



TRANSFORMATION OF THE MEDIA CAFÉ REVEALED

STREET FOOD

A look at this ever-growing trend

MENU

Ideas and inspiration in ice creams & frozen alternatives

MARKETING

Ten top tips on setting up a website for your business

EQUIPMENT FOCUS

Food display units - what should you consider before making a purchase?

July 2014

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Welcome to the July issue

Well, at the time of writing this column, World Cup fever was taking hold of the country and England had just been defeated by Uruguay (much to the dismay of many). But along with the football comes along increased trade and – hopefully – increased profits for you. We hope that all of your hard work and planning in the run up to the World Cup has paid dividends for your business. By the time this issue is published, it'll almost all be over and Wimbledon will almost have been and gone too (did you try and capitalise on this sporting event too?)

But let's move away from the football and all things sporty and move onto what's coming up in this month's issue!

Our main focus this month is Street Food. Street food has been sold around the world by vendors since ancient times but it's a relatively recent trend that has seen the emergence of high quality offerings. And according to The Food People, street food is now consumed by an estimated 2.5bn people worldwide, each day! Certainly not something to be sniffed at.

Steve Kent, Marketing and Business Development Director, Santa Maria Foodservice explains the reasoning behind the demand: "Our research shows that consumers aren't necessarily seeing street food as a replacement for a sandwich or wrap but as restaurant quality outside the restaurant. Consumers are clearly attaching an added value to street food." Find out more on pages 13-18.

But of course there is plenty more on offer in this month's issue, from our Equipment Focus on food display units (pages 43-45); Menu Ideas on ice creams & frozen alternatives (pages 36-41) plus plenty more, that you'll certainly be kept busy with what's happening in the industry.

So – until next time – happy reading.

Linda



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News in Brief

Following an intensive search, Dutch brewer Bavaria has named Rob Page as its new UK Managing Director.

He joins from Kingsland Wines and Spirits where as Sales and Marketing Director he helped transform their business model and grow the customer base. Page previously held senior roles at Treasury Wine Estates, Carlsberg-Tetley and Kettle Foods.

Commenting on his appointment, Page said: "I am extremely pleased to be joining such an ambitious business at a time when the company is looking to drive growth and develop further in the UK. Bavaria already has a 40% share of the alcohol-free market in the off trade and with the help of the experienced, committed team here, I'm confident we can build on this by delivering exciting new products and refreshing ideas to the trade.

"The sector is undergoing a period of significant change and I believe innovation is the key to future growth in the alcohol-free beer category, which is growing at about 9% each year. Bavaria is a renowned innovator, further enhancing this reputation by increasing its range of alcohol-free beers, with the launch of its 0.0% Lemon Radler & 0.0% Fruity Rosé flavours."



London's favourite pie purveyors, Square Pie, have launched a limited edition Brazilian Feijoada pie to celebrate the World Cup.

Full to the brim with a casserole of slow cooked pork shoulder, sausage, smoked ham, bacon, minced beef, tomato, garlic and South American favourite black-eyed beans, the pies are available to purchase throughout the tournament from Square Pie shops across London, including Old Spitalfields Market, Westfield London, and Westfield Stratford City.

Priced at just £4.99 the Brazilian Feijoada tastes delicious alongside Square Pie's new side dish options including sweet potato mash and proper mushy peas, all made from scratch.

Square Pie is also offering a London delivery service, delivering pies for your World Cup office parties.



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The Business of Food and Drink, taking place from the 7th – 11th July 2014, will provide insight into food and drink industry's trends and best practice, drive debate and discussion, as well as create opportunities to connect buyers and sellers

The Gala Dinner - 11th July

A glittering gala dinner prepared by the head chefs of tomorrow and hosted by two of the UK's best known chefs, is to be the culinary climax of the Business of Food & Drink Festival staged in Liverpool this summer.

British Chefs Festival Dinners - 8th & 9th July

In another culinary first during the week, two festival dinners are being staged which will be used as a final assessment of cooking skills; part of a brand new Level 4 Higher Apprenticeship for chefs which concludes its pilot programme in August.

FDEA Summer Network Forum - 9th July

The FDEA Summer Network Forum organised by the FDEA (Food & Drink Exporters Association) offering insight into international opportunities especially in key European markets.

Visit the Business of Food and Drink website at www.ifb2014.com for a full list of all the events coming up.



Rollover shakes up hot food-to-go offer with The Inbetweeners 2 promotion

Rollover Hot Dogs is promoting The Inbetweeners 2 (in cinemas 6th August) with a competition to win a trip to Australia

The hot dog trays will feature artwork from the movie and will offer consumers a chance to win a once in a lifetime prize: a trip to Australia where the film takes place.

This promotion will be supported with POS and digital activity on the brand's Facebook page. The promotional tray will direct consumers to find Rollover on Facebook with Inbetweeners 2 content, movie goodies, and a chance to win a trip of a lifetime.

Tony Owen, Sales and Marketing Director, said: "The Inbetweeners' sequel is set to be the biggest release of the year. It's a fantastic promotion to make customers aware about the hot food-to-go offer and especially hot dogs.

"We developed great POS to catch the customers' attention: it will help to recruit new

consumers to the hot food-to-go category and we aim to reach over three million customers. The tie-up with the Inbetweeners 2 movie targets our core audience of 16-30 year olds and matches our brand personality: young, lively, and fun.

"We expect great engagement with our fans on this promotion and it will encourage great discussions at point of purchase!"

The Inbetweeners 2 campaign will start on July 7th for six weeks.



Double delight for New Forest Ice Cream

The team at New Forest Ice Cream are celebrating having scooped two top accolades at the prestigious Family Business of the Year 2014 award ceremony in London

Taking top spot in the highly competitive Food & Drink category, the firm then went on to secure the impressive regional title of South West Family Business of the Year 2014.

As an iconic brand adored by many throughout the country, the family run business retains many of the original philosophies and values created by founders Lawrie & Sue Jenman over 30 years ago.

Presented in a ceremony at leading London law firm, Farrer & Co, on Thursday 12th June, twin sisters and New Forest Ice Cream directors Christina Veal and Niki Jenman were on hand to accept their awards. Joined at the event by a notable audience of directors and owners of family businesses from across the UK, the evening provided an opportunity to network and celebrate with the nation's leading family run firms.

Christina Veal, Director of New Forest Ice Cream comments last night's award ceremony said: "In modern day society where large corporations and multinational businesses make industry headlines on a daily basis, it's nice to be recognised for having more traditional business values and ethics.

"New Forest Ice Cream has grown significantly from our creation in 1983; started by my parents, who continue to play a vital role in the day to day running of the company, the company now employs 45 staff including six members of the family.

"We are delighted to have been selected as winners of the Food & Drink category, especially

when we were up against a number of other dedicated family businesses from around the country. To then be selected as the regional winner for the South West is really fantastic and something we are over the moon about."

Organised by Family Business United, a leading online resource centre and community, the Family Business of the Year Awards were created to celebrate the UK family business sector, recognising the wide scale diversity and key contributions these firms make to UK industry as a whole.



From left: Paul Andrew's, Founder of Family Business United, Christina Veal, Director of New Forest Ice Cream, Norma Stewart, from South West Business category sponsors Wellers, Nicola Jenman, Director of New Forest Ice Cream

West Yorkshire company scoops prestigious sustainability award

West Yorkshire manufacturer, Victor Manufacturing, has been awarded the Sustainable Catering Equipment Manufacturer Award at May's Footprint Awards for its innovative Optimax SQ refrigerated merchandising unit

The awards, which are designed to reflect responsible practices and sustainable thinking, allow entrants to demonstrate how sustainable innovation and behavioural change has led to successes in their chosen field.

The Optimax SQ is the first of its kind to be granted Carbon Trust approval and to be included on the ECA Energy Technology List, thanks to its innovative horizontally opening rear doors. This patent protected design, developed by Victor's engineers, is said to minimise the loss of chilled air from the cabinet, effectively trapping the cold air, which continues to circulate in the lower half of the display unit, which means less energy is used to continually supply cool air.

Peter Brewin of Victor Manufacturing commented: "We're delighted to have won this award, it's a true testament to the whole team

from the research and development, to the manufacturing team building, refining and testing the early models to ensure the utmost energy efficiency is met.

"As energy costs continue to rise, energy efficiency will continue to play a vital role in equipment selection across every industrial sector. As a British manufacturer, we pride ourselves on the fact that we are close to our British market, we know what their needs are and we are able to provide high quality products to meet this demand.

"This award is also great timing," continues Peter, "as a further two models of the Optimax range has now been accredited by the Carbon Trust - giving customers choice and flexibility."

The awards were held East Wintergarden in Canary Wharf, London and attended by members of the food and supply chain industry.

News in Brief

Coca-Cola Great Britain (CCGB) has announced that Coca-Cola Life™, the newest addition to the Coca-Cola Trademark, will be available across Great Britain later this year. First piloted in Argentina and Chile in 2013, this will be the first time it will be available in Europe.

This lower-calorie cola contains a third less sugar and a third fewer calories than regular cola and is sweetened from natural sources.

Sweetened with a blend of sugar and naturally-sourced stevia leaf extract, a 330ml can of Coca-Cola Life contains 89 calories and features striking green branding that will join Coca-Cola™, Diet Coke™, and Coca-Cola Zero™ on shelves from September. Coca-Cola Life is the first new Coca-Cola to be launched in Great Britain since the arrival of Coca-Cola Zero in 2006.

The latest addition to CCGB's diverse product portfolio, Coca-Cola Life and its naturally-sourced sweetener – stevia leaf extract – represent the latest in sweetener innovation. Stevia leaf extract is naturally sourced from the stevia plant, which is native to South America. Currently, CCGB uses stevia leaf extract as a sweetener in Sprite and Glacéau vitaminwater.

In addition, Coca-Cola Life delivers on the Company's well-being commitments, both in Great Britain and around the world, to provide consumers with more reduced-, low- and no-calorie options.

Like 97% of Coca-Cola products sold in GB, Coca-Cola Life will be made in Great Britain at Coca-Cola factories in East Kilbride, Edmonton, Wakefield and Sidcup.

The recommended retail price for Coca-Cola Life will be in line with the Coca-Cola portfolio. The launch in September will be supported by a marketing campaign, which will include digital, outdoor and print.



News in Brief

Northern Ireland businessman Joggy Dhillon, who owns Domino's Pizza stores in Coleraine and Omagh, has been shortlisted in the prestigious national British Franchise Association (BFA) – Franchisee of the Year Awards 2014.

A Domino's Pizza franchisee since 2004, Joggy is a finalist in the BFA's customer care category. He has been recognised as a franchisee that goes above and beyond in his commitment to delivering the best customer experience and also for his dedication to the local communities around his stores.

"It's a real honour to be shortlisted for this award alongside other franchisees from all sectors and areas of the country," said Joggy. "Customers are the single most important part of my business and the focus for everything we do. As a local businessman, I am also committed to supporting the locations in which my stores are based – whether it's fundraising, hosting store tours or simply supplying pizza, we love to help."



Newburn Bakehouse, Warburton's dedicated gluten and wheat free range continues its growth into the food service market by launching its gluten free wraps into two of the most well-known global coffee companies, Starbucks and Costa.

The partnership highlights the success of Newburn's gluten and wheat free wraps which are one of the best performing products in the range, following their launch last March.

Produced in partnership with Costa, the Gluten Free Chicken and Basil Salad Wrap is the first savoury gluten free product to be offered by the coffee shop chain in the UK. It went on sale on 1st May across all Costa Coffee shops nationwide, priced at £3.75 each.

Costa has demonstrated its commitment to the gluten free sector by partnering with trusted experts and independent charity, Coeliac UK, to gain approval of its wraps. In addition, the Costa Gluten Free Chicken and Basil Salad Wrap is the first gluten free product within a coffee shop to receive accreditation from Coeliac UK.

Furthermore, following a successful launch into selected shops earlier this year Starbucks is now rolling out their Gluten Free Veggie Good Humous Wrap using Newburn's hero product to shops nationwide. The Gluten Free Veggie Good Humous Wrap launched nationwide this month, retailing at £3.29 take away / £3.99 eat in.

Casual Dining show shortlisted for two industry awards

Following its highly successful launch in London earlier this year, Casual Dining has been shortlisted for 'Best Trade Launch Show' and 'Best Tradeshow Exhibition under 2,000sq.m' by the Association of Event Organisers in its annual Excellence Awards

Casual Dining – the first dedicated trade show for the UK's £6.9bn casual dining sector – is the first event in years to have been shortlisted by the AEO as a finalist in both categories.

The exhibition industry's equivalent to the Oscars, the double award nomination reflects the show's broad appeal. Attracting 3,655 attendees to its launch event, including many of the country's biggest pub groups and branded restaurant chains, has already won it widespread support from across the casual dining sector. With nearly 90% of surveyed visitors planning to revisit in 2015, and 60% of exhibitors already rebooked, event organiser Diversified Communications UK is hoping Casual Dining – its most successful launch to date – will also score top marks with the AEO judges.

For 2014, the Best Tradeshow Exhibition (under 2,000sq.m) category remains as competitive as ever, with eight shows in the running. In addition to Casual Dining, two other Diversified UK shows have also been shortlisted this year: Nordic Organic Food Fair/Natural Products Scandinavia and office*. Whilst lunch!, Diversified UK's food-to-go show, is looking to add to its AEO trophies¹, having been shortlisted for 'Best Marketing Campaign of the Year' (which it won in 2012) and 'Best Tradeshow Exhibition (UK & International over 2,000sq.m)'.

"To be shortlisted for two awards just months after the first show really is such a big honour and



an enormous achievement for the whole team," says Group Event Manager Chris Brazier.

"Of course, big thanks must go to all our exhibitors and partners who supported the launch of Casual Dining right from its inception – proving it was exactly the right idea at the right time. We really couldn't have asked for a better endorsement for the show than this," he says.

This continuing support – combined with increasing demand from new companies looking to exhibit next year – has already heralded the announcement of a 45% expansion in exhibition space. Many returning exhibitors – such as Reynolds, Gram UK, DiSotto Foods, McCain Foodservice GB, and Purbeck Ice Cream – have also increased the size of their presence for 2015.

The AEO Excellence Awards recognises achievements by organisers, venues, suppliers and contractors across the exhibitions industry. This year's winners are due to be announced at a dedicated awards ceremony at Grosvenor House on Park Lane in London, on Friday 4 July 2014.

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



World of Coffee ends on a high

Europe's largest coffee industry event, SCAE World of Coffee, Rimini 2014, ended on a high note with the announcement of the winners of the three world coffee competitions, which took place at Rimini Fiera Business Space in Rimini, Italy



World Barista Champion 2014 Hidenori Izaki from Japan at World of Coffee Rimini 2014

The three-day event was packed with workshops, competitions, the World Roasters Summit, forums and the trade fair also produced a number of other winners throughout the show including the New Product of the Show Awards, the SCAE Awards for Excellence and the SCAE Coffee Photography Competition.

World Coffee Events (WCE), a sister company to SCAE, announced the 2014 World Barista Champion, the World Coffee Roasting Champion and the World Brewers Cup champion.

The 2014 World Barista Champion is Hidenori Izaki from Japan, the 2014 World Brewers

Cup Champion is Stefanos Domatiotis from Greece, and the 2014 World Coffee Roasting Champion is Yu-Chuan Jacky from Taiwan.

A total of 54 National Barista Champions, 27 National Brewers Cup Champions and nine World Coffee Roasting Champions competed in the 15th World Barista Championship, 4th World Brewers Cup and 2nd World Coffee Roasting Championship.

All three Championships took place over four competition days at the World of Coffee in Rimini, Italy, as part of the Speciality Coffee Association of Europe's, annual coffee event. Over 5,000 coffee fans from Europe and around the globe attended

the event, and over 57,000 unique viewers streamed the competitions live online.

Also victorious, were the winners of the New Product of the Show Awards. Especially designed to highlight the new products and services for 2014 from the exhibitors present at SCAE World of Coffee Rimini, the following companies proudly accepted their award:

For 'Best Coffee Related Product or Machine'

WINNER:

Behmor Ltd – Brazen Plus

HIGHLY COMMENDED:

Cropster – Color Track Integration

For 'Best Non-Coffee Beverage'

WINNER:

Espresso Warehouse – Spiced Chocolate Abyss

HIGHLY COMMENDED:

Suki Tea – Dark Cocoa Tea

And finally for 'Best In-Store Product or Service'

WINNER:

BeansUp

Mr David Veal, Executive Director of the SCAE announced at the show that SCAE World of Coffee 2015 will take place in the spectacular location of Gothenburg, Sweden. The WCE also announced that they will be bringing the World Brewers Cup Championship, the World Coffee in Good Spirits Championship, The World Latte Art Championship and the World Coffee Roasting Championship to SCAE World of Coffee, Gothenburg, 16-18 June 2015. These events are used by the WCE to engage the speciality coffee community and promote coffee excellence and quality worldwide. More information can be found at www.worldcoffeeyvents.org

For more information about the show itself visit www.worldofcoffee-rimini.com

News in Brief

Bidvest 3663 has pledged its support to a brand new Kenco campaign which aims to provide 500 million glasses of clean water to South American coffee farming communities by the end of 2014, as part of its wider sustainability programme.

The 'Make Every Cup Count' campaign sees Bidvest 3663 partnering with Kenco Coffee in a first for the foodservice industry, where for every cup of Kenco coffee bought, a glass of clean water will be donated to South American communities. Through this initiative, Bidvest 3663 aims to donate 110 million glasses by the end of the year.

The scheme forms part of Bidvest 3663's sustainability strategy. The business has pioneered sustainability in foodservice for the past 17 years, achieving a range of industry firsts - such as achieving the top environmental management performance measurement, ISO 14001, in 2003, rainwater harvesting for vehicle washing in 2005, and cooking oil to biodiesel recycling in 2007. More recently, the business has committed to a target of zero waste to landfill by 2015.

Shirley Duncalf, head of sustainability at Bidvest 3663, said: "Bidvest 3663 takes sustainability very seriously. The business concentrates on what is real and valuable to its customers. Our sustainability initiatives are designed to make it easier for customers to make a difference, both now and in the future."

"By working with the Mondelez Kenco brand, and with the help of our customers, we can make a real difference to these communities by providing clean water."

Shekhar Grover of Royal Caribbean International has been crowned Diageo Global Travel best cruise line bartender at a glamorous DIAGEO RESERVE WORLD CLASS™ final held in Miami.

Judged by a panel of industry elites, Shekhar impressed with his incredible showmanship, inventive cocktail-making and unrivalled flair.

Shekhar, 27, from India, triumphed over 5,500 floating bartenders from four of the world's leading cruise lines: Princess Cruises, Norwegian Cruise Line, Royal Caribbean International and Celebrity Cruises, in the biggest year in global travel yet for DIAGEO RESERVE WORLD CLASS. He and fellow competitors were tested on different aspects of their craft, creativity and bartending knowledge.

Shekhar excelled in the bar arena and enthralled judges with his signature serve inspired by this year's Mediterranean theme - 'French Royale' featuring CIROC® Vodka.

The mixologist master will go forward to the star-studded DIAGEO RESERVE WORLD CLASS Bartender of the Year Global Final taking place 28th July – 1 August 2014 in London, to battle it out against 50 of the world's best bartenders for the coveted 'Bartender of the Year' title.

Follow the competition on Facebook at the 'Global WORLD CLASS Finals' page: www.facebook.com/WorldClass

News in Brief

Domino's Pizza UK has re-launched Domigoals, an innovative app that allows sports fans the chance to win tasty prizes each time a goal is scored this summer. Domino's is rolling out the app for a second time, after its success with footie fans back in 2012.

Combining sport with delicious freshly made pizza, hungry fans that have downloaded the Domigoals app (available on both iOS and Android) will have the chance to claim one of 1,000 discount vouchers with every goal scored. To be in with a chance of winning, players will have to have their fingers primed, ready to tap the app whenever a goal is scored to claim their prize.

The more goals that are scored, the more prizes that are available and as the game heats up, players that score a brace (2 goals) or a hat trick (3 goals) in a single match, the money off vouchers just keep getting better.

Reward available:

- 1 goal = £5 off a £15 spend
- 2 goals (brace) = £10 off £20 spend
- 3 goals (hat-trick) = £20 off £30 spend
- Consolation prize = 25% off £20

The app coincides with the launch of the Domino's Pizza limited edition 'Carnivale' range.



Government figures show HIT Training delivers

Figures released by the UK Commission for Employment and Skills have revealed that apprenticeship, traineeship and skills training provider HIT Training is currently delivering half of all hospitality and catering apprenticeships in the UK*

Last year 14,000 individuals studied for hospitality and catering apprenticeships in the UK and an impressive 7,000 of those choosing to embark on a hotel or catering apprenticeship with HIT as their provider of choice. Regionally based and locally focused, HIT supports learners across the country to gain the experience and qualifications needed to climb the career ladder in this competitive market.

John Hyde, HIT Executive Chairman said: "We're pleased to announce that half of the country's apprentices have undertaken a formal hotel or catering qualification with HIT. It's also important to note that these statistics don't take into account those learners working in the hotel and catering sector

who are studying for other apprenticeship programmes such as customer service, team leading, management and business administration. An additional 2,000 apprentices are learning on the job with HIT in these roles, helping to shape the future of the industry."

Jill Whittaker HIT Managing Director adds: "It's a fantastic achievement that in eight short years HIT has grown to be the market leader training over half the hospitality and catering apprentices on 3000 employers' sites across the country.

"Being the biggest isn't always the best, but I am really proud of the recent BIS FE choices employer satisfaction survey results that indicated a staggering 93%** of our hotel, catering and restaurant clients



said they would recommend HIT as a training provider!"

*Source: Data Service (UK Commission for Employment and Skills) for 2013-14 academic year.

** Source: BIS FE choices employer satisfaction survey 2014 undertaken by Mori.

Linda Lewis Kitchens introduces new demo site for pizza equipment

As part of its ambitious expansion strategy for 2014, Linda Lewis Kitchens (LLK) - the sole distributor of Cuppone pizza equipment in the UK - has introduced a new demo site and pizza consultancy service covering Scotland and the North of England

Located at Peatzza, an Italian fast food establishment in East Kilbride Scotland, the new site provides potential customers with the opportunity to try before they buy, and experience all the benefits of the Cuppone pizza equipment range.

Peatzza has been benefiting from the use of Cuppone equipment since the beginning of this year, using the top of the range Giotto pizza oven with a revolving stone base, along with a Cuppone pizza press to ensure their pizzas are perfect every time.

The new site is a further addition to LLK's already established demo site at Deli-Conti, a wholesale food service based in Nottingham. Since the opening of the Deli-Conti demo site in 2010, both existing



and potential customers have been able to attend demonstrations of the Cuppone equipment, including the popular demonstration '3 steps to perfect pizza' by Director and Head Chef, Luciano Vendone.

Managing Director of LLK, Linda Lewis said: "The opening of our second demo site marks our continued success in 2014. This new site will not only help our customers to benefit from seeing the range in action, it serves as a training ground for restaurants who are new to the Cuppone brand.

"Peatzza was also the ideal choice for our new pizza consultancy service. With over 30 years in the industry, Nino is the perfect candidate to provide other restaurateurs with advice on perfecting the dough, Cuppone equipment and staff training," adds Linda.

Lack of technology keeping margins low for UK cafés

A new report shows that not enough hospitality business owners are embracing technology in order to expand and run their business more efficiently

Only 15% of managers are currently monitoring the progress of their business digitally and are in turn missing opportunities to review sales data and drive up an average spend of just £5.

Although respondents reported feeling confident about their business's future in the hospitality sector the methods used for business management appeared to be lacking. Nearly two thirds (63%) declared that they still view their sales via print out, a tangible yet manual and time-consuming technique that is at risk of human error.

"The feedback we received was that of positive growth, however there are certain drawbacks that will hinder the rate of expansion for many business owners," said Guy Boxall, Senior Product Marketing Manager at Casio.

The new study, which questioned 200 business owners in the hospitality sector, helped illustrate a confident view of the near future. 70% feel they will expand their business locally in the next three years whilst

67% plan to employ more staff.

But the question remains of how owners will maintain sufficient management of their businesses and achieve this growth if technology is not deployed.

The first port of call, says the report, is to address and update basic management techniques.

Key report findings

The average reported spend in cafes was a mere £5 suggesting that transaction rate is high yet product offering is low. Stock management is basic yet vital to profitability and is something that needs to be tracked and monitored on a monthly basis.

Till receipts are a thing of the past - 63% of owners still monitor and forecast business from till receipts which is proven time consuming and less insightful leaving more chance to miss business opportunities moving forward.

Social media is free, use it - 41% of owners are not using Facebook with 48% also not

using Twitter. Social media has shown time and again to be a simple tool to directly interact with a customer base albeit small or large.

Nearly half (44%) of respondents think a more informative EPoS system, incorporating marketing, stock and staff rota information, would help grow their business, while the use of online payment tools would give the ability to cut-down customer waiting times. In addition, 64% stated that an increase in marketing activity and 'knowing the customer better' would help increase sales.

Guy Boxall, Senior Product Marketing Manager for Casio Electronics explained how new product offerings can provide these opportunities: "A modern EPoS system allows small business owners to forecast the future of their business by understanding in detail what is selling, and how their customers are behaving. By incorporating the cloud, managers can even monitor these trends remotely and set up promotions or customer communications in real time."

Wok & Go to expand network

With 15 stores currently open in the UK and the Middle East, and plans to further expand their network of corporate stores and franchises, the Wok&Go brand is going from strength to strength

A passion for excellent customer service and great tasting, healthy food has seen Wok&Go develop into one of the leading noodle bar chains in the UK. "Our unique, brand-led, fusion food chain, blending the best of Thai, Malaysian, Indonesian, Chinese and Japanese cuisine, lends itself perfectly to franchising here and internationally," says Des Pheby, Managing Director, Wok&Go.

Since the successful launch of the brand into the Middle East, Wok&Go are seeing a great deal of interest overseas and are actively looking for opportunities to launch in Africa, India, Europe and the US.

Wok&Go now have 15 stores in the UK, having recently opened two in Cambridge and Brighton. They have also announced the signing of an investment group, which plans to open 16 new sites nationwide in the next 18 months.

Des says: "We are very happy that there continues to be an interest from investors to commit to what is a significant investment and a huge vote of confidence in the Wok&Go brand. We see franchising as integral to our future expansion plans and are confident that this is just one of many deals we will be announcing over the coming year."

Wok&Go have franchisees of all ages and from varied career backgrounds. In fact, few



franchisees come from the catering sector. The company says that they are dedicated to helping franchisees make their business a success with the team working behind the scenes at head office providing all the support needed to make the journey – from signing up to seeing a healthy profit – as smooth as possible.

Ongoing support includes marketing, HR and recruitment, locating the perfect site,

procuring top quality equipment and a tried-and-tested launch programme to get the business off to a flying start.

In addition to the ongoing support, franchisees also receive a robust four-week franchisee training course including cooking in Wok&Go's unique Asian fusion style, ingredient selection and preparation, dealing with the public and delivering excellent customer service.

Winning restaurant unveiled in EveryWare's £15,000 giveaway

An award winning Italian restaurant has scooped £15,000 worth of tableware courtesy of EveryWare Global in the culmination of a competition offering one outlet the tantalising opportunity to help transform their front-of-house

With three sites, Posillipo brings authentic Neapolitan cooking to the seaside setting of Broadstairs, Faversham and Canterbury, respectively. Marketing Manager, Nora Bjorkqvist, was at Hotelympia looking to refresh the restaurant's tableware offering when she paid EveryWare's stand a visit, entering the competition by signing up to receive the company's quarterly newsletter. "I'm very excited," said Nora, expressing her delight at the win. "How your tables look is just as important as your food and service – such an integral part of the experience.

"From the very moment you walk in, appearance is everything – we cater for both fine and casual dining so it's important to strike the right balance. EveryWare's range will help us do just that, we can't wait to see the difference it makes to the place."

Galvin Owen, Sales and Marketing Director - Foodservice, EveryWare said: "This competition was all about the transformative power of tableware so we're delighted that we can help Posillipo achieve their wish of refreshing their front-of-house.

"They can now take advantage of our reputation as a true consultative 'one-stop-shop'. We look forward to helping them to select just the right touches that will mean their tables shine as brightly as their renowned food."



90% of small businesses unaware they are required to conduct a fire risk assessment

Businesses are 'playing Russian roulette with fire safety' putting employees and customers at risk as companies unaware of need for fire risk assessment

Nine-tenths of Britain's small companies are putting their customers, employees and members of the public at risk because they are unaware that they need to carry out a fire risk assessment.

These are the disturbing findings of a national fire risk assessment company which has uncovered what it calls a 'blind spot' among small business owners who don't seem to think that safety legislation applies to them.

FireUK.co.uk found a disturbing number of companies that regularly have members of the public on their premises which do not have the necessary risk assessments in place and have no named 'responsible person' responsible for fire safety.

"We're shocked to the core by these figures," said FireUK.co.uk spokesperson Mark Hall, "We thought we'd find a few companies that fell outside the law, not whole sectors of small business playing Russian roulette with people's lives."

In a telephone survey of over 500 small businesses employing fewer than ten people carried out by FireUK.co.uk:

- 90% said they were unaware they needed a fire risk assessment for their premises
- 86% of small office businesses were unaware of the need
- 39% of pub landlords were unaware of the need for a fire risk assessment

"The fact that some pubs don't know the law is terrifying," said FireUK.co.uk's Mark Hall. "They're playing with fire, quite literally. There's a huge blind spot among business owners who don't know where their responsibilities lie."

In the course of its survey, FireUK.co.uk found that some business owners were unaware that fire safety laws applied to them. This was particularly the case in smaller rented business units where they

assumed that the owners of the premises were ultimately responsible.

Others, sadly, thought that safety was a secondary consideration when budgets were tight, while others put their trust in their staff escaping from a fire of their own initiative. Among the explanations heard from business owners were:

- "We're renting this space. Surely that's not our problem?"
- "I thought it only applies to big companies"
- "We haven't got the money for that kind of thing"
- "We've only got a couple of staff, they'll get out alright"
- "I work from an office at the bottom of my garden – I'm not sure what the law is."

"That's a mixture of ignorance, confusion over the regulations and sheer wilful neglect," said Hall. "Some of the confusion's understandable, but there's no excuse for some of the behaviour we've discovered."

The law requires that:

- All employers, business owners, or landlords take responsibility for fire safety in the workplace
- The so-called 'responsible person' must carry out fire reviews, identify risks and put safety measures in place
- Failure to do so can result in fines or even prison

Over 80 per cent of companies who were told of the legal requirements said they would put something in place as soon as they could.

"Fire safety's not difficult for the huge majority of small businesses," said FireUK.co.uk's Mark Hall. "In most cases, all it takes is a phone call and a single inspection and training visit."



Research from Santa Maria reveals that the street food experience is encouraging people to spend more

Trend for street food continues to grow

Street food has been sold around the world by vendors since ancient times but it's a relatively recent trend that has seen the emergence of high quality offerings. According to The Food People, street food is now consumed by an estimated 2.5bn people worldwide, each day!



Street food

Where once the food from a 'kiosk' may have been a greasy burger or a hot dog, now we enjoy Dosas, Satay, Banh Mi, Burritos, Tacos and more; and we even have Street Food Awards celebrating the very best from a wide variety of mobile food sellers!

South East Asia has arguably one of the most diverse food cultures in the world, with influences from the many countries on the spice trail and street food, or hawker's food as it is known in Malaysia, is among some of the tastiest.

The food from South East Asia is becoming more familiar to us in the UK and exciting flavour combinations are appearing more frequently as consumers begin to understand regional differences through increased exposure to street food.

Caterers are easily able to produce an assortment of dishes with a little help

from any number of pre-made pastes or sauces available from companies such as Karimix, manufacturers of hand-made, authentic, pastes, sauces and chutneys. "Featuring street food for take away is easier than you may think as many dishes are quick to prepare and cook," says a spokesperson from Karimix. "It can offer a point of difference over your competition, gives your customers a more exciting choice and can attract higher profit.

"For example, Karimix has a range of soup, sambal and rice pastes which simply need stirring through pre-cooked noodles, rice or stock to create the

"Street food is now consumed by an estimated 2.5bn people worldwide, each day"

extremely popular dishes of Miso, Raman, Pad Thai, Laksa and Tom Yam and Satay and Teriyaki sauces to create chicken, pork or beef sticks which can be served grilled, on the stick, or in a wrap."

At Hotelympia this year, Major International – which has a current portfolio offering a range of stocks, sauces, gravies, marinades, demi glace, jus' and fruit base products – launched to market a range of new Pan Asian Broths.

"We wanted to expand in terms of our flavour offering and what better platform to launch our new products than at Hotelympia 2014," comments David Bryant, Managing Director of Major International. "The response from existing and new customers has been absolutely overwhelming and I'm delighted to announce that the first few weeks' sales have been very encouraging!



The top five most popular street food cuisines are Mexican, Chinese, Thai, Indian and British

simply
taste
street food

from Major

Unwrap
a taste of
the med...
simple, fresh and tasty!

“Asian Cuisine is considered a major growth area in the coming 3-5 years in contrast to European foods that are fast approaching saturation point. Street food was one of the biggest trends in the third and fourth quarters of 2013 due to an audience keen for new flavours.

“Our new range of Pan Asian Broths is exquisite and the flavour intensity is phenomenal. We wanted to get right to the heart of today’s consumer and be a part of the emerging street food craze, which is exactly what we have done.”

Analysts predict a rapid rise in demand over the next few years and nearly a quarter of all chefs predict that Asian food will be the fastest growing cuisine type. The reason? It’s big on flavour, good value for money, extremely healthy for today’s lifestyle conscious consumers and above all it’s seen as extremely fashionable!

“50% of consumers are buying street food at least once a week and more than 20% are buying street food three times a week”

The New Product Development team at Major International worked hard to devise three new fragrant broth flavours; beef, chicken and vegetable. With simplicity and ease of use in mind, the finished broths are created in two simple steps; add your choice of flavour to boiling water and whisk! You can then pour over noodles, vegetables and cooked protein and enjoy. Alternatively, add the Pan Asian pastes direct to many dishes such as stir fry’s and sauces to give an extra depth of flavor – or even brush on to all types of meat and fish to create an array of amazing dishes.

Research

Santa Maria, one of the market-leading suppliers of spices and international food concepts throughout Northern Europe, has released its findings into the influence of street food on the eating-out market.

Selected because of its prominence as the street food capital of Europe, Santa Maria carried out 150 face-to-face interviews with consumers at four London street food locations. Additional research included the analysis of online menus of 120 UK operators across the casual restaurant, pub restaurant and fast food segments.

Highlights from the report are summarised below.

- 50% of consumers are buying street food at least once a week and more than 20% are buying street food three times a week. Lunchtime is the main day-part with 81% of the respondents eating street food for lunch.
- The top five most popular street food cuisines are Mexican, Chinese, Thai, Indian and British. Favourite street



Street food with a bite!

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AT THE HEART OF EVERY BUSY KITCHEN

Street food



➔ food dishes are sandwiches/wraps, noodles/rice pots, burgers, vegetarian and hot dogs.

- The street food experience is encouraging people to spend more. 64% of consumers said they were happy to spend more than £5, the average UK lunchtime spend, on street food. Yet 61% feel they spend less than normal when compared to street food.

Steve Kent, Marketing and Business Development Director, Santa Maria Foodservice comments: "Our research shows that consumers aren't necessarily seeing street food as a replacement for

a sandwich or wrap but as restaurant quality outside the restaurant. Consumers are clearly attaching an added value to street food."

"Variety, convenience, freshness, taste and strong flavours are some of the reasons respondents gave for liking street food, but many also cited the theatre and whole experience"

American-style street food proves to be a highly popular choice among consumers, says Empire Dogs

Consumers like the flavours and ingredients in street food. 80% of respondents liked the adventurous flavours and spices and 68% said that street food has introduced them to new flavours.

Steve adds: "Variety, convenience, freshness, taste and strong flavours are some of the reasons respondents gave for liking street food, but many also cited the theatre and whole experience of street food as being a factor."

And there is no sign of street food peaking anytime soon. 47% of

consumers said they are planning to eat more street food in the next 12 months than they do currently.

The analysis of menus supports this. Street food is making an impact on menus across a wide range of operators including Giraffe, Ed's Easy Diner and Cabana, which has a range of 'starters and street food' on its menu.

Restaurants are also being built around a street food influenced offer such as Wahaca, Yalla Yalla and Pho, a Vietnamese soup concept.

There are also many examples of street food concepts that have evolved into restaurants, including MEATliquor, the burger concept that started life as a mobile unit.

Steve concludes: "Street food is changing the way people eat, providing consumers with an easy way to try different tastes and flavours. The profit opportunity street food offers operators

Three new fragrant broth flavours - beef, chicken and vegetable - are available from Major International in 1kg pots

is clear from this report, with many successful operators already hanging their hats on it.

"The challenge for operators is how to bring an authentic street food experience into their restaurant or workplace canteen in the most convenient way."

"The current trend for high quality portable street food provides a massive opportunity for food-to-go operators to capitalise, and can offer a simple way to differentiate menus," says Mark Yates, founding director of Empire Dogs.

"American-style street food proves to be a highly popular choice among consumers, with new gourmet versions of classic favourites like burgers and hot dogs leading the way"

"American-style street food proves to be a highly popular choice among consumers, with new gourmet versions of classic favourites like burgers and hot dogs leading the way and encouraging sales. In fact, gourmet hot dogs are one of the fastest growing menu items and are now listed on 85% more of them than last year."

Revolutionary and fresh new brand, Empire Dogs, is helping to redefine the perception of the humble hot dog. The company offers what they say is the only traceable, premium quality and healthy hot dog on the market – growing from the phrase 'Born in Britain, Raised Around the World.'

"Empire Dogs' pioneering recipe of 100% British hot dogs – made entirely from the finest cuts of Red Tractor farm assured pork, beef and chicken, blended with exotic spices – is truly unique, and has been created with the aim to conquer the nation's increasingly insatiable appetite for a guilt-free and wholesome snack," says Mark.

"We offer an extensive range of interesting flavours and varieties to suit all consumer demands. For a portable and on-the-go option, the Empire Dogs' foodservice packs include individual hot dogs in an artisan, double-glazed, brioche-style roll, pre-packed into customer friendly, innovative and hygienic on-the-go cartons. The hot dogs are pre-cooked and have a P+9 days shelf life and are suitable for both microwave and convectional ovens."

Get mobile

Business On Bikes Ltd manufactures high quality, professional, eco friendly Traditional Ice Cream Bikes that are available in the UK and Europe. Perfect for the street food scene.

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 One!' tricycles. Everything does a full circle and some 60



Street food



Santa Maria says that 80% of respondents liked the adventurous flavours and spices of street food

and attractions to be mobile and sell confectionary or other small items to the passing public. Hot Dog tricycles, Coffee tricycles, Hot Chesnutt Tricycles, Soup/ Crepe Tricycles and many more hot food ideas have also already been created to capitalise on the mobility of businesses being on a bike all year round.

“As consumer tastes become increasingly sophisticated, the market is seeing a real appetite for new products and innovative flavour combinations”

The company prides themselves on producing the complete package – everything you need to get to work. All that they say you need to do is find a good location and get ready to sell!

All 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 to create a new identity to get everybody talking about the new bike on the block.

Existing clients include Nestle Ice Cream, The Co-Op, Mu Cheese, Cathedral City Cheese, Chobani Yoghurt, Historic Royal Palaces, The Olympics, Diabetes UK, Google and many more.

years on, these bikes are back in fashion and making a serious income for many businesses.

The freezer unit is manufactured to the company's 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 days trading. No need to empty each day and move heavy freezer plates!

However, as their name implies, they can also create any business on a bike and have created a range of tricycles that they 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!

Business On a Bike's tricycles, however, don't have to revolve just around cold things. They also now have a new range of confectionary tricycles available for individuals



Get mobile to make the most of the street food scene with a bike from Business on Bikes



Chinese food

Try simple Chicken Satay as a bar snack by marinating chicken pieces, grilling and serving with peanut sauce and the traditional garnish of chopped peanuts, cucumber chunks and red onion slices

remains popular choice

According to MSN Food (Best Chinese Restaurant Awards, February 2013) 40% of consumers eat out regularly at Chinese restaurants every year and their research suggests 25 to 34-year-olds are tucking into more than two Chinese meals a week

“Chinese cuisine has been, and still is, a popular choice,” says Tom Styman-Heighton, Funnybones Foodservice Development Chef. “With such a wide range for all ages and palates, its diverse range of flavours from hot and sour to sweet and tangy has something for everyone. It’s also easily adaptable for all occasions, from quick snacks to big

parties – and can usually be cooked within a short space of time.

“I feel that the future innovation within Chinese cuisine will come from two directions. Firstly, that more ‘authentic’ dishes will become prominent and start to feature on main stream menus. Whilst your average takeaway can produce

good quality, tasting products, they have often been tailored to a British centric palate.

“This is often characterised by thick, sweet, and sometimes heavy sauces. In contrast, the more authentic dishes are much lighter and diverse than those found on existing menus.”



Chinese food

Tom goes on to say that he feels, as with other cuisines, that we will also see new ideas coming from the 'regionality' of food, with the generic sweet and sour or black bean being replaced with region specific dishes – just like what has happened with Indian cuisine.

Offer diversity

There can be no denying that Chinese, Oriental and Asian foods in general are very popular with the consumer and the flavours that were once 'unusual' are appearing more frequently on menus, across a wider variety of dishes.

Caterers have the ideal opportunity to cash in on this trend by holding theme nights such as Chinese New Year and experimenting with a few simple dishes, keeping them on the menu if customer feedback is favourable. And because Chinese New Year is celebrated across Asia, there's no reason to stick to purely Chinese cuisine!

Choose dishes such as Beef Rendang from Malaysia which are featuring more often on our high streets and are easily reproduced with a little help from any

number of pre-made pastes or sauces available from companies such as Karimix, manufacturers of hand-made, authentic, South-East Asian pastes, sauces and chutneys.

“Chinese, Oriental and Asian foods in general are very popular with the consumer and the flavours that were once 'unusual' are appearing more frequently on menus”

You could also try simple Chicken Satay as a bar snack by marinating chicken pieces, grilling and serving with peanut sauce and the traditional garnish of chopped peanuts, cucumber chunks and red onion slices; serve on a banana leaf for real authenticity. Or for something a little more adventurous, you could create a spicy soup from Singapore called Laksa; the addition of noodles turns it



into a main course and it is easy to make using Karimix Laksa paste.

Far from cheating, Karimix products are said to enable chefs of all abilities to unlock the magical flavours of South-East Asian cuisine for themselves without having to source exotic, hard to find ingredients. Karimix products hail from original, family recipes and by using only the finest ingredients and by cooking by hand, it helps to ensure the delivery of some very authentic products.



Beef Rendang from Malaysia is being featured more often on menus



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WE HAVE DOUBLED IN SIZE IN THE LAST YEAR AND WE'RE ON TRACK TO DO THE SAME THIS YEAR!

Our unique, brand-led, fusion food chain, blending the best of Thai, Malaysian, Indonesian, Chinese and Japanese cuisine lends itself perfectly to franchise... With 15 stores currently open in the UK and Middle East and further plans to expand here and internationally, the Wok&Go brand is going from strength to strength.

We are being particularly successful in attracting investors for multiple sites via our **managed franchise investment option** and we have recently signed a £1.5 million agreement for multiple stores over the next 12 months from an investment Group based in London. This type of agreement is very attractive to investors looking for all of the benefits that franchising offers, without the responsibility of managing the day-to-day business. **We take on everything...** leaving you free to continue going about your every day business.

With a passion for excellent customer service, great tasting, healthy food and year on year consistent growth, we have worked our way to become what we believe to be the leading noodle bar chain in the UK.

Join our rapidly expanding business today!
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How to combat the spread of infection

Heather Beattie, Jantex Brand Manager, Nisbets Plc, talks to QuickBite about the importance of keeping your business in tip-top shape to combat the risk of infection

Great food and great customer service are nothing without great presentation. Whilst general cleanliness is not likely to impress customers (it's expected as a given in food establishments), an outlet that isn't clean will impact significantly on how a customer perceives your business.

A lack of cleanliness is often associated with a lack of care in other areas, such as quality of food, food safety, and overall hygiene; so any negative perceptions may have much more of an impact than just how clean you keep customer-facing areas.

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

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

Unsurprisingly, quality and price were the most important factors to affect purchase behaviour. The Jantex cleaning range from Nisbets offers operators everything they need to eliminate grease, grime

“Independent research, commissioned by Nisbets, has highlighted the importance of using advanced cleaning products in foodservice environments”

and germs, as well as keeping their equipment and waste neat and tidy.

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

To prevent cleaning products being mixed up, Jantex offer a whole range of



One of the products from the Jantex cleaning range from Nisbets

colour coded products from labels and spray bottles to bins and mop buckets. One of the most popular collections from the range are the 750ml plastic bottles with colour coded heads that make identification easy, ensuring that the correct products are always used. Millilitre levels are clearly marked on the bottles and allow for the simple dilution of chemicals.

Colour coding is also extremely effective, especially in minimising the risk of cross contamination and controlling the freshness of food. Nisbets' Vogue range of colour coded days of the week labels help to control your food wastage and aims to ensure that all stored food is dated effectively.

Food review



Dining out at MemSaab

Long gone are the days when Indian food in the UK meant a curry and a few other dishes. The history of many dishes have interesting and fascinating stories behind them. Trevor Langley tastes the cuisine at Indian restaurant, MemSaab

MemSaab, located in Nottingham, is a multi award-winning restaurant, serving Indian cuisine. Well established, this venue has gained a reputation which places it as a leader, providing splendid cuisine in beautiful surroundings, with impeccable service.

The team of chefs here has a very strong knowledge of regional Indian, Pakistani and modern Indian foods. The restaurant's interior design further complements MemSaab, which continues to raise the fine-dining experiences of Indian cuisine.

The numerous awards received by MemSaab include Nottingham Post Best Indian Restaurant Overall City and County Award, Observer Food Monthly Awards 'Runner-Up Best Restaurant' (ranking alongside Sat Bains) for 2011, 2012 and 2013, plus recommendations in the Michelin and other top guides, including Hardens 2014.

Starters can include Onion Bhaji, Vegetable Samosa – spiced mixed vegetables in a crispy pastry shell, served with curried chick peas. These are very popular starters, amongst an array, which also includes John Dory with Peas. Main courses have something for everyone, including Tandoori Chicken – Tandoor roasted chicken on the bone, marinated in yogurt and fenugreek leaves, served with rice, salad and curry sauce. Sigr Jhingha – King prawns in a yogurt and onion seed marinade, plus Channa Masala, cooked in a spicy sauce infused with a five spice mixture, also come highly-recommended as a main. Desserts have Pistachio Kulfi, Gajar Ka Halwa and other popular selections.

An excellent wines/drinks list is also available. Here, special occasions, parties and events are easily accommodated for. A most exceptional dining experience throughout.

“The numerous awards received by MemSaab include Nottingham Post Best Indian Restaurant Overall City and County Award, Observer Food Monthly Awards ‘Runner-Up Best Restaurant’”



Information

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Digital menus - with a difference

Over the last few years we have seen the emergence of 'digital signage', sometimes called digital menu boards when used for menus. But what does 'digital' give you and is it worth the cost?

If you look at the big burger chains such as McDonalds, they saw coffee sales increase by an average of 4.5% during a study of 43 stores showing coffee animations; similarly, purchases of Chicken Selects rose by 11% (source: comqi.com).

When put into other stores, not only can you influence the customer, but you can do significant upsell. If you show mouth watering melting ice-creams on hot afternoons; people will buy.

“The key to digital menus is keeping the content relevant at all times, and simple to update”

One of the key aspects of signage for the food industry is how to present your menu to your customers. This includes posters in the window, menus by the door, blackboards behind the counter, overhead 'light boxes' at the counter, or even food photos on the walls

The key to digital menus is keeping the content relevant at all times, and simple to update. Make use of the ability to show different content at different times of day, or show promotions to get rid of extra stock. Avoid advertising what you are not selling at the time.

If you are considering digital menus, what should you look out for?

Do's and Advantages

- Make use of animations (it catches people's eye)
- Short video clips shows off your food better than static images
- A display can save lots of wall space, as it can show multiple 'pages' one after another, rather than needing lots of menus
- When using multiple displays, ensure that the key menu items are always visible. (Many slide show systems can end up with all screens showing the same advert at the same time and you get upset customers unable to see the core menu)
- Look at systems with remote update features. Basic systems require you to update each display with a USB stick, while others update themselves via 3G or WiFi at no effort

Don't and Disadvantages

- Don't show ice cream on cold days, or steamy hot drinks in heat waves
- Don't show full menu details for non-valid menus (e.g. don't show the full breakfast menu in the afternoon)



- Many systems are only 'paged slide or video' shows. These are good if you are a large chain with a good marketing department to redo all your graphics for every menu change
- If your menu does not change much during the day, avoid systems where you fill schedule slots, and instead go for systems where the content is common, but 'adapted' by time of day
- Don't put TV screens directly over hot cooking areas
- Can smaller independents afford it?
- You may assume they are unaffordable, as they often very expensive. So much so that many of the larger chains are still only using them in their high volume outlets (such motorway service stations).

However, Custom Adaptive have managed to take the features you would normally expect with very high end systems, and packaged it all together in an easy to use solution that is priced low enough for the small independents to use, and completely avoids the need for a graphics agency to put your menu images together. They even let you avoid the initial outlay for TV screens by renting them, lease purchase, or even use your own. Screen content is provided by a small 'behind the set' box (media player), avoiding PC and cable management issues.

The company's menu systems are also unique – they create their displays at the set box, using an internet based menu database. As menus change, outlets simply use a smartphone, iPad or website to change the menu, and the displays will update themselves, resizing the text or layout based on what fits best.

If something goes out of stock, instant updates are now possible, a few seconds via your smartphone and it is no longer on your display, and customers stop asking for it. Ideal if you need to adapt prices based on local competition, or do specials based on stock. This even applies to chains, where common menus can be in place, but local stock control ensures each menu displayed is current for that location. Content can also adapt based on time of day (lunch specials not showing in the evening), or day of week (daily soups/specials show the right day).

All this may sound expensive. However, Custom Adaptive says that if you can sell just one cup of tea or a burger a day extra by using the digital menus, it will pay for itself. The company charges a simple low cost service fee for the system (which includes the media player), with no extras for making changes.

Custom Adaptive have a suite of joined up products, including a multi-lingual wall or floor mounting information station that lets your customers browse the menu and look up ingredient and allergy information. Ideal for covering you for the EU1169/2011 (Allergy and Ingredient Labelling) laws coming in this year. Redirect the allergy queries over to the information point, and free of your queue. It can even take orders (fast track order point anyone?)



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Inspire Design Create

Business profile



A dream becomes a reality with launch of the Picnic Lounge



QuickBite's Editor, Linda McKeown, talks to David Laird, Owner of the Picnic Lounge which opened earlier this year in Corby, Northants and discovers how his concept turned into reality

Having worked in design and marketing for 13 years and running a successful, multi award winning design agency – which happens to be based in the loft of Sarringtons House, above the Picnic Lounge – David says that the Picnic Lounge is the culmination of a dream he's had for several years to open a café/ bistro/restaurant/bar. "Picnic Lounge is something that I have been planning for the past 16 months with my business partner – who also happens to be my father and the one person who I can trust 100%.

"The partnership works so well as it's the perfect blend of management experience mixed with creativity and marketing expertise."

Having started researching the industry in early 2013, David and his father finally got their hands on the perfect location at the end of that year. And that was when things really started moving, as David explains.

"We spent a few months designing the overall look of the place and sourcing the

"We knew that if we were going to do this, we had to do it well and it had to be something that has never been done or seen here before"

materials and equipment to achieve that look and then brought in a team of builders, carpenters and electricians to start the renovation.

"The decor and finishing touches were completed with the help of some good friends and tons of creativity! We had done so much research and really did have every tiny detail accounted for. We had been to Venice, Rome, Paris, Madrid and London researching their bars and restaurants and taking inspiration from those which can all be seen in our interior and layout."

With competition high in their chosen location of Corby – a town with several cafes and small restaurants on offer – it

Business profile

would mean that the Picnic Lounge would have to offer something different from the competition. “We knew that if we were going to do this, we had to do it well and it had to be something that has never been done or seen here before,” says David.

“We loved that in Venice or Rome the workers would pop out for a sandwich and a beer at lunch time and this is also very common in London – but not in Corby. Sandwich shops like Subway and Greggs were already here, but not trendy cafe bars. We also had pubs but all of them offered below par food suited for catering to the masses. We felt that this wonderful town deserves better and people don’t necessarily have to go out of town to enjoy a nice lunch or drink in a beautiful environment.”

The original ambition of the Picnic Lounge was to offer sandwiches and a couple of hot specials. However, this has been evolving since opening in May and they see themselves much more as a restaurant than café, offering things such as curries, grilled sandwiches, bruschetta and risotto. They have also recently introduced a top quality brunch menu, offering things such as eggs benedict and their signature cinnamon banana toast. And David explains that it’s their customers that are helping to lead the way for the company and its menu. “The menu has developed with the feedback we have received – and we do listen to all of our customers’ needs.

“We have been able to observe what was working and what wasn’t and this led to us changing our menus, bringing in more staff, new equipment and new systems and I am much happier with how the place looks and runs since opening.

“I’m also the first to admit that we have made mistakes and have had to learn quick but I have a great team of experienced people around me to make sure that we fix problems and we fix them quick!” Now that’s certainly a great outlook to have – and one that is working wonders in building a reputation for the Picnic Lounge.

Despite a manic launch day (David and his partner welcomed their first child into the world on the launch day itself, meaning that he actually missed the grand launch and the opening weekend) it surpassed his expectations in terms of the high footfall. However, he admits that some tough

decisions had to be made to fine tune processes and ensure that the business could be the best it could be. “The biggest challenge for us has been the staff. We have learned so quickly that experienced staff are worth their weight in gold and the people we employ are representing our business and have to be up to the task.

“Unfortunately we’ve learned the hard way with this and we have had to make some tough decisions and ‘lose’ some members of the team who simply were not doing a good enough job – which was having an impact on the day to day running of the business.

“However, I am delighted to say that I now feel that the Picnic Lounge has the perfect team to take the business forward and I’m confident that if I can’t be there for whatever reason, it’s in safe hands.”

Despite only being open for business since May, plans are currently underway for an evening restaurant. “We’re hopeful our new licence will be granted shortly so we can roll out amazing food all day and all night,” enthuses David. “It’s top secret what we have planned but it’s very exciting and we’ve been working with the chef for the past few weeks on some amazing ideas!

“We are definitely evolving more as a food place than a coffee shop or sandwich bar, so I see the Picnic Lounge serving amazing food, day and night and it being the hub of the town where people come for a great experience.”

So, how does David manage to get customers coming in and coming back for more? “We work with local newspapers, radio, trader magazines etc to spread the word.

“But without a doubt the best tool these days is social media. Facebook in particular for us has been instrumental in the success of the place. We had over 1000 likes before we even opened and now have over 2000 and are ranked as the second most popular food place in the town after only being open for six weeks.

“The beauty of Facebook is that we can tell people of new menus, new items, new plans and updates and our message is instantly heard by thousands of people.”

“The beauty of Facebook is that we can tell people of new menus, new items, new plans and updates and our message is instantly heard by thousands of people”



Safe food storage

An industrial refrigerator



The role of technology in safe food storage

Chris Ebsworth of temperature monitoring specialists Abacus Instruments explains how technology can be used to ensure that food safety standards are met

The catering industry has suffered from a range of damaging food scare stories over recent years, from the horsemeat scandal to the latest furore over lamb kebabs which has seriously dented consumer confidence. Inevitably, there are areas of the food supply chain that caterers can't control, but one process

“Food safety is one of the most important issues for anyone involved in the catering industry”

they can manage is how food is stored once it is on their premises.

Food safety and hygiene standards exist to protect both the consumer and the vendor. Packaging, transportation and storage are all key factors in ensuring that food reaches the diner in a safe and wholesome condition.

Chilling food helps to slow the growth of harmful bacteria, and so it is crucial that food is also stored at the correct temperature en route. In fact, it's good practice to check food on delivery to make sure that it has been transported at the right temperatures.

Meeting safety standards

Fridges and chilled display equipment should be set to achieve a maximum of 5°C to ensure that chilled food is kept at 8°C or below throughout the unit - a legal requirement in the UK (except Scotland where it is recommended). Freezers should be kept at -18°C. According to the Food Standards Agency, food poisoning bugs multiply every ten minutes at certain temperatures. This means that 1,000 germs can multiply to one million in less than two hours, highlighting just how important maintaining the correct temperature is in food storage practice.

So, it's worth investing in the right equipment to ensure that the food you are storing, preparing and serving is kept at the right temperature. Reliability is critical both in terms of consumer health and safety, and in the cost of replacing spoiled food if equipment breaks down. However, no matter how good the equipment you use, things can malfunction, which is why monitoring has become so important. Whilst many businesses now have systems in place to alert them to out of limit temperatures, these rarely provide alarms both on and off site 24/7. There is no point having a warning buzzer if there is no one there to hear it!

The evolution of technology

Technology has long played a key part in food hygiene, but what it is able to do has advanced significantly over recent years, introducing increased levels of automation and more accurate monitoring. For example, automatic temperature logging has been possible for some time, but has undergone huge changes in recent years. Furthermore, the increasing demands of legislation and the relatively low cost of computers have combined to generate a plethora of monitoring systems.

“Technology has long played a key part in food hygiene, but what it is able to do has advanced significantly over recent years, introducing increased levels of automation and more accurate monitoring”

However, the advancement of technology can also bring complications. Some systems require the installation of specialised software, involving compatibility issues and complex instructions on configuration, administration and maintenance. Fortunately, there are state of the art British made systems on the market that are cost effective, simple to install and meet (or exceed) all current requirements of HACCP (Hazard Analysis and Critical Control Point) quality standards.

Wired web based systems

Web based systems eliminate the need for a dedicated computer or special software, keeping on-site equipment costs to a minimum. Many web based systems can send text alarms and emails effectively using an individual's existing smart phone as both an alarm module

and as a remote display. This removes the need for special alarm panels, further reducing the cost. A web based system also ensures that you have your HACCP compliant temperature records at your fingertips wherever you are, making it easy to provide auditors or inspectors with straightforward printed graphs with just a few clicks of a button, instantly proving your due diligence compliance.

3G web based systems

These systems communicate directly through the mobile phone data system so there is no need to connect them to your premises network, eliminating the cost of any IT setup. Installation can be as simple as placing a sensor on a shelf and plugging in the three pin plug of a 3G hub, making them a great low cost installation option.

As both types of system eliminate the need to record, correlate and archive cabinet temperatures manually, they also help to reduce administration costs. Most importantly, these systems provide fully automatic 24 hour monitoring with real time alarms. This ensures that, in the event of equipment failure, immediate action can be taken to protect valuable stock.

Food safety is one of the most important issues for anyone involved in the catering industry. As such, it's not an area to make shortcuts. And if you do, it could end up costing your business significantly more in the long run.

About the author

Chris Ebsworth is the General Manager of Abacus Instruments (www.abacusguardian.com). Abacus manufacture and supply measurement solutions for critical storage, process and transport applications for the food, pharmaceutical, healthcare and cold chain distribution industries.

Chris Ebsworth of Abacus Instruments



Design inspirations



Photography by Gareth Gardner

Behind the servery, new multi-deck display shelving is stacked with food and condiments

SHH directs new production of The Media Café at the National Media Museum

SHH has completed a transformation of The Media Café at the National Media Museum in Bradford for Levy Restaurants, the sports and leisure division of Compass UK & Ireland, creating a cool, crisp and contemporary refurbished canteen space with playful, integrated film and television references, ranging from classic black-and-white photography to a screen made of aged film canisters and a vintage TV set used to display menus

The brief for the revamped space was to widen the scope of the dining experience, with an accent on fresh produce and freshly-prepared foods (including a new pizza and pasta offer), to help drive longer opening hours, with the café now remaining open later into the evening to service cinema-goers, in addition to the daytime museum visitor audience.

“An inset wall screen plays old black and white movies to provide interest for customers whilst queuing or dining”

The Media Café is located next to the Museum shop and close to the main entrance and is therefore perfectly positioned to attract casual visitors. Whilst there was no increase in overall floor space from the existing café, SHH re-arranged the space plan to create newly-differentiated dining and seating zones. Structurally, the back wall of the servery was punched through to

Design inspirations

create a new kitchen pass for the pizza and pasta offer, creating a sense of theatre and underlining the freshness of the new menu. The new servery area was then clad, floor-ceiling, in crisp white tiling for a canteen feel, with new integrated metal shelving.



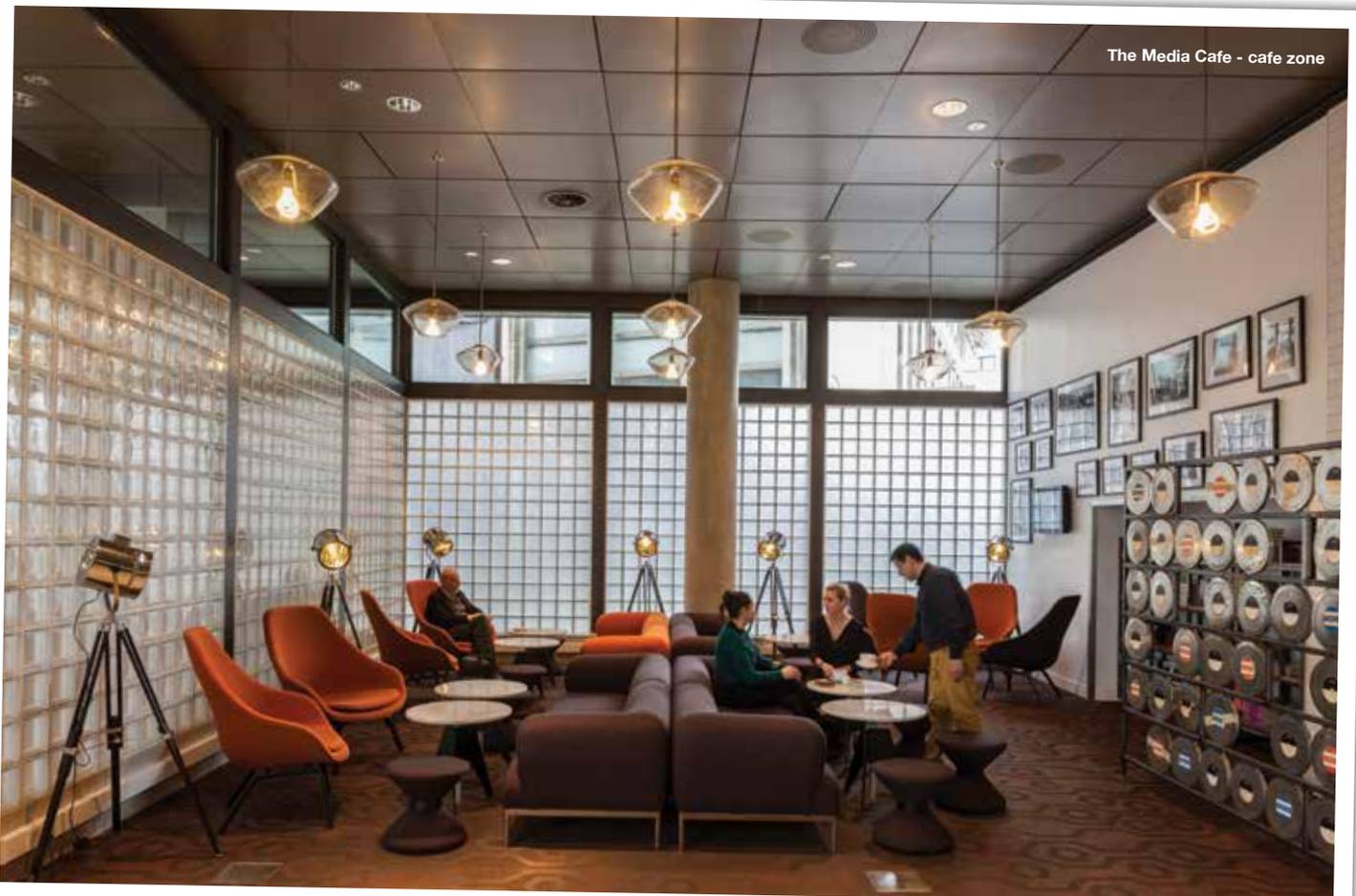
For the food display, existing servery units were reconfigured and re-conditioned, with a white Corian exterior and timber butchers' block tops. Customers can be served at any point, with three separate till points

“The back wall of the servery was punched through to create a new kitchen pass for the pizza and pasta offer, creating a sense of theatre and underlining the freshness of the new menu”

and discrete areas for bakery, coffee, soup and pizza, with chilled deli wells for salad display. Menus are hung from the new steel multi-deck display shelving behind the servery area, which are stacked with food and condiments,

ranging from giant tins of tomatoes and olive oil to giant jars of coffee and wine, to dress the set. Fresh vegetables are displayed in a series of timber crates in a special unit below. To the right of the server area, an inset wall screen plays old black and white movies to provide interest for customers whilst queuing or dining in this area. Five new brown glass 'Soren' pendant lights (with energy-efficient Plumen bulbs) are suspended on bent, galvanised metal arms directly over the food offer.

The dining area around the servery features existing loose furniture (simple, laminate-top tables and light zebrano timber veneer chairs), as well as a new wall of bespoke banquette seating, made from the same biscuit-jointed solid timber as previously-used for the servery tops. The upholstery is from Kvadrat in alternating blocks of burnt orange and chocolate brown, matching the four new sofas in the more relaxed café zone and the eight high-backed chairs from Hay (called 'About a Lounge Chair'), which sit alongside marble-



Design inspirations



Loose furniture at entrance to The Media Cafe

④ topped 'Screw' tables and upholstered stools from Tom Dixon.

The café zone, demarcated by two glass block walls and new Bolon flooring, features most of the concept's film and media features, including large-scale film floor lamps; a series of welded metal and timber shelves, which are home to books on television and film; black and white photos on the walls (chosen by the museum archive team and which also line the walls of the

“Menus are hung from the new steel multi-deck display shelving behind the servery area, which are stacked with food and condiments”

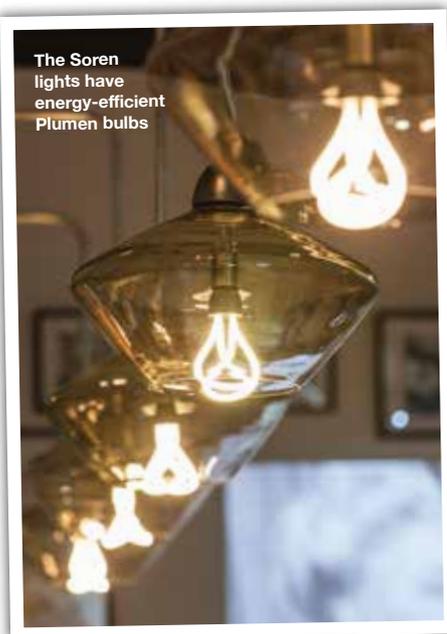
loose furniture dining area); a 1970s TV set with menus on the top and a bespoke-designed screen, created by SHH from a metal frame and rows of film canisters, which were aged in-house with vinegar for a suitably retro look! Lighting is the same brown glass pendant 'Soren' lighting as that used over the servery counter.

Project Designer Georgia Stevenson said of the project: “Using an existing footprint and building on its strengths, we were able to create a more flexible space that enhanced the new food offer and customer experience and also subtly reflected the media and film setting.”

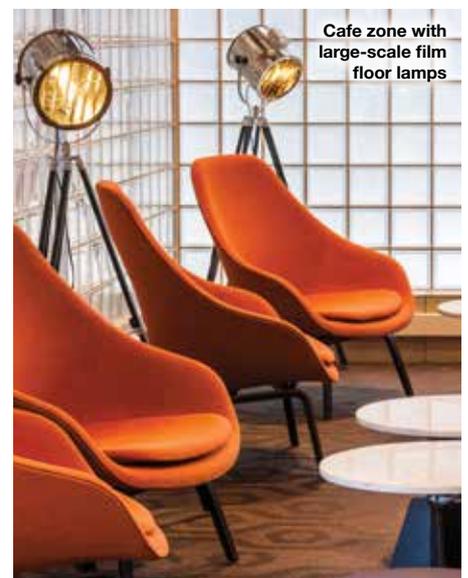
Roy Westwood, Creative Director for Levy Restaurants, commented: “Having

worked with SHH on a number of highly successful and award-winning leisure projects over several years now, it's great to see our collaborations with our chosen design partner getting better all the time.

“This is not only because of the understanding that comes through working together on the many challenges each project brings, but because we are able to focus on and break new ground for our customers, thanks to our shared vision and truly creative relationship.”



The Soren lights have energy-efficient Plumen bulbs



Cafe zone with large-scale film floor lamps

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2 Food remains in liner



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Setting up a website for your business

Designing and building a website can be a daunting process. If you find yourself in the position of considering your first website, or equally refreshing an existing site, here are ten top tips on what to consider from Andy Wickes, Digital Director at Jellybean Creative Solutions

1

Be Clear Who Your Audience Is

This might seem like a strange opening statement, but it's a crucial one. Very often design projects are led by the tastes of the business owner or the individual responsible for delivering the project. Think about the customers you want to appeal to and speak to your regulars and prospects. Do some simple anecdotal research into what sort of content they would find useful on your website. Would they like downloadable menus? Be able to order online? Sign up for discounts? Will they be viewing it at home or on-the-go using their smartphone?

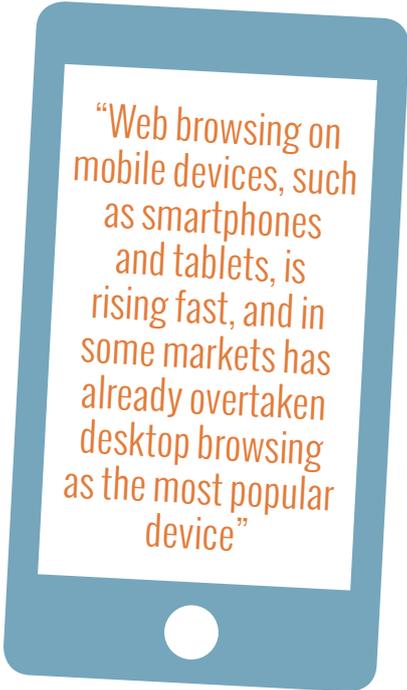
2

Do Your Research

Start with a SWOT analysis of your company – STRENGTHS, WEAKNESSES, OPPORTUNITIES, and THREATS. Then do a simple benchmarking exercise across your three closest competitor websites, looking into what appeals about their sites' design and branding, their content and any useful functions that drive customer engagement. Don't be a 'me too' and copy, but seeing what other operators do well will give you inspiration.

Armed with this simple research you can begin to see how your site needs to shape up in order to stay ahead of the competition. What sort of content do you need to help to promote your restaurant's strengths? Is it promoting freshly made to order food? Do you provide free delivery? Can you cater for special dietary needs? How do you address your perceived weaknesses through your website? If you are finding early evenings a bit quiet, could your website help promote an 'early bird special' or does your content need to speak specifically to prospect customers to address new opportunities identified in the SWOT. Perhaps corporate catering or private parties is a new opportunity? And what threats do competitors pose to your business? Are they appearing higher in Google searches? Can this be addressed?

Get a good, clear understanding on some of the above and you will maximise the impact of your new website.



“Web browsing on mobile devices, such as smartphones and tablets, is rising fast, and in some markets has already overtaken desktop browsing as the most popular device”

3

Control Your Domain / Hosting

The registration of domain names and the arrangement of hosting for the website are confusing areas littered with jargon. The appeal of passing this over to a third party to arrange can be an attractive one, but one to avoid. Your domain name and your website are the most important marketing tools you can have, so keep ownership of it.

4

Consult a Great Designer

Great quality graphic design tools, resources, typefaces and icons are all freely downloadable on the internet, but the skills required to combine all of these into a beautiful, flexible website design that gives your restaurant the appeal with which to succeed, are still the reserve of specialists. Whatever you might be inclined to do yourself, leave graphic design to the experts!

5

Mobile First

Web browsing on mobile devices, such as smartphones and tablets, is rising fast, and in some markets has already overtaken desktop browsing as the most popular device. For mobile users searching for somewhere to eat or drink whilst on the move, a website optimised for both mobile / tablet / touch devices as well as one which is optimised for use across a 3G connection is a must. Speak to your designer and ensure your site is delivered to cater for all devices.

6

Inject Personality

Websites by their very definition are impersonal things, but that doesn't mean they need to lack personality. In an overcrowded online marketplace, it is very often the website that manages to convey human qualities such as personality, humour and levity that stand out from the others. Try to convey personality via the copywriting, or by using less formal but still high quality photography. Avoid clichéd library photography and clip-art style illustration. Use a photographer to take genuine photography of your team, dishes and restaurant, and use subtle animation and effects to ensure your site's functions and interactions are delivered with character.

7

Commit to Content

Between 2010 and 2013 the amount of content on the internet doubled. This of course is no accident. The rise of social media and its success in exposing websites to new customers, coupled with benefits of third party sites linking to your website means that you need to be committed to producing compelling and shareable content more than ever. Take the time to consider what assets you have at your disposal and ensure your site is designed to allow you to showcase this content, keep your customers up to date on any awards you receive, new menus, changes in prices or special offers.



“By running a Facebook or Twitter account you can connect with your audience and link them back to your website”

8

Be Patient

Marketing your website takes time. It takes time for you to build traffic volumes to your site either via referrals from search engines, or from social media referrals. And in that time it can be easy to become complacent about refreshing your content when seemingly no-one is taking notice. Stick with it. All high volume sites were once startups, and no matter how niche you feel your market is, there are people who will want to learn about you and your operation.

9

Monitor and Adapt

Launching your new website is only the beginning. Once you're up and running be sure to keep an eye on your visitor levels using a free tool such as Google Analytics, and keep polling your audience via social media or via email to ensure you are delivering useful content to them. We're only human and you won't always get it right first time around. The key to success is to recognise areas for improvement, take action and adapt your website accordingly. Let your audience know you're doing this and invite further feedback.

10

Market, Market, Market

These days you don't need a big budget to raise your website's profile. Simply by running a Facebook or Twitter account you can connect with your audience and link them back to your website. Give customers an incentive to sign up to a loyalty scheme by giving 10% off their next order. Consumers are increasingly looking for food options with their smartphones. Look into listing on sites such as JustEat or Hungry House – by having third parties link to your website it will help boost your SEO and drive new customers.

Ice-cream and frozen alternatives



Fruits of the Forest
ice cream from New
Forest Ice Cream

Independent research into the frozen desserts market, conducted by Kerrymaid, has been revealed in their Share Good Times Report which shows that 53% of the 800 million desserts consumed in the UK every year are ice cream centred

“The report demonstrates ice cream continues to enjoy sustained popularity, reinforced by research from Mintel, which measured an 85% penetration of the UK market in June 2013,” says Grace Keenan, Brand Manager for Kerrymaid.

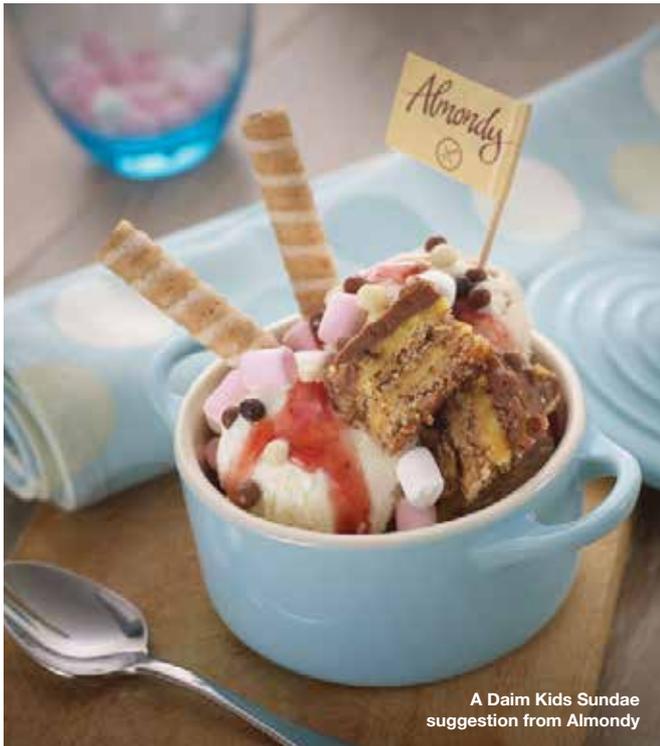
“Partnership with a recognised brand such as Kerrymaid Angelito, which has been loved by consumers for more than 40 years, helps operators generate trust in their offer and drive sales. The delicious creamy taste of Kerrymaid

Angelito Ice Cream Mix offers the taste of real Irish dairy with the smooth texture customers expect from this iconic snack.”

“53% of the 800 million desserts consumed in the UK every year are ice cream centred”

Kerrymaid says that operators can easily upsell consumers from a plain ice cream to a visually appealing sundae by incorporating toppings such as sauces, toppings and DaVinci Gourmet drizzles. The much-loved flavours of Butterscotch, Chocolate and Strawberry are part of the DaVinci Gourmet range of drizzles, allowing operators to respond to the trend for personalisation. Free from artificial flavours, colours and preservatives, DaVinci Gourmet drizzles are packaged in easy to use

Menu ideas



A Daim Kids Sundae suggestion from Almondly

“Sales of frozen yogurt have doubled in the last three years, and this demand is generated through a high number of repeat purchases”

squeezy bottles, allowing them to be displayed on caterers' countertops where they can be upsold as optional extras.

“Kerrymaid UHT Frozen Yogurt Mix gives operators the chance to stay ahead of the latest trends in the market and create a profitable point of difference in their offer,” continues Grace. “In the recent survey by Kerrymaid, consumers perceive it as a more virtuous choice, with 50% of respondents saying they saw frozen yogurt as healthier than ice cream. Kerrymaid UHT Frozen Yogurt is virtually fat free, and contains less than 100 calories per serving.”

According to Mintel, sales of frozen yogurt have doubled in the last three years, and this demand is generated through a high number of repeat purchases – 48% of respondents in the Kerrymaid Share Good Times report had tried it and said they would do so again. Frozen yogurt remains relevant in all day parts, with one third of all respondents viewing it as an anytime treat.

“Like Kerrymaid Angelito Ice Cream Mix, Kerrymaid UHT Frozen Yogurt Mix can be upsold with a range of different personalised toppings: syrups, fruit, nuts and granola are the most popular,” explains Grace. “Syrups from DaVinci Gourmet's Fruit Innovations range can be added to the mix when it is in the machine, creating flavoured options as varied as Lemon and Lime, Pineapple and Passion Fruit.

“The majority of ice cream sales are impulse purchases, so using tent cards and menus with appetising imagery can drive sales. Working with its brand status, Kerrymaid Angelito boasts a range of eye-catching POS, including flags and swing signs.

“Both Kerrymaid Angelito and Kerrymaid UHT Frozen Yogurt Mix can also be stored at ambient temperature, simplifying storage and ordering, and reducing costs for operators.”

When it comes to providing an appetising and enticing dessert offering, the key is often in the writing of the menu. It is surprising how often an establishment menu just refers to ‘ice cream’. Think how much more tempting it would be if the menu highlighted the wonderful flavours being offered with a short and concise description of the quality ingredients within. Identifying the high quality of ice cream being sold to customers not only encourages purchase but also helps to position a chef as a user of finest quality ingredients across the board.

“Ice cream, in its many flavours and varieties, offers the perfect end to a delicious meal,” comments Christina Veal, Director at New Forest Ice Cream. “Not over filling, yet refreshing, vibrant and capable of satisfying a customer's craving for something sweet, ice cream provides a cost effective treat at the end of a satisfying dining experience.



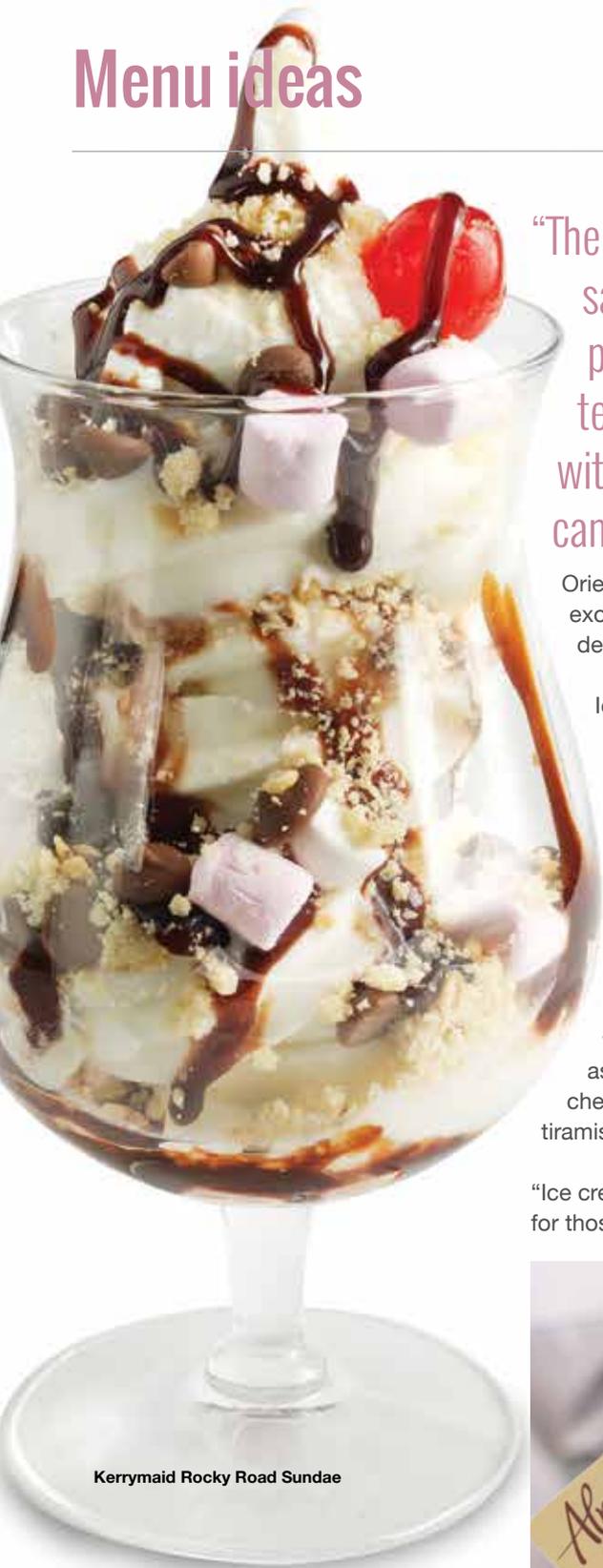

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Menu ideas



Kerrymaid Rocky Road Sundae

“The majority of ice cream sales are impulse purchases, so using tent cards and menus with appetising imagery can drive sales”

Oriental Ginger or even something exotic such as Mojito sorbet or the delicious Peach Bellini ice cream.”

Ice cream doesn't have to just be a stand-alone dessert. Carefully selecting flavours to complement another dessert adds a real depth and sense of quality to a dessert menu. For example, New Forest Ice Cream's Clotted Cream flavour goes perfectly with a slice of homemade chocolate cake or their award winning and unique Liquorice flavour tastes great when used as an accompaniment to a citrus cheesecake, vanilla panna cotta or tiramisu.

“Ice cream should not only be reserved for those eating a meal or even those

sitting down,” advises Christina.

“Offering ice cream to take away can help increase profits and can draw customers inside an establishment. Ideal for outlets in tourist locations, ice cream makes the perfect impulse purchase.

“If promoted outside by point of sale, it can highlight the product as people pass by and can drive them in.”

Updating dessert menus

Swedish baker Almondy believes it has created a way for operators to effortlessly update dessert menus and profit from the family pound.

While Almondy cakes are traditionally enjoyed as a standalone slice, caterers can easily add value – along with a higher mark-up – by serving them as a sundae alongside ice cream, which remains one of the UK's favourite desserts according to the latest Horizons Menurama report. The new serving suggestions have been developed to capture the imagination of children and adults alike – Toblerone Sundae, Daim Sundae, Daim Kids Sundae and Peanut and Caramel Sundae – and are available to view on Almondy's website to help operators tap into the growing demand for confectionary inspired desserts.

“Additionally, ice cream provides caterers with an offering which commands a high profit margin for increased sales.”

As summer approaches Christina points out that it's also important to re-evaluate the flavours on your dessert menu. “Having the key flavours of ice cream; vanilla, chocolate and strawberry on the menu is essential but why not start to look at more unusual ‘summer’ flavours? Popular varieties from New Forest include the vibrant, award-winning



A Peanut & Caramel Sundae serving suggestion from Almondy



New Forest Ice Cream give their

10 top tips

for caterers to make money from ice cream

- 1 Serve a premium quality brand that will offer marketing support
- 2 Always ensure you have stock of the most popular flavours; Vanilla, Strawberry and Chocolate
- 3 Have a wide variety of other flavours on offer – we recommend at least ten
- 4 Promote the brand you serve – pavement signs, stickers etc will all drive in the crowds
- 5 Look to offer additional income generators – flakes, sauces and toppings
- 6 Give customers the option to trade up in size with a variety of cones – no one will ever go for the smallest!
- 7 Ensure you have products suited to children – pester power still works
- 8 Have a dedicated dessert menu – it can increase dessert take up by 25%
- 9 Ensure your staff are trained in selling, rather than just offering dessert
- 10 Make certain that any coupes or bowls are clean and free from chips

“Ice cream provides caterers with an offering which commands a high profit margin for increased sales”

Andrew Ely, Managing Director of Almondy, comments: “The perfect match of ice cream with popular confectionery brands has already been harnessed by high street chains and is evident in the success of McDonald’s McFlurry partnership with Crunchie and Smarties and Pizza Hut’s Munchies ice cream. Sundaes are a winning combination for adults and kids alike so we are confident operators will be able to reap the rewards of our serving suggestions.”

By crumbling naturally gluten-free Almondy Toblerone, Daim or Peanut & Caramel over ice cream, pubs, restaurants and cafés can create a range of sundaes that appeal to the whole family. In fact, recent independent

Menu ideas

research commissioned by Almondy* found that customers are 22% more likely to eat sweet treats when out with children. Add this to research** that shows Almondy is recognised by 24% of UK consumers, and that 50% of respondents would order the Swedish cake if they saw it on the menu, and it's easy to see why Almondy Sundaes are a simple way to up sell orders and increase profits.

"With the predicted 100 days of summer approaching, it's highly likely there will be an increase in those choosing to eat out of home and we are keen to support caterers create a dessert menu that will appeal to those people, particularly families – an often profitable demographic for operators," adds Andrew. "As well as our suggestions, caterers will be inspired and create their own combinations to make their menus truly unique."

Almondy's dedicated foodservice range comes frozen and pre-portioned, with a single slice defrosting in as little as ten minutes (surplus slices can be kept in the chiller for up to seven days), all valuable benefits to caterers where every penny counts.

Equipment

For outlets looking to offer their customers a real point of difference, homemade ice-creams, sorbets and frozen yogurt can really enhance the perceived value of your dessert menu; and can often justify a higher price point.

Thanks to the Buffalo Ice-Cream Maker (DM067) from Nisbets, outlets can produce large capacities of professional-quality frozen desserts with one reasonably-priced piece of equipment. "With no need to pre-freeze the bowl, simply add your ingredients and turn the machine on!," says Robin Candy, Buffalo Brand Director for Nisbets Plc.

"The powerful churning and freezing action ensures a smooth and professional finish, whilst the removable section of the lid allows additional ingredients such as dried fruit and nuts to be added at any stage of the freezing process."

This stainless steel model is said to be ideal for countertop preparation and comprises a 1.5 litre non-stick bowl that is removable for easy cleaning. This allows for an output of 1.5 litres of product every 30 minutes, which is ideal for busy outlets. Additional bowls are also available, so operators can benefit from the provision of additional flavours or styles.

"Producing ice-cream in-house not only allows operators greater control in what flavours/types of desserts they have on

"Offering ice cream to take away can help increase profits and can draw customers inside an establishment"

the menu, it also means they can cater for customers with specific dietary needs or intolerances by creating ice-cream especially for them," comments Robin. "Or why not really stand out from the crowd and make a statement with your ice-cream flavour? Chilli and chocolate or popcorn perhaps?"

Dubbed 'the ice cream machine of the future', the Nemox Gelato 6K CREA from Mitchell & Cooper promises to consistently deliver artisan crafted ice cream that even the most discerning of diners will enjoy. "Exclusive to the UK, the innovative Gelato 6K brings technological advancement to any busy kitchen, producing delicious frozen desserts time and time again," says Guy Cooper, Managing Director at Mitchell & Cooper.

"Equipped with highly sophisticated software incorporating a multitude of automatic features, the Gelato 6K CREA





The DM067 Buffalo Ice Cream machine from Nisbets

allows chefs the freedom of focusing on other culinary tasks, making it a piece of highly efficient equipment.”

Operators are able to choose from four different production programs in order to produce sweet and savoury ice creams, mousses, fondants, creams, sorbets, granitas and frozen yoghurt, as well as four specific storage programs to complement the characteristics of your creation. Taking just 12-15 minutes per batch, ten litres of flavour-packed frozen goodness can be served every hour.

“Sundaes are a winning combination for adults and kids alike”

For chefs working with a ready-to-use mix, the Gelato 6K also claims to guarantee a high quality result, and with no pasteurisation required, the whole process is made said to be easy to undertake. “The ability to vary the machine’s speed between 55 and 115 RPM – due to an electronic inverter

system for regulation of the motor – means that more creative types looking to experiment with texture and flavour can achieve a consistency in line with their own unique specifications,” continues Gary.

“This machine is perfect for any catering team with varying levels of ice cream making experience.”

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



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Food display units

QuickBite takes a look at food display units and what you should be considering when making your next purchase

“Getting food to catch the customer’s eye has a huge impact on sales, so manufacturers have developed a wide range of styles and finishes when it comes to display units,” says Nick Oryino, chair of Catering Equipment Suppliers Association (CESA). “However, it’s vital that food quality is maintained, not only for health and safety but also for appearance: some foods need to look moist for optimum eye appeal, whereas fried foods, for example, need to be kept dry to keep the food crisp.

“This means that the unit displaying the food has to be able to deliver the appropriate environment, in terms of humidity, temperature and so on.

“There has been a big increase in grab and go food sales, driven initially by traditional outlets such as coffee shops and takeaways. Manufacturers have responded by launching new products that look great, maintain better food quality and are more energy efficient.”

Display refrigeration units can go a long way in helping to display your offering



Energy saving Multideck with sliding door from Williams

in a creative and visually appealing way – but it’s not all about looks. Counters and serveries should maintain both food and drink at the optimum storage temperature, whilst still allowing easy access for members of staff or your customers.

“It’s vital that food quality is maintained, not only for health and safety but also for appearance”

“With time of the essence in today’s busy society, customers are often forced to make quick purchasing decisions – meaning an attractive display that catches the eye is crucial,” says Robin Candy, Zoin Brand Manager for Nisbets Plc.

“But with so many available what should you consider before making a purchase?” Nisbets say that there are several factors that need to be considered when purchasing any display unit, which include:

Equipment focus



Nisbets says that you should think about the size and capacity you need for your unit before making a purchase

- **Looks:** Choose a counter that shows your food offering at its best. Customers are influenced by presentation, so a visually appealing display is a must
- **Function:** Functionality is paramount. Your chosen unit should be suitable not only for the type of produce you plan to store in it, but it must also be able to maintain the correct temperature; ensuring your food is sold in optimum serving conditions
- **Size matters:** Whilst it may sound obvious, think about the size and capacity you need, and ensure your unit is fit for purpose. Something often overlooked, you should also consider if the unit is able to fit through the door of your premises
- **Longevity:** Invest in high quality reliable display units, and ensure they are well looked after. After all, it's the unit that is framing your food offering

Multi decks and display cabinets

For everything from sandwiches and soft drinks to salads and other dairy products, the new Zoin Exproy EY Chilled Multi Deck from Nisbets is said to be ideal for the hygienic display of large quantities of chilled produce – and also great as a merchandiser in busy environments where self-service is necessary.

The wide panoramic end panels give an optimal visibility of the products, whilst the four removable shelves offer display flexibility. Available in 1000mm, 1200, 1500, 2000, 2500 and 3000mm widths there is a model to fit, whatever the size of your establishment.

Serve over and patisserie counters

For deli and patisserie items or cooked meals and sandwiches, Zoin's range of serve over counters are said to be ideal. The Hill unit is a slim line design ideal

for when space is at a premium, whilst the Jinny is slightly deeper with a larger display deck and modern curved glass frontage.

The Melody is a more robust design with an attractive granite work service and stainless steel display. However, for a counter with multiple shelving, Zoin suggests the Harmony. It comes with sliding rear doors for easy access and is available as ambient or refrigerated.

Grab and go

While grab and go is increasingly popular in all sectors of the catering market, getting heated display units right can prove to be an issue. British manufacturer E & R Moffat has developed a special circulating air system for its grab and go foodservice range that gently warms the product without making it soggy or dry out – so pastries stay hot and fresh for longer.

“Display refrigeration units can go a long way in helping to display your offering in a creative and visually appealing way – but it’s not all about looks”

“We’ve worked very closely with a customer, running extensive trials to ensure that the heated display keeps food in the best condition,” says Gordon McIntosh, Commercial Director at Moffat. “By focusing on the way the airflow moves around the cabinet our engineers have been able to improve food quality significantly.”

However, Moffat say that the units are ideal for most types of hot food, including paninis, hot rolls, etc.

The units feature stainless steel construction, curved, toughened glass side panels, quartz heating lights and three removable rod shelves, for easy cleaning. Rear doors allow easy access for staff to re-stock the display area –

The Cuisinequip Visio Buffet



Buffet ranges

Cuisinequip's portfolio of kitchen equipment contains a wide variety of solutions for the modern caterers, including the Visio Buffet range of heated display units.

"The Visio Buffet is a stylish heated display unit enabling diners to see the contents without removing the lid, providing a hygienic alternative to open buffet serveries," comments Steve Elliott, National Sales Manager, Cuisinequip. "With a 12-litre, dishwasher-safe, inner glass bowl, the Visio Buffet is suitable for serving a wide range of food – from soups, rice and pasta to cocktails, fruit juices and cookies. Hot food is kept at a constant pre-set temperature of between 50 and 90 degrees centigrade, while the double-glazed bowl ensures that the outer remains cool to the touch.

"This Visio Buffet display range provides foodservice outlets with an innovative and unique food display solution that will increase the visual appeal of their offerings and help to drive sales. Customers will also benefit from a one-year warranty on all products within the range."

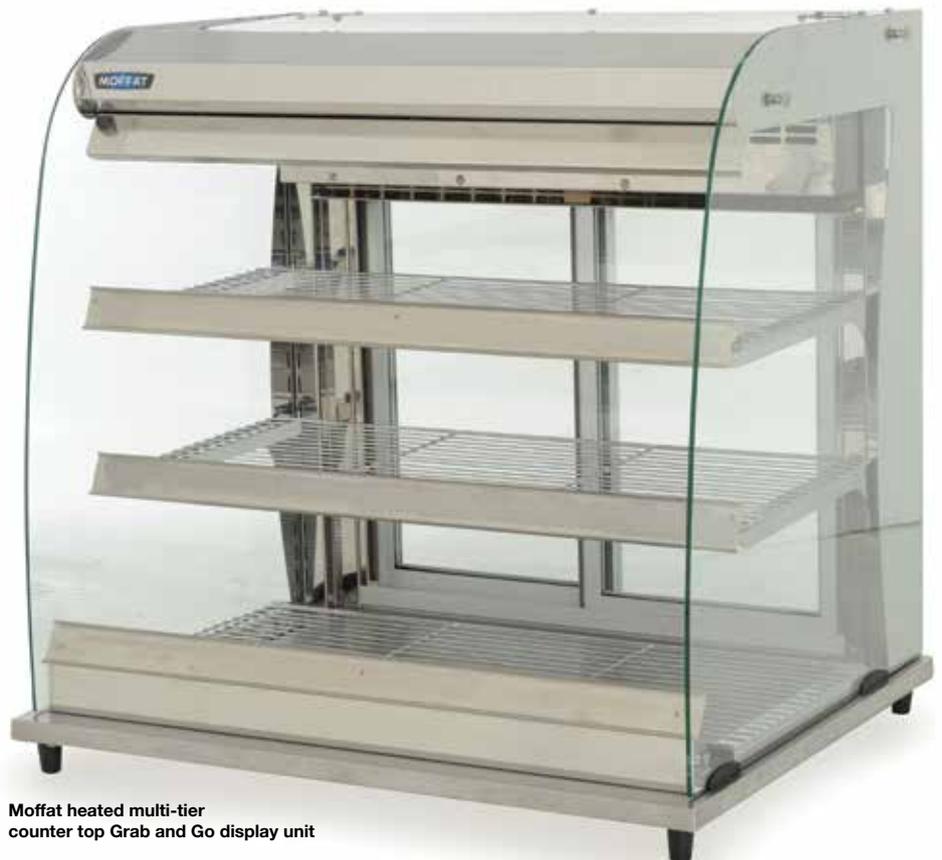
"Invest in high quality reliable display units, and ensure they are well looked after. After all, it's the unit that is framing your food offering"

they are sliding rather than hinged, to avoid blocking walkways when opened.

The heated multi-tier units are part of Moffat's extensive range of Grab & Go display cabinets, which also features a selection of refrigerated and ambient units and a variety of both free-standing and counter top models. All are powered from a standard 13amp supply, making installation simple. For sites offering assisted service, there is the option of a toughened glass front-screen.

To meet the increase in demand for grab and go foodservice, Williams is offering its latest Gem Sandwich Chiller and Gem Multideck merchandisers.

The Gem SC1200 Sandwich Chiller open-fronted display unit gives customers 'grab and go' access to drinks, snacks, sandwiches and plated cold foods. Its fully adjustable glass shelves and glass surrounds ensure all-round visibility and bright white LED lighting delivers extra eye-appeal. The Sandwich Chiller's forced-air refrigeration system keeps products at a constant temperature, while its innovative 'air curtain' system recycles the cold air that is normally wasted in conventional open-front designs.



Moffat heated multi-tier counter top Grab and Go display unit

Property

Property

Our property pages highlight businesses for sale, nationwide!

The Pattern Arms Hotel for sale central Warrington

The hotel currently primarily provides an excellent standard of traditional short, medium and long term bed and breakfast hotel accommodation, in its mix of 42 attractively furnished and fully en-suite double, twin and family sized guest rooms. The business also has become a popular Venue for weddings and private functions. Annual turnover Circa £400,000, Consistently Impressive Levels Of Turnover & Profitability and All Year Round Trading Location With An Established Reputation & Regular Guest Base. Enjoying all the considerable commercial and private advantages of its outstanding and much sought after trading position. The business is positioned close to all the major routes and Warrington Bank Quay Railway Station.

The business boasts extensively equipped catering facilities (5* Food Hygiene Rating), all guests are served in the very pleasant surroundings of an attractively furnished and appointed in-house dining area which may accommodate up to 40+ covers in style and Comfort.

Guide Price 750,000.00+SAV

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Attractive 30 cover licensed restaurant

Set in a honey pot location, Le Bistro in Lynmouth, North Devon trades on a seasonal basis only. The owners have established a well regarded business taking advantage of local produce and the tourist trade.

Well established and enjoys a good level of repeat trade but benefits a great deal from visiting tourists. With this in mind the owners choose to limit trading to 8 ½ months a year and depending on the time of year between 4 and 6 evenings a week. With this in mind there is tremendous potential to increase the present trading levels and for opening in the daytime.

A established, well presented business with great potential and on top of that impressive family sized accommodation.

This mid-terraced property offers a main restaurant for 30, pre drinks lounge, well equipped kitchen, various ancillary and welfare facilities and a well presented and spacious 4 bedroomed family apartment.

A freehold business and Stonessmith are looking for offers off a guide price of £299,950. Details are available from the web site www.stonessmith.co.uk and viewings can be arranged by calling 01392 201262

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Hot food & ice cream windows, occupying a prime posn on the esplanade, with uninterrupted views across the solent, Southsea, Hampshire. Detached, single storey building (circa 1996) with gas CH. Tastefully furnished 40-cover restaurant with bar servery, adj. screened café area offers beach views and seats 34, plus 8 outside. Well equipped catering kitchen, hot food take away and ice cream windows. Same hands 17 yrs. Open all year round from 10 am until sunset. Scope for functions, later opening and to exploit full on-lic. Average turnover £6,000 PW. inc. Approx. 20% take away sales. Overall gp 70%. Accts record a net turnover of £263,621 (ex. vat). Gp £183,653. Council lease for a term of 125 yrs from March 1996 @ current rental of £13,250 P.A.X. -O.I.R.O £485,000 + A.A.V. (Ref. C.3509)

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Property Focus

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Details: www.sovereignbt.co.uk



under 350k

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Street, Somerset

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under 120k

SQUID INK

Looe, Cornwall

Type: Restaurant

High quality and award winning

Guide price: £110,000 Leashold

Details: www.stonesmith.co.uk



under 60k

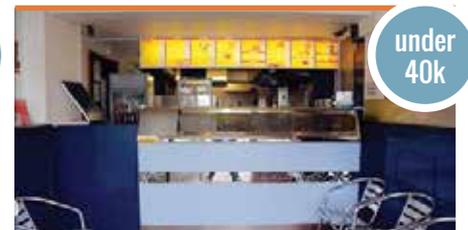
WORKING MAN'S CAFE

Poole, Dorset

Type: 16 seat cafe, takeaway hatch to forecourt with stools and picnic table.

Guide price: £53,000 + SAV

Details: www.acgreenwood.co.uk



under 40k

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Hayling Island, Hampshire

Type: Eye-catching shop with small double frontage

Guide price: £34,950 + SAV

Details: www.acgreenwood.co.uk

Liability insurance

In business you are responsible for the safety of the public and employees. If someone feels they have lost out financially because of your actions, you could be liable. Liability cover aims to protect you against such claims and you need to ensure your cover meets the requirements of your local environmental department

There are several areas to consider for a business:

Public liability

Whether you're a business owner or tradesman, public liability insurance will cover your legal costs if you are sued by a member of the public if injured as a result of your negligence. It also covers any compensation costs following a legal claim against you – potentially keeping your business running.

Product liability

This would cover you if any of your products inflicts harm to a member of the public, e.g. food poisoning, and they take you to court for damages incurred. In another example, if you sell an oven to a customer and it breaks through no fault of their own, causing injury, this insurance will cover you for damages claimed.

Cover for libel and slander claims

This type of insurance will cover you for legal fees and damages should someone believe that you have written or said something about them that is inappropriate – i.e. possibly untrue.

Directors and officers liability

A directors and officers insurance policy offers protection needed whilst acting on behalf of a company and will cover your directors against any claims brought against them, even after they retire.

Employer's liability

Whether you're a one man band looking to hire in some help for your growing business or you're simply looking to expand your workforce, it's very important to consider what employers' liability insurance cover you require should the unthinkable happen. An employers' liability insurance policy can

“If someone feels they have lost out financially because of your actions, you could be liable. Liability cover aims to protect you against such claims”

cover the cost of compensation should an employee incur an injury or illness as a result of the work they are carrying out on behalf of the business. It is common sense to have this cover, no matter how big or small the company is and it is also a legal requirement if you have employees.

Professional liability

If your business offers a professional service to other businesses, you should consider taking out professional liability

insurance. It covers you if you are negligent leading to losses for another business. Given the varied work of a catering business, for example, working in different venues, with different equipment, with different people, all within the high risk food service industry, it is vital to have the right insurance.

Need more help?

Mcpersons are offering businesses free advice, so get in touch now to arrange your meeting. Mcpersonns have partnered with a leading insurance provider, Towergate, to offer the best insurance solutions for our clients so get in touch now!

Ainsley Gill,
Director at
mcpersons
chartered
accountants



We hope you have found this article interesting. Insurance can be a complex issue and we are here to help. Simply email Ainsley Gill info@mcpersons.co.uk or call our Head Office on 01424 730000 for a free consultation at mcpersons' London, Bexhill or Hastings offices.

A look at some of the latest products available!

Pies

Company: Square Pie **Product:** Canapies™
Contact: From Brakes via 0844 800 4900
 or sales@squarepie.com www.brake.co.uk

Available exclusively through Brakes, Square Pie, which operates five fast casual restaurants in London, has launched its first foodservice wholesale range.

Canapies™ are little three-bite pies, and are perfect served as part of a hot or cold buffet, sharing platter, as a canapé, or in a trio for a main meal.

They are available in a range of flavours, including Chicken & Mushroom, Steak & Ale, Spinach, Sweet Potato & Goats Cheese, and Chicken Balti.



Square Pie Founder, Martin Dewey, comments: "Our customers have been pre-ordering them for weddings, birthday parties and office celebrations. It was a no-brainer to look to wholesale."

Aprons

Company: Oliver Hardy
Product: Denim Front of House Aprons
Contact: 0161 342 1032
 www.oliverharvey.co.uk

Sturdy and hardwearing, but at the same time smart and bang on trend, the Denim Front of House Aprons from Oliver Harvey are already creating a scene at some of the country's newest top-flight restaurants.

The bold and modern aprons, available in four styles to suit the type of catering operation, are fitted with neat, non-tangle waist ties and antique brass adjustable halter clips, the aprons also have a large mitred centre pocket for electronic ordering devices, order pads, pens and small items, as well as the ever useful towel loop.

Prices start at just £15.



Dough

Company: Pan'Artisan **Product:** 'Easy stretch' dough ball
Contact: 01730 811490 www.panartisan.com



Pan'Artisan has launched an 'Easy Stretch' dough ball, enabling chefs to 'stretch' their own dough in-house, make quality pizzas to order and add their own signature touches to the finished product.

Using traditional methods and an authentic recipe, combined with a secret process to make the handling of the dough ball easier, chefs can now address the growing trend for high quality pizza, offering the non-pizza restaurants and pubs the perfect pizza solution.

Available in 190-210g – ideal for a 12" pizza – the dough ball is supplied frozen and simply requires thawing, proving and rolling out, or stretching, allowing the operator the ability to bespoke to suit their operation.

Seasoning

Company:
 Major International Ltd
Product:
 Liquid Seasoning Range
Contact:
 01933 356012
 www.majorint.com

Major has expanded its portfolio to now include a delightful liquid seasoning range which boasts flavours of Chargrill and Hickory & Applewood Smoke.

Enhance your lunchtime specials by mixing the new seasonings into your cream cheese, mayonnaise, dips or dressings. In terms of flavour profile, the Chargrill tastes like its straight from the rotisserie and the Hickory and Applewood has an added flavour of succulent bacon cooking on an open fire.

With simplicity and ease of use in mind, the seasonings are superb when used on meat, fish and vegetables to create a real smokey flavour. Ideal for all your lunchtime specials, add to your classic club or wraps and create a special fresh taste.



Summer drinks

Company: DaVinci Gourmet **Product:** Liquid Assets Calendar
Contact: www.davinci-gourmet.com

DaVinci Gourmet, leading syrups, sauces and smoothies brand, has launched new summer recipes in its latest Liquid Assets Calendar, to help foodservice operators boost profit margins.

Their wide range of products can help operators create summer drinks including iced teas, sodas, milkshakes, frappes, and smoothies.

Steph Goldie, Brand Manager for DaVinci

Gourmet, comments: "The key to success throughout summer is variation. Operators need to ensure they are offering refreshing beverages that are packed-full of flavour, while also boosting profits for the outlet.

"By using our Liquid Asset Calendar, operators can be prepared to cater to the demanding periodic tastes of customers with delicious drinks."



Seafood dishes

Company: Classic Cuisine **Product:** Seafood ready meals
Contact: 01604 644 884 www.classiccuisine.co.uk

Classic Cuisine, a pioneering and innovative frozen food manufacturer, has launched a selection of meals focusing on tasty and luxurious seafood dishes.

This year the company's seafood and fish range includes a tasty and fresh crab tart with fire roasted peppers encased in a crisp polenta pastry. Another innovative seafood dish is the smoked salmon roulade where smoked salmon and cream cheese is wrapped within a light and zesty spinach and lemon sponge. Last but by no means least is the smoked salmon and asparagus quiche where flaked smoked salmon, asparagus and spinach is combined in a creamy quiche mix and encased in a light and crumbly granary and dill pastry.



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Dates for your diary

Diary dates

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



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 7th September: 10:00 - 17:30
Monday 8th September: 09:30 - 17:00
Tuesday 9th September: 09:30 - 17:00

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



lunch!



Location
BUSINESS DESIGN CENTRE,
LONDON

Winner of Best Trade Show 2013 at the UK's Exhibition News Awards, lunch! – which returns to Business Design Centre in London on 23-24 September – has now opened visitor registration for this year's event.

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).

With over two months to go until doors open, the 2014 edition promises to raise the bar yet again.

lunch! 2014 will feature around 300 exhibiting companies showcasing a wealth of new food

and drink products, packaging, equipment and technologies. The 2014 exhibitor list is available to view and search at www.lunchshow.co.uk.

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

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

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



Welcome Italia



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

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

Market research conducted after the inaugural show, provided clear indication that the interest generated within the UK's on and off trade would validate the action. At the same time, it became evident that the high-quality exhibitors which the show attracted would benefit from a vis-à-vis with potential importers and stockists which will be offered this year, in advance of meeting the enthusiastic public which initially greeted the show.

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

"Products with specific geographical roots represent a significant segment of the overall value of Italian food production, and play a major role

in Italy's national food export marketing strategy. They are testament to that fact that our products are 'high quality', and that is what Welcome Italia is all about."

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

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

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

PURE HEAVENTM

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2009

THE QUEEN'S AWARDS
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"lunch! is a terrific event in a great location. The common threads running through the amazing breadth of suppliers were innovation, passion and great taste! Highly recommended."

MARCEL KHAN, DIRECTOR OF OPERATIONS, FIVE GUYS UK

Register for your **FREE** trade ticket
www.lunchshow.co.uk and quote priority code **LUNQ7**

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