycling. Teaming up with baker and cardio respiratory specialist wife Lara and third co-founder Steve Marson, the business, brand and product lines have now grown into one of the UK's most exciting nutrition brands.

Their multiple Great Taste Award winning range includes seven delicious flavours that offer a variety of energy building ingredients. Hand-made in their BRC AA-rated artisan bakery they are naturally gluten-free, dairy-free, preservative and additive-free and have options suitable for vegans and vegetarians.

The brand harnesses nature's finest ingredients to produce all-natural nutrition. The kitchen-crafted, 100% natural, powerful and delicious products are fit for purpose and body for the perfect real food to fuel active lifestyles.

For decades heavily engineered nutrition has dominated the shelves, but these days consumers are looking to retailers to curate the finest products using natural ingredients to help move health and wellness forward. Co-founder and head chef Lara says, "Independent retail has proven to be a superb source for quality products with provenance and flavour. They are now looked upon by customers to help introduce and advise on what's best, and offering them the finest quality products to energise their healthy lifestyle and well-being sits right at the heart of what great food retail is all about these days."





Looking to the future

"We're soon to launch a delicious new all-natural Vegan bar unlike anything currently in the market. It has 10g of plant-based protein, a soft chewy texture and is perfect to re-energise you and keep you feeling fuller for longer," continues Lara. "It's been a crazy year for everyone so far, but we're well set for growth and excited to introduce our award-winning range to new retail partners."

DID U KNOW

VELOFORTE'S FOUNDATIONS ARE BASED ON AN ANCIENT ITALIAN FORTIFIER: A DELICIOUS BLEND OF FRUITS, NUTS AND SPICES USED TO CREATE A SPECIALITY OF SIENA IN TUSCANY CALLED PANFORTE.



NUTS

Traditional nuts remain a popular snack and are ideal for busy on-the-go consumers. Savoury versions feature interesting flavour combinations such as chilli and spices, while at the sweet end nuts and nut butters are becoming the highlight ingredient in a range of bars and bagged treats. The likes of almonds, walnuts and peanuts will often be the top choice, but for the more adventurous shopper, macadamia, pili and tiger nuts will be of interest.



CAMBROOK FOODS NUTS
The award-winning premium nut supplier has launched a range of new products, which includes the bagged Baked Cashews & Peanuts with Chilli & Lime.
cambrookfoods.co.uk



REAL HANDFUL STRAWBERRY STOMP TRAIL MIX
A combination of premium dried fruit and nut ingredients alongside naturally flavour-infused raisins.
realhandful.com



PIP & NUT PEANUT BUTTER CUPS
Free from gluten, vegan and contain just 102 calories. Wrapped in ethically sourced, single-origin Colombian dark chocolate.
pipandnut.com

ORGANIC

Products with an organic label adhere to strict guidelines to ensure that lower levels of pesticides and no artificial fertilizers are used when growing produce. According to the Soil Association's *Organic Market 2020* report, the UK organic market continues to grow year-on-year, with £200m being spent on organic products every month. With the consumer demand there it's time to assess organic offerings and ensure that shoppers have a range of options to choose from.

£200M IS BEING SPENT ON ORGANIC PRODUCTS EVERY MONTH

SOURCE: SOIL ASSOCIATION ORGANIC MARKET 2020 REPORT

PROTEIN

The snacking sector has seen a shift towards healthier options, including snacks that offer a high protein content. From biltong to protein bars, there are a range of products available which can cater to everyone, from the everyday shopper to those fueling active lifestyles.



VIVE SALTED CARAMEL BAR
Featuring a salted caramel flavour and whole roasted peanuts, this bar features natural ingredients and 10g of plant protein.
eatvive.com



TRAILHEAD TERIYAKI BEEF JERKY
PGI Welsh beef meets traditional Japanese cooking for a high protein snack that is also free from gluten.
trailheadfinefoods.co.uk

Over the past five years, protein consumption has risen by 3.9% [Kantar 260 w/e 16 June 2019]

SOURCE: THE GROCER'S NATURAL POWER: PROTEIN CATEGORY REPORT 2019





BRINGING INNOVATION TO THE UK

Olina's Bakehouse export manager, Ian Pascoe, explains how the brand is making waves in the UK snacking sector

Australian-based brand Olina's Bakehouse offers a range of Toasts, Flatbreads and Crackers to suit any snacking occasion. Market leaders in other global markets, including the US, the brand recently introduced itself to the UK and aims to continue growing and innovating in this sector.

The selection of products consist of light-textured Wafer Crackers in four varieties, five different hand-baked Seeded Toasts plus the latest offering, Seeded Flatbreads, which are made with a combination of pumpkin, sesame and flax seeds. All are versatile and ideal for a whole host of snacking occasions, from dipping to being used as a base for toppings. Flavours include Cashew & Rosemary, Fig & Almond and Cracked Pepper.

Brand export manager, Ian Pascoe, explains, "Olinas' Bakehouse is leading the way in innovative snack products for the UK market – our Toasts, Flatbreads and Crackers are a perfect fit for the snacking sector. Our Double-Baked Toasts are made using real fruit and seeds and can be eaten alone as a lunchtime snack or paired with dips, cheese, smoked fish and meats."

> "Olinas' Bakehouse is leading the way in innovative snack products for the UK market – our Toasts, Flatbreads and Crackers are a perfect fit for the sector"

The brand has also introduced gluten-free versions of its products, for a delicious and healthy alternative to bread. Ian adds, "As the demand for more innovative 'Free From' products grows we are introducing more gluten-free and vegan-friendly products to meet the demand. Olina's Bakehouse is committed to building the brand through the specialty retail sector – we are working with a network of distributors and have a full marketing program to support retail sales and consumer awareness."



QUIRKY

There will always be an adventurous shopper who is eager to try something new, and having a few more unusual products on offer will keep those customers engaged. Innovation is everywhere in the snacking sector, with the use of exotic fruits and vegetables, fish skins and dried insects. Here are some ideas to get you started.



SIMPLEAS CHEESE & HERB
Made using yellow pea flour, the three-strong range of snacks is entirely vegan, gluten-free and high in fibre and protein.
simpleas-snacks.co.uk



SEA CHIPS SALMON SKIN CRISPS
Handcrafted salmon skin crisps, using the often wasted but nutrient-packed skin.
sea-chips.com



SERIOUS PIG SNACKING PICKLES
Baby gherkins pickled and given an extra flavour boost with garlic and dill.
seriouspig.london

RETRO

When it comes to snacking there is always space for a blast from the past. Family favourites and treats that evoke nostalgia continue to be popular with the British public. Retrocorn, for instance, uses inspiration from retro sweet flavours such as Rhubarb & Custard, Strawberries & Cream and Cola Cube for its popcorn. Gourmet pork crackling brand Mr Trotter's offers a distinctly British feel with its packaging and have a range of options such as English Mustard and Original.

SEEDS

Packed with protein, fibre, vitamins and minerals, seeds are an easy snacking product to get in the goodness on-the-go.

PEP & LEKKER CACAO & COCONUT
Indulgent, low calorie, vegan-friendly seedy snack, where a rich cacao setting provides the stage for sweet coconut to shine.
pepandlekker.com





MUNCHY SEEDS ROASTED TAMARI SEVEN SEED MIX
A mix of seeds including sunflower, pumpkin and sesame, packing a savoury punch of roasted goodness.
munchyseeds.co.uk

EASY BEAN GREEN PEA & CHIA SEED CRACKER
A savoury cracker made from British green pea flour, handmade in Somerset, 100% natural ingredients.
easybean.co.uk





T TRADITIONAL

Classic snacking options are not going anywhere, in fact recent figures published in *The Grocer's Crisps, Nuts & Bagged Snacks Category Report 2020* showed that sales of traditional snacks rose sharply during March lockdown – for example, year-on-year crisp sales increased by 21% (source: Kantar 4 w/e 22 March 2020).

Keep a good selection of staples such as salted crisps, quality snack bars and simple but tasty popcorn flavours to ensure something for every customer. Highlight local producers and ingredients to help support the community, too.



YORKSHIRE POPCORN LUXURY TOFFEE
Traditional air-popped corn encased in a delicious crisp luxury toffee.
yorkshirecrisps.co.uk

FIDDLER'S SEA SALT AND LANCASHIRE VINEGAR
Made using salt and Lancashire family firm's strong, hearty vinegar – Ellsey's Malt.
fiddlerslancashirecrisps.co.uk





FAIRFIELDS FARM BACON & TOMATO CRISPS
Subtle bacon flavour with sweet and tangy tomato, flavoursome and vegan-**friendly.**
fairfieldsfarmcrisps.co.uk

U UPSELLING

Ensuring that customers come away satisfied with their purchases is key. While it's important that they get what they came in for, upselling is a useful tool to add other items of value to their basket or to encourage them to scale up. For example, in a café why not try offering the chance to size up on a coffee or create a deal with a drink and snack combination? Take the time to get staff in-store and at the till trained up in all upselling opportunities available and make sure they are offered out to customers whenever possible.

V VEGAN

The vegan snacking sector continues to expand, with producers bringing out new and exciting innovations on a regular basis, from bars to biscuits to savoury offerings. Keep shoppers engaged with a good variety of snacks that feature natural and quality ingredients.



NOISY SNACKS NOISY NUTS PICKLED ONION POUCH
Noisy Snacks has a range of nut and pea pouches in a variety of different punchy flavours, all vegan and gluten-free.
noisysnacks.com



ABAKUS FOODS SEAWEED CRISPS
Made of seaweed coated with a thin layer of crunchy tapioca. Available in three flavours: Cheese, Lightly Salted and Salt & Vinegar.
abakusfoods.com



GATO & CO COOKIES 'N' CREAM
These handmade vegan cookie snacks come in four different flavours, all of which are also free from gluten, dairy and palm oil.
gatoandco.com

DID U KNOW

OKRA IS PACKED WITH VITAMINS AND MINERALS INCLUDING MAGNESIUM, FOLIC ACID AND VITAMIN C. IT IS BELIEVED TO LOWER BLOOD SUGAR LEVELS, BOOST DIGESTION AND BE PACKED WITH ANTIOXIDANTS WHICH CAN PROMOTE HEALTHIER SKIN.



SYMBOL OF PURITY LOGO: WHAT DOES IT MEAN?

Est. 2016

The symbol of purity on the Joiful Health logo is a representation of the brand's ethos. The hands, shaped like a heart, represent the love poured into ensuring excellence across the brand's products. Joiful Health Foods strives to be ethical, innovative and create trust in the hearts of customers.

SIMPLY OKRA

THE GUILTESS WAY TO SNACK

Joiful Health Foods aims to take the healthy snack market by storm with Simply Okra – a delicious, new way to snack



Joiful Health Foods started life four years ago as a brand producing the purest possible form of basmati rice, which was used by several Michelin Star restaurants across London. With the aim to offer value for money without ever skimping on quality, the company prides itself on its organic extra-long basmati rice and range of organic lentils.

An innovative approach

Adding snack products to the brand's offerings has always been on the agenda. After building a strong presence in the Asian groceries sector, Joiful Health Foods is launching Simply Okra, a healthy snacking alternative targeted towards the UK's mainstream snack market.

Guilt-free snacking

A vegetable yet to make its way to mainstream retailers, okra (also known as lady's fingers) hails from Africa and is commonly consumed in Asian and South American cuisine. Okra is believed to tout several health benefits, which makes it the perfect guilty pleasure for the UK's growing population of health-conscious consumers. Joiful Health Food vacuum fries its okra, creating a satisfying crunch while reducing the absorbed fat. The result is a low-calorie snack that is ideal for eating on the go, at the desk or even as a crunchy topping for salads. With the goal of introducing okra all over the UK market, Joiful Health Foods aims to deliver affordable price points to make their new and innovative snacking option as accessible as possible.

The natural choice for customers and retailers

Joiful Health Food celebrates natural snacking and strives to ensure its products are free of added sugar, salt, additives and preservatives. The company delivers on the name Simply Okra with the snack's listed ingredients being only okra and rice bran oil. In the future, other exciting flavours such as Sriracha will be added to the range.

The company's plans for expansion don't stop there, as the brand is working with new technology behind the scenes to enable the creation of crispy snacks that are completely oil-free. Fruit-based snacking options are set to follow, alongside products using other vegetables. Sustainability forms a key part of the brand's ethos with future plans including the incorporation of recyclable packaging.

Where to buy

Simply Okra will be available on the brand's website in September whilst making its way across retailers in the following months.

> "Adding snack products to the brands offering has always been on the agenda, and after getting to know the food landscape and establishing a name in the Asian grocery market, Joiful Health is now looking to innovate in the snack sector and is gearing up to launch its first snack"

Simply Okra

Give our Crunchy OKRAS a chance on your shelf

Less than 100 calories per pack ***Launching soon with a CRUNCH***



GLUTEN FREE · PLANT BASED · SOURCE OF FIBRE · VEGAN

JOIFUL HEALTH

For more information on our upcoming range of Fruit & Veg based healthy snacks please email me at wholesale@joifulhealth.co.uk

Any experienced & passionate foodies looking for an exciting opportunity can email aspiringfoodie@joifulhealth.co.uk

www.joifulhealth. co.uk **joifulhealthfoods** **@joifulhealthfoods**

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THE RANGE AT A GLANCE

- **Flatbreads in three varieties:** Sea Salt, Seeded and Smoked Chilli
- **Original Crispbread options:** Original, Spelt & Fig, Charcoal & Rye, Seeded Wholegrain, Pink Peppercorn, Caraway

PAIRING SUGGESTION: PEA & WHIPPED FETA DIP

100g Feta cheese (plus a little extra to serve)
1 heaped tbsp Greek yoghurt
150g fresh peas/frozen petit pois
2 – 3 sprigs of mint, chopped finely
1 tsp grated lemon zest
1 tsp lemon juice
Sea salt & black pepper to taste

Blanch the peas in boiling water for no longer than 1 minute and drain. In a food processor, blend together the Feta cheese and greek yoghurt until smooth and creamy to create the whipped feta. Add the peas, chopped mint, lemon zest and juice and pulse together with the whipped Feta to reach the desired consistency. Season to taste then top with olive oil and crumbled Feta.

Enjoy alongside Sea Salt Sourdough Flatbreads.

TRADITIONAL WITH A TWIST

Peter's Yard brings its range of artisan Sourdough Crispbreads and Flatbreads to the snacking arena

Peter's Yard is a brand built on a passion for traditional baking methods. The sourdough crispbreads were first discovered being made by two bakers in the Swedish countryside, who were inspired by the desire to return to slower sourdough techniques. The crispbreads were originally produced for a small bakery in Sweden, but once introduced to the UK, demand grew and with that came expansion, so now they are made by a team of skilled crafters at an artisan bakery in the UK.

In Sweden crispbreads are often served as an alternative to bread, playing host to toppings including the likes of salmon and a variety of cheeses. The traditional versions were created with a hole in the middle and hung on a pole over a fire to keep them crispy and cracker-like throughout the winter.

Peter's Yard still offers this traditional-style crispbread, but now also boasts a range of different varieties. The smaller, square options feature quality flavourings including Pink Peppercorn, Spelt & Fig and Charcoal & Rye. All are lovingly created using organic flour and milk, as well as the crucial ingredient, the sourdough starter, which is fermented for 16 hours before going into each batch. Each recipe is also designed to complement a different type of cheese.

The range expands to flatbreads

With a focus on simple, natural ingredients, the Sourdough Flatbreads are designed with snacking in mind, making them the ideal accompaniment for a variety of dips, cheeses and snacking occasions. With core ingredients of just organic flour, rapeseed oil and Halen Môn Sea Salt each flatbread is free from artificial colours, flavours and preservatives. The brand also recognises the growing interest in veganism, and as such this range was the brand's first foray into vegan-friendly products. The varieties on offer include Smoked Chilli, made with naturally smoked jalapeño chilli; Sea Salt, seasoned with hand-harvested Halen Môn Sea Salt; and Seeded, with poppy, sunflower, pumpkin and nigella seeds. All the flatbreads are hand-baked until golden brown.

> "With a focus on simple, natural ingredients, the award-winning Sourdough Flatbreads are designed with snacking in mind, making them the ideal accompaniment for a variety of dips and snacking occasions"

HAND-BAKED

SOURDOUGH FLATBREADS



SEEDED FLATBREADS

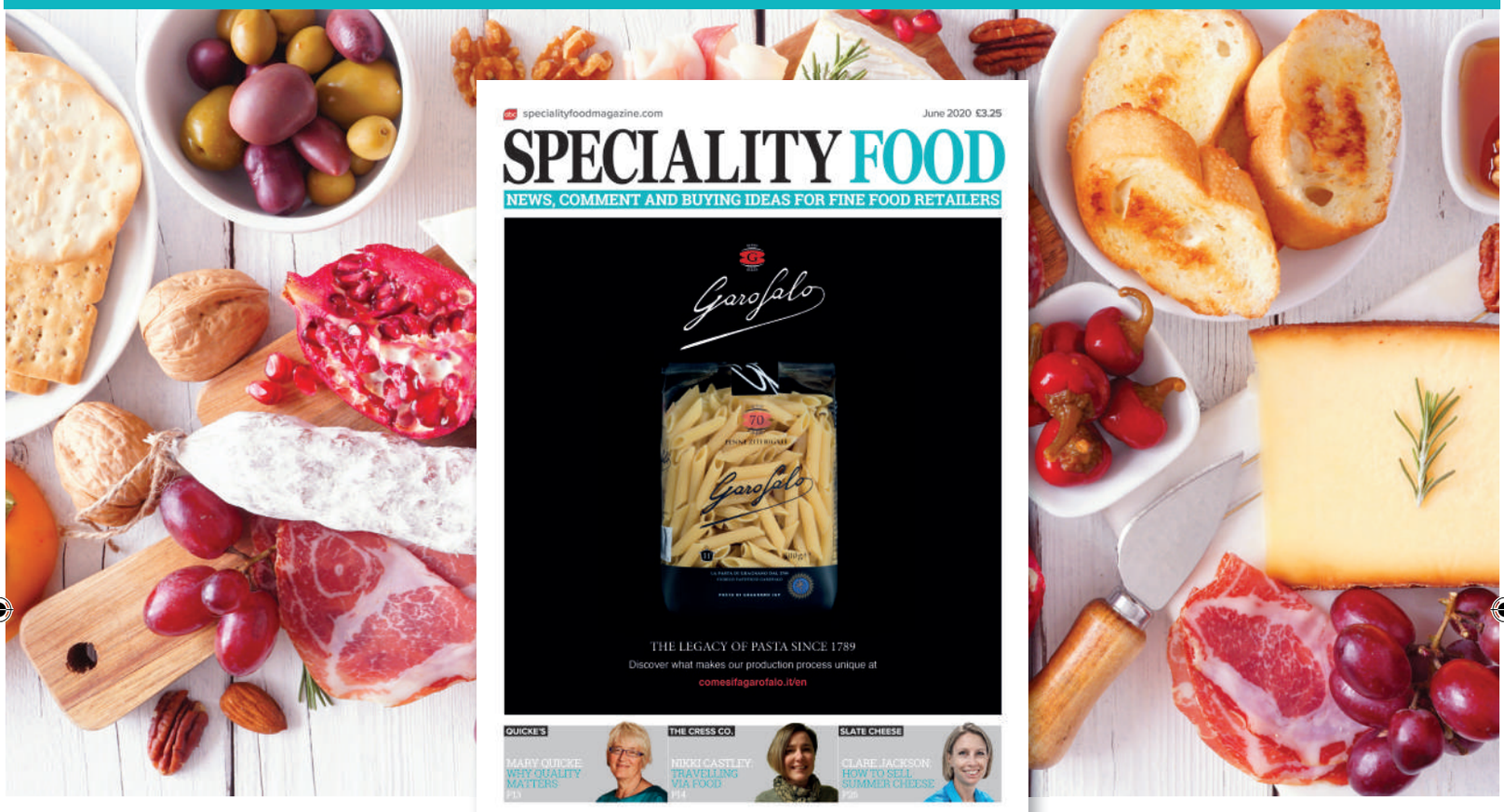
PETER'S YARD

AVAILABLE IN SEA SALT,
SEEDED & SMOKED CHILLI

Vegan

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W WORLD

Snacks inspired by flavours of the world are continuing to enter the market. From spicy Asian tastes to punchy Mexican influences, the snacking sector is full of interesting combinations for crisps, nuts, popcorn and more.



JAKE & NAYNS' BURRITO
This on-the-go snack is available in four flavour variants including BBQ Chilli Jackfruit, Mexican Chicken, Jerk Chicken and Chipotle BBQ Pork.
jakeandnayns.com

RETROCORN SAVOURY GOURMET POPCORN
Hasta La Vista is a Spanish-inspired flavour with paprika, chilli and salt and made with all natural flavours and colours.
retrocorn.com





JEKL SPICED TERIYAKI
This aromatic Japanese-influences steak snack is layered with a mix of cinnamon, star anise, ginger and cloves with added kick from red chillies.
getjekl.com

X XL

Offer customers the unexpected with oversized snacking options. One producer that knows the appeal of XL treats is Slabs Crisps, offering crisps that are said to be four times the average. The large chunky potato crisps come in a variety of flavours including Beef Roast, Egg and Chips and Mature Cheddar & Onion.
Inka Snacks provides Gourmet Salted Roasted Giant Corn, which is sourced from Peru and boasts being the biggest maize kernel in the world at 16mm.

THE BRAND-A-LUST STUDY CONDUCTED BY **MONEY.CO.UK** REVEALED THAT **YOGURT** BRAND **YEO VALLEY** HAD A **233%** INCREASE IN **ONLINE** SEARCHES IN BRISTOL DURING THE **COVID-19** LOCKDOWN PERIOD

Y YOGHURT

With the popularity of gut health products such as natural yogurts and kefir taking off, the demand for healthier products with shorter ingredients lists and less additives has increased. Stocking snack-friendly pots, yogurt-coated snacks and drinkable yogurts with more natural ingredients is a way to increase sales.



Z ZERO

Health and wellness are huge drivers in the snacking sector and with that comes a demand for products that promise zero added sugar, additives or preservatives. Catering for consumers with strict dietary requirements or allergies is also a key consideration, and as such an emergence of offerings with zero dairy, nuts, gluten and palm oil are also being highlighted.



FIT AS A FIDDLE

Family run Fiddler's Crisps has been celebrating the local produce of Lancashire for decades

On the farm established in 1950 by Robert Fiddler, the family-owned and run Fiddler's Lancashire Crisps has been producing a popular range of hand-cooked crisps for nine years. When it comes to food, simple is often best, and that's what Fiddler's is all about – combining quality homegrown potatoes with tasty ingredients sourced from the local area. The principles of quality, provenance and Lancashire pride have remained at the heart of this brand.

The Lady Claire and Lady Rosetta potatoes used are grown on-site at the farm in Rufford, Lancashire and are peeled, thinly sliced and cooked in sunflower oil to a precise temperature. Once cooked the attention to detail continues as the team inspect every crisp before the flavouring and packing processes begin.

Traditional flavours, quality tastes

The eight-strong range from Fiddler's offers a selection of classic flavours, with local quality ingredients proudly used. The brand's Cheese & Onion offering features Dewlay cheese, which is created using milk from cows grazing in pastures surrounding Beacon Fell. The strong, hearty malt vinegar in the Sea Salt & Lancashire Vinegar flavour comes from local family company Ellsey's.

Classic flavours are also used to create interesting combinations, such as the Black Pudding & English Mustard offering which features both tangy mustard and a range of herbs and spices from the black pudding.

Looking to the future

The business has attracted a new wave of customers through the COVID-19 pandemic and there are plans to keep increasing the product range in the future. "During the COVID pandemic we have seen an upturn in the amount of personal households ordering boxes of crisps," says Judith Fiddler.

"We used Facebook to promote the crisps and made it easy for people to email us their orders. Farm shops have seen a big increase in sales as people avoided supermarkets and shopped locally. Looking to the future we are hoping to introduce two new flavours to our range, so watch this space."

DID U KNOW

ONE OF THE FAMILY'S EARLIEST POTATO-LED VENTURES WAS A FISH AND CHIP CABIN LOCATED AT THE FARM GATE

WHAT'S IN THE RANGE?

Fiddlers' eight-strong range includes:

- Sea Salt & Lancashire Vinegar
- Lancashire Sweet Chilli
- Cracked Black Pepper & Sea Salt
- Simply Spuds
- Lancashire Black Pudding & English Mustard
- Lancashire Cheese & Onion
- Sea Salt
- Lancashire Sauce



"Fiddler's has the principles of quality, provenance and Lancashire pride at its heart"

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
Web: www.fiddlerslancashirecrisps.co.uk

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



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



Two Farmers®

HAND-COOKED CRISPS

COMPOSTABLE PACKAGING 100%



We produce hand-cooked crisps using potatoes that we grow, store and cook (using renewable energy) on our farm in Herefordshire. We then pack them in 100% compostable, plastic free bags.

KEEN TO CRUNCH?
For a complimentary sample please email your contact name and address to info@twofarmers.co.uk with the code 'PLASTICFREE'.

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