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KIDS MENU

Top tips for getting your menu offering right

CRISPS & HANDHELD SNACKS

Stay in touch with the handheld snack trend to best serve the needs of your customers

MENU IDEAS

On the menu are juices, smoothies, milkshakes & functional drinks

TAKEAWAY EXPO

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August 2014

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Welcome to the August issue

I don't know about you, but for me it feels like this year is flying by so quickly. But I'm certainly trying to make the most of the lovely, sunny weather we have been having of late. Hopefully the sunshine has been good for your business as people venture out and make the most of the food-to-go opportunities available.

World Cup and Wimbledon fever has come to an end (did you predict any winners?) and as we go to print, the Commonwealth Games in Scotland are due to get underway – bringing more opportunities for those in foodservice to capitalise on this event.

Moving onto the August issue, we take a look at the handheld snacks market which continues to grow, especially with the current strong trend towards street food which we featured in the July issue.

According to research from Horizon, snacks represented 22% of the £32.8 billion foodservice market during 2012, representing a rise of 4.4% from the previous year, and growth of this market is expected to continue over the next two years. Find out more and how you can get your offering right in our crisps & handheld snacks feature (pages 19-22).

And with children eating with their eyes, it's also important to get your kids offering right too. A survey by research company, GMI, showed that 59% of parents have chosen a foodservice outlet because of its family-friendly facilities, including meals suitable for children, so it's important to get your menu choices right. Read more on pages 14-18.

Each issue we also look at menu ideas to get you inspired and this month is no different. Turn to page 37 to discover what's available in juices, smoothies, milkshakes and functional drinks.

And there's plenty more in this issue to keep you busy – and help you in your business – so enjoy!

See you all in September.

Linda



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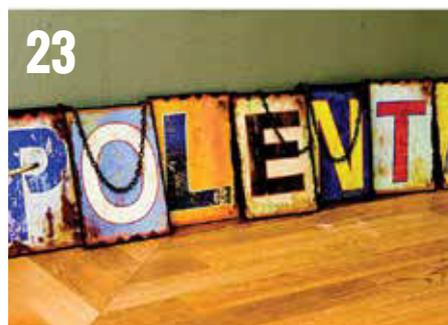
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News in Brief

Swedish baker Almondly has raised £2,000 for The Katie Piper Foundation following a week-long awareness campaign.

Almondly donated £3 for every follow and retweet generated by the followers of www.twitter.com/almondlycake, who were also rewarded with the chance to win signed Katie Piper books, as well as The Katie Piper Foundation and Almondly promotional items.

Andrew Ely, Managing Director, Almondly, said: "Katie Piper is a truly inspirational person and the Foundation carries out vital work supporting those living with burns and scars. We're proud to have the Foundation as our corporate charity and offer our support to such a worthy cause – we're looking forward to working with them to raise further funds."

Carol Borwick, Director of Fundraising & Operations at The Katie Piper Foundation comments: "We're thrilled to have had Almondly's support via their successful Twitter campaign, which has helped to build awareness for all that we do to support those with burns and scars and raised a significant sum as well. We shall look forward to building on this success in the future."



The final of The Tiffin Cup 2014, sponsored by Amira rice, was held on 8th July at Bellamy's restaurant, Parliament. MP's Martin Horwood and the Right Honourable Keith Vaz hosted the prestigious competition. The celebrity judging panel included Ready Steady Cook chef Ainsley Harriott and actress Nina Wadia.

The Tiffin Cup is an annual competition to find the best South Asian restaurant in the country. The competition is run by the Tiffin Club, with nominees selected by their constituency and then put forward by their local MPs. All proceeds from the evening went to the international children's charity, World Vision.

The chefs from each restaurant prepared their finest dishes in a bid to impress the celebrity panel but ultimately it was Purple Poppadom, Cardiff, whose monkfish stole the hearts, and stomachs, of the judges.

Catering and events firm branches out with seafront bistro

A leading North East catering and hospitality firm is diversifying its operation with the launch of a new seafront bistro

1879 Events Management, a subsidiary of Sunderland AFC, has opened The Beach House at Marine Walk, Roker - marking its weekend launch with a special family fun day attended by hundreds of guests.

The company, which was established in 2012, already manages catering and events at the Stadium of Light and National Glass Centre, Sunderland, as well as offering event management services for a wide range of functions at venues across the North East.

Its latest venture, housed within the new Pier Point

development, has been designed as a contemporary café and bistro, offering seaside eating with an upmarket twist.

This includes breakfast rolls, a modern lunch menu, showcasing locally-sourced produce and fresh seafood, along with an array of burgers, hot dogs and freshly-prepared sandwiches, complemented by fresh barista-style coffees and home-made cakes and desserts.

The venue also boasts a bespoke children's menu, the highlight of which is a special ice-cream, popcorn and candy bar, offering a unique range of

sumptuous sweet treats for all the family.

Gary Hutchinson, Commercial Director for SAFC and 1879 Events Management, said: "The Beach House is an exciting addition to the 1879 Events Management portfolio and complements the existing services being offered at both the National Glass Centre and the Stadium of Light.

"We're excited about the huge potential in this new venture, as well as the impact it may have on contributing to the redevelopment of Roker seafront and look forward to exploring these opportunities even further in the coming weeks and months."

The Beach House, which also offers a takeout service, will now open from 10am until 5pm Monday to Friday and 10am until 6pm weekends, with extended opening hours operating in-line with special events, such as the recent Sunderland International Air Show.

The venue is also available for private parties and functions, with a series of promotions already in place to encourage repeat custom, including loyalty cards.



Brightons restaurant claim Best In Britain Awards

The Best in Britain Awards originated in 1999 to support the growth and development of ever higher standards in the ethnic restaurant sector, giving annual recognition to those restaurants Mood Food magazine feels to be "exceptional", according to its editor Peter Grove

"Indian Summer has already been listed as one of the top 100 Indian restaurants by the Cobra Good Curry Guide, so to be on an even shorter list in such exalted company as Michelin-starred venues like Tamarind, Benares and Quillon is a fantastic recognition," said Indian Summer co owner Minesh Agnihotri.

Also on this year's top 50 list are TV chef Cyrus Todiwala's Cafe Spice Namaste, Vivek Singh's Cinnamon Club, the ornate La Porte des Indes, Cinnamon Club, Gymkhana, Bombay Brasserie and The Ambrette.

Indian Summer edged out several other famous Indian eateries, including London's Chor Bizarre, Eriki, Gaylord and Veeraswamy, which received 'High Recommended' accolades.

Full details on the awards at: www.fedrest.com/awards2014.htm

Indian Summer, widely accepted as being in the vanguard of the new wave of modern Indian restaurants, has been pioneering authentic regional food from the sub continent for over a decade. The Brighton favourite is listed in the 'Top 100' restaurants in the UK by the Cobra Good Curry Guide 2103.

The consistency of Indian Summer's high culinary standards has been recognised with the award of a TripAdvisor Certificate of Excellence for 2013. This prestigious accolade places the restaurant in the top-performing 10% of all businesses worldwide on the TripAdvisor reviews website. Other recent awards: Brighton & Hove Food Awards, AA Rosette, Harden's Food Guide, Open table Best Restaurant.

School cooks rise to the occasion at the Big School Bake Off

Following three intense baking heats at this year's LACA conference, eight school cooks have risen to the challenge winning a place in the finals of the first ever Big School Bake Off Competition in October

TV Bake Off winner Jo Wheatley led the team of judges including Sylvie Babout representing LACA and Andy Lagor, Unilever Food Solutions education chef. They chatted to the sixteen semi-finalists while they baked. At the end of the session the judges had the task of sampling the finished bakes – all of which needed to be baker's own recipe and suitable for serving in a school environment.

Andy Lagor said: "There were some wonderful bakes and the standard was incredibly high, which made the judging really tough. It was great to see these school cooks demonstrating such creativity and skill in their baking."

The eight finalists and their bakes are:

- Helen Mastin, The Deepings School, Peterborough – Chocolate Fudge Brownies
- Lisa Marsh, Glenfall Community Primary School, Cheltenham – Banoffee Cake
- Amanda Barrett, Bodmin College – Very Berry Oaty Muffins
- Sarah Medicott, Torbay School, Paignton – Apple, Strawberry Crumble Cake
- Kelly Mileham, Cumnor House School, Haywards Heath – Rhubarb and Sour Cream Cake
- Heather Evans, Stocksbridge High School, Sheffield – Tutti Frutti Cake
- Hazel Forrester, Godington Primary School, Ashford, Kent – Funky Fruit Rock Cakes
- Mary Clinton, Glenmoor and Winton Schools, Bournemouth Courgette, Apricot and Orange Cakes.

James Allred, Channel Marketing Manager, Unilever Food Solutions, said: "We're really delighted with the response to our first Big School Bake Off Competition, supported by Stork, in partnership with LACA.

"It's really caught the imagination of school chefs and cooks. We launched the competition as part of our own School Food Programme to recognise the great talent and passion we know there is in school kitchens. This was quite evidently shown across all the heats and we know there were some really tough choices to be made by the judges.

"We're really excited about the finals which will be held at the Unilever Food Service culinary centre on 7th October."



A winning year for MDC Foods

MDC Foods, one of the UK's leading suppliers of private label frozen food products, has announced that they have won an impressive haul of industry accolades in the first half of 2014, including the prestigious Retail Product of the Year at the British Frozen Foods Awards

The British Frozen Foods Federation annual Awards Dinner, held at the end of June, was a successful evening for MDC Foods. Their Aldi branded Hoisin Chicken product won Gold in the Best New Poultry-Based Product category and also went on to beat the Gold Winners from the other six retail categories to take the coveted title of Retail Product of the Year. However, the winning streak did not stop there, as MDC Foods also received the Bronze Catering award for the Best New Multi-Portion Product for Ikea's Chickpea Biryani.

This hat-trick of awards follows on the back of a Gold Award win at the Grocer Own Label Awards in May and falls in the same year that MDC

celebrates their 25 year company anniversary.

Mike Cullinane, founder and Managing Director of MDC Foods commented: "Quality, innovation and product development are all a vital part of our business and we are fortunate to have a great team in place who work hard to ensure that we consistently deliver new and successful food ranges to our clients.

"Each award we win for our products is a great testament to the work of the MDC Foods development team, who play a key part in securing our success. We're delighted to have made such a strong start to 2014 - it is shaping up to be a great year and we're excited about the road ahead for MDC Foods."

News in Brief

EcoPure Waters will be showing restaurateurs the economic, environmental and ethical benefits of in-house bottled water at the Restaurant Show 2014 (stand E91, 6 to 8 October 2014, Earls Court 2, London).

An EcoPure Waters' filtration system is said to enable operators such as Benares Restaurant, The Modern Pantry, Mr Buckley's, Koya, Santa Maria Pizzeria and Red Lion at Pewsey, to produce their own high quality chilled water, still and sparkling, on demand for serving in reusable glass bottles. When compared with buying-in bottled water the in-house system saves money (around 80% saving), eliminates waste and reduces environmental impact.

The systems now also provide ethical benefits, because for every water purification system EcoPure Waters sells in the UK, it will make a financial contribution to the charity Just a Drop, which provides clean water and sanitation projects in poor communities around the world.



Onyx Retail Park's high volume of footfall and passing traffic has seen the thriving development add another food outlet to its impressive ranks that will further enhance the culinary experience for visitors to the former Manvers main colliery site.

Caffè Latte opened a coffee shop in June with a mission to serve a delicious array of drinks, including a selection of great coffees, milkshakes and smoothies, as well as fresh, locally sourced food and luxurious homemade cakes, to eat in and take away.

The South Yorkshire retail park, owned by Onward Holdings Ltd, has already attracted blue-chip high street names such as sandwich giant Subway, award-winning bakery Greggs, renowned pizza takeaway business Domino's and grocery chain Spar.

In addition to Caffè Latte, other restaurants and takeaways to entice people to the site are Bistro 63, the Thai Garden Café and Yo Yo Noodle.

News in Brief

Team Mechline, including Peter Galliford, Director at this innovative Milton Keynes-based foodservice solutions company, will be participating in the gruelling three-part cycle marathon, up hill and down dale, in aid of ABF – The Soldiers' Charity.

The ABF Bedfordshire Ride 2014, Sunday, 7th September, takes in three distances of 64 miles, 35 miles and 26 miles on a fully marshalled route through the Bedfordshire, Buckinghamshire and Hertfordshire countryside.

It starts and finishes at the Five Bells pub in Stanbridge, Bedfordshire where registered riders can avail themselves of a free hog roast.

Jacqui Sage-Passant, wife of Mechline Managing Director Peter Sage-Passant, is organising the event for the second year, which once again is sponsored by Mechline.

"Last year the event raised £5,000 for the charity and attracted over 200 riders. This year we are hoping to attract 500," says Jacqui.



Mechline Service Engineer Adam Bartlett had to carry his bike across the finish line on the ABF ride last year because of a broken chain...proving Mechline will always go that extra mile to get the job done

Specialist insurance broker W B Baxter Ltd (Baxters) have joined forces with the Ice Cream Alliance, the UK's Industry trade body for the ice cream sector to launch an insurance product specifically tailored to ice cream parlours.

Baxters have created an insurance product designed to offer parlours and cafes selling fresh ice cream with enhanced insurance cover where they need it most.

The policy has built-in enhancements which come as standard, such as a 'seasonal stock increase' providing policy holders with additional insurance to cover perishable and dry stock during the summer season and bank holidays – traditionally the ice cream trades busiest period.

Available to members of the Ice Cream Alliance, the UK's foremost association for the ice cream industry, the Baxters ice cream parlour product is being offered as an exclusive member benefit to parlour and café owners throughout the UK and is underwritten by one of the UK's leading insurers.

Casual Dining wins Best Trade Show Award

Casual Dining's organiser Diversified Communications UK is celebrating a big win at the exhibition industry's annual AEO Excellence Awards, just four months after the show first made its debut at the Business Design Centre in London

Over 1,000 events industry professionals attended the awards ceremony, which was hosted by comedian Jimmy Carr at the Grosvenor House Hotel in London's Mayfair on 4th July.

Casual Dining – the UK's first dedicated trade event for the multiple and independent pub and restaurant sector – is the first launch show (UK and international) in over five years to triumph in the AEO's hotly contested 'Best Tradeshow Exhibition under 2,000sq.m' category. Previous winners of the award include Diversified UK's lunch! show in 2010 and 2011.

Having already won widespread support from across the casual dining sector, Casual Dining can now count the AEO's judges amongst its fans. Impressed by the show's highly targeted approach to its "well identified market", the judges commented that "great marketing and strong innovative ideas resulted in very high customer satisfaction levels."

"To have the honour of Casual Dining winning Best Trade Show under 2,000sq.m is something very special," says Group Event Manager Chris Brazier, speaking on behalf of the Casual Dining team. "The fact that Casual Dining was a new show that has been developed with, and supported by, pub and restaurant groups, as well as our incredible exhibitors, makes it even more special. We share this award with them and we couldn't be happier.

"A special mention must go to the amazing team here at Diversified Communications, who have worked so hard to deliver a much loved, sector defining event in such a short space of time," he says.

From 118 exhibiting companies in 2014 to around 170 next year, Casual Dining's rapid expansion



mirrors the growing success of the UK's £6.9bn casual dining market; which is now attracting an extra 47m visits each year compared to five years ago¹. This strong market performance, combined with glowing testimonials from attendees, has seen increasing demand from new companies looking to exhibit in 2015 and has already heralded the announcement of a 45% expansion in exhibition space, taking the show up to the venue's upper feature level for the first time.

With over 4,000 attendees from across the casual dining sector expected to attend (up from 3,655 in 2014), Lamb Weston, Gamble Food Service Equipment, Unox UK, Darta, Luscombe Organic Drinks, Nisbets, Taylors of Harrogate, UCC Coffee UK, Vivreau, Ambach UK, Catering Design Group, Stokes Coffee, Bar & Restaurant Foods, Dr. Oetker (UK), and Eden Contract Furniture are just a few of the exhibitors already confirmed.

Casual Dining (including the Design Awards and Innovation Challenge Live) will return to the Business Design Centre, Islington, London, on 25th-26th February 2015. For more information, and to stay up-to-date with all the latest news and exhibitor information, visit www.casualdiningshow.co.uk.

¹ Goodbye full service, casual dining is good enough thank you – NPD Group, 17th June 2014 (<https://www.npdgroup.co.uk/wps/portal/npd/uk/news/press-releases/goodbye-full-service-casual-dining-is-good-enough-thank-you/>)



HIT helps 100 young people take first steps into employment

As one of the UK's leading hospitality and catering work-based learning providers, HIT Training launched the Programme to offer traineeships – which are part of the same family as apprenticeships – to those aged 16-23, and young people with Learning Difficulty Assessments aged up to 25, who are finding it hard to get into work because they do not have sufficient qualifications or any work experience.

“By combining work preparation training and employment skills, and valuable ‘on the job’ practical work experience, our new traineeships have been hugely beneficial to our learners and are continuing

Through its pioneering Traineeship Programme launched just nine months ago, HIT Training has already helped more than 100 young people develop the necessary skills needed to take their first steps onto the apprenticeship and employment ladder



to help lots of young people secure sustainable employment in the hospitality and catering sector as quickly as possible,” says HIT Managing Director, Jill Whittaker.

“Through our work with trusted employers who are dedicated to providing genuine, high quality and relevant work experience, I’m thrilled to see so many young people turning

their lives around and realising that it’s never too late to learn new functional skills such as maths and English which can take them a long way after their traineeships have finished.

“A number of our learners have even gone on to study for apprenticeships with us and are beginning to realise just how rewarding a career in hospitality and catering can be.”

Delivery Hero continues to conquer Latin American market with ClickDelivery acquisition

Delivery Hero, the parent company of online food ordering service, hungryhouse.co.uk, is continuing its global expansion by becoming majority shareholder in the leading Andean service ClickDelivery

With this acquisition, Delivery Hero is expanding its strong position in Latin America, having recently announced a take-over of PedidosYa, the continental market leader.

ClickDelivery is already market leader in Colombia and is on track to lead both the Peruvian and Argentinian markets. Founded in 2007, the Colombian company has over 2,700 restaurant partners and boasts nearly 200,000 active users. It has 2.7 million visitors to its website and app per month, receiving over 65% of orders through mobile platforms.

Delivery Hero has bought up the shares of the existing investor, Axon Partners Group. The deal is one of the biggest Venture Capital transactions



Delivery Hero

for a Colombian Internet company to date, with a total return for Axon of nearly 4x and an IRR above 500% since its investment in ClickDelivery in May 2013.

The Latin American region holds a very attractive growth opportunity for online food ordering, with Delivery Hero already dominating the region. The success of the PedidosYa App, which also has more than two million downloads, reinforces the enormous potential for new technologies in this region.

Following its ClickDelivery and previous PedidosYa acquisitions, the Delivery Hero network in Latin America now includes more than 14,000 restaurants in nine countries and is about to launch in three new markets.

Niklas Östberg, Co-founder & CEO of Delivery Hero Holding, comments: “We are delighted to have acquired a stake in ClickDelivery and look forward to work closely with a very passionate founding team. The acquisition further strengthens our leadership position in Latin America.”

News in Brief

Roberto Cavalli has announced the opening of the Cavalli Ibiza Restaurant & Lounge. Situated in the most exclusive area of the Mediterranean island, the new Cavalli experience presents his entertainment and nightlife concept in the heart of the promenade that welcomes yachts into the harbour of Ibiza Marina. The Cavalli Ibiza Restaurant & Lounge will be the go-to destination for celebrities and socialites.

Recreating an astounding tropical garden of 2,000 square metres with a beautiful view, the property symbolises the three main worldwide renowned beacons of ‘made in Italy’ excellence: Fashion, Food, Design.

The new Cavalli Ibiza features an open-air restaurant where luxury and innovation are merged in the décor and in the details to create a unique ambience, allowing the clients to live a ‘total experience’ in pure Cavalli style.



Paper cup company, Benders Paper Cups has consolidated its environmental position in the market with Chain of Custody accreditations under both Programme for the Endorsement of Forest Certification (PEFC) and Forestry Stewardship Council (FSC).

These well-known and respected certifications guarantee that all paperboard used to make Benders cups comes from sustainable managed forestry. Independently verified, the certifications rubberstamp this across all Benders' cups ranges giving assurance to customers and endorsing the company's position as a leading UK-based, considerable manufacturer.

In future, all Benders cups will officially be recognised as meeting the requirement set out by either PEFC or FSC and, as the manufacturing process of the Benders factory facility has been Chain of Custody certified, that means that the origin of the cup board is fully traceable.

The cups will also be endorsed with the strapline ‘Made In The UK’ to emphasise the company's positioning as an established British manufacturer with the standards of quality and regulatory compliance this brings for UK and European legislation.

News in Brief

Giggling Squid, the fast growing restaurant chain which introduced the 'Thai Tapas' concept to Britain, opened in Sevenoaks, Kent on 5th August, creating 20 new jobs.

The new 100-seater, split-level restaurant, which Giggling Squid has refurbished at a cost of £250,000, is located in a former church on Dorset Street, on the site formerly occupied by Strada restaurant. The latest addition takes the group into double figures. The Sevenoaks launch will be followed by another in Maidstone during the autumn.

"Our Tunbridge Wells branch has many regulars who travel down from Sevenoaks and they've been pleading with us to open in the town for some time," said Giggling Squid MD Andrew Laurillard.



Hospitality apprenticeship and training specialist HIT Training has been awarded the prestigious 'Gold' level accreditation by People 1st in recognition of its high quality training and excellence in skills development.

The award, which comes just three months after receiving People 1st's 'Silver' accreditation, makes HIT the UK's first ever hospitality training provider to receive the Gold standard.

"Once again, the quality of our training provision and skills development has been recognised and rewarded for its excellence," said Jill Whittaker, HIT's Managing Director.

"The Gold accreditation is an important and respected mark of excellence and it underlines the dedication and expertise that all our staff devote to delivering consistently high quality training and skills development."

Huhtamaki named UK's 'Best Cup Company'

Huhtamaki is celebrating being crowned the UK's 'Best Cup Company', having won the prestigious accolade at the 'Vending Industry Awards 2014'

Organised by the Automatic Vending Association (AVA), the Awards recognise the excellent service and hard work provided by individuals and businesses within the vending industry; and are the ultimate reward for the successes, innovations and technologies developed within the sector over the past twelve months.

Speaking of the win, Ray McNamara, UK Vending Sales Manager, Foodservice Division, Huhtamaki (UK) said:

"As the largest vending industry gathering of its kind in the UK, the Vending Industry Awards provide the perfect opportunity to showcase the talents of the Vending and Water industries and we are thrilled that Huhtamaki has been awarded 'Best Cup Company' in the Supplier Awards category!

"Huhtamaki prides itself on new product development, a key investment which allows us to stay ahead of our competitors



Ray McNamara from Huhtamaki accepts the Award for 'Best Cup Company' at the Vending Industry Awards 2014 from Jo Roffey of Award category sponsor, Mondelez.

when it comes to providing the marketplace with innovative and responsible manufacturing."

Huhtamaki was the first UK manufacturer to develop a double wall paper vending cup – providing consumers with the ultimate gourmet coffee vending experience. A benchmark for

the future of coffee vending, the double wall cup signifies the commitment undertaken by the industry in providing a coffee shop experience for consumers away from the high street, and ensures that a quality cup of coffee can be delivered and enjoyed anywhere.

Judges turn up the heat

As the first-ever Investec Food & Drink Entrepreneur of the Year www.investecfoodanddrinkentrepreneuroftheyear.com hots up in the search for Britain's tastiest food and drink stars, the stellar panel of judges is getting set to sieve through the entries

Entries will be rolled out before the discerning eyes of, amongst others, Luke Johnson, the indefatigable serial entrepreneur who grew Pizza Express from 12 branches to over 250. He owns Patisserie Valerie, Feng Sushi, Flour Power City, The Draft House pub group and Grand Union and much more.

Other judges on this highly-flavoured panel include the legendary Julian Metcalfe, founder of Pret a Manger, which in less than 30 years has grown in to more than 400 shops. He also started Itsu, for Asian-inspired healthy fast food, which has gone from zero to 40 branches.

While Carole Bamford has

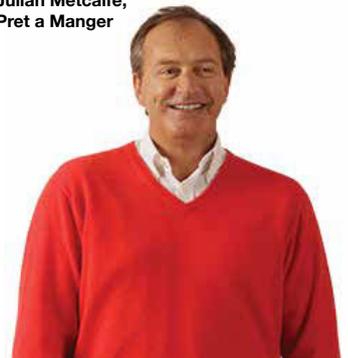
blazed a trail for organic food, launching the Daylesford Organic brand just over a decade ago, with produce and shops, which have won over 120 awards in recognition of its produce and sustainable farming methods.

Free to enter, Investec Food & Drink Entrepreneur of the Year 2014 uniquely celebrates the person behind the brand. The winner will be the lucky one who has the perfect ingredients in their food or drink business to delight the jury, which also includes Lord Billimoria of Cobra Beer, Iqbal Wahab of Roast and the Cinnamon Club, and Sahar Hashemi of Coffee Republic.

Entries for Investec Food &

Drink Entrepreneur of the Year closes on Friday 12th September 2014 with winners announced on Tuesday 6th November 2014.

Julian Metcalfe,
Pret a Manger



LINPAC hoping to double up on awards for its Rfresh® Elite meat tray

LINPAC Packaging has been announced as a finalist in two categories of this year's Plastics Industry Awards

The packaging manufacturer, which serves the protein, bakery, foodservice, fresh produce and convenience markets, has been shortlisted in the Best Recycled Product and Best Technology Application categories for its Rfresh Elite tray for fresh meat and poultry.

Winners will be announced at a black-tie event on October 24th at the London Hilton hotel, hosted by comedian and television presenter Al Murray. The awards recognise the best that the UK plastics industry has to offer and covers material usage, product design, manufacturing, training and environmental performance.

Rfresh Elite trays have been developed under the manufacturer's Project LIFE (Lightweighting For Excellence) initiative, aimed at reducing pack weight and carbon footprint whilst maintaining excellent performance and integrity. The trays are 70 microns lighter than

previous designs yet remain robust and completely functional.

Joanna Stephenson, Vice President Marketing and Innovation, at LINPAC Packaging said: "We are extremely pleased to have been shortlisted in these two categories and look forward to attending a great presentation ceremony later this year.

"The innovation team at LINPAC spent two years developing and then perfecting

the unique sealant for the Rfresh Elite tray to ensure we deliver a pack for our customers which ticks all the boxes on environmental credentials, product presentation, preservation and protection. It is a lightweight, 100% recyclable tray that is made almost entirely from recycled material and offers fantastic new efficiency and sustainability benefits across the supply chain."



Pizza Rossa trade successfully in first month

Since opening its doors on 6th June, Pizza Rossa is already reporting a successful start, set to increase in the weeks to come



Located at 4-12 Whittington Avenue, Leadenhall Market, EC3, the company specialises in gourmet-quality pizza al taglio – by the square slice – inspired by the street food vendors of Italy, freshly baked in 90 seconds for the time-poor City workers who demand speed, but also quality.

"With any new operation and with a product made fresh every day, there is always the possibility that consistency may not be sustained," says Pizza Rossa's founder Corrado Accardi. "But as at today, we have not had a

single complaint and we have served almost 5,000 slices of pizza, although we are only open Monday to Friday.

"We feel this is quite an achievement and speaks loudly about the quality, which is fast being aligned with foodies pizza."

Pizza Rossa was the biggest crowd funding success of the latter part of 2013, breaking the European record for a start-up through equity based crowd funding. Two more venues are due to open in the months to come.

News in Brief

Linda Lewis Kitchens has launched an updated catalogue to showcase its latest range of Cuppone pizza equipment. In addition to a comprehensive range of electric and gas ovens, the catalogue presents a line-up of dough mixers and pizza presses.

Latest models to join the world-renowned range of pizza ovens include Donatello - a new range of mid-priced models - and the Michelangelo that is said to be ideal for those restaurants looking for a high-output, highly visible front-of-house solution.

In addition to providing in-depth product features and technical information, the new catalogue extols the virtues of choosing the Cuppone brand. A 'Why' section is featured for every product which bullet-points the key benefits, together with dimensions, outputs and cooking capacities.



2015 will see the launch of a new event for the coffee shop and café industry called UK Barista Championships Live! which will host the SCAE UK Barista championships (UKBC) for 2015 and also offer a comprehensive showcase for the industry.

Steve Leighton, national coordinator for the SCAE UK chapter says: "The SCAE UK Barista Championships (UKBC) are hugely important to the chapter and for the café and coffee industry in the UK. We are delighted to be partnering in this collaboration with Essential Café in order to increase the awareness, impact and credibility of this already hugely successful initiative, but also lay some foundations for the years to come in this three year partnership."



News in Brief

Jacquelyn Stewart, founder of Warrenpoint based business, Squeeze Juice Café, has beaten hundreds of small businesses to be shortlisted in the national Nectar Business Small Business Awards 2014. At the time of going to print, Squeeze Juice Café was just weeks away from finding out if they will win the Home Grown Business of the Year category, which is judged by a panel of experts including leading businesswoman and star of BBC1's The Apprentice, Karren Brady CBE.

The Awards celebrate the achievements of hard working small businesses and business people across the UK. If successful, Squeeze Juice Café will win £2,000 cash, 50,000 Nectar points and the prestigious title. What's more Ms Stewart will be invited to the Nectar Business Round Table event, which will take place in September, where she will meet and get business advice from judge, Karren Brady.



The newly refurbished Dispensary Pub & Dinning Room at Aldgate East has been named CAMRA's East London Pub of the Year, largely because of its appeal to female beer drinkers – despite its links with Jack the Ripper.

With period features dating back to when it was the 'Eastern Dispensary' hospital for poor Eastenders in the 1870s, now updated with contemporary furnishings and subtle shades of Farrow & Ball paintwork, The Dispensary is especially popular with a loyal female clientele. A cast iron spiral stair case leads to a gallery seating area overlooking the main bar.

The pub's appeal to female drinkers endures, despite its historic links with Jack the Ripper. One of the prime suspects in the unsolved serial killings was Queen Victoria's surgeon, Sir John Williams, who practiced medicine in the building located a few hundred yards from where most of the murders took place.

lunch! previews new products for 2014

With exhibition space filling up fast for the biggest ever edition of lunch! – the UK's premier trade event for the food-to-go sector – organiser Diversified Communications UK has released its first preview of some of the new products set to make their debut this year



Returning to the Business Design Centre in London on 23rd-24th September, the multi-award winning show will feature 300 exhibiting companies showcasing a wealth of new food and drink products, packaging, equipment and technologies. Over 98% of available exhibition space is already sold out, whilst visitor pre-registration is at record

levels, with over 6,000 attendees expected.

New exhibitors for 2014 include Orchard House Foods, Coburg Coffee Company, Mexicana Cheese, Geeta's Foods, eco-friendly tableware supplier Little Cherry, Bib and Spoon (offering freshly made baby food to go), EPOSability, KAMERA (creators of OOB – the first brand to provide pearl tea in a ready-to-go format in the UK); and Krüst Bakery – currently one of the only European suppliers that who can produce Krüst-Cronuts (its take on Dominique Ansel's famous croissant-doughnut fusion, which took New York by storm last year) on a large scale. Already a big word-of-mouth success in Ireland, the Krüst-Cronut will be launching in the UK at lunch!

"The outstanding reputation that lunch! has is amazing," says Jill Caseberry, co-founder of one of lunch!'s newest exhibitors, Enhance Drinks. "Everyone we asked said it was 'the best food-to-go show by far', and if we were going to exhibit anywhere it had to be at lunch!"

Show features include the Working lunch! Keynote Theatre, Innovation Challenge Live, Innovation Challenge Showcase, and the British Smoothie Championships.

To register for a free trade pass, visit www.eventdata.co.uk/Visitor/Lunch.aspx?TrackingCode=PR.



23-24 September 2014
Business Design Centre | London

Orkney Cheddar wins trio of awards

A leading Scottish cheese brand, Orkney, is celebrating after winning three coveted Gold Awards at this year's Royal Highland Show

Crowned Champion Cheese in 2013, this year saw Orkney Mature White Cheddar win Gold in both the 'Mature' and 'Best Scottish Cheddar' categories; whilst Orkney Medium Coloured Cheddar was also awarded Gold in the 'Best Mild/Medium' category.

A brand with real heritage, the Orkney creamery was originally set up in 1946 to utilise surplus milk which became available after service men and women who were drafted to the islands were sent home after the Second World War.

Still created from milk produced solely on Orkney, the cheddar's distinctive taste can be attributed not only to its Island surroundings, but also to the unique 'dry-stir' production method which differentiates Orkney from all other cheddars.

It is in recognition of this that last year the cheese was granted Protective Geographical Indication (PGI) Status, meaning that both catering professionals and consumers can be assured of a genuine, premium product produced in no place other than Orkney.

The distinctive mellow, creamy taste with a sharp savoury twist is sure to be a hit with diners, whilst chefs will revel in the cheddars

unique characteristics which make it an ideal cheese for cooking. With less oil released when melting compared to other cheddars,

Orkney is an extremely practical and versatile cheese for use in a multitude of dishes.



Food service industry called on to increase health and wellbeing policies

Senior officials representing the UK's leading foodservice companies, industry organisations and the Department of Health gathered on 15 July to debate the latest changes to the Responsibility Deal, to hear an exclusive update from the Food Network and to discuss the business opportunities in healthy and sustainable eating.

The industry summit, headed by Corporate Sustainability Champions Footprint, hosted at Sodexo's HG and supported by Eating Better – a leading voice on consumer diet – included representatives from some of the best-known names in the foodservice, services and hospitality industries including Aramark, Tragus, Spirit Pub Company, Coca-Cola Enterprises, and Nestlé Professional.

The Health & Vitality Special Interest Group (SIG) is a non-competitive and transparent environment for the entire supply chain to exchange ideas and best practice, create closer sector relationships and collaborate on best practice around sustainable diets and the cost effectiveness this can deliver.

Speaking at the event Nick Fenwicke-Clennell, CEO of Footprint commented: "With one in eight meals eaten out of home^[1] it is vital that the issues of consumer health and wellbeing are taken seriously and addressed across the foodservice sector. The importance of the role of the foodservice industry in driving the agenda of consumer health and wellbeing cannot be underestimated.

"The Government's Responsibility Deal was the very thing to galvanize all out of home food operators and huge progress has been made in just 12 months.

Footprint and Eating Better join forces to engage businesses on showcasing health and vitality best practice

"The new targets for salt reduction, for example, is testament to the fact that there is confidence that increased pressure to innovate can be applied without harm. We are privileged to be part of the innovations taking place under the noses of the consumer who may never be aware of the great work the foodservice industry is doing."

Key issues arising from the group's latest meeting included a debrief from the DoH on the latest Responsibility Deal requirements for the Out of Home sector, and a look at the latest food sustainability trends, research and policies. The group also discussed the business opportunities represented by the health and sustainability agendas, as well as the barriers for operators, while Eating Better launched a new business engagement initiative.

Sue Dibb, Better Eating Coordinator says: "We want to showcase businesses leading the way – whether restaurants, school and hospital food providers, employers, retailers, and food producers.

"Food businesses can help by offering more meat-free meals and creating lower-meat and more plant-based dishes that are attractive, desirable choices for customers as well as sourcing 'better' meat for the meat they do use that is naturally-fed, has a known provenance and is produced to high animal welfare, environmental and quality standards.

"This 'less but better' approach to meat eating can provide health and sustainability benefits while also providing cost savings."

For further information go to www.foodservicefootprint.com

^[1] Allegra Strategies, Eating Out of Home, 2013

Get your Kids menu right



Tiger Fries from Aviko

Children eat with their eyes so it's important that you get your menu offering right (while keeping parents happy too!)

"According to a survey by research company GMI, 59% of parents have chosen a foodservice outlet because of its family-friendly facilities including meals suitable for children," says Grace Keenan, Brand Manager for Kerrymaid. "Currently, with the school holidays, it's vital that food-to-go operators cater for the higher demand of smaller appetites."

Pizza is one of the most popular foods in the UK for children and is a convenient, family-friendly dish that will support future volume and value growth for food-to-go operators.

"Margherita is a favourite choice of pizza among children and using a good quality

cheese is central to delivering quality in this dish," comments Grace. "Kerrymaid Pizza Grate has the mild, creamy taste of true Irish dairy. Because it melts without any oily residue, chefs will find it a superior option in comparison to standard mozzarellas and cheddars."

"59% of parents have chosen a foodservice outlet because of its family-friendly facilities including meals suitable for children"

"It also gives pizzas their characteristic stretch and melt qualities to ensure they will hold their shape, even if a bounty of toppings is added."

Grace goes on to say that children can personalise their Margherita pizza with toppings like chicken and pepperoni, making it a desirable menu option for fussy eaters, which can help increase profit opportunities for operators.

"During the summer months, quick and easily portable foods prove to be popular among children especially when the weather is warm," explains Grace. "American-style cuisine like hot dogs and burgers are ideal for this season. What's

more, the much-loved burger has seen 13% growth in 2013 from the previous year, according to Horizons' Menurama survey, proving its popularity."

Burgers of all varieties appeal to a wide range of children and can be adapted to meet each and every diet. Toppings can add extra excitement to the dish, and serving burgers with cheese is now an expectation; 95% of burgers sold in QSR are served in this way.

"Market leading Kerrymaid Original Slices offer the creamy flavour of real Irish dairy," continues Grace. "Consistent in melt and taste, they give burgers an appetising visual appeal with their golden colour, suiting a cooking style that's all about sensory stimulation.

"Quick and easily portable foods prove to be popular among children especially when the weather is warm"

"The slices provide a consistent melt that improves the structure of the burger, boosting portability and reducing mess. Easily handheld, this improved structure means burgers can be enjoyed during family-friendly activities and with a beverage. Food-to-go operators can make the most of summertime profits by

Margherita is a favourite choice of pizza among children



Kerrymaid says that toppings can add extra excitement to burgers

Research from The Schools Food Trust suggests that health is a key consideration for parents when eating out with some 87% saying that they would like to see healthier children's menus

including a children's meal deal as part of their offer."

The decision of where a family chooses to eat will, more often than not, be dictated by the needs of the children, so it pays to give attention to getting your menu just right. The family pound is often extremely profitable for operators and successful catering can also lead to incremental 'impulse' sales of drinks and desserts.

"Pubs who want to implement a successful kids menu need only look to the high street to see how key players define their offerings," says Mohammed Essa, Aviko General Manager UK & Ireland. "Small bites for small hands, colourfully packaged and pitched at the right price is the mantra of this marketplace.

"Competition is fierce, but with a bit of imagination it is possible to offer a family-friendly menu that could set you apart from the rest."

Mohammed says it's all about providing meals that are easy to eat and are relevant to the maturing tastes of a younger generation of consumers – and

Kids menu



☞ making sure they offer good value for the parents who will be paying!

Aviko believes it is helping operators profit from the family pound with its Sweet Potato Fries – an alternative to chips that offers a real point of difference.

Thanks to their innovative production process, Aviko's Sweet Potato Fries are crispy on the outside, fluffy in the middle and offer an appealing golden colour to young diners. Naturally sweet, the Fries are also gluten free and don't contain any genetically modified organisms – making them a popular choice with parents and kids.

A serving suggestion from Aviko and one sure to go down a storm on kids' menus is Tiger Fries – a mix of Aviko's Sweet

material to help operators capture the profitable family pound by promoting its exciting Tiger Fries concept for kids.

The colourful downloadable flyers, posters and tent cards will help encourage chip-loving kids – who eat with their eyes – to sample the healthier option of Aviko's Sweet Potato Fries by mixing the vivid orange-fleshed tubers with the more familiar colour of Aviko's premium Skin-On Superlong fries.

“Pubs who want to implement a successful kids menu need only look to the high street to see how key players define their offerings”

Adding to the sense of fun, the kit also includes a feline-themed spot-the-difference puzzle to entertain children while they dine, making the venue attractive to children and families whilst potentially prolonging their stay, leading to add-on sales.

Aviko's Sweet Potato Fries and 'Skin On' Superlongs are supplied frozen and are available now to all foodservice outlets.

Desserts

“Whether served after a meal or as an afternoon snack, soft serve ice cream offers fast food outlets great footfall opportunities,” explains Grace Keenan, Brand Manager for Kerrymaid. “Ice cream centred desserts account for 53% of the 800 million desserts consumed in the UK, allowing operators to tap into various day parts for further growth.

Potato Fries and the company's premium 'Skin-On' Superlongs.

To support the concept Aviko has created a range of free point-of-sale

Little Crackers, the fruit drinks range created especially for children, has added two new flavours to its existing range





New serving suggestions have been created by Almondy to capture a share of the kids menus market

can easily add value – along with a higher mark-up – by serving them as a sundae alongside ice cream, which remains one of the UK’s favourite desserts according to the latest Horizons Menurama report.

The new serving suggestions have been developed to capture the imagination of children and adults alike – Toblerone Sundae, Daim Sundae, Daim Kids Sundae and Peanut and Caramel Sundae – and are available to view on Almondy’s website to help operators tap into the growing demand for confectionary inspired desserts.

Andrew Ely, Managing Director of Almondy, comments: “The perfect match of ice cream with popular confectionary brands has already been harnessed by high street chains and is evident in the success of McDonald’s McFlurry partnership with Crunchie and Smarties and Pizza Hut’s Munchies ice cream.”

Kids and adults alike enjoy personalising their sundaes with toppings and sauces, says Kerrymaid

“Kerrymaid Angelito Ice Cream Mix has been widely recognised and loved by consumers for more than 40 years. Ice cream sundaes can drive unplanned

Kerrymaid Angelito Ice Cream Mix has been widely recognised by consumers for more than 40 years



sales during various day parts and the brand appeals to the whole family. Kids and adults alike love the creamy taste and enjoy personalising their sundaes with toppings and sauces.

“By using DaVinci Gourmet inclusions and sauces, operators can easily create exciting ice cream sundaes for kids such as Cookies and Cream and Butterscotch Bananas, or a classic Knickerbocker Glory.”

Operators should also market their offer in order to encourage parents into extra – or unplanned – purchases. Appetising photography is a key driver to provoke impulse purchase at point of sale, alongside children’s meal deals, which could include a main meal with a dessert, to drive extra margins.

Swedish baker Almondy believes that they have created a way for operators to effortlessly update dessert menus and profit from the family pound too.

While Almondy cakes are traditionally enjoyed as a standalone slice, caterers



Kids menu

“Sundaes are a winning combination for adults and kids alike so we are confident operators will be able to reap the rewards of our serving suggestions.”

By crumbling naturally gluten-free Almond Toblerone, Daim or Peanut & Caramel over ice cream, operators can create a range of sundaes that appeal to the whole family. In fact, recent independent research commissioned by Almond* found that customers are 22% more likely to eat sweet treats when out with children. Add this to research** that shows Almond is recognised by 24% of UK consumers, and that 50% of respondents would order the Swedish cake if they saw it on the menu, and it's easy to see why Almond Sundaes are a simple way to up sell orders and increase profits.

Almond's dedicated foodservice range comes frozen and pre-portioned, with a single slice defrosting in as little as ten minutes (surplus slices can be kept in the chiller for up to seven days).

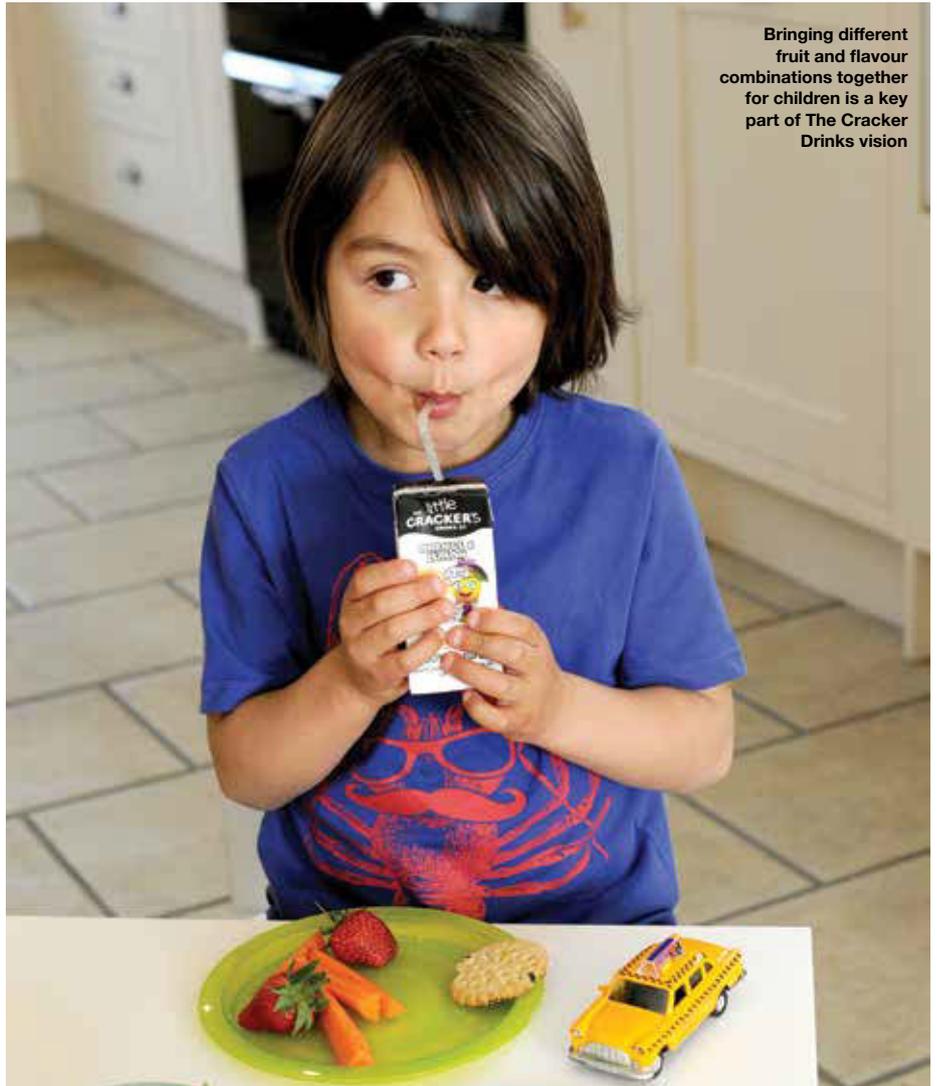
Drinks

Little Crackers, the fruit drinks range created especially for children, has added two new flavours to its existing range: Orange & Lemon and Apple & Raspberry.

The new products join the current flavours in the range, Blackcurrant & Cherry and Pear & Vanilla, created with the same vision for refreshing and light flavours that are said to be ideal for children.

Capitalising on the success of Little Crackers launch in 2013, combined with The Cracker Drinks Co.'s positioning as a provider of high quality juice drinks, this extended range continues to offer great tasting products and showcases the company's blending expertise.

With no added sugar or sweeteners, each carton of Little Cracker juice drinks counts as part of kids' five a day with 75% pure juice and a splash of water. The range also has no artificial flavours and allows children to experiment with simple flavours and tastes, while meeting schools approved guidelines. Coming



Bringing different fruit and flavour combinations together for children is a key part of The Cracker Drinks vision

“Appetising photography is a key driver to provoke impulse purchase at point of sale, alongside children's meal deals, which could include a main meal with a dessert, to drive extra margins”

in a handy 200ml carton with straw, the product has been created to fit perfectly into any lunch box and is excellent for a delicious on the go refreshment.

Gavin Cox, Managing Director of The Cracker Drinks Co. said: “We've been

overwhelmed by the positive response to the Little Crackers launch last year, so we're thrilled to be able to extend our range for children with these two new fantastic flavours.

“Bringing different fruit and flavour combinations together for children is a key part of our vision – it's so important that children try wholesome yet interesting products and have fun while doing so. We feel the new flavours bring something brand new to the category, in a completely natural product with high fruit content, which also has unique and informative packaging.”

For further details on The Little Cracker Drinks range, visit www.littlecrackerdrinks.com.

* Source: Toluna/Almond Consumer Insight March 2014 **Source: Toluna/Almond Consumer Insight July 2013.

Crisps & handheld snacks

Crisps and salty snack sales are growing strongly



Crisps and handheld snacks

The handheld snacks market is growing, especially with the current strong trend towards street food, and it is essential for caterers to stay in touch with this trend to best serve the needs of their consumers

“Handheld food options’ popularity is largely due to the fact they allow outlets with small kitchens to offer a range of dishes without the need of a specialist kitchen or skilled staff,” says Chloé Féminier Tomkins, UK Group Product Manager, Bel Foodservice.

“Snacks represented 22% of the £32.8 billion foodservice market during 2012”

“According to research from Horizon, snacks represented 22% of the £32.8 billion foodservice market during 2012, representing a rise of 4.4% from the previous year, and growth of this market is expected to continue over the next two years, as a result of consumers’

Crisps & handheld snacks

⌚ faster and more casual approach to eating out.”

When it comes to operators deciding what types of handheld snacks they should offer, sandwiches and wraps should be high on the list of priorities, says Chloé, as they make up a large proportion of the handheld snacks market. Outside of their traditional lunchtime consumption, sandwiches and wraps have also grown in popularity as an every meal option as well, as they are often considered as a lighter and healthier alternative to traditional meals such as lasagna or pasta, chicken pie, or burger and chips.

A Bel survey of 2,000 people highlighted cheese as a favourite ingredient in sandwiches, and the British Sandwich Association reports that 16,000 tonnes of cheese is used in pre-prepared sandwiches per annum, further consolidating its importance as a sandwich filling and emphasising the necessity for caterers to provide cheese sandwiches on their menus.

“In order to deliver the fast service that will be expected of any operator offering handheld snacks, using easily spreadable options – such as Boursin or Cantadou – or pre-sliced cheeses – such as Leerdammer or Port Salut – can be an easy place to start,” recommends



The Fabulous Bakin' Boys' muffin range now consists of five flavours including Double Choccy Muffin

“The demand for snacking products has boosted sales of items like muffins, brownies and doughnuts as an impulse purchase”

Chloé. “Handheld snacks, such as sandwiches and wraps, can be paired with other types of food and drink, and work wonderfully as part of a meal deal.

“Mini Babybel can be a great additional snack to a handheld product as it comes in a set portion size. It is also good for positioning at the point of sale, which will encourage more consumers to add it to their existing purchase and increase any operators' return.”

A sweeter taste

On the sweet side, the demand for snacking products has boosted sales of items like muffins, brownies and doughnuts as an impulse purchase, with grocery multiples stocking a wider choice of these products loose. Sales of baked goods like muffins have been strong as they appeal to consumer demand for comfort foods and retailers have continued to stock a wider range of these as they try to meet consumer demand for products that are novel and indulgent.

Sales of traditional bakery snacks have been driven primarily by promotional activity. Muffins tend to sell best during



Sandwiches and wraps should be high on the list of priorities, says Bel Foodservice

Crisps & handheld snacks

the morning and cookies and cakes mainly in the afternoon, often during the period immediately after the schools close and again as people finish work.

“In terms of bake-off products the key is to make sure that as far as possible you have something for everyone,” says Neil Lindsell, Concepts Development Manager, Country Choice. “The market for these products is predominantly male but is also advisable to offer traditional morning goods such as Danishes, Croissants and Pain Au Raisins to ‘capture’ female consumers.”

Sales of products containing nuts and seeds have seen significant growth as they are seen as being healthier, so it's a good idea to include these products in your range. Pairing snacks and confectionery with hot beverages is also a must. Between 1:3 and 1:2 coffee purchases are likely to be accompanied by a food purchase so it's an excellent idea to offer some form of meal deal linking the two items.

“Snacks and confectionery products are very much impulse purchases so situating the impulse display unit in the right place, either near the till or in high traffic areas, is vital,” advises Neil.

Frances Booth, Category Marketing Manager at Lotus Bakeries, says that in order to increase profits, cafés and coffee shops should be utilising continental principles and serving a free snack alongside the hot beverages they serve. “A simple coffee won't cut it for today's increasingly demanding customers, so it's important to go the extra mile and use handheld snacks to your advantage,” she says.



The Lotus Biscoff biscuit from Lotus Bakeries has been specially created to complement the flavour of coffee

“The Lotus Biscoff biscuit, for one, has been adding a little something extra to hundreds of UK outlets for a long time. Its unique recipe has been specially created to complement the flavour of coffee, and as each individually-wrapped biscuit costs mere pence, their inclusion can be incorporated in the overall price of the drink, making them self-funding.”

Back in December 1988, ex Wall Street trader Gary Frank had a dream. An old boy with a long white beard and a long white gown said, ‘Gary, go and make donuts’. Six months later, the Delicious Donut company was launched on a small industrial estate in Witney,

“Sales of traditional bakery snacks have been driven primarily by promotional activity”

Oxfordshire. Gary was joined by his brother Jon the following year, and though sadly the donuts were never a great success, they branched out into other baked treats. The business grew, supplying mainly sandwich bars and local delis.

Fast forward to 1997 and by now donuts were off the menu, but the brothers realised there was a great opportunity to bring their range of high quality, great tasting, individually wrapped treats to a wider market. Says Gary: “At that time, if you wanted an eat-now snack while you were out and about, it was a packet of crisps or a chocolate bar. Coming from Canada, we were brought up on muffins and brownies, so we thought it was a real shame they weren't readily available over here!

“But we were the Delicious Donut Co that didn't make donuts, so we realised if we were to make the most of the opportunity, we had to change.”

And change they did, when in Oct 1997 Delicious Donuts transformed into the Fabulous Bakin' Boys!

The current range has evolved over the years, and now consists of five flavours of muffins (double chocolate, choc chip, blueberry, lemon and sticky toffee) five flapjacks (mighty oat, chocolate, mixed berry, fruit & seed and toffee), three loaf cakes (carrot, fruit and raspberry), and two slices (brownie and caramel shortcake).

Crisps

A leading report recently said that crisps and salty snack sales are growing strongly and suggests that there is a large sector of crisp users who are prepared to pay more for crisps featuring British ingredients. “Our growth certainly reflects this trend, ↻

A Mighty Oat Flapjack from the Fabulous Bakin' Boys range



Crisps & handheld snacks

with current sales showing a significant increase on previous years,” says Alex Albone, Managing Director of Pipers Crisp Company, one of the UK’s leading brands of gourmet crisps. “It’s clear that customers are increasingly demanding premium snacks and don’t mind paying extra for award-winning flavours, great provenance and a strong overall value proposition.

“This is a great opportunity for caterers who can cash in on this demand by offering high quality, high margin crisps. And not only will sales volumes be good but so will margins, because selling a premium product at a higher price gives a greater cash margin.”

The great thing about crisps is that they can be offered as an impulse item at any time of the day, either to eat in or for on-the-go consumption.

“Crisps are the ideal snack for all consumers,” states Alex. “And to help our caterers and resellers ensure they have a genuine and unique selling point, we don’t sell Pipers Crisps through major supermarkets and have pledged that we never will. Instead, Pipers Crisps has fast become the gourmet crisp brand of choice in catering outlets, pubs, coffee shops, delicatessens, farm shops and independent retailers.”

Hot snacks

“The recessive economic environment has put pressure on consumers as many continue to tighten their purse strings,” comments Mark Yates, founding director of Empire Dogs, the hot dog brand founded in 2013. “However, food-to-go outlets have outperformed within the foodservice marketplace, with many achieving positive sales growth in 2012.

“Over the next few years this figure is set to rise.”

The instant hot snack category generates £197 million in sales by value for the foodservice market annually. However, consumers’ expectations are changing, with more now seeking out a broader variety of options, in line with the growing popularity of high quality street foods and American cuisine.



Empire Dogs say that their hot dogs have 50% less fat content than any other brand on the market

By offering different options, food-to-go operators can support these new demands and also up-sell customers from the conventional pre-packed snacks.

“Research by Gfk, has shown the average commuter and person on-the-move can have up to five separate purchase and consumption occasions a day, highlighting the pivotal role of snacking and meal substitutes for food-to-go operators,” says Mark.

“The great thing about crisps is that they can be offered as an impulse item at any time of the day”

“Healthy choices have been identified as the most significant long-term consumer trend impacting the UK foodservice industry according to The Taste of the Future 2020 report. This means many consumers will begin to seek alternative products that are perceived to help them improve their diet, health and overall lifestyle when dining out.

“Operators need to also consider the significant increase in the popularity

of healthy snack options, as 42% of consumers choose a healthy nibble over other alternatives. Empire Dogs exceeds the customer’s expectations of the traditional hot dog and is undoubtedly the healthiest on the market. With less than 350 calories including the bun, Empire Dogs have 50% less fat content than any other brand on the market, virtually no salt and are without any preservatives, additives or colourings – but still have a premium taste that customers expect.”

And with meal times becoming fragmented, there seems to be a shift towards all day grazing, as Simon Shirley, Tulip Foodservice Director, comments. “The way consumers’ access food and food brands are changing: diners are looking for a more communal and less formal eating experience.

“For us, the popularity of snacking and small meals goes hand in hand with other key food trends: the UK’s love affair with nostalgic American comfort foods; the popularity and abundance of street food markets and urban foods as well as a real shift in how we experience food – so open kitchens, underground restaurants and food on farms. Tapas, gourmet snacks, sharing platters and ‘foodie’ menus are an extension of that.”

Food review



Flavours of Italy

Trevor Langley takes a visit to La Polenteria and discovers more about why polenta is a winning ingredient for menus

Polenta is a cornmeal that can be eaten directly and also grilled, fried or baked. The name is of Italian origin and has been very popular since Roman times. Polenta is cooked by simmering in a water-based liquid, sometimes with other ingredients or, as is more usually, served with them, when cooked.

When fried the polenta is termed as 'crostini di polenta' or 'polenta fritta'. Polenta is most versatile and extremely popular, being found throughout Italy. It is rich in vitamins A and C, as well as being high in fibre and protein.

La Polenteria restaurant specialises in offering a splendid selection of polenta-based dishes, including wonderful desserts. Using traditional Italian recipes and only high-quality natural produce, with no GMO ingredients, La Polenteria has established itself as a leader in this cuisine. Starters, main courses and desserts are all freshly prepared on site and the menu has something for everyone.

Meat dishes include Goulash, Tuscanic Sausages with borlotti beans, and also Wild Boar, amongst others, which are all very favoured choices. The salads are popular selections too, with Scamorza cheese, grilled courgette and sun blush tomatoes, plus Parma Ham with pecorino cheese, artichokes and rocket, being amongst several tempting dishes.

Smoked Scottish Salmon is also available, accompanied by complementing vegetables and other items. Desserts are freshly made and with superb coffees, plus other excellent beverages, including quality wines and craft beers, making for a most enjoyable meal.

For anyone who has not had the chance to try polenta, this is a great opportunity. La Polenteria demonstrates the strong

Italian flavours of cuisine and is competitively priced, whilst providing a personalised service. Being close to 'theatreland' it is an ideal venue for a pre or post theatre visit. All dietary requirements can be catered for and small parties, occasions and events, accommodated. Excellent value for money at this specialist restaurant.

“La Polenteria demonstrates the strong Italian flavours of cuisine”



Where you'll find them

La Polenteria

64 Old Compton Street
London
W1D 4UQ

020 7434 3617
info@lapolenteria.com
www.lapolenteria.com



Health, safety and hygiene

Cleaning and hygiene is absolutely essential in any kitchen in order to maintain safe and hygienic conditions

“A cleaning regime demonstrates due diligence and provides staff with a robust plan on what/how/when to clean equipment/premises,” says Ian McKay, Managing Director, Network Hygiene. “However, it is essential that it is monitored and reviewed regularly to ensure it is fit for purpose and reflects current demands of business.

“To be effective it should involve everybody who enters the kitchen – delivery personnel who may enter kitchens, service engineers who attend

kitchens to repair/maintain equipment and all kitchen staff from a personal hygiene perspective.”

“Repeat business from customers who are satisfied with the cleanliness of the premises is a good reason to get it right”

Effective food hygiene means minimising the risk of harm or illness to people who consume food on the premises, or are involved in the production or service of food. There is currently an increased focus on the risk of cross contamination so effective storage and work flow are both essential, as are personal hygiene practices, to ensure the risk is minimised.

Refrigeration and all cooking equipment need to be regularly monitored to ensure that it is operating to optimum efficiency and consistently reaching required

temperatures. Regular food temperature probing and recording will help identify if the equipment and practices are effective. Whilst colour coded boards and knives greatly assist they are no substitute for good practice.

When choosing a deep cleaning company it is vital to check that they have adequate insurance, the competencies to carry out and certificate their work and are able to offer advice that is in the best interests of the client.

“At Network Hygiene we recognise that all kitchens are different with regard to scale, numbers served and even the type of food and we therefore prepare a deep cleaning/duct cleaning schedule tailored to specific needs,” comments Ian. “Cleans are arranged to cause minimum disruption and we certificate the work to give the customer peace of mind.”

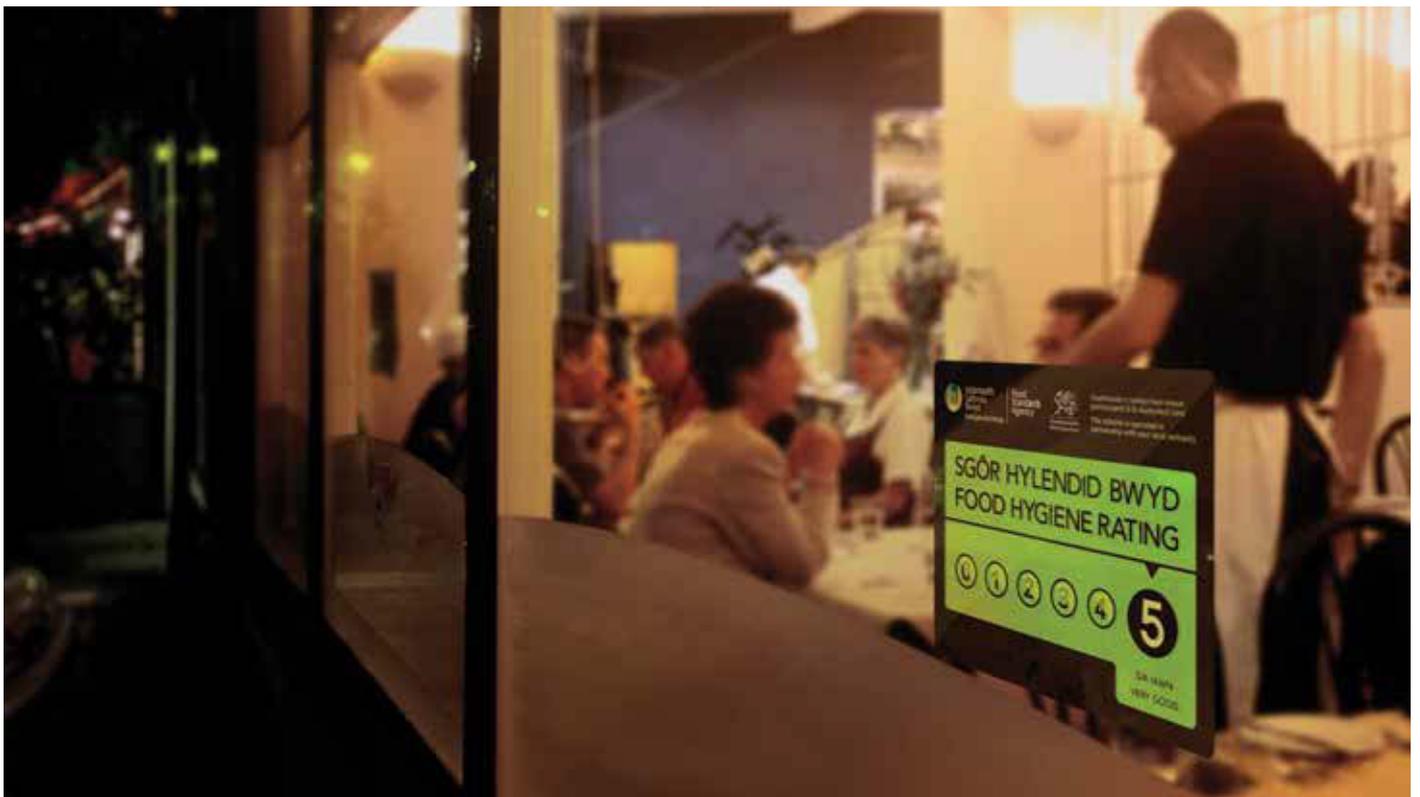
Independent research, commissioned by Nisbets, has highlighted the importance of using advanced cleaning products in foodservice environments. Of the 750 establishments questioned via both telephone and email, over 75% felt that today’s cleaning products performed significantly better than products purchased five years ago.



The new, environmentally friendly Hyline range from Hobart

“Keeping food preparation areas and display equipment clean is a legal requirement”

The research also revealed the significant investment that outlets make to ensure that their venues are hygienic throughout, with over 40% of outlets spending between £100 to £500 on cleaning products each month.



Focus on...

“Unsurprisingly, quality and price were the most important factors to affect purchase behaviour,” says Heather Beattie, Jantex Brand Manager, Nisbets Plc. “Thankfully the Jantex cleaning range from Nisbets offers operators everything they need to eliminate grease, grime and germs, as well as keeping their equipment and waste neat and tidy – all at a fantastic price.”

“A cleaning regime demonstrates due diligence and provides staff with a robust plan on what/how/when to clean equipment/premises”

Made in the UK, some of the most popular products include the Jantex Micro glass Cloth (DN 842). Said to be versatile and inexpensive, the cloth has received rave reviews from independent customer service feedback specialist ‘feefo’, with comments such as ‘Brilliant! Smear free glass at last’.

Hobart is helping operators improve their warewashing performance with the launch of a range of chemicals featuring high-quality ingredients to help ensure the best cleaning results.



Ten tips for good health, safety & hygiene

Provided by Country Choice



- 1** You must have a food safety management system in place and it must be understood by the managers. It should be based on HACCP principles (Hazard Analysis Critical Control Points). Further information, based on the Food Standards Agency’s ‘Safer Food, Better Business’ initiative can be found at: www.food.gov.uk/foodindustry/regulation/hygleg/hyglegresources/sfbb/ or by contacting a specialist consultant.
- 2** Keep records - they will help with your ‘due diligence’ defence. Always ensure reports that you receive (such as from the pest control contractor or the EHO) are marked off with the details of the action that you took.
- 3** Make record keeping easy and relevant - try to avoid tick-box sheets that just end up being a habit at the end of the day, rather than being a useful tool.
- 4** Use a torch to check standards of cleanliness in the ‘out of the way’ areas, e.g. underneath equipment.
- 5** Set a good example - wash your hands every time you enter the kitchen and wear protective clothing.
- 6** Disinfect food-contact and hand-contact surfaces: ensure that any surfaces that receive hand contact are regularly disinfected. By this we mean taps, fridge door handles, cupboard handles, even the handle of a chip frying pan. It is very easy for bacteria to be transferred from these to the hand and then to food product, especially if they are being used by a number of different staff.
- 7** Temperature control. If food is meant to be kept at a particular temperature, either hot or cold, make sure that this is done and an accurate record is kept. The benefits are twofold. Firstly it will make sure that the food is being held at the correct temperature and secondly it could be valuable evidence in the defence against an accusation of food poisoning.
- 8** Pest control. Keep your kitchen clean and free of food sources. Also, take advice from your pest control contractor (and record any action you take).
- 9** Personal hygiene. Make sure staff are properly trained and understand the importance of basic personal hygiene. This would include the value of hand washing and keeping their uniform/workwear clean. They should also have a thorough grounding in the regulations relating to the time they should be away from the business if they are suffering from illness.
- 10** Prevent cross-contamination. Keep raw and cooked foods separate during storage (raw beneath/away from cooked foods) and handling – separate chopping boards and knives, hand washing between handling raw and cooked foods.

The new, environmentally friendly Hyline range, which has been established for many years in Germany, features six liquid detergents and two liquid rinse aids – each one colour coded to eliminate the risk of cross usage – and featuring integrated dispensers for safe and easy handling.

The Hyline collection has been specifically tailored to suit the Hobart range of glasswashing, dishwashing and utensil washing equipment, but is suitable for use with all other brands of commercial warewashing equipment.

Simon Lohse, Director Hobart Service UK, said: “We believe it is the right time to give UK operators access to a range that has been setting the standard in Germany for some years in terms of warewashing quality.

“Hyline offers an appealing combination of better quality and the best cost because the products are surprisingly inexpensive – something that all operators will appreciate.

“We think customers with Hobart equipment and those using other types



Nisbets says that their Jantex cleaning range offers operators everything they need to eliminate grease, grime and germs



“If food is meant to be kept at a particular temperature, either hot or cold, make sure that this is done and an accurate record is kept”

will certainly value the numerous benefits the Hyline range offers. We appreciate that there are many established brands of liquid detergent and rinse aids but Hyline raises the bar in terms of performance so is a very worthwhile addition to the UK market and will offer an enhanced choice.”

Keeping food preparation areas and display equipment clean is a legal requirement. All businesses engaged in food preparation must have a documented hygiene system that complies with legislation such as COSHH (Control Of Substances Hazardous to Health) and the Food Safety Act.

“No-one wants to buy food from a dirty business,” states Stephen Clifford, Head of Marketing, Country Choice. “Operators are often preparing food in an area that is visible to customers, so high standards of cleanliness as well as good hygiene practice such as regular hand

washing can encourage repeat business. Repeat business from customers who are satisfied with the cleanliness of the premises is a good reason to get it right.

“Premises with poor standards can be closed on the spot by the Environmental Health Officer (EHO). It’s not the best advert to potential customers if they cannot get in because the door has been locked by the EHO!”

Country Choice can offer full training on all aspects of food hygiene and cleaning and as well as offering a range of cleaning products. It also provides a ‘Keeping it Clean’ Technical Manual which provides a step-by-step guide to creating and managing a hygiene programme.

“Training is a key part of the service that Country Choice offers,” says Stephen. “An important element of this is instruction on the use of all relevant cleaning products such as detergents, sanitisers, and bactericidal hand soap.

“Our job is not to recommend any particular brand or manufacturer, but to ensure that staff are fully trained in the use of whatever products are being used in their place of work. Lead by example, show staff what clean ‘looks like’ to your standard.”



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Corporation tax planning



Tax is a significant cost to profitable businesses. It is therefore worthwhile considering how to minimise the 'hit' of tax in all its forms

Every transaction has an impact on your tax bill, so should be considered routinely. At mcphersons, we recommend that businesses undertake a review prior to year end in order to identify any tax-saving opportunities. A set of reliable management accounts will greatly assist with this process. Depending on the specifics of your business, this review will investigate some or all of the following:

Deferring income or profits

If you delay a profitable transaction from the last month of one accounts period to the first month of the next, the corporation tax will be payable one year later. This is often useful when you are crossing the threshold between small and large company tax rates. It is also relevant if the tax rates in the following year are due to fall.

You may wish to consider selling your goods on consignment. In short, this means you can place your product into a retailer at no financial risk to them – they only pay for what they sell, and no tax is payable by you until they sell the goods (and pay you).

For seasonal businesses, e.g. tourism, changing your year end may be appropriate. E.g. for a hotel that makes most of its profit in the summer months, it may be worth changing the year end from April to July. This would split the most profitable months between two accounting years.

Bringing forward expenses

The more expenses you have, the less profit you have to pay tax on. Therefore, if you bring forward some expenses into the current tax year, that will help. For example, you could:

- Make early bonus payments
- Make provisions against slow moving stock or bad debts
- Make additional pension fund payments
- Start a new business that will make a loss in its first year
- Increase 'discretionary' expenditure (advertising, building maintenance, donations to charities).

“Every transaction has an impact on your tax bill, so should be considered routinely”

Investigate Capital Allowances

If you are planning to purchase fixed assets that will generate an allowance, it may be beneficial to do this in the current tax year. Alternatively, if you have a property to sell that will generate a loss, this will also reduce your tax liability.

The area of Capital Allowances is complex and you should seek advice before taking this route.

Other areas to consider

We can also advise whether there are any other areas you should investigate such as:

- Capital Gains
- VAT Planning
- Research & Development Relief
- Green Investment
- Income from Property
- Use of Trading Losses
- Taking advantage of small companies tax rate

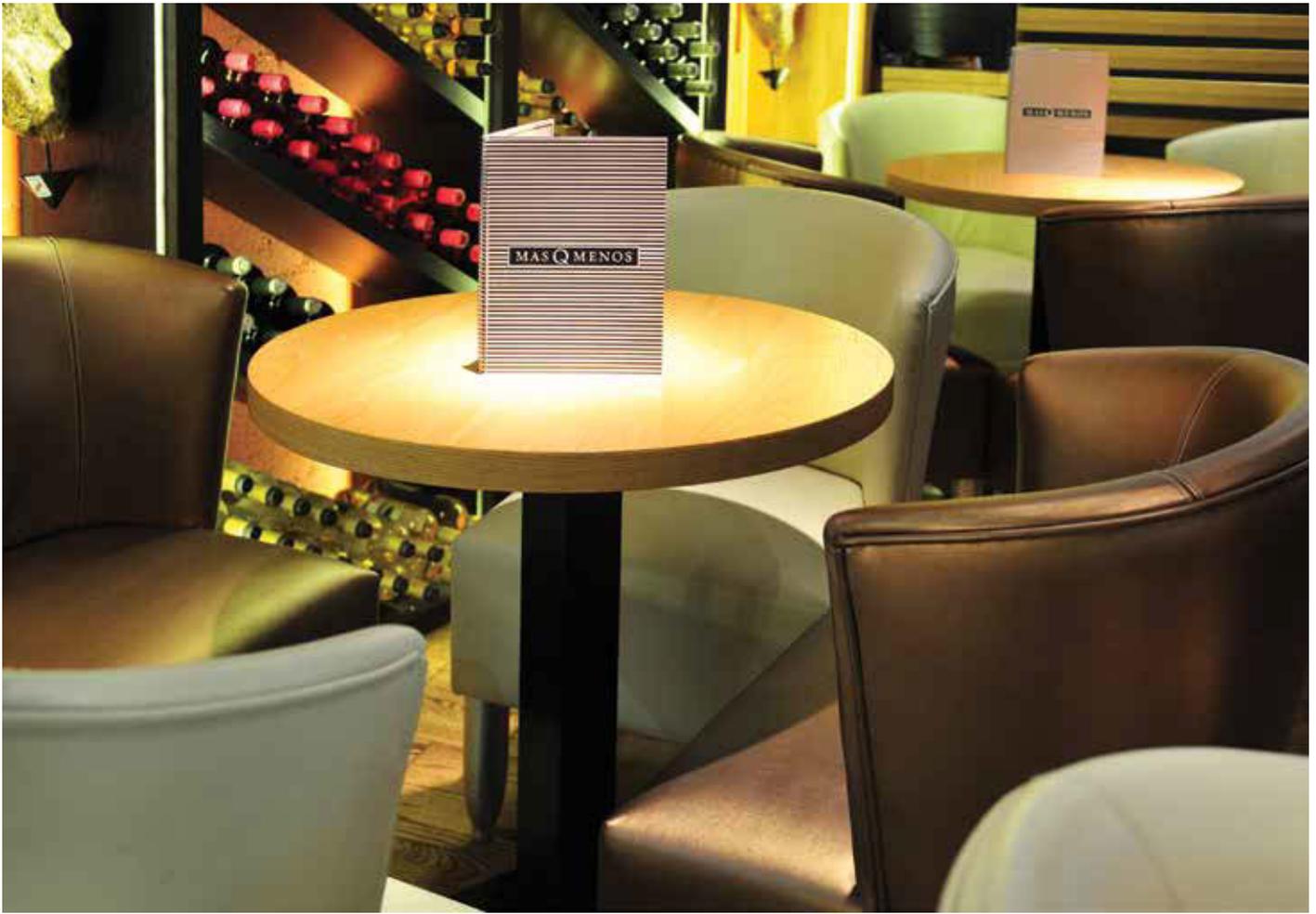


Peter Watters,
Director at
mcphersons
chartered
accountants

For help with tax, email Peter Watters p.watters@mcphersons.co.uk or call our Head Office on 01424 730000 for a free consultation at mcphersons' London, Bexhill or Hastings offices. www.mcphersons.co.uk



Business profile



Q for quality at MasQMenos

Popular Spanish eaterie MasQMenos is delighting London diners with the launch of its first UK restaurant, situated in Holborn. QuickBite's editor catches up with its Director, Crisol Cacheiro to find out more

Created to bring Spanish gastronomy in a relaxed and friendly atmosphere, they combine traditional flavours with comfort and speed. 'MasQMenos means "more than less" – more quality, more quantity and more value, with the letter Q being a well-known symbol for quality in Spain.

"My father opened the first Cacheiro restaurant in Barcelona in 1994," says Crisol. "The group now comprises 42 restaurants. I started the MasQMenos brand in 2011; it quickly became a success story in Spain and we now have 30."

The restaurant typically prides itself on offering a wide range of unique and specially made regional Spanish breads, hams, cheeses and salads, all accompanied by wine from a number of Spanish vineyards. Delicate pastries, cakes, delicatessen tasters and aperitifs

"We offer the very best Spanish products in a simple but fresh and delicious range"

are all products that are of the highest quality and can be enjoyed at any time of day, in the restaurant or to takeaway. "We offer the very best Spanish products in a simple but fresh and delicious range," explains Crisol. "Our signature product is the world famous Bellota jamon (ham). It is the finest quality and melts in your mouth. Regional cheeses are the perfect complement!"

Both restaurant and takeaway food are made to order, ensuring that customers will enjoy warm, high quality, authentic Spanish food. The informal, friendly

atmosphere lends itself well to either a relaxing breakfast, a light business lunch or after work socialising.

Crisol says that this new outlet marks the beginning of the brand's penetration of the UK market, with further London sites planned in the west end and the city. "MasQMenos has over 25 outlets in Spain and is currently expanding into north and south America as well as Europe, which gives some indication of the quality and authenticity of the food," he explains. "Our customers in the UK are already proving to be equally as enthusiastic about our cuisine.

"We pride ourselves in leading the field in providing first class regional produce made just for us as well as excellent service. With this in mind, we are shortly planning to roll out an online pre-order pickup and delivery service for local businesses."

A typical working day is described by Crisol as: "Work, work and more work!

"My team and I always try and stay connected and stay updated on who is doing what so we can think in the same way; we all row in the same direction. We have over 40 restaurants in four countries and as we are opening more all the time, we must be on the ball!

"We are always striving to produce the best food and deals for our customers,



whilst trying to balance my day with my family."

With High Holborn being the company's first step into the London market, it already has several more units in the

"Our formula is high quality, an uncomplicated – but tasty menu, combined with efficient service"

pipeline – with a further one being planned for Soho soon.

"For this year, in the UK, we will consolidate in London and look to other major centres; internationally we are in advanced discussions in USA, Mexico and two more countries in Europe," explains Crisol. Pretty impressive plans. But just how does Crisol ensure that the customers keep coming through their doors? "We have experienced a terrific response in the Holborn locality through word of mouth and people walking by and getting to know us.

"But of course we are in the process of getting the message out London-wide, and these days that covers PR and social media. London is big, busy and competitive and so we must showcase and promote what we are doing so we stay ahead and up front!"

Although negative feedback is a rare occurrence, Crisol says that when this does happen it's treated with positivity: "Bad feedback for us is gold! It gives us the opportunity to improve and we really thank the customer who tells us what they really think.

"Fortunately we rarely experience bad feedback – quite the opposite. But I believe that this is because our formula is high quality, an uncomplicated – but tasty menu, combined with efficient service."



Design inspirations



Photography:
Gareth Gardner

Digital screens alert, direct and
inform customers

Twickenham Stadium upgrades its customer experience

This month we feature the collaboration between the Rugby Football Union, Levy Restaurants and designers, SHH which saw the transformation of Twickenham Stadium

Twickenham Stadium, the home of English rugby, was looking to upgrade the customer experience at its food and beverage retail offers in order to be truly world-class across all areas of its offer in time for the 2015 Rugby World Cup, which England is set to host after winning the 2009 selection bid. At the same time, the stadium's owners - the RFU (Rugby Football Union) - had changed a number of its core branding elements and these also had to be incorporated into any new designs. The

result is the Twickenham Experience – a joint venture between the RFU and operator Levy Restaurants (the sports

“Wherever possible, the height of the units was used in full to open them up and play with proportions and scale”

and leisure division of Compass UK & Ireland).

SHH worked as the design partner for Levy Restaurants on the new project, tasked with creating completely new designs for the bar and food service areas, which are located all around the stadium (numbering 40 units in total). Twickenham Stadium is made up of four stands (north, south, east and west) with lower, middle and upper tiers for each stand.

Design inspirations

“This was a very exciting opportunity for Levy Restaurants as it really allowed us the chance to bring our retail philosophy into play, which we have spent a long time creating,” comments Roy Westwood, Creative Director of Levy Restaurants. “This is based on how a bar can best function efficiently in this kind of concourse environment, through the creation of multiple levels of customer interaction, which ensure that a really different customer experience that is

memorable, unique and much more open and welcoming than traditional kiosk operations.”

The brief to SHH for the concourse food and drink offers was to integrate all practical and operational requirements in a visually-impactful environment that would improve customer experience, forming part of a much more developed design approach than one would normally find in a stadium environment. The specific criteria were threefold: speed of service, ease of processing and visual clarity in terms of queuing, choosing and paying.

“They therefore had to be engineered as if they were outdoor bars in order to contend with the cold and the damp. Usage before, after and during matches – especially at half-time – can be incredibly frenetic with huge queues and massive time pressures for serving, so everything had to function incredibly tightly.”

The simple words for the re-designed offers – ‘Hunger’ and ‘Thirst’ – came from the new RFU brand guidelines, but SHH chose to use them at superscale on huge red façades for maximum impact and visibility. As the base units themselves were fairly unforgiving - cold, hard and made of concrete - the strong use of colour, graphics and lighting was important to enable them to stand out as much as possible. Wherever possible, the height of the units was used in full to open them up and play with proportions and scale and to make the units feel more welcoming and enticing for customers.



Colour, graphics and lighting help the offers and products to stand out

“Digital screens at two scales... are used to alert, direct and inform customers, as well as to underscore RFU Twickenham’s brand values”

“The bar and food unit redesign came with a lot of challenges,” says SHH Creative Director Neil Hogan. “Although the units are located under cover on each level, they are also exposed to the elements because of the open access from the stadium seating areas.

“SHH have really played on the material palette and scale of these outlets in their designs,” adds Roy Westwood. “Choosing to complement the industrial, rather brutalist feel of the core shells rather than concealing or working against them.”



Red facades allow for maximum impact

Design inspirations



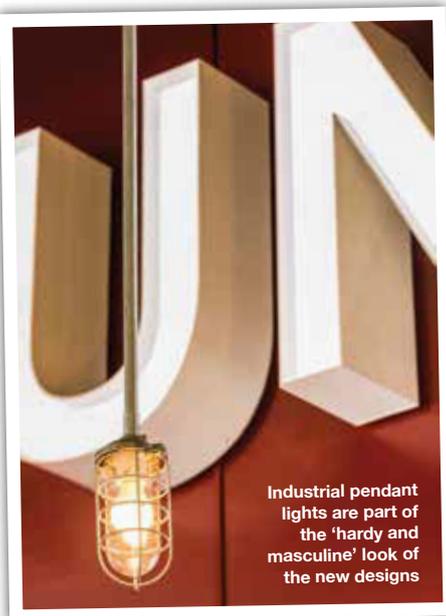
New food and drink areas, Twickenham Stadium

⌚ Digital screens at two scales (large in the exterior corridor area and smaller behind the counters) are used to alert, direct and inform customers, as well as to underscore RFU Twickenham's brand values. The graphic language for the screens was created by SHH and offers the operator and the RFU flexibility as to which brands are advertised, as these can change according to games and individual sponsorship deals. Special offers and prices are also flagged up here.

“The right place to queue is subtly underlined by vertical red lighting strips set into the black bar fascia, whilst high-level shelving helps those queuing to make their choices before they arrive at the counter”

by vertical red lighting strips set into the black bar fascia, whilst high-level shelving helps those queuing to make their choices before they arrive at the counter and give their order.

The design of each bar is layered, with industrial pendant lights at the front for the 'Hunger' counters and a material palette that includes chunky metal mesh, black steel fronts, stainless steel counters and red waterproof laminate; a “hardy and masculine” overall look according to Neil Hogan.



Industrial pendant lights are part of the 'hardy and masculine' look of the new designs

“As a subtle reflection of the location, we photographed the famous wall of bronze statues of famous former players at Twickenham,” explains Neil Hogan, “and then used elements of those images in shadow form on some of the more generic digital images to add a sense of place.”

Customers see the well-lit façades and digital screens from a distance as they approach, helping them make the choice of which bar or food servery to queue at. Small white cubes mounted onto the red facades help delineate queues according to payment type – cash or cash and card – to improve speed of service. The right place to queue is subtly underlined

The new designs for this first phase of the masterplan are all now completed, open and functioning very well, helping to keep people moving – and in good tempers – during the full-on rush of the interval. Later phases of the overall hospitality masterplan are still to be implemented.

“This project shows just how effective the teamwork is between the Levy Restaurants' Innovations Creative Team and SHH,” concludes Roy Westwood. “Our relationship goes from strength to strength and finds expression in the delivery of unique client experiences that are totally aligned to individual venues.”

Communicate your brand effectively

Susan Bolam, Client Services Director, Jellybean Creative Solutions Ltd, talks here about the importance of brand identity

Here are five C's to help you get your branding and identity right:

Core

What is at the core of your brand? If you had 30 seconds to sell your brand what would you say? What makes it different from your competition? What do you stand for? What are your values? What is the personality of your brand? Spend time answering these questions early on so you have a strong understanding of what you are about as a brand. You can use a brand blueprint model, if this helps focus your thinking (just Google 'brand identity blueprint' using the image filter).

Then once you know what is at the heart of your brand, stay true to it. This will govern the language of your brand (tone of voice, wording etc.) the look and feel of your brand (design, colours, style, etc.), the materials you use (e.g. recycled), even your customer service style to ensure all of these reflect what you are about.

Clarity

The strongest brands are often the simplest. Be clear and have a single minded vision for your brand. You should be able to boil your brand down to a single statement. By having a clear brand positioning you will be in a far better position to communicate it out to the market and internally.

Communication

Your communications out to your target audience (prospective customers) are crucial. If possible test all you can with your customers and prospects to get their input at an early stage so that you can develop your brand to appeal to those you want to buy into. However, it's easy to overlook your most powerful communication tool – your staff. They embody your brand and the most inspired logo or standout signage in the world will not outweigh poor customer service or staff who are not on-board with your brand, so ensure staff training is a priority.

Consistency

There are some exceptions, but as a rule wherever your brand appears as a logo it should be the same. Ensure you know your brand colours - your printer or designer will be able to give you these:

- Pantone reference (solid colour for print)
- CMYK split (for print that uses four colour split print process e.g. magazines)
- RGB split (for websites and online)

Make sure you have a high resolution logo in black and white and all of the above colour permutations. As well as your logo and palette, you also need to choose your typefaces/fonts, photography style and brand personality for copy and then stick to them – whether it's on your menu board, flyer or website!



Connection

The most successful brands are those that engage their audience through their brand identity. By regularly communicating and reinforcing your brand identity you can build up brand recognition and positive associations. From signage to customer service, flyers to your website, text alerts to take-away packaging, you have many touch points available to build your brand in a positive way.

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Juices, smoothies, milkshakes & functional drinks

Despite the difficult economic environment, soft drinks have once again proven their popularity within the marketplace. According to CGA Strategy, the value of soft drinks sales in 2013 rose 4.3% from the year before, and the market was valued at approximately £4 billion, demonstrating its unique positioning and versatility in the category

“Universal appeal has driven the sales growth of soft drinks, as they continue to attract diverse audiences and different age groups with an array of sub-categories and formats to suit all tastes

“The value of soft drinks sales in 2013 rose 4.3% from the year before, and the market was valued at approximately £4 billion”

and occasions,” comments Steph Goldie, Brand Manager for DaVinci Gourmet. “Whether they are to accompany meals, provide non-alcoholic refreshments or



Menu ideas



DaVinci Gourmet say that their Fruit Innovations syrups can add interest to almost any soft drink base

beverage category in foodservice, demonstrating strong profit potential for operators,” she says. “DaVinci Gourmet Fruit Innovations syrups can add interest to almost any soft drink base. Mix with lemonade or soda water for an original take on standard squashes and juices.”

“Over the last few years, milkshakes have also grown in popularity and are now essential items on drinks menus”

Soft drinks offer variation all year round and the possible flavour combinations are endless. For example, operators can mix DaVinci Gourmet Lemon Tea syrup with lemonade to create a refreshing Sparkling Lemon Ice Tea for summer, or substitute this with mineral water for a lighter, still alternative and later in the year, autumn inspired recipes, such as a Toffee Apple Frappe.

“DaVinci Gourmet’s smoothie mixes are simple to blend with ice and combine with syrups,” explains Steph. “They provide

less wastage than when using fresh fruit and flavours include consumer favourites of Strawberry, Mango, Peach, Strawberry Banana and Summer Fruits. DaVinci Gourmet’s Smoothie recipes can cost less than 80p for operators to make and when priced at £2.85, provides a 72% profit margin.

“What’s more, they can be mixed with DaVinci syrups to create endless flavour combinations, tapping into the growing consumer trend for personalisation, as many customers are willing to pay more for a beverage to suit their personal tastes.”

Over the last few years, milkshakes have also grown in popularity and are now essential items on drinks menus. Milkshakes have infinite taste combinations and operators can blend sauces with milk and ice cream for a rich, creamy shake. For extra excitement, add crushed biscuits, sprinkles or whipped cream to allow you to charge a premium, boosting not only profits but making your outlet a local destination and talking point.

“For 2014, Mintel reveals ‘Tropicalia’ as one of the key trends this year,” comments Steph. “Operators can meet this demand by offering a DaVinci

← serve younger customers, soft drinks are increasingly popular as a means to diversify menus in a simple and cost effective way, with excellent profit margins.

“DaVinci Gourmet syrups, sauces and smoothies can be used to make speciality soft drinks, rather than sell pre-packed options, allowing operators to charge a premium, differentiate menus from competitors and boost sales. With our products, operators can create on-trend cold drinks such as milkshakes, smoothies, iced-teas and sodas seasonally, while also capitalising on customers’ desire to try new flavours.”

Steph says that offering suitable and in-demand options is vital for soft drink sales growth. “According to the Technomic UK Top Ten and Fast Five Report, ‘mocktails’ are the third fastest growing non-alcoholic

The new Blueberry & Mint and Watermelon & Rosemary from Sweetbird offer a different and distinctive option to the traditional version, a Cloudy Lemonade option



Peros Summer
Crush Smoothies



Jarritos sodas are made from 100% natural sugar

Gourmet Piña Colada Fizz. To make this, combine DaVinci Gourmet Coconut syrup and Fruit Innovations Pineapple syrup with lemonade to create an enticing

beverage – then pour into an unusual glass and add interesting straws for extra appeal!”

“With a wide variety of pre-packed smoothies, milkshakes and high calorie sodas, the demand for new exclusive drinks is rising”

For caterers and their establishments, it is hugely important to provide customers with a full and varied drinks offering, says Mark Walton, Director of Bloomsbury Drinks Limited. “With a wide variety of pre-packed smoothies, milkshakes and high calorie sodas, the demand for new exclusive drinks is rising and to help increase sales and thus profits, finding alternatives to the standard drink selection is a must.”

Menu ideas

⊖ Already the most popular soft drink in Mexico with over 60 years' experience, Jarritos believes that they know exactly what makes customers tick and have therefore developed their products to attract people of all ages. Jarritos sodas are made from 100% natural sugar with many featuring locally sourced fruit from the companies own orchard on Mexico's Caribbean coast. Low in sodium and cholesterol, the real fruit juice is carbonated to give drinkers a fun alternative to standard non-carbonated juices, whilst providing a refreshing drink or even mixer.

With the juices and smoothies category covering a wide range of options, operators need to assess the expected demand from each type of drink, as well as the profitability they can expect to achieve, advises Louise Whitaker, Marketing Manager at Peros, one of the UK's leading independent distributors of Fairtrade beverages and snacks to the foodservice sector.

"Different consumers look at these soft drinks in different ways - many are looking for flavour and design innovation, so a range of tasty, made-to-order cold drinks will be ideal, such as smoothies, iced chai, frappés, chunky frappés, sparklers, iced teas and iced coffees," says Louise. "With a small number of core ingredients, a wide range can be offered, including unusual and seasonal flavours. Fresh fruit can also be used for garnishing. "To meet the current demand for products that are as pure as possible, include drinks that are; made from natural fruit concentrate; free from added sugar; free from artificial colours and preservatives; and made using Fairtrade ingredients.

"We would also recommend stocking a wide range of soft drinks with ethical, sustainable or 'healthy' credentials. In terms of ethicality, look for the Fairtrade Mark in particular, whose brand recognition is very strong in the UK. A recent survey suggests that 78% of those familiar with the Fairtrade Mark in the UK strongly associate it with helping farmers and workers in poor countries tackle poverty."

Blended drinks offer operators flexibility, innovation and the margin they need



A DaVinci Gourmet Apple and Ginger Fizz

to make the most of this fast-growing cold drinks category. For example, an iced chai, with milk and ice, makes a refreshingly different caffeine-free cold drink - a tasty blend of cinnamon, cardamom and cloves is innovative in the category. It can also be blended with soya milk and garnished appropriately, with the 'taste of the moment' salted caramel for example, for a higher spend option.

"Customers love new flavours and ideas, so aim to maximise your range flexibility from core ingredients," advises Louise. "Taking this approach, operators can build

up their own drinks menus, at a range of price points, tailored to their particular site and customer base. As a result, average margins can be very high."

Effective promotion of your drinks is also vital, especially if you're offering something new. Change is a key driver in sales growth, and if you're offering something different from the high-street it makes customers stand up and notice.

There are a number of ways to highlight your offerings - menu boards, table-talkers, printed cups, information leaflets,

swing signs, point-of-sale devices, posters and wall-graphics for example. Words and images should be used consistently across all your promotional material to give a coordinated, and hence more effective, message.

The UK is keen on exciting flavour and consumers have started to avoid products that seem to be repetitive or don't meet particular criteria.

When life handed Sweetbird lemons, He made lemonade, but with his own unique twist; he introduced three still and unusual flavours! The new Blueberry & Mint and Watermelon & Rosemary offer a different and distinctive option to the traditional version, a Cloudy Lemonade option.

“Blended drinks offer operators flexibility, innovation and the margin they need to make the most of this fast-growing cold drinks category”

You can mix up your serving options by swapping the tonic for Blueberry & Mint when drinking gin. And as vodka is a known neutral spirit, it's quite common to see it paired with a variety of mixers. However; the unusual mix of flavours in Sweetbird's Watermelon & Rosemary Lemonade aims to offer a change to what we've come to expect from standard fizzy drinks or juices, presenting your customers with a more sophisticated option.

“The lemonades are the perfect option to offer customers who are indecisive about what to drink, because two of the flavours are such unusual combinations,” comments Helen, Marketing Manager at Beyond the Bean. “The best way to serve it would be chilled over ice.”

The 400ml bottles work as grab and go sales as well as drinks that can be enjoyed over ice. Each individual flavour comes in a case of 12 and eye-catching pop-up POS is available to let your customers know what you're offering.

Sugar content

Recent press coverage on the sugar content in juices and smoothies has opened the eyes of UK consumers, who are now becoming increasingly aware of making the same healthy drinks choices as they do for food. As a result, consumers are naturally gravitating towards healthier alternatives such as coconut water, a beverage with at least 50% less natural sugar than conventional juices or smoothies.

“We believe Vita Coco offers consumers a great tasting, refreshing lower sugar choice versus conventional juice and smoothies,” says Giles Brook, CEO Vita Coco – Europe. “Great to see other manufacturers respond with launching new lower sugar alternatives but I suspect there will be much industry pressure for all manufacturers in chilled juice and wider soft drinks to lower sugar in conventional offerings, not just through offering lower sugar alternatives.”

“As a brand we are extremely excited to see that the UK is following suit from the US and that Europe is showing the same appetite, in countries such as France, Germany, The Netherlands and Scandinavia. Vita Coco grew by 127% in UK last year, a figure that has doubled every year since launching here four years ago and is now the fastest growing brand in Chilled Juice & Smoothies.”

The total chilled juice market is +1.6% YoY and with Vita Coco +127.2% YoY this makes it the fastest growing top ten Chilled Juice brand in the category (source: Total Market AC Nielsen 52 w/e 09/11/13). This is the case across both take home and one shot sectors.

“Additionally, 90% of shoppers buying into the coconut water category are incremental to juices and smoothies, demonstrating the additional

value and growth that the addition of coconut water has added for retailers and this again helps to explain the strong volume and value growth within this sector over the past 12 months,” comments Giles.

Vita Coco holds 91% of share of the 36 coconut water brands operating in the UK and the total category is on track to be £100m in UK by end of 2014 and €250m across Europe by the end of 2015.



Vita Coco believes it offers consumers a great tasting, refreshing lower sugar choice versus conventional juice and smoothies

Takeaway Innovation Expo



Takeaway show set for second serving

After a sizzling success for its debut last year, Takeaway Innovation Expo doubles in size when it returns to Olympia London this September. Here's what to expect

Takeaway Innovation Expo offers forward-thinking takeaway and Quick Service Restaurant owner/operators a unique chance to explore cutting edge technology and techniques to help drive sales, create loyalty and save money.

The entire event is dedicated to providing support for anyone in the takeaway sector who is looking to

grow their business. With its unique combination of market-leading exhibitors, seminars, workshops and networking opportunities, there is no other event like it. That's why 6,000 industry professionals are expected to visit the free-to-attend event at Olympia London on 17-18 September. You can book your free ticket now at www.takeawayexpo.co.uk.

The Takeaway Innovation Expo show floor has doubled in size since its debut last year and will be packed with more than 120 exhibitors, representing Britain's leading businesses operating in the takeaway industry today. This is where you could find your future partners, suppliers or clients with a broad cross-section of the entire takeaway trade gathered together

Takeaway Innovation Expo

under one roof. Exhibitors include such recognisable brands as Rational, Bank of England, Westmill Foods, Biopac, Aluline, Baskin-Robbins and Epson, alongside innovative SMEs set to shake up the status quo that you simply may not discover anywhere else – until it's too late!

The exclusive seminar schedule features the leading lights of the catering and business world, who will share their ideas and experience, as well as discussing solutions to the challenges that face any takeaway business. Confirmed speakers for this year are a veritable who's-who of the leaders within the takeaway industry, including Thomas Kelly, Vice President of Franchising, McDonald's; James Johnstone, Baskin Robbins; and Ajmal Mushtaq, Chef Director, Mushtaq's Restaurant as well as the founders of Hotcha, Firezza and YoYo Noodle. These heavyweight big hitters have firmly established themselves as success stories and this is your chance to benefit from their experience first-hand to drive your own takeaway forward.

The seminars cover a range of topics with everything from more effective marketing, better business tools and finding a franchise, to the latest food technology and how to make your fast food faster.

A comprehensive program of workshops also runs throughout both days,

covering how to win more online orders, the latest innovations in customer payment, and harnessing the power of print marketing and promotions. Each of these small group sessions is led by an expert, meaning that you will receive the very best information for your takeaway business.

Takeaway Innovation Expo also hosts exclusive live demo features such as Taste Live, where specialist chefs will show you innovations within the catering industry and different ways to incorporate new trends into your takeaway. These sessions introduce you to the latest kitchen hardware, preparations and trending dishes to provide inspiration for your menu and enable you to find out more about what's involved in providing them to your customers from your kitchen.

New for 2014, The Takeaway Innovation Awards celebrate the most forward thinking companies by recognising their contribution to the industry.

“The Takeaway Innovation Expo show floor has doubled in size since its debut last year and will be packed with more than 120 exhibitors”



Every one of the nominees on our shortlist has a product or service that is breaking boundaries in the food-to-go sector. They will be judged on innovation first and foremost, but also taken into account will be original thinking, implementation, effectiveness, commercial performance and the potential to change the way our takeaways are run. Don't miss your chance to meet these companies in person to find out how they could benefit your takeaway business.

This September also sees the launch of Street Food Live, an exciting new event for the fastest growing sector in British convenience catering. The Street Food Live exhibition and conference is entirely dedicated to street food, the people who serve it, the companies that are driving this growth and the opportunities for enthusiastic entrepreneurs. It's a chance to find new suppliers, work smarter and even learn how to set up your own street food business. If it's a sector you've been considering, there's no reason to miss this debut, as Street Food Live will run alongside Takeaway Innovation Expo at Olympia London.

Whichever area your takeaway needs to develop, you can be confident that you will find the advice or information you're looking for at Takeaway Innovation Expo. And the best thing is that these seminars, workshops, live demos, tasting sessions and networking opportunities are all under one roof and completely free! If you're serious about starting or growing your takeaway business, can you afford to miss it?

Book your free ticket online now at www.takeawayexpo.co.uk.



Coffee shop case study



Decoration L system in dark walnut finish from QED

Morton's Coffee Lounge transforms old pharmacy space

QED has recently completed the design and installation of a complete new coffee shop system at Morton's Coffee Lounge in the historic highland market town of Pitlochry, Perth & Kinross, Scotland

Morton's opened for business in May 2014, and occupies a prime location in Atholl Road in the centre of Pitlochry. The premise was previously a pharmacy, but has now been totally transformed into a contemporary coffee shop experience.

It is owned and operated by Donald and Linda Morton, assisted by their

daughter Claire and other staff. The family already has extensive experience in the hospitality business, having run two guest houses in the Pitlochry area for many years.

Morton's Coffee Lounge caters for local residents as well as the many thousands of tourists that visit the town every

year. They source their coffee beans from a local roaster and do most of the baking required for the food produce on the premises. Regular fare includes sandwiches, Panini's, cakes and soft drinks.

After researching several suppliers for the refurbishment of the Coffee

Coffee shop case study

Lounge, Donald and Linda opted for the Continental Coffee Shop System from QED. It is a modular scheme that has a sturdy metal frame with wood veneer or coloured lacquer cladding, along with composite stone worktops and state-of-the-art refrigerated counters.

“Morton’s Coffee Lounge is already doing a roaring trade, for which the style and ambience of the premises is a major contributory factor”

For the Coffee Lounge, the family chose QED’s Decoration L range in a rich walnut finish, in keeping with the character of the premises. The scheme includes chilled self-service and serve-over counters, bar modules, a cash



register counter and mirrored back bar shelving.

Despite only being open for a short time, Morton’s Coffee Lounge is already doing a roaring trade, for which the style and ambience of the premises is a major contributory factor.

Commenting on the project, Donald Morton said: “We looked at many options, but came to the conclusion that the QED system was exactly what we were looking for. During the design and installation process, we received first class advice and service from Robert Campbell and his team.”



DID YOU KNOW?

Quality Equipment Distributors (QED) Ltd. was established in Glasgow in 2008. The company specialises in the importation, design and installation of coffee shop display systems, commercial refrigeration and food service equipment. QED’s Managing Director, Robert Campbell has over thirty years’ experience in the refrigeration and food service industry, having previously worked for market leaders such as Hoshizaki and Trimco Coolair.

Property

Property

Our property pages highlight businesses for sale, nationwide!

The Royal Oak, Exmoor, Somerset

Stunning country thatched Inn bought by couple who looked for 2 years to find the right property and business.

Set in the picturesque and thriving Exmoor National Park village of Winsford, the Royal Oak is an exceptional business and character property. Renowned throughout the region and far beyond for its quality and high standards, the Royal Oak Exmoor is a stunning property in a highly desirable area.

The new owners are Mark and Sally Bradley who had been looking for nearly 2 years for the right property and business to live and work in. Whilst this is a new venture, Sally has a strong customer service background and Mark has over 20 years experience in the hospitality and tourism industry.

Having retained the highly experienced chef David Sylvester, Mark and Sally have worked with David to create a fresh new menu with emphasis on traditional English dishes using locally sourced produce ranging from light meals to full a la carte restaurant dining. In addition their 'Food Around the World' series is a regular themed food evening on the first Wednesday of every month.

The Royal Oak is a substantial and impressive detached, thatched inn and said to be the most photographed pub in England. Its origins date back to the 12th Century and the property is now Grade II listed. The original charm and character have remained and most of the original features are intact.

The hotel comprises a main bar, rear bar, cellar dining area, two dining rooms and a restaurant, altogether totalling around 100 covers. The Inn has 10 high quality en suite hotel bedrooms with AA 4 star accreditation comprising of Four Poster King, Deluxe King and Twin rooms with three further courtyard rooms currently under refurbishment including one with full disabled facilities.

Outside, the lawned trade garden has been completely renewed and now seats up to 48, the customer car park has 20 spaces and there are a range of useful outbuildings housed within the original stable block.

Mike Phillips, Director of selling agents Stonessmith of Exeter handled the sale. He commented "The sale of The Royal Oak, Winsford generated a significant level of interest and multiple offers from buyers from around the world. We are delighted that Mark and Sally have purchased this truly stunning business and property, with their experience and enthusiasm I am sure that the business will continue to prosper and I wish them every success for the future."

Stonessmith sold The Royal Oak off a guide price of £129,950 for the leasehold interest. Stonessmith can be contacted on 01392 201262 and properties for sale viewed on the website www.stonessmith.co.uk



Chinese take away, Christchurch, Dorset

With large 4 bedroom family accommodation, situated in residential area, fronting busy main road amidst a desirable neighbourhood. Smartly fitted take away with well equipped catering kitchen. Has been in the same hands for 10 yrs. Only open in evenings from 5pm to 10.30pm. Accounts record turnover of £49,122 excluding VAT for year end 30.4.13. Gross profit 79%. Spacious 4 bedroom family home. Gas C. Garden and garage/store. 15 year lease from April 2003 @ £16,380 P.A.X.

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£45,000 + A.A.V. (Ref. C.3523)

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under 40k

TEA ROOMS WITH LIVING ACCOMMODATION

Nantwich, Cheshire

Established cafe with 30 cover dining area and prime high street position

Guide price: £34,950 + SAV

Details: www.sovereignbt.co.uk



under 800k

THE WALNUT TREE

West Camel, Somerset

Established hotel and restaurant in a desirable area near Yeovil and Sherborne

Guide price: £795,000

Details: www.stonesmith.co.uk



SOLD

THE COFFEE MILL

Lynmouth, North Devon

Coffee house and tea gardens occupying a prime trading position

Guide price: £150,000

Details: www.stonesmith.co.uk



under 200k

TRIPLE C CAFE

Crediton, Devon

Type: Daytime cafe with potential, currently offers a comprehensive menu

Guide price: £195,000 freehold

Details: www.stonesmith.co.uk



under 60k

LICENSED CAFE

Bournemouth, Dorset

Type: 20 + seat licensed cafe, with pavement seating for 10 in pedestrianised area

Price: £55,000 + SAV

Details: www.acgreenwood.co.uk



under 20k

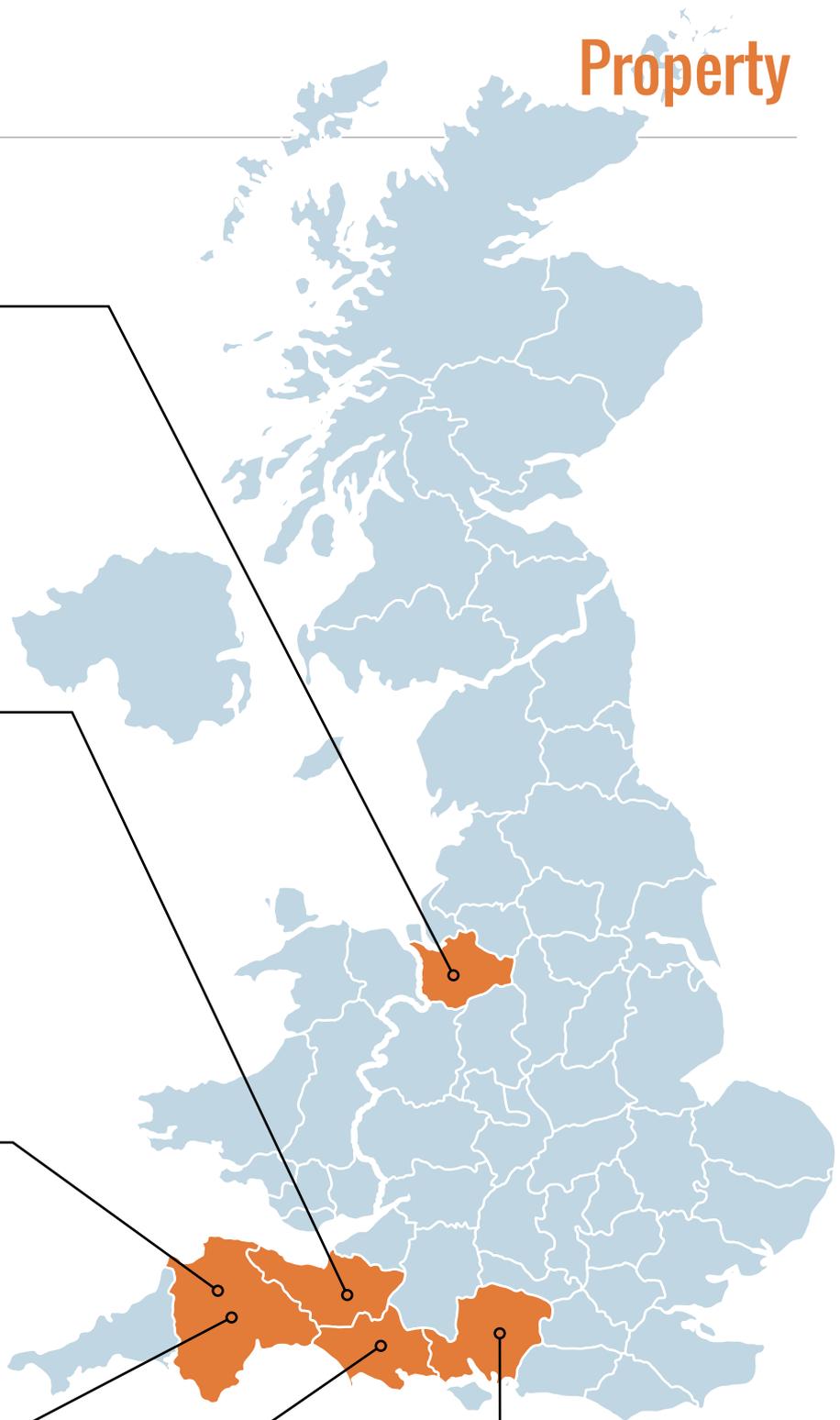
LOCK-UP COFFEE SHOP

Southampton, Hampshire

Type: Coffee shop and sandwich bar providing occasional cold buffets

Price: £19,950 including van - REDUCED

Details: www.acgreenwood.co.uk



What's new

We take a look at some of the latest products available!

Veal Jus

Company: Major International Ltd **Product:** Veal Jus Paste
Contact: 01933 356012 www.majorint.com
www.facebook.com/majorinternationaluk

With a current portfolio offering a range of stocks, sauces, gravies, marinades, broths, demi glace, jus' and fruit based products, Major have now introduced a classically balanced Veal Jus to their growing armour.

Yielding up to 10 litres per kilogram once diluted, this gluten free Jus has the performance of an authentic kitchen made Jus with a silky smooth mirror like sheen and superb flavour delivery.

With simplicity and ease of use in mind, the finished Jus can be created in just a few simple steps: whisk the Jus into warm water; bring to the boil stirring constantly; allow to simmer for 2-3 minutes and simply serve!



Cup carriers

Company: Handle-it Packaging **Product:** Handle-it cup carrier
Contact: 07785 232340 info@handle-it.co www.handle-it.co

Handle-it Packaging has launched a new patented cup carrier made from sustainable, wet-strength paperboard. Manufactured under license in the UK, Handle-it was unveiled at Caffé Culture in May.

"It's simple and safe to use whilst being superefficient on space," said Alison Bateman, founder of Handle-it Packaging. "Cafés and restaurants have limited storage for packaging consumables so its design takes this into account."

"It's light, strong and easily branded using high quality lithographic printing, which unlike the pulp tray means it can help promote and communicate any brand on the move in an eye-catching and effective way."

Funnybones Foodservice

Company: Funnybones Foodservice **Product:** Grace Aloe Refresh
Contact: 01707 321321 www.funnybones.co.uk

Funnybones Foodservice has launched the reduced-sugar 'Grace Aloe Refresh' to give an alternative to traditional, high-calorie, chilled juices and smoothies. Containing aloe vera pieces, it's rich in antioxidants and vitamin C.

Ideal for a variety of establishments wishing to offer a healthy soft drink alternative – from sandwich bars to cafes, gyms through to leisure venues or the workplace – it's an ambient product that can be placed near the till or alongside other beverages within the chilled cabinet.

Available in 'Original', 'Strawberry' and 'Mango' – with the 'Original' and 'Mango' flavours containing 100% of customers recommended vitamin C daily allowance in just one bottle. All are gluten free and suitable for vegetarians.



Coffee systems

Company: Café Du Monde
Product: BrewWise Thermofresh
Contact: 01322 284804
www.cafedumonde.co.uk



Café du Monde has added the twin satellite urn BrewWise Thermofresh to its portfolio.

With its twin removable urns, it's suitable for larger hotels and conference venues, where coffee service points need to be flexible and coffee volumes required are generally significant.

It can be programmed to brew up to 71 litres of coffee per hour. The urns are vacuum insulated to keep coffee hot for several hours, are fully removable and coffee may be brewed in situ and then taken to different service locations.

The Thermofresh features pre-infusion and pulse brewing, which means that coffee brew strength is optimised in accordance with SCAE's Golden Cup guidelines.



Counter-top display cabinets

Company: Pantheon **Product:** HDC counter-top display cabinets
Contact: 0800 046 1570 info@pantheonco.co.uk www.pantheonco.co.uk

Pantheon's stylish, high visibility, HDC counter-top display cabinets work perfectly within any front of house application and, because of their accurate temperature control, with any type of hot food.

They are internally lit so that food is presented as attractively as possible and are fitted with a humidifier that extends the holding time of most foods, keeping it fresh and moist.

The units have sliding glass doors to the front and rear that allow staff to replenish merchandise and also mean that they are suitable in self-serve situations, though the front doors can be locked if required.

The units come with four stainless steel shelves that can be positioned as required.

Wood chips

Company: Cream Supplies **Product:** Wood chips
Contact: 0845 226 3024 www.creamsupplies.co.uk

Cream Supplies' new range of wood chips is sourced from a British Retail Consortium certified supplier meaning that their quality as a product meant for food smoking is absolutely assured.

They come from PEFC-Certified sustainable sources in the UK, US and Europe and can be used to create hot smoke in dedicated food smokers or in simple stovetop smokers. They can also be sprinkled on to barbecue coals, just as they come, towards the end of cooking or pre-soaked so they smoke slowly, right through the cooking process.



The wood chips are sold in 500ml tubs and are priced at just £1.99 (inc VAT).

Hot dogs & burgers

Company: Country Choice **Product:** Hudson's Gourmet Hot Dogs and Burgers
Contact: Freephone 0800 521366



Country Choice's new grab and go initiative, 'Hudson's Gourmet Hot Dogs and Burgers', is a turnkey concept that provides everything you need to produce a range of traditional and Tex-Mex dogs and burgers, including cooking equipment, packaging, display items and, of course, the meat.

The Hudson's concept offers pre-sliced thaw and serve hot dog rolls and sesame seed brioche buns alongside the UK made hot dogs, burgers and a whole lot more. The coarse cut, lightly smoked pork dog is 85% meat, smoked by a UK third generation family-owned business, while the pre-cooked, flame-grilled burger is made using quality beef from the UK and Ireland. A cooked Cumberland sausage completes the line-up.

Paper cold cups

Company: Huhtamaki **Product:** 'Enjoy' paper cold cups
Contact: 02392 512434 www.foodservice.huhtamaki.co.uk

The new 'Enjoy' paper cold cups from Huhtamaki introduce an attractive, eye-catching design to countertops; and complement the 'Enjoy' double-wall paper hot cups already manufactured by Huhtamaki.

With a contemporary design, these smooth, single-wall paper cups are available in a vibrant range of four stylish colours – rainbow red, cool blue, pop-tastic purple and garden green – each with a cheerful 'smile' logo. A choice of sizes is available, including 9oz, 12oz, 16oz and 22oz.

The range is made solely in the UK and is fully recyclable. Cups are also 100% PEFC certified and fully compliant with the EU Timber Regulation No. 995/2010.



Sourdough fermentation tanks

Company: Creeds Direct **Product:** Sourdough fermentation tanks
Contact: Freephone 0800 270 7777 sales@creeds.uk.com www.creedsdirect.co.uk



Creeds Direct has added a range of three, award-winning sourdough fermentation tanks to its range of equipment for bakers to meet the latest trend in sourdough breads.

"Sourdough breads have become increasingly popular with consumers in recent months," said Laurent Valbret, Managing Director, Creeds Direct. "The delivery of a slightly 'tangy' flavour is what gives it its point of difference over other breads and it is the leaven, or starter, that will dictate the flavour profile.

"Our new range of sourdough fermentation tanks will enable bakers and specialist operators the ability to make their own leaven and therefore produce sourdough breads with a signature flavour profile, on a consistent basis."

Syrups

Company: DaVinci Gourmet
Product: Honeycomb syrup
Contact: info@davinci-gourmet.com
www.davinci-gourmet.com

DaVinci Gourmet's new Honeycomb syrup is the latest addition to its naturals portfolio.

Ideal for a multitude of applications, the new syrup has a toffee and caramel aroma, sweetened flavour and bubbly taste that melts in the mouth, with a balanced tart and honey bitterness – making it the perfect complement to chocolate and nutty flavours. The new syrup can help baristas create great tasting beverages, while also providing excellent profit margins.

Available in 1ltr bottles, Honeycomb can provide approximately 62 (12oz) servings, based on two pumps in an average drink.



See your product here!

Want to see your new product or piece of equipment in What's New?

Then call sales

0333 003 0499

Dates for your diary

Diary dates

Make a date in your diary! Find out what events are taking place over the next few months – there's plenty to keep you busy!



Takeaway Expo



Location
OLYMPIA, LONDON

The event is designed to give you all the tools you need to grow and to develop your takeaway, whether that is franchising your restaurant, adding an automated online ordering system or re-branding yourself to move to the top of the food chain.

You'll be able to talk shop with peers and suppliers, hone your business skills and take away a wealth of free expert advice on everything from Murgh Masala to e-marketing.

Takeaway Innovation Expo 2014 will include the following:

Workshops

Their series of 'How To...' workshops aim to give you the inside track on how to grow your takeaway; find out from the experts exactly what will be involved and how to make it work for you.

85 Free seminars

These seminars are run by some of the

foremost experts in the food industry; they'll be speaking from seven theatres that cover new food technology, marketing, maximising your output, new food and menu ideas as well as the Keynote Theatre

120 Exhibitors

The Show aims to bring you the widest range of products and services from leading lights in the catering and business world. With everything from shop front signage to online ordering systems, to food wholesalers; to help you find the perfect way to diversify your business.

Keynote theatre

Hear from some of the UK's leading experts in business and catering as they impart their skills, knowledge and expertise on how you can improve your takeaway, as well as speakers from catering offering some fascinating insights into the food service industry.

Find out more and to order your free ticket, visit www.takeawayexpo.co.uk.



lunch!



Location
BUSINESS DESIGN CENTRE,
LONDON

lunch! is frequently cited by food-to-go retailers and buyers as their key annual event for discovering innovative new ideas and concepts and, as such, has enjoyed significant year-on-year increases in both attendees and exhibitors (37% and 42% respectively in 2013 alone).

lunch! 2014 will feature around 300 exhibiting companies showcasing a wealth of new food and drink products, packaging, equipment and technologies. The 2014 exhibitor list is available to view and search at www.lunchshow.co.uk. Show features include the Working lunch!

Keynote Theatre, Innovation Challenge Awards, Innovation Challenge Showcase, and the British Smoothie Championships.

"lunch! just gets bigger and better each year," says Andrew Rose, head of purchasing at Caffè Nero. "It has a great mix of suppliers covering a range of categories, enabling me to keep up with trends and innovation within the industry."

To register for a free trade pass, visit www.eventdata.co.uk/Visitor/Lunch.aspx?TrackingCode=PR



Welcome Italia



Location
ROYAL HORTICULTURAL HALLS
THE LINDLEY HALL,
ELVERTON STREET, LONDON

Welcome Italia, the show that brings together food, wine and the excellence of Italian cuisine under one roof, has added a trade day after its successful debut in September last year.

Leonardo Simonelli-Santi, President of the Italian Chamber of Commerce & Industry for the UK, said: "Italy's closest trade ties are with other members of the EU, with the UK receiving 7% of their food and drink export. Consequently, we have invested heavily in a 'Made in Italy' strategy to build consumer loyalty.

"Products with specific geographical roots represent a significant segment of the overall value of Italian food production, and play a major role in Italy's national food export marketing strategy. They are testament to that fact that our products are 'high quality', and that is what Welcome Italia is all about."

The show will also offer a Theatre of Cooking

featuring the UK's best Italian chefs, led by celebrity chef Francesco Mazzei, chef-owner of L'Anima restaurant and frequently seen on television cookery programmes. There will also be food seminars to introduce participants to the origins of Italian products, and wine tasting events.

Trade visitors will have exclusive access to the tutored demonstrations and tastings, and will be able to sample products new to the UK, talk directly to the producers attending, and pursue business opportunities in an un-hurried, professional and dedicated environment on the trade day, Friday 26 September 2014.

Register for your complimentary trade media ticket on www.welcome-italia.co.uk/index.php/2014-01-10-09-52-08/press-accreditation. Trade visitors should register on www.welcome-italia.co.uk/index.php/it/progetto-buyer/programma-buyer.

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MARCEL KHAN, DIRECTOR OF OPERATIONS, FIVE GUYS UK

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