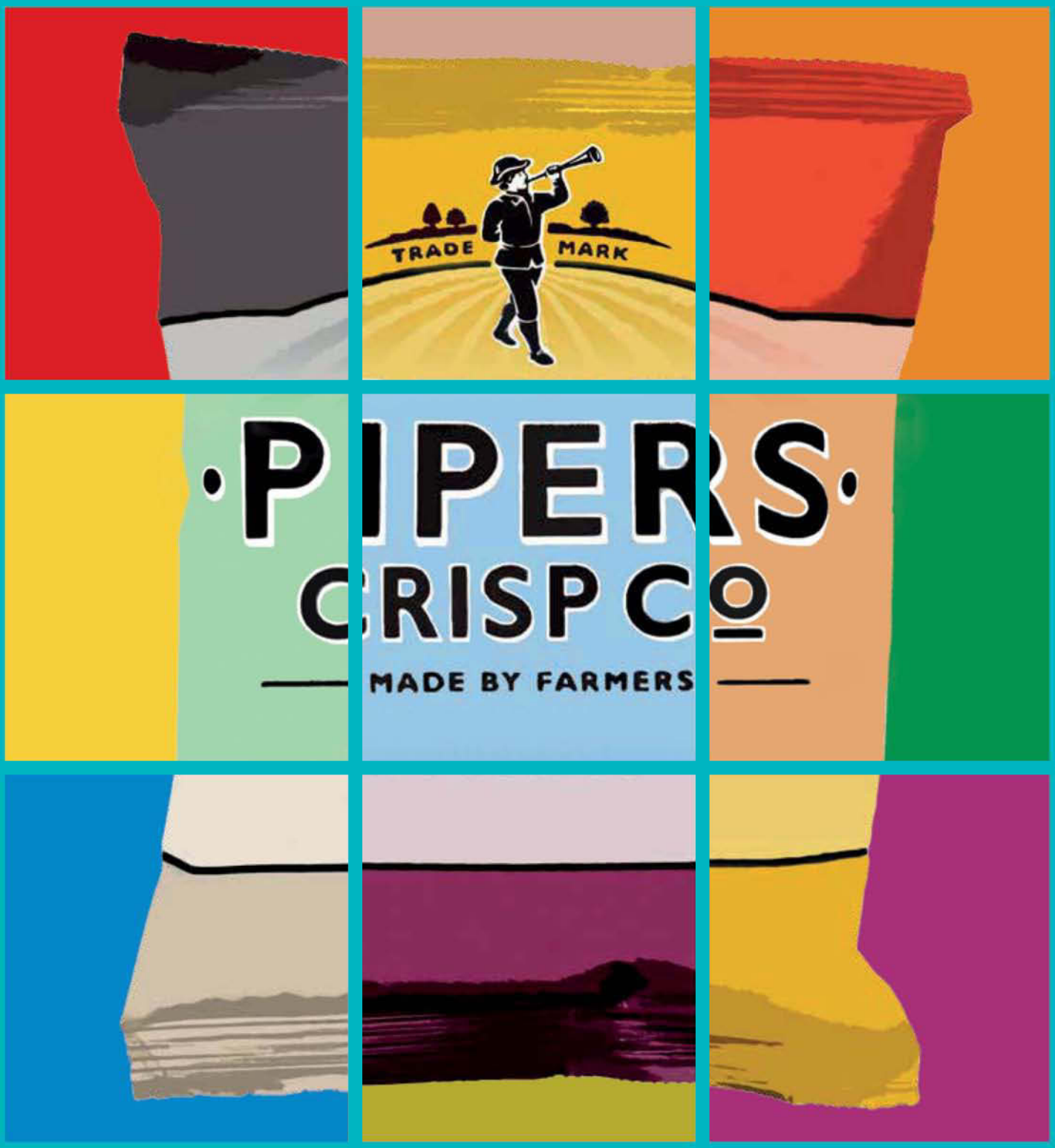
NEW PRODUCTS, LATEST TRENDS, THE SNACKS TO STOCK

SNACK BUYER

2015

MAGAZINE

From the publishers of SPECIALITY FOOD



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WELCOME TO SNACK BUYER

There is whole host of new and improved snacks just right for the independent food retail sector. Snack Buyer introduces you to the producers of these snacks and helps you make an educated choice





The British snack industry is alive and kicking. You can measure its robustness not only in terms of brightly designed new bags on shelves or volume sold, but also by the way in which this amazing market has blossomed and diversified, especially over the past few years. A huge number of exciting new products have now been added, while long-established staples of the British snacking sector such as crisps and popcorn have upped their games and reinvented themselves anew. The new wave of crisp makers opted for hand-cooking, small batch frying, and a glut of interesting new flavours using food from local producers. Popcorn came bursting out of its salt or sweet straitjacket to offer a whole host of flavours quite new to the UK market. Nuts too have felt the magic of NPD, with caramelized nuts being one way in which customers have been asked to rethink a product they thought they knew well.

All this has been good news for independent food retailers such as farm shops and delis. While the arrival of Kettle Chips in the 1990s heralded something different, at this time very few brands of crisps and even fewer other snacks offered perfect fits with the artisan-made and high-quality foods which formed the main stock of the delis and the new type of independent food shop. Not everyone, it has been discovered, is content with a slice of fruit flapjack. There has always been room on shelves for good quality snacks: crisps are a natural product to pick up with bottles of locally-made beer, and these and other grab and gos are just the thing to assuage customers' hunger pangs between the time they leave the shop and when they arrive home. They're ideal for keeping the kids quiet on the way, too, of course.

Market trends

The 2015 edition of Snack Buyer introduces you to the snacks that are ready to be stocked and to the people who make them. We meet the people behind the well-known brands of potato, sweet potato and vegetable crisps, flavoured popcorn and healthy flat breads, and hopefully provide enough information to help you choose which one is the best fit with your stock, as well as providing a little story, which is always helpful as an icebreaker with reticent customers. We also look at current market trends from the point of view of the independent retailer. If you want to know what sells well for other retailers, or what trends some distributors have picked up on during visits to food shows in the US, you'll find it all here.

> "The new wave of producers have opted for hand-cooking, small batch frying, and a glut of interesting local flavours"

Another sector which we look at in Snack Buyer is the international one. Snacks from abroad have been slipping onto our shelves for a long time now and these often quite different snacks can often suggest ways in which the UK market may be moving in the future. They also offer you the chance to add one more necessary point of difference to your stock.

One more advantage of stocking snacks is that you are not using up a lot of space to do so. Margins are usually good, when considered in terms of space used to profit made. They are also useful for soaking up a little small change from those customers who really only came in to browse, but perhaps feel obliged to buy a little something before leaving. The range of snacks available to you has never been wider, but whatever the line which suits your shop, you'll find inspiration and information in the 2015 edition of Snack Buyer magazine, brought to you by the publishers of Speciality Food.

Ross Gilfillan



CLASSIC CRUNCHES

New looks for old classics



PEANUTS

Story: Also known as the groundnut, the peanut originated in the Americas and, as well as being used in oils and flour and for a huge number of other uses, the nut makes the popular peanut brittle snack and is an ingredient in a wide variety of other snacks, too. Salted, dry roasted peanuts, chocolate and yogurt-coated peanuts have offered customers variety and maintained interest in this protein-high snack.

New developments: In recent years, the range above has been augmented by all sorts of flavours and presentational ideas. Among a wide range of flavours available now are caramelized, spicy chilli, wasabi, barbecue and garlic and herb peanuts. Look out for more new flavours soon.



THE POTATO CRISP

Story: If you believe the American account, the potato crisp was born when a restaurant guest repeatedly complained that his fried potatoes were too thick, until the cook served him a plate of fried potatoes cut razor thin. However, here in the UK, a recipe in an 1822 cookbook calls for potatoes to be "fried in slices or shavings". Smiths started including a twist of salt in their bags as long ago as the 1920s, while an Irish company called Tayto originated a process for flavouring crisps in the 1950s and introduced the world to Cheese & Onion, Barbecue and Salt 'n' Vinegar.

New developments: American Kettle Chips appeared on British shelves in the 1980s, kick-starting a rethink of this familiar product. Small batch hand-cooked crisps, potatoes cooked in their skins and more artisanal-looking irregular shapes have been teamed with an ever-increasing number of new flavours whose packaging makes details of provenance very much a feature.

POPCORN

Story: Made from expanded maize kernels, popcorn functioned as a breakfast cereal before becoming popular during the American Depression, when it sold for only 5-10 cents a bag. While a wider repertoire of flavours has long been available in the US, in the UK, sweet, salted or toffee varieties, which mainly found their markets with cinema audiences, were the staples of the British industry throughout the 20th century.

New developments: Only recently has a market for a wider range of flavours been developed. Now, along with flavours that fit well with their artisanal product lines, independent food retailers can offer flavours such as sea salt and olive oil, chilli and smoked Cheddar, as well as at least one manufacturer's line of alcoholic cocktail-inspired flavours.



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SELLING SNACKS

Increasingly inventive snacks are entering our market all the time, but what are consumers actually buying?

The snacking portion of the fine food world has evolved almost beyond all recognition in recent years. Take crisps as an example; while a bag of Walkers' Sensations will have impressed at social gatherings five years ago, these days the conscientious consumer knows that to really wow a crowd, only hand-cooked, artisanally-flavoured crisps made with the finest British (or preferably local) potatoes will do. In the past few years the market has expanded exponentially to include a wide variety of producers, and from their promises to steer clear of supermarkets to their dedication to using only the very best of ingredients, it's clear that they're becoming as discerning as the independent retailers which stock them.

The range of snacks available in our industry is ever-growing and ever-inventive, with producers seeking inspiration from faraway corners of the world as well as their own imaginations (gin and tonic popcorn, anyone?) – so it seems only fair that shoppers are becoming increasingly adventurous. From South African dry-cured meats to iconic American confectionery, the British consumer is opening their mind and larder to a cornucopia of foods to bridge the gap between meals.

Speciality Food has spoken to three retailers to find out what's selling best at their stores, what their customers looking for, and what they expect to be on their stocking list in the future.



Aaron Linch, director of The Food Company

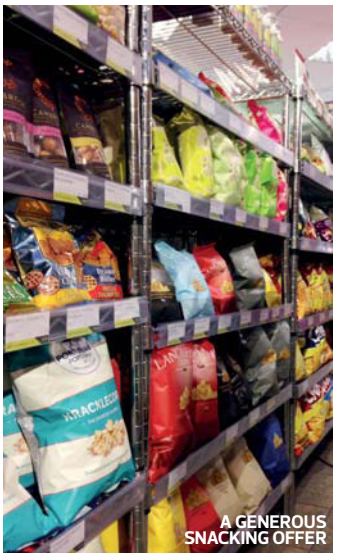
What snacks couldn't The Food Company be without?
Our customers are really loving biltong – our deli department sells out of this on a weekly basis. The people who shop here tend to be quite keen on following trends, so the popularity of this South African cured meat has really boomed recently. This rise could also be due to its nutritional value, as it's very high in protein and we've found that we attract some pretty health-conscious shoppers.

What's been growing in popularity recently?
A lot of our customers care about their health, are knowledgeable about food and follow trends. As a result of this superfood and gluten-free bars and snacks, such as Ollybars, Bounce and Pulsin, are big sellers at The Food Company.

And losing popularity?
We've been selling packaged nuts consistently since we opened, but sales of them has dropped 25% since last year. This is actually quite surprising, considering the boom in home baking and healthy snacking.

What do you think of the latest snack trends?
We think that they are important to raise awareness to customers of what is new out there. We were one of the first pioneers in free-from dining, and the trend shows no sign of slowing. In fact, one of the issues we have is keeping at the cutting edge, as lines we bring in exclusively are often on the supermarket shelves 12 months later.

How about international snacks?
They're one of our guilty secrets! We sell a lot of US imported snacks which go down very well with our customers – authentic American snacks, both sweet and savoury, seem to have a strong hold on our sector at the moment and The Food Company is more than happy to make the most of that!



A GENEROUS SNACKING OFFER

Which is more popular at The Food Company – tradition or trend?
When it comes to our customers, trend-led options definitely rule the roost. Customers come here for food items which are a bit different to those they can easily buy in supermarkets, so they are often trying the trendy snacks that they read about. We also do in-store sampling of products which our customers may not have heard of before, and tend to find that once a customer has tried the item they're definitely more tempted to purchase it.

What's next for the snacking sector?
We find that children aren't particularly well catered-for in the high end sector. Maybe superfruit and healthy children's snacks could fill that gap, and as long as they're tasty and well-packaged they'd be perfect to tempt kids away from high sugar and processed treats. With that, I believe we will be seeing a growing number of healthy snacking options for adults, too.

Personal favourite?
My snacking choices tend to be pretty boring, to be honest, I usually go for either dry roasted nuts or a banana or some other fruit.



MODERN SNACKING AT THE FOOD COMPANY

SWEET & SAVOURY

Best-selling sweet?
Year-to-date it's the humble Reece's Peanut Butter Cups. We only stock the genuine American cups, and this shows in its sales.

Best-selling savoury?
Biltong is a stand out winner. A reasonably healthy snack and high in protein, it goes down well with our health-conscious customers and those interested in trying something new. We offer a large variety, from pre-packed to sliced-to-order on the delicatessen.



Edward Berry, managing director at Ludlow Food Centre

What snacks couldn't Ludlow be without?
Ludlow's customers are a varied bunch, so our best-sellers are a mixed bunch: crisps, pork scratchings, chocolates and tray bakes – all the healthy snacking options!

What's been growing in popularity?
Crisps, crisps and more crisps! Year on year we've seen sales increase, and in the past twelve months or so there has been a distinct surge in the popularity of vegetable crisps and those made from something other than a potato.

Fresh snacks from our deli counter are also good sellers; since the beginning of the year we have introduced a new range of scotch eggs. These have been developed in Ludlow Food Centre's production kitchen and the new flavours include Falafel, Chorizo and Black Pudding, as well as the ever popular Traditional Scotch Egg. I believe that part of their appeal stems from the fact that all the ingredients are sourced locally – the meat comes from our Estate pigs and the free-range eggs from Country Flavours in Hereford. The same goes for our pasties, sausage rolls and savoury pastries... Everything is baked on site by our team. As we head into summer and picnic/barbecue season, the sales of savoury pastries and scotch eggs really accelerates.

And losing popularity?
Traditional or retro sweets appear to have had their day. We've obviously overcome our sense of nostalgia and are now looking for something new! There are always going to be fads that come and go, so as a retailer it's important to be aware of these trends and respond accordingly.

What do you think of the latest snacking trends?
People tend to visit Ludlow Food Centre for special luxury items, so we tend not stock too many products that have an overt 'health' focus. For us, the demand for free-from foods is gradually increasing, and so is the number of suppliers that are now producing gluten-free, lactose-free products!

The buying team id very conscious of sourcing quality products that will complement our existing range. There will always be new product innovations, but not all will stand the test of time. I'm proud that we've been early adopters of a number of new brands that are now well established. The vast majority of the products we offer stand the test of time and are not so driven by trends.

For example, there is a huge boom in popcorn across the sector, however it has not really been a particularly big seller at Ludlow Food Centre.

What's next?
Looking at the samples that we receive from suppliers, crisps and popcorn are still dominating at the moment, while jerky and dried meats are increasing in popularity. Additionally, the range of dried fruit snacks is also growing – I suspect that this is becoming a more convenient way to reach your five a day.



LIKE ITS CUSTOMERS, LUDLOW'S SNACKING OPTIONS ARE "A VARIED BUNCH"





Fabrice Marcotullio, food hall manager at Lewis & Cooper's Northallerton store

What snacks couldn't Lewis & Cooper be without?
Our Bombay mix and chilli crackers are perennial favourites that people can't seem to get enough of. Most people are familiar with Bombay mix; it's almost a staple that people come back for again and again. The crackers are more unusual – a morsel-sized variation of rice crackers, they pack a bit of a kick.

What's been growing in popularity?
Actually, pretzels, Pomsticks and mini-breadsticks are proving more and more popular. The latter is great for scooping up dips such as houmous, and because of their size, there's no danger of anyone being tempted to commit the unhygienic party faux pas of double-dipping. Salty pretzels with their twisty knot are familiar of course, but Pomsticks less so. They are crispy potato sticks and come from the old German firm Lorenz – formerly Bahlsen. They're available in some great flavours, including paprika.

And losing popularity?
Traditional potato crisps in general have been losing ground for a while now. The growth of bigger, shareable bags of posher crisps are still popular, but there are so many different savoury snacks to go for these days that our customers are more than happy to step out of their comfort zone and try something new.

What do you think of the latest snack trends?
Most of us are trying to eat more healthily, even when it comes to snacks, so that's reflected in emerging trends. As is the popularity of snacks that partner well with dips – I've mentioned houmous already, but there are so many different variations on that available, too. And when it comes to free-from foods, as an independent food store, we know customers come to us to find the specialist lines and ingredients the big boys often don't bother with.



CUSTOMERS AT LEWIS & COOPER CAN EXPECT A VARIED SNACK SELECTION

How about international snacks?
Our most popular lines are generally sourced from British suppliers, but a few international lines go very well – perhaps because our customers are very discerning and seek authenticity. I particularly like our Italian breadsticks – after all, I am half Italian. Great French cheeses satisfy my love for my other motherland!

Which is more popular at Lewis & Cooper – tradition or trend?
Given that beer nuts and pork scratchings, which are also extremely successful, I'd have to say our traditional snacks win out overall. But that said, we are definitely welcoming a lift in some of the more fashionable items: flavoured popcorn has been a runaway success in recent years.





SWEET & SAVOURY

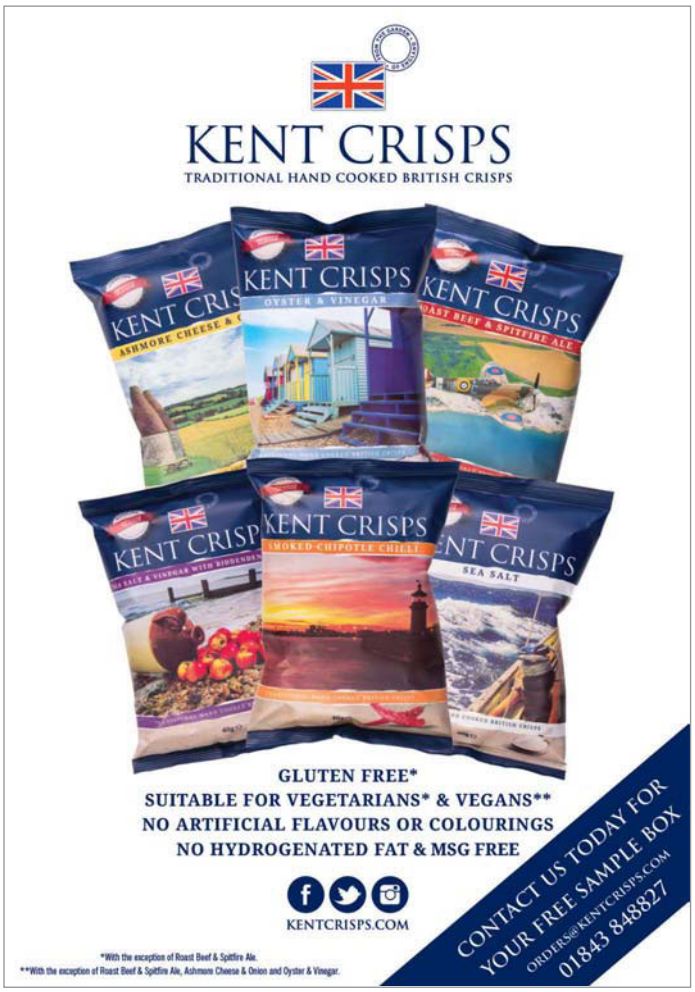
Best-selling sweet?
Fry's Peppermint Cream is another of our classic lines that doesn't seem to lose its popularity. Mint and dark chocolate is a great combination.

Best-selling savoury?
Original Beer Nuts are a relatively new addition to our range, but customers love the sweet/salt combination of these peanuts. They don't contain beer, of course, but certainly go great with a cold one.

What's next?
Believe it or not, the paleo diet craze appears to be filtering through into snacking too, with protein-based snacks and energy bars – even insect-based snacks with things such as crickets. I've heard some experts claim that insects are going to be an increasingly important way of meeting the protein needs of a growing global population.

Personal favourite snack?
I love mini toast with antipasti, such as a good tapenade – that unmistakable taste of the South of France.

> "We know customers come to us to find the specialist lines the big boys often don't bother with"



TREND TALK

What to look out for in contemporary snacking



1 Natural and raw

It will come as a surprise to few that healthy eating is on the rise, and at the pinnacle at this trend is the consumer hunger for unprocessed, nutritionally-dense foods. While traditionally unhealthy snacks will always hold a valuable place on retailers' shelves – everyone deserves a treat every now and then – the evolution of snacking from a pleasurable five-minute indulgence to a justifiable addition to your daily calorie intake is worth reflecting in your stock. With health experts now recommending that we eat every three hours to keep our metabolism in full-swing, the consumer demand for small-scale bites made from unprocessed fruit, veg, nuts and seeds is on the up. Simple but not to be dismissed, a snack of fruit or chopped vegetables is a clear way to embrace this trend; a display of seasonal fruit and a small pack of veg sticks to be partnered with hummus, for example, could attract more custom than you'd expect.

2 Free-from

Free-from is everywhere these days. With consumers becoming more aware of their bodies' intolerances and 'lifestylers' choosing to go free-from as a lifestyle choice, manufacturer are shouting the free-from credentials of their products from the rooftops. Gluten-free is at the top of the ladder, hence the recent influx of bread, cakes and bakes, pastas and breakfast cereals suitable for coeliacs, but the demand for and production of lactose-free and sugar-free items is also on the up.

3 The fourth meal' – snacking after midnight

No longer the preserve of students or a silk-clad Nigella, raiding the cupboards or fridge in the early hours is an increasingly popular way to snack. Whether your customers are looking for a post-pub treat or simply satiating a late-night pang of hunger, this is a sales opportunity not to be missed. In these circumstances, consumers tend to go for something instantly satisfying over overtly virtuous (who can resist the lure of a cheese toastie?), so bitesize cheese snacks or items with a gratifying crunch would go down well.

4 High protein

It's true, insects are being touted as a high-protein solution to world hunger issues. Although this may not be fully utilised for a few years yet – the 'ick factor' seems to be an off-putting consideration for Britons – the trend has been adopted by some health-focused consumers. In the same way that protein bars and meat snacks like biltong have increased in popularity, insects have been lauded for their impressive protein content, so it may not be too long before your distributor starts offering you insect-filled cereal bars.



TALKING STOCK

with Joe Wall, managing director of Cress Co

What's been growing in popularity recently?
For us, gourmet marshmallows and flavoured popcorn. However, we are seeing a trend for more health-driven snacks and a greater demand for things like olives, nuts and high protein snacks such as biltong.

And losing popularity?
Nothing in particular, but we're aware that there has been a big media focus on foods that contain a lot of sugar so perhaps this may affect sales in the future.

What do you think of the latest snack trends?
It's great to have a wide range of options – not everyone always wants a packet of crisps, so I think a variety to suit different tastes and diets is a good thing. Targeted marketing and improved products in the trend-driven market mean they are becoming easier to sell and therefore we are seeing a bigger demand for this type of snack.

Are there any you wouldn't support?
We are pretty open minded so will consider most things on a case by case basis. However, small artisan producers are at our core and we are always looking to support newcomers to the market that will fit with our customer base.

Do you sell many international snack foods? Which are the most prolific and profitable countries/snacks?
Our preference is to support 'home grown' brands, but we realise there is a demand for snacks from further afield. The US is good at snack foods so we do have a few select items that we find work well in our core market such as Snyders Pretzels and Hershey's Peanut Butter Cups.

Which is more popular at Cress Co – traditional snacks or trend-led options?
Trend-led snacks sell well and are great if you want to try something a bit different, but sometimes you just can't beat a good quality packet of crisps in a traditional flavour.

What's next for the snacking sector?
Who can tell? There is a lot of creativity out there and some interesting producers entering the market. We are always on the lookout for the next big thing, and if it fits with our customer then we will work hard to get it listed in our catalogue.

Personal favourite snack?
Ice-cream in large quantities!

SWEET & SAVOURY

Best-selling savoury snack?
Crisps are by far our best-selling snack, with Salted and Cheese & Onion by far our most popular flavours. However, there is growing demand for more unusual flavours and we have seen sales increasing of flavours like chorizo, Guinness and venison.

Best-selling sweet snack?
Traditional Scottish tablet from Gordon & Durward, Melting Pot Vanilla Fudge, RJ's Liquorice Logs.





FOREIGN FLAVOURS

International snacks are beginning to make a dent in the UK market. To what extent this will affect the public's taste in snacks remains to be seen



The UK snack market is a largely traditional one. Potato crisps remain at its core, with popcorn, nuts and corn snacks making up the main types on offer both in supermarkets and in the independents. Delis and farm shops were quick to establish points of difference by stocking the new 'posh' versions of these products, moving from kettle crisps to artisanal products made by a host of new manufacturers who sprang up, pointing to their hand-cooked, small batch methods and new and artisan-friendly flavours (and now new base products such as vegetables and sweet potatoes) as features which distinguished these products from those sold en masse by big manufacturers in the supermarkets.

Popcorn has been given a tickle too, its new range of flavours, and at least one new variation in the product itself, allowing the cinema staple to take its place on the shelves of independent food stores. New flavours, new (or traditional) methods of production and packaging that shouts modern and cutting edge have given new life to a lot of old snack formats. New on the crisp scene, for instance, are sourdough crisps. These snacks buy into the current popularity of sourdough bread and lend themselves well to the independent market. Plain Tasty of Sweden are offering three "distinctive" flavours of 'rysp': Garlic & Rosemary with Sesame Seed, Seaweed & Black Sesame Seed and Garaway & Black Pepper with Sesame Seed. The packaging is transparent, highlighting the difference between these snacks and other kinds of crisps. Another advantage from the independent retailer's point of view is that the snacks are quite versatile and as well as being eaten from the pack can be used as accompaniments to cheese and pâté.

International snacks can offer consumers interesting textures and different flavours, says James Morrison, an importer working with J.C. Dudley Ltd. "Snacks from abroad are welcomed here – so long as they meet our rigorous standards of quality control." Whether a product is seen on our shelves may depend on the quality of the factory making them, James says. "It's not only the snacks themselves which must pass these controls, but the material they packaged in."

But once here, such snacks can offer independent retailers something different. Currently popular visitors from abroad, he says, are habas fritas, plantain and yukka products and the perennially popular Bombay mix. Snacks from South America are making themselves felt with a variety of products based on "plaintains and anything tropical, which are dried, fried, crushed and formed. "These products create their taste from the foodstuff and cooking process itself," James says, "while North America likes to innovate with seasonings and flavours."

James is currently importing sourdough pretzel pieces, "with a delicious texture created by the fermented bread. "The pretzel pieces are not only tasty and pleasingly textured, James says, but appeal to people who dislike GM and MSG foods. "Neither flavourings nor seasonings are chemically assisted."



"I think this is a great market," James says. People are looking away from standard flavours and textures, he says, and he predicts that flavours offering named varieties of chilli will be ones to watch. With a lot of companies looking at the potential the UK offers as 'the snack eaters of Europe', "it's a market that is set to grow".

New products

So far, the customer has gone along with this and developed a taste for the sort of snack sold by the indies. No matter what the sector, there is a proven demand for novelty. Snacking customers who like to see new products and ideas in their independent food stores are likely to show interest in the snacks from producers beyond these shores, whose tastes in snacks may extend into interesting areas. How about a snack made with peas and rice, for instance? The Japanese company Calbee Inc evidently believes there is a market for such products in the UK and has backed this up with a substantial investment in the UK snack market. In June this year, its Leeds-based subsidiary, Calbee UK, launched Yushoi Snapea Rice Sticks, making Salt & Vinegar and Sweet Chilli & Lemon snacks in the UK at a production facility in Deeside, Wales. The snack itself is a baked savoury rice and pea product, high in fibre, dairy-free and suitable for vegetarians and low in calories, and could well appeal to independent retailers if it is not taken up by supermarkets on a large scale.

Healthy snacking

From a retailer's point of view, offering a selection of snacks from abroad can make sense. Many snacks available beyond our shores have yet to make an appearance here, so these can be an easy way to add a touch of the exotic and an enticing point of difference to your snack counter. "In terms of imported products, they are one of the best things to bring in, particularly looking across the Atlantic," says Paul Hargreaves, managing director of Cotswold Fayre. "There are a



number of other categories which don't seem to work if you are buying from the States or from Latin American countries, but crisps are not exorbitantly expensive by the time they get over here."

When it comes to snacks, the United States is leading the way in innovation and has been doing so for some time. "You only have to look at savoury popcorn," Paul says. "Eight years ago, there was loads of it over in the States and none whatsoever in the UK, but look at it now." American snacks are also attractive for the growing number of people who go over to the States either on business or holiday. "I think having products that are recognisable helps," Paul says.

In Paul's opinion, one of the most exciting trends in international snacking now springs from California's "drive towards healthy snacking." California, he says, is "probably ahead of UK in terms of healthy eating." Currently popular there but yet to take off on the UK shelves, Paul says, are "bean crisps and kale crisps." Although there is, he adds, "definitely a trend towards crisps which aren't made with potatoes and oil." Also trending on the West Coast are snacks that are made from vegetables, are low in fat and have lower calorific value. In terms of snacking, size can matter. Cotswold Fayre's best-selling American snack is Xochitl, corn chips made by a Mexican family, whose USP is the large bag the snacks are sold in. "Sharing in snacking is getting bigger," Paul says, "Snacking is seen as more of a communal thing than it used to be."

Stand out

As Paul says, savoury popcorn has been with us for a few years now and innovations such as this have opened the door to other new products such as popcorn drizzles and seasonings imported by Buckley and Beale, whose sales and marketing director Adrian Beale says that snacking "has been turned on its head over the last few years." This is especially true, he says, "for the demographic now known as 'Millennials', who are snacking far more frequently than previous generations." Some of these, he says, are even starting to replace breakfast or lunch with snacks.

People's tastes are changing, Adrian says, and that's partly because "global travel is now a part of everyday life. People want what they see abroad. It's not that we are bored with what's available at home, but we are more open to new flavours and experiences than we ever were. We are also still living in the time of the celebrity chef, but looking to new chefs to show us meals and ingredients we haven't seen before."

These days, Adrian says, people are looking for "innovation, or a twist on a classic." International snacks fit this requirement very well. "Foreign snacks offer something new and exciting, possibly a rekindled memory of a holiday long forgotten, or perhaps a sample of a holiday yet to be enjoyed."

International snacks can offer a point of difference for independent food retailers. "You only have to take a look at our extensive British and Irish range to see we support local producers," Adrian says, "but it's vital for any retailer to stand out from their competitors, and having a small mix of overseas brands will help enormously. It's how we stand out from our competitors!"

The international snacks that sell best for Buckley and Beale are pickles, items that they "never thought of as snacks to begin with." That was until "customers started telling us they are eating them straight from the jar." McClures Pickles are now one of the company's best-selling lines. "Because of that," Adrian says, "we recently started importing their potato chips in Garlic & Dill, Spicy, and also Bloody Mary flavours. Founders Bob and Joe McClure are two young guys from Detroit, Michigan who set up a small business in their kitchen."

Jump out

Deciding on which international snacks to distribute isn't only a matter of taste, Adrian says. In the case of McLures, "first and foremost, it was the packaging. I believe this is key to the success of any product. Of course, taste is important, but unless you can sample all day every day, the product needs to stand out on the shelf and sell itself. The labelling of the pickles is fantastic, and the brothers replicate this with the chips, so the bags really jump out at you and make you want to try them. We're selling them as fast as they can cook them!" The snack market in the UK is "only going to keep growing," Adrian says, "as consumers want more convenience for their busy lives. It will be more diverse in ways we possibly can't even imagine at the moment, as we adopt cultures and lifestyles from all four corners of the globe. It will be fast paced, ever-changing, and as it will reflect the changes in the restaurant sector, it will probably embody one of the most exciting changes the UK food business has ever seen."

In that future, Adrian says, it won't be a case of customers accepting snacks from other countries, consumers will be demanding them. "They know they have a choice, and they will shop in the retail outlets that give them that choice. There is a myriad of factors that will affect how this sector evolves, but social media will play a huge part in that as our knowledge and awareness of people and lifestyles in other countries grows."







> Packaging is key to the success of these products. Of course, taste is important, but unless you can sample all day every day, the product needs to stand out on the shelf and sell itself



FRESHLY POPPED

Clare Sykes, founder of Popcorn Kitchen talks us through the business's past, present and future

What's your story?
My husband and I love street food and we are always on the look-out for new and interesting food wherever we are. When we discovered kettle corn, which is huge in the USA, we knew there was a market for popcorn that tasted that good in the UK. We did months of research before finally importing a kettle and starting to pop Sweet & Salt popcorn at street food festivals and farmers' markets. This was in 2012, before anyone had even heard of Sweet & Salt popcorn! People were sceptical at first, but once they tried it they loved it and just kept coming back for more.

Initially we were only selling it direct to consumers at events, but people kept asking where they could buy it from and sending us the name of their local deli/coffee shop. We launched our first retail range a few months later: Sweet & Salt, Sea Salt & Olive Oil, Sweet Chilli and Simply Sweet.

Why choose Popcorn Kitchen?
The unique taste of our popcorn (we use corn oil rather than rapeseed oil, which gives our popcorn a really distinct flavour) and the fact that we can take our kettle out and about to events. We spend every summer out on the road with our kettle sampling and selling our popcorn. It's a lot of fun – we meet some great people and there's nothing better than seeing someone try our popcorn for the first time and fall in love with it!

We work with a wide range of independent retailers, from coffee shops and sandwich bars to delis, farm shops, pubs and bars. Being stocked in Selfridges has been a fantastic opportunity for us, and new customers often say they have seen us there. Our popcorn is a gourmet snack that adults love – of course, kids love it too, but we primarily target grown-ups.



We are a small, passionate team and really support all our retailers to make the most of their sales. We know that when people try our popcorn they love it, so sampling is absolutely key. We always make sure the staff get to try it when we first start supplying a new retailer as they are our most important sales people, we love to spend time in-store sampling to consumers, and, of course, we have POS and FSDUs.

We also often run retailer-specific competitions so their customers can win tickets to one of the events we are popping at or one of our giant bottles of popcorn, which are always really popular. In addition to in-store sampling, we sample thousands of people at the events we attend and make sure we have a list of local stockists on display so people know where to go for their next fix of Popcorn Kitchen popcorn!

Why the new look?
We have had great feedback about our packaging since we launched it at The Speciality & Fine Food Fair in 2013 – people love how bright and bold yet simple the design is and the fact that it looks very distinct from crisps; consumers are in no doubt what they are buying! But we realized that not everyone noticed that the picture on the front is actually meant to be our kettle (which really does have wheels!) and felt that the taste communication wasn't as strong as it should be. Our brilliant designer came up with the idea of adding the background illustration to 'root' the kettle in a bustling street food scene – which is of course where our popcorn journey began, and where everyone knows you can eat some of the best food in the country!

> "Great tasting popcorn is at the heart of the business – life's too long to eat average food!"

What drives you?
Our children (we have a five year old son and a two year old daughter) and our growing Popcorn Kitchen family. I am really excited about creating a great workplace for them and making Popcorn Kitchen a successful business so I can reward them for all their efforts and continue to build a great team.

What's on the horizon?
We are about to launch a new flavour. We showcased it at IFE and Farm Shop & Deli Show earlier this year and everyone loved it so we are very excited about getting it out there.

Following the incredible success of our giant 'money box' bottles and our Christmas stocking-shaped bags, we are also working on some new packaging formats to continue to add value to the category.

Motto?
"Taste it to Believe It"





"People are at the heart of what we do"

Pipers founder Alex Albone shares the story of one of the nation's favourite crisp brands



The roots of Pipers lie back in the early noughties when farming was in the doldrums and had just came out of the foot and mouth crisis. I was looking for diversification ideas when it occurred to me that the location of my farm could offer an interesting route to market; at the time, nobody knew what Lincolnshire offered in terms of food. It was when I met David Lea-Wilson of Anglesey Sea Salt that I realised that by pairing potatoes from Lincolnshire with salt from Anglesey we could be considered local in both places; that was years before other producers became local-centric. We then discovered that consumer desire went beyond the local credentials of food into the realms of provenance, and that this was just as important to people located within the M25 and Newcastle as it was to people in Lincolnshire. Subsequently, together with my two partners, I decided to create a crisp brand. On 9th April 2004 I had four flavours, 20 boxes of crisps and a mate with four pubs, so I sold him 16 boxes and sent the final four to Abbey Park Farms in East Heckington in Lincolnshire; that's how Pipers began.



LOCAL CHILLI GROWER, FILIPPO GENOVESE

We're not afraid to make strong flavours – our Cheese & Onion crisps taste of cheese and onion, and if we get any complaints about our Karnataka Black Pepper & Sea Salt flavour it's probably because it has a generous helping of black pepper. We have eight solid flavours and don't go around producing new ones every five minutes like some producers; our latest was Chorizo which we launched in 2012. The branding of some of our flavours has recently undergone a revamp – we realised Spicy Tomato and Chorizo had very similar colours and should be more easily distinguishable. Amazingly, its change of colour led Chorizo to jump from being the second slowest seller to the fourth best! I took a lot of flack from people for making it 'Cadbury purple', but it seems to have worked!

Aside from the award-winning quality of our crisps, it's the service we provide which sets us apart from other producers. We deliver a lot of our products directly to our customers, and we currently service over 3700 either via our van sales – we have three depots, one in Lincolnshire, one in Oxfordshire and one just north of London in Epping – or through our wholesalers partners such as Cress Co, Hider Foods and Cotswold Fayre.

Community is incredibly important to us. People are at the heart of what we do, both those within the company which have helped us grow since we started 11 years ago and the retailers who sell our crisps and act as our advocates. Likewise, The Lincolnshire Show is a big event for us – for last year's show we closed the factory and invited all the staff and their families to come to the show and celebrate with a big lunch together. This year we'll be hosting a circus workshop for children complete with face painters and lessons in plate spinning, juggling and tightrope walking, alongside selling our crisps. At these events there are always people struggling to entertain their kids for free so we're helping them out, plus it demonstrates our passion for being part of the community.

I love walking into the building every day and having fun. Everyone in the business plays a part in making us great, and if there's something to celebrate, we celebrate it. A couple of years ago we took everyone to London for the day, gave them a champagne reception on The London Eye, took them on a trip down the river, went out for dinner and stayed overnight. Also, it really is the best fun seeing people grow and take on responsibilities within the business. For instance, we have a young man who was 16 years old when he started working with us on the line, and after four years he's now running the warehouse with four people reporting to him. Also, there's a young girl who started working in the warehouse but is now in the sales department, helping build our export business. There's nothing more rewarding than developing young talent.

Since we've started we've grown 25% year on year and want to continue to do that, both here and abroad. Interestingly, we sell our crisps in various countries across the world but don't need to change our packaging or put a Union Jack on the packet for people to know where we're from. Ultimately we'd like to see Pipers available in every town, city and suburb of Britain – without being in the multiples. Key to that is making a unique product; we believe wholeheartedly that we make the best packet of crisps known to man.



> "We believe wholeheartedly that we make the best packet of crisps known to man"

FARM FRESH CRISPS

Fairfields Crisps are made on the farm where the potatoes are grown. Ross Gilfillan pays a visit to find out what makes their crisps crunch

Driving through the lush countryside that is the Essex/Suffolk borders, it hardly seemed possible that I was approaching the headquarters of a premium crisp maker whose products can be found from Milton Keynes to the Philippines – anywhere, in fact, but in the supermarkets. Fairfields' small driveway sign might be that of a country house, but as I swing into a large farmyard, it's clear that I have arrived. Fork lifts piled high with Fairfields products, both crisps and fresh potatoes, are zipping about from production to storage facilities.

Fairfields is a family-run cottage business grown large. I'm expecting to interview commercial director Tim Came in the company's offices, but instead he takes me across the yard and into the adjoining fields. Here, and as far as the eye can see, are the Fairfields potato fields. How many food producers, I'm thinking, have their raw materials produced on their doorstep? In fact, Fairfields performs the whole manufacturing process, from growing the potatoes to packing the finished product, on its farm. "We have complete control over our primary ingredient," Tim says.

Here in the fields, every care is taken to produce a prime potato. "We have crop experts who measure the soil's water content daily," Tim says. "It's absolutely crucial that the ground is kept moist." In the far distance, where tops of potato plants meet blue East Anglian sky, I can just make out one of the great irrigating machines hard at work.

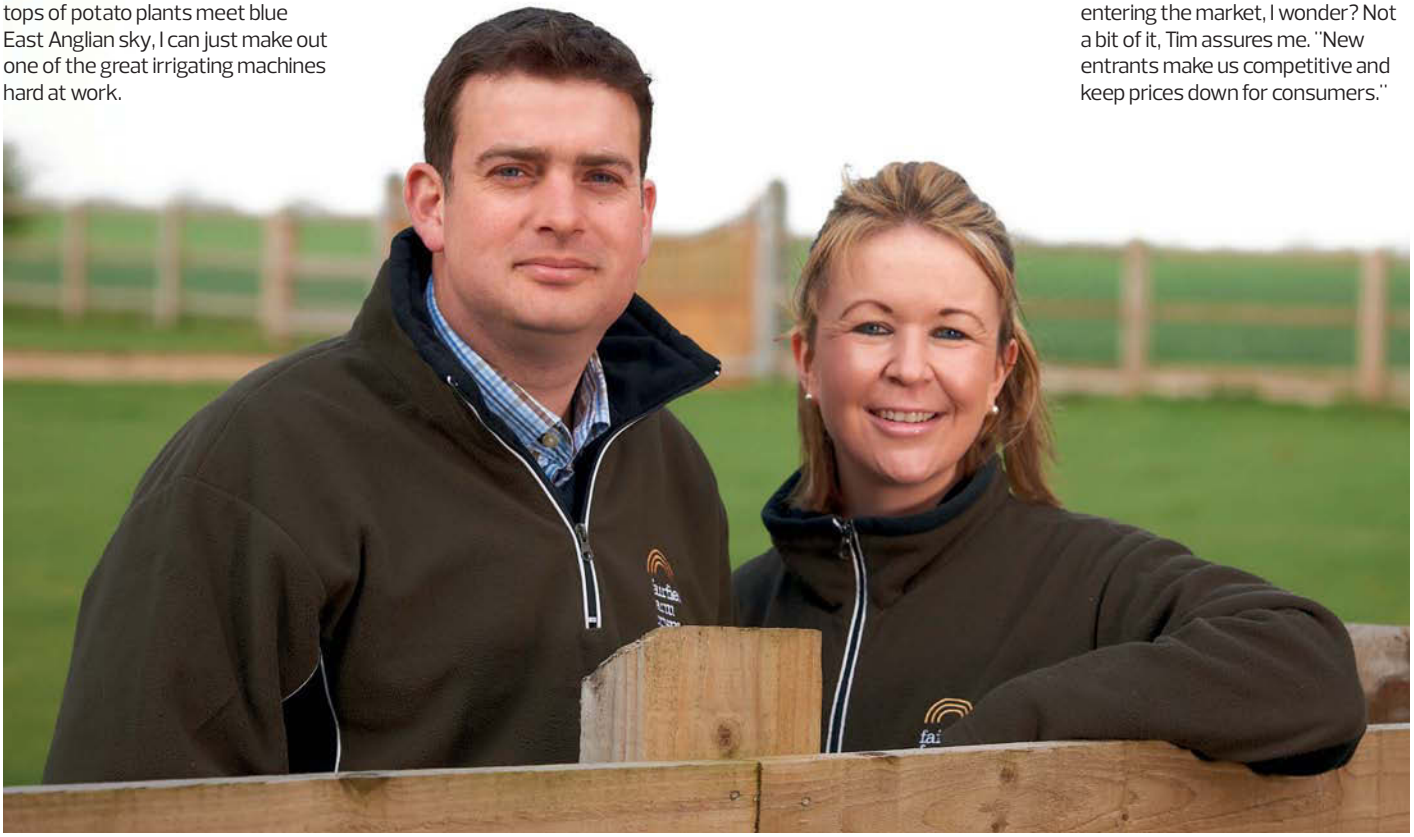
Fairfields' young owners, Robert and Laura Strathern, Tim tells me, are third generation Essex farmers producing potatoes on 550 acres of prime land. "The company has long been known for the quality of its potatoes," Tim says. "And despite the success of our crisp making side, we still sell about 40% of our produce as fresh potatoes." It is, of course, the crisp making side which has made Fairfields a household name in these parts and beyond. From kitchen experiments in 2005, Robert and Laura's constant tweaking with every aspect of the crisp making process has resulted in a brand which is as popular with pub chains as it is with independent retailers such as delis, farm shops and food halls.

Flavour range

Fairfields now offers a comprehensive portfolio of flavours which will cater for most customer tastes, but if there is demand for one not yet covered, the company will consider its viability: "I ask our major customers what flavours they would like," Tim says. Presently, Fairfields offers Lightly Sea Salted; Sea Salt & Aspall Cyder Farmhouse Cheese & Chive Sweet Chilli, Smoky Bacon & Sunday Roast Potato, Sea Salt & Black Pepper, Sour Cream & Onion, Chorizo & Tomato, Lightly Salted Parsnip, Sweet Potato with Chilli & Lime and Parsnip Crisps with Essex Honey & Black Pepper. The crisps, Tim says, are all "hand-made by small batch production," and it's this hand-made production I want to see first hand as Tim walks me over the yard to the crisp making facility.

Donning white coats and a hair nets, we enter the factory, where another fry is under way. Eva is the factory's cheerful assistant manager, who directs the operations of the crisp makers. "It's a small, friendly team, but they all know what they are doing," Eva says. The equipment is shortly to benefit from investment and an upgrade, but to these untrained eyes, this relatively small set of machinery appears to do the job perfectly well, from sorting and washing and then slicing the potatoes, frying them slowly in a bath of oil heated to 153 degrees, to adding the flavours (in what looks to me like a tumble dryer), to sorting them into the differently-sized bags. Quality control is very much a hands on-process, with the team watching keenly for any crisps which are too dark in colour or which have become stuck together. I'm offered a taste of freshly-fried and flavoured product. It's delicious, of course.

"Fairfields crisps receive a longer cooking time, and this is what produces a delicate, light crisp with a nice crunch, rather than a heavy, thick crisp," Tim says. "We lightly flavour using local, regional ingredients, so you can still taste the potato." This attention to detail has paid off. "Our sales of potato crisps have grown year on year," he says. "We are bagging double the amount we did two years ago and continuing to expand." A recent innovation for Fairfields is details of provenance on the bags which specify not only the make of potato but the precise field in which it was grown. And has Fairfields been concerned by the growing number of competitors entering the market, I wonder? Not a bit of it, Tim assures me. "New entrants make us competitive and keep prices down for consumers."



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QUALITY MEETS CONVENIENCE

Novel Foods snack pots are teaming quality with convenience to produce the perfect snack for delis and farm shops

For independent retailers of fine foods such as delicatessen and farm shops, it's not always sufficient to cater to customers' snacking needs with crisps and nuts. Customers of shops such as these demand quality and when it comes to snacking, products like dips are ideal.

Dips, however, are not always the most convenient or portable snack, and often entail the customer making a second purchase of crisps or some other snack with which to do the dipping. Novel Foods has come up with a solution which answers all these needs. Specialising in quality foods presented in convenient containers, Novel Foods' range of dips, snack breads, snack packs and assortment packs are designed to appeal to customers looking for tasty snacks made to high standards, which are as convenient popped in a lunch pack as they are accompanying a sporting activity or enjoyed in front of a movie.

Novel Foods had been producing and successfully selling its appetizing range of deli-style dips and Italian speciality flat breads for two years before making the decision to make life easier still for their consumers, with the introduction of packs which contained dips with Italian bread sticks and other styles for dipping.

The range of dips includes Smoked Salmon, Black Olive, Green Olive, Chicken Cream & Basil, Classic Houmous and Oligranate, and are also available as variety assortment packs. The flat bread range is packed in the UK but made in Italy, the result of a partnership with an Italian master bakers renowned for their quality. This has enabled Novel Foods to offer a wide range of premium Italian snack breads with their packs.

Traditional and authentic baking methods are used to make breads in a wide variety of different shapes, sizes and flavours: flat, round, square, straight, wavy, twisted, thin and thick, among many other styles. The breads come in almost as many flavours, among these being Sea Salt, Sesame, Rosemary, Olive, Nutty, Chilli, Pizza and Pesto.

While the dips and the flat breads make ideal snack items for the independent market, Novel Foods' new launch of two new lines which combine the two items will offer taste, quality and convenience to the customer in one neat and attractive package. Tempting snack pack combos now available are Smoked Salmon Dip & Bread, Classic Houmous & Grissotti, Black Olive Dip & Grissotti, Oiligranate Dip & Scrocchi, Green Olive Dip & Scrocchi, Cream Chicken Dip & Grissini.



Primadeli and Pizzette

Newly launched by Novel Foods are the Primadeli range and Pizzette. Primadeli, which team different cheeses and dips such as Olive Tapenade with Italian Snack Bread and Houmous (a great add-on). These winning combinations in compact, handy snack boxes presented in well designed, deli-friendly packaging. Pizzette is offered in two styles of packaging, tray and compact, which offer the consumer different levels of convenience. Pizzette snacks feature delicious Neapolitan pizza flavoured snack bread with an appetizing cream cheese dip.



The combination snack pots now feature four high quality cheeses, including President Rondelé (which has a very French, country flavour), McLelland Seriously Strong Cheddar (a traditional English cheese) and Bel Paese (the classic semi-soft Italian cheese), and these cheeses have proved ideal accompaniments for the tasty range of Italian snack breads they are teamed with.

Retailers may be interested to know that the prime quality salt, garlic and goats cheese in the light and airily-textured garlic and herb-flavoured President Rondelé have been sourced from regions in France well known for the quality of these ingredients, and that the mild and delicate Galbani Bel Paese has a creamy and light texture perfectly suited for snacking. British consumers will already be familiar with the distinctive McLelland Seriously Strong Mature Cheddar, but its spreadable variety works particularly well in this new snack format.

With the launch of its new Primadeli and Pizzette ranges, Novel Foods is set to make the world of speciality snacks a little bit more special and a lot more convenient.



> Novel Foods' range of dips, snack breads, snack packs and assortment packs is designed to appeal to customers looking for tasty snacks made to high standards

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A WINNING CRUNCH

Tyrrells has built its reputation on fine, hand-made crisps but now offers vegetable crisps, popcorn and more

How important is Tyrrells in the snacking market ?
Since the brand launched 13 years ago, Tyrrells has represented premium quality delivered through provenance (potatoes grown in Herefordshire) and sackfuls of packaging personality. Tyrrells also offers brand recognition, consistent quality and entertaining marketing support, as well as a range of premium snacks – potato crisps, vegetable crisps, crinkly crisps and popcorn.

How important is it to offer a wide range of products?
Consumers are much more open to sharing new and interesting snacks. They're also willing to trade up to premium quality snacks (the hand-cooked crisps category has grown by 26% year-on-year, and popcorn by 35%).

What does Tyrrells focus on?
We try to be the best at what we do, focusing on naturalness, quality, authenticity and provenance. Our potato crisps and popcorn are made at Tyrrells Court Farm, where we can control the process in its entirety. We've got over 60 gold Great Taste Awards and also an award from Her Majesty the Queen for enterprise, so our products and process are working well.

How many of the 13 varieties of crisps do retailers usually take?
We always encourage independent retailers to stock our core five potato crisp flavours and a mixed root veg line to ensure a strong rate of repeat sales. If space allows, then interesting, provenance-rich core flavours like Ludlow Sausage & Mustard, Worcestershire Sauce & Sundried Tomato or seasonals such as our new Butter & Mint crisps generate excitement on-shelf.

Why did you add your Poshcorn to the range?
We launched our popcorn range in 2011 and have enjoyed fantastic growth ever since. Many consumers opt for popcorn as a sweet alternative to chocolate. As with our crisps, taste is our holy grail and with a recent rebrand to 'Poshcorn' we're sending more bags than ever through the Tyrrells Court gate!

What are people looking for?
Although we have a range of consistently best-selling flavours with Sea Salted, Salt & Cider Vinegar and Mature Cheddar Cheese, consumers are definitely open to trying new and interesting options. Our Swanky Veg range has persuaded fans of the humble salted potato crisps to trade up to a pack of candy striped beetroot, blue potato and purple carrot crisps! We've even launched a pack of patriotic Red, White and Blue crisps,

What can retailers expect from Tyrrells in the future?
We've just refreshed our crisp pack design, and it now features even more entertaining Tyrrells wit. These are hitting shelves as we speak.



FLIPPIN' GREAT

An iconic American snack, Flipz is fast becoming one of the British snack lover's favourite imports

Winning combination

There are pretzels and there is chocolate – and then there is America's best-selling chocolate-covered pretzel, Flipz, now in demand in the UK market. Empire Bespoke Foods are specialists in offering a range of American products; the company is a leading importer, distributor and brand builder of products sourced worldwide and prides itself on offering a seamless service to UK retailers, delivering nationwide and to a fast growing distribution network in Europe. Passionate about foods from all over the world, the company has a proven track record in spotting consumer trends and identifying products that will succeed in the UK market. With American snacks becoming increasingly popular in the UK, a lot of US lines have hit the UK market.

Sweet heritage

DeMet's Candy Company was originally started in 1898 as a candy store business and soda fountain shop by George DeMet of Chicago. One store quickly became three stores, and over the next half-century the DeMet's family built a delicious, thriving business in the Chicago area, all the while creating and perfecting its signature candies. Though the company he founded has changed hands since George DeMet first sold it in 1950, the commitment to superior customer satisfaction has never changed.





Dedicated to being the best

Without a doubt, DeMet's Candy Company takes great pride in making Flipz, and starts with fresh-baked, brick-oven pretzels crafted in the heart of Pennsylvania. Next, each golden pretzel is slow-baked to perfection and enrobed in one of three delicious premium chocolate coatings for that perfect touch of sweetness.

The dedication to high quality ingredients and a traditional manufacturing process continues to make Flipz the number one brand of chocolate-covered pretzels. There have been other attempts to balance the salty crunch of pretzels with the smooth sweetness of chocolate, but only Flipz successfully achieves the delicious recipe that has made it America's favourite sweet and salty snack.

Family favourite

Flipz serves as a fun and enjoyable snack that can be shared with friends, family and children. A range of flavours are available including Milk Chocolate, White Fudge and Chocolate Mint.

Today, Flipz is stronger than ever, feeding an international appetite for the flavours craved by its loyal fans.

Flipz Chocolate Covered Pretzels will always be crafted with unwavering commitment to the quality of its ingredients.

We continue to look forward to inspiring the delicious delight of our customers in every single bite!





ALL THE RIGHT PLACES

Locally-sourced flavours, a first class crunch and well-deigned packaging have gained Fiddler's Lancashire Crisps acceptance in all the right places

It's been a memorable year for the makers of Fiddler's Lancashire Crisps. The snacks, which are made on a family farm near Ormskirk in Lancashire, have been accepted for sale by Selfridges and Tate Galleries in London and Liverpool, which, says John Fiddler with typical Lancashire understatement, is "quite good, really." In fact, John and the family have much enjoyed the endorsement. "It means we are doing the job properly," John says. "They had a tasting panel and chose our crisps. This makes us all very happy. It's very satisfying to know that we have grown the potatoes and are turning them into good crisps and people are recognising them and picking them up. It's great to know that they are preferring them to other brands."

Which is indeed encouraging for a brand which began life on a stand at Clitheroe Food Festival only four years ago. Despite making their first crisps only "two or three days before the festival," the new crisp company appeared at the show with three flavours – Cheese & Onion, Lancashire Sauce and Salt & Vinegar – and, according to John, "caused quite a lot of excitement". People, he says, weren't used to seeing farmers making crisps.

With only a small farm growing potatoes, carrots, wheat and barley, the family "didn't have a lot of selling power alongside the big producers," which, John says, " is why we wanted to turn our potatoes into crisps. It had been in the back of my mind since I was a little lad of 10. I decided to make crisps. When it came to crunch time and we had to do something different, to add value to our potatoes, crisps were the first thing we came up with. I had been thinking about doing it for so long, and I thought, if I don't do it now, when I get to 60 or 70 I'll be wishing I had."

Hand-cooked

John says that the family learned to make great crisps "by trial and error. Sometimes we were lucky and sometimes we weren't. Sometimes it was a matter of a matter of making mistakes and learning from them. The crisps are cooked by hand, "which means they are not cooked in an open topped rather than a concealed fryer and manually stirred. Someone is constantly watching them for the fry colour. Nothing is automatic. As soon as we think that the texture, crunch and colour is right, we scoop them out." It's important to hand-cook the crisps, John says. "It's a different process to the continuous fryer. The slices are a lot thicker and haven't been washed or blanched before they go in the fryer. Hand-cooked in a batch fryer, the freshness of the crisp comes out and you can taste the potato as well. Cooking in small batches gives you control; there are not so many crisps to be looked after. "

The entire process takes place on the farm, John says, "from planting the Scottish seed potatoes, looking after and watering them, harvesting and storing them in a temperature-controlled store, to peeling them, frying and packing them. 11 full-time and four part-time staff produce 50,000 40g bags weekly. After controlling the frying and ensuring perfect flavour, the next most important part of the process, John says, is the inspection, which ensures that no black crisps or those stuck together, go into the bag. "We take great pride in the packing," he adds, "and always make sure the bags of crisps look nice and neat and are the same way up. We never put a bag upside down in the box."

Fiddler's Lancashire Crisps are available in eight flavours – Sea Salt, Just Spuds, Lancashire Black Pudding & English Mustard, Cracked Black Pepper & Sea Salt, Sea Salt & Lancashire Vinegar, Lancashire Sweet Chilli and Lancashire Cheese & Onion – the ingredients for which are sourced locally, John says. "The cheese is from Dewlay at Garstang, while we get our Lancashire Sauce from David Entwhistle of Ramsbottom." Best-selling Fiddler's flavours at the moment are Sea Salt and Lancashire Cheese & Onion. Five of the flavours have been recognised with Great Taste Awards, John says.

Locally-sourced flavours, a crunchy texture and well-designed packaging has made these products a good fit with delis and farm shops. "The crisps are ideal for independents," John agrees. "They are good quality posh crisps in posh packaging, and quite different from those you see on supermarket shelves, which is what indies need to beat off the multiples. I think independents like supporting smaller niche producers."

The crisps are sold in independent retailers all over the UK, John says, and the company has begun to export its Lancashire crisps to France. That said, perhaps there is no better endorsement than the hand-written letters, emails and phonecalls which the family receive. "It brightens your day and spurs you on," John says. "It's like a crowd cheering."


FIDDLER'S: TRUE TO THEIR ROOTS

> "They are good quality posh crisps in posh packaging, and quite different to those you see on supermarket shelves"

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WHAT A CORKER!

Simultaneously forward-thinking and basking in its British heritage, Corkers is a brand truly worthy of its name

Quintessentially British, Corkers Crisps was born from a childhood friendship between Rod Garnham and Ross Taylor. While on an annual ski trip, a poor bag of crisps led Rod and Ross to decide they could do it better with help from the Naturalo spuds from Ross's family potato farm (the Taylors have been potato farmers since the 1800s, so they know a thing or two about spuds). Previously a supplier of potatoes to the fish and chip shop market, in 2010 Rod and Ross took the destiny of the farm into their own hands in an aim to sustain the 200 hectare farm for future generations. Eight flavours, a world record, 30 employees and a strong friendship later, Corkers Crisps is now an instantly-recognisable up and coming brand.

Corkers has recently become the second UK vegetable crisp manufacturer on UK soil, using "root vegetables unearthed from the rich soil of the fenlands, twice cooked for double enjoyment and naturally flavoured with flair," explains Rod Garnham, co-founder. Drawing on its rich experience as potato farmers, the brand is turning its hand to vegetables and growing beetroot, carrot and parsnip in answer to consumer demand for a wider choice. The first new flavour is Mixed Vegetable with a sprinkle of sea salt, with another two flavours set to launch soon. This new development is far from a flash in the pan, Rod says, "Following an investment of over £1m for a specialist vegetable fryer, the manufacturing process has been specifically tailored in order to produce the same standard of vegetable crisps as they do potato."

When it comes to what sets Corkers crisps apart from other artisan snacks, Rod is unequivocal. "What makes our crisps so special is the fact they are made from delicious Naturalo potatoes, grown in the black, peaty fenland soil of Cambridgeshire, which give the crisps a unique crunch and makes them perfect for frying." The crisps' provenance goes further than quality, homegrown potatoes, though: "Not only are the potatoes grown on the family farm, but it's also here that they are hand-cooked to perfection," says Rod.



CORKERS: "CELEBRATING ALL THAT IS BRILLIANT ABOUT GREAT BRITAIN"

QUICKFIRE QUESTIONS

What's on the horizon?
NPD and innovation is hugely important to us here at Corkers, which is demonstrated by the sheer amount of investment we recently pumped into the factory. Plus, we have some more quirky stunts that we want to tick off our list before the year is out!

What's at the heart of Corkers?
Founders Rod and Ross, and their passion for delivering the very best crisps while celebrating all that is brilliant about Great Britain.

What drives you?
We are committed to bringing our customers the very best of British produce. We have diversified the family farm to sustain it for our future generations. Having control of our entire supply chain really drives us as we can always ensure we deliver the best.

Motto?
British Good Taste

> "Our new vegetable crisps are a premium product aimed consumers who are always looking for tasty snacking alternatives with a twist, and who place an increasing level of importance on provenance"

BOLDY BRITISH

Aside from being at the forefront of the vegetable crisps trend in the UK, Corkers producers some of the industry's most recognisable flavours



Sea Salt
Corkers' take on this classic is a Great Taste Gold Award winner.

Sea Salt & Cider Vinegar
Made using the finest English cider which is sweet in taste with a hint of zest, these crisps will make your mouth water with every crunch.

Pork Sausage & English Mustard
Expect the delicious flavours of barbecued British bangers finished with a hint of Old English Mustard.

Red Leicester & Caramelised Onion
A winning combination of slow roasted onion and rich, creamy Red Leicester cheese.

Gressingham Duck & Hoisin Sauce
A partnership of two British greats, the Gressingham Duck and the Naturalo potato, both hailing from the Corkers family farm.

Sea Salt & Black Pepper
Sure to warm your palate, these Gold Taste Award-winning crisps are made from sweet and hot peppers.

Vegetable Crisps with a Sprinkle of Sea Salt
Delicately cooked in sunflower oil try this colourful pack full of rooty soft flavours. Another great British tradition in the making.





ANOTHER GREAT BRITISH CLASSIC

Liven up your lunch with a little crunch.

Corkers Crisps are grown, picked and packed on our family farm in the beautiful Fens of Cambridgeshire. We hand cook our crisps in sunflower oil to ensure the perfect curl and crunch.

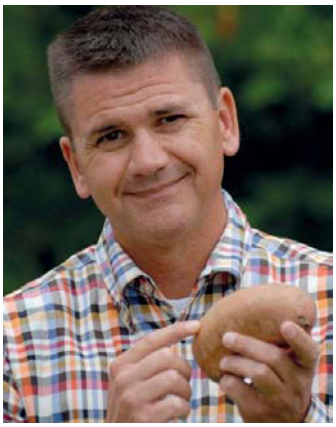


www.corkerscrisps.co.uk



GREAT SCOTT FARMS!

Scott Farms uses sweet potatoes grown on its own farms in North Carolina to produce distinctive sweet potato crisps like its new Orange, Purple and White Sweet Potato Chips, here in the UK



For some makers of sweet potato crisps, it might be enough that they produce them at all, let alone that they make them with sweet potatoes grown on their own North Carolina farm. Even this isn't enough for Scott Farms International, which has recently launched a three-colour variety of their popular sweet potato chips. "Scott Farms Orange, Purple and White Sweet Potato Chips are special," says Farmer Dewey Scott. "They are the first to feature three different sweet potato varieties in one bag. The orange, purple and white sweet potatoes are all grown on our farm in North Carolina."

Each sweet potato variety has a distinctive colour, taste and texture, which is enhanced by the sweet potato being sliced in its skin and hand-cooked in small batches using just sunflower oil and a pinch of sea salt. "No colourings or flavourings are added," Dewey says, "and the chips also are gluten-free and suitable for vegetarians and coeliacs." The new three-colour variety was launched "at the beginning of June," Dewey says. "We are very excited to be taking the new product to food shows over the summer, including Speciality Fine Food Fair. We have already seen a fantasically positive reaction first hand."

Sweet potatoes come in a range of different colours, "both in their skins and their flesh," Dewey says. "We took three of the main varieties that grow on our farm; a white sweet potato which has a subtle, delicate taste, the one with sweeter, orange flesh, which people are more familiar with, and one with purple flesh which has a bold, earthy taste. Eaten together, they really complement one another. We knew it would work because we know sweet potatoes; we've been growing them for four generations. We want people to get to know the range of varieties of sweet potatoes to showcase this wonderfully hard-working veg.

Absolute provenance

Since their launch in June, the chips have been well received. "People are hugely complimentary about the look and feel of the bag, which we think will really stand out on the shelves. More importantly, the positive feedback on the chips themselves and how they look, feel and taste has been hugely satisfying for us. When presented with the product, people snap it up and want to talk about the provenance of the three varieties and their own love of sweet potatoes." Showing sweet potatoes in their raw form at food events where the crisps are being promoted has been helpful in stoking this discussion.

"The sweet potatoes are hand picked and shipped to the UK where we then make them into the chips," Dewey says. "We have absolute control of provenance from seed to pack – something we think no other vegetable crisp producer can claim." Retailers looking to add another point of difference to their stock of quality foods will appreciate the Scott Farms range. The chips are an ideal stocking inclusion for farm shops and delis because they are a premium product with a story that appeals to food lovers. Also, there is no VAT added to vegetable crisps, preserving more of the farm shop or deli's profit margin."

This American producer, which is the largest importer of sweet potatoes into Europe, decided to make its crisps in the UK because, Dewey says, "we'd had first-hand exposure to the industry as we'd been supplying sweet potatoes to other crisp manufacturers for a number of years. This meant we had more knowledge of the vegetable snack market here, which we all know is growing. Cooking them in the UK, where they are under our direct control and supervision, seemed a sensible route." Demand for vegetable crisps in the UK is considerable, Dewey says, and is set to grow further. "British consumers are coming to know and enjoy the sweet potato as a vegetable and this can only increase sweet potato crisp purchases." Both the orange and three colour varieties are available from wholesalers nationally.



Scott Farms™
INTERNATIONAL
Hand picked Sweet Potatoes

NO VAT!

NEW!



Ludlow Food Festival Gold Winner 2013 for Best New Product!

SIMPLY THE BEST SWEET POTATO CHIPS

Our family has been growing sweet potatoes for over four generations...

Grown from seed on our farm in North Carolina, USA, only the BEST hand picked orange, purple and white sweet potatoes are selected for our chips.

Dewey R. Scott

AVAILABLE IN 40g & 100g BAGS

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RECIPE FOR SUCCESS

Ken Duncan, director of MyThyme Solutions shares news of its latest time-saving system

Are you looking for a simple and convenient way to manage recipe development? MyThyme Solutions has launched its Technical and New Product Development module, designed with technical compliance in mind to set itself apart from its competitors.

Its Recipe Development system is proven to help food manufacturers create recipes that meet their customers' demands first time. It can be implemented as a standalone system or as part of an integrated ERP system, covering every aspect of your business.

Not only that, but its easy to use recipe creation system provides real time transparent product costings, including percentage margin and absolute margin per unit. The ingredient database includes the nutritional and intolerance data and calculates this as you create your recipe. It will allow you to record your ingredients' country of origin and manufacture then populates this a product specification, reporting if there are any additives present, their 'E' number and function. Once you have created the right product, it creates an automated client submission sheet.

Save time

With your product now approved, the system automatically generates a full product specification in seconds,



significantly reducing the workload of your Technical and New Product Development team as it reduces the lead time from concept to launch – allowing them to focus on gaining new business. The submission sheets and product specifications can be formatted to meet the needs of you and your customers, providing peace of mind that they contain accurate information. This will instil discipline into your NPD process, resulting in more successful launches. Product photographs and labels can be incorporated to generate Quality Assurance sheets to assist with product consistency.

In today's commercial climate, it is important that your business remains profitable. The sales reporting function will detail the recipes that are not financially viable, and MyThyme has a very powerful value engineering facility that will help you improve your margins. With help from our system, you can redevelop low margin recipes and see the impact on the bottom line before sampling in the kitchens. When you have created the improved recipe, your product specification can be automatically generated.

Why MyThyme?

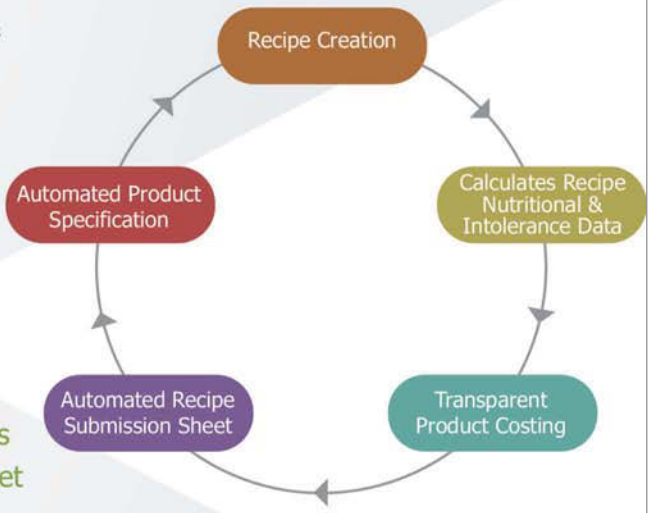
Not only has MyThyme evolved with the ever changing demands in legislation, it has ground breaking forward and reverse traceability throughout. Every transaction is recorded from point of receipt to delivery and makes the mass balancing a very easy task.

Manufacturers choose MyThyme above the more recognised brands because we develop systems to their exact requirements. Existing data can be uploaded from your existing spread sheets or integrated with most ERP systems.

Sauce up your product launch process

TECHNICAL PURCHASING INVENTORY OPERATIONS SALES ACCOUNTS

- Reduces the NPD & Technical administrative workload
- Reduces the lead-time from concept to launch
- Real time ingredient and recipe database
- Integrates with your existing systems
- Real time product costing model
- Full system traceability
- Value added recipe facility
- Real time nutritional and intolerance calculations
- Imports data from spread-sheets and existing databases
- Automated production specification and submission sheet



"Very few ERP systems are designed to automate and simplify the Technical and New Product Development departments."

For further information please contact us via:
Email: sales@mythymesolutions.co.uk
Website: www.mythymesolutions.co.uk
Phone: 07977 074570

MyThyme Solutions
Delivering excellence in management control



HOT SELLER

Iconic Stateside brand Tabasco has added popcorn to its ever-popular product range

Popcorn is one of the most popular snacks across the world, enjoyed as a classic accompaniment to a cinema trip and a favourite option for sharing with family and friends. Not only a great snacking option, it's better from a health point of view as some other snacks – recent studies have shown that popcorn is packed with healthy oils, vitamins and fibre – and while classic sweet and salted flavours still get tills ringing, many popcorn lovers have been exploring other flavours in the hunt for a deliciously unique popcorn experience.

Have you ever tried fiery popcorn? Well now you can, as Tabasco Popcorn brings the heat! A partnership between all-natural popcorn maker Jimmy's and the iconic Tabasco brand has created an utterly individual blend of flavours. As a renowned popcorn and snack manufacturer founded in 1947, Jimmy's objective is to make high-quality and innovative popcorn to be enjoyed by snacking and film lovers. Quality is the name of the game, which ensures satisfaction with all of Jimmy's customers.

When the time came for Jimmy's to find a partner with which to create a distinctive new flavour, it met its match in Tabasco, a centuries-old bastion of American good taste. The story of this world-famous business starts with a gentleman by the name of Edmund McIlhenny in 1868. A family business just like Jimmy's, Tabasco is five generations in and still made in Avery Island, Louisiana in the United States of America. Tabasco's pepper sauce has been made the same way for over 140 years, and the brand has become known for using high quality, unique ingredients and detailed processes to produce one of the world's best-loved sauces. Now sold in over 165 different countries, Tabasco has explored partnerships with a wide range of foods – from chocolates to oils – but popcorn has to be the most unique yet.

Tabasco Popcorn is soon to take the UK by storm with its two great tasting flavours: Sweet Chili Cheese and Sweet Chili BBQ, both packed with flavour and ideal for sharing. The pair has been designed to stand out on shelves – Sweet Chili Cheese is packaged in an eye-catching green bag and Sweet Chili BBQ in chestnut red – both have great visuals of the brand and ingredients and are sure to go down well with consumers!

This innovative new product is looking forward to a best-selling year as an all-year-round, all occasion, healthy snacking option that is ideal for all ages.

Tabasco Popcorn is available in a case size of eight and with each bag weighing 90g.

Contact Empire Bespoke Foods to be a frontrunner for the next big thing!



CREST OF A WAVE

Devon-based crispmaker Burts Potato Chips is experiencing rapid growth, thanks to a high quality product and partnerships with some blue-chip food and drink producers

"Having celebrated our eighteenth birthday this year, Burts Chips has come a long way from the railway siding we started out in," says Simon Knight, sales and marketing director at Burts Potato Chips. "We produce real crisps, with real crunch, while continuing to innovate and excite our loyal consumers."



Burts is proud to have pioneered many firsts, including the healthier, alternative snack solution, Lentil Waves. "Inspired by the growing trends for better-for-you snacks," Simon says, "Lentil Waves provides consumers with the perfect combination of indulgence and health, without compromising on taste or texture."

Burts was the first to partner with licensed brands. "Guinness Burts Chips," Simon says, "was the largest true, innovative launch within the hand-cooked crisp sector of 2013, and the brand's strongest-performing product."

Consumer demand for more Guinness-flavoured crisps resulted in the launch of Guinness Rich Beef Chilli , in September 2013, and a new Guinness flavour is planned for later in the year. Other partnerships include Levi Roots and more recently, Hobgoblin Spit-Roast Steak, launched February 2015, in partnership with the Wychwood Brewery.

Strong traceability

Burts Chips was one of the first brands to tap into the trend for authentic ingredients with strong traceability credentials, working closely with suppliers from the South West to source the finest seasonings from the local area. "We can even tell you the field where the potatoes were grown," Simon says, "and we stamp this on the back of every pack, along with the name of the fryer that hand-cooked each individual bag.



"We use salt from the Cornish Sea Salt Company in our top-selling variant, Sea Salt Burts Chips, source the chillies for Firecracker Lobster and Thai Sweet Chilli from the South Devon Chilli Farm, and use real chorizo sourced from the Good Game Company in Devon as an ingredient in Spicy Chorizo. The most recent flavour, launched in March 2015, is Devon Roast Beef, a partnership between Burts and The Well Hung Meat Company, who source organic beef from local farmers.

"These NPD launches and dedication to quality have helped Burts to compete and stand out in the category," Simon says. "They have contributed to the brand's growth and helped us to become an award-winning brand. In addition, we've been investing heavily, £2.7m to be precise, in expanding and improving our Devon factory to facilitate an ambitious growth plan and increase profitability. So with the outlook bright, Burts will continue to do what we do best, which is producing delicious-tasting, crunchy crisps and better-for-you snacks... if you keep an eye out you may also stumble across a few new flavours to try!"



A TASTE OF SOUTH AMERICA

The 2015 Speciality & Fine Food Fair is where Inka Snacks will launch their Sweet Potato Chips, which use sweet potatoes grown in Peru

Independent retailers looking for a different sort of snack to offer their customers can turn to Inka Snacks, a British-based company specialising in tasty snacks from South America. Already firmly established in this sector, the company is set to launch its latest product at this year's Speciality and Fine Food Fair at Olympia this September.



Inka Snacks Sweet Potato Chips offer retailers a real point of difference, says Inka Snacks' founder and managing director, Mariana Maher. Sweet potato chips are a newcomer to UK shelves and purveying a product from South America will enable independent retailers to stand out from the supermarkets.

Mariana is keen to emphasise the heath benefits of her sweet potato snacks. "Inka Sweet Potato Chips are low in salt," she says. "They were originally made without salt, but our research indicated that the British public likes a little salt and so that is what has been added. These chips are lower in salt than potato crisps."

But, of course, it is the taste itself which will gain the product a following, and Inka Snacks Sweet Potato Chips have "a unique taste, with a lot of flavour," Marian says. "That flavour is strong and sweet, with just a hint of salt. It's the sort of snack that will be a particularly good fit with independent food retailers, she says, because "it's a gourmet snack made with best quality ingredients and sustainable palm oil." The sweet potatoes themselves, (or 'camote') are grown on the coast of Peru and "sliced to a perfect thickness, not too thick, and not too thin," Mariana says.

The sweet potato chips join other products in the Inka range which have already proved themselves with British retailers. Inka Snacks Roasted Giant Corn is available in smartly packaged Original and Chilli flavours and is original not only for the taste experience but also for the size of the corn. Retailers may like to know that the corn in grown in the Incas' Sacred Valley, whose latitude and altitude allow the corn to achieve its unique size. The company also produces Amazon



Plantain Chips, which are retailed by Holland & Barrett.

Regionality is important to this company, whose branding references three regions of South America, the coast, the Amazon and the Andes. Local textiles particular to each region are used in packaging design to connect the food with its point of origin and to provide a striking product for retailers' shelves.

The Inka range has already been well-received, with products being accepted for sale in 264 Waitrose outlets. and Mariana has high hopes that the new Inka Snacks Sweet Potato Chips will enjoy similar success.



THE TALE OF TEN ACRE

With a unique personality and exclusive "Free From Plus" ethos, it's no wonder Ten Acre is becoming an international success story

It has been an incredible 12 months for Ten Acre. They may have only launched last year, yet they are fast becoming one of the most recognisable premium snack brands in speciality outlets across the UK.

Ten Acre burst on to the snacking scene by unveiling an innovative and quirky range of hand-cooked premium crisps. Original flavour names, a make-believe Ten Acre online village and unrivalled free-from credentials made the product unique and helped create a stir in the category. Not only are Ten Acre crisps British, hand-cooked, premium quality and great tasting, they are also gluten, dairy and MSG-free, vegan, halal and kosher. It means that anyone can enjoy Ten Acre, whatever their dietary requirements. Who would have thought that vegans would be able to munch on Chicken Soup and Cheese & Onion crisps!

Just nine months later – and on trend – came the launch of five varieties of luxury popcorn, complete with the same free-from credentials, to add to their ever growing repertoire of snacks. Flavours include the contemporary Cousin Maisie's Fennel & Lemon and Ambrose Popperley's Wasabi.

Tony Goodman, CEO at Manchester-based Yumsh Snacks says, "We saw that there was a gap in the market for premium quality, great tasting snacks that had all the dietary credentials that people were looking for. We also noticed that the category was crying out for an element of fun. Ten Acre is the perfect fit. Our crisps and popcorn tick all the boxes – and much more!

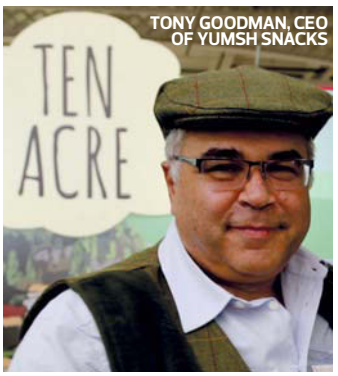
"We have been thrilled with the response to our snacks, both from consumers who have been demanding them and from retailers who have been looking for something that ticks all the boxes. But we won't stand still just because we have a great product – the brand is constantly growing and evolving, both in terms of product and brand development. We love what we do."

Taste test

This month (July), Ten Acre will take the wraps off the latest additions to their snacking family – two exciting new flavours for their popcorn range, Lucia Popperley's Cappuccino Popcorn and Cousin Penelope's Strawberry & Cream Popcorn.

"We are passionate about innovation and about flavours. Cappuccino really hits the spot! We taste tested it at the recent Caffè





TONY GOODMAN, CEO OF YUMSH SNACKS

Culture trade exhibition and, although we knew the flavour was really special, the reaction to it was fantastic. Our ethos centres on great tasting products – it is at the heart of all we do – so to see it so well received from those in the industry was a great moment," says Tony.

"Strawberry & Cream encompasses all that is British and summery. It is a winning combination. We believe it will really appeal to everyone's taste buds, and are looking forward to seeing the response from consumers – and retailers – to both of these new and very different flavours."

Looking forward

As the Ten Acre brand continues to flourish and grow, so do the opportunities. Experts are predicting even further growth in the already booming free-from market, particularly for products that are gluten-free, with more than half of the UK now buying products that are free-from. Ten Acre products are all "Free From *Plus*", Yumsh Snacks' own category definition for products that are gluten, dairy and MSG-free, vegan, halal and kosher – as well as great tasting and of premium quality – and sensibly priced. As a result, Ten Acre is now exporting to the USA, where gluten-free is in even greater demand, as well as across Europe – most recently in France.

Tony says, "As well as great flavours, accessibility is also one of our core values – we want to make snacks that the whole world can enjoy! Our crisps and popcorn are "Free From *Plus*", so the message to retailers is that they only need one brand on their shelves – Ten Acre!"

As well as export, Yumsh Snacks is focusing on continuing to build the Ten Acre brand here in the UK by taking part in – most recently – the Ideal Home Show, the Free From Tour (which is at every leading county show in July and August reaching more than two million consumers), regional vegan festivals and the recent London Allergy and Free From Show, as well as a host of key trade shows including the upcoming Speciality & Fine Food Fair in September.

"By participating in major consumer and trade events, we are putting Ten Acre in front of hundreds of thousands of consumers, as well as buyers. We know that nothing converts people better than actually trying the product, and this is helping us to develop the brand even further!" says Tony.

The future is looking fantastic for Ten Acre – the snacks are now listed in one of the most luxurious department stores in the world, Fortnum & Mason, and the brand is the preferred supplier to Condé Nast Johansen's luxury hotels. Ten Acre has also been chosen to supply FMC, the official caterer to The Championships Wimbledon.

"The last 12 months or so has been an exciting journey for the Ten Acre brand, and with the launch of new flavours this month – and possibly more in the not too distant future - we don't expect to rest on our laurels any time soon, nor would we want to," says Tony.

> "Our message to retailers is that they only need one brand on their shelves – Ten Acre"



TEN ACRE'S EXPANDING POPCORN LINE

A festival of new flavours headlining soon

NEW Cappuccino flavour Popcorn

NEW Strawberry & Cream flavour Popcorn



GLUTEN FREE ✓ DAIRY FREE ✓ MSG FREE ✓ *Plus* VEGAN ✓

After rave reviews in customer trials, welcome to the new members of the Ten Acre family. ***Lucia Popperley's Cappuccino Popcorn*** and ***Cousin Penelope's Strawberry & Cream Popcorn.*** As with all our hand cooked crisps and popcorn they are Gluten, Dairy and MSG Free *Plus* Vegan – and of course packed full of flavour! Which allows you to stock one range that ticks all the boxes.

To discover more about Ten Acre snacks contact **+44 (0)161 266 1044**
or email **info@yumshsnacks.com**

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TEN ACRE®

WELCOME TO WONDERFUL



SAY YES TO HEALTH

Meet No-No flat breads, a family-friendly option for health-conscious consumers

World-wide favourite

Flatbread is a thin and crispy bread often used as an accompaniment to meals in many different cultures, most notably Mediterranean and Asian cuisine. As a favourite in Scandinavian countries for many years, it more recently has become popular in the UK market and is also enjoying a great deal of popularity in the United States and other Western parts of the world.

Healthy option

Many of those who are cutting back on sweet snacks look for low-sugar snacks; these No-No Flatbreads have been especially created for the weight and health-conscious. Being very low in fat (containing less than 1g of fat) makes them ideal as part of a healthy diet. For those who require some sort of bread with a meal but need to limit their intake of carbohydrates, this can be a more satisfying way to fulfill the desire and still consume much less in the way of bleached or wheat flours.

Child-friendly

This serves as a benefit for parents with high interest in no added sugar snacks, as health remains a key consideration.

Given that taste wins out when children choose their own snacks, it is also important for healthier snacks to deliver in this respect, balancing taste with healthiness to appeal to parents.

Customer-focused

Ideal for all independent stores and in demand from UK consumers, with its provenance and wide range of great tasting flavours, No-No perfectly fills the gap in the market. As that market stands, No-No without a doubt has other competitors, but constantly strives to progress and meet the demands of its customers as the market develops.



WHAT'S ON OFFER?

Empire Bespoke Foods carries an extensive range of delicious flavours (available in Mixed Seed, Sesame Seed, Italian Herb, Hot 'n' Spicy, Cinnamon & Sugar, and Sundried Tomato & Basil) perfect for everyone, being a suitable Kosher product and suitable for vegetarians. The thin crispy texture of the bread provides a crunch that is similar to that of a cracker, but it is much thinner than any cracker product on the market today. Fantastic with or without dips, they can be devoured at any time throughout the day – even between meals.



A HEALTHY BLEND

Munchy Seeds offer retailers an original and healthy alternative to everyday snacks



As an independent food retailer, your snacks need to be a good fit with the high quality and often unique products which form the rest of your stock. Artisan crisps and popcorn offer alternatives for some consumers, but what about those customers who want a moreish snack that's not only addictively tasty but is actually good for them?

Enter Munchy Seeds, a range of attractively packaged seed snacks, which is successfully produced by a family-run firm in Suffolk. A highly versatile product, seeds are an excellent natural source of essential vitamins, minerals, oils and protein, so they can be enjoyed on their own as a healthy snack, sprinkled over fresh green salad, soups or stir fries, or used to top yoghurt and ice cream. These protein-rich nibbles also offer retailers grab-and-go snacks in snack packs and sharing tubs. The products are based on a recipe created in New Zealand by the grandmother of Lucinda Clay, who owns and runs the company with her husband Crispin. Their small but dedicated team gently roasts premium quality seeds to create delicious blends, with natural flavours and coatings.

A variety of formats and refillable, branded containers offers fresh ways of selling this original product. As well as being sold in the now familiar transparent tubs, Munchy Seeds are also available in single serve snack packs and in variety snack pack boxes. Details about all of these and more can be found on the Munchy Seeds website.

Wide appeal

Stocking the full eight-strong range of nutritious Munchy Seeds provides snacking shelves with products that will have wide appeal, both in terms of taste and also health benefits. Some are sweet (Honey Seeds, Super Sprinkles), others savoury (Omega Sprinkles, Crunchy Bites, Pumpkin Power) and two varieties are chocolate coated (Choccy apricot & Choccy Ginger). Customers who like their foods to bite back will be drawn to the spicy Chilli Bites.

Lucinda Clay grew up on a sheep farm in New Zealand where her grandmother roasted different seed blends for the family to nibble on, rather than eating confectionery. Seeds being packed with energy and nutrients kept the grandchildren running around the hills for longer when out helping their father move sheep on the farm. This successful husband and wide team are continuing the family tradition of carefully blending, flavouring and roasting seeds to produce a deliciously nutritious seed snack for all ages and stages.

Over the last 15 years, Lucinda and her British husband Crispin have taken their Munchy Seeds brand to over 1,000 shows & exhibitions around the country and have won listings with the major supermarkets, wholesalers, delis and farm shops.





AWARD-WINNING HAND POPPED POPCORN PERFECTION

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

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

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