NEW PRODUCTS, LATEST TRENDS, THE SNACKS TO STOCK

2021

SNACK BUYER

From the publishers of SPECIALITY FOOD

MAGAZINE



SOURDOUGH BITES

SAVOUR THE CRUNCH

MINTEL

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WELCOME TO SNACK BUYER



Welcome to the 2021 edition of *Snack Buyer*, brought to you by the publishers of *Speciality Food*.

The snacking sector has been through a particularly tumultuous time these past 18 months; thanks to lockdown and great swathes of the UK working from home, not only were consumers unable to enjoy a snack alongside a drink in their favourite pub or restaurant, but they were less likely to purchase bagged snacks en route to work or any other destination.

Snacking on-the-go became a thing of the past for many – but that's not to say that the nation's appetite for snacking waned. Instead, snacking decisions were more considered – in line with new healthy eating goals, perhaps, or more indulgent than they would have previously been. New snacking occasions emerged, with homeworkers able to spend more time on DIY snacking and many complaining of not being able to walk past the kitchen cupboard without indulging in a nibble (or two). As the necessity for snacks waned, shoppers came to understand better the exciting options out there – no longer stretched for time when shopping, they explored shelves rather than unthinkingly reaching for 'the usual'. The higher quality options at independent retailers became more tempting than the multipacks offered by the multiples, as indies experienced a rise in new customers seeking out locally-produced, delicious snacking options.

As I write, travel and retail are reopening, and so are the opportunities for *Speciality Food* readers. Consider this a nudge to highlight your artisan snacking selection and attract 2021's shopper: health-conscious, quality-seeking, and innovation-hungry. Within these pages you'll find products that will help you do just that.

I hope you find it an appetising read.

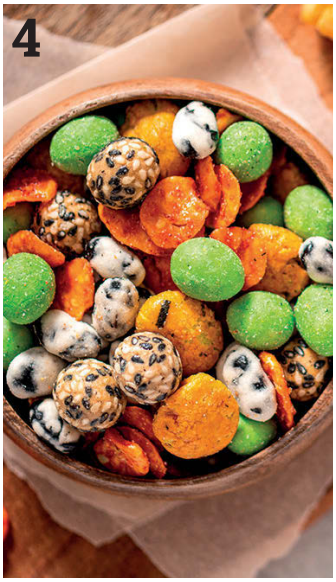
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EDIBLE LUXURY

If the challenges of 2020-21 have shown us anything, it's that the comfort of a well-chosen edible indulgence works wonders. Consumers across the UK and beyond have been seeking solace in quality treats – in part to recreate some of the luxury of a dining-out experience in the home – and independent fine food retailers are perfectly placed to cater to this desire. From high-quality roasted nuts to cheesy snacks with enviable provenance, a considered stock of savoury treats is a smart and simple way to satisfy shoppers' appetite for indulgence.





SEGGIANO MINI FLATBREADS PARMESAN
These delicious, super thin crispy crackers are handmade in the Piemonte region of Italy using extra virgin olive oil.
seggiano.com

CAMBROOK COCKTAIL MIX NO 6
Get in the party mood with this combination of chilli cashews and peanuts, hickory smoked seasoned almonds, and caramelised sesame hazelnuts.
cambrookfoods.co.uk





DAVINA STEEL CHOC CHIP & ORANGE BISCOTTI
Crunchy fingers for dunking, snacking and sharing.
davinasteel.com

SIX OF THE TOP 10 NEW LAUNCHES OF 2020 WERE **TREATS.** ACROSS **BISCUITS, CRISPS AND CONFECTIONERY**, THESE PRODUCTS HAVE CAPITALISED ON A **SURGE OF CONSUMPTION DURING THE PANDEMIC**

KANTAR'S MOST VALUABLE FMCG LAUNCHES OF 2020

> "Consumers are prone to moments of indulgence and do not want to sacrifice taste"
>
> **FMCG GURUS**



INTERNATIONALLY-INSPIRED

In the absence of international holidays consumers have been travelling via their taste buds, and this movement has been just as present in the snack sector as it has been when it comes to full meals. While some options may be omnipresent in their country of origin, they're exciting additions to the UK retail market – and shoppers are snapping them up. After all, what could be more indulgent than travelling the world from the comfort of your sofa?

> "A Craft Bakers Association member survey carried out in late 2020 predicted that indulgent, comforting and nostalgic flavours are set to soar in 2021"

ACCORDING TO RESEARCH, **55% OF CONSUMERS** SNACK FOR AN **INDULGENT TREAT WHILE 48%** SNACK TO **RELAX OR UNWIND**

FMCG GURUS





SOFFLE'S PITTA CHIPS ROSEMARY & THYME
An all natural, oven roasted pitta chips snack made using only fresh ingredients.
soffles.com

LORO CRISPS PLANTAIN CHIPS
Vegan and gluten-free plantain crisps made to the rhythms of Colombia in four delicious flavours.
lorocrisps.com





MITSUBA WASABI PEANUT CRUNCH
Blow up your tastebuds with this new crispy intense flavour sensation. 100% vegetarian and 100% palm oil-free.
mitsubasnacks.com

SWEET SENSATIONS

With more consumers working from home than ever before, the workday coffee break has turned into an occasion – and how better to celebrate a 10-minute respite from your makeshift desk than with a sweet treat served alongside a steaming hot cup of tea or coffee? There are plenty of options out there, from sugar-free caramel popcorn to nut mixers cut with dark chocolate chunks, but the following three products are our picks for moments when only something sweet will suffice.



SIMPLY DOUGHNUTS VANILLA FLAVOUR MINI DOUGHNUTS
Six sweet 'ball' doughnuts with a vanilla flavour filling and a light sugar coating.
simplydoughnuts.co.uk

POGGIO DEL FARRO SPELT BAR WITH OATS & NUTS
A 100% natural bar, naturally sweetened with honey and produced by skilled bakers in Tuscany.
poggiodelfarro.com





TELSTAR HEAVENLY COOKIES
A delicious, low-calorie accompaniment to your favourite brew which contains no palm oil or artificial sweeteners.
nibnibs.com

WELCOME TO THE WHĀNAU

Family (or 'whānau' in Maori) comes first for Kiwi firm RJ's, where world-beating licorice meets exciting innovation

For the globe's licorice lovers, New Zealand is home to an unlikely treasure trove: a range of soft snacking licorice that's as innovative as it is delicious. Founded in 1995 by father and son Roger and Regan James Halliwell, the company has always specialised in transforming wheat, sugar and molasses into moreish licorice with a cult following.

And it's not just a niché audience who enjoy everything the small North Island factory creates.

RJ's attention to the details of manufacture has secured its success in global export markets. "The ongoing success of the RJ's brand is down to their passion for creating the highest quality of licorice," explains Ian Food, director of Sapphire Brands, which looks after RJ's in the UK. A progressive mindset also helps; recent months have seen palm oil eradicated from all SKUs and the launch of a new website celebrating RJ's family of brands in one place.

Meeting demand

The high quality licorice is available in a wide range of flavours and formats, from bright, attractive pouches of soft liquorice bites, chocolate-coated balls, raspberry twists, and chocolate bullets, to classic chocolate-centred logs in Orange Choc, Raspberry Choc and Licorice Choc flavours. Licorice Allsorts are a real crowd pleaser too, whether in the regular or jumbo format. Delicious combinations of chocolate, fruit flavours and traditional licorice make it the ultimate snack. "The innovation to put chocolate through the licorice is what turned things around here in New Zealand," says Jason Clements, RJs general manager for international markets."The innovation to put chocolate through the liquorice is what turned things around here in New Zealand," says Jason Clements, RJs general manager for international markets. "Licorice is huge in New Zealand and RJ's is a big part of the reason. We're constantly looking at ways to 'make it better' and we listen closely to what consumers, both locally and internationally, are seeking. We are very excited about what we have in the pipeline and look forward to sharing that with our loyal customers later this year."



> "The ongoing success of the RJ's brand is down to their passion for creating the highest quality of licorice"

Making the world a better licorice place!

RJ's

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

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

For the love of great licorice



BATCH MADE IN **NEW ZEALAND**

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

A NUT ABOVE

How to wow the snacker who has tried everything? Hampshire nut-roaster Cambrook has a few tricks in its range

What do The Savoy, The Dorchester, The Ritz and Claridge's all have in common? Besides hosting an elite clientele of the globe's most discerning and demanding customers, every one of these great hotels trusts the traditional Continental pans of Hampshire roastery Cambrook to deliver a world-beating snacking experience. Founded in 2012 by nut aficionados Angus Cameron and Michael Brooks, Cambrook Foods has earned a reputation for creating the very finest snacks. "We only buy the best grade nuts," says sales and marketing manager Deborah Bradfield. "For us it's always quality first; that's our USP." Baked (never fried) with a carefully-curated larder of classic flavours – olive oil, black truffle, hickory smoke, lime, ancho chilli, honey and more besides – each batch of nuts sings with delicious natural flavours. Even better? The snacks are now listed with a growing list of retail wholesalers, meaning it's never been easier to get them on your shelves.

"We were historically known for supplying in bulk," says Deborah, "but last year we bought out a 140g retail pack with an RSP of £2.99 and it's gone down a storm. Our cocktail hour mixes go perfectly with a G&T and fit with the trend to push the boat out a little more at home. Last year we added Cocktail Mix No6 to the range along with a Chilli & Lime (the chilli trend just doesn't seem to end!) and now seven in our range have Great Taste awards.

> "For us it's always quality first; that's our USP"

In fact, Mix No6 has bagged three, and now joins the other mixes in gift-ready glass jars. "They've had a phenomenal rise as gifts but also in hampers," says Deborah. "Like everyone else we've suffered with hotels and pubs closing, but with consumers looking for something new and different at home retail has been an extraordinary silver lining."









NEXT-GENERATION

During the pandemic, innovation took a backseat to shoring up sales of established products. But as Covid-19 restrictions ease, producers are igniting their imaginations to create inventive snacks that appeal to newly revamped consumer habits



VEGAN

According to Innova Market Insights, today's consumers "demand new formats, new plant proteins and an extra level of sophistication" when it comes to plant-based snacks. In this area, however, flavour has long been a key driver, and Innova says "plant-based indulgence" will drive new product developments today. From mushroom or jackfruit jerky to dairy-free chocolate, Innova's *Top Trends for 2021* report says this means "combining natural and free-from benefits in established areas such as chocolate, extruded snacks, nuts and snack mixes, while also featuring novel ingredients as varied as hemp and hibiscus".

IN THE PREVIOUS **FIVE YEARS**, **SNACKS** WITH **VEGAN/NO ANIMAL INGREDIENTS** CLAIMS **GREW** BY **11.8% ANNUALLY**

SOURCE: MINTEL GLOBAL NEW PRODUCT LAUNCH DATABASE, MARCH 2021



CLEARSPRING ORGANIC BLACK PEPPER SEAVEG CRISPIES
Great Taste Award-winning, gluten-free toasted nori snack, flavoured with salt and fiery black pepper.
clearspring.co.uk



EASY BEAN CHICKPEA, TURMERIC & NIGELLA SEED CRACKERS
Using chickpea flour milled in the UK, lightly spiced with turmeric and nigella seed for an Asian twist. Gluten and dairy-free.
easybean.co.uk



DODONI HEAVENLY CHEESE THINS JALAPEÑO CHILLI
New baked cheese snacks created from the finest all-natural ingredients, gluten-free, and with 60% of every snack made from real Greek Feta PDO.
dodonisnacks.com



SUGAR ALTERNATIVES

With more and more consumers looking for healthier snacks to enjoy, producers are making use of alternative ingredients, such as stevia, to improve their health credentials while ensuring bold and brilliant flavours. According to Mintel's Global New Product Launch Database, the UK leads the charge with the highest proportion (15%) of European food and drink launches carrying a 'no added sugar' claim in the past five years.

"Innovators are looking for alternative approaches, such as the use of sweet flavouring agents and aromas as a promising option to reduce sugar content in new food and drink products"

NEHA SRIVASTAVA, FOOD AND DRINK PATENT ANALYST AT MINTEL

FREE FROM

Sugar-free, gluten-free, dairy-free, nut-free – the free-from category is an ever-expanding segment that retailers would be remiss not to explore. With recent innovations ensuring that everything from dairy-free chocolate to gluten-free bread is good enough to tempt you back for more, there is no reason not to invest.

SALES **GROWTH** IN THE **FREE-FROM** FOODS **MARKET ACCELERATED** IN **2020**, WITH **VALUE** SALES **RISING** BY **16.9%** YEAR ON YEAR TO **BREAK THROUGH** THE **£1 BILLION** CEILING

SUSTAINABILITY

Fine food producers are looking to do more than create a great product these days. A firm focus on the environment is proving critical with conscious consumers, and new product launches which feature bold sustainability claims, such as reusing foods that are typically bound for the bin, cutting out plastic waste or using ingredients that are more eco-friendly are key for winning trust.

HFSS REGULATIONS

Government legislation that will ban certain marketing and advertising for food or drink that is high in fat, salt or sugar (HFSS) is on the horizon, leading some producers to reformulate HFSS products. While this could be a costly option, with the market researcher IRI predicting a £30-75 million negative impact on sales, it is a much lower cost than doing nothing, which could cost manufacturers and retailers £192 million.

THE **GLOBAL HEALTH** AND **WELLNESS** SNACKS **MARKET** IS **FORECAST** TO REACH **$98 BILLION** BY **2025**, **GROWING** AT A CAGR OF **5.8%** BETWEEN **2020** AND **2025**

SOURCE: EUROMONITOR PASSPORT, HEALTH & WELLNESS SAVOURY SNACKS, SWEET BISCUITS, SNACK BARS & FRUIT SNACKS



ZEET SPICY GORDAL OLIVES
Jarred olives from the Gordal variety, made carefully with a spicy touch.
evoozeet.co

ILOVE SNACKS ROASTED PISTACHIOS SPRINKLED WITH ROSEMARY & SEA SALT
A snack that is nutritious and delicious and packaged in a cool, functional, environmentally friendly tin.
ilovesnacks.co.uk





TWO FARMERS SALT & CIDER VINEGAR CRISPS
Flavoured with Two Farmers' own cider vinegar, made from apples grown in Herefordshire orchards, and sold in 100% compostable packaging.
twofarmers.co.uk



PACKAGING

It's no longer enough to create a delicious tasting product with high health and sustainability credentials. Today, consumers are demanding planet-friendly packaging. Whether it's compostable, recyclable or even in some cases edible, products that push the boundaries of sustainable packaging are guaranteed to gain favour with consumers.

SNACKS WITH **ENVIRONMENTALLY** FRIENDLY **PACKAGING** GREW **7% ANNUALLY**, OVER THE **PAST FIVE YEARS**

SOURCE: MINTEL GLOBAL NEW PRODUCT LAUNCH DATABASE, MARCH 2021

FLAVOUR OF THE MONTH

An exciting new flavour is piquing interest, but then appealing to modern consumers has always been this Hereford crisp maker's strong suit

Crisp lovers have found themselves rather conflicted over the last few years. Can five glorious minutes crunching down on golden wafers of fried potato really justify the estimated 80 years that the packet will linger on in our ecosystem? Does the satisfaction we get from a fabulous snack devoured with an ice-cold pint still eclipse the guilt of knowing the multilayer laminate packaging will still be cluttering up landfill or water courses when our children's children are running around? It's a dilemma that matters to an increasingly ecologically-aware buying public, and so Two Farmers' efforts to fix the sustainability of snacking couldn't be more welcome.

Plastic free

Funnily enough, the farmers in question – Sean Mason and Mark Green – were ahead of the curve in their efforts to build sustainability into the USP of their product. "When we set out with these ideas in 2015 we had no idea that plastic usage would become such a hot topic," says Sean. "We looked at boxes and tins before the fully compostable crisp packet materialised. We now have the perfect solution." First launched in 2018, the compostable packets are made of sustainably-grown eucalyptus wood fibres printed with vegetable ink. Crucially the composting process can take place at ambient temperatures under 30 degrees, a big win when other bioplastics are coming under fire for remaining stubbornly intact in home compost bins.





In fact, Two Farmers also has plenty of answers for anyone concerned about the wider impacts of production. With a busy potato farm an integral part of the Two Farmers operation, there's an opportunity to mitigate the power demands made by the fuel-hungry frying process. An anaerobic digester turns farm and crop waste – including potato scraps and peelings – into electricity to power production. Growing their spuds within two miles of production also keeps food miles to a minimum, contributing to efforts to minimise the operation's carbon footprint and future-proofing these delicious crisps.

The taste of home

Sourcing locally comes naturally to Sean and Mark, proud Herefordians who are only too pleased to bring the region's best produce into their range. The result is a classic crisp selection with some great local twists. Two Farmers' Cheese & Onion are made with Hereford Hop cheese from nearby cheesemaker Charles Martell and onions grown on the farm. Lightly Salted are seasoned with Droitwich Salt, while Salt & Cider Vinegar has the tang of cider vinegar made with local apples. Hereford Bullshot calls on an iconic local ingredient: Hereford beef brought to life with a gentle spice mix, and Herefordshire Sausage & Mustard harness the deep flavours of Tudges' rare breed pork from Ludlow.

And Two Farmers isn't stopping there; this month sees the launch of Woodland Mushroom & Wild Garlic to delight plant-focused snackers. "The last year has allowed us to look at further innovations in our range and we've taken our time to find the right flavour to add," says Sean. "We've seen an increasing demand for plant-based flavours and mushroom and garlic seems a natural fit. It has been hard to source ingredients that fit with our ethics but we're excited to now be sourcing from Livesey Brothers, a family-run woodland mushroom farm in the heart of the National Forest in Leicestershire. Like us, they're a third-generation farming family and we feel our values are well-aligned." The richly-flavoured Woodland Mushroom & Wild Garlic joins the existing portfolio of 40g bags, 150g packets and 500g tins, giving on-the-go snackers, gifters or stay-home indulgers something extra special they can enjoy with a clear conscience.



> When we set out in 2015 we had no idea plastic usage would become such a hot topic



TOP OF THE POPS

After a decade of innovation, Joe & Seph's co-founder Adam Sopher is still pushing gourmet popcorn to exciting new places

"Your traditional sweet and salty popcorn is bought by a very different customer to Joe & Seph's," says Adam Sopher, and he should know. Co-founder and director at the company's new 'popcorn HQ', he can claim involvement in the very genesis of gourmet popcorn in the UK. "The indies that do really well with us are generating extra sales that they just wouldn't make with a standard popcorn offer."

The business's dedication to creating a range of indulgent products which suit any occasion – from a daytime or movie night snack to a dinner party treat, and even gifting – was a smart move, and has made Joe & Seph's the go-to brand for luxe popcorn and a money spinner for retailers.

Of course the real secret is the taste, which converts curious first-time buyers into loyal customers. "Our best-selling range is the 80g sharing pouch," says Adam. "The most popular flavour is still Salted Caramel but we have a really strong range that supports that, from Strawberries & Cream for Wimbledon to the 007 Dry Martini popcorn for the next James Bond release in September." A recent







Budweiser collab shows how much fun can be had with flavour, and a playful Christmas range adds to the magic. "For us it's all about the taste", says Adam. "We want to make sure we have the best-tasting popcorn in the market. We now have 67 Great Taste golds which helps show people it's not just me who thinks the flavours are good!"

Nearly 11 years on from its first batches the company still air-pops all its own corn, adding indulgent toppings to the light, oil-free mushroom kernels. "Air popping is most important to us from a taste perspective, " says Adam, "but it also means we don't have the extra fat. Just the good stuff!"

> "The indies that do really well with us are generating extra sales that they just wouldn't make with a standard popcorn offer"



A BITE OF A NEW MARKET

They're renowned for bringing slowly-matured flavours to the table, but a new move in snacking is showing Peter's Yard in a dynamic new light



COMMENTATORS



MATT HODGETTS
SALES MANAGER

If there's a signature flavour that has flourished over the last 16 months it has to be sourdough. As furloughed, home-working and self-isolating Brits fell in love with baking's most complex flavours and meditative routines, a passion for sour really took hold. Fast forward to July '21 and few consumers have the spare time to nurture their starters, but an appreciation for slow baking and the beautiful flavours and textures it can create remains strong. Now Peter's Yard, the Swedish-inspired bakery that puts a 45-year-old starter at the heart of every batch, is extending its Sourdough Bites range for food lovers on the go.

Flavour sensations

The latest addition, launching this month, is a 26g individual serving pack of Sourdough Bites that brings the premium crispbread and snacks brand right into the on-the-go category. "Our customer focus groups told us that people enjoy snacking on our core range crispbread products," says Matt Hodgetts, Peter's Yard's UK and export sales manager, "so we decided to launch a range of products that better suited snacking. We use all-natural ingredients and have made sure our Sourdough Bites have the health credentials to match." The single-serve packs are available in three flavours that show excellent regional provenance: Suffolk Cyder Vinegar & Sea Salt; Anglesey Sea Salt & Cracked Black Pepper; and West Country Sour Cream & Chive.







A lighter bite

Wholesome ingredients and natural processes are central to the Peter's Yard ethos. Like the signature crispbreads, the Bites are made in small batches that ferment slowly for 16 hours. Time is a crucial ingredient at Peter's Yard, but flour from Shipton Mill and sea salt from Halen Môn help give every single crispbread a unique taste and texture. Carefully selected seasonings add a little snack appeal to the Bites, making a moreish and better-for-you snack that offers consumers a healthier alternative to fried potato crisps. "When we launched our new Sourdough Bites snack range in 2020, our priority was to create a high quality, indulgent and tasty snack," says Matt. "However, we couldn't ignore the growing trend for healthy snacks and have ensured that our new Bites range are baked and not fried, which brings them under 100 calories per serving and means they have 60% less fat than typical potato crisps. Two of the flavours are also certified as vegan."

Feeding new habits

The Bites have introduced Peter's Yard to a new category – snacking – with higher penetration and purchase frequency, allowing the brand to be relevant to more consumers more of the time. "We forecast continued growth in bagged snacks, further flavour innovation and our business securing a larger share of the market," predicts Matt. "We anticipate that some shopper behaviours learned during the pandemic will remain because new habits will have had time to become ingrained. As lockdown eases and we see the return of travel and food on the go, we forecast an increase in smaller pack sales while sharing bags will hold their own as socialising rises."

"There is also a clear trend for healthier foods in the marketplace that looks set to continue," suggests Matt. "The focus on mental and physical health, particularly in light of the pandemic, and Government work to tackle obesity and HFSS [foods high in saturated fat, salt or sugar] means there is an exciting opportunity to develop our credentials as a healthy snacking brand."

As newly health-conscious consumers take their favourite flavours out into a re-opening world, Sourdough Bites are well and truly ready to go.





> "We couldn't ignore the growing trend for healthy snacks and have ensured that our new Bites range are baked and not fried, which brings them under 100 calories per serving and means they have 60% less fat than typical potato crisps"



NEW FOR 2021

OUR NEW SOURDOUGH BITES AVAILABLE IN BOTH 90g AND 26g PACKS FROM AUGUST

60% LESS FAT THAN CRISPS

99 KCAL PER SERVING

BAKED NOT FRIED

GRAB AND GO

Once a cornerstone in the snacking sector, on-the-go snacks suddenly fell out of favour when Covid-19 hit and the world locked down. As the reopening process continues, our love for convenient snack packs bursting with flavour and nutritious ingredients has returned



HEALTHY ON-THE-GO

With on-the-go snacks often picked up to quench appetites on busy days or even replace meals, nutrition is high on the list of desirable qualities. Shoppers will be on the hunt for key buzzwords, such as protein and fibre, and ingredients, such as seeds, nuts or oatmeal.



PRO BITES PICKLED ONION
Healthy but tasty vegan certified, high-protein on-the-go snack fortified with B12.
pro-bites.co.uk

MUNCHY SEEDS TOTALLY TROPICAL
Irresistibly zingy combo of lightly roasted sunflower and pumpkin seeds with coconut flakes, dried mango, sultanas, dates and bananas.
munchyseeds.co.uk





REAL HANDFUL CRAFT BAKED SALT & VINEGAR PEANUTS
The finest hi-oleic Argentinian peanuts and top-grade Californian almonds are oven baked in batches in the UK before being seasoned.
realhandful.com

SIZE MATTERS



Hayley Murgett, Kallø brand controller at Ecotone UK

While larger sharing packs may have seen a spike in sales during the pandemic, the return of busy schedules means that snacks which can be slipped in a bag and toted on the go will see a comeback.

Demand increased for Kallø's jumbo packs of rice and corn cakes during the pandemic, and as lockdown lifts, we're turning our attention to smaller pack formats to meet the needs of consumers on the move. With rice cakes consumed on 1.8 occasions per week and 22.3% of these occasions being 'carried out' of home, Kallø is extending its much-loved chocolate and yogurt topped range into an on-the-go twin pack format.



"We have witnessed a big shift over the last year, through the pandemic, towards snack solutions which give the satisfaction and great taste consumers love, along with quality, natural ingredients, that also nourish and boost energy"

LUCINDA CLAY, CO-FOUNDER OF MUNCHY SEEDS

> While the typical on-to-go lifestyle may have gone on temporary hiatus, time-pressured lifestyles of consumers around the world endured. Grab-and-go meals and snacks, whether consumed in or out of the home, are a way to meet consumers' needs for convenience, portability, and nutrition —whether at your desk, at the gym, in the car, or at your kitchen table

GLANBIA'S *SNACKS: TRENDS FOR 2021 AND BEYOND* REPORT

NEW FORMATS

For grab-and-go products, packaging is everything. As well as being attractive and sustainable, it also must be small, lightweight and portable, ideally containing a single serving. Consumers will appreciate easy-tear and resealable pouches when toting their snacks while out and about.



HEALTHY ON-THE-GO SNACKING, IS UNDOUBTEDLY A GROWING MARKET RIPE WITH INNOVATION

JULIAN CAMPBELL, FOUNDER OF FUNKY NUT CO

HYBRID WORKING

Consumers who were spending more time at home during the UK's lockdown periods drove snacking occasions to all-new highs. With experts claiming that hybrid working patterns, which include work both in the office and at home, will be the new normal outside of lockdown, what will this mean for the snacking boost? One study commissioned by Glanbia, has found evidence to suggest that on-the-go snacks will benefit. It said that of those working a hybrid pattern, a quarter would eat more snacks as meal replacements, while 31% said they would choose more on-the-go snacks due to their working routine.



FAIRFIELDS FARM ROAST RIB OF BEEF CRISPS

The perfect gluten-free, vegan partner to a real ale, made with potatoes grown on the family farm.

fairfieldsfarmcrisps.co.uk

PEP & LEKKER ROSEMARY & HEMP SEED SNACKS

The much-loved taste of rosemary combined with the superfood qualities of hemp seed provides an irresistible savoury snack.

pepandlekker.com





MUNGO BEAN CHIPS

Mungo Bean Chips are made with real beans, baked, not fried starting with just 60 kcal per pack.

mungobeanfarm.com



KEEPING IT CLASSIC

While the snacking arena is awash with innovation, sometimes only the classics will hit the spot. Crisps, popcorn and nuts and seeds may not be hitting the headlines but they are products that shoppers return to again and again. Indeed, according to research carried out by FMCG Gurus, 64% of consumers purchase crisps and 41% enjoy nuts and seeds.



ACCOMPANIMENTS

While the average British shopper doesn't require an occasion to indulge in a snack, there's no denying the attraction of a salty snack when paired with a glass of something special. Whether inspired by our Continental cousins' apero habits or simply by our own appetites is up for discussion, there can be no doubt that whether – at home or al fresco – a savoury nibble alongside a chilled tipple provides a delicious opportunity to indulge.



PEA GREEN BOAT FENNEL & CHILLI CHEESE SABLÉS
These exceptionally cheesy nibbles are the perfect accompaniment to your favourite tipple.
peagreenboat.co.uk

BRUSA GOURMET ITALIAN BREADSTICKS
Speciality Pietmontese-style breadsticks available in Green Olive, Sesame, Extra Virgin Olive Oil and Rosemary varieties.
brusa.com





BOUNDLESS ACTIVATED CHIPS CHIPOTLE & LIME
With a little TLC, our grains unlock their impressive range of nutrients – the method is simple, but mighty.
weareboundless.co.uk

ENJOYMENT IS THE KEY DRIVER FOR SNACK PURCHASES

According to Kantar 52 (w/e 21st February 2021), UK consumers bought snacks for the following reasons:

ENJOYMENT: **82.5%**
TASTE: **64.4%**
TREAT: **45.2%**
PRACTICALITY: **32.2%**
HEALTH: **29.3%**

THE VALUE OF **CRISPS, POPCORN, NUTS** AND **OTHER SAVOURY SNACKS** STANDS AT **£3.8BN**

SOURCE: KANTAR 52 W/E 27 DECEMBER 2020

NUTS

Nut butters and nut butter-filled snacks may be taking the industry by storm, but there is still a solid market for a handful of straight-up nuts.





SEGGIANO READY TO EAT CHESTNUTS
A naturally sweet, and wholesome snack, premium peeled chestnuts are high in fibre and contain a significant amount of potassium.
seggiano.com

REAL HANDFUL SMOKIN BBQ TRAIL MIX
These new satisfyingly savoury Trail Mixes combine Real Handful's unique craft baked nuts with delicious crunchy salted corn.
realhandful.com



SUN VALLEY SPICY BBQ PEANUTS & CORN
Moreish peanuts and crunchy corn spiced with Tabasco.
sun-valley.co.uk





POPPED SNACKS

While Peak Popcorn may have hit the industry a handful of years ago now, there's no doubting that the consumer appetite for all things popped is still going strong. Popcorn is still often considered a lower-calorie alternative to standard potato crisps, but these days the real excitement is in the flavours available on the market.



KARMA BITES PERI PERI
Goodness enlivened with a little added spice; every bite delicately infused with a piquant peri-peri glaze.
karmabites.co.uk

SOMERS GOURMET POPCORN
Flavoursome popcorn seasoned with sour cream and chive.
kohlico.com





POPCORN KITCHEN CHEDDAR CHEESE
Popcorn takes a sumptuous cheesy twist with the last word in crunchy 'cheddary' joy.
popcornkitchen.co.uk



"More people being at home all day during Covid-19 lockdown periods has supported growth in sales of crisps, savoury snacks and nuts, the biggest usage occasions being snacking during the day or the evening, and with lunch. Flavour innovation continues to be a major theme in NPD, including tapping interest in world cuisine flavours, while better-for-you products, premium varieties and pairing with dips and alcoholic drinks hold more potential for brands to increase sales"

RICHARD CAINES, SENIOR FOOD AND DRINK ANALYST AT MINTEL



CRUNCH TIME

Proving that farmers really do know how to coax the best from their crop, the Fiddler family shares the secrets of great crisps

It's a serious business, making the perfect crisp, but the Fiddler family of Brick Kiln Farm in Rufford, Lancashire, reckon they're on to something, and an army of loyal snack fans tend to agree. "We have always cooked our own crisps from day one", points out John Fiddler, whose father and grandfather also farmed the rich, dark soil around Ormskirk. While John's grandmother once fried up the family's potato crop for fish and chips sold at the farm gate, today the spuds are grown, sliced, fried and bagged on the Lancashire farm where the family has lived since 1982.

Reet tasty

Everything starts with the black soil of the Rufford and Lancashire plains, which helps give each spud the high dry matter content ideal for achieving a crisp bite. John, his father Bob and brother Robert farm the fertile soil together, bring the crop to fruition whatever the weather. "The varieties we favour are Lady Claire and Lady Rosetta," says John, "but the soil conditions also help with our potatoes. It's good dry, sandy land." Farming life is at the absolute heart of the brand, where everything stops for 'baggin' time' – the tea break traditionally taken by farm workers. It was John's grandfather, enjoying a pack of crisps at baggin' time out in the fields, who first dreamt of making his own from their potato harvest. In 2011 his vision was made reality with the first batches hand-cooked to golden crisps in sunflower oil by John, Robert and Bob. All these years on food miles are still kept to a minimum at Fiddler's, with some potatoes cropping mere metres from the building where they are cooked into rather superior snacks.

Once lifted the 'crisping varieties' of potatoes are bumped along old cart tracks to be washed, peeled, sliced and hand-fried in small batches. Finding just the right flavours to complement the crisps is always an important step, but given the farm's location in a region rich with food heritage, the family is spoilt for choice. "The local flavours are very easy to find, as Lancashire has such good produce," says John. "We use Dewlay cheese for our Cheese & Onion and Entwistle's Lancashire Sauce for our Lancashire Sauce flavour." Local provenance is everything to the Fiddler's brand, and its passionate customers. The classic Sea Salt & Vinegar gets a kick from the malt vinegar of Ellsey's of Wigan, where the condiment has been brewed since 1932.

An 'eck of a year

Like all food businesses, Fiddler's has had to adapt in a year of closures, restrictions and changed shopping behaviours. Lancashire has been one of the counties hardest hit by the pandemic over the months, but the public love for excellent crisps – both locally and nationally – has helped keep the family business hard at work. "Lockdown had a great impact on us," says John. "Obviously the pubs were shut and that is a great deal of our custom." Fortunately for the maker, the fierce loyalty of fans far and wide saw direct sales via its website rocket. "We did find a huge increase in online orders from personal customers, and also the farm shops were very busy so their orders increased greatly," says John.

Great raw ingredients cooked simply to a winning recipe have bagged the brand the highest industry plaudits over the years, and a place in local food legend. With snacking set to rise as society reopens, there are plenty more crisp fans just waiting to be won over to Lancashire's celebrated crisps.

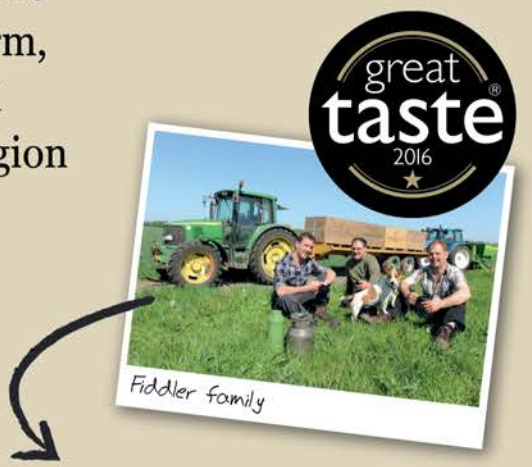


> "Great raw ingredients cooked simply to a winning recipe have bagged the brand the highest industry plaudits over the years, and a place in local food legend"

Fiddler's
LANCASHIRE
CRISPS
HAND COOKED ON OUR FARM ®

PREMIUM CRISPS FOR YOUR CUSTOMERS

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



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

TO ORDER – GET IN TOUCH

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Email: info@fiddlerslancashirecrisps.co.uk
Web: www.fiddlerslancashirecrisps.co.uk

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



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



FIGHTING FIT

Covid-19 has led to a health craze that no segment of the food and drink industry is immune to. With healthful eating in focus, snack producers have responded with products to suit a variety of wellbeing wishes and foodie tastes



PROTEIN

Modern consumers want their snacks to work harder, putting them on high alert for products that claim high levels of protein. These snacks are especially driven by meal-time fragmentation, increased snacking, and the healthy food movement.



FUNKY NUT CO VEGAN PEANUT BUTTER FILLED PRETZELS
These little crispy pillows of tastiness combine the tasty saltiness of pretzels stuffed with signature Funky Nut peanut butter.
funkynutco.com



HONEST BEAN CO CHILLI & LEMON
A gloriously moreish roasted fava bean snack made from home-grown beans. 100% plant powered, high protein, and naturally gluten-free and vegan.
honestbean.co.uk



SMALL GIANTS CRACKER BITES TURMERIC & PAPRIKA
Bite-sized savoury crackers made with cricket flour – a sustainable source of protein.
eatsmallgiants.com

OF **GLOBAL SNACK** BAR **LAUNCHES** IN 2020, **NEARLY 1 IN 3** FEATURED A **HIGH PROTEIN** CLAIM

SOURCE: MINTEL'S GLOBAL NEW PRODUCTS DATABASE, MARCH 2021

Functional Snacks

Dubbed the "next frontier" in healthy snacking by global nutrition company Glanbia, functional snacks offer consumers something other than flavours to satisfy their appetite. Popular functional food offerings include energy, focus, or calm. With many shoppers still being new to functional products, retailers should look out for brands with clear messaging around their snack's claimed benefits.

> "Consumers are turning to functional snacking options such as high protein bars and typical sports nutrition snacks, highlighting that a proportion of consumers are moving away from traditional snacking products and looking to healthier alternatives"

WILL COWLING, MARKETING MANAGER AT FMCG GURUS

PROVENANCE

Provenance and transparency are of growing importance for consumers across the food and drink spectrum. When it comes to snacks, shoppers will be looking for ingredient provenance for raw materials, such as nuts, cocoa and sugar, according to a recent Innova Market Insights survey, as well as ethical credentials and packaging sustainability.

LEARNING MORE ABOUT **WHERE** THEIR **FOODS** COME **FROM** WAS OF **INTEREST** TO **85%** OF **GLOBAL CONSUMERS**

SOURCE: INNOVA CONSUMER SURVEY 2020

LOW SUGAR

“The pandemic has amplified the need for indulgence, influencing consumers’ choice of food and drink. At the same time, the pandemic has seen people place a higher priority on their health by, for example, reducing their sugar intake – but they don’t want to compromise on taste”

NEHA SRIVASTAVA, FOOD AND DRINK PATENT ANALYST AT MINTEL



SUPERFOODS

Superfoods trends are always an exciting area of the snacking sector, and according to a nutrition trend report by Pollock Communications and *Today’s Dietitian*, the top 10 hottest superfoods for 2021 are:

- Fermented foods
- Blueberries
- Seeds
- Exotic fruit
- Green tea
- Avocados
- Spinach and leafy greens
- Nuts
- Ancient grains
- Salmon





CREATIVE NATURE CHEEKY CHOC HAZELNUT GNAWBLES
Innovative new crunchy, vegan chocolate coated rice balls, free from all 14 major food allergens and palm-oil free.
creativenature superfoods.com

FABULOUS FREEFROM FACTORY DAIRY-FREE CHOCOVERED RAISINS
The plumpest, juiciest raisins are rolled in lavish, creamy vegan soya milk chocolate to accentuate their natural sweetness.
fabulousfreefromfactory.co.uk





MISS NANG TREATS NANG CASHEW-BEET
Artisan, gourmet hand-made roast cashews caramelised in pressed beetroot juice. Light, moreish, addictive.
missnang.com

MEAL REPLACEMENTS

DUE TO **COVID**, **78%** OF **REGISTERED DIETITIANS** BELIEVE **EATING HABITS** WILL **SHIFT AWAY** FROM THE **TRADITIONAL** THREE **MEALS A DAY** TO **SNACKING** MORE AND **EATING SMALLER MEALS THROUGHOUT** THE **DAY**

SOURCE: POLLOCK COMMUNICATIONS SURVEY OF 1,165 REGISTERED DIETITIANS



PURE CHEDDAR SNACKING

Barber's, the world's oldest Cheddar-makers, are making an innovative move into the snacking arena

SPOKESPERSON



CHARLIE BARBER
COMMERCIAL DIRECTOR

Since 1883, Barber's has been a family-run cheesemaking and dairy farming business in the Somerset village of Ditcheat. While its roots are based in traditional cheesemaking processes, this year it brings a brand new innovation to the field: Cheese Pops, a vegetarian-friendly and zero-carb cheese snack made using Barber's renowned Cheddar.

"The focus of the business is the production of premium quality rindless block Cheddar using traditional natural mixed 'pint' starter cultures as well as other British hard territorial cheeses," explains Charlie Barber, commercial director at Barber's.

The Barber's range of speciality cheese was impressively expanded with the acquisition of Dorset-based Ford Farm cheesemakers in 2010; the portfolio now includes Block Cheddar, Cave Aged Traditional Cheddar Truckles, Red Leicester, Double Gloucester, Wensleydale, smoked Cheddar, goats cheese, and savoury and fruit additive cheese blends.

Introducing Cheese Pops

New to the Barber's offering are Cheese Pops, a creation of an eponymous Dutch business who had been producing popped cheese using Gouda and Emmental and had wanted to add a Cheddar variant to the range. "They found that Barber's Cheddar consistently made by far the tastiest Cheddar cheese pops of all the different Cheddar recipes they tried," explains Charlie.

The Barber's-branded Cheese Pops are indeed tasty; simultaneously light, moreish and intensely cheesy, they provide all the richness of a great Cheddar on the go. What made heritage cheesemaker Barber's move into the snacking arena? "Simply tasting how delicious the product was," explains Charlie. "We thought we should use our brand to create a premium snack that provides people with another great option alongside nuts, crisps and scratching to enjoy with a drink."

A delicious accompaniment to a beverage either at home or at the pub, Cheese Pops offer a modern snacking experience for consumers of all ages. Health-aware snackers are well-catered for with this new launch, too. "There is the added bonus that they are carbohydrate-free and high in protein so can support people on low carb diet regimes," says Charlie. "The product delivers real flavour and authenticity, so we feel it should appeal to people facing the challenge of restricting what they eat and satisfying their taste buds."

What's next? The future of Barber's will be music to the ears of cheese-loving independents. "We have a mission to be the very best dairy farmers, milk buyers and producers of British cheese that we can be," Charlie says, "so the future is all about keeping the cows, our farmers, all our teams of people in the business and our customers on that path... Maybe some other flavours of cheese pops as well!"



> "We've created a premium snack that provides people with another great option alongside nuts, crisps and scratching to enjoy with a drink"





BRAND NEW SNACK FROM THE WORLD'S OLDEST CHEDDAR MAKERS

ZERO CARBS
100% CHEDDAR
100% DELICIOUS



Authentic recipe Barber's cheddar popped in a high tech oven creating a perfect snack to enjoy on its own or with a drink. Also an excellent addition to a salad and an ideal treat for the Keto community

Find out more at www.barbers.co.uk

Available from Holleys fine foods for independent retail and JTS snacks for the On-Trade.

Holleys FINE FOODS

JTS Sundries & Snacks



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