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magazine



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FOOD STANDARDS AGENCY

Starting a food business can be more than just a dream, but it's important to get things right from the start

June 2016 Print edition £3.25 • €4.50
ISSN 2047-1718



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A message from the editor

I'm very pleased to be able to welcome you to my very first edition of QuickBite Magazine as the group editor of MVH Media.

I'm absolutely delighted to be taking the helm of this fantastic product and will endeavour to ensure QuickBite continues to be the place to go for all your food-to-go and quick service restaurant news and features.

Having worked in regional newspapers for more than 12 years, I'm looking forward to my new challenge with relish as the industry faces some huge changes in the coming months.

The EU referendum, which takes place on June 23, will be high up on the agenda, and whatever the result, I'm sure it will have a big impact on the food industry.

You can rest assured that I will keep my eyes and ears open for all the latest on this and more, and endeavour to keep you informed.

However, this is all for future issues.

This month, our main feature will focus on the continued growth of home delivery and online ordering. We look at the advantages and disadvantages of offering delivery and online ordering, plus what products and services are out there to help ensure what you offer to your customers is a success.

We will also be looking at fish and seafood. We will discover what products are available for quick service restaurants and how to incorporate their key product into your menu. We will also cover equipment and packaging and get advice on the best ways to present your fare.

Our final feature looks at waste management, where we will explore some of the products and services available to help you manage your waste effectively.

As usual, we have the latest industry news, as well as our regular columns from the Food Standards Agency and leading law, finance and property experts.

Last, but not least, we will be finding out about the latest products available in the food-to-go and quick service restaurant sector.

Until next time,

Steven

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Front cover provided by
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Page 44

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News Round-up



Diners getting a taste for vegetarian dishes

Caters are being encouraged to raise their game when it comes to vegetarian menus as 74 per cent of diners say they are willing to sample meat-free dishes when eating out.

A study commissioned to mark Vegetarian Week, which ran last month from May 16 to 22, also revealed that 60% of people questioned found typical meat-free sausages and burgers unappealing.

With the vegetarian market predicted to be worth £882.4m in 2016, caterers are being encouraged to raise their game when it comes to meat-free menus.

The independent research, commissioned by Vegetarian Express, highlights an increased opportunity for foodservice outlets to profit from meat-free menu sales – in fact, 39% of diners want to see more vegetarian options, particularly when it comes to pasta dishes (51%), curry (36%) and stir fries (32%).

This is particularly important for operators as the increased demand is not just coming from the veggie camp, but also from the 51% of meat-eaters who would try more vegetarian dishes when eating out in the next 12 months. With vegetarian cuisine clearly broadening its appeal and attracting more

interest from meat-eaters, as well as the growing number of meat reducers or 'flexitarians', caterers who live up their offering stand to benefit greatly.

Will Matier, Managing Director at Vegetarian Express, said: "With National Vegetarian Week upon us, the spotlight was very much on vegetarian cuisine, but the fact of the matter is that more needs to be done by caterers to meet diners' demands.

"It's important to remember that you don't have to be vegetarian to love vegetarian food. Meat-eaters and flexitarians are increasingly seeking out vegetarian dishes if they sound interesting and look appetizing – limited, uninspiring choices such as veggie burgers, meat-free sausages and vegetable lasagnas just don't cut it anymore. Caterers that meet this demand will not only create more choice for their customers, but also more profits for themselves."

Costa names Jason Cotta the new UK Managing Director

Costa have appointed Jason Cotta as the new Managing Director for the UK and Ireland.

Jason has extensive retail experience having worked as Operations Director, International and Development for Travelodge and Operations Project Director for Care UK.

He was also Operations Manager for TGI Fridays.

Since joining Costa in 2010, he spent two years as Operations Director for Costa UK Equity stores and two years as Managing Director for Costa Retail from 2013.

In 2015 he took responsibility for the Costa EMEA business, with accountability for Costa businesses in Poland and Latvia, France and Singapore, as well as Costa's International Franchise operations.

Christopher Rogers, CEO of Costa, said: "In his new role Jason will be looking to capitalise on UK opportunities for growth, building the brand and delivering for our customers.

"Jason has delivered outstanding results in his previous roles at Costa and brings with him a wealth of relevant experience to support the UK business at this important stage in its development".

In his new role Jason will have overall responsibility for The UK and Ireland.

The role has an extended remit that also covers Corporate Franchise, Proud to Serve and Ireland, in addition to the existing UK retail estate of equity and Individual Franchise operations.





Whitbread buys 49 per cent stake in healthy food-to-go company Pure

The UK's largest hospitality company Whitbread has bought a 49 per cent stake in healthy eating food-to-go company Pure.



The London-based company, which focuses mainly on fresh, organic ingredients, has seen its popularity grow since it was founded in 2009 by Spencer Craig as a healthy alternative to fast food.

Pure's meals and drinks are made and packed fresh on site to order, and online ordering is available.

The company has eight stores in London and also over 20 bicycle couriers to deliver food, with plans to expand in the next three years.

Pure will continue to be operated and managed by the Pure management team.

Whitbread has the option to take the remaining 51% stake within the next five years.

Tap Coffee due to expand portfolio

Coffee shop company Tap Coffee has started a crowdfunding campaign to enable it to expand.

The London-based business hopes to raise around £400,000 via CrowdCube.

Founder and CEO Richard Lilley started Tap Coffee in 2010 to make up for the lack of café culture in the UK and in order to allow people to buy coffee from somewhere other than the high street coffee franchises.

Now the company has three London locations and also a roasting and retail

distribution sector, where they bag and sell over 20 tonnes of coffee per year.

Tap is on a mission to bring great coffee to as many people as possible.

The company has been profitable for the last three years and serves over 300,000 customers a year.

It is are wishing to expand and are looking for support in their CrowdCube effort.

Sales joy for Muffin Break after launch of Muffin Lab range

Muffin Break is celebrating after seeing sales grow following the launch of a new range of creations to draw in customers.

Each month the company release a new flavour combination to be sold at all stores.

They are freshly baked each morning using only the finest ingredients.

Last month, the chain announced the wacky combination as the Phantasmagorical Bacon & Maple, which is described as a muffin with bacon pieces drizzled in maple, cream cheese icing and topped with chocolate-covered bacon.

This extraordinary combination is available until June 13.

Since launching the Muffin Lab range in January, the company has achieved a sales growth of 28% and this is credited to the innovative creations of the Muffin Lab, which is said to be keeping customers engaged and intrigued.

The initiative also allows customers to have their say, and suggest flavour combinations for future months, then the best will be added to the Muffin Lab Hall of Fame.



News Round-up

Fish and chip shop awarded Marine Stewardship Council certification

An award-winning fish and chip shop has been rewarded for its efforts to support sustainable fishing practices.

Croft Street Fisheries, in Farsley, Leeds, has been awarded Marine Stewardship Council (MSC) certification in recognition of the haddock it sells.

It is the only chip shop so far in Leeds to be handed the eco-label from the MSC, an international non-profit organisation established to address the problem of unsustainable fishing.

Rafael Chandler, owner of Croft Street Fisheries, is passionate about the health of the oceans and believes customers will be pleased and assured by the certification.

He said: "I have always sourced the haddock we sell from sustainable fishing grounds since I took ownership of Croft Street Fisheries in 2006.

"Although we have promoted this in the shop, I felt achieving MSC certification would reinforce our efforts, ethics and an opportunity to reassure and educate customers.

"MSC certification offers the assurance of independently audited fish sustainability and is traceable from the MSC certified fishery through a certified supply chain to our certified fish and chip shop menu.

"The Marine Stewardship Council through



their certification programme and use of the ecolabel has provided me with the opportunity to promote sustainable fish in a way customers will recognise and understand."

George Clark, MSC UK Commercial Manager, said: "It's great that Rafael and his staff are so proud of their unique status in Leeds.

"The business is helping to ensure there's a wild fish supply for generations to come and

are a fantastic example of how a local chippie can take the lead and realise the benefits of gaining MSC certification – I hope many more will follow."

The certification is the latest success for the village chip shop, having been named Britain's Best Chippy by Morrisons magazine, as well as gaining quality awards from the Seafish Authority and the National Federation of Fish Friers.

Knorr launches new gluten-free kitchen guide

Unilever-owned brand Knorr has released its second gluten-free kitchen guide.

The information, which has been released in association with Coeliac UK explains how to get the charity's gluten-free (GF) accreditation, with a step-by-step guide on how to make your kitchen a safe zone for food preparation.

Some studies have shown that by incorporating gluten-free meals into a menu and having the GF accreditation, businesses can increase their sales by around 10 per cent.

Sarah Sleet, Chief Executive of Coeliac UK, said: "Not only does gluten-free accreditation reassure customers that your food and kitchen are safe, it has a real impact on your bottom line too.

"It is estimated that the catering industry is missing out on £100 million from people with coeliac disease and those they eat out with."

Gluten-free accreditation attracts not only those with coeliac disease, but their friends too.

Marketing manager for Knorr, Leon Mills, said: "When it comes to eating out, 80% of people with coeliac disease are the decision

maker on where their group go. "We also know that Coeliac UK's GF symbol makes 84% feel safe to eat somewhere."

The Knorr guide isn't just for commercial kitchens, it can be used for schools, workplaces, care facilities and contract caterers. It provides practical advice and relevant examples on how they can go gluten-free.

As well as the guide, Knorr has teamed up with celebrity chef Phil Vickery and created a range of new gluten-free recipes which are available to download for free.

QuickBite's top tips for maintaining a gluten-free safe kitchen would be to:

- Use separate equipment for gluten-free preparation including dedicated knives and chopping boards and separate aprons
- Have a separate area for cooking gluten-free and gluten-containing food which includes grills, fryers and toasters
- Ensure all gluten-free stations, equipment and food (if prepared off-site or in advance) are clearly labelled.



New partnership to help restaurants prove their sustainability credentials



Fish and chip shops will now find it easier to become MSC certified thanks to a new partnership.

The National Federation of Fish Friers (NFFF) and the Marine Steward Council (MSC) have joined forces to make the process of gaining the accreditation simpler and more affordable.

The partnership, which will see the NFFF offering the MSC certification alongside the NFFF Quality Award, will reduce the number of audits required, making it easier for chippies to demonstrate that they are sourcing certified sustainable seafood.

MSC certified fish and chip shops can display the MSC's distinctive 'blue tick' ecolabel on their menus and display boards, giving their customers an independent assurance that their fish was sourced sustainably and is traceable from ocean to plate.

George Clark, from the MSC, said: "This new project is exactly what the industry has been crying out for and it is a fantastic show of commitment from the NFFF in developing it.

"It's a great opportunity for those looking at MSC certification and getting the blue label on the menu."

Gregg Howard, NFFF president and owner of Our Plaice in Hagley, which will be taking part in this new scheme, said: "The MSC's blue tick ecolabel is the best recognised and most trusted indicator of seafood sustainability, and shows customers at a glance that you're protecting the oceans – so we're delighted that it will now be easier for NFFF members to become MSC certified."

For more information visit www.federationoffishfriers.co.uk, or call 0113 230 7044.

Zing Zing raises £1.6m in crowdfunding effort

'Posh' Chinese takeout Zing Zing had raised £1.6m in a crowdfunding campaign on CrowdCube.



The amount was £1.25m more than £350,000 target that the business had hoped to hit.

The final amount, raised over 30 day, was a 457 per cent overfund.

It came from more than 700 investors, with the largest investment being £200,000.

Zing Zing aims to use the money raised to open a new London location by the end of 2016, however, it also has plans to rapidly expand the business beyond the current London locations and take over the UK's Chinese takeaway industry.

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News Round-up

QuickBite extends WHSmith deal

QuickBite Magazine has celebrated a successful year by extending its retail agreement with WHSmith for another 12 months.



This means the magazine will continue to be available to buy at the retailer's travel sites, which are located in the busiest train stations, airports and service areas nationwide.

In addition to this, QuickBite Magazine has also extended its agreement with a national distributor and will be available in 1,400 independent outlets.

It will be keeping its retail price at a competitive £3.25.

Lewis Wantling, Commercial Manager for MVH Media, which produces the magazine, said: "QuickBite Magazine has continued to go from strength over the past twelve months and this agreement is testament to that.

"It also further cements our commitment to our advertisers, supporters and our readers."

For further information, please contact the MVH Media office on 0333 003 0499.

Costa goes mobile by launching Android Pay

Customers buying food and drink from Costa can now pay with their Android phones.

The introduction of Android Pay by the coffee chain aims to speed up transactions and give mobile payment options to almost the whole UK phone market.

To ensure customers safety and security, no actual card numbers are stored on the device when a credit or debit card is added to Android Pay.

Instead a virtual account number represents account information so that customer's card details stay safe.

Jon Fisher, Head of Mobile and Loyalty at Costa said: "Costa is committed to finding new and innovative ways to improve the customer experience.

"The decision to work with Google to roll out Android Pay was an obvious choice. We currently provide other contactless payment methods across the majority of our UK stores, so offering Android Pay will give customers even more choice when it comes to payment".

Spencer Spinnell, Director of Business Development at Google added "We want to make in-store payments simpler for everyone, so we've worked with Costa to enable Android Pay in the majority of their UK locations. This adds to the list of almost 460,000 contactless payment terminals in the UK where people can seamlessly tap and pay with their Android phones".

Papa John's Scottish franchisee wins international award

Leading pizza chain Papa John's has crowned Scottish store owner Zulfikar Haidar the company's international franchisee of the year.



Zulfikar, who runs four restaurants with his brother Iftikhar, was presented with \$20,000 by Papa John's founder John Schnatter at a ceremony in Orlando, Florida.

Zulfikar now plans to re-invest 75 per cent of the prize money into opening a fifth store before the end of the year.

The other 25% will go towards setting up Papa John's Glasgow, a foundation where £8,000 per year will be donated to develop an organisation which helps other charities in obtaining funding.

Zulfikar said: "Papa John's has more than 4,800 stores across the world and by winning the International Franchisee Award we really have put Glasgow on the map! We were selected from hundreds of franchisees due to our sales performance, growth and also community contribution."

As well as being named as Papa John's international and UK franchisee of the year, Zulfikar and his team also won Papa John's marketing award for 2015, which recognized innovation in marketing through contribution to charity via a fundraising for schools scheme. Zulfikar also won a Scottish Asian Business Award in 2013 and 2016.





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News Round-up

McDonald's legal review could hit delivery businesses

McDonald's has warned food delivery businesses that they could face legal action if they take their burgers to people's doorsteps without permission.

The fast food company's legal team is currently reviewing the situation and anyone found to be offering the service could face action.

A McDonald's spokesperson said: "We are committed to serving our customers hot food, fresh from the kitchen.

"If an unauthorised company were to set up a service delivering McDonald's food, we would not be able to guarantee the quality of the food or that it would be delivered with the high level of customer service we would expect.

"In addition, operating a delivery service which advertises our menu and products using McDonald's intellectual property without a licence from McDonald's would



constitute trade mark infringement."

The warning follows reports that McDonald's legal team is reviewing the One Delivery Bangor service, in North Wales.

QuickBite Magazine is waiting for a response from One Delivery.

Memphis-style BBQ restaurant Porky's launches crowdfunding campaign

Quick service restaurant chain Porky's BBQ is launching a crowdfunding campaign to raise £650,000 in 30 days, in order to expand.

Founded in 2013, the London-based company has grown to have five venues and aims to open another two by the end of the year, with the efforts on CrowdCube hoping to support this.

The campaign, which will last for in 30 days between May 18 and June 16, is part of a bigger plan to triple the size of the current business to have fifteen sites open in the next three years.

The company aims to expand into fringe areas of London before going nationwide.

Founders Simon and Joy Brigg have said they wish to be the UK's biggest BBQ quick service restaurant chain, and are already on their way, turning over around £100,000 per week.

There are also plans to buy a portable smoking van, a pig farm, and to develop

Pizza Hut Delivery to serve up 3,000 new jobs as part of £40m investment

Takeaway chain Pizza Hut Delivery has announced plans to create up to 3,000 through a £40m investment programme.

The roles will be created at 200 new stores over the next four years.

About 50 of the stores will be quick-serve Pizza Hut Express sites, which offer smaller servings of pizza that can be eaten in or as a takeaway.

Ralph Miolane, CEO of Pizza Hut UK and Ireland, said: "We've built a firm foundation for the business since we opened our first delivery store over 15 years ago.

"We are proud to be on a path for continued growth in the UK, with ambitious plans to open a further 200 Pizza Hut stores by 2020. Our Pizza Hut Express portfolio will play an important role in this strategy, with at least 50 taking this format.

"We wouldn't be where we are today without our franchisees and we are looking forward to growing our existing relationships, whilst also developing new partnerships to achieve our ambitions."





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News Round-up

Greek barista claims international accolade

A barista from Athens, has won this year's Barista and Farmer international talent show sponsored by coffee machine producer La Cimbali.

Nikolaos Kanakaris, 32, triumphed over 10 other baristas, who were selected from more than 200 applicants, for the event in Brazil.

The contestants faced a series of individual and team tests, with Nikolaos being praised for his positive attitude and team spirit.

Luigi Morello, Director of Mumac Academy for Gruppo Cimbali said: "We are delighted to be associated with Barista & Farmer again this year.

"The focus is to acknowledge the rising stars of our industry and to celebrate the exciting café culture which we are proud to be a part of in a fun and memorable way."

As well as sponsoring the event, La Cimbali also supplied the coffee machines used in the show.



Pizza Hut puts beer-infused pizza dough to the test

Pizza Hut has been trialling beer-infused pizza crusts.

The chain has been testing the product to work with the UK's growing craft brewing scene.

The dough was used in two pizzas, the Steak Feast and the American Hot, and trialled at the Finchley Lido Hut.

If the pizzas are a hit, they will be rolled out across the company's 270 UK huts.

Kath Austin, Director of HR and Marketing at Pizza Hut Restaurants, said: "We know that craft beers are really popular right now and we're celebrating this not just by adding craft beers to our menus, but also by adding

this to our pizza dough.

"We also know that for many of our customers nothing beats enjoying their favourite pizza with an ice-cold beer, so we thought this would be the perfect culinary union.

"It took our team many hours to perfect the recipes and flavour combinations, but all of their hard work definitely paid off as we're thrilled with the results and can't wait for our customers to try them.

"We're proud to be the first chain in the UK to trial a beer-infused dough base, and

look forward to hopefully rolling these out nationwide if they prove popular."

"The beer-infused dough pizzas perfectly complement other new American-inspired menu items including frickles (fried pickles), sweet potato fries, the Ultimate Thin pizza, hot cookie dough and waffles."

"Many new look restaurants also now feature bars selling craft beers, wines, cocktails, mocktails and hard shakes, making these the perfect place to unwind in the evening."



Ten Acre celebrates international success with Downing Street visit

The founders of premium crisp and popcorn band Ten Acre have marked their international success by meeting David Cameron.

Tony Goodman and Jimmy Attias, from company, were part of a group representing British food manufacturers who met the Prime Minister and Liz Truss, Secretary of State for Environment, Food and Rural Affairs, at Downing Street.

Ten Acre was launched just over two years ago and has firmly established itself in the UK and international markets with its range of snacks - which includes ten varieties of crisps and seven flavours of popcorn.

As well as seeing its products sold in Fortnum & Mason, Selfridges and other fine food shops and delis across the UK, Ten Acre also exports to more than 30 countries around the globe, including many European countries as well as further afield.

Tony Goodman, CEO of Ten Acre, said after meeting the Prime Minister: "We are proud of what we have achieved since we launched Ten Acre two years ago both at home, and especially in the export markets around the world. Ten Acre are flying the flag for Great British food and are now exporting their award-winning hand-cooked crisps and popcorn to more than 30 countries."

Mr Cameron said: "I was proud to host



some of the finest food and drink producers from across Britain. Their products are popular not just here, but across Europe and many of them do significant amounts of trade with the

continent." All of Ten Acre's snacks are gluten, dairy, MSG and GMO free, as well as being vegan, vegetarian, halal and kosher certified.

Zizzi stands up to cancer with £1 pizza

Zizzi has been leading the fight against cancer with a special £1 pizza day at one of its Manchester restaurants

At the proceeds from the event, which took place at the chain's King Street location, were donated to Stand Up To Cancer, a joint fundraising campaign run by Cancer Research UK and Channel 4.

Zizzi allowed anyone who had downloaded a special code one of five classic pizzas (Margherita, Pepperoni Campagna, Polpetta, Zusca and Italian Hot) to eat in or take away in return for a minimum donation of £1.

Jo Fawcett, Marketing Director of Zizzi, said: "Zizzi is proud to support Cancer Research UK and we're delighted that we could host this fantastic event for Stand Up To Cancer."

Zizzi King Street, which opened in October last year, is Zizzi's newest Manchester site. It is located within an Edwardian baroque building, in the heart of the city centre, just a stone's throw from Piccadilly Gardens.



News Round-up

Businesses help to provide food for thought on coeliac disease

Knorr, Muffin Break, Aviko and the Interesting Eating Company were just some of many big names from the food industry to come out in support for this year's Coeliac Awareness Week.

The companies helped Coeliac UK highlight the importance of catering to dietary needs, such as gluten intolerance, during the event which ran between May 9 and 15.

Muffin Break showed its support by offering customers a 10 per cent discount on their gluten-free range, which includes a number of both savoury and sweet options.

Gemma Sandells, Marketing Manager for Muffin Break, said that catering to different dietary needs benefits customers.

The Interesting Eating Company supported the event with a special coeliac menu, where customers who can't eat products with gluten in them had a full range of choices.

The Interesting Eating Company are known for providing menu options for coeliac customers.

Knorr supported Coeliac Awareness Week with a host of activities, including an online masterclass in gluten-free alternatives with celebrity chef Phil Vickery and a Twitter Thunderclap, on May 13, which donated £1 on behalf of every supporter to Coeliac UK.

Knorr also plans to make gluten-free meals a larger part of its menus in the future.

Potato products supplier Aviko raised £500 for Coeliac UK, as part of its Gluten-Free Heroes campaign.

Aviko raised the money by donating £2 for every follow and retweet on its Twitter account. Those that engaged with the activity were also entered into a giveaway



for the chance to get their hands on a goody bag containing Aviko and Coeliac UK merchandise.

As part of the Gluten-Free Heroes campaign, the potato specialist also launched the Top Tips for Gluten-Free Out-of-Home booklet, a guide to catering for gluten-free and coeliac customers. The booklet is packed with facts, hints and product information, as well as coeliac-friendly recipes.

Mohammed Essa, General Manager UK and Ireland for Aviko, says: "We're thrilled to have raised such a significant amount for Coeliac UK during Coeliac UK Awareness Week 2016. The charity provides essential support to those living with coeliac disease so we want to extend our thanks to our followers and the wider Twitter community for getting involved."

Other supporters included Carringtons Catering and the West Cornwall Pasty Co.

Papa John's opens Exeter store

Papa John's has opened its latest franchise in Exeter.

Former accountant, Harry Dhaliwal, will run the store alongside his two existing outlets in London and another in Plymouth.

Harry, who joined Papa John's ten years ago, said: "I am delighted to open in Exeter.

"It's a big university town with a large student population.

"The location near St Thomas' train station is perfect for Papa John's and we hope to add to our total success so far, by accumulating a loyal customer base quickly."

Papa John's is currently recruiting new franchisees across the UK. Papa John's provides all the necessary training, help with location selection and full turnkey solution to opening the store.



Bannisters' Farm celebrates after winning commendation at FreeFrom Food Awards

Baked potato business Bannisters' Farm has been awarded a commendation by the FreeFrom Food Awards.



The Yorkshire Wolds-based food producer won the award in the Veggie Ready Meals category, for the brand's Fully Loaded Jacket Potato with Broccoli and Cauliflower Cheese.

The product is part of the Bannisters' Farm range of frozen baked potato products for the retail and foodservice sectors made at the production facility near the East Yorkshire coast.

The FreeFrom Food Awards are the UK's only industry awards for free from food and celebrate excellence in the free -from food industry.

Judges range from-free from food professionals, writers, bloggers and those who suffer from food allergies.

The awards were held at the Royal College of Physicians, in London.

The free-from food sector has grown significantly over recent years and is not

only vital for those with food allergies and intolerances, but has also become popular as a lifestyle choice.

Zoe Bannister, Commercial Director at Bannisters' Farm, said: "We're absolutely delighted to be recognised by the free-from food industry for our Broccoli and Cauliflower Cheese Jacket Potatoes.

"Suffering from food allergies shouldn't mean a person has to compromise on taste and when it comes to taste, we certainly don't compromise!

"As a Yorkshire farming family, producing wholesome, good food is at the heart of what we do, so the more people can enjoy our products, the better!"

As well as Bannisters' Farm, other Yorkshire brands recognised at the awards include Voakes FreeFrom and Yorkshire Provender.

Weatherspoon pubs to offer tea and coffee for 99p

Coffee and tea is now available to take away from Weatherspoon pubs across the UK for just 99p.

The quick service restaurant offers coffee made using Lavazza beans, a Rainforest-Alliance-certified coffee.

A survey by Allegra Strategies named Weatherspoon as the UK's leading coffee shop in February, in terms of speed of service, food choice, value-for-money and low prices.

It also placed the chain in the top ten for coffee quality.

Weatherspoon staff grind the coffee beans on site daily to ensure the coffee is fresh, and this has led to over 50 million cups of coffee being sold each year.

If coffee just isn't your cup of tea, you are also able to get take-away cups of Tetley tea for the same price.



News in brief

Catchems End nets blue ecolabel

A fish and chip shop is flying the flag for sustainability after gaining the Marine Stewardship Council's blue ecolabel.

Catchems End, in Bewdley, near Kidderminster has been awarded the MSC Chain of Custody certification, which proves that it serves sustainable and fully traceable line-caught cod and haddock.

The shop has been dishing up fish and chips since the seventies and recently, the present owner, George Georgiou, decided to completely refurbish the shop and gain certification.

George said: "By gaining MSC certification we can really inform customers about how the fish they are buying is sustainable and helping to safeguard the future of fish stocks for generations to come."

George Clark, MSC UK Commercial Manager said: "Congratulations to Catchems End, who are clearly keen to make a splash with customers. Those visiting the premises can now enjoy MSC certified sustainable fish dinners, assured by the blue ecolabel that these species are traceable to MSC fisheries."

Chicken chain Nando's serves up new additions to menu

Nando's has added some new additions to its menu.

The main dish being served up by the chicken chain is the Fino Platter, which includes a whole flame-grilled spatchcock peri-peri chicken, alongside a number of sides.

The platter, which the restaurant says is perfect for sharing, includes sweet potato wedges, fino coleslaw, supergrain, chargrilled veg and peri-buttered corn.

Also added to the new menu is the Supergrain Salad, which features grains, greens and beans, avocado chunks and an avocado and buttermilk dressing. This is also available as a side.

Diners can also enjoy two new additions to the dessert menu, the



The Vintage Fish to invest £1 million in franchise plan

Chip shop business The Vintage Fish is to invest £1m to start a franchise, with four additional sites due to open by 2017.

Blackheath-based takeaway, which opened this year, has introduced a new retro-modern take on traditional fish and chips.

Customers waiting to pick up their order can enjoy a vintage glass bottle of Coke while sitting on quirky leather seats, watching music videos on a 1950s-style black & white TV.

Huseyin Ozdemir, Owner of The Vintage Fish, said: "We've taken one of the nation's most loved meals and given it a contemporary twist.

"The response from customers has been fantastic."

Plans are in place to open an additional site in London this year, potentially in Greenwich, and three more sites in London by 2017.

The design of each shop will be based on the Blackheath model, which was developed specifically to be customer-centric and ergonomically friendly.

Huseyin said: "Our staff save a lot of time and energy with our careful positioning of counters and display cabinets. Customers benefit too from the open layout."

In addition to its unique design, the takeaway has invested in technology to attract orders online via its own app and website.

Huseyin added: "We never have any queues – customers order online and pop in for collection. We spend less time on the phone and more time cooking great food!"

Perri-Peri Chocolate Brownie or Salted Caramel Brownie.

Nando's also aims to tempt customers with a range of new Vinho Spritzers. The restaurant's twist on Sangria, features Cara Viva wine with lemonade and fresh fruit. Customers can choose from Red, White or Rosé wine.



Young's opens new Burgershack and Bar

Pub company Young's has opened a new standalone Burgershack and Bar restaurant.

The chain already has the burger bars in six of its pub, offering an Anglo-American menu.

As well as serving home-made burgers and fries, the new store, in Wimbledon, London, will also serve fried pork belly sandwiches, buttermilk chicken Caesar, and New York-style mac & cheese.



determination to develop a healthy product as well as the creativity to bring it to the market, alongside her commitment to inspire and empower the next generation of entrepreneurs.

Cassandra said: "It's such an honour to receive the New Generation award and to appear alongside such an impressive group of finalists.

"The awards are an amazing celebration of entrepreneurs from around the world and it's been inspiring to learn more about Madame Clicquot's tenacious spirit and legacy of entrepreneurship."

Since launching in 2011, PROPERCORN is now available in 10 different countries in Europe, has over 15,000 stockists and has emerged as one of the fastest growing brands in the UK.

It's popcorn is produced using GM-free corn, and is also gluten-free, suitable for vegetarians and made using only natural ingredients.

Flavours include Sour Cream and Black Pepper, Sweet and Salty, Fiery Worcester Sauce and Sun-Dried Tomato, Sweet Coconut and Vanilla, Smooth Peanut and Almond and Lightly Sea Salted.



PROPERCORN co-founder wins top business award

Snack entrepreneur Cassandra Stavrou is celebrating after claiming a prestigious business award.

Cassandra, who co-founded PROPERCORN with best friend and business partner Ryan Kohn, won the Veuve Clicquot New Generation accolade at a ceremony in London.

The award was established to celebrate up and coming female entrepreneurial talent who show a genuine commitment to responsible and sustainable business practices whilst optimising a gap in today's market.

Cassandra was recognised for her



Home Delivery & Online Ordering

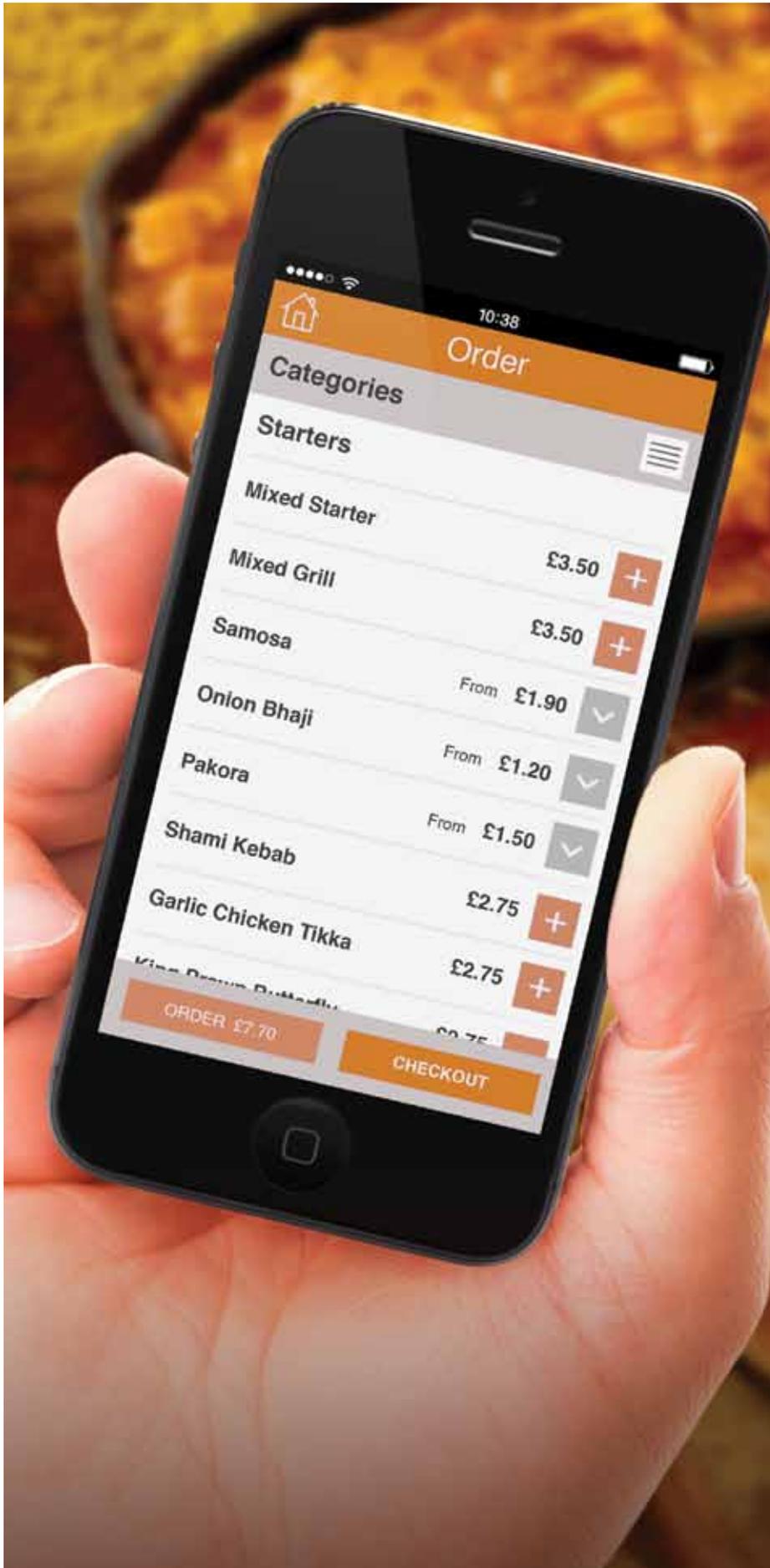
The online ordering and home delivery market is growing year on year, with more and more foodservice businesses looking to take advantage of this. So, why are takeaways switching on to the ever-advancing wonders of the web?

Over the next few pages, we talk to industry experts to explore the advantages and disadvantages of offering delivery and online ordering. We also find out what products and services are available to ensure what you offer to your customers is a success.

Featuring: Adil Hussain, Director, The GrillCo, Leeds, Adam Morrison, Operations Manager, Appaway, Gagandeep Singh, Ayr India Restaurant and Takeaway, Geoffrey Whittle, Managing Partner, Interger Computers LLP, James FitzGerald, Founder, Justebikes, Andrew Prince, Owner, OrdaMia.



Home Delivery & Online Ordering



Why is online ordering and home delivery essential for your business?

With people living increasingly busy lives, fewer meals are being cooked at home and this lifestyle change is credited by our industry voices as one of the reasons for the growth in the home delivery market.

Geoffrey Whittle said: “The figures show that home delivery is increasing year-on-year and also that the percentage of those home delivery orders that are made online is also increasing year-on-year.

“This is due to the way that our lives have changed and will continue to change; fewer meals are being prepared in homes and a generation that has grown up using smart phones online now having disposable income.

“The volume of home-delivered food and the percentage of orders placed online will only continue to increase.”

Adil Hussain agreed. He said: “The modern era dictates increasingly busy lifestyles, leaving customers little precious time to divulge into menial tasks, such as waiting around in queues or being put on hold while on the phone. “The fast food business is ‘fast in the realist and most literal sense’. Customers want to see quality results with minimal effort.”

“The advancements in mobile technology have also made it easier to shop online and businesses have had to adapt or be left behind.

“Online services result in much more accurate orders, especially with larger orders. The menu is directly in front of the customer and they can take as much time as they want to order without pre-occupying a staff member on the phone. Direct written confirmation is also sent to the customer to verify their order.

“This saves my business a lot of costs, as staff wages are the highest

Home Delivery & Online Ordering



expenditures for my takeaway, thus they can spend their time on other important tasks while customers are directed online. Online menus are also much cheaper to manage and edit in the future, while paper menus can reduce in the quality of appearance and be very expensive to rebrand.

“Furthermore, customers want convenience, they say ‘staying in is the new going out’ and this has resulted in a surge of home delivery request. The more comfortable the customers feel, this increases the chance of repeat business.”

Gagandeep Singh added: “Online ordering is effective in accuracy and speed of service. It is also cost effective.”

Adam Morrison said: “It’s surprising how wedded to our phones the average consumer has become. Mobile technology has changed the way we communicate, shop, do our banking, read our news and even watch TV and video. Being part of this technology-enabled world is vital for business.

“Online and, in particular, mobile ordering has changed the face of the takeaway market. Brands like Just Eat and Hungry House now handle a considerable number of takeaway orders nationally and Domino’s Pizza, who launched their own mobile ordering solution, achieved phenomenal growth, all because they made their brand instantly accessible to their customers. “Appaway is the brainchild of technology and database expert,

Damian Guy, and was developed exclusively for independent takeaway businesses. These often small and independently-owned businesses can find it difficult to keep up in the rapidly changing world of technology and need providers they can trust for accessible and economical solutions.

“Damian refuses to believe in technology for technology’s sake – he believes that the technology we use to run our businesses should offer customers a real solution to their everyday needs. For us, that means offering you a fixed-fee, no commission ordering solution that will get you into the vital world of online and mobile ordering quickly and with the minimum of fuss. And for your customers, it means an ordering app which allows

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them to order from you at the click of a button.”

Andrew Prince added: “We’re living busier and busier lives, so who wants to be wasting valuable time in a queue waiting for food or cooking? Online ordering and home delivery means that all that’s left for your customer to do is order what they want. Online ordering and home delivery services can mean new customers for your business, more loyalty from existing customers and ultimately, more money for you.”

One business which is offering an effective solution to the challenge businesses are facing in delivering food quickly on Britain’s increasingly busy roads is electric bike company Justebikes.

James FitzGerald, the founder of the company, said: “With the online order market growing so quickly, we have seen interest from large corporations, small quick service restaurants and even individual riders, which we weren’t expecting. This is due to the fact that they don’t see a pedal bike as an option as they need to cover far too many miles and they don’t have a licence for a motorbike.

“This growing interest in our bikes has made us invest in systems to support our clients.

“One cause for concern was the box and box mounting that is needed to transport the food. However, we have been working with one of our clients, Basilico, which owns multiple outlets

around London, and successfully trialled a new mounting system.”

What service providers are there in the market and what do they offer by way of support for businesses?

It’s vital that quick service restaurants provide a reliable service to keep customers coming back to them. This means that their online ordering platforms have to be easy to use and that the product is delivered on time and up to the desired standard.

Adam said: “There are a number of mobile ordering solutions for takeaways in the market and we believe it’s important that you research and choose

Home Delivery & Online Ordering

the right solution for you. Just Eat and hungryhouse are the most well-known mobile ordering providers. The benefit of these brands is that they have enormous marketing clout and drive consumer demand in the takeaway market. They are also perfect for new businesses who want to ensure that they come to the attention of potential customers in their local area.

“The most important thing to remember with this model is that, for the customer, their transaction is with the aggregator rather than with you – it may bring a customer to your door, but building direct customer relationships will be what keeps them coming back.

“Other brands such as Deliveroo can provide not just the mobile ordering portal, but your home delivery service too. Services like this, provided that they are operating in your area, are a good option if you’re a restaurant looking to add takeaway to your offer

and want to dip a toe in the water without investing in your own delivery team.

“Finally, companies like Appaway, will work with you to develop your own mobile ordering app tailored to your brand and business. Many still operate on a commission basis, meaning that the more business you do, the higher your costs. Our fixed fee means you know exactly how much you will pay each month allowing you to plan and budget accordingly.

“Like many companies, we do most of the leg-work for you in getting you up-and-running with your own mobile ordering solution. Unlike other companies, the relationship doesn’t just end there – you will receive regular calls from our Customer Success team to ensure that your solution continues to grow and support your business.”

Andrew said: “Companies like Hungry

House, Deliveroo and Just Eat are, of course, extremely popular and effective in bringing new custom to your business, however, lots of these companies demand a large set up fee and take a huge chunk of commission. OrdaMia offers a flat rate of 10% commission, rental tablets and phones, and no set up fee.”

Geoffrey added: “Integer have been around since 1986. Their inTouch software and systems are specifically for home delivery, takeaway and table service with integrated on-line ordering and text messaging. All systems supplied include 12 months support and customers have access to an emergency helpline in the evening and at weekends. For more information, call 0161-798 7307 or visit www.integeruk.com.”

Adil praised the online ordering service provided by eTakeaway Max, which he uses at The GrillCo. He said: “eTakeaway



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We're in touch, are you?...



just e bikes

What is an electric delivery bike?

Electric delivery bikes look similar to traditional delivery bikes, sometimes called Butcher's Bikes, but they have a rechargeable battery that provides power to an electric motor, which in turn assists your pedaling. The level of assistance is directly proportional to the amount of pressure applied to the pedals – in other words, it's just like riding a bike, only easier.

Why should we choose to go electric?

Electrically-assisted bikes are widely used as delivery vehicles across mainland Europe. They are fast, inexpensive to buy, and cost almost nothing to run, offering all the benefits of petrol-powered scooters with none of the pollution, noise and taxes. They can increase your company's brand value,

and are a great way of encouraging your riders and the wider community towards air pollution-free transport.

They can also carry twice the load, with boxes on the front and back. There is no requirement for a crash helmet, license, registration or payment of road tax. They can travel at 17.3mph for 50 miles on a single charge that costs as little as 2p, and are supplied fully-equipped with safety lights and built-in mechanical security locks. What's not to like? Why choose Justebikes?

Justebikes has been the UK's leading independent provider of quality European-made electric bikes for the last ten years. In 2014 we began to apply our expertise to the supply of serviced fleets of electric delivery bikes. As with our consumer facing business, we focus on quality European made e-bikes that offer good value and proven reliability. Our carefully selected range is also fully compliant with all European

and UK regulations.

Our purpose-built electric delivery bikes are designed for businesses that need to deliver small to medium loads around our congested towns and cities. We offer a tailor made service to meet each client's requirements, be they large or small, including pre-sales advice, on-site user training, and preventative maintenance packages.

So how much do Justebikes electric delivery bikes cost?

Prices from £999, based on SPARTA electric delivery bike excluding VAT (please call for prices of other models in our range).

Do you supply accessories?

Yes, we do!
Delivery Box Platforms

We can supply and fit box platforms to your delivery bikes. These are constructed from aluminium honeycomb composite materials, giving very high strength while keeping weight to an absolute minimum. Our box platforms can be fitted to the front and or rear of the bike and are designed to accommodate all box designs with ease.

Cost from: £ 59.00 per unit.

Delivery Boxes

There is a wide range of insulated and non-insulated boxes on the market, many of which can be adapted for front and or rear attachment to our deliver-e-bikes, including those constructed from fiberglass, polystyrene and corrugated plastic. All can be supplied with interchangeable or permanent branding. Cost from: £ 44.00 per unit.

GPS E-Bike Tracking & Alarms

We have partnered with one of Europe's leading vehicle tracking and fleet monitoring companies to offer real-time tracking of our delivery-e-bikes. This ensures your e-bikes are secure and can be operated with maximum efficiency. These devices use a combination of Global Positioning System (GPS) and General Packet Radio Service (GPRS) to provide secure real-time location data for your sales order processing operation. They also incorporate a motion sensing alarm to alert your delivery staff of vehicle movement via high decibel audio signal and smart phone push-message.

WIMB Unit cost: £ 145.00 + VAT including fitting and two-year VODAFONE data package.

What should you do next?

Contact us to discuss your requirements. We are very happy to talk through the options and work with you to find the best solution to your delivery needs. You can also arrange to visit us at one of our showrooms for a test ride.

For more information, visit the Justebikes website, www.justebikes.co.uk, or call 0208 960 9848.



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[Continued from Page 25]

Max provide a complete package to help support businesses to minimise their costs and maximise their growth and efficiency.

“They can provide a fully integrated EPOS system to help manage online sales, fully-branded website and mobile app and an effective marketing plan to make full use of your customer database. All of the above is provided on a zero per cent commission basis, with a 90-day risk-free cancellation period.”

Adil's support of eTakeaway Max was

backed by Gagandeep, who also uses the service. He said: “eTakeaway Max are professional, reliable and always at hand.”

On the issue of home delivery, James highlighted the need for takeaway restaurants to be able to rely on the mode of transport they use to get the food to the consumer.

He said: “The last thing a client needs is a bike to break down on a busy Friday night. We offer whatever support a company needs. Some need more than others. If the bikes are looked

after, clients save money. If they are not looked after, it costs more.

“It's all about education and training. We encourage best practice and safe electro-cycling for deliver riders.

“We also offer onsite servicing inside the M25.

“We carry out preventative maintenance. Preventative maintenance is all about understanding the machines and fixing or changing a part before it breaks. This ensures that clients end up with safer vehicles.”

What equipment do you need to have to ensure you offer a great home delivery service?

When it comes to offering a home delivery service in city centres, James is confident that electric bikes provide the perfect solution.

He said: "We have seen big growth in London. We also have clients in Sheffield, Manchester, Liverpool, Birmingham and on the south coast.

"Electric bikes offer great cost savings for deliveries under less than three and a half miles. They are ideal for city centres, especially for covering short distances when traffic is gridlocked.

"The bikes can also be used on cut-throughs, cycle paths and can be ridden through parks."

With regards to equipment needed to provide an effective online ordering system, there was a general consensus that little investment was needed in new equipment.

Adam said: "The great thing about developing your own ordering app with Appaway is that it requires little to no investment in new equipment.

"All you need is an internet connection to ensure that you can receive your orders – whether on a smartphone, tablet or computer.

"Whilst it's not necessary, we do recommend you invest in a simple 'plug-n-play' printer to ensure that both your kitchen and delivery teams receive the relevant information at the right time."

Adil added: "Minimal Equipment investment is needed as eTakeaway Max provides the full package. Items such as having a wireless printer installed and an internet connection would make business operations much more efficient."

Gagandeep agreed: "Generally very little equipment is required. It's easy to install and then off you go."

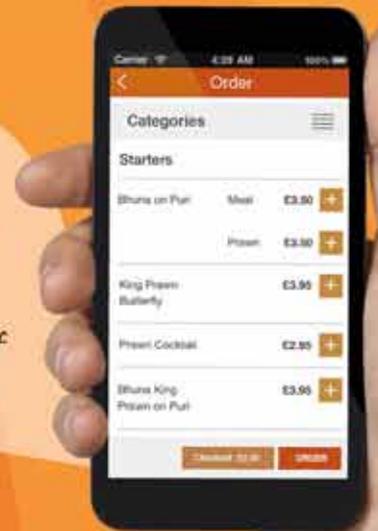
There is, however, technology that can assist takeaway businesses. Geoffrey explained: "A touch-screen epos system on your counter should provide you with caller recognition when your customers call, postcode-lookup to add new customers quickly and accurately, clear and professional receipt printing for the kitchen staff, the driver and the customer, driver management with map display, analysis of the business strengths and weaknesses, plus targeted customer marketing, ideally with integrated text messaging."

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Yoncs Shamsi, Owner of
Pizza House Company,
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Home Delivery & Online Ordering

What online ordering platform, if any, is best for business and why?

With more and more people using their smart phones for everything from banking to ordering cinema tickets, it goes without saying that takeaway restaurants are switching on to the advantages of allowing customers to order their food via a mobile app.

Adam said: “The world is going mobile! According to data from Deloitte, over three quarters of adults in the UK own a smart phone and a quarter of them haven’t used that phone to make a traditional phone call in over a week.

“Whilst extending your online-enabled ordering solution to your website (which, by the way, these days needs to be mobile-friendly) is recommended, customers are increasingly turning to apps for quick and easy transactions – think banking, cinema tickets,

supermarket shopping and now, ordering takeaways. This means that a mobile ordering app is a must-have.

“Our mobile ordering solution will offer your customer the option to order through your website, but most importantly they will have access to your own, free-to-download ordering app suitable for all smartphones.”

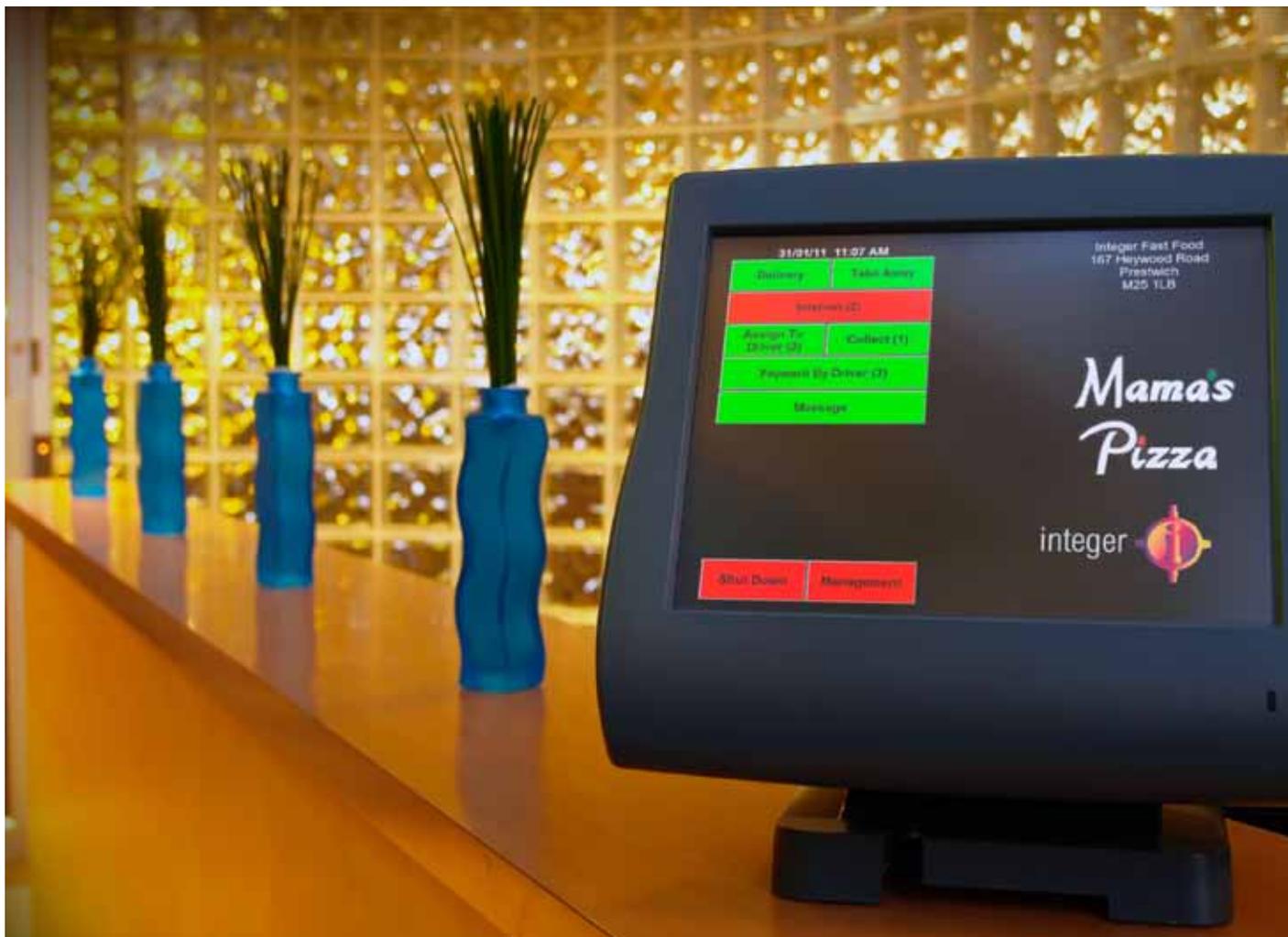
With regards to ordering platforms, Geoffrey suggested that restaurants had a choice to make between creating their own website or using a portal.

He said: “For online ordering, there are two main models; restaurants can either have their own website or use a portal. Multi-restaurant portals can be effective but advertise your competition, charge a high commission, receive and hang on to your money and prevent you from marketing to the customers that you delivered to.

“Having your own website, particularly when integrated with the in-store epos system, allows you to have more control at a much lower cost. You should be able to update your online menu instantly, market your service to your customers, for example by text or through Facebook and, most importantly, enjoy having the money that your customers spend with you paid directly into your bank.”

Adil was quick to extol the virtues of the online service provided by eTakeaway Max. He said: “eTakeaway Max work on a zero per cent commission basis with no long-term commitment. This results in your business benefiting from maximum potential revenue.

“eTakeaway can also integrate a brand awareness strategy into your marketing plan, such as using SEO so your website appears higher in customers’ Google searches. Sales performance and data reports can be printed and



Home Delivery & Online Ordering

analysed to find specific patterns in customers' orders, which helps prepare the business for future trade.

"Other shared platforms online do not let you create your own identity or brand, by using their services you are actually benefiting their brand and business. Customers who place orders on your website will be interacting with you directly, creating a personal relationship, which is proven to create loyal and repeat trade.

"eTakeaway Max has numerous case studies on how they have benefitted business, they are a comprehensive, yet cost effect tool to tap into the rapidly growing market for online food ordering.

"In short they are here to tailor their work and support to benefit your business, rather than you modifying your operations in order to fit a certain criteria to receive such advice."

Gagandeep added: "eTakeaway Max provide a first-rate service."

Online ordering is very popular, what developments can we expect in the future?

With the advances in technology continuing at pace and the developments in online analytics, the future looks bright for customers and quick service restaurants operating in the home delivery market.

This is a belief shared by our panel. Adam said: "It's an exciting world that we live in today, and we can expect technology to continue to move at pace. Customers want us to continue to make things as seamless and easy as possible.

"Expect cash to become a thing of the past as we leave home with only our mobile phone – currently, only 1% of consumers are using their smartphone to make payments on a daily basis, but we can expect this to increase.

"Tracking your delivery driver will be easier as GPS information becomes increasingly integrated with mobile



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Geoff Parsons, CEO Basilico Pizza

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ordering – so you will be able to see exactly where they are and even order your food and time your departure from work or the pub to arrive just as your takeaway does.

“As customers continue to use your mobile ordering app, so you will continue to learn more about them – their favourite meals, their preferred days of the week for ordering takeaway, even where they are when they order. Expect mobile ordering solutions to offer even more ways to use this customer insight to develop tailored and personalised marketing. No more mass emails or SMS - expect technology to be able to understand each and every individual and to enable you to offer them a unique experience.

“And it won't just be the customer that benefit. Data will become increasingly accessible and useable for any business, large or small. Gaining insight and benefitting from this connected

world will allow you to streamline your business – from better managing your menus, busy and quiet periods, stock holding and cash flow to even more exciting developments, such as connecting directly to your cash and carry to automatically reorder certain ingredients.”

Gagandeep agreed that analytics will play a vital part in the future of online ordering. He said: “Online ordering is here to stay and it will only grow. Finer details of customers' personal preferences will be looked at closer. Therefore investment in technology may be required to meet demand and customer requirements.”

Adil added: “The percentage of online orders will carry on increasing, therefore it is vital businesses are aware of, and able to understand, the technology used to satisfy such demands, as well how it can be tailored to maximise the benefit for the business and the customer.

“Mobile apps and mobile-friendly ordering sites will become a necessity for online food businesses, rather than just an added bonus.

“Customers will seek more personalised orders, so having their shopping preferences stored on a system to make future trade easier will be key in retaining long-term customers, as customers will return to businesses they feel understand their needs the best.”

With the continued growth in the home delivery market, Justebikes hopes to be able to take advantage of the need for a transport solution that allows businesses to get their food to customers, without affecting nearby residents.

James said: “At present most of our business comes from smaller quick service restaurants, who are able to react quicker than larger quick service restaurant chains.

“Hopefully, this will change as the penny begins to drop about the advantages of electric bikes.

“Electric bikes offer a fantastic solution to any outlets struggling to deal with noise pollution. One client came to us because he couldn’t get permission to open a store due to noise concerns from residents living nearby.

“He got a fleet of electric bikes. He then went back to the council, showed them proof of what he had done and was given permission to open his business.

“This proves that it’s not just in terms of air pollution where these bikes have an advantage, but they also offer a solution to concerns about noise.”

If you don’t currently offer online ordering or home delivery, how do you start?

“Offering customers a mobile-ordering solution is quick and easy,” said Adam. “Of course, it starts with a phone call to the team at Appaway who will have you up-and-running in fewer than 30 days.

“If you’re really not sure how a mobile ordering app works, we recommend that you download a few onto your own smartphone and try them out. That way, you can be confident when talking to your own customers when yours is ready to launch. Don’t worry though – we give you all the training you need to use your mobile ordering solution and a special marketing pack to promote your app to your customers. And, once your app is launched, we provide ongoing support to ensure that it’s working to grow your business.

“As we say – ‘appy days with Appaway!”

Geoffrey said: “If you already have one of Integer’s inTouch epos systems, you just need to arrange for broadband at your restaurant, register a domain name and you can have an online presence and be taking orders within a couple of days.”

Gagandeep also found it easy to take his business online. He said: “eTakeaway Max are approachable and efficient in giving you all the information you require to tailor-build your online ordering system to suit your business model best.”

Adil added: “You can contact eTakeaway Max through their website and speak to an advisor who can explain what they offer, as well as advise you what is best for your business. They will support you from the very first step until you see results. Their price is one of the most competitive in the market and with a zero per cent commission, there is no harm in seeking their counsel.”

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- Use Email and SMS Marketing to generate more orders with ease.
- Get your money into your bank daily. No more waiting for weeks.
- Access your dashboard from anywhere in the world giving you full control even when you are away.
- At the click of a button see your takings and settle your drivers. Get more sleep and family time.
- Free Bonus Marketing Pack worth over £500 to start getting Orders from Day One.

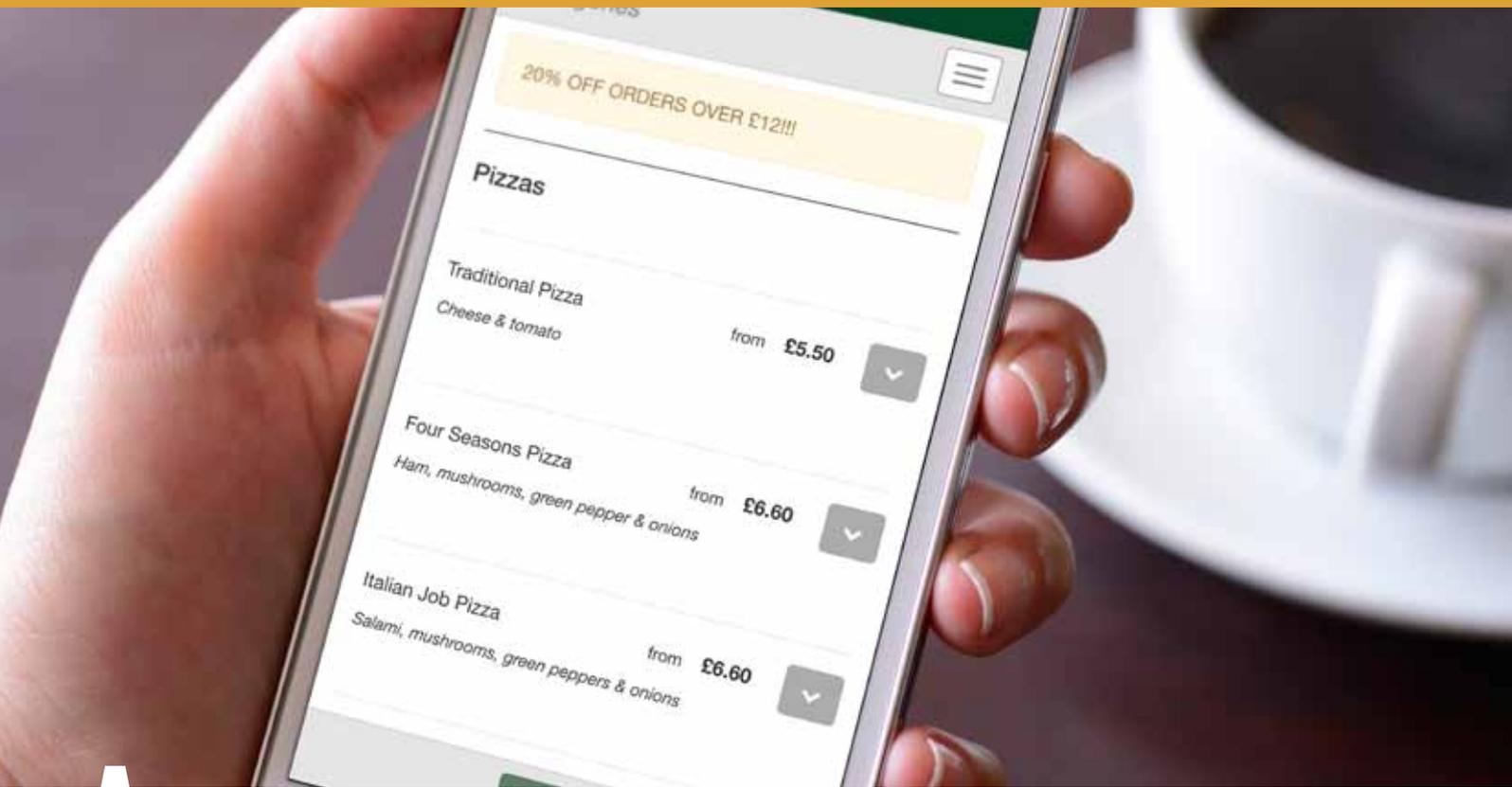


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Appaway

Pizza House Company is based in Leeds and has been voted one of the top takeaways in the city by hungryhouse in 2014 and 2015. Their regular customers have been ordering from them for many years due to the high quality of customer service, speed of delivery and, most importantly, their fresh pizzas made from only the finest ingredients.

The takeaway uses various online ordering services such as Just Eat and hungryhouse. Yones Shamsi is the owner of Pizza House Company.

He said: "These platforms are a great way to get noticed and find new customers. The problem is, I'm paying over £1,000 a month in commission to them."

This is a recurring theme across the takeaway sector. Many businesses lament the high charges they face when signing up with online ordering services. A recently released report from Red Brick Research has shown that 66 per cent of takeaways listed on Just Eat feel transaction fees charged by the company are unfair. They charge a minimum of 10% commission on every

order, a figure that can soon add up for a busy takeaway. Businesses are losing money from already loyal customers who like the convenience of Just Eat, but who are unaware these services substantially cut into profits.

One solution is for takeaways to have their own ordering app, allowing customers to order directly without the need to pay commission.

Yones had wanted to get his own app for a long time, but found that many of the companies offering this service were confusing or unhelpful. He also wanted orders to print out in the kitchen instead of accepting them via email.

He said: "I don't have time to copy and paste details when the kitchen is busy."

Instead, he was looking for a service which offered a 'plug-and-play' printer service.

Yones has now had his own app for the last two months. The app was created by a company called Appaway and he's already starting to see the orders coming in. The takeaway is currently receiving six to eight orders per day

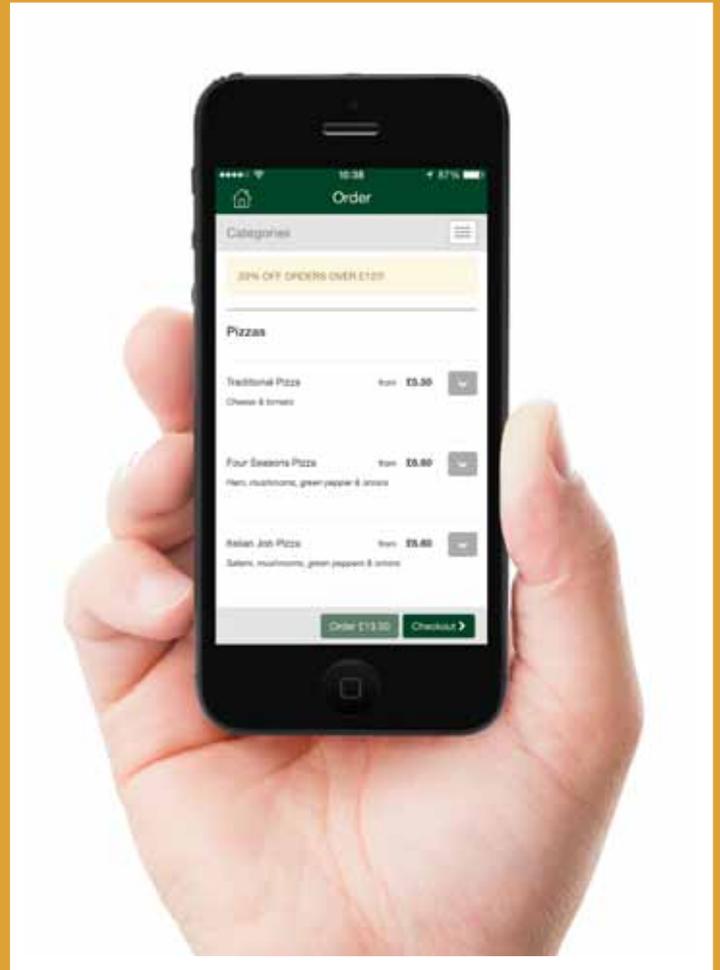
from the app, more on a weekend, and this number keeps on growing.

He promotes exclusive app discounts within his takeaway, and also runs full page adverts in local press to encourage people to download it.

He said: "One of the best things about having our own app is that it's always there on customers' phones."

"Whenever they get hungry they have access to our menu 24/7, and don't get distracted by other takeaways, like they would on Just Eat."

Appaway have created hundreds of takeaway ordering apps for businesses all over the UK. Unlike the business model of Just Eat and hungryhouse, Appaway only charge a modest setup cost and flat subscription fee per week - no matter how many orders the takeaway receives. An app takes approximately 30 days to design, setup and publish. They then offer the ability to manage orders via an online dashboard or GPRS printer - whichever's easiest. Orders go straight to the takeaway as soon as a customer presses submit from their phone.



Yones is very happy with his app. He said: "It's so easy to use, not just for the customer but also for me. I'm not very technically minded, but everything about it makes sense."

"I can use the dashboard to make any changes I need without getting frustrated. I must admit, I don't have the greatest amount of patience."

"The printer makes the system even easier to use. Otherwise, there can be too many orders coming in at once and it can be difficult to keep on top of them, especially when it is all hands on deck on a Saturday night."

For Yones one of the best things about the app is customer feedback.

"The app is so user-friendly," he said. "I have worked with customers to make sure that it is set up with them in mind. After all, these are the guys using it and I want to make sure they understand it; that it's set up the way they want."

Yones added: "Already I can see huge potential for the app. The orders have started to come in and are building up. It's just a matter of letting people

know about it. I have recommended the app to my peers but I think a few of them are holding back, waiting to see how successful my app will be before committing to it - I suppose I'm a sort of industry pioneer."

"I would definitely recommend Appaway to anyone considering getting an app for their takeaway, their customer service is brilliant. I can leave them a message and have a response back the same day, with any niggles fixed quickly. They're also really friendly and straightforward to deal with."

Damian Guy, Managing Director of Appaway said: "We spent a lot of time building a purpose built app for takeaway ordering which is cost-effective for businesses to use. Our aim was to provide the ideal platform to switch regular users of popular online ordering services over to."

It is a common misconception that being found on websites such as Just Eat or hungryhouse is everything a takeaway needs to offer online ordering, but this is not the case. Being found on these sites is certainly very important for obtaining new customers, but

what about when they become regular customers? Takeaways don't want to be paying commission on every order they make over and over again - it simply doesn't make financial sense. This is where having your own ordering app comes in.

Damian said: "We have also just released a push notification service, which means the takeaways can alert customers about special offers directly to their phones - this is a very effective tool for encouraging them to order."

Yones added: "My aim for the future is to get regular customers off ordering services like Just Eat and over to my app. It's not for everyone, but if I can get 40% of them onto my app I could be saving £500-£600 a month in commission fees."



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FISH & SEAFOOD

Fish and seafood have always been staples on the menus of food-to-go and quick service restaurants. However, as the word has spread about the health benefits, their popularity has exploded.

Over the next few pages we speak to experts in this sector to find out about the importance of fish and seafood, as well as learning about the best packaging and what the future holds for this popular product. We also aim to discover what's available for foodservice and how to incorporate these key products into menus.

Featuring:

Sarah Cumber, Marketing Manager, Paramount 21, James Circuit, Development Chef, Major International, Simon Aspin, Commercial Director, Hubbard Systems, Joe Kendrick, Marketing Manager, T.Quality, Wayne Singleton, Owner, Tom and Simon's Kitchen, Calum Richardson, The Bay Fish & Chips, Stonehaven, Aberdeenshire





sh Take Away

& fish & chips
& fish & chips
fish & chips

Fish and Seafood

What role does fish and seafood play in the Quick Service Restaurant / Takeaway market?

James Circuit believes the health benefits of fish and seafood are proving attractive to consumers, with people being drawn to the so-called 'superfoods'.

He said: "With algae pipping Kale at the post as the top superfood and a nation bent on seeking out cleaner and healthier options for their grab-and-go, sustainable fish and seafood need to be an integral part of your offer."

James suggests that outlets tempt customers with light and trendy fare such

as sushi rolls, Spanish piri-piri prawn tapas to go, or even use fish as the main protein boost to an Asian-infused salad.

Sarah Cumber highlights the rise in street food helping to push more fish and seafood on to mainstream menus.

She said: "Street food has certainly had a positive influence in terms of chefs using more fish and seafood, with dishes then finding their way on to more mainstream menus."

"Finger food formats, such as goujons, sprats, bites and scallops, also lend themselves to the quick service restaurant market and provide consumers with a quick and easy way into fish and seafood."

What are the most popular products on the market at the moment?

Despite there being a staggering variety of fish and seafood for consumers to choose from, according to Sarah Cumber, people still can't get enough of an old favourite.

"Fish and chips remains the clear favourite," she says. "Along with scampi, they are the core items on most menus in some format."

Joe Kendrick agreed. He said: "Cod and haddock will always be popular products within the fish and chip trade, but the increase in our SeaPure Fishcakes and SeaPure Scampi has been significant, with consumers looking for something different on the takeaway menu."

Sarah added: "The fish finger has retained its popularity, especially with the rise of the more contemporary offering of the fish finger sandwich."

"Additionally, old classics such as cockles and mussels are seeing a revival."

Calum Richardson said: "Our fastest growing product on the menu is Amity Scampi. It's peeled and doesn't have a glaze. It's all product and we bread it in batter ourselves to order."

He added: "It's an exciting time of the year, because other fish like lemon sole is coming into season - they're a good healthy size, so great to handle and cook with."

But what about healthier options?

Sarah said: "Vibrant salad bowls can be topped with an array of fish and seafood, including salmon, tuna, seabass and prawns."

How important is fish and seafood to the quick service restaurant market and why?

"Very," insists Sarah, keen to highlight how more people are looking to cut down on the amount of meat they consume. "With diners choosing to eat less meat, fish is a fantastic addition to a healthy diet."

And fish and seafood can feature at almost all positions on a menu.

Sarah said: "The versatility of fish and seafood products is perfect for most menu placements - starters, sharing plates, bar snacks, light bites, main courses... the list is endless."





What products can businesses add to their menu to make sure they are keeping up with consumer trends?

James was quick to promote the virtues of Old World flavours, stating that the demand for this style of cuisine was showing no sign of slowing down this year.

He said: “Japanese, Korean or South East Asia, Pan-Asian broths and flavours marry incredibly well with the fish and seafood sector.

“With a good broth, a ramen-inspired dish is quick and simple for caterers to make.

“Not only is it visually impressive and delicious, but bang on consumer trends.”

However, Sarah said that when keeping up with consumer trends, it paid to turn up the heat.

“Current consumer trends are hot,” she said. “Chipotle and sriracha sauce are prevalent across menus in many formats. For fish and seafood dishes, dips with a dash of spice are very popular right now.

“You can also zing up a traditional fish and

chips-style dish, or goujons, with a spicy on-trend sauce or dip.”

Sarah also said that quick service restaurants could tap into the casual, all-day dining market by offering different size portions to encourage dish trial. She said they could offer smaller portions of fish dishes as starters, sharing or as a side, rather than just as a centre plate commitment.

She added: “You could also serve fish and seafood with on-trend vegetables and vibrant salads for visual appeal and a contemporary touch.”

Joe was keen to praise the quality of his company’s own SeaPure range, saying: “The plaice, scampi and fishcakes from our SeaPure range are essentials on any menu to keep up the demand of consumers across the quick service and takeaway market.”

Wayne Singleton highlighted the importance of sustainability, both to businesses and diners.

He said: “We are a mobile operator that supplies just fish and chips to its customers and therefore believe that the quality and

sustainability of the fish we use is of the utmost importance.

“I believe in the coming years we will need to shift more and more towards different types of fish that we use in the mainstay of our dishes, including the nations favourite of fish and chips.

“Cod and Haddock have had somewhat of a rocky past and will continue to do so until we can take the pressure off of these stocks by beginning to try new varieties of fish.

“I also believe that buying our fish from British fishermen will, in the long run, also mean that our waters remain plentiful, our fish sustainable and our favourite foods remain at a cheaper price.

“Education is the key to this going forward. “We have tried several times to get people to taste different fish in blind taste tests and several times it has been Hake that has come out on top.

“However, when customers were offered this as a straight choice between Hake, Cod and Haddock, Hake barely ever got chosen.

Fish and Seafood



“This is due to people being too used to what they know and not willing to try different fish types when there truly is plenty more fish in the sea.”

Calum also revealed that people are taking more and more interest into the origins of the food they eat. He said: “More than ever before I am noticing that customers are opting for local produce rather than choosing the cheapest option. This is due to the fact that they care about the journey their food has taken.”

Sarah also pointed out that it was not just what you served that was important, but how you describe it on your menu and present the food.

She said: “You must also consider how you serve the seafood – the colour and shape of the serving dishes/plates and how you describe the dish on the menu. This is, after all, the point at which diners actually make their choice!”

Calum also highlighted the fact that more fish and chip restaurants were moving with the times and taking advantage of the advances in technology to develop new ordering systems for customers.

He said: “I am currently helping to develop a new ordering system for the food and drink industry. In comparison to Just Eat for example, this new system is much more user-friendly as it’s not costing the business for every sale it makes through it. Instead, all it requires is a monthly rental of the equipment.”

To present fish at its best, what packaging is available to businesses?

When taking into consideration how people choose what they eat, it’s always important to think about how food looks.

With this in mind, it’s important to ensure that fresh fish and seafood is stored in a way that keeps the product looking fresh and appealing.

Simon Aspin has experience of ice machines, being involved in a company which distributes the products for Scotsman Ice Systems.

He said: “Ice not only helps to present fish at its best, but also keeps the fish in optimum condition.”

It is equally as important to ensure that any takeaway fish meals can be transported



Fish and Seafood

in packaging that keeps the food looking appetising all the way to the plate.

Joe said: "The Blue Fish Take Away Packaging range from T. Quality presents fish and chips in the best possible way through takeaway bags, carrier bags, flatpack and stackable boxes and accessories.

"The Blue Fish range of bags ensures excellent portion control and are both greaseproof and lined for heat retention, providing your customers with delicious tasting fish and chips in appetising and professional-looking packaging."

Having the correct equipment to store fish and seafood is important, what's available and how do you choose what is right for your business?

Simon believes the best way to ensure fish and seafood is kept in the best condition, is to use ice.

He said: "Recent years have seen a proliferation of the types of ice available, with each having specific applications.

"Operators can use flake, nugget or cubelet ice to help display products, while keeping it in optimum condition, for example on a fruit de mer platter.

However, with so many ice machines available, choosing the right one for your company's needs can be difficult.

Simon said: "With so much choice in terms of machines and different applications for ice, it can be difficult for operators and specifiers to have the expertise necessary to know which machine to choose for a site's specific needs.

"Hubbard's site survey, available to all customers, involves an expert visiting the site to assess which machine is best suited for the application.

"The survey will also take into account environmental factors, for example available space, plumbing restrictions

and so forth, as well as what ice type the customer requires.

"Whether it would be better to use flake, superflake, nugget or cubelet ice depends on a number of factors, including product, location, and plumbing.

"Flake ice offers a gentle and effective way of storing, transporting and displaying food, such as fish, keeping it refrigerated and moist, guaranteeing long-lasting freshness and maintaining natural appearance.

"An alternative is superflake ice, which is more compact and relatively dryer than flake ice, so it lasts longer.

"Nugget ice is ideal for fish display. It is made using flake ice, which is compressed into a pellet. It has the benefits of flake ice, such as being gentle on delicate products and being quick to produce, but it lasts longer. However, there's no danger of 'burning' the product, because the nuggets are produced at (minus) -1°C. Nugget ice can also be used for other applications, such as for drinks service."

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CLUK.

Born out of a late-night discussion by two food enthusiasts, Cluk came into existence after it was decided there wasn't anywhere to go to get a great piece of chicken.

Husband and wife team Marvyn and Nina Morrison mused that, while there was good Thai food and Indian food available, the chicken offering was lacking.

So, they put their heads together and the rest is history.

Cluk's dishes are described as being 'hand-crafted to ensure the chicken is succulent, fresh and tasty'.

The venue also prides itself on its marinades and sauces which include Nina's Chicken, which is based on a Jamaican recipe for Jerk; Garlic and Cheese. which is exactly that; Grandad's

BBQ, which mixes a special blend of herbs and spices with a splash of bourbon and BBQ sauce, and last but not least, Atomic Habenero, which is described as being 'only for the brave'.

As well as serving regular diners, Cluk also accommodates corporate bookings and large parties, as well as offering venue hire.

Nina came into the quick service restaurant trade after spending 15 years working as a model, featuring in the first season of Britain's Next Top Model along the way.

She said: "I have always been conscious about my diet so I wanted a place where it was healthy but fun to eat.

"When I used to host parties, I would

serve chicken and it became a thing amongst my friends and I took it from there."

What is the ethos of the company?

"We wanted to build a place where we serve high quality and tasty chicken at a good price point.

"Fast food doesn't need to be bad food!

"The response so far has been inspiring."

How strong do you feel the food-to-go market is at the moment?

"It's very strong. Street food culture in London has expanded very quickly and now it's moving into premises.

"It suits London's fast paced mentality."



SOUTHERN AMERICAN FUSED WITH CARRIBBEAN + LATINO FLAVOURS

When did you open your store?

“We opened Cluk in April 2016.”

Who designed your website/how long did it take to open?

“We worked with Squarespace, who are amazing.

“They have great templates but allow you to personalise them. It’s really easy to use.”

What are the latest trends in the market?

“The latest trends include Chicken fusions, Mexican fusions and burgers, which are all very popular at the moment. That’s why we wanted to mix all of these things into one menu.”





Cluk is based on Great Eastern Street, London. Visit cluk-shoreditch.com for more details, or search ClukShoreditch on Facebook and Instagram, or follow @Cluk-shoreditch on Twitter.

How many people do you employ?

“We currently employ eight people and we are growing. We hope to have three sites by the end of the year.”

What has the public response been like to your business?

“We’ve had some great support. The public have been very positive on Facebook and Trip Advisor. The word is starting to spread in Shoreditch also and now businesses are coming in for catering and group bookings all the time. I would like to thank everyone who lives and works in Shoreditch for making us feel so welcome.”

How many customers can you accommodate?

“We have an 80 seater space.”

How would you describe your menu?

“It’s simple and tasty. One thing we always get told is that people are glad to have a shortened menu.”

“We have five mains and seven sides so it’s easy to choose.”

“We also accommodate vegetarians and vegans which is important.”

What is the most popular item on the menu?

“Our sweet potato fries! We sell eight times more than any other product. People love them.”

“The second favourite is tenders. We have changed the perception from a frozen food product, made from poor meat cuts, into a real chicken breast experience.”

What sets you aside from other similar businesses in your area?

“The environment and the food. The environment is fun and friendly.”

“We challenge every member of staff to know something about all of our customers.”

“Ensuring our chicken is moist and tasty just begs the question. Why go to Nando’s?”

What are your plans moving forward?

“The main aim is to expand into more sites around the East/Central area.”

“We are currently speaking to investors now and we are hopeful we can get something sorted before the summer is over.”



WASTE MANAGEMENT

With the hospitality industry being responsible for almost a million tonnes of food waste annually, finding an effective solution to this problem is a pressing issue, especially for quick service restaurants.





Waste Management



According to research by the Sustainable Restaurant Association, 600,000 tonnes of food waste is thrown away by quick service restaurants, pubs, restaurants and hotels in a single year.

With the not-for-profit organisation revealing that 75 per cent of food waste is avoidable, it is imperative that businesses take action.

Here we look at what quick service restaurants can do to ensure it has the right service provider, as well as exploring some of the products and services available to help you manage your waste effectively.

Chris Savage, General Manager, Biffa's Poplars AD plant, Michael Taylor, Managing Director, Mitie Karen Markey, Project Director, Waste Management, Mitie.

What is the best way to manage food waste?

When trying to cut what you waste, more is not always better when it comes to ordering food stock and portion size.

According to the Sustainable Restaurant Association, about a third of food waste is plate waste. Therefore it's up to quick service restaurant managers to take action to reduce this.

Chris Savage said: "Ensuring effective stock level controls and a robust food ordering process is the first step in reducing the potential for food being wasted. Without these measures in place, over ordering is likely, leading to the disposal of food before it is even opened and used.

"Portion control is another important consideration as a lot of food waste from restaurants is actually created by the customer in the form of leftovers. Good portion control is a difficult balancing act, but it's key to reducing waste. It's a particular issue in buffet-type restaurants where the customers themselves control their portions and are encouraged to return time and again for refills.

"Following the implementation of effective stock and portion controls, the next area of focus needs to be putting processes and services in place to successfully capture the waste that is produced.

"Making waste management part of your staff induction process, ensuring adequate signage is in place and keeping your teams abreast of their performance are all key, as increasing volumes of food waste are now

Waste Management



being sent to anaerobic digestion plants. Once there, it is converted back into energy, ultimately reducing the volumes of waste sent to landfill."

Karen Markey agreed. She said: "Minimisation is the first instance, which is best achieved by managing the supply chain. For larger volumes, the use of site driers would be useful, for example."

According to Michael Taylor, restaurants should be segregating their waste to ensure it can be processed effectively.

He said: "We still waste a lot of food each year in the UK, whether it's domestic or commercial. The main offenders according to the UK Government's Waste and Resource Digest 2016, are restaurants, closely followed by pubs and hotels who don't segregate their food waste as a regular practice. There have been counter measures taken in Scotland, where food businesses producing more than 50kg of food waste per week are now required to segregate it for collection; this legal requirement came into effect on January 1, 2014. This was followed by a 5kg segregation requirement for smaller, non-rural businesses in 2016."

He suggested more information was needed on waste management. He said: "If catering and hospitality industries are not processing their food waste effectively, perhaps it is due to a lack of information as to what options are available."

What services are there in this area and how do you ensure they offer the best solution and support for your business?

Whatever a business does to limit its waste, there is always going to be some amount of food that has to be put in the bin. However, this doesn't mean it has to end up in landfill pit

Chris said: "There is always going to be a degree of food waste that is not fit for human consumption and has to be disposed of. But that doesn't mean it must go to landfill and appointing a good waste management provider who will seek ways to reduce, reuse and recycle waste is essential."

"Biffa sees food waste as a valuable resource and a good waste management provider will have the network, experience and the necessary facilities to unlock the

potential of waste as a re-usable material and as a source of energy through the anaerobic digestion (AD) process.

"Anaerobic digestion is a treatment process for organic, biodegradable material, including waste food. The process utilises naturally occurring microorganisms already present in the waste to break it down in the absence of oxygen over a three week period, producing a fibrous 'digestate', similar to compost, and a methane rich 'biogas' used for the generation of renewable energy.

"AD technology can have a more positive impact on a business' environmental footprint compared to the alternative landfill disposal route. It releases lower levels of CO₂ and methane into the atmosphere, while producing renewable energy and a nutrient-rich fertiliser as a by-product in the process.

"The commercial benefits were less pronounced a few years ago when the cost of a food waste service was similar to that of disposing of general waste. However, increases in landfill tax have closed the gap and there are now demonstrable savings when sending food waste through the AD

Waste Management



disposal route, which will only increase as greater AD capacity across the UK leads to more competition.”

Karen added: “Each client is looked at individually and bespoke solutions are carefully put in place for them, therefore the variations on service are many.”

Michael added: “Mitie’s waste business began a series of trials in August 2014 to January 2015 to determine which types of food waste disposal were the most effective, economically sound and environmentally friendly. Until now, there hasn’t been comparative data to illustrate what these options are.

“The trials were based on the normal daily rates of activity at four working catering and hospitality sites around the UK. It was undertaken with whatever food waste was generated over the trial period. Three of the sites were working carveries with substantial poultry and meat waste. The fourth site produced varied food waste typical of a working restaurant with a varied menu.”

Mitie’s trials aimed to find ways of reducing the volume of food waste produced at each site, cut the cost of the waste disposal and demonstrate the resulting savings. Michael said: “There were also ‘soft’ savings made, with long term benefits such as space saving at back-of-house areas, a reduction in pest attraction to the food waste, a cleaner environment with less noxious smells from rotting food, particularly in warm weather and the potential to turn the waste reduction into hot water to go back into the kitchen.

“Typical restaurant sites would normally

dispose of their food waste into general refuse or segregated bins. This introduces problems like over-filling, contamination and on some occasions inadequate waste bin numbers if not managed properly on-site during busy periods. This results in rotting food attracting rodents and insects, causing unpleasant odours as it sits in the bins.”

Four food waste disposal technologies were tested that are designed to reduce volume, improve hygienic disposal and be friendly to the environment.

The results showed them all to be very effective due to their correct installation and management on site. Some methods performed better than others regarding efficiency or cost, while others were more suitable for particular waste streams and volumes.

Liquid aerobic digestion: A mixture of water and microbes breaks the food waste down by 87% of its original volume into grey water, which can be disposed of cleanly in the sewer system. This method cannot be used all over the UK - Scotland does not allow it. However, Mitie says it is the cheapest solution because there’s little waste to dispose of at the end of the process. The downside is that it requires using more water than usual, yet remains the least energy consuming.

Aerobic digestion: In the trials, this proved to be the method with the widest range of benefits with 73% of food waste volume reduction being reached. The process was clean, unobtrusive and cost competitive. While a low amount of electricity was required, the hard work was achieved by using a combination of microbes and

bacteria to naturally break down food waste.

This method also allows for all types of food waste to be thrown in whole and even breaks down the majority of bone matter into a desiccated material to about one tenth of its original volume. Less bins are required, there are no transport and disposal costs and reduced refuse collection potential.

According to Mitie, the equipment required for aerobic digestion is easily installed on site and depending on volumes, is no bigger than a standard chest freezer. Simple solutions can be applied from other sources in the premises to dramatically reduce its running costs. Waste exhaust heat from cooker hoods of extract air can be diverted into an inlet on the digestion chamber for pre-heating to initiate the waste processing.

Aerobic digestion also allows for cross-application benefits to offset the (already low) energy costs. For example, if a boiler is attached to the digestion chamber, fuelled by a mixture of the inert food waste as a biomass fuel, with a moderate top up of wood pellets, it could heat a hotel pool and/or provide hot water to heat the hotel itself.

Dewatering: Pulps the food waste to reduce its volume by 60% and any risk of offensive smells. This replaces the use of macerators, which will be illegal UK-wide by 2018. When combined with centrifugal drying of the pulp to reduce moisture and volume by 81%, the pulp could then be used as a fertilizer in a kitchen garden should the premises have one.

Waste Management

Drying: This reduces food waste by 74% and turns it into a dry, inert substance resembling coffee grounds but smells a little like fruitcake! This soil-like end-product can be used as a biomass fuel or compost. Because it's inert, it doesn't attract pests. While the reduction of the food matter is substantial, drying uses a lot of electrical energy so may be a costlier option depending on the type and volume of waste being treated.

Michael said: "While each technology had some electrical or gas use requirement, their intake was carefully monitored and live consumption data fed back to show how much parasitic load (power consumption) each unit used.

"This included when the units were loaded or when they were operational or dormant. This data was key to explaining the performance efficiency of each waste disposal method for the trial.

"The majority of catering and hospitality businesses do not manage their food waste with any of the above methods. However, all of them can be easily and discreetly installed in situ and can be run at a fraction of the cost of less efficient alternatives. Their utilisation could eliminate having to pay landfill tax and generate additional revenue streams creating resource for your business - rather than just waste."

What equipment is available to keep kitchens free from waste?

Chris said: "Kitchens are busy places with maximum space set aside for preparation and cooking and often minimal space for capturing waste - usually one or two containers are set aside for all waste, whether it's recyclable or not.

"To avoid food waste being sent to landfill and instead sent for recycling to an anaerobic digestion (AD) plant, it needs to be fully segregated from all other waste and remain uncontaminated by other waste materials.

"Restaurants should ensure that all staff within the business have an understanding of how to dispose of waste correctly, separating food from other types of waste such as cardboard and metals, to ensure that the food waste can be recovered and sent to be processed via anaerobic digestion.

"Biffa's recent survey of food waste producers found that once staff were

aware that food waste that isn't fit for human consumption could be turned into renewable energy and valuable biofertilizers, via anaerobic digestion, they were more likely to dispose of it correctly and therefore diverting it away from landfill."

What role does recycling play in waste management and what products are available to make the management of waste more green?

Karen said: "Recycling is a substantial part of waste management, but at Mitie we take a step even further by engaging at the earliest opportunities, even at the supplier stage, to minimise waste even coming into the chain.

"Prevention is key, it's all about not producing waste in the first place. Then ask the question, is it resource not waste? Where possible, we try to keep food waste in the food chain.

"It's important to reuse materials rather than recycling them, where possible. For example, ask yourself, can plastic be shredded and then used as a composite to produce new products?

"The aforementioned technologies above are efficient in reducing volume.

"Extracting as much raw product from waste prior to sending material for disposal is a two-fold benefit, as it maximises product and reduces waste.

"Reverse vending schemes that encourage recycling and supply vouchers for money off, or credits against your next purchase, are in use at various stores, and are great at persuading people to change their habits.

"Using schemes such as Fairshare or Neighbourly offers food to charities as a first option. The second option is de-packaging to aid the anaerobic digestion process.

"Ultimately it all comes down to changing our mind-set regarding waste and engage at every opportunity with both clients and the public, to send a clear message out to everyone involved."

So, whether it's a case of managing food orders and portion size better, or changing the way waste is disposed of, it's clear to see that finding an effective solution is beneficial both in terms of saving money and helping the environment.



Changes to dividends

Dividends have been a very tax-efficient way of making savings in National Insurance Contributions (NIC) and Income Tax contributions for a number of years, with many business owners and shareholders choosing a smaller salary, plus an additional remuneration package paid as dividends.

However, this has now all changed from April 2016 as the income tax position of dividend income will effectively increase for most taxpayers.

This may have a direct impact on the overall savings in NIC and income tax that can be achieved after 5 April 2016.

Up to 5 April 2016, no additional income tax would be due if a company paid a dividend to its shareholders, as long as the person receiving the dividend was a standard rate tax payer.

Individuals receiving dividends then only paid additional personal tax if their dividend income fell partly or wholly within the higher rate (40 per cent) or

additional rate (45 per cent) bands.

The following rates applied for 2015-16:

- All dividend income in the standard rate band was taxed at 10 per cent. As the tax credit was deductible, recipients paid no additional tax
- All dividend income at the higher rate was taxed at 32.5 per cent (of the gross dividend, including the tax credit) less the 10 per cent tax credit
- All dividend income at the additional rate was taxed at 37.5 per cent (of the deemed gross dividend, including the tax credit) less the 10 per cent tax credit

From 6 April 2016, the way dividends are being taxed changed. The 10 per cent tax credit was abolished and each individual has a flat rate dividend allowance of £5,000.

Any dividends received by an individual in excess of the £5,000 allowance will be taxed as follows:

- 7.5 per cent if your dividend income is within the standard rate (20 per cent) band
- 32.5 per cent if your dividend income is within the higher rate (40 per cent) band
- 38.1 per cent if your dividend income is within the additional rate (45 per cent) band



Comparison of tax payable on dividend income of £27,000 (net 2016-17)

Income tax due if dividend received is £27,000	2015-16	2016-17
Dividend is within the standard rate band	Nil	£1,650
Dividend is within the higher rate band	£6,750	£7,150
Dividend is within the additional rate band	£8,250	£8,382

In all cases, any tax liabilities for 2016-17 will be collected on 31 January 2018. At the same time, HMRC will also add 50 per cent of the tax liability to the first self-assessment payment on account for 2017-18, also due 31 January 2018, with a further 50 per cent due at the end of July 2018.

The new changes will also have an impact on PAYE codes for owners and directors in 2016-17. Under the new rules, HMRC will amend tax codes to automatically 'code out' a sum approximately equal to the amount of dividend tax due for that tax year.

The deduction in the PAYE code will be clearly labelled as dividend tax, but HMRC's estimated figure might not always

be accurate. In order to work out whether HMRC's deduction is fair, taxpayers will need to estimate their total income tax liability for 2016-17 to ensure the figures provided are accurate with their own.

Additionally, if individuals have not already paid the balance of their income tax due for the previous tax year, HMRC will add a five per cent surcharge on the amount due.

Need more help?

This feature aims to give some informal hints and tips. Our tax department and McPhersons Financial Solutions are offering businesses free advice so get in touch now to arrange your meeting. Simply 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.



So, you're thinking of starting a food business?

Starting a small or medium-sized food business can be more than just a dream, but it's important to get things right, from the start.

In this foodie-culture we live in, it's not unusual to open a paper or magazine to see yet another success story of a food business which has opened up. However, starting a food business is not something you want to rush into, without thought or preparation. You must ensure that the food you're selling is absolutely safe and that your set up is done correctly, and according to the law.

Here are just some basic things to think about, but you can find more detailed information in the links at the bottom of this article or from your local authority environmental health department (EHD).

Registering your premises

You must register your premises with the EHD at your local authority, ideally 28 days before you intend to trade. You should contact them for information on how to register - this can usually

be found on their website. If you want to make changes to your premises, remember to check if you need planning permission and let the EHD know. Getting your licences right

You will need a licence if you want to

- sell or supply alcohol
- sell hot food and drinks between 11pm and 5am
- provide entertainment, such as theatre, cinema or some live music performances
- sell food from a stall or van on the street

Rules about premises

When you choose the premises for your business, it is very important to make sure that they:

- comply with the necessary regulations
- are suitable for the purpose of your business

You must keep your premises clean and maintained in good repair and condition, and have the right equipment to allow you to follow good food hygiene practices, including protection against contamination including pest control. Facilities for cleaning and disinfecting equipment and utensils and the safe storage of food must be provided, as well as an adequate supply of hot and cold water. Where necessary, separate sinks must be provided, where necessary, for washing food and cleaning equipment. Your premises must also have adequate ventilation, lighting and drainage.

Facilities

You must have enough hand washbasins for staff just to wash their hands, with hot and cold running water, with materials for cleaning hands and drying them hygienically or have adequate facilities

Checklist

- Have you registered your premises?
- Do the design and construction of your premises meet legal requirements?
- Have you put food safety management procedures in place and are you keeping up-to-date records of these?
- Do you and your staff understand the principles of good food hygiene?
- Have you considered health and safety and fire safety arrangements?
- Have you registered as self-employed?
- Do you need to register for VAT?
- Are you keeping records of all your business income and expenses?
- Are you keeping records of your employees' pay and do you know how to pay their tax and National Insurance contributions?
- Do you describe food and drink accurately?
- Do you need to apply for a licence to sell alcohol, for entertainment, for selling hot food or drink late at night, or for selling food on the street?

for personal hygiene, if for example you are operating from a mobile premises or a stall. There must also be enough toilets for staff which should not lead directly into food areas.

Food preparation areas

These areas should be easy to clean and disinfect (where necessary), and maintain in good condition. This includes floors, ceilings, doors, windows and all surfaces (including surfaces of equipment) in areas where food is handled, particularly those that are touched by food.

Food Safety management systems

It's a legal requirement that you must be able to show what you do to make or sell food that is safe to eat and have this written down. This means you will need a risk-based 'food safety management

system' based on the principles of HACCP (hazard analysis and critical control points) on how you manage this in your business. This shouldn't be burdensome but will need to reflect the nature and size of your business. The local authority EHD will be able to advise what the best system for your business is. The Food Standards Agency has information on HACCP systems on their website.

<http://www.food.gov.uk/business-industry/food-hygiene/haccp>

Health and safety

You must work in a way that protects the health and safety of your employees and other people who might be affected by what you do. If you have five or more employees, you must have a written health and safety policy, which describes our health and safety arrangements.

You can find free downloadable Safer food Better business resources for your catering business here: <http://www.food.gov.uk/business-industry/sfbb>



You can get more information and help at www.food.gov.uk/sites/default/files/ultimedia/pdfs/publication/starting-up-booklet.pdf

MODERN SLAVERY

Does your organisation have a turnover of £36million or more? Are you a supplier to an organisation which has a turnover of at least £36m? Do you provide goods or services to an organisation who is, in turn, a supplier to a business which has such a turnover? If you answer “yes” to any of these questions, read on as you probably need to produce a Modern Slavery and Human Trafficking Statement

Why should I bother?

If you are a large organisation (being one that has a minimum annual turnover of £36m), there is a new legal obligation to publish a public statement on your website about the actions that your business has taken to ensure that the business and your supply chains are free of slavery and human trafficking. If you are part of the supply chain to a large organisation, it is highly likely that you will be asked to confirm the steps that you take to ensure your business operations are slavery and trafficking free.

Surely slavery and trafficking is not problematic?

In 2014, the Global Slavery Index by the Walk Free Foundation estimated there were 35.8 million victims of slavery across the world.

Slavery and human trafficking can take many forms, from compulsory or forced labour to exploitation or servitude. It was estimated by the Home Office in 2013 that there were between 10,000 and 13,000 victims of modern slavery in the UK. The

agricultural, food and hospitality sectors rank fairly highly in terms of modern slavery issues so this is an important subject for you and your suppliers to consider..

What should a Modern Slavery and Human Trafficking Statement include?

The statement should include details of all the actions that your organisation has taken during the financial year to ensure that slavery and human trafficking is not taking place in any part of its own business and in any of its supply chains. There is no set format that the statement must take but you will probably want to include the following:

details about your corporate structure and supply chains and in particular the risk areas specific to your business;

your due diligence process and the measures you have taken to ensure that slavery and trafficking is not taking place (for example, you may have insisted on appropriate warranties being included in your commercial supplier contracts, you perhaps have conducted site visits of your suppliers premises to check the conditions of their workforce and/or provided training to your staff so that they are vigilant as to the signs); and

the ways in which you will continue to monitor the situation going forward.

If your organisation does not take any anti-slavery or trafficking actions, you are required to publish a statement to



that effect. Such an admission could result in embarrassment so think hard before doing so.

What should I do with the statement?

The statement should be formally approved (for example, approved by the Board of Directors and signed by a director) and then published on your organisation's website, with a prominent link to the statement on your home page.

When should I do this?

March 2016 being required to publish a statement as soon as practicable after their financial year end. You will then need to update your statement each financial year thereafter.

What happens if I don't produce a statement?

If you do not have a statement it is likely to result in potential reputation and brand damage issues which could lead to loss of business (as it is probable that others will not wish to conduct business with organisations who are not publically committed to ensuring their business and supply chains are free from slavery and trafficking). The Home Office may also commence proceedings to compel your organisation to produce such a statement.

So, what should I do in practice?

If you do not have a statement it is likely to result in potential reputation and brand damage issues which could lead to loss of

business (as it is probable that others will not wish to conduct business with organisations who are not publically committed to ensuring their business and supply chains are free from slavery and trafficking). The Home Office may also commence proceedings to compel your organisation to produce such a statement.

Where can I find out more?

The Home Office has published some guidance which can be found at www.gov.uk/government/collections/modern-slavery.

Katee is a senior solicitor in Goodman Derrick's employment team advising on all aspects of contentious and non-contentious employment law, from recruitment to the end of employment relationship. She has acted for clients in the hospitality and leisure sector for many years. Katee has been recognised as an "Associate to Watch" by Chambers & Partners Guide to the Legal Profession and as a "Super Lawyer" by The Telegraph. Goodman Derrick is a leading commercial law firm in the City of London.



Katee Dias

GOODMAN DERRICK LLP

Property

Property

Our property pages highlight businesses for sale, nationwide!

TRADITIONAL TEAROOM FOR SALE STOKE ON TRENT STAFFORDSHIRE

Sovereign Business Transfer takes great pleasure in offering for sale this well established tea room, with weekly sales of £700+, situated near Stoke-On-Trent. This spacious, three storey, traditional Tudor building was first built in 1558 and is a Grade 2 listed building. Whilst having undergone much refurbishment in its time, to this day it retains original features and is fitted to an exceptionally high standard. The premises boasts 27+ covers, court yard seating to rear, a function room for private parties and a quality inventory and well equipped kitchen with 4* food hygiene rating.

This is an ideal opportunity for an energetic owner operator ready to take this already thriving business to the next level.

Guide Price £19,950+sav Leasehold

Details: www.sovereignbt.co.uk Or call 0161 486 1958 and quote business ID2459



DELI ON THE STRAND

Unopposed Daytime Deli Business in Popular East Devon Coastal Town.

This quality and well regarded delicatessen and café in sought after trading position, has recently been sold through catering and licensed trade specialists, Stonesmith of Exeter.

Having been owned and operated for the past 4 years by the previous clients, this unique and unopposed ground floor lockup premises trades as a thriving delicatessen and café in a prime trading position in the centre the popular East Devon coastal town of Exmouth. The business offers a range of high quality specialty products from local and regional producers providing items not available in supermarkets to include;- speciality food and drink, with a variety of cheeses, cooked meats, dairy produce pates, speciality teas and coffees, preserves, gifts, honey, oils, olives, alcoholic and non-alcoholic drinks, home-made quiches, pies, pastries and hot and cold drinks. In addition hampers are made to order and the café serves a popular and easy to prepare menu to eat in or takeaway. Deli on The Strand is situated on The Strand, a large public square in the centre of the town and

benefits from being adjacent to a pedestrian walkway linking the nearby Imperial Road Car Park, train station, and bus station with the town centre.

The leasehold interest of Deli on the Strand was sold off an asking price of £65,000. Full details of all our current businesses are available to view on our website www.stonesmith.co.uk and if you are thinking of selling or would like professional advice, Stonesmith can be contacted in confidence on 01392 201262

SOLD

OUTSTANDING HIGHLY-RATED GUEST HOUSE - BRIDLINGTON

The Promenade Guest House is superbly located close to the North Promenade and features sea view rooms. The business is fitted to a very high standard comprising 12 en-suite letting rooms which are being continually upgraded. The internal areas are generally superb and the business is energy efficient with remote switching and energy conservation measures.

The Guest House comprises residents lounge, attractive L shaped dining area in 2 sections, superbly appointed kitchen and separate self contained owners accommodation, all to a very high standard. There is ample car parking in the immediate area and the business is close to a new Leisure Centre, several key attractions and is very well known in the area.

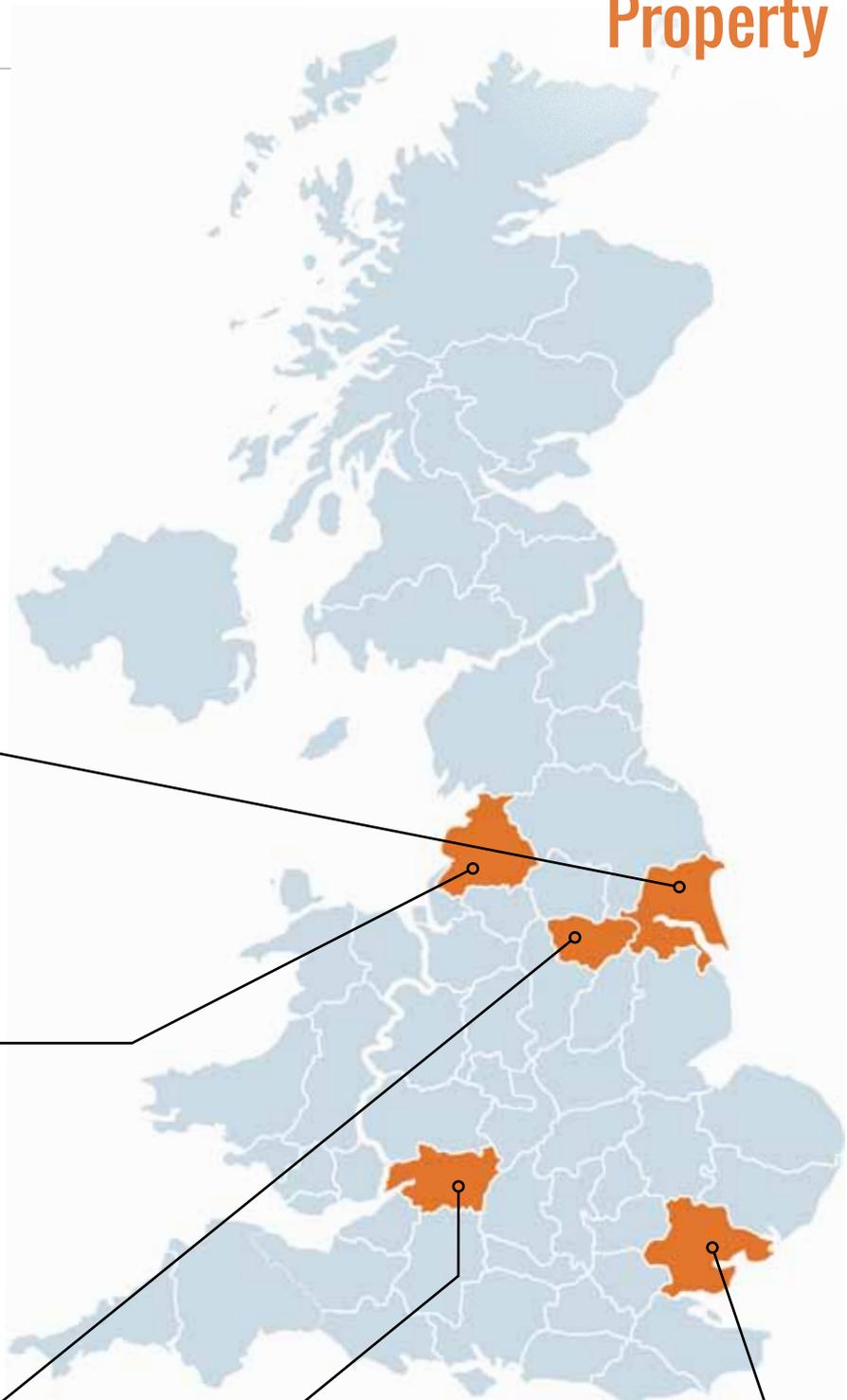


A first class offer and superb in every respect. Freehold £395,000. Available through Clifford Lax with AWG Business Transfer.

Tel: 0113 2390330 or 01924 368200. www.clifford-lax.co.uk or www.awgbusinesstransfer.co.uk.

PROPERTY FOCUS

To advertise in this feature contact Sandra on freephone 0333 003 0499



UNDER 70k

CONTITENTAL STYLE COFFEE SHOP
East Yorkshire

Type: Recently refurbished & fitted to a very high standard. 44 covers plus lounge section.

Guide Price: £69,950

Details: www.clifford-lax.co.uk



UNDER 95k

INDIAN TAKEAWAY & FISH AND CHIP SHOP
Leyland, Lancashire

Type: Fully Refurbished 2 in 1 Takeaway Business With Outstanding Reputation

Guide Price £94,950+sav Leasehold

Details: www.sovereignbt.co.uk



UNDER £150k

CAFE/RESTAURANT
Sheffield, South Yorkshire

Type: Immaculate Bistro with 50+ Covers, Impressive T/O IRO £370k

Price: £149,950+sav Leasehold

Details: www.sovereignbt.co.uk



SOLD

MARTHA'S COFFEE HOUSE
Moreton-In-Marsh, Gloucestershire

Type: Thriving and Well Regarded Daytime Only Coffee Shop & Café in Honeypot Location

Price: Leasehold £59,950 SOLD

Details: www.stonesmith.co.uk



UNDER £30k

CAFE/RESTAURANT TO LET
Wickford Essex

Type: Former Little Chef. 86 - 100 covers. Private car park for 40 cars.

Price: New lease, rent £25,000 per annum.

Details: www.bradleyscountrywide.co.uk

What's new?

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

CHOCOLATE DESSERTS

Company: Brioche Pasquier
Product: Black & White Petit Fours Collection

French bakery and patisserie producer Brioche Pasquier has released their new chocolate collection of mini desserts.

The Black & White Petit Fours collection features nine miniature cakes; Crème Brûlée Crunch, Chocolate Orange Sponge, Brownie Square, Mini Chocolate Éclair, White Chocolate Crunch, Hazelnut Rectangle and Dark Chocolate and White Chocolate Tartelettes.

The range can be served as part of a dessert menu, individually, or as an accompaniment as they are smaller versions of popular, traditional French desserts. The products are made and hand finished in France and, to ensure they are kept fresh, are frozen as soon as they are made. They defrost within five hours of serving and can be prepared by kitchen teams with ease.

All pieces in the collection are free of preservatives and artificial flavours, and are available in cases of 48 pieces with four trays of nine pieces per case.



ICED COFFEE

Company: Portoli
Product: Iced Coffee Recipes

Italian coffee brand Portoli has released four different iced coffee recipes in anticipation of summer.

Portoli, which is based in Milan, is said to be one of Italy's bestselling brands and they export to a hundred countries worldwide.

The recipes outline how to get perfect iced coffee in four different flavours; Caffè Shakerato, a traditional iced coffee, Caffè freddo alla Vaniglia, a vanilla or liqueur iced coffee, Latte Macchiato Freddo, a maple syrup iced coffee, and Caffè alla Salentina, an almond iced coffee which can also have orange or rose added for a burst of flavour.

Group manager for Miko (UK distributor for Portoli) Jenna Horsnell has said "The Americans may be known for their iced coffees but the Italians really put their own spin on it."



PIES AND SAUSAGE ROLLS

Company: Alf Turner
Product: Dragon's Premium Chilli Sausage Roll and Dragon's Premium Chilli Pork Pie

Alf Turner has unveiled two new products, the Dragon's Premium Chilli Sausage Roll and the Dragon's Premium Chilli Pork Pie.

They are made using hot chilli sauce to create a unique taste experience for chilli lovers.

Established in 1956 in Aldershot, Alf Turner has strong ties with the British Army and is endorsed by leading charity Help for Heroes, with 2p from every sale going towards the charity.

Securing investment following his debut on the BBC2 show Dragon's Den in 2012, the range was loved by Peter Jones, who later went on to invest in the Alf Turner brand and premium products.



DRINKS

Company: Sweetbird
Product: Lemonade syrups

Smoothie and syrup company Sweetbird is aiming to keep customers fresh with its release of a new range of lemonade syrups, just in time for summer.

The quirky company pride themselves on having no hidden ingredients and having no GMOs, high fructose corn syrup or artificial colours. Having been approved for vegans and vegetarians by The Vegetarian Society, they appeal to a wide range of consumers.

The new syrups are available in two flavours; Lemonade and Pink Grapefruit, and to celebrate the launch, Sweetbird are releasing a complete Lemonade Syrup Box Set which includes two bottles of each syrup and two serving jugs.



TEA

Company: Cornish Coffee
Product: St Pirans

Cornish Coffee is branching out into the world of tea with a new black leaf breakfast cuppa named after the patron saint of Cornwall, a 5th century Cornish abbot.

St Pirans, created from tea grown in the highlands of Kenya, is perfect for all-day drinking, with or without milk.

It is available in packs of 1,000 premium tagged envelope tea bags, 250 premium tagged envelope tea bags and in catering packs of 1,100 standard everyday tea bags. A retail range will also be released in the summer.

A percentage of the sales of St Pirans will be donated to the Cornish Wildlife Trust, which is dedicated to the conservation of the Cornish environment and its wildlife.

Cornish Coffee also supplies two artisan coffee blends, Hand roasted in Cornwall and Freehand, from its purpose built roastery in Redruth, Cornwall.



DESSERTS **Company:** Dawn Foods
Product: Chocolate decorations

International sweet bakery supplier Dawn Foods are offering Dobra-branded decorations straight from the box to chefs and bakers in the UK.

Dobra are a chocolate decoration company based in The Netherlands, who produce unique chocolate decorations for bakeries, foodservices and supermarkets.

The variety features a range of different flavoured chocolate decorations from curls and shavings to flowers and stars, and can be used to decorate all sorts of desserts including cakes, pastries and ice creams.

There are seasonal products like pumpkins for Halloween and penguins for Christmas, as well as chocolate faces and animals like pandas, pirates and bunnies. All decorations are available in assortment packs or in packs of the same, and can be bought through the Dawn Foods website.



SAUCES

Company: Funnybones Foodservice
Product: Brazilian sauces

With the Rio Olympics approaching faster than a 100m sprinter, Tex Mex food specialist Funnybones Foodservice is bringing some Brazilian flair to the table, with two new cooking sauces.

The ready-to-use sauces, which are manufactured by authentic Brazilian brand Rio – A Taste of Brazil, contain no artificial colours, flavourings or preservatives.

Moranga is a creamy and mildly-spiced sauce originating from São Paulo. Typically served with shrimp, it also works with fish, chicken, rice or potato.

Another favourite with Brazilian families is Moqueca. A mild combination of coconut, tomato, coriander and lemon, it goes with fish, chicken and vegetables.

Both sauces are suitable for vegetarians and are gluten-free. Moqueca is also suitable for vegans.

Another new addition to the Funnybones' range is Pao de Queijo.

These gluten-free Brazilian cheese puffs are made with tapioca flour and parmesan-style tangy cheese. They are pre-cooked, therefore reducing the cooking time by about 75 per cent.



See your
product here!

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

Then call 0333 003 0499

Dates for your diary

DIARY DATES

Discover what exciting events and exhibitions are taking place over the coming months for the foodservice industry



NATIONAL DOUGHNUT DAY



NATIONAL FISH AND CHIP DAY



Commercial Kitchen



Location
NEC, BIRMINGHAM

Commercial Kitchen is dedicated to the commercial kitchen industry. It's the definitive event for companies involved in equipping and running professional commercial kitchens.

In the modern foodservice sector, new innovative technologies and evolving eating patterns, along with an increasingly competitive marketplace, demand that operators take their businesses to a new level.

From schools & universities to luxury cruise ships, from lucrative chains to the most stylish Michelin-starred restaurants on the planet, those in the know are looking for the best equipment and cooking techniques for the finest kitchens imaginable. There is nowhere better for them to do that than at Commercial Kitchen.



NATIONAL PICNIC WEEK



THE BIG LUNCH



NATIONAL BEER DAY

Dates for your diary



Speciality & Fine Food Fair



Location
OLYMPIA, LONDON

The Speciality & Fine Food Fair has been the premier event in the industry for 16 years and is where top retail, foodservice & wholesale buyers source new fine food & drink products from the best suppliers in Britain and around the World.

It is an experience for all the senses, giving you the chance to see, taste, smell, touch

and hear the delights of the fine food industry.

There's also no better way to do business face-to-face with buyers from independent retailers, food halls, delis, restaurants, hotels, coffee shops, cafes and farm shops.



Lunch!



Location
THE BUSINESS DESIGN CENTRE, LONDON

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Takeaway Innovation Expo 2016



Location
EXCEL, LONDON

Takeaway Innovation Expo 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.

The event is an interactive exhibition and conference designed specifically to help takeaway owners run their businesses

better, meet other like-minded professionals to share ideas, and develop professional knowledge.

Bringing together, networking, workshops and insightful seminars, the event offers a unique opportunity for restaurateurs and takeaway owners to obtain the latest tools, techniques, and advice within an ever-changing industry.

In the next issue

Ice cream and frozen desserts

We look at this lucrative market and see what's new in this area in terms of new product development.

Street food

The demand for street food continues to grow, with new concepts popping up all the time. We find out why this remains a popular market.

Promotional signage

Making your business stand out from its rivals is very important in the quick service restaurant industry. We look at the types of signage available for your business and what works best.

Signature

cheese to please

**Specialist suppliers of grated block
and sliced cheese**



A Consistent Superior Quality Cheese

Superb Melting and flavour functionality for food service

Competitively priced for the market place

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