



QuickBite
magazine



STREET FOOD SUCCESS STORY

THE TEAM FROM BLEECKER STREET TALK ABOUT LONDON'S BEST BURGERS

STREET FOOD TRENDS

Street food is increasingly popular in the UK and there are a whole range of foods-to-go, we look at the best

TASTE OF THE ORIENT

Chinese food is the most popular cuisine in the UK and we find out more about these Eastern dishes

DESIGN INSPIRATIONS

Take a look around one of Cheltenham's best kept secrets – The Green Coffee Machine

HEALTH & SAFETY

Promotional signage can really aid your business and increase sales, so making sure you get it right is key

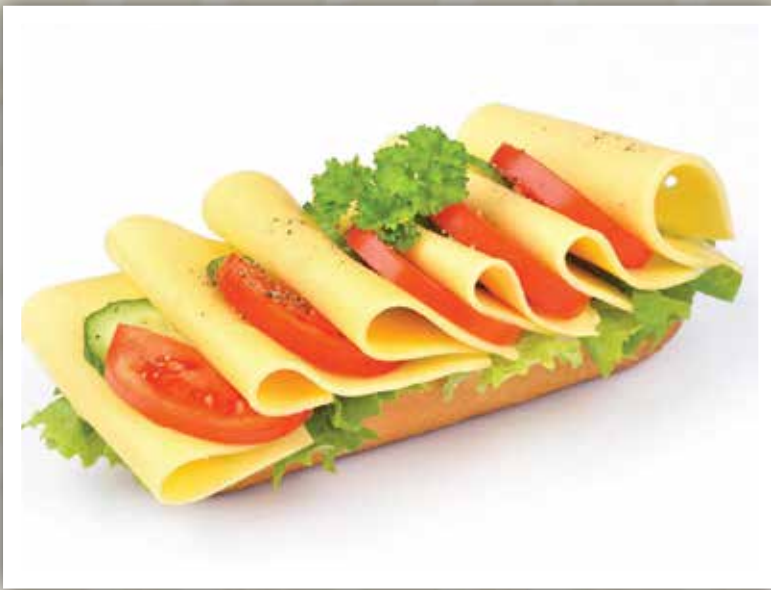


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A message from the editor

Welcome back.

Hello and welcome to July's edition of QuickBite.

In this issue we have so many different things to talk about as well as all of your favourite pages. We start with a comprehensive news round-up and focus on the growing trend of street food.

Following on from the street food feature we visit one of the best London has to offer and see why their burgers are taking the streets by storm – Bleecker St.

Chinese food is the most popular cuisine in the UK at the moment and we highlight this menu choice and look at some of the products that make this market such a success.

Design inspirations takes us to Cheltenham and the Green Coffee Machine, where we look at the style and design this unique business has incorporated in both their café and mobile unit.

As always we try to stay at the forefront of the quick service and food-to-go industries and this month is no different. In an exclusive interview with award winning BBQ chef, Benjamin Bartlett we look at this increasingly popular type of catering.

Equipment focus this month looks at the best ways for you to present your products with food display units and we focus on how to combat the spread of infection in the workplace.

Technology is big business and making sure that you have a company website that works can be key to the success of your company. We look at setting up a good business website and the importance of promotional signage.

Finally we have a host of regular pages such as property, dates for your diary and the what's new section where you can look at some of the most exciting product launches.

Until next time, happy reading.

Scott



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News Round-up

QuickBite attend British BBQ Battle to see champion crowned

Back in May, the QuickBite team headed south to visit the British BBQ Battle at Mentmore Golf & Country Club, Bedfordshire and see Gareth Finney crowned champion.

On winning the title, Gareth said, "Wow!! What a day it turned out to be, I was crowned British BBQ battle champion of the year!

"I had the privilege of cooking on an amazing piece of kit; a Crown Verity BBQ which we nick-named "The beast". If everyone had one of these at his or her disposal, I am sure everyone would be barbecuing food.



"All the competitors produced some really amazing and interesting dishes and Ben Bartlett's Masterclass was great."

The live 'cook-off' final took place in May on what was a typical English Summer's day – the sun did show its face and there were umbrellas at the ready for the odd spot of rain but it just goes to show that you can have an amazing BBQ whatever the weather!

The day got under way with a BBQ Master class by World BBQ Champion, Ben Bartlett, who gave many useful hints and tips to the crowd, plus demonstrating a great recipe for 'BBQ sushi' which shows what a good BBQ is really capable of.

Following Ben's inspiring lesson, the first four finalists took to their Crown Verity BBQ stations, with cooking from the pub/restaurant category and the golf club/event catering category. They each had just 1 hour to recreate and present four servings of each of their 3 courses detailed on previously submitted BBQ menus. Following a delicious BBQ lunch, provided by Ben Bartlett, the second round began with cooking from the university and hotel categories.

The judging panel consisted of Ben Bartlett, BBQ Champion & President of the British BBQ Association; Chris Basten, Chairman of Craft Guild of Chefs; Bill Verity, President of Crown Verity who had travelled all the way from Canada and also Jennipher Marshall Jenkinson, Chairman of the MTA.

Each judge marked the chefs individually on their dishes' taste, texture and appearance and marks were also awarded for use of the Crown Verity BBQ and hygiene practices.

Each category had its own winner, announced prior to the big reveal of our overall champion,

In summing up the competition, Ben Bartlett said "The standard of cooking this year was phenomenal, with winning elements from every finalist. Use of the Lion Sauces was more imaginative than ever before and the bar has been set high for next year's event!"

All 8 finalists were rewarded with a Sharp R21AT Commercial Microwave, a Simply Stainless Professional Chef's table, Smeg Mixer, full set of Lion Sauces and exclusive British BBQ Battle chef's whites. Gareth Finney, overall champion, also came away with a top of the range Crown Verity MCB-36 BBQ and accessories pack, worth £3,000 and £100 of One4All vouchers.

Giggling Squid zone in on London

Thai tapas restaurant group Giggling Squid have continued their meteoric rise with the announcement of two new sites in Guildford and Esher.

The two new openings, both in Surrey are the brand's first inside the M25 and issues a real statement of intent for the business.

Speaking about the latest openings, Pranee Laurillard, who co owns the restaurant group alongside her husband Andrew, said: "Despite the wealthy customer base, we felt that this area really lacked good places to eat.

"We lived a few miles down the road in Oxshott for a couple of years and usually ended up in Wimbledon when we wanted something decent."

The new restaurants are the first of many sites planned within the M25 and the Guildford site which is based in the town centre will undergo a £100,000 refit prior to

opening.

It is expected that the new unit will create 20 new jobs to service the 120 seater restaurant.

With the brand growing in reputation and going from strength to strength it was sad to hear that one of the units (Crawley) would be closing but co-founder Andrew Laurillard emphasised to reporters that this was merely a business decision.

He said: "Crawley was the only site we've had that never really got going and it has always been slightly marginal.

"It made more sense for us to focus on the 11 winners and the new sites in the pipeline than invest lots of time trying to keep it above water."



Starbucks ditch cappuccino for 'trendy' flat white

In one of the most radical menu changes that the coffee market has seen, it has been reported that coffee giant, Starbucks have dropped the cappuccino from their menu in preference for the increasingly popular flat white

Starbucks, who are the world's biggest chain of coffee shops, are reported to have taken the drink off the menu board in a number of outlets across the US just months after it started serving the flat white to their customers.

The cappuccino, which has long been a favourite in the coffee market, especially in the UK where it was the second most popular after latte, is made with a shot of espresso topped with a thick layer of foam.

The flat white, which traditionally contains two ristretto espresso shots and has micro-foam poured through it, has a smooth, creamy texture and sweeter taste whilst its appearance of the foam is flat, hence the name. When made properly the drink should be somewhere between the foam of a cappuccino and the milk of a latte.

It is believed that the flat white originated in New Zealand and Australia back in the 1970's and it has been something of a slow burner, but as more cafes move towards artisanal coffee its popularity has boomed.

Some reports have suggested that the reason for the change is due to Starbucks poor performance in the two countries. In a story by The Independent the company sold their remaining 24 shops in Australia last year.

The cappuccino is still available in stores and customers are able to order them as usual, the change is just that they been removed from view including in the brands flagship store in Seattle, where CEO Howard Schultz introduced it nearly 30 years ago.

British cappuccino-lovers have nothing to fear however as the brand is 'definitely not' planning to stop selling the drink in its 760 UK outlets.



Red Bull launch 'Category Vision' in bid to raise sales by £605m

After months of in-depth market analysis, Red Bull have announced their latest findings and claim to have identified up to an additional £605million of sales opportunities over the next 5 years.



As part of its on-going Category Vision project, Red Bull has identified the key consumer drivers and incremental sales opportunities that will deliver this growth and believe that they are in the ideal position to grow as sports and energy drinks continue to boost the soft drinks market.

Over the last 3 years the Sports and Energy category has been one of the driving factors in the growth of Soft Drinks, delivering over 40% of expansion and becoming the biggest category in all off-premise channels, except major multiples. This coming, despite the continued decline in classic sports drinks.

Findings highlighted that over the over the next 5 years these trends are expected to continue, but energy drinks, and especially functional energy drinks, will grow by 24% making it one of the key growth sectors in the market.

The analysts at Red Bull found that are some macro trends which will impact the category, key trends being; a changing demographic (and growth of 25-34 year olds), health and wellness trend (especially sugar trends), a trend toward products with additional benefits and the continued move toward multi-format shopping- especially convenience & online shopping.

In store however they have identified two sizeable opportunities, namely Drink at Home and On the Go.

On the Go is a key driver, with Consumers shopping more in Convenience than ever before and Energy drinks being the most impulsive soft drinks, indeed they are only behind chewing gum, confectionery and crisps in terms of at-the-till purchases.

Rich Fisher, Category Development Manager - Off Trade, commented; "There's no denying the growth opportunity that lies ahead in the Sport & Energy sector, by listening to the needs of our consumers we have identified three key barriers to purchase, including health, flavour and price but also the key areas we need to work on as a category to deliver this anticipated expansion.

"Additionally despite having the highest pre-store awareness in the Soft Drinks sector, Sport & Energy remains one of the most impulsive categories in-store, behind crisps & snacks and confectionery. Key sales drivers for retailers include increased availability at point of need, as well as maximising visibility throughout stores. By ensuring sales fundamentals are correct in-store - educating customers on price, strong promotions, effective range and merchandising, retailers can boost incremental sales and benefit from this latest insight into consumer behaviours."

"This, paired with the development of our strategic drivers is the key to not only reaching incremental category sales of £605million, but exceeding them."

News Round-up

3663 to reinforce company vision and rebrand as Bidvest Foodservice

One of the UK's leading foodservice providers, Bidvest 3663, is to change their name as part of a complete programme of rebranding.

The new name, Bidvest Foodservice, comes at the same time as a business drive to reinforce service excellence for customers. These service principles are also embedded in a new company vision, mission and values which are being rolled out through a company-wide internal engagement programme.

This evolution will reflect the company's long-term commitment to driving leadership and innovation within the UK foodservice sector.

As well as the initial name change, which take effect on the 1st July, 3663 Catering Equipment will also change to become Bidvest Catering Equipment and their Hospitality Design service, a specialist kitchen design service for caterers, will be renamed Bidvest Hospitality Design.

These two brands along with the non-food and light-wares offering from Bidvest Foodservice, will fall under a new banner, Bidvest Catering Supplies and all of the products under Bidvest Catering Supplies will be available for Bidvest Foodservice customers to order, making it easier for them to choose from an enhanced range of products.

Talking about the change Andrew Selley, Chief Executive of Bidvest Foodservice said: "Changing our name signifies much more than redesigning a logo.

"Our new identity marks a new era for Bidvest Foodservice in terms of culture, our structure and our operations.

"To be the best foodservice provider, we must be famous for providing service excellence and making life easier for customers, which in turn will help us build long-term relationships with customers."

Speaking exclusively to QuickBite, Andy Kemp, Group Sales Director at Bidvest Foodservice reinforced this by saying: "This is a really exciting time for the group and is another step forward as we cement our place at the helm of the foodservice industry.

"The move shows the real progression of the group and is sure to reinforce the brand as a trusted and complete operator.



"Our mission is to bring all of the arms of the group together and to work with our customers so that we make sure we cater to all of their needs. We want to communicate it them in a way that ensure that they have everything that they need, when they want it and at the right price."

When asked about how he saw the transition, he added: "I think all of our existing customers will embrace it, certainly after the first 6 months everybody will be using the term Bidvest Foodservice instead of 3663.

"If we are being honest this isn't really about a name change, it's about the brand pressing on and making sure that our customers see where our focus lies and that the ethos is to do the best for them so that they can do the best in for their business."

The name change will come into effect from July 1st.

Fast-food industry help to clean streets in 'Love Where You Live' campaign

Over 40 bags of rubbish have been collected by fast-food workers in Sheffield in an incentive to keep the streets clean and promote social responsibility.



Workers from five fast food restaurants volunteered their time and helped clear one of the main routes into Sheffield city centre.

The staff from restaurants including McDonald's joined with Veolia Environmental Services and Keep Britain Tidy earlier in the month to clear litter from Penistone Road, an area that is known for problems with littering.

The 18 volunteers took three hours of their time to collect the litter and is just one of a number of clean-ups that McDonalds has organised across the UK.

The commitment is part of a five-year partnership with Keep Britain Tidy for its Love Where You Live initiative.

The Yorkshire Post who launched its Clean Up Yorkshire campaign, found that the cost of keeping streets in their area clean was costing local authorities in Yorkshire £77m a year.

Speaking about the initiative, McDonald's Business Manager Gavin Murray said: "It was great to see everyone come together to take action against the eyesore that had developed along Penistone Road.

"We as a business understand the important role we play in making the area a better place. Whilst in the first instance we are keen to actively discourage littering, community events like this one help make a big impact on the local area."

Keep Britain Tidy's interim Chief Executive Rich McIlwain added: "McDonald's has shown a real commitment to tackling the problem of litter, both through their own businesses practices and through their work with communities to clear up.

"Daily litter patrols, Love Where You Live activities throughout the year and their continued support for Keep Britain Tidy's aims, as an environmental charity, show that they understand the importance of clean and tidy places and show a level of commitment that should be a model for all businesses."

Preview: lunch! 2015 opens registration for biggest ever show

In what will be most certainly be one of, if not the largest show in the industry this year, the team behind lunch! 2015 have opened the registration for what they feel will be their biggest, best and busiest show to date.

Now in its eighth year and firmly established as the leading trade event for the UK's £6.9bn food-to-go market, lunch's pivotal focus on innovation has made it a popular choice with buying teams from many of the country's biggest food-to-go operators, including supermarkets, multiples, contract caterers, wholesalers, distributors, travel caterers, cafés, coffee shops, and sandwich shops.

Thanks to glowing testimonials and a significant 44% increase in attendees in the last two years, the 2015 edition will be the biggest lunch! yet.

To accommodate growing demand from a raft of new food, drink, packaging, technology, and equipment suppliers looking to reach this important market, a 25% increase in stands has expanded the show into an additional new hall on the Upper Feature Level – taking the total to an unprecedented 350 exhibiting companies.

Over 6,500 key buyers and decision makers are set to join them, when doors open in just over three months' time.

Talking about the event Group Event Director, Chris Brazier said: "Once again, the high demand for stand space at the show reflects the ever growing popularity of the food-to-go sector.

"Rebooking for lunch! 2015 smashed all previous records, leading to the show's ground floor selling out in December, followed by the Middle Level in January, and the Innovation Zone in February.

"Even with the addition of a new hall, the show is on track to be sold out within a matter of weeks. It's a testament to the show's continuing success – and demonstrates just how important and essential lunch! has become to suppliers and buyers looking to do business."

Highlighting how important the show is for those in the trade, Red



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Kitching, Category Buying Manager, Aramark said: "With food-to-go going from strength to strength as a breakfast and lunch occasion, it is great to be able to come to a show with this at its core. I would recommend anyone involved in this sector to make a date with lunch! 2015."

Gateshead council crackdown on new takeaways

Gateshead Council has taken the drastic action of banning any new takeaways from opening because of a soaring obesity epidemic in the area.

The council has agreed that due to the reputation that the area has for a large number of their residents being overweight or obese, they will forbid eateries opening in certain wards through their new enhanced planning rules.

The Labour-run authority's planning committee have met to discuss the issue and have come up with a strategy for dealing with new proposals. The team will look at the location of new units and make

sure that there are no openings in areas that are currently serviced by a fish and chip shop or other takeaway.

A survey conducted by the council found that there are 206 takeaways in the borough where 61% of the population is either overweight or obese. These figures are far higher than the national average and are believed to have triggered the action.

Speaking about the problem, Leader of Gateshead Council, Mick Henry, said: "We have a target to get the lowest obesity rates in the UK and we are not doing very well.

"Our rates are getting worse and worse.

"The important thing here is that we are taking some steps to do something about this.

"Given the number of hot food takeaways that already exist at the moment, this has got to be a good step forward."

A spokesperson for the council added: "Currently obesity levels in Gateshead are such that no planning permission for new hot food takeaways will be granted.

"There may be circumstances or exceptions where new hot food takeaways open, for example Trinity Square where planning permission already includes

A5 (hot food takeaway) uses, or vacant uses that have existing A5 planning permission.

"Exception may also be made such as where the application was for a healthy hot food takeaway.

"These applications will be dealt with on a case by case basis."

Ultimately the new strategy means that the council must review the 'supplementary planning document' when a business or owner applies to change the use of their building to a hot food takeaway.



News Round-up

Caffe Nero face farming backlash in badger cull protest

One of the UK's leading coffee chains, Caffe Nero, has come under scrutiny from some in the farming community after they decided to stop buying milk from farms in badger cull areas.

It is believed that the franchise decided to stop stocking milk from some farms after pressure from protesters and animal rights activists.

As a result of the decision it is thought that the chain now faces a boycott of their own, as farmers from across Somerset and Gloucestershire argue that their business should not be hindered because of a necessary cull.

Speaking on the matter, Minette Batters, Deputy President for the National Farmers Union said: "There are some people who have made a threat against Caffe Nero and it is extremely disappointing that the company appears to have bowed into pressure from a small minority.

The pilot badger culls are a government policy, based on scientific evidence, aimed at controlling bovine TB, which is a huge threat to dairy and beef farmers in the South West and other parts of the country.

"It is especially saddening that this has come at a time when the dairy sector is facing price pressures.

"We would urge all members of the supply chain to continue support for British dairy farmers."

The coffee chain have released a statement in response to the



situation and stated that the safety of their employees (many of who had felt threatened by protesters) came first.

The statement read: "In a statement, the coffee chain said: 'At Caffe Nero, our people come first so when our team members' well-being is under threat, we have to act.

'With just 2% of our annual milk supply impacted, we made what we feel was the right choice.

'We have ongoing consultations with the NFU and believe they understand our position.

'We are not intimidated by protestors. At the end of the day, we know that the authorities will support us if needed. However, we made a decision to limit any risk to our people as quickly as possible.'

Parry powers on with warranty enhancement

Parry Catering Equipment is offering an even better proposition this summer with the introduction of a 24-month warranty on all Parry branded equipment purchased after the 1st June 2015.



Parry customers can already be confident that they are purchasing high quality, value for money catering equipment from a British business that truly knows the meaning of lean manufacturing, and now they can enjoy the added security of a 24-month on-site parts and labour warranty across the company's comprehensive range of catering equipment.

The added reassurance is the result of a stepped change for the Parry Group, which has seen the company introduce a philosophy of Controlled Continuous Improvement which is now embedded in all aspects of the business.

One of the aims of the new company ethos is to ensure that every component and finished product is produced right the first time thereby ensuring that warranty issues are kept to a minimum.

Parry Director, Mark Banton said: 'Looking at the successful Parry business we have today, while drawing up plans to secure an even brighter future, we decided that the time was right to embrace a change in culture and all business operations from marketing through to despatch and after sales service.

'To achieve this we created a top level business change plan that will make us class leaders in our sector. The extended warranty is a key part of that strategy and of our enhanced offering. Customers can rest assured that Parry offers the best all-round package.'

SRA to continue supporting independent cafes

The Sustainable Restaurant Association (SRA) is further extending its support to the growing independent café and coffee shops sector with their new Independent Café Programme.

The new initiative is widely expected to complement the scheme launched by the SRA for café groups late last year.

Some of the main aims will be to provide cafés with the chance to develop a sustainability programme, communicate their achievements to their customers and receive expert advice and information from those in the industry.

The growth of the UK independent coffee shop and café industry has risen sharply in recent years with more than 6,500 sites currently operating in the UK. The majority of this increase is to do with savvy consumers, who are moving away from big brands in favour of bespoke and artisan coffee experiences.

The SRA's new programme will reward those cafes and tea rooms who take on the likes of Fairtrade and Rainforest Alliance programmes as well as assessing the sustainability of each café on topics such as provenance of the food, energy saving and use of eco-products. In particular there is a significant emphasis on catering disposables as the SRA seeks to help cafés use less and smarter packaging.

Speaking about the initiative and what the SRA hope to achieve was Mark Linehan, Managing Director of the SRA who said: "With almost 40% of coffee drinkers choosing an independent café for their daily dose of caffeine, this sector is playing an increasingly large part in our daily eating and drinking habits.

"Until now, there has been no way for cafes to receive the credit and support they deserve for operating responsibly across the



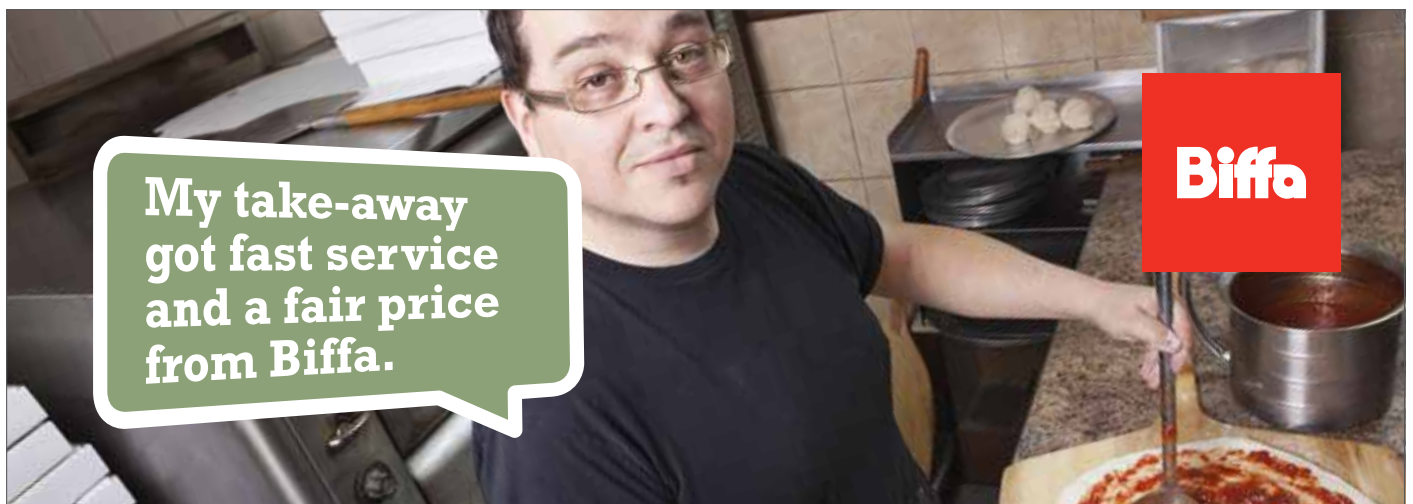
business. Now they can join the SRA's 4,500 Members from across hospitality in being able to communicate their credentials to an expectant public."

SRA's three main areas of focus are Sourcing, Environment and Society, and this new programme will help café's achieve this and will rate them accordingly.

Sheila Dillon who chaired a panel session by the SRA at the Caffe Culture show last month said: "The boom in café culture is a huge part of the food revolution that has taken place across Britain in the last decade.

"People are now much more discerning about what they eat and drink, where it comes from and how it's been produced.

"For the first time, millions of people, like me, will be able to choose cafés that are not just serving great coffee, but playing their part in a much bigger drama."



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News Round-up

MSC recognises sustainability with awards

Two of the UK's leading fish and chips shops have received top honours from the Marine Stewardship Council (MSC) in recognition of their commitment to sustainability.

Whitby-based Dennis Crooks Fish Merchants has received the MSC Special Achievement Award in recognition to their ongoing works whilst Olley's Fish Experience in Herne Hill, London, has been awarded Best MSC Restaurant Menu.

The UK Sustainable Fish awards were announced a few weeks back to mark World's Oceans Day.

Olley's, which has over ten species of MSC certified fish on the menu, was recognised for the most effective use of its certification.

Owner Harry Niazi commented on receiving the awards saying: "I'm always looking for quality certified seafood to introduce, which gains very positive feedback from my customers.

"I gather as much information and latest news as I can from online resources such as the MSC, the SRA, Seafish, MCS and M&J Seafoods.

"My fish suppliers, Simon Smales at Smales of Hull and Matthew from Southbank Fresh Fish are always proactive, informing and educating me on the latest and best sustainable species available."

Fish merchant Dennis Crooks, meanwhile, is the first business to hold the newly introduced MSC Special Achievement Award presented in recognition of its dedicated efforts to get deliveries of MSC Scottish haddock to restaurants in London and further south to Devon – something many shops in the south in the past have struggled to source.

Sales manager William Crooks said: "It's great that UK restaurants are starting to



support the British fisherman more. Fresh Scottish haddock has such a good flavour and with boats fishing for less days than previously the quality is second to none."

MSC haddock from Scotland is delivered daily to Dennis Crooks where it is hand filleted and dispatched the same day to customers around the country.

William added: "We give fish and chip shops access to a premium product with the guarantee the MSC certification brings of a fresh, sustainable and fully traceable piece

of fish.

"We are extremely proud of the award and it means a great deal to us as a small family business to have been noticed for all the hard work that goes into not just supplying but promoting the use of fresh MSC certified fish.

"We would like to say a special thanks to Carol, Stuart, Adrian, Raymond & Maria Fusco from the Quayside restaurant in Whitby for supporting us through the early stages of our MSC certification as well as their continued support."

NHS chief claims food firms have 'social responsibility' in preventing obesity

Chief Executive of NHS England, Simon Stevens has issued a stark warning that the problem of obesity in the UK is now as serious as smoking, and that there is a social responsibility for fast food providers, to cut down sugar levels in a bid to tackle the epidemic.

There is an ongoing narrative when it comes to the links between fast food and obesity and in recent months the media spotlight has seen its focus shift towards location of takeaways and the volume of them.

Many in the industry have been tackled on opening up to close to schools and hospitals and the government have also been called in to review the locality of such premises.

Calling for a campaign to reduce the number of openings and for businesses to reduce the sugar content of their products, Mr Stevens

highlighted the direct links with sugary foods and illnesses such as cardiovascular disease, obesity, type 2 diabetes and cancer.

Speaking at the NHS conference in Liverpool, he said: "Are we going to, as the National Health Service just stand by and get ready to treat that burden of illness or are we going to rattle the cage and advocate for something different?"

It is thought that one of the possible ways to combat the problem of obesity is through a sugar tax, a move which Life sciences minister, George Freeman has shown consideration for. Speaking on the matter, he said: "Where there is a commercial product which confers costs on all of us as a society, as in sugar, and where we can clearly show that the use of that leads to huge pressures on social costs, then we could be looking at recouping some of that through taxation."

Mr Stevens has been pressed on the subject of a sugar tax before and whilst he has called for changes he hasn't shown support for such a tax, saying: "If you are marketing sugar-laden fizzy drinks and junk food at kids you have a responsibility to stop that.

"The task of the food industry and the retailers is to reformulate food – particularly sugar – as they have done on salt, and to recognise that they don't want to end up on the wrong side of the public argument."

UK restaurants embrace Apple Pay in national launch

Some of the UK's largest restaurant chains including Pret A Manger, Starbucks, KFC and Subway will once again put technology at the forefront of their operations as they support the use of Apple Pay when it launches later in the month.

Customers with an Apple Watch, iPhone 6 or iPhone 6 Plus will now be able to benefit from contactless payment, straight from their mobile phones in order to complete the purchase of food and drink.

Speaking about the development, Clive Schlee, CEO of Pret, told journalists: "At Pret, we aim to complete most till transactions in under a minute.

"Contactless payment has been very popular with our customers and we're delighted to be able to make shopping at Pret even more convenient for many with the introduction of Apple Pay next month.

"Pret could be one of the first places people come to try out Apple Pay as they pick up their morning coffee or lunch with us, and that's an exciting prospect."

The technology works in much the same way as the contactless payment options that many of us have used with debit and credit cards. After the item has been processed the buyer simply places the card or smartphone next to the reader and the payment is authorised securely through a uniquely generated number.

At present there are limits on the use of contactless payments with is currently around £20, this is both for security and because of the nature of small low value payments often being quick of impulsive.



Livingston named fast food capital of Scotland

Livingston has been revealed as the fast food capital of Scotland according to a report by health website, treated.com.

The study which examined the numbers of seven popular fast food retailers in Scotland's ten largest towns and cities, found that Livingston was the unhealthiest and had a store for every 3,517 of its inhabitants.

The survey also found that the area also has the highest concentration of McDonald's branches per capita, with one store for every 18,756 people compared with Glasgow's one for every 27,115 people.

The town in West Lothian, which has a population of 56,269, is home to three McDonald's, one Burger King, one KFC, three Subways, four Greggs, and a Domino's.

With three large shopping centres crammed into the centre, it is

likely most of the fast food outlets are serving hordes of famished consumers.

The South Lanarkshire town of Hamilton was hot on the heels of Livingston, in second place with one outlet for every 3547 of its inhabitants, whilst Glasgow were in third place based on fast food outlets per head at one for every 4,230.

Glasgow currently has 141 fast food chain outlets, the largest overall number in any city and also hosts the largest number of McDonald's (22), Subways (35) and Gregg's (36) in the country.

Edinburgh ranked just 7th on the list. Dundee followed in 8th place and at the other end of the league table, Aberdeen came out as the healthiest with just one fast food chain outlet per 8,481 people.

Speaking about the risk that such a large number of takeaway and fast food has on the population, Tam Fry, a spokesman for the National Obesity Forum, said: "Local councils pleaded for the recent Queen's Speech to help them curb chain restaurants opening anywhere they please. They wanted legislation to empower them to do so but to their fury their plea was passed over.

"The outcome is inevitable. They will find it harder to prevent fast food outlets becoming even more of a blight on high streets and targeting the poorest areas of any town, such as Livingston, with junk food.

"Scotland's obesity problem will only get worse until such regulation is imposed."

Officials have put the official cost of obesity to the Scottish NHS as high as £60m per year with a parliamentary report earlier in the year claiming that obesity could be costing the Scottish economy up to £4.6bn overall.



European sales prop up McDonald's as decline continues

McDonald's one of the world's largest brands have come under much scrutiny over the last few months with senior economists hinting that the burger chain could begin to see takings plummet.

It's not all doom and gloom however as a positive set of results in burger sales across Europe has helped the company record a smaller than expected decline in its global sales.

Sales growth of 2.3% in Europe offset by a 2.2% decline in the US meant its global same-store sales fell just 0.3% a result which will encourage many within the brand.

Analysts had forecast a steeper decline than 0.3% final total, especially on the back of 12 consecutive monthly dips. But many are now heralding the arrival of Steve Easterbrook who took up the role of CEO in March.

Easterbrook had successfully operated the UK arm of the business for many years before taking over as CEO and it seems that his knowledge of the European market is helping the brand globally.

The monthly performance report from McDonald's said: "Europe's comparable sales rose 2.3% in May as strong results in the UK and slightly positive performance in Germany and France were partly offset by slightly negative results in Russia."

Since taking the helm Mr Easterbrook has focused his efforts where sales are under the most concentrated pressure., areas such as the US and China. The US market



in particular has suffered as a result of both greater competition within the fast food sector, especially from premium outlets such as Shake Shack and a change in attitudes and eating habits.

According to the performance report issued alongside the sales numbers, the firm will target sales in the US by introducing more limited-time menu and value option. It will also test the popularity of all-day

breakfasts.

Mr Easterbrook has also chosen to cease publishing monthly sales figures, with a spokesperson at McDonald's saying that moving to quarterly sales reporting would "focus investors on more comprehensive disclosure of the company's overall financial performance and aligns with McDonald's longer-term vision for building shareholder value".

Food brands accused of profiting from 'poverty wages'

Some of the UK's leading coffee shops and fast-food chains have faced a backlash this month after being accused of profiting from paying low wages.

A recent survey conducted by Frank Field, David Cameron's former anti-poverty advisor, found that many of the big brands were failing to pay the living wage to their staff.

Mr Field, the Labour MP for Birkenhead, was asked by the Conservative Government back in 2010 to be the first member of the Labour Party to advise Cameron and to act as the 'Poverty Czar' and in his role was



instructed to contact 13 household brands, including Subway, McDonalds and Costa relating to their pay structures.

Of the 13 letters that were sent out, Mr Field only received six responses, one of which was a holding reply. The five answers that outlined the pay structures, only confirmed that they paid at least the minimum wage of £6.50 an hour.

The minimum wage which is the amount to be paid to those over the age of 21, is significantly less than the living wage - the amount needed to cover basic living costs, which is currently £9.15 per hour and £7.85 per hour in the rest of the UK.

Subway who currently have 800 owners operating their 2000 UK units said that their staff were paid: 'over and above the minimum wage.'

The same was true with the staff at Domino's Pizza, however neither of the companies commented on the living wage.

Of those to answer the case regarding the living wage, Costa Coffee stated that

their lowest pay rates were 5p more than the minimum wage and that they were talking to the Living Wage Foundation.

Both Roadchef and Pret A Manger believed that they were covering the living wage as they included the free meals, uniforms, subsidised travel and bonuses into their pay structure.

Talking on the subject to journalists Mr Field said that he had received no response from Caffè Nero, Papa John's, Wimpy, Pizza Hut, Kentucky Fried Chicken, Burger King or McDonald's.

Commenting on the report he added: "Taxpayers are held to ransom over the £30bn tax credit bill to top up poverty wages. This state of affairs throws up a major political question: how can we raise wages at the bottom to a decent minimum without causing unemployment?"

He also alluded to the fact that if these companies can pay then they should, stating that the "excess fat of the earning should be transferred to the lean wages of their staff."

Costa open UK's first solar powered coffee shop

Costa Coffee, one of the UK's leading coffee chains, is always looking towards innovation and in their latest bid to embrace technology have successfully launched the UK's first 'zero energy' coffee shop.

With the help from specialist builders merchant EH Smith, Costa have fitted solar panels to the roof of their outlet in Wrekin Retail Park, Telford.

In total over 100 270W panels were fitted to the roof of the store and the new site

also uses passive ventilation and innovative construction techniques, meaning the low amount of energy required to heat and cool the building can be provided via the solar panels.

Speaking about the collaboration with the

coffee chain, Andy Oram who works for EH Smith told reporters: "Costa are looking to do this for their new build projects in the UK - Telford is a pioneer project.

"Somewhere at the top Costa have had a moment where they decided this is the right thing to do for both business and environmental reasons.

"They have obviously got their Fairtrade coffee supply chain and now they are looking at lower impact buildings for their customers."

The solar panels that have been fitted are thought to be capable of providing enough power for the day to day running of the site. The store will however have to remain connected to the national grid as there is not currently a battery storage option.

Costa have however pledged to keep exploring their energy options and it is thought that they will continue with a move towards greener and zero energy site in the future.

Commenting on the development, Jim Slater, Managing Director of Costa UK and Ireland, said: "This is an exciting first for coffee shop and retail design here in the UK and has the potential to transform not just how we build new stores at Costa but the industry far more widely."



Taco Bell teams up with beer brand to bring Taco Tuesdays to the UK

Taco Bell, the world's largest Mexican-style quick service restaurant chain continues to reinvent the QSR category with the addition of beer at its U.K. high street locations.

Taco Bell will be working with Sol Cerveza to bring ice cold beer to fans in Sheffield and Chelmsford. This will be the cornerstone of the breakthrough Taco Tuesday promotion, which includes the iconic Crunchy Taco and a 330ml bottle of Sol Cerveza for just £2.

"Taco Bell is always going the extra mile to create unique experiences for our fans" said Ellen Gault, Marketing Manager for Taco Bell U.K. and Europe. "Crunchy tacos and cold beer are the perfect pairing and Taco Tuesdays help reinforce our 'craveable' Mexican food at an unbelievable value."

The U.K. is the fourth global Taco Bell market to pair beer with unique Mexican-inspired classics, following the lead of Spain, Korea and Japan. The US is also continuing the trend with their recent announcement to test alcohol at its new urban concept in Chicago, IL.

The high street Taco Bell restaurants will be offering Sol beer from 11am – 11.30pm Monday to Sunday with dine in and take away food orders.

The brand will be supporting both the 'drink aware' and 'challenge 25' initiatives.



News Round-up

National Fish & Chip awards nominations open

The National Fish & Chip Awards 2016 have got off to the perfect start as the hunt to find the UK's best fish and chip shop, with nominations opening, but hurry, businesses only have limited time left to enter.

With award category closing dates looming, organiser Seafish is urging fish and chip businesses up and down the country to get their entries in now.

The awards challenge business owners and staff, and put successful shops on the map giving them national recognition across the industry and beyond.

Recognised as the frying-world 'Oscars', the awards celebrate

the great British tradition of fish and chips, showcasing the best talent, quality and choice offered by fish and chip businesses. Now in their 28th year, they're renowned as one of the most prominent and respected seafood industry events in the UK.

Paul Williams, Chief Executive of Seafish, said: "The aim of the awards has always been to showcase the very best fish and chip businesses in the UK whilst setting incredibly high standards for the industry.

"They provide an opportunity for individuals and businesses to put their skills and knowledge to the test, and gain much deserved recognition.

"Many of our past winners and finalists have gone on to reap substantial benefits from entering, including international fame through industry trips overseas, increased shop footfall and turnover and even launching their own products.

"I'm urging takeaways and restaurants to put themselves forward to not only challenge their own business offering, but to also support the UK industry and help us reinforce its reputation as the home of the world's best fish and chips."

Carlyn Kearney of Frankie's Fish & Chips in Brae, Shetland, winner of the 2015 Independent Takeaway Fish and Chip Shop of the Year Award, commented: "Being crowned champion was a huge honour for everyone here at Frankie's. Our success has helped remind the UK that Shetland is here and allowed us to showcase our product to fish and chip lovers around the world."

The categories for the 2016 awards include:

1. Independent Takeaway Fish and Chip Shop of the Year Award
2. Independent Fish and Chip Restaurant of the Year Award
3. Best Mobile Fish and Chip Operator Award
4. Drywite Young Fish Fryer of the Year Award



Leon co-founders awarded MBE in Queen's Birthday Honours

Leon co-founders John Vincent and Henry Dimbleby have both been appointed an MBE for their help creating the School Food Plan in the latest round of The Queen's Birthday honours.

Ever since John and Henry set up their chain of restaurants under the "naturally fast-food" tag things have gone from strength to strength and the pair have worked tirelessly to give back to the industry.

Since the publication of the School Food Plan in July 2013, thousands of schools across the country have transformed their school food culture.

Cooking is now compulsory on the curriculum, and there have been a number of new school food standards to educate the consumers of tomorrow.

Henry and John have worked hard to showcase the great schools in the UK and campaign hard every day to ensure that children both eat great, tasty nutritious food and, vitally, learn how to love their food. This passion and commitment was recognised by the monarch who added them to the list to become MBE's as a result of their dedication.

Speaking about the food plan, John Vincent said: "Writing and helping to implement the School Food Plan was a



massive privilege and a character-building task.

"This recognition is a tribute to all of the people who work hard every day to provide health, pleasure and improved attainment to

our children. Let's all keep going."

Helen Dhaliwal, the founder of Red Hot World Buffet was also awarded an MBE in the honours list thanks to her services to hospitality.

Cobra launch new initiative to boost UK's Indian takeaways

Ethnic restaurant chefs across Britain have been given the unique opportunity to learn from the very best in the business, with the launch of the Cobra Beer skills-sharing initiative.

With the sector facing a sharp decline in the number of more highly-skilled chefs coming from abroad, Cobra Beer have launched a campaign to give back to this vital community, inviting chefs up and down the country to take part in a comprehensive skills-sharing programme with award-winning chefs, including:

- Alfred Prasad
- Vivek Singh
- Cyrus Todiwala OBE DL
- Mehernosh Mody
- Vineet Bhatia
- Atul Kochhar

Over the coming months, these talented chefs will be sharing their invaluable knowledge and expertise with hundreds of chefs around the country, focusing on core skills including: understanding ingredients and suppliers; the fundamentals of cooking; menu planning, kitchen organisation; and communication within the restaurant.

Speaking exclusively to QuickBite magazine, Lord Billimoria, founder of Cobra Beer, commented: "We know from speaking with many ethnic restaurants that there is a real shortage of skilled chefs in Britain, due in part to our rigid immigration laws, which is why we decided to coordinate a national skills-sharing initiative.

"With the support of some of Britain's most distinguished restaurateurs, we hope to equip chefs up and down the country with vital knowledge and confidence to produce the highest quality, delicious food that the British people love.

"The ethnic restaurant community has been integral to the success of Cobra Beer, having supported the brand from the outset. We would not be where we are today without their phenomenal support and it is my hope that through this campaign we can give something back to the sector."

The initiative was launched to a large number of people already working within the industry at London's The Cinnamon Club & Cinnamon Kitchen which is run by, restaurateur & chef, Vivek Singh



who commented: "Growing up in India, incredible food was at the centre of everyday life, and even now is at the heart of my mission with The Cinnamon Club & Cinnamon Kitchen.

"I wish to inspire the next generation of Indian chefs by highlighting the importance of fresh, seasonal ingredients, combined with both traditional and modern cooking methods. It's fantastic to imagine what a curious soul, an open mind and a big heart can achieve.

"The Cobra Beer skills-sharing initiative is a fantastic programme to boost the ethnic restaurant community in Britain and I look forward sharing my experiences with the participating chefs over the coming months."

More than 250 restaurants have already signed up to the initiative, which was successfully trialled earlier in the year by Alfred Prasad in select restaurants in and around London.

Barista Apprenticeship launches for unemployed youth

Over the years, Brighton's reputation as a coffee hotspot has grown significantly and it is a place where consumer demand is growing too. This has put an unnecessary amount of pressure on the industry.

The number of trained baristas capable of matching the discerning consumers' expectations has dropped which is why it is welcome news that a group of independent cafes in the areas have joined forces to launch a ground-breaking initiative.



The project run by a local charity and some of the city's leading independent cafés will offer unemployed 16-24 year-olds the chance to develop a career in the coffee industry by training them up to become baristas.

The Professional Barista Apprenticeship in Speciality Coffee, set up by One Church Brighton, Taylor St. Baristas and Small Batch Coffee Company is the first of its type in the country, and offers training in an increasingly skilled and sought after profession.

The new apprenticeship, which is also supported by Portslade Aldridge Community Academy, comes after a recent study into the UK's coffee drinking habits revealed that people from Brighton and Hove spend more on coffee than anyone else in the UK.

Independent research by Stirling University found that the city's residents spent, on average, £177 per person on the drink in 2014, far higher than the rest of the population.

A barista school where the group of 10

apprentices receive weekly practical training on state of the art equipment has been set up on the site of an old church before spending the rest of the week on working at one of nine local cafes to polish their skills.

The project is the brainchild coffee enthusiast Ben Szobody and he commented: "I wanted to bring together my two passions – quality coffee and engaging people in the community through food and drink.

"What I needed was the space to do it and the expertise and support to help make it a reality. When I talked to Taylor Street and Small Batch they really bought into the idea of giving young unemployed people access to a potential career in something completely different and supporting the unique and thriving cafe sector we have in the city.

"Ultimately, we want to grow the apprenticeship to engage with more local unemployed young people and more cafes not just in Brighton but across Sussex."

News Round-up

Quayside Whitby reels in yet another award

Award winning fish and chip shop, the Quayside takeaway and restaurant in Whitby has added another prize to their collection after they were voted Commercial Catering Family Business of the Year for more than 60-years of dedication to fish and chips.

The restaurant owned by the Fusco family have worked tirelessly to build up their reputation within the industry and speaking about the latest honour, Carol Fusco said: "Our family has built the business from scratch, with every member involved in the company.

"While we have watched many fads and fashions come and go, as a family we've stayed true to our three-generation family ethos: proper British fish and chips, cooked the traditional way and served with pride to countless generations of other families.

"As a family business we care deeply about what we do and put in that extra effort to give other families what they expect from a day at the seaside – sea, sand and hot and tasty, good value fish and chips!"

Paul Andrews, founder and managing director of Family Business United who organise the awards said: "The Quayside submission stood out, not only for the family tradition, passion and attention to detail that shone through, but the desire to go 'back to the boats' with a sustainable fishing drive and the way it has transformed an iconic British dish like fish and chips into the main event."

"These awards were created to champion the family business sector in the UK and to recognise their contribution to the UK economy and the communities in which they operate. Quayside are worthy winners and will undoubtedly be great ambassadors for the family business sector going forward."

"Building on three generations of the Fusco family heritage, they continue to deliver proper British Fish and Chips, served with pride. A well-deserved triumph and we look forward to hearing more from Quayside and the Fusco family for generations to come."



YO! Sushi launches exciting 'YOLO' range

The Japanese food chain Yo! Sushi are constantly pushing boundaries and their latest announcement is no different after the chain unveiled a new, limited edition line up of 'You Only Live Once' dishes.



Creative Brand Director at Yo! Sushi, Liz Norris told reporters: "Life is just too short for eating the same thing every day. YOLO is about trying something new and really enjoying unique flavours inspired by Japanese street food for a fleeting period of time."

Launched in mid-June, each 'YOLO' dish will be on the 'kaiten' conveyor belt for a limited time and will offer diners the chance to try something completely different.

The wacky new line-up includes products such as the J-Dog, a Japanese style pork arabiki sausage served in a brioche bun, topped with shallots, sesame seeds, spring onion, crunchy nori, tangy misotchup, sweet teriyaki sauce and served with Sriracha sauce.

Speaking about the launch of the range, Group Executive Chef Mike Lewis said, "Taking inspiration from my regular visits to Japan and Asia along with my love for Japanese cuisine and vibrant street food, I've brought to life an exciting mash up of East meets West in each YOLO dish I've created".

Liz also added that the campaign would be promoted on social media too, saying: "We want you to have a #yoment with our YOLO dishes and have some fun with your food."

Pizza Express announce Chinese expansion

Pizza giant Pizza Express have recently announced the acquisition of a key franchise partner in China, which allows the restaurant group to take full control of the 27 restaurants that currently exist in the country.

The company have targeted the country for a long time and it is now expected that they will press on with brand development there in a big to fulfil demand.

The Chinese food service industry was valued at £300 billion in 2013 and is forecast to grow by at least 7% a year over the next 3 years meaning that any successful operator can see a quick and sustained return. .

Pizza Express are rumoured to be targeting 15 and 20 sites over the next 12 months, and after this initial growth they will rapidly expand openings in line with their brand recognition in the country, hopefully bringing business in China to the same level as UK operations within 10 years.

Talking about the development, Richard Hodgson, CEO of Pizza Express, said: "China represents a huge opportunity for Pizza Express.

"Through our franchise partner, we have been operating successfully there for fourteen years and have built an exciting platform in the key cities of Hong Kong, Shanghai and Beijing.

"Today's acquisition is an exciting development and will enable us to accelerate our growth in China.

"With a model that is proven in the local market and Hony's expertise in the region, we have the opportunity for China to become as important to us as the UK within ten years."



Restaurants accused of setting up fake accounts to avoid negative reviews

A large number of UK restaurants are under scrutiny for creating fake accounts with online takeaway ordering service Just Eat in a bid to avoid negative feedback.



Just Eat is investigating the practice of dozens of restaurants operating under multiple names. A spokeswoman for Just Eat said an audit would be carried out and the accounts in question had been suspended.

According to the company there are more than 1,700 takeaways on its database and it now aims "to review and monitor" listings.

Registering company accounts under different names allows restaurants that have been received negative user reviews to direct new customers to a different service and even to leave false reviews about competitors.

One of the other issues is that some businesses are trading under multiple names and may also be avoiding tax payments if their aliases are not registered with Revenue or the Companies Registration Office.

In an investigation by the Irish Times, it was found that restaurants could avoid people knowing about failed health inspections by trading under more than one name.

As a result of the investigation, Just Eat have said that it operates a zero tolerance policy for fake reviews and 30 firms globally have been blacklisted.

BrewDog granted planning for street café

BrewDog, the independent Scottish chain and craft beer specialist have been granted permission by Dundee council for a 'continental' style beer cafe just outside its premises.

The move comes as the brand look to expand their offering with a range of coffees and food set to be served fresh as well as their signature beers.

The concept is similar to beer cafes on the continent, where street side service is hugely popular.

Dundee's Brew Dog operations manager, Kerry Allison confirmed earlier this year, that the new pavement cafe will be open through the day, every day and that the 40-seat area in Meadowside will be cordoned off as a separate outdoor hospitality space, giving locals a chance to enjoy a drink and the fresh air.

The team announced the move as they celebrated one year in business at their Dundee branch and are looking to new ventures.

'The Fix' is another new concept announced by the brewer, which is set to open in Edinburgh. The site will offer artisan coffee and beer after BrewDog purchased the site on South Clerk Street in Edinburgh.

The company has 26 bars, 14,568 shareholders and around 360 employees across the globe.



Grind launch investment bond to aid growth

London espresso bar chain, Grind, has announced the launch of a £750,000 investment bond in a bid to aid their expansion.

The group which currently operates four units in the capital have ambitious plans and it is expected that the money in the bond will fund further sites as well as a state of the art roastery.

The 'Grind Bond', as it is known has already launched on CrowdCube, and is targeting £750,000 with a maximum fundraise of £1.5 million.

Sloane Bros open London's newest frozen Yoghurt parlour

Frozen yoghurt is one of the fastest growing trends in the food-to-go market and with a glorious summer ahead it's no surprise that The Sloane Bros Frozen Yoghurt Co, London's newest independent frozen yoghurt parlour have got plenty to shout about.

Opening its doors on Brick Lane in Shoreditch earlier this month, the team proudly serve thick and creamy British-sourced fat-free frozen yoghurt to the masses and their hard work seems to be paying off.

The team at the Sloane Bros really push the boundaries and frozen yoghurt lovers can be as experimental as they like, with a choice of fat free frozen yoghurts topped with sauces, fresh fruits, confectionary and crumbled classic biscuits.

Sloane Bros recognises that as a nation we are very patriotic to our British ways and whilst on international business assignments in various markets, founder Joseph Chakra observed a well-deserved deep appreciation for British quality, especially in food and dairy.

After more time researching healthier snacks and particularly frozen yoghurt for his own family, Joseph was convinced of the need for a British sourced frozen yoghurt offering, which not only emphasises provenance and quality, but also British tradition.

Joseph also believed that The Sloane Bros Frozen Yoghurt Co. must have a strong emphasis on supporting independent British producers and small businesses, which have always been the precursor of innovation and sources of the world-famous British creativity.

It was this pivotal moment that caused his change of career and the launch of Sloane Bros, with the aim to address a gap in the market for a frozen yoghurt brand that focuses on combining the British quality, heritage and unique innovative spirit.

Sloane Bros was conceived from the inspiration of a bygone era, which embraced the independent producer, an appreciation for British quality and the style of the iconic quintessential British gentleman and his bowler hat.

In order to achieve this, Joseph has partnered with a number of carefully selected partners and independent producers to ensure that The Sloane Bros Frozen Yoghurt is the ultimate guilty pleasure which promises quality and indulgence served up with a genuine passion and an overriding sense of fun.

The Brick Lane parlour combines design, artwork and furnishings reflecting its quality focus, philosophy and the unique character of its location.

By investing just £500, Grind & Co. Ltd will provide registered holders with a fixed rate of 8% gross interest per annum.

The roastery which will be built in East London is expected to cost the company in the region of £350,000 and the further sites that they have planned such as the one they have planned for a Covent Garden in summer 2015 will cost in the region of £200,000 each.

Costa announce huge sales growth

Costa Coffee one of the UK's largest chains have recently announced a substantial hike in sales with figures revealing that their total system sales grew 15.9% to £375.2 million in the last quarter.

One of the reasons that was attributed to the growth was again the UK market, where

retail continued on a strong upward curve.

The equity stores in Costa's portfolio delivered like-for-like sales growth of 5% and they also noticed that their actual number of transactions grew by 4.4%.

Costa opened 37 new UK stores (net) in the quarter and sales in their franchise system also rocketed, with figures jumping 13.5% to £143.6 million.

International system sales grew by 15.1% to £80.6 million and Costa Enterprises successfully installed a further 171 Costa Express machines, taking the total to 4,463. The units are commonly found in large retail spaces and in petrol service stations and allow customers to grab and go a choice of traditional coffees.

The coffee chain has also announced plans to open around 250 new stores and 700-800 Costa Express machines in the next full year.

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Street food trends

The impact of street food on the UK market is huge and as more and more consumers look to pick up some tasty 'world food' quickly and easily the number of vendors increases too.

Street Food is undoubtedly the latest trend in out of home eating and as a result traditional grab and go concepts are evolving to incorporate it.

Most Street Food markets are 'grab and go' in nature but the service style is predominantly 'serve-over' or 'assisted serve', whereas 'grab and go' is, by definition, a pre-packed self-service operation.

The growing flavour profiles within Street Food currently are Italian, Pan Asian, American and Mexican – all of which can be adapted to grab and go formats.

It probably comes as no surprise then that the UK's dynamic street food trend, not only came from America, but also stemmed from the recent economic downturn. With no money to

afford rent, out of work chefs returned to both their roots and the streets, and today's street food trend was born.

Until then, street food was often an unlicensed sausage vendor serving late-night kebab alternatives, but in 2015 street food is something else entirely. Echoing the demanding expectations of the modern consumer, street food has never been so



glamorously simple. Consumers no longer expect sub-standard ingredients, they want locally sourced fresh ingredients and street food vendors have a real task on their hands to not only meet market demands, but to keep their offerings different from the opposition, who may often be just over the road.

Not only is street food reasonably priced, it's fast too, and caters for the busy lifestyles of the food on-the-go consumer.

Popularity and Choice

Talking about the rise in popularity within the market was Eimear Owens, Country Sales Manager - UK & Ireland, for Santa Maria, she said: "The street food trend remains a firm favourite because consumers love its diverse cuisines and exciting flavours and ingredients.

"Our Street Food report revealed that 80% like the adventurous flavours and spices and 68% said that street food has introduced them to new flavours.

"With 81% of consumers choosing to eat street food for lunch, offering street food specials at lunchtime can help caterers attract new customers. It's easy to give diners the choice of cuisines and flavours they want by simply introducing a different street food inspired dish every day.

"The street food trend continues to evolve. Not only are we seeing the emergence of new cuisines with 'ones to watch' such as Korean and Peruvian, but we're seeing more and more street food inspired dishes in retail outlets and on menus.

"What's more, street food establishments are expected to continue to grow over the next 3-5 years, as consumers seek accessible, authentic foods from around the globe.

"Our insight ensures we can help our customers make the most of current trends. Our World-To-Go concept, inspired by street food, features ten sauces and a range of easy recipes, so [➔](#)



Street Food

⊕ operators can quickly create appealing dishes with flavours from around the world.

“Mexican is the most popular street food cuisine, so why not spice up ribs with Santa Maria’s Mexican Hot sauce and serve with an apple salad.”

With all of this in mind it is important that operators can embrace the latest trends by adding street food inspired recipes to menus. After all, street food is designed to be eaten on the move. And it doesn’t have to be complicated. In fact, the best dishes are often the simplest.

Today’s street food is about fresh, easy to eat food, so the key is to choose dishes that are full of flavour but still nutritionally balanced.

Trends and products

One of the most versatile products available to the street food market is cheese and recently we spoke to Grace





Keenan, brand manager for Kerrymaid, who said: “Kerrymaid Grated is the ideal ingredient for street food operators and is available in both red and white varieties, as well as a special pizza blend.

“The cheese adds a smooth and creamy taste to on-trend dishes such as burritos, pizza slices, cheese toasties, pulled pork sliders and so on. Our pre-grated 2kg bag format also helps vendors to ensure a fast and efficient service.

“Burgers are also still a popular trend among consumers and the increased popularity has seen a significant rise in new flavour trends that enhance the traditional burger experience.

“New trends include low and slow flavours such as pulled pork and slow cooked brisket that is being seen more frequently on menus. Chicken remains one of the most popular protein options, but often served with an on-trend US smokehouse flavour profile, as well as a move towards a fusion of sweet and savoury options with a sticky barbecue glazed chicken bringing spice, depth and sweetness to plates.

“Many operators are sticking with what they know, but giving it a modern - and sometimes unexpected - twist, such as authentic peri-peri chicken with tequila for extra flavour. Being aware of these prime poultry, fusion and slow cooked trends is essential for operators looking to keep menus fresh and contemporary and to keep consumers returning again and again.

“Building on these trends, named ingredients such as chipotle and roasted black pepper continue to feature on menu descriptions as a method of creating premium barbecue offerings. Food provenance is also becoming an important qualifier in consumer purchase decisions and offering regional or local produce can be used as a strong additional selling point.

“In keeping with these trends, Kerrymaid has a great range of innovative barbecue recipes from industry chefs to help operators think outside the box and provide something that

will make them to stand out from competitors.

“Our range of recipes include a slow burger options with Pulled Pork Sliders and a sweet and savoury fusion with a Thai Pork and Lemon Burger, as well as a Lean Lamb Burger with Thyme and Parsley for a twist on proven flavours.

Equipment

Setting up as a street food trader is not necessarily as expensive as a shop but it still contains some sort of financial risk.

Investing in a mobile unit or a vehicle to trade from can be expensive and there can be a number of problems that can arise. These can be expensive which is why some operators opt to go with established designers and companies such as Business On Bikes Ltd.

Business on Bikes is the manufacturer of the highest quality, professional, eco-friendly Traditional Ice Cream Bikes available in the UK and Europe today.

The Traditional Ice Cream Bike is the company’s flagship business on a bike! It is made to the highest specification, maintaining the traditional style of years gone by, yet incorporating modern reliable technology. The whole design is based on the classic 1940’s and 50’s “Stop Me and Buy



Traders Bike

Our tricycles don't have to just revolve around cold things!! We now have a new range of confectionary tricycles available for individuals and attractions to be mobile and sell confectionary or other small items to the passing public! With 4 Large baskets and storage space underneath the Traders Bike offers 4 branding panels to help boost your visibility and hopefully sales!
Usual Price £2499.00 + vat
Sale Price £1499.00 + vat

Traditional Ice Cream Bike

The Traditional Ice Cream bike boasts the highest specification and is hand crafted in the UK.
IP Reg. Design - Pat. Pend.
Usual Price £2995.00 + vat

Sale Price £1750.00 + vat

For more details contact us on 01204 322491

or visit our website at www.businessonbikes.co.uk

Street Food

⊖ One!” tricycles, everything does a full circle and some 60 years on, these incredible bikes are back in fashion and making a serious income.

The freezer unit is manufactured to their specification and is a top of the range commercial unit, standard 240v with two glass-sliding lids and fully insulated top lids to ensure maximum trading hours. The lids also come with locks as standard, keeping your stock secure if left unattended. Simply plug in the unit overnight, un-plug the next day and away you go, then just plug it back in on your return, ready for the next day’s trading, no need to empty each day and move heavy freezer plates.

However, as their name implies we can create any Business on a Bike and have created a range of tricycles and can offer alongside their flagship Ice Cream Tricycle. In the past they have made refrigeration tricycles for Cathedral City Cheese to sample cheese from, for the Co-Op to sample chilled food and for Disaronno to sample Disaronno Sours!!

Their tricycles don’t have to just revolve around cold things!! The team at Business on Bikes now have a new range of confectionary tricycles designed to be mobile and sell confectionary or other small items to



the passing public! They also have created Hot Dog tricycles, Hot Chestnut Tricycles, Soup/Crepe Tricycles and many more hot food ideas to capitalise on the mobility of your business being on a bike all year round!

We pride ourselves on producing the complete package, everything you need to get to work, all you need to do is find a good location and get ready to sell! All of the Business on Bike tricycles come with the option of being branded up to suit your company’s existing colours or if it’s a new start up they can help you create a new identity to get everybody talking about the new bike on the block!



Mexican ribs with apple salad



Serves 10

Ingredients

1.5 kg Pork ribs (pre-cooked)
300 ml Santa Maria Mexican Hot Sauce
Santa Maria Rock Salt (for frying)
Santa Maria Tellicherry Black Pepper (for frying)

For the salad

5 Apples (Granny Smith, Gala, Fuji), skin left on, core removed and cut into small pieces
50g Fresh coriander
500 g Wheat berries
25 g Santa Maria Green Jalapeño, diced
25 g Santa Maria Red Jalapeños, sliced
50 g Alfalfa sprouts
100 g Toasted, coarsely

chopped pecan nuts
300 ml Santa Maria Salsa
50 ml Olive oil to drizzle
5 g Santa Maria Orange Pepper
Santa Maria Rock Salt (for garnish)
Santa Maria Tellicherry Black Pepper (for garnish)

Instructions

Season and grill the pre-cook pork ribs with salt and pepper in 10 -15 minutes. Evenly glaze with Mexican Hot Sauce throughout the cooking process. Toss the salad together in a large bowl and sprinkle liberally with Orange Pepper then drizzle with a little olive oil. Season with Rock Salt and Tellicherry Black Pepper. Serve with Salsa Sauce at the side.



47%

OF PEOPLE SAID THAT THEY ARE GOING TO ACTIVELY TRY A NEW STREET FOOD VENDOR THIS YEAR



80%

OF CONSUMERS FEEL THAT BUYING STREET FOOD IS **ADVENTUROUS**



68%

OF CONSUMERS FIND STREET FOOD AS THE BEST WAY TO TRY NEW FLAVOURS

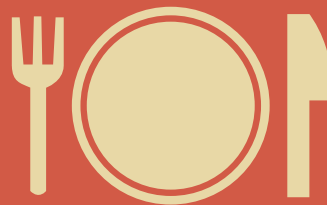


64%

OF CUSTOMERS ARE HAPPY TO PAY MORE THAN £5 FOR A STREET FOOD MEAL



MOST POPULAR TYPES OF STREET FOOD ARE MEXICAN BURRITOS, CHINESE AND THAI NOODLES AND INDIAN CURRIES



81%

OF STREET FOOD IS SOLD AT LUNCH TIME



1 IN 5

BUY STREET FOOD MORE THAN TWICE A WEEK



Bleecker Street Burgers

The number of street food vendors is on the rise, as are the number of catered events and festivals so it's no surprise that the competition to be recognised as the best is fierce.

From noodles and wings, to shakes, smoothies and hotdogs there is plenty of choice available and the influences from around the world are noticeable.

Street food was pioneered in Asia, became a custom in North Africa and a way of life in South America long before it made its way to these shores but now it's here and better than ever.

For all the talk of those world cuisines it was an concept from North America that really got the UK market and particularly Londoners excited – the burgers available at Bleecker Street.

In an exclusive interview with QuickBite, founder Zan Kaufman and her business partner Liam Keefe spoke about the concept and where they are in the market.

Zan said: “In 2010 I tried the best burger I had ever eaten. I was working as a corporate lawyer in New York City and the burger was at Zaitzeff, an East Village burger joint.

“Soon, I started moonlighting there in my free time. I wanted to know everything about this burger: how it was made, where the ingredients came from and how it tasted so damn good.



“When I moved to London a year later, I decided to leave my previous career behind for good. I bought an old van, converted it into a food truck and then this loud-mouthed American broad started grilling up burgers for hungry Londoners.

“This was the beginning of Bleecker St, a business I named after my favourite street in Manhattan.”

Since inception in the summer of 2012, the burger truck has fast become something of an icon on the streets of London, especially for those on the street-food scene. After a few years of trading and with the reputation for the brand growing, the team at Bleecker Street knew that it was time to evolve and expand. Earlier this year they did just that when they opened their first permanent shop in Old Spitalfields Market.

Talking to the team it was pretty clear that the ethos of the brand is to not only give those in London an authentic taste of New York but to take the best ingredients and serve quality burgers quickly and according to the team with ‘love and consistently.’

Liam added: “There is zero compromise with our ingredients. Burgers are about the beef.

“We use rare-breed, pasture-fed beef from small farms in the UK. It comes to us from the geniuses at The Butchery in Bermondsey, where it is dry-aged for about forty to fifty days, giving it an intense, beefy flavour.

“The finishing touches: a sesame seed bun, scratch burger sauce and good old American cheese. We like to keep things simple. Our burgers are accompanied by all the old classics: fries, sodas, beers and shakes.”

The street food truck opened for business as it was the fastest way to gain a following for the brand and they’ve certainly done that with their array of



Business Profile



☺ mouth-watering treats such as the ever-popular Bleecker Black burger -a double cheeseburger with Irish black pudding in the middle.

Such is the quality of the Bleecker Black that it even won the Foodie Hub tastiest burger in the world award. As a team they also landed the London Burger Bash - Tastiest Burger in the world 2015 award too.

When asked about the current street food market Liam told us: "It's as good as anywhere in the world right now. London has such diversity, and you can eat the world at places like Street Feast/KERB. "People often say that competition is fierce and you always want to be busier but everyone in this city offers something good.

"We are in 'competition' with Patty & Bun, Honest Burger, but we're also friends with these guys. London is big enough for all of us and we all offer something different."

Looking towards the future, Bleecker Street currently have not only a large following over their two sites at Old

Spitalfields Market & Southbank but a demanding crowd who want the same perfection every time. With that considered the team at Bleecker Street are happy with where they are and only want to self-fund their growth and ensure that they keep the level of quality high.

If it's a tasty burger that you are looking for then look no further, the team at Bleecker Street really know what they are doing and the dishes that make the New York streets so famous are already here.

Well worth a visit.



A close-up photograph of a bamboo steamer basket. Inside, there are several dumplings with a pleated top, some in a red sauce. A silver fork is skewering a piece of meat in a red sauce. The basket is lined with a white paper liner. The background is a dark, textured surface.

A TASTE OF THE *Oriental*

The term “Orient” derives from the Latin word *oriens* meaning “East” and in the latest issue of QuickBite we look at the food from Eastern cultures and how it has become a major influence in the UK food-to-go and quick service industry. 

Menu ideas

⊖ Since the recession hit the UK and indeed the rest of the world in 2007 there has been a surge in the number of independent businesses opening in the fast food market. Proprietors of these businesses have been far more likely to invest in project that they are passionate about instead of investing in the volatile stock market or trusting the banks.

In order to set up a profitable business it is key to do plenty of market research and to identify the trends in the market. One such method is to look what is popular and at present it is Chinese food that is top of the UK's list.

In terms of popularity it is noticeable from the outset that eastern food is firmly at the top of the list. There are several reasons for this, first of all the east is far more accessible that it was twenty years ago, the price of flights allow the public to travel more freely, civil rest means that those countries east of Europe are far safer to visit and perhaps the most important factor is that the cuisine lends itself very well to the quick service market.



Food in China, Thailand, Japan and Singapore is some of the freshest in the world; the ingredients cover all of the food groups from the carbohydrate base of rice and noodles to the healthy vegetables and the protein and fats that

come from the meats. The food is often prepared in a wok and can be served quickly.

Another reason that this type of cuisine is so popular with street food and food-



to-go traders is that it can be cooked either in bulk for large numbers of people or it can be made to order with very little fuss.

For the consumers the choice and freshness are two deciding factors to make a purchase as is the fact that meals of this type are often very filling as a lunch option.

With all of this in mind we have decided to look at some of the most exciting new products on the market and how they can make a difference for your business whether you are just starting out or if you are already trading.

Chinese and Indian restaurants and takeaways are among the most popular in the UK, but they were also among the worst-hit in the recession.

Traditional Chinese restaurants have been struggling to compete with set-price pan-Asian buffets and modernised, specialist Chinese restaurants, according to a 2013 report by market researchers Mintel.

In fact Chinese food is no longer just a restaurant or takeaway treat - as more people are cooking it at home.

Sauce and ready meal sales have increased, according to Mintel. Sales of woks have gone up 46% each year, fuelled by the desire for quick and healthy mid-week dinners.

Starters

With Oriental Cuisine still by far the most popular ethnic food choice in the UK, consumer interest continues to creating opportunities for caterers looking to lay on oriental themed menus.

Daloon, a leading supplier of spring rolls and many other frozen ethnic snack foods, has a number of authentic Oriental snack products, which not only offer tasty and versatile menu ideas but help to deliver excellent profit margins as menu add-ons and starters.

The products in their range are perfect for caterers and requiring the minimum



of staff training to deliver a first class eating experience.

Their Oriental Snack range provides great menu options for starters, snacks, side orders, main meals, accompaniments and shared food platters. Quick and easy to prepare, they cook from frozen in minutes, allowing for fast service, convenient storage and minimum wastage. They are also sensibly sized for easy portion and cost control.

Some of their products include;

- 20g Spring Rolls (Vegetable and Duck varieties)
- 60g Vegetable Spring Roll
- 90g Spring Rolls (Vegetable, Chinese Style Vegetables & Beef, Savoury Vegetables & Beef and Curried Vegetables & Chicken varieties)
- 150g Oriental Vegetable Spring Roll

This, however, is only a small part of the full range which also includes top selling mini snacks such as 15g Sesame

Prawn Toasts and a Vegetable Dim Sum Selection.

By having smaller snacks such as these you can add platters to your menu as well as offer additional items as part of a promotion. The convenience of the products lends itself to the food-to-go market and quick service can be guaranteed.

Noodles and Rice

Noodles and rice are the staple products of Asian cuisine, they are both filling and very cheap to buy meaning that the profit margins for businesses that use them is very high.

By using products such as these for the main part of a dish or as a side you offer far more value to your customers and they have the versatility to compliment any sauce, meat or vegetable.

There are many different types of rice and noodle on the market meaning that

Menu ideas

you can offer variety to your custom and the plain nature of the original product makes it perfect for creating your own dish with.

Many noodle bars are popping up in the UK at the moment either as a street food vendor or as a shop, these locations are able to offer a full range of rice and noodles depending on how their meals are served.

Sauces

Increasingly quick service restaurants are making menu space for authentic Oriental dishes as customers look to try something new.

Korean food, for example, is making particularly positive traction in the foodservice market, while Vietnamese is becoming more mainstream and Asian street food is fast gaining momentum.

This presents quick service restaurants with a real opportunity to recreate a true Oriental taste experience for customers looking to try something new.

Wing Yip, the UK's leading Oriental food grocer, offers a range of authentic, ready-made Oriental products in foodservice sizes – ideal for outlets looking to deliver a variety of high-quality, flavoursome dishes.

Ranges include the best-selling Mai Siam Thai Sriracha Chilli Sauce, which is available in 2 litres. Incredibly versatile, the kitchen essential can be used as an ingredient to spice-up dishes or served on the side as a dipping sauce - giving outlets the



much-needed time to focus on other aspects of the meal.

With over 20 products in the range, Mai Siam sauces offer quick service restaurants a quick and convenient cooking experience to produce high quality Oriental dishes.

The range includes Red and Green Thai Curry Pastes, Massaman Curry Paste and Thai Tom Yum Paste in 1kg tubs that serve 50-55 people, all of which are gluten and MSG free.

Talking to QuickBite about the trend in sauces, Wing Yip Director, Brian Yip, said: "As curries and stir-fries become staple on menus, outlets should think about offering alternative dishes which are growing in popularity, such as Pad Thai and Ramen.

"Readymade dipping sauces and curry pastes offer timesaving solutions, while seasonings and flavour enhancers including Thai fish sauce, soy sauce and chilli paste will help to complement authentic Oriental dishes – all of which can be found at Wing Yip stores."

Menu Ideas

Versatility, speed and ease of cooking are all things that are prevalent within the Oriental food market.

Another big plus is that the cuisine from these regions is designed to be cooked on mass, meaning that you can make huge portions and serve your food at a street food or food-to-go location easily.

Cantonese Dim Sum - small plates of food or parcels served in steamer baskets - originated in southern China, and has become a firm favourite in British restaurants, however there are eight regional cuisines.

Hunan cuisine for example is associated with chilli and garlic flavours and its famous crispy duck; Fujian cuisine is known for its seafood dishes, and other styles include Sichuan, and Jiangsu cuisines.

In truth, diners are now looking towards fusion Chinese and new flavours they haven't tried before.





The Green Coffee Machine

Cheltenham's best kept secret

Coffee is changing, from the way we make it to the way we buy it and more and more of us are visiting or exploring the possibility of owning an independent coffee shop.

According to research by Allegra the number of coffee vendors is showing strong, year-on-year growth and the consumer demand is higher than ever. This is obviously good news to those operating in the industry or looking to

open up a coffee shop but making sure that you stand out is key.

This month QuickBite visits the Green Coffee Machine, in Cheltenham, a business that started out as a road side

trader and became so popular, they just had to open a shop to meet demand.

When owner Chris Crichton started out 6 years ago trading from a small Italian Piaggio van on the Promenade

Design inspirations



☞ in Cheltenham little did he know the success that was to come.

Trading 6 days a week, all year round, come rain or snow, Chris mastered his trade and built up something of a cult following which would lead him to bigger things.

Due to its success and Cheltenham's love of a good coffee Chris decided to open a café in the city and again the quality shone through as customers piled in. Such was the demand the cafe now employs 9 staff.

Speaking to QuickBite about moving from the van to the café, he said: "The café was a big step but a logical one, we were doing well, with regular trade and it was time to press on.

"The café was a new build and empty when we moved in so I had complete say over how I wanted it to look, we loved the fact it had high ceilings and breeze block walls.

"Builders quoted thousands to put in a suspended ceiling and plaster the walls, it would have been so sterile and not an interesting place to visit. We painted the walls, left bricks exposed where we could and left the ceiling as it was with an overall aim of having an industrial feel. We even sourced large cable drums for free which we use as table and I spent day sanding them down and varnishing them.

"The tables are one of the biggest talking points and customers are always asking where I got them from. It's a lovely feeling when people stroll in and compliment the place on how it looks, we get a lot of customers who are passing through as we are opposite Cheltenham train station and they are often surprised by the shop and the quality of our coffee."

The site in the heart of the city has seating for 30 inside and 12 outside and Chris notions that they could do with double that when they're busy.

Talking further about his products, he added: "We put coffee at the forefront of what we do, we have a great range of baguettes, paninis, cakes and snacks too, but coffee is our priority.



Design inspirations

“Perhaps that is the difference between us and our competitors.

“We now use our very own blend of triple certified coffee meaning it’s organic, fair-trade and rain forest alliance certified. The coffee is roasted exclusively for us by Lincoln & York and we are able to sell our beans to customers in smaller retail bags of beans or ground.

“The main aims of the business are to provide great tasting coffee tailored to each customer, we want to know how you like your coffee and will advise and do our best to deliver a coffee that hits the spot.

“There can be a lot of snobbery around coffee and we want every customer to

be greeted with a smile and understand the drink they order, rather than being told what to drink. We have an ethical side to the business, using fair-trade goods where possible and local produce.”

When pressed on the future of the Green Coffee Machine and the roots of the business, Chris spoke confidently, saying: “Moving forward, if the café continues to go well I could expand again but I still see areas we can improve so I’m in no rush to open another.

“I have however been approached about another site in the town centre so it’s something I’m looking at, but the van continues to be very popular and we want to keep it going as it is where the business began.”



Focus on...

Promotional Signage

.....

How the right
signage can
help your
business

Making sure that your business stands out from the crowd is vital. In such a congested market and with so much choice available on the high street brands are constantly looking at new and innovative ways to get their message across to consumers.

In the food-to-go industry it is even more important for you to connect quickly as many of the purchases in this area of the market fall into three distinct categories.

1 Time – Speed is often of the essence when it comes to making a food purchase especially for those consumers who are on a lunch break, travelling or simply passing by. In the food-to-go market they want to see your location, decide to enter, pick up the products they wish and leave.

2 Impulse – Impulse buys are very high in the fast food and quick service markets, for example people may not be thinking of picking up a tea, coffee, cold drink or ice cream, but if they see a well-positioned and well-designed sign they may be persuaded to perform an impulse buy.

Similarly they may also see a small form of sign at the till or ordering area of a food-to-go business and decide to add an item into their basket.

3 Brand Competition – For independents it is even more important to get your message across quickly as you are in competition with some of the biggest brands on the high street. There are people out there, who when they are hungry will look for the “Golden Arches” of McDonald’s and it’s not easy to compete with this sort of brand recognition but if you get your signage right then it might just be possible to gain and keep some market share.

Signs are essentially a silent member of staff for your business, and they all play different roles. Exterior signs draw attention to your unit and help differentiate it from others on the street and marker signs at the end of a street help to point towards a business. A-Boards have the benefit of being



double sided so that they can contain plenty of information and with a talented artist or writer you can really draw people in with your messages and images.

Interior signs help customers locate products and also lets them know what deals are on offer. They can lead to impulse sales and point towards alternative to ensure that the whole range of your products are sold.

Location and placement are also considerations that have to be made especially for exterior signs.

Commonly these signs can be ground-mounted or building-mounted. Ground-mounted signs can take on a variety of shapes and sizes, and are typically mounted near a road to attract the attention of passing motorists.

Building-mounted signs are attached to the place of business and may be useful in areas where foot traffic is prevalent, such as populated shopping areas. Because an exterior sign is visible

24 hours a day, 365 days a year, its effect is continuous. It is an essential component of a business’s overall marketing strategy and when it contains a business’s logo it can help to reinforce its brand. Signs are also used to draw attention to promotions and to relay information about the business for example, closures, openings, special events and upcoming deals.

Aside from the benefits that have already been mentioned another consideration for businesses is that they may have limited marketing funds. If this is the case, signs can be a cost-effective form of marketing.

According to experts in the industry, the cost-per-thousand impressions which is a common method used to measure the cost of reaching a thousand potential customers, is much lower for signage such as radio, televisions and newspapers.

So with these things in mind, are you missing a vital element of today’s marketing mix?

Focus on...

⊖ A vital contribution in danger of being overlooked in today's marketing mix is the everlasting importance of point-of-sale (POS) or point of purchase (POP) promotion & advertising - especially within today's extended choice of cross media opportunities.

However, those that have evolved with the changes within marketing are not giving up on its traditional routes so easily.

By combining traditional marketing methods with the latest multimedia approaches, a new 'smart marketing' strategy is born.

With the rapid increase in the utilisation of digital marketing, it comes as no surprise that businesses are perhaps questioning the importance of its once principle counter-part.

Having an online presence is becoming compulsory for most growing companies. This leads their marketing teams, often young graduates schooled in the digital age, to think that digital marketing alone may be enough to succeed in today's marketing mix.

Marketers are forgetting that traditional & print media still play an essential role in efforts made both on and offline, and POS - particularly for traditional retailing and their brands, is extremely important.

The big picture here – and one that millennial marketers often disregard – is that in excess of 70% of purchasing decisions are made at or in store.

But that's not all, market research is proving that print advertising and marketing is definitely far from deceased...

Printisbig.com recently revealed that business printing grows at 6.8% annually worldwide and in fact the online advertising industry spend £31 billion on offline strategies. Whilst Vend, point-of-sale software specialists have predicted that in 2015, many e-commerce sites will actually move to set up shop offline.

Signwaves, one of the UK's leading



Does your point of sale have what it takes?

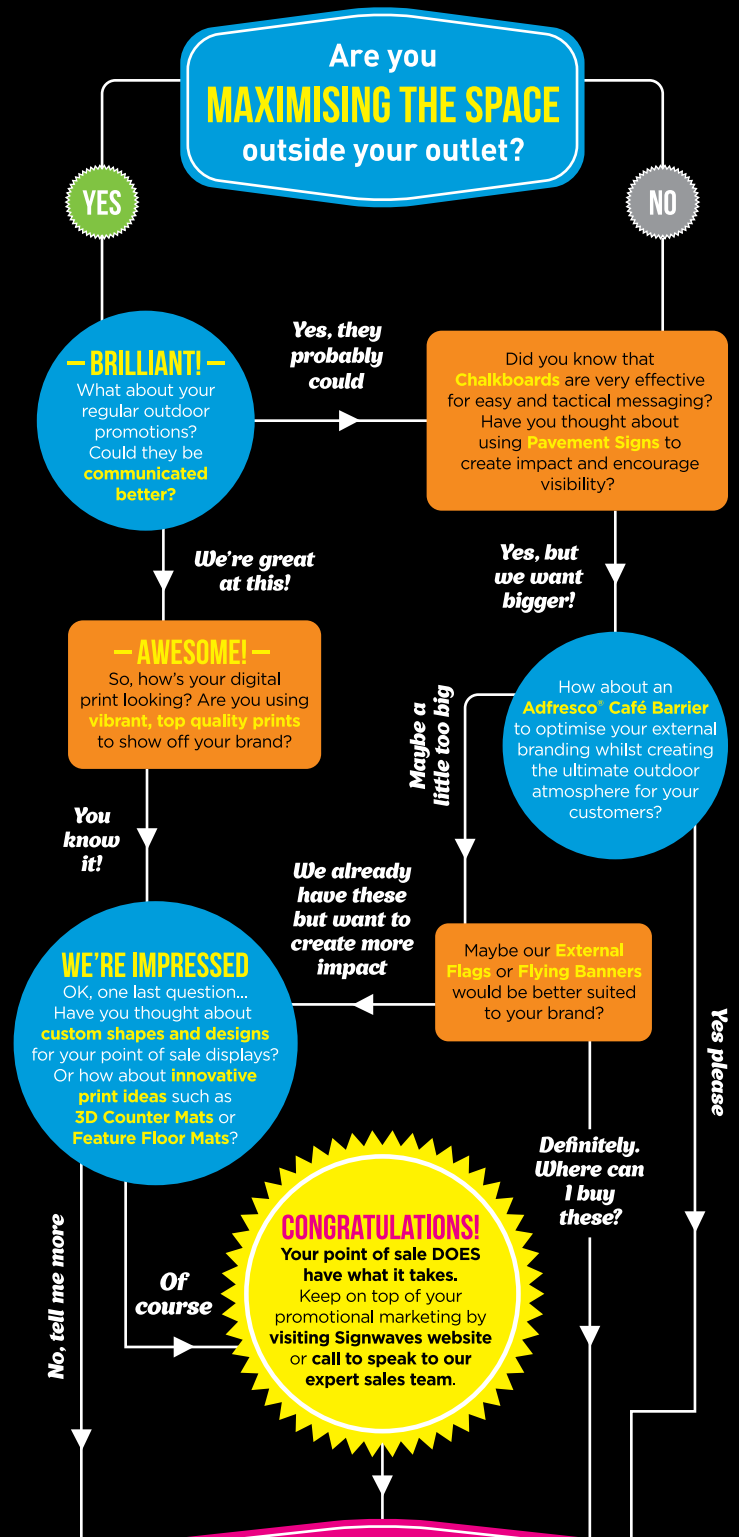


point-of-sale sign and display manufacturers, understands the benefits their customers derive from the use of traditional marketing. Via the use of effective POS promotion, they have optimised brand presence and increased sales for leading high street brands such as the National Lottery, Walls Ice Cream and Starbucks.

Mark Ford, Managing Director commented: "Signwaves are firm believers that reaching your customers at a physical level is a huge part of what converts interest into a sale.

"Although we understand how important it is for brands to optimise their online efforts in this modern age, we're here to help brands and retailers engage with their customers at 'the coal face' and really make that lasting impact.

"We are proud to be able to help so many successful and emerging brands achieve their offline marketing objectives through branded, innovative and customised point-of-sale displays."



Whether you're a point-of sale pro or need a helping hand - Signwaves CAN help you maximise your brand exposure and increase that all important footfall!

QUOTE 'GOOFFLINE' AND GET 10% OFF YOUR NEXT ORDER

#GOOFFLINEUSINGSIGNS



Call us: 01493 419300 www.signwaves.co.uk
 Email us: enquiries@signwaves.co.uk



Setting up a business website

The internet has changed the way that businesses in the food-to-go industry operate. From websites, mobile apps and online ordering systems to menu display, maps, social media and promotional offers, having a good internet presence is vital.

Recently we spoke to Ohid Khan, Managing Director of orderingwebsite.co.uk, who gave us his run down of why investing in and setting up a business website is key to those in the food-to-go market.

Talking to QuickBite, Mr Khan said: "Ordering Website is one of the UK's premier web design platforms for businesses in the UK, especially those looking to operate as a takeaway, QSR or food to go outlet, our name helps to identify what you should consider when setting up your website and it reads as follows:"

- Online ordering website
- Reservation system
- Database storage system
- Easy navigation menu
- Review page
- Informative contents
- No commission based service providers
- Google Place listing and SEO

- Web ordering App
- Email marketing
- Best domain name
- Social media marketing
- Image
- Template
- Effort

Online ordering website, why it's important?

The average delivery and pick-up of online orders is about 18% higher than a phone orders. By ordering at their leisure using your interactive menu, customers feel less pressured and tend to order more. The main benefits are:

- Your menu is presented online dynamically and optimised to make sales.
- You can reach people at home, on the go, or at the office and it works for you 24/7.
- Increased sales and efficiency
- Automate order placement, saving time
- Increase customer satisfaction
- Reduce labour costs – employees spend more time on in-house customers and less on the phone.
- Reduce customer waiting times – no more 'busy phone lines' or placing

customers on hold.

- Reduce order errors – customers select items from your menu selection

Reservation systems

Although table reservations are mostly needed for dining-in restaurants, some QSR's use the system too. Ensuring your website can accept reservation requests means you will be able to receive them even when you're closed.

Database Storage System

Is your customer information hidden in lots of paper files? If you don't have a customer database then you are missing out on an effective marketing tool that will help to grow your business.

- Keep all your customer details up to date and easily manageable
- Retain existing customers and build loyalty by providing a personalised service and communication
- Generate referrals from satisfied customers
- Follow and track potential customers easily

Easy navigation menu

A menu on a website is like a road sign on a street. You cannot reach your destination without first knowing where you are. Like in real life, navigation in web design is very important and plays a major role in a website's usability as well as in user experience. Keep the navigation menu design nice and simple.

Review page

Taking customer reviews and feedback can help you improve your business reputation, without which you won't know how well you are doing.

Informative contents

Designing a good website that accommodates a lot of content is a tricky balancing act to pull off. Don't overwhelm the user with lots of content on one page. Instead consider breaking up information into sections and 'drip-feeding' information as and when

the user navigates to the appropriate section. You'll have customers who understand your message and may even invite others to visit your site.

No commission based service providers

Reduce your operational expenditure by only using 'no commission' based service providers for your company. Why depend on shared services that charge huge commissions to process your order when you can have your own online ordering system at a fraction of what you pay them?

Customers reach your online store either via a search engine or directly through your website and are presented with content that 'you' control. What's more is that you are not presented in a directory alongside all your competition.

Google Place listing & SEO

Google Place connects you directly with customers, whether they're looking for you on Search, Maps or Google+. The system optimises your online store for search engines such as Google, Yahoo, MSN, AOL and others. This helps people find your menu items.

Web Ordering App

Why do you need a mobile App? The number of smartphone owners has reached 72 per cent in the UK, growing by 14 per cent in the last 10 months alone, according to research from Deloitte.

Mobile 'App' versions of your website give you the ability to take control of your online orders and offer it direct to your customers. Many takeaways and restaurants currently have their online and mobile orders provided by a third party.

Many of these third parties charge up to 18% of the order value for this service. My advice is to create a custom App for your own brand with full booking and ordering capability. Your customers can download and install this App by scanning a QR code with their smartphone.

Technology

✉ Email marketing

Restaurant email marketing is a proven tool to generate new and repeat business, providing you with a direct line of communication with your customers. With an incredible return on investment, email marketing is more powerful than ever. Email marketing helps build a secure attachment bond with your customer. Allow customers to subscribe to your restaurant by entering their name and email address either during an order or at any time.

Best domain

Choosing the perfect domain name is crucial to the survival of your website no matter what type of site you want to build. Remember that the domain name will usually be the first thing people see (and remember). Pick a domain name that is easy to remember, simple and relates to your brand and/or business.

Social media marketing

Social media marketing refers to the process of gaining traffic or attention through social media sites.

Social media itself is a catch-all term for sites such as Facebook, Twitter, Google+ and many others. For instance, Twitter is a social site designed to let people share short messages or “updates” with others. Facebook,

in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities.

Having a presence on popular social media sites further extends your online profile and helps you reach a larger audience through your customers’ large social connections. Make sure your website includes a link to your social media site and vice versa.

Image

It has been said that a picture is worth a thousand words; and in the world of business, a picture can be worth thousands of pounds.

People are naturally drawn to images. Photos instantly grab attention; paint a clearer picture of what customers can expect and simply inspire.

If you own a restaurant, posting photos to your website and your social media

pages can make all the difference in the world. Posting images will attract more customers, which will naturally increase your revenue and boost your success. There’s no denying the impact that pictures can have.

Template

As a business owner you are always looking to save money and make your business profitable. When it comes to creating an online presence for your business, just like your marketing materials and office’s appearance, your website needs to project a professional image. The more professional looking your business appears, the more creditable it looks.

Many business owners don’t really understand the difference between having a custom web template and using website templates. Nowadays you can get a custom designed web template from companies like orderingwebsite.co.uk at a fraction of the cost of a readymade template.

Effort

Every successful business requires effort in order to grow. You know your own business better than anyone else. Be prepared to put in effort into the whole process and don’t just rely on third party providers to develop and grow your site without input from you.

“Why depend on shared services that charge huge commissions to process your order when you can have your own online ordering system at a fraction of the cost”



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Food Display Units

In the quick service and food-to-go markets the emphasis, as you would expect, is very much on speed.

There are also considerations for retailers relating to promotions, such as meal deals and to the placement of those items that are considered impulse buys. With that in mind it is vital that the presentation of products is right and that those items that need to be either heated or chilled are done properly.

In this issue of QuickBite we are therefore looking at food display units and how they can help your business and increase sales.

Investing in the correct food display units is vital and the initial expense pays dividends in the long term with eye-catching point of sale being the key to displaying range and encouraging purchases.

Cold Display Units

One of the biggest challenge facing operators is how to keep products chilled to the required temperature, while displaying them in an appealing manner to customers. Key to securing those all-important sales is showcasing the full range of products on offer.

One such company who have made a real mark on the chilled cabinets and display market are Gram. The team at the equipment specialists have a developed a new range of display refrigeration, branded the Compact range, which aims to combat many of the display challenges faced by foodservice operators.

They found that one of the best ways to draw attention to your food and drink offering is to store them in a refrigerated cabinet.

Research points to the fact that consumers are more likely to buy a cold drink, than one at room temperature, as it is more refreshing and it gives them the opportunity to enjoy it straight away with their food.

Similarly, it is important that fresh food products, such as sandwiches and salads, are stored in a refrigerated area to adhere to food safety regulations and ensure the food tastes its best. The Gram Compact range comes with a glass display door, allowing customers



to view the food and drink options available to them whilst maintain temperature.

This range is ideal for QSR outlets, which sometimes have limited space, as the cabinets do not take up a large area.

They also come fitted with castors, which maximises the placement flexibility of the cabinets, allowing them to be moved easily when need be.

Alternatively, their multi-deck range provides operators with an open refrigeration system, allowing customers to select what they would like to purchase and take it to the counter to pay for it.

This is highly beneficial for QSR outlets and coffee shops, as it means that

Equipment focus

⊕ food can be prepared and displayed in advance, and so service speed is greatly increased.

Another business that have been synonymous with quality refrigeration appliances for over the years are Lec who specialise in manufacturing a range of appliances to suit the varying needs of caterers throughout the industry.

In an exciting new development, the iconic brand have introduced a new range of front and back of house refrigeration appliances to further cement their position as a leading name in the commercial refrigeration market.

Designed for a front of house, customer facing setup, the new Commercial Serve Over Counter Range allows customers an unobstructed, optimum view of the fresh produce inside while commanding minimum space thanks to compact dimensions.

Diane Ho, Commercial Brand Manager at Lec Commercial spoke about the developments they have made in the sector saying: "Lec is a brand that is trusted by caterers throughout the country.

"Having spent over 70 years developing an extensive range of quality appliances, the new serve over counter combines many of the renowned features with a dedicated, front of house focused design.

"Easy to operate, quick to clean and robust to deal with the day to day



demands of a busy catering or retail setup, the new serve over counters are great for any site looking to offer fresh produce including meat, dairy, sandwich fillings and deli items.

"The three sizes ensure the appliance is able to meet the individual demands of the establishment, while the large glass-fronted display and strategically placed lighting ensures the produce is displayed to the customer in the best possible way."

Hot Display Units

There are many different types of counter and food display unit available for those looking to sell heated products and with regulations in this market very strict it is vital that you choose equipment that adheres to the rules and reflects quality.

Of the suppliers that are currently operating in this area of the market some

of the best pieces come from Parry.

Parry's stock range consists of pie cabinets, nacho/popcorn warmers, heated and chilled table top merchandisers, patisserie displays, buffet units and mobile salad carts, to name but a few.

However, not wanting to let go of their grip as a premium service provider they have identified several areas for growth. One of the real growth areas for them over the last 18 months has been the fabrication of bespoke units.

Whilst most operators know that it's not possible to have an oven or dishwasher specially manufactured to be smaller they are becoming increasingly aware that it is possible to have display units and other stainless steel equipment manufactured to very specific sizes and shapes.

This means that they can still incorporate the required heavy duty items into their design safe in the knowledge that if they need a non-standard display unit then this can be manufactured specifically for them.

As a UK manufacturer, rather than a supplier, they are able to provide units to just about any specification a customer requires and we can provide them very quickly, usually in a week to ten days. The type of unit required will depend on the menu and setting but most operators are looking for modern solutions that



provide an enhanced traffic flow, allowing them to serve more people, more quickly. It's not uncommon for consumers to have as little as half an hour for lunch and they don't want to spend their entire break queuing. The more varied the menu the more likely customers are to keep coming back.

It is fair to say that customers "eat with their eyes" and so glass fronted units that make food both visible and attractive are most popular. However, any unit must meet food safety requirements and hold food at the correct temperature.

Where possible, and to maximise its usefulness, the unit also needs to be able to showcase a variety of different foods from the menu. Customers like to be able to see what they are about to eat and display units help caterers to up-sell. They might only be stopping by for a coffee but if something catches their eye in the display unit they will often buy it whether they are hungry or not.

The compact, stainless steel units, available in 2, 3 and 4 shelf configurations, run off a 13 amp plug, making it ideal for the counter or bar top and other features include removable wire shelves, toughened glass to front and rear, an illuminated interior and a water reservoir to prevent food from drying out.

Energy Efficiency

Some of the most common problems that face small businesses when it comes to the purchase of food display units relate to energy efficiency and placement. Contrary to popular belief, most refrigeration unit actually pump out huge amounts of heat due the mechanics behind the unit. These fridges are often placed under counters and the heat from the motor is forced out from the sides, this can in some cases reduce efficiency. Gram has been one of the businesses who have targeted this and have invested significantly in research to combat this.

With their latest range not only will operators be able to keep their food and drink chilled and on display, but the energy efficient nature of their refrigeration products means that operators can make savings on an essential piece of equipment for their outlet as well.

Refrigeration is in use 24/7, and is responsible for approximately 50 per cent of the total energy costs of a food-to-go businesses. Their Compact range offers ideal solutions for operators looking for an excellent quality, energy efficient pieces of refrigeration, with the Compact K410 listed on the Energy Technology List, managed by The Carbon Trust.

The Compact K210 is ideal for use behind a service counter as it fits perfectly under existing worktops. It has been designed to display products, with a white inner lining with matching white wire shelves to have optimal light effect and display of the stored products inside the cabinet.



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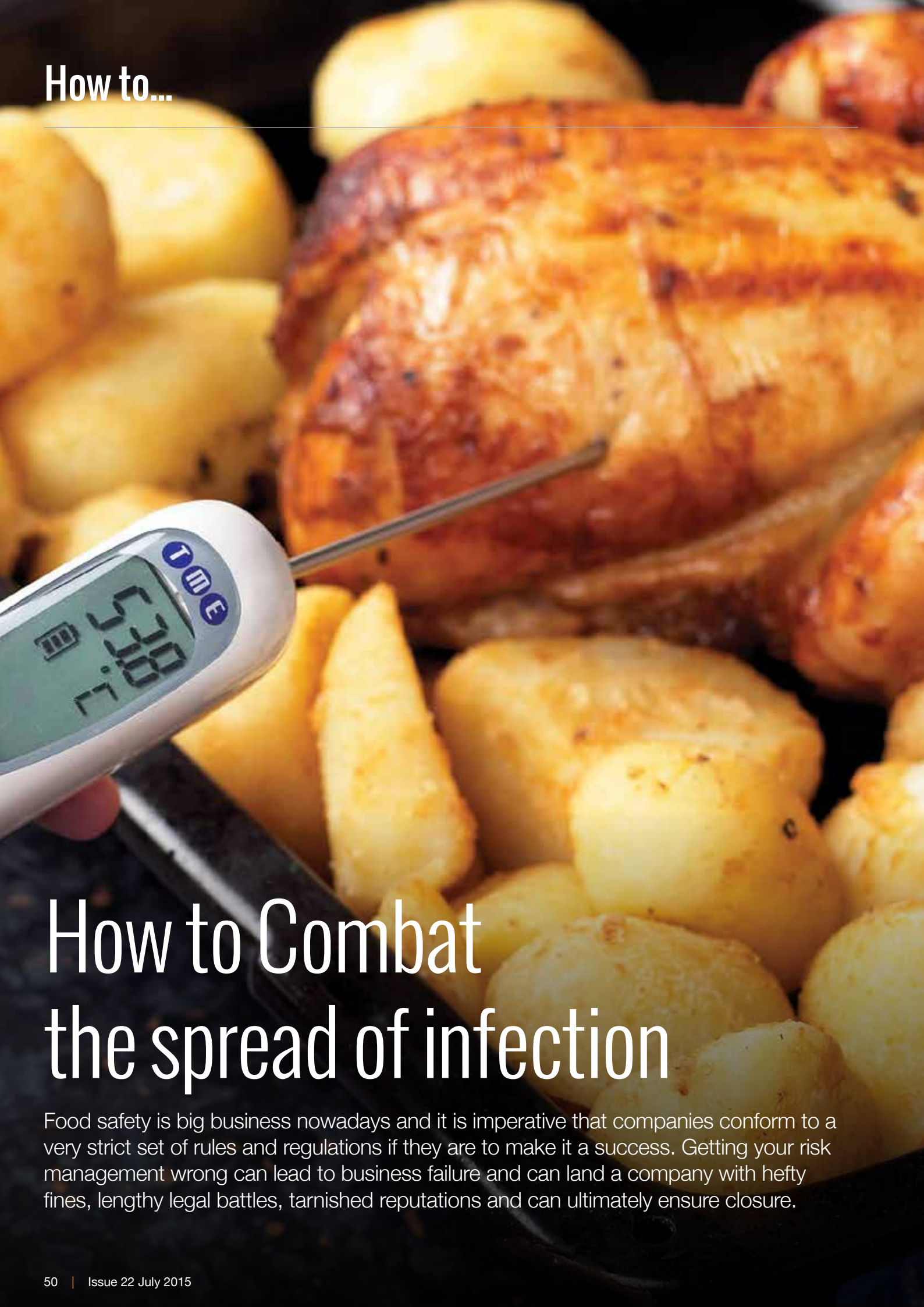
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How to...



How to Combat the spread of infection

Food safety is big business nowadays and it is imperative that companies conform to a very strict set of rules and regulations if they are to make it a success. Getting your risk management wrong can lead to business failure and can land a company with hefty fines, lengthy legal battles, tarnished reputations and can ultimately ensure closure.

When it comes to minimising the risk of spreading infection or contaminating food there are several checks that must be made by all members of staff in a business.

One of the key starting points is to liaise closely with environmental health officers. This may be seen as something of a grey area for many in the food industry and over the years there has been a stigma developed relating to those who are in the environmental health industry.

The professionals in the environmental health sector are however hugely important and very knowledgeable. By building a relationship early it is possible to highlight any possible risks that you may have and any areas that you need to tighten up on. Promoting good practice is key and can help you

operate a safe, hygienic business. Speaking on the subject was Dr. Juncal Caubilla, Infection Prevention Specialist at Diversey Care, who examines how organisations can stay ahead of the curve regarding infectious outbreaks through rigorous preparation.

She told QuickBite: “Any outbreak poses a risk to businesses because of the impact it can have upon revenue.

“Whether an organisation’s employees become ill, resulting in absenteeism, or whether potential customers do not believe a facility is safe and so take their patronage elsewhere; the net result of such an occurrence is almost always a loss of profit.

“As has been proven time and time again, the financial implications can be very significant indeed. If the

outbreak is severe enough, it can cost a business millions of pounds – both in the short- and long-term.

“For proof of this assertion, one need only look to some of the infamous occurrences of Norovirus on cruise ships, or MRSA in hospitals. Both the consequent costs involved in bringing the outbreaks under control and resultant public scepticism in going to these particular facilities again will undoubtedly have incurred huge losses.

“In order to mitigate these risks, preparation is vital. The better prepared an organisation is, the more it is able to deal with an outbreak when it occurs – decreasing the overall financial risk to the business.

“It goes without saying that the midst of an outbreak is not the time to be playing catch-up. Instead, a company and its employees should know exactly what their next steps should be, and a draft response ensures you will not be caught out should the worst happen.

“So how do you adequately prepare? To begin with, an organisation should complete a comprehensive risk assessment or audit for different types of outbreaks, and understand what the correct response protocols for each should be.”

Cleaning

Kitchen cleaning should not be based on a periodic deep clean to make surfaces safe to work on. Another key thing to think about is the cleaning of floors, by conducting a thorough deep clean daily at every level of the kitchen you are preventing the build-up of bacteria which may be harmful.

Waste food products that have been left to fall under surfaces will no doubt form bacteria over time, this bacteria then travels in the air as a form of spores and can contaminate a previously cleaned surface or a fresh food product.

Barney Dowding, Managing Director with equipment manufacturer Dowding and Plummer stated: “We have been



How to...

⊕ producing cleaning machines to high standards for years, but have been aware that flooring in any form was a challenge to any cleaner.

“We needed to design a machine with a more positive cleaning action that could be used by anyone with a minimum of training, and would make floors easier to clean quickly.”

Making sure that you use anti-bacterial sprays and surface cleaners as well as the correct cloths can mean the difference between a hygienic work space and an unhygienic one.

Equipment

Successful restaurateurs know the importance of food quality and safety. A well-run restaurant serving delicious safely cooked food wins customer confidence –not to mention all those repeat bookings.

But some of the most dangerous practices in the industry relate to chilling, defrosting or cooking food at the wrong temperatures. This not only results in a disappointing meal but could bring about an outbreak of food poisoning.

Many chefs still underestimate the importance of accurate thermometers for checking food. Safety standards set required minimum accuracy for food thermometers and less accurate models can be potentially hazardous – especially for fresh meat, fish and reheated dishes.

To help you choose with confidence, temperature specialist, TME, has done the research, announcing its Top Five Bestsellers for 2014-2015.

Managing Director, Tom Sensier told QuickBite: “These are our most popular items bought by cafes, restaurants, hotels and caterers. It’s not everything we do – TME offers hundreds of different products – but here’s a heads-up on what the professionals like best.

“TME’S Top Five buys all have the same in common: great design, a pleasure to use and above all, reliability.”

No 1 Bestseller – MM Wall Kit

Top place goes to a thermometer kit with everything a chef needs for daily temperature spot checks – plus its own hygienic storage system. TME’s

MM Wall Kit features the ever-reliable MM2000 waterproof thermometer and TP05 dishwasher-safe food probe, supplied with the MMWALLHOLD, a stainless steel wall-mounted storage unit. “Customers respond to the compact nature of this kit, which keeps everything they need in one place.”

No 2 Bestseller – SVK1 Sous-Vide Kit

Sous-Vide cooking has soared in popularity in recent years, taking TME’s SVK1 Sous-Vide Temperature Monitoring Kit right up with it. Low-temperature cooking methods produce delicious results but need careful temperature control to comply with health and safety regulations. “Keep your EHO onside with this all-in-one solution, providing peace of mind to the busy chef.”

No 3 Bestseller – Solo Digital Thermometer

Professional chefs love easy-to-use equipment, so we’re not surprised to see the SOLO Digital Thermometer on our Bestseller List. This button-less thermometer reacts in just 3 seconds due to its super-fast foldout needle probe - ideal for spot checks at every





stage of your HACCP. "It's rare to find equipment this affordable that delivers both on accuracy and speed."

No 4 Bestseller - MM2000 Digital Thermocouple Thermometer

High accuracy, robust, IP67 waterproof - with the widest of temperature ranges and compatible with hundreds of different probes - the MM2000 Digital Thermocouple Thermometer is always high on the shopping list! "The icing on the cake is our Thermometer for Life guarantee: you break it, we supply a repair/replacement for no more than £35."

No 5 Bestseller - TA12 Flat Food/Pallet Probe

Goods In temperature checks ensure you don't accept deliveries blindly without knowing they're in tip-top condition, that's why quality-conscious chefs rate the unassuming TA12 Flat Food/Pallet Probe so highly. "It doesn't look exciting but don't let that deceive you! The TA12 fits perfectly between pallets or boxes, providing a reliable reading without having to open boxes.

Planning to upgrade your current kitchen equipment? Looking for must-have products for a new café or restaurant? When choosing a new Smart Phone, tablet or portable technology, most of us know which models are the market leaders - but what about professional kitchen thermometers? The above products are all available through TME at, www.tmelectronics.co.uk

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TECHNOLOGY IN TEMPERATURE

A close-up photograph of a whole roasted fish, likely a sea bream, resting on a rustic wooden surface. The fish is golden-brown and appears to be seasoned. In the background, there are two glasses: one yellow and one red, both partially filled. The lighting is warm, highlighting the textures of the fish and the wood.

The big interview

QuickBite meets...

Champion BBQ chef Benjamin Bartlett

With the Summer well and truly here, the team at QuickBite magazine headed south to see the British BBQ Battle and to talk to one of the industry's leading chefs, Benjamin Bartlett about how the food-to-go industry can embrace this popular method of cooking

Barbecuing in the UK is a growing trend with the experts at Horizons telling us that nearly 66% of all adult consume food cooked in this way every year.

Some of the key findings found that there are an estimated 120m barbecue occasions in the UK every year and that

this generates around £1.7bn in barbecue related sales. The weather, as you would expect is one of the key drivers in this market, but with the convenience of gas powered burners and a more street food vendors, this area of the market is emerging player in the food-to-go and quick service market.

We spoke to Benjamin Bartlett about his love of this cooking method, how he got involved in barbecuing and how he sees the industry going forward.

Ben told QuickBite how it all began and where his love for the style of cooking comes from: "From a young age I knew

The big interview

I wanted to be a chef, my mother is a phenomenal cook and I learnt about meat, fish and game from her.

"I started my catering training in Bournemouth studying Food Skills and got my first job at Forte's Restaurant on the seafront as a commis chef. The kitchen worked with an old fashioned brigade system so you moved around doing everything from peeling to washing! It was great training.

"A few years later, after a break studying opera, some of my friends took on the The Pumphouse at Hotwells and asked me to launch a new kitchen at this busy harbour-side site. During this time I offered to barbecue for a friend's wedding. I'd been used to cooking on barbecues, but when the guest list hit 100 and I had to use three grills it was a totally different situation – and I loved it!

"They entered me into Britain's Best Barbecuer Contest and my prize was to visit Kansas City and learn from Slaughterhouse Five, a chain of barbecue restaurants.

"That was in 2003 and I've been hooked ever since!"

"Then a couple of years later the Marston's Pub Company asked me to join them as Catering Development Manager for 1500 pubs across the country. I won several awards for training, was made a Fellow of The British Institute of Innkeeping and won the Morning Advertiser 'Food Champion of the Year'.

"Four years later I was head-hunted by Scottish & Newcastle based in Edinburgh to become their Food Development Manager where I was responsible for all catering development within 2100 pubs.

"After many years working for big corporations I set up my own consultancy business and also wrote a book, The Haynes BBQ Manual that is available in over 75 countries.

"I advise several National companies and regularly write for the media, working continuously on projects for the Craft Guild of Chefs and the Seafish Industry Authority.



"The World BBQ Championships this year are in Gothenburg, Sweden and the best teams from 80 countries are competing. Last year, I was a judge at the one in Morocco and it was amazing and fascinating to witness the different styles of barbecuing from around the world." 



The big interview



☉ How do you see the BBQ industry in the UK at the moment?

“Traditionally barbecuing has been seen as something out of the ordinary mainly because of our unreliable weather, but outdoor cooking has evolved as we have become more adventurous and with more attention taken on board for delivering fresh theatre style cooking.

“With a greater concentration and effort put into outside areas over the past few years there now seems however no reason why barbecues can’t feature more readily in a food offering all year round.

“Undoubtedly a special occasion is a great opportunity to break out the barbecue and we certainly have enough events throughout the year to create a theme around a barbecue and the food itself.

“The great thing about barbecued foods is that they appeal to a wide and diverse audience, regardless of age, culture and background. Our appetite as a nation toward foods from around the world has made us push the boundaries and become far more creative with our cooking.

“There are also many great BBQ restaurants opening up across the UK, my favourite has to be Grillstock Smokehouse restaurant in my hometown of Bristol for good pulled pork, brisket and ribs and I expect many more similar openings to follow.”

What is the latest trend in terms of equipment?

“Unless you have asbestos fingers an insulated oven glove is essential to avoiding an afternoon in A&E.

“Indoor oven gloves are often too thin to be much good outdoors so I would choose a gauntlet design specifically made for barbecues. These should have extra insulation to protect your hands and lower arms when handling hot grills and pans.”

Where do you stand on the Gas v Charcoal debate?

“I use both gas and charcoal BBQs and but the trend is moving away from just cooking on coals and the prevalence of the commercial gas barbecue is now giving chefs the ultimate in precision outdoor cooking.

“Chefs can be far more confident about the final results if they choose the right equipment. A professional BBQ range is the same as taking your range outside, you can do all the cooking as you would in your kitchen, with controllability and power that you would not normally expect from a BBQ.”

Food-to-go is on the rise in the UK, what role does barbecuing play?

“Operators should really sell the benefits of the ‘fresh off the grill’, homemade, specials side of grilled and barbecued

foods – the quick service and great value for money aspects that can be achieved can certainly be a great opportunity to double up the size of covers and profitability, taking the pressure off the main kitchen in many cases.

“Outdoor cooking has great appeal especially in the pub market where such an offering can help boost the caterer’s takings and attract the whole family.

“BBQ cooking therefore is a perfect fit in this regard. Fish, chicken, vegetarian, ethnic dishes, pizzas, puddings and desserts can all be cooked using a barbecue and by using ‘add on’ accessories it is possible to cook virtually anything including wok cooking.”

What can businesses do to improve sales within this area of the market?

“People enjoy eating outdoors and it is reminiscent of their summer holidays with light dishes but strong flavours. You can create a happy dining environment and a great up-sell opportunity with just the sight and smells of freshly made food.

“Operators should be looking to push the quick service element of hand-held bbq food and take pressure of other arms of the business. There are also opportunities such as pairing food with a drink and making imaginative promotions.

What do businesses need to get up and running with a BBQ offering and how much investment is required?

“For a successful barbecue, it is imperative to invest in the right equipment. After all you would not buy a domestic cooker for your commercial kitchen so apply the same thought process for your outdoor BBQ!

“RH Hall the exclusive UK distributor of Crown Verity professional BBQs confirms that this area is a fast growing market – with their sales alone in this sector doubling year on year.

“The team there offer a few pointers to help choose the correct outdoor cooking equipment:

- A genuine commercial model, a domestic typical shed BBQ will not be able to recover quickly enough during a busy service and also will not last.
- Look for a BBQ that uses commercial grade stainless steel (be wary that many domestic models use stainless steel but are of light duty construction).
- Check out the grid racks - stainless steel work much better than coated ones that invariably chip and flake off in time.
- Look for good portability as many have poor constructed wheels.

- Ensure the product comes with a full commercial warranty. Some have a lifetime guarantee!
- Look for a model that provides useful add on accessories and also one that you can remove the hood.

What are the biggest food trends at the moment?

“With more consumers buying meals out of home and snacking on the increase at any time of the day, ready-made sauces can be quickly used to react to this impulse buy.

“BBQ food is a popular impulse buy and BBQ burnt ends or tips made with either beef or pork will be seen on more menus. This can be complimented with Lions American Smokey, Apple BBQ, Hickory or Maple & Bourbon sauces.

“Tastes are becoming more cosmopolitan and more exotic dishes incorporating lobster and crab can be found on the menu. However go “Retro” and compliment with sauces such as Prawn Cocktail and Thousand Island dressing.”

What exciting products can businesses add to their menu this year?

“Whole Hog BBQs are very profitable especially for events such as weddings

or for a street food vendor and are a great way to cater for a large number of people.

“The desire for this type of alfresco dining and the gaining popularity of ‘street food’ is really driving the sector.

“The smoking of produce, creative rubs and marinades are all very popular but an emerging trend I’m seeing and one that will be big this summer will be hot and spicy flavours – for example those from Portuguese and Mexican cooking - Piri Piri and Cajun, even Korean and Malaysian influences are going to be favoured flavours this barbecue season – in essence it’s ‘BBQ fusion’!

“The beauty of a barbecue is that you don’t have to stick to the traditional and typical dishes!”

Are there any training events or courses available for those in the industry to learn more?

“I would of course recommend buying The Haynes BBQ Manual that has a lot of detail on equipment, lots of step by step guided photos and 100 recipes covering Meat & Game, Poultry, Fish & Shellfish, Vegetarian & Sides, Puddings & Desserts. I also offer training days to individuals and companies.”

SHELLFISH - Tunisian Style

King Prawns & Tomato Relish

Serves 4

Serve your piping hot prawns with this cool and refreshing relish from the desert sands of the Sahara...

- 16 whole king prawns, split open and deveined
- 2 tsp harissa paste
- 4 Tbsp extra virgin olive oil
- 1 Tbsp lemon juice

Tomato Relish

- 2 large ripe diced tomatoes
- 140g (5oz) diced shallots
- 1 large diced Spanish onion
- 2 tsp chopped coriander

- 1 tsp ground cumin
- 1 Tbsp chopped garlic
- 2 Tbsp chopped capers
- 2 Tbsp lemon juice
- 2 Tbsp light olive oil
- Pinch of sugar

Combine the harissa paste, olive oil and lemon juice and baste the cut flesh of the prawns.

To make the relish, combine all the ingredients in a bowl, toss lightly and leave for 20 minutes.

Grill the prawns for a couple of minutes, turning once, and serve with the tomato relish.



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Legislation Review

Zero Hours Contracts

Are you one of the 53% of employers in the hotel and restaurant sector who uses zero-hours contracts? If so, read on...

New legislation has recently been passed to stop you compelling any of your workers who are engaged on a zero-hours contract from working exclusively for you. The new law effectively makes any provisions in a zero-hours contract that seek to prohibit the individual from doing work or performing services under another contract or arrangement unenforceable.

What does this mean for you?

A. Review each of your current zero-hour contracts to see whether you have any such exclusivity provisions. If you do, this should be addressed, probably by entering into a new contract or varying the terms of the existing one.

B. You also need to watch out for further legal developments as there are suggestions that more changes may follow. This could include anything from giving additional rights to zero-hour workers to requiring employers to pay compensation to such individuals.

Goodman Derrick LLP has acted for clients in the hospitality and leisure industry for many years and the Employment Department recognises that this sector is heavily reliant on its staff.

This guide is for general information and interest only and should not be relied upon as providing specific legal advice. Information correct as at 4 June 2015.

Need more help?



Katee Dias 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.

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GOODMAN DERRICK LLP



Paper tax forms to be replaced with digital accounts

Changing over to digital could make it much easier for over 11m taxpayers and 12m companies

Millions of people will soon see an end to one of the most arduous annual challenges – completing a self-assessment tax return. After the Chancellor George Osborne announced the end of the paper annual tax form.

Speaking at his annual budget review he promised to bring in digital tax

accounts for all individuals and small businesses.

Around 12 million people fill in a self-assessment tax form every year, but, from 2016, people will be given individual digital accounts that will bring together all their tax details.

Approximately five million businesses and 10 million individuals will benefit initially from the new accounts system, which will be up and running by early next year, according to the Treasury.

By the end of the next parliament, more than 50 million individuals and small businesses should be able to manage

their tax affairs online.

These new tax accounts unveiled in the March Budget and will be accessible at any time from a computer, smartphone or iPad. They will be perform just like an online bank account.

The Treasury are selling the idea as a concept that will make it much easier for the 11m taxpayers and 12m companies who currently fill in an annual tax form to pay the right tax at the right time without filing a return. It describes the current system as complex, costly and time consuming.

Many believe the digital process is more to do with transparency for the Government and Treasury. When people log on to their account, they will be able to see how their tax is calculated as HM Revenue & Customs automatically updates it with information from employers, the Department for Work and Pensions, pension providers and banks. People will be able to pay their taxes when it is most convenient to them by linking to a bank account and arranging payments by instalments or by Direct Debit.

Instead, firms will be able to provide details in 'real time', the Government will benefit from prompt payments from this up to date information.

This change should help growing companies who will no longer have to pay a 'one off' big end of financial year tax demand because HMRC has calculated their payments on the previous year's information. According to the Treasury, the switch will be completed by 2020. In early 2016, 5m small businesses and the some 10m individuals will have access

to their own digital tax account (or their accountant may access it for them).

By 2017, the first group of people with simple tax affairs will no longer have to complete an annual return. By 2020, businesses will be able to link their accounting software to their digital tax account so they can feed in information as they choose.

“Around 12 million people fill in a self-assessment tax form every year, but, from 2016, people will be given individual digital accounts that will bring together all their tax details.”

People who currently do their tax return on paper can continue to do so if they wish, but over time this is thought to reduce in favour of digital returns.

As always here at McPhersons we look at the bigger picture and give you incisive ways to help you manage your finances.

We listen to the industry and are constantly learning, through doing this can help you prepare for a smooth accounting transition despite the warnings from people such as Chas Roy-Chowdhury, Head of Taxation at the Association of Chartered Certified Accountants, who has said: 'This

announcement by the Chancellor is part of the Government's push to get the tax payer to do more as HMRC's resources continue to be squeezed by 5 per cent cuts year on year.

'A change of this magnitude must be properly planned to ensure there are no problems with the roll out. It is imperative the public are able to embrace the move to a digital tax future if the Government are to be successful in this scheme.

'Many of those filing paper self-assessment forms are self-employed people and those running small businesses who have been using the postal method for many years. They need to be given access to resources which help them move the process online to ensure they aren't left behind.'

Need more help?



McPhersons Chartered Accountants 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. www.mcphersons.co.uk.



Property

Property

Our property pages highlight businesses for sale, nationwide!

Crumbs Cafe, Radcliffe, Manchester

This is an excellent opportunity to purchase a thriving and long established, very successful leasehold cafe and sandwich bar with a terrific reputation. The superb business is located a short distance from the centre of Radcliffe, Lancashire and benefits from an abundance of free roadside parking. This and its reputation for fantastic food has helped make the business massively popular within the area. The business is being sold due to the well earned and planned retirement of the owners who have had this successful business since 2005. Radcliffe is approximately two and a half miles south west from Bury and six and a half miles north west of Manchester.

Blacks Business Brokers consider that this business represents a terrific opportunity for prospective buyers to buy a very well established business with an outstanding reputation. We strongly recommend inspection of this business and our helpful staff will be pleased to arrange viewings for buyers and to provide any additional information required.

0844 820 0000 www.blacksbrokers.com

PRICE £38,000



Freehold Fish & Chips take away

With self-contained one bedroom flat above, opposite waterfront development, eastern outskirts of Southampton. Run by same family since 1946. Well fitted to include Preston & Thomas 3-pan island range. One double bed flat above. Two rear parking spaces. Offering traditional menu with scope for deliveries. Open congenial hours – closed at 7/8 pm – 6 days. Takings £3,000 p.w. Accounts record a turnover of £131,665 (ex VAT) for year ending July 2014. GP 60%. A RARE OPPORTUNITY

www.andrewgreenwood.com 01794 522228

PRICE: £350,000 + SAV



Licensed Fish & Chip takeaway/restaurant

Including first floor accommodation - Basildon/Southend area.

The business comprises a traditional fried fish and chip take-away with forecourt seating and a 46 cover licensed restaurant trading with a lively theme.

Takings averaging £5,000 per week.

Secure Lease, rent £4,875 p.qx. Confidential sale required.

Viewing by appointment only.

Bradleys Countrywide 01702 551334

www.bradleyscountrywide.co.uk

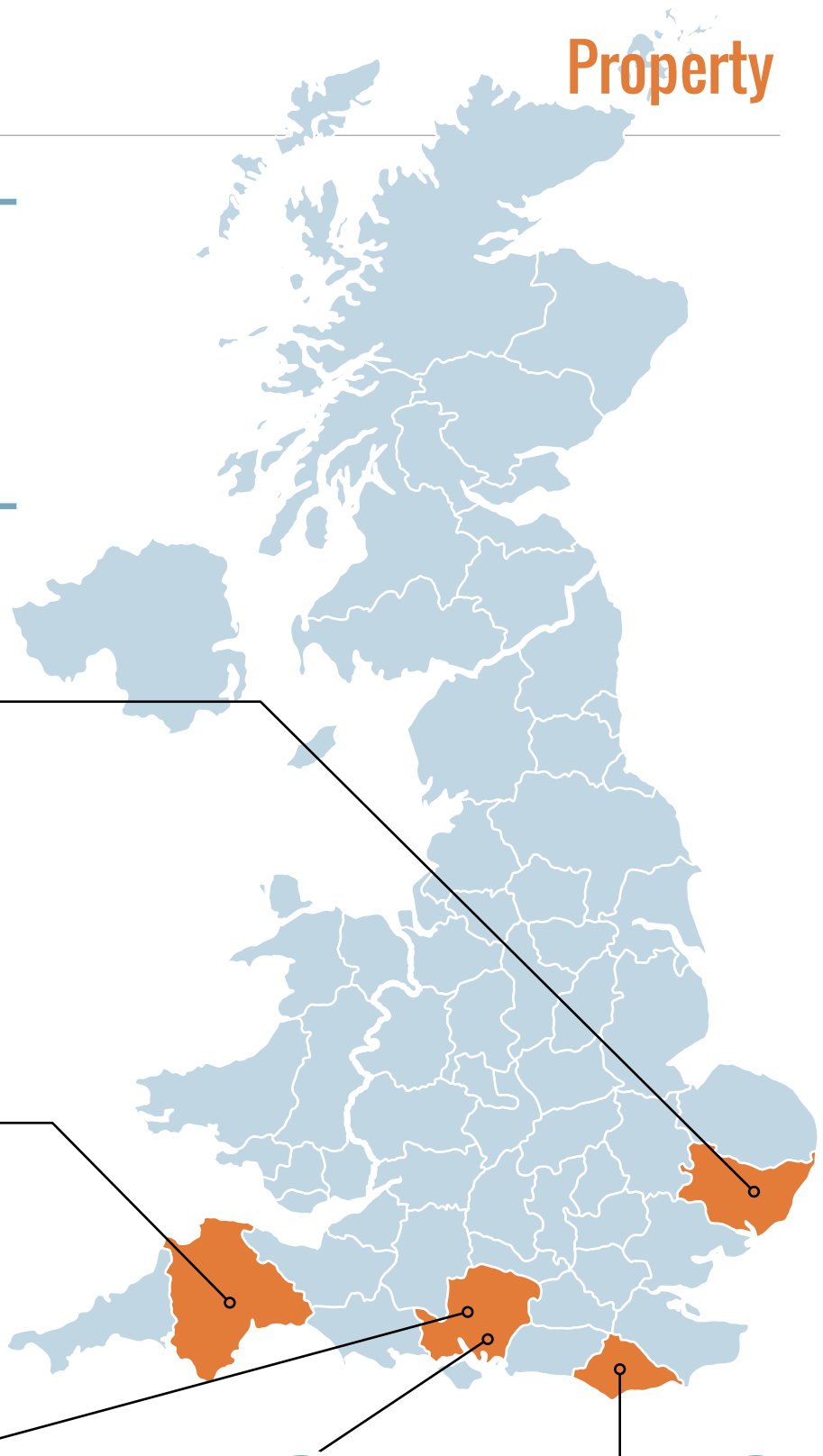
Ref: C5047E

PRICE £57,000 Leasehold



Property Focus

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



UNDER 40k

LICENSED CAFE/COFFEE HOUSE

Sudbury, Suffolk

Type: Popular and very well known daytime trading licensed cafe/coffee house

Price: £34,950 Leasehold

Details: www.bradleyscountrywide.co.uk



under 150k

EAST DEVON LICENSED CAFÉ & BISTRO

Sidmouth, Devon

Type: high quality daytime only licensed café and bistro with impressive levels of trade

Price: £139,950

Details: www.stonesmith.co.uk



150k

GRADE II LISTED COFFEE SHOP

Winchester, Hampshire

Type: In historic cathedral city centre of Winchester, Takings £6,500 per week.

Price: £150,000 + SAV

Details: www.andrewgreenwood.com



under 70k

GRADE II LISTED RESTAURANT

Hampshire

Type: Prized high street position, amidst conservation area, in thriving town centre

Price: £69,500 + SAV

Details: www.andrewgreenwood.com



550k

ESTABLISHED DAY TIME CAFÉ

Brighton

Type: Superbly located restaurant on bustling road - excellent reputation over past 26 years

Price: £64,950 + SAV

Details: www.watkinscom.co.uk

What's new

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

GLAZE Company: MRC Product: Chinese Glaze
Contact: www.mrcflava.co.uk

Adding flavour to your menu is vital and with Chinese style products being amongst the most popular it is no surprise to see that MRC (The Flava People) rate their Chinese Glaze as their best seller. The sweet and spicy marinade is suitable to pair with a range of dishes and comes in one of MRC's signature 2.5kg 'Red Tubs'.



Muffin

Company: Tu Vita
Product: Toffee Pecan Muffin
Contact: www.foodconnections.co.uk

Impulse buying is boosting the food and drink industry every year and muffins are becoming a very popular choice for the consumer on the go. Food Connections are an experienced company and they have perfected their recipes over the years to ensure a range of great tasting brand arrives in the market. The TuVita range is no exception and their Toffee Pecan Muffin ticks all of the boxes for those with a sweet tooth.



SAUCES

Company: Rich Sauces
Product: Chipotle BBQ Sauce
Contact: www.alfees.com

One of the current trends in the food-to-go sector, BBQ sauces are proving to be a popular choice and the team at Rich Sauces have brought another great product to the market with their Chipotle BBQ Sauce. Branded under the Alfee's name, the sauce is sweet and smokey and makes the perfect accompaniment to burgers, ribs and wings. The product is currently available to the UK foodservice market in 2.5kg units.



CHOCOLATE

Company: Willie's Cacao
Product: Willie's Cacao Chocolate Bars
Contact: www.williescacao.com

The brand are launching its 26g single estate chocolate bars in Caffè Nero stores nationwide. Rolling out across all stores this month, the 'impulse' sized bars will be positioned at point of sale, and will be available in three varieties; Venezuelan Gold Las Trincheras 72 dark chocolate, Milk of the Gods Rio Caribe 44 milk chocolate and El Blanco white chocolate. The precise bars launched are as a result of a detailed flavour pairing session. Each of Willie's six single estate bars have very different flavours ranging from fruity to nutty.

EQUIPMENT Company: Catering Equipment Ltd Product: KangaBox Ice Box
Contact: www.kangaboxuk.com

Catering Equipment Ltd now offer a great method to transport ice in an insulated thermal box, but the difference here is the boxes are fully lined. In fact this is a world first, the interior is smooth and watertight and complimented by a close fitting waterproof lid. All this combined with a massive 39lts capacity and large generous lifting handles and a compact exterior size of only 67.5cm x 40cm x 29cm the Kanga box insulated Professional ice mover is a must for any bar, pub or restaurant selling cold drinks. Manufactured from robust ultra-lightweight expanded polypropylene the box is available in ten different colours.



COFFEE

Company: Bird and Wild
Product: Yeti Farm Forest Coffee
Contact: www.birdandwild.co.uk

Coffee in the UK is evolving and more and more consumers are looking for something that not only has a great taste but is ethical and has a good back story. Bird and Wild's Yeti Farm Forest Coffee has all three. The Arabica coffee is grown in Ethiopia's highland forests and is 100% organic. The slow growing process add to the intensity of the flavour and this would make for the perfect menu addition to any independent coffee house.



COCONUT

Company: Nudie Snacks
Product: Coconut Chips
Contact: www.nudiesnacks.co.uk

A healthy alternative to crisps, Nudie Snacks, Coconut Chips are described as the product to strip snacking bare. The chips contain nothing artificial, with no preservatives and they are never fried. The toasted snacks are both gluten-free and vegan-friendly.



SNACKS

Company: The Naked Marshmallow Co
Product: Lemon Meringue Marshmallows
Contact: www.nakedmarshmallow.co.uk

First there were crisps, then came popcorn and now it seems as though marshmallows are the grab-and-go snack of choice. Picking up some of the sweet treats is becoming more popular and great tasting ones such as those made by The Naked Marshmallow Co are proving a real hit. Their Lemon Meringue pieces are naturally flavoured and coloured and the swirls of sour lemon and crunchy meringue compliment the marshmallow perfect for a very different snack.



See your product here! Want to see your new product or piece of equipment in What's New? Then call 0333 003 0499

BREAD

Company: Country Choice
Product: Bake from frozen bloomers
Contact: www.countrychoice.co.uk

Four varieties of speciality bloomer are now available from Country Choice, all delivered frozen, ready to produce a fresh loaf with a crisp crust in minutes.

All four white loaves, supplied 16 to a case, can be baked from frozen in 10 to 12 minutes, and have a shelf life of one day once baked.

Country Choice can also supply both small and large paper bags for the bread display along with free POS to advertise the bloomers.



FRUIT

Company: Zespri **Product:** SunGold Kiwifruit
Contact: www.zesprikiwi.com

From cocktails to a breakfast smoothie, Zespri SunGold Kiwifruit are a perfect match for any occasion. These Kiwifruits are the perfect addition to any menu and the fresh taste and versatility adds plenty to the smoothie and cold drinks market.

Zespri SunGold Kiwifruit facts:

- Zespri SunGold kiwifruit is grown in New Zealand and in season from May – October
- A new exciting super-fruit filled with a range of health benefits with 10 times the nutrition of apples, as much potassium as bananas, and three times more vitamin C than oranges.
- Ripe and ready to eat from the point of purchase.
- Perfect for smoothies, cocktails, desserts and salads.



Dates for your diary

DIARY DATES

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



lunch!



Location
BUSINESS DESIGN CENTRE,
LONDON

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

lunch! 2015 will feature around 300 exhibiting companies showcasing a wealth of new food and drink products, packaging, equipment and technologies. The 2015 exhibitor list is available to view and search at www.lunchshow.co.uk.

Show features include the Working lunch! Keynote

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

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

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



Takeaway Expo



Location
OLYMPIA, LONDON

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

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

Takeaway Innovation Expo 2015 will include the following:

Workshops

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

85 Free seminars

These seminars are run by some of the foremost experts in the food industry; they'll be speaking from

seven theatres that cover new food technology, marketing, maximising your output, new food and menu ideas as well as the Keynote Theatre

120 Exhibitors

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

Keynote theatre

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

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



Speciality & Fine Food Fair



Location
OLYMPIA, LONDON

The definitive event for showcasing artisan food and drink to high quality trade buyers, the Speciality & Fine food Fair allows you to meet delis, farm shops, independent retailers, restaurants, hotels, caterers and wholesalers who are all looking to source fine food.

There are many different areas at the Show including the Fine Food Forum – a live demonstration kitchen focusing on practical advice and tips from some of the industry's most experienced chefs and personalities to help keep you up-to-date with the industry's current trends and the Small Business Forum where you can benefit from the experiences and advice of small business owners and experts to overcome the numerous hurdles an SME faces.

Here you'll also find the Speciality Chocolate Fair – the only event in the UK dedicated to fine quality chocolate and a unique opportunity to taste and source the very best suppliers and chocolate products from a wide range of chocolatiers and producers.

The Show will take place at Olympia, London on:

Sunday 6th September:	10:00 - 17:30
Monday 7th September:	09:30 - 17:00
Tuesday 8th September:	09:30 - 17:00

Find out more by visiting www.specialityandfinefoodfairs.co.uk

In the next issue

Sandwiches and Wraps - The humble sandwich is still a favourite for lunchtime menus. How can you stand out from the crowd? In the feature we'll be giving ideas and inspiration on what you can include on your menu – whether it be in using new ingredient combinations, new bread items or on promotions you can incorporate to make your sandwich and wrap offering work. To include a round-up of what's new in this area.

Snacks Review - We take a look at crisps, nuts,

and popcorn amongst other items as businesses try to cash in on impulse buys, basket fillers and the food -to-go market. We'll be reviewing some of the existing products in the market and what's new whilst investigating how snacks can be profitable for your business.

Juices, Smoothies & Milkshakes - A look at what's new in this area and why juices, smoothies & milkshakes are a must for any menu. Especially concentrating on the key trend of juicing.

lunch!

The contemporary food to go show

24-25 September 2015
Business Design Centre | London

Everyone loves lunch!

Your essential trade show for food-to-go

“lunch! 2014 was a terrific event, not only a great opportunity to catch up with current suppliers but to meet some really exciting new suppliers bringing great innovation to the industry.”

VICTORIA DOHERTY, CATEGORY PROCUREMENT MANAGER, EAT.

Register for your **FREE** trade ticket at www.lunchshow.co.uk
quoting priority code **LUNQB1**

Winner of Best
Trade Show 2014



Winner of Best UK Trade Show under 2000m²
2010 & 2011 and Best Marketing Campaign 2012



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best



www.meadowvalefoods.co.uk