



SURF & TURF - THE MODERN WAY

A LOOK AT SOUTHAMPTON'S LATEST OPENING - SHRIMP AND BURGER

BURGERS

The burger is evolving - latest industry trends

MARKETING

Technology is king and these digital signs could help your business in 2015

CONDIMENTS

Add some flavour to your dishes with these tasty condiments

EQUIPMENT

A look at the latest frying equipment

March 2015

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A message from the editor

Hello and welcome back to another issue of QuickBite magazine.

As we head into March it is an exciting time for the team here at the magazine with plenty of events and trade shows to attend and some changes in-house.

For those of you who may not have heard, last month's issue was the last to be edited by Linda (McKeown) who has moved on to pastures new.

Linda worked tirelessly on the magazine over many years and helped grow the readership to today's level and we wish her well in her new venture.

Moving forward, QuickBite will now be edited by myself, Scott Rumsey, and I'd like to thank everybody who contributes towards this great publication, writers and advertisers alike.

In this issue we take a look at the burger market, delve into the world of packaging, cook up a storm with our fryers feature and sample some of the best condiments on the market.

We also feature Mokoko coffee shop who form our design inspirations pages and run a business profile on Shrimp and Burger in Southampton.

We also include all of the latest industry news so that you can get to grips with what's going on in and around you, highlighting informative stories and important trends.

Towards the rear of the magazine you'll also find our accountancy, property and what's new pages, all of which should give you a few ideas.

March is set to be an exciting month with the team here at QuickBite visiting both the ScotHot and IFE trade shows. I'll also be attending the Allegra UK Coffee Leader Summit and look forward to bringing you all of the latest news and trends.

March will also see us head to print with our sister publication, Food Franchise magazine.

As always we'll make sure that there are plenty of updates on the website and on social media, so get following and until next time.

Happy reading.

Scott



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Culinary Ability Awards celebrate 10th birthday

In what has already been a landmark year for the Culinary Ability Awards, the charitable organisation has also turned 10 years old and can now boast a global audience from 100 countries.

The Culinary Ability Awards is a competition for individuals with a variety of disabilities at trainee-level focusing on their abilities working in the hospitality industry. Competitors are invited to compete against each other in a professional environment to show their skills and talent.

This type of platform has a substantial roll-on effect as potential employers can then see their talent and it can be recognised in one of the world's largest employment sectors with an ever increasing demand for these creative individuals.

From participating at Catex, Chef Ireland in Dublin; La Parade de Chefs at Hotelympia London, and a the first ever Bake-Off at the upcoming ScotHot event in Glasgow, the growth and endorsement of the Culinary Ability Awards has been going from strength to strength since its birth in 2005.

Their vision is for every food outlet globally to embrace people with disabilities.

Not content with simply developing the Awards as the gold standard of Culinary Ability globally, founder and professional chef Chris Sandford and managing director Mona Leone will open the first Centre of Excellence for Training in Culinary Ability to support people with disabilities into employment.

Based in the UK, the flagship centre will run a live kitchen for a number of trainees per year. This training kitchen will open as a Plancha restaurant, introducing a healthy alternative to barbecued foods, popular in mainland Europe.

Over the next year the Culinary Ability Awards aim to raise £250,000 to help with the set up costs of the kitchen and Training Centre of Excellence.

"Many a renowned chefs have offered us to do specialty workshops like one of my own personal heroes, Michael Nadell, who I met at



the Catering Show in Birmingham', says Chris, who invites you as professional chefs to share your expertise with the ability trainees.

'Ability and skill is needed with several academic papers researching the efficiency of People With Disabilities in the hospitality industry, the findings of which underlie our approach in our training and employment.'

'Having the chance to compete in the Culinary Ability Awards has given me the confidence to aspire to bigger and better things and has shown me: with hard work I can achieve my goals in life.', said Michael Auld, Culinary Ability Awards Champion 2014, and winner of a scholarship with Chef Anton Mosimann OBE.

QuickBite celebrates Chinese New Year with Wing Yip

It just so happens that print day for this month's magazine was also Chinese New Year and what better way for our team to celebrate than with a media lunch with Wing Yip Supermarkets.

The event held in early February to celebrate the year of the sheep was held on the 10 acre site of the Wing Yip Supermarket, Nechells, Birmingham.

The site which houses the headquarters for Wing Yip, their flagship supermarket and an array of other businesses. one of which is the Wing Wah restaurant, in which the media lunch took place.

Guest from a number of publications were invited to the lunch held in the presence of Mr Yip himself and were treated to an impressive meal celebrating the new year.

Speaking at the lunch, Wing Yip's nephew and Managing Director, Henry Yip, spoke about the business saying: It is a really exciting time to be in the food service industry, many people are opening up new eating establishment and the public are open to trying different cuisines and flavours.

"Our stores offer a wide range of ingredients and we really can cater for the demands of the industry."

The story of Wing Yip is an interesting one, it took him a whole month by boat to reach England from Hong Kong in 1959, and upon arrival he had just £10 in his pocket.

Mr Yip came here looking to join his uncle's business but after failing to find him he eventually opened a restaurant of his own in a former tea shop in Clacton-on-Sea. Later he went on to open three more restaurants and two takeaways in East Anglia.

His first Chinese grocers shop opened in Digbeth, Birmingham in 1970, and the city is still home to his headquarters today.

These early ventures are a far cry from today's operation where the Wing Yip Group operates from four superstores across the country, employing more than 350 staff and turning over more than £100 million a year.

Mr Yip who was listed as number 30 on the 2014 Rich List commented as he left the lunch: "What a fantastic day and a great way to celebrate Chinese New Year, I'm afraid I must go however and leave the rest to the younger generation."

This attitude sets the Wing Yip brand up well and the family business looks sure to cement their strong market position under the guidance of Mr Yip's family.



Frankie's named best fish and chip shop in the UK for 2015

It might be the most northerly chip shop in the UK and one of the smallest but that doesn't matter one bit when you are also the best. This honour has recently been bestowed on Frankie's Fish & Chips in Brae, Shetland Isles.

Frankie's were named as the number one at the annual National Fish & Chip Awards or the trade "Oscars" as they are sometimes referred in London.

Opening in 2008 on the tiny island off the North coast of Scotland, their hard work has not only paid off with the award has seen their reputation grow both on the island and on the mainland.

Frankie's also scooped the Good Catch Award which rewards fish and chip shops that use sustainably caught and harvested stocks of seafood and the Highlands and Islands Food and Drink Award.

"We're thrilled to have been selected as the top shop in the UK," said Frankie's manager John Gold, who was presented with the award along with owner Valerie Johnson and shift manager Carlyn Kearney in front of 650 guests at the Lancaster London Hotel.

"It's great recognition for all the hard work our staff put in to make sure our customers get top-quality fish and chips every time they come in.

"And it's fabulous for Shetland, where fishing has been a way of life for centuries and which has some of the finest seafood in the world."

Mrs Kearney added: "We were runners-up in this competition last year, so it's great that we have managed to raise our game to convince the judges that we are worthy winners this year.

"The quality of the other fish and chip shops we were up against is phenomenal, so we're really chuffed and we will make the best of it."

A panel of seafood industry judges chose Frankie's as the best independent fish and chip takeaway from among 10 winners from different regions of the country. The regional winners had been selected in September last year. Frankie's was named best in Scotland for the second year running.

Its biggest selling product is traditional haddock and chips, but it also sells crab, mussels and scallops harvested from the cold, clear waters around Shetland.

Frankie's staff have this year been visiting schools in Shetland to run the Frankie's Fish Course, a fun but educational programme aimed at primary school children, helping them to understand the importance of sustainability and learning about different types of fish.

The shop employs seven full-time and 15 part-time staff.



3663 Catering Equipment re-signs £4.5m contract with Pizza Express

3663 Catering Equipment, a specialist division of leading foodservice provider, Bidvest 3663, has extended its contract with Hony Capital to supply non-foods to Pizza Express restaurants in the UK and China in a three year deal worth £4.5m.



The agreement comes as Hony Capital seeks to expand the chain of pizza and pasta restaurants in the UK and China after acquiring it from UK Gondola Group in 2014. 3663 Catering Equipment will supply premium tabletop, back of house, bar ware and uniforms to all Pizza Express restaurants in the UK and China, supporting the chain's further growth in these regions.

The win will help Paul Knight, director of 3663 Catering Equipment and non-food, to grow the two categories. The comprehensive offer from 3663 Catering Equipment covers all non-food and catering equipment needs, including commercial cooking appliances, clothing, cleaning solutions, cookware, utensils and crockery – everything that operators need to prepare and serve food to end customers.

Knight said: "We have been working with Pizza Express for five years, during which time we have developed a strong, successful relationship. We understand how crucial product innovation, reliability and excellent service is for our customers and have a proven track record of supporting unit expansion in the fast casual dining segment. We are pleased that Hony Capital felt we have a good fit with its growth plans for Pizza Express in the UK and China. This contract win is testament to our commitment to making our customers' lives easier and we're looking forward to helping to maintain the iconic brand identity of Pizza Express in the UK and China."

3663 Catering Equipment's contract to supply Pizza Express restaurants in the UK and China will run from July 2015 until December 2018.

Strong Growth For Eat Out Sector

Stability within the economy and new-found consumer confidence means that the eat-out sector of the food service industry is one the rise according to a survey between Horizons and YouGov.

The news will be welcome for businesses within the catering and hospitality especially as the months in the aftermath of Christmas are often considered lean.

Emma Read, Horizons' director of marketing and business development said: "What's encouraging is that the eating out habits were stronger in the regions than they were in the capital, also because the survey was commissioned over the Christmas period people are either saving money or entertaining at home.

"It's good to see that they were tempted out."

Over 71% of respondents revealed that they had eaten out over the last two weeks compared to 69% over the same period over the same period in 2014. The poll of 2,194 consumers also found that the frequency of eating out was on the rise on areas outside of London.

With the survey covering the festive period 31% of respondents sited a special occasion as the reason for going out, an increase of nearly 10% on those polled in June.

Spending was also up for the sector, with the average cost per head coming in at £14.48 including drinks. This rise in the quick service sector was similar across all age ranges except those over 55.

25-34 year olds were the age range most likely to have eaten over the period (80%) followed by 35-44 year olds who polled 75% compared to 68% last year.

The survey results suggest that the eating out sector is being driven by those on higher incomes with 76% reporting eating out over the two week period, up from 73% in 2013.

Emma Read added: "These results are encouraging and show who



is driving the recovery in the eat out sector, the previously squeezed Middle Ages are now showing the confidence to go out and spend more.

"Our results show that the recovery is beginning to happen regionally with diners in Wales, the North and the East eating out more often. This is good news for the hospitality sector and means consumers across Britain are feeling more confident in the economy.

**The QuickBite surveys were conducted online by YouGov plc*

SUBWAY celebrates its 2,000th store opening in the UK and Ireland

SUBWAY® is today celebrating the opening of its 2,000th store in the UK and Ireland, with a new store in the Jarman Leisure Park in Hemel Hempstead.

The milestone opening highlights the more than £200m investment that franchisees have contributed to their local economies as well as the provision of over 20,000 jobs in stores across the UK and Ireland.

As Quick Service Restaurant's (QSR) become increasingly popular it's no surprise that competition in the market is stiff, yet Subway have pressed on to become the leading food franchise brand in the UK. The last 12 months have seen the brands continued expansion in the UK and Ireland with over 260 stores opening in the last 12 months.

One of the largest areas of growth is the development of stores in

non-traditional locations, such as on forecourt sites, within convenience stores, universities and hospitals. The latter has received much media attention lately with questions being raised over the partnership of QSRs or fast food outlets operating in medical facilities.

In an exclusive interview with QuickBite Greg Madigan, Area Development Manager for SUBWAY® UK and Ireland, commented on this issue saying: "We offer a healthy alternative and work closely with hospitals and our other non-traditional sites, we are often approached by them and also work closely with the local authorities."

Talking about the growth of the market and the brand as a whole, Mr Madigan added: "The level of growth that the brand has experienced in the UK and Ireland is a fantastic achievement. It reflects the entrepreneurial spirit of our franchisees and development agents, together with the power and support of the global brand.

"Opening the 2,000th store in Hemel Hempstead today is an exciting milestone for everyone involved, and I am very proud of their achievements. What's more, we have a strong pipeline of stores opening throughout 2015 in a variety of locations from high street to popular non-traditional locations."

Christopher Seymour, franchisee of the 2,000th store, commented: "It feels fantastic to have opened the 2,000th store. It's a great honour to be a part of such a big franchise, and I'm delighted that I've been able to contribute to its success.

I've worked with the brand for over 12 years now, Hemel Hempstead is my 12th store, and I have another three in the pipeline for this year."

All 2000 stores in the UK are franchisee owned and there are more than 43,000 Subway stores in over 105 countries worldwide.



Gram land 4th award with win at Hospitality show

The energy-efficient refrigeration manufacturer is shaping up for another big year in the catering equipment industry.

Having already bagged a hat-trick of awards during an excellent 2014, Gram's SUPERIORPLUS 72 added a fourth when it received the Hospitality Show's, People's Choice award in Birmingham last week.

After being shortlisted for the show's Star Product Award, Gram found their product in the TopTen finalists, and the SUPERIORPLUS 72 was highly commended with judging notes highlighting both revolutionary design and energy efficiency, an achievement in itself.

As well as earning the commendation of the judges, the SUPERIORPLUS 72 then went on to win the People's Choice Award, an award decided by the public, who voted for their favourite TopTen product via Twitter by using the hashtag #starproduct.

Talking about the success, Glenn Roberts, managing director at Gram UK, commented: "We had a brilliant year last year, winning three awards, and adding a fourth award to our growing collection is a truly fantastic start to 2015.

"To win this award is very satisfying because it was down to a public vote.

"It reinforces our standing in the refrigeration industry, and demonstrates that our innovations are being well received by the end users".



Results in for FSA lamb takeaway survey

Amid claims that many food-to-go outlets have been substituting the lamb in their dishes for cheaper meats such as beef or chicken, a report from the Food Standards Agency (FSA) has today been released documenting their findings.



Over the last few months the FSA have been looking at undeclared meat in lamb dishes across the UK and have sampled 307 dishes such as curries and kebabs.

The dishes were rigorously tested for the presence of 'unspecified' meat and those with sauces were also tested for unauthorised use of additives and undeclared allergens.

The survey posed some surprising results with only 73% (223) dishes being fully compliant with FSA guidelines and food legislation. 21% (65) of the samples taken failed due to the presence of undeclared meat whilst 2% (7) had unauthorised additives and 4% (12) contained undeclared allergens such as peanut and almond proteins.

The majority of those found to contain undeclared meat contained either chicken or beef, in one case there was also a dish to be found containing pork although it must be said that it wasn't labelled as a halal dish.

Local authorities have followed up on all samples where problems were identified and relevant action was taken including, in a number of cases, prosecution.

John Barnes, Head of Local Delivery at the FSA, said: "Consumers need to know that the food they buy is what it says on the menu or the label.

"The FSA is working with local authorities to identify potential problems and investigate."

Major International launch Chef's Benevolent Fund

Major International one of the UK's leading suppliers of sauces to the food service industry, are proud to announce a fantastic new initiative, which will benefit many of the UK Chef Organisations with which they have worked over the last few years.

A number of years ago Major announced their Chefs Benevolent Fund along with three Associations and have now decided to run it as an annual scheme. The monies raised will be shared evenly between all of the UK Associations.

Major currently sponsor the British Culinary Federation and The Craft Guild of Chefs Culinary teams both of whom have done exceptionally well in the 2014 Culinary World Cup in Luxembourg, held in December.

The Nationwide campaign launched back in January and will benefit The British Culinary Federation, The Craft Guild of Chefs as well as both The Federation of Chefs, Scotland and The Welsh

Culinary Association.

As a way of giving something back to the industry, Major will make a donation for every pot of product sold throughout the year to each of the organisations in the form of a cheque.

Each Major pot will now carry a visible lid sticker, which has been designed around the four logos and they will all receive the same amount of money on the same day each year, the first Friday in December, which will be known as 'Red Friday'. The monies donated will be used for Chefs in need of help in times of hardship but each organisation can decide where and how the funds should be split.

Premium Fries enter the market in time for National Chip week

With companies and businesses around the country trying to take advantage of National Chip Week (16th-22nd Feb) many come up with new products or promotions to help the nation's hungry consumers.

Potato products specialist Aviko helped caterers make the most of the week-long celebrations with the launch of two new products in its Premium Fries range and free downloadable POS materials.

The two new Supercrunch fries – the Supercrunch 15mm and the Supercrunch 9.5mm Skin-On – boast an innovative coating that means consumers will enjoy a crispier, crunchy texture.

The products are developed with caterers in mind and hold their heat for up to 15 minutes, making it suitable for operators who are under pressure to prepare food in a limited time. Aviko's Supercrunch range also has a long shelf-life of up to 18 months which is a major bonus for caterers looking to minimise food wastage and boost profits.

Mohammed Essa, General Manager UK and Ireland, Aviko, says: "The Supercrunch range allows chefs to offer something a little bit more special at a premium price and is a great accompaniment to the recent trend for gourmet burgers and hot dogs. They are also longer than the average fry meaning caterers benefit from better plate fill and more portions."

Chips and fries account for an impressive 73% of servings of potato products in the foodservice market so there's a real opportunity for caterers to maximise profits by offering premium fries with an irresistible point of difference."

Aviko has created free point-of-sale materials, helping caterers maximise profits during National Chip Week. Available to download at their website. It is hoped that this will encourage diners to order a portion of the delicious and profitable sides.



Rachel lands top honours at National Fish and Chip Awards

In her final eligible year, Rachel Tweedale (25) of The Elite Fish and Chip Company has been named this year's Young Fish Frier of the Year at the National Fish and Chip Awards.

The prestigious awards celebrate all that is good about the industry and by picking up her award it is thought that Rachel will become a role model for other youngsters in the industry.

Rachel, who manages the Sleaford branch of the family business, the Elite Fish and Chip Company won the title at the second time of asking after being named as a finalist in 2014.

In an exclusive interview with QuickBite Rachel said: "I've worked in the industry and in the family business for many years and I'm delighted to have finally won the award."

"Fish and chips have been a major part of my life growing up, I

started at the families award winning Ruskington shop and progressed to running Sleaford.

"This has been such an achievement and to do it through my own determination and skills makes me feel so proud."

After being presented with her trophy in London in late January, Rachel said: "It's great to win the award and be named Young Fish Frier of the Year."

"I'm looking forward to promoting the competition to young people within our sector and encouraging more people to consider our industry as a career path."

"It's been a great opportunity to learn new skills, meet new people and expand my career."

To reach the final stage of the competition Rachel and the five other contestants had to undertake a rigorous judging process where they were heavily scrutinised at a strict test day at the National Federation of Fish Friers (NFFF) Training School in Leeds.

Candidates were reviewed on their fish and chip preparation and frying techniques and completed personal skills-based tests which were judged by four separate judging panels.

Briar Wilkinson, sales director at event sponsors Drywite, said: "The Drywite Young Fish Frier of the Year Award was originally founded in 1995 by myself and Kelvin Lee, in memory of our late father, Malcolm Lee, who always had a passion for encouraging young people to succeed."

"He would be so proud of the high-standards that have been set due to this award and the aspiring young individuals who consistently strive to achieve greatness."

"It is vital to support our next generation of fish and chip enthusiasts, our industry relies on their passion and dedication."





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Consett Popcorn Company Turn Up The Heat

STAFF at a North East food company are all fired up after creating the hottest popcorn in the UK.

The snack, made from the fiery Naga Jolokia chilli pepper, is so strong that the team at the Consett Popcorn Company, County Durham, have to wear masks while making it.

But the super-spicy snack has not only landed the company a contract with snack and hot sauce producer Psycho Juice but also a UK-wide base of fiery food fans.

The Consett Popcorn Company, founded by husband and wife team Richard and Catherine Furze, has been at the forefront of the popcorn industry since its launch in 2008.

And, along with their own, low calorie Love Popcorn label, the six-strong workforce creates popcorn for a number of rival brands.

However, the super-hot Dr Burnörium's Psycho Corn, created exclusively for the Psycho Snacks range, is its most experimental yet.

When asked about the product Catherine said: "Unlike some manufacturers, who use flavourings extensively to provide a flavour kick, we only use totally authentic, kitchen-cupboard ingredients in our recipes.

"The Psycho Juice team are famous for selling extremely strongly spiced snacks and sauces and our challenge was to create a popcorn mild enough to be edible but hot enough to appeal to their die-hard customers."



McDonald's profits plunge as consumers shop elsewhere

In a market that is evolving at breakneck pace it seems as though some of the 'big boys' are beginning to get a little hot under the collar.

McDonald's have recently reported one of their worst financial year's to date with some industry experts stating that burger lovers across the globe are starting to loose interest with the world's largest restaurant group.

Sales in 2014 dropped by 7% and annual profits plummeted 15% as customers began to move to independent burger outlets or other chains such as Chipotle, Shake Shack and Five Guys.

Bidvest 3663 launches Fish 'n' Switch campaign to bring frozen fish out of the cold

Following taste test research that found that chefs are often unable to differentiate between fresh and frozen fish, Bidvest 3663, one of the UK's biggest foodservice providers, is rolling out a Fish 'n' Switch campaign to help its customers profit from frozen fish and promote the frozen category's quality and benefits.

In blind taste tests conducted among Bidvest 3663 customers, frozen fish was praised for its excellent texture, taste and flavours and participants could not always tell it apart from fresh fish.

The Fish 'n' Switch campaign that will run during February and March aims to champion the benefits of frozen fish for foodservice operators, which include the higher margins that can be achieved and the versatility of products available. It will also highlight the excellent quality credentials of frozen fish, which is often frozen at sea within hours of being caught - sealing freshness, nutrients and flavour in. This means that products are fresher, and often contain more nutritional value than 'fresh' fish. The campaign has been designed to platform Bidvest 3663's frozen fish range which includes a number of ready filleted and skinned products carefully chosen to help customers with various skill levels to develop their fish offer easily in line with the latest consumer trends.

Recipe ideas and notes on matching fish with wine have been designed to help customers revitalise their fish offer and deliver a great consumer experience that can drive new and repeat business.



Don Thompson, the company's president and chief executive, said 2014 was a "challenging year" in "each of our geographic segments"

"2014 was a challenging year for McDonald's around the world.

"Our results declined as unforeseen events and weak operating performance pressured results in each of our geographic segments.

"As we begin 2015, we are taking decisive action to regain momentum in sales, guest counts and market share.



This involves driving foundational improvements in our major markets and continuing our recovery efforts in markets affected by unusual events."

Some industry experts have commented that aTV report in China which allegedly showed one of McDonald's major suppliers repackaging out-of-date meat had affected the chain's reputation.

The claim has not been publicly confirmed by the supplier or the government, but the plant in question stopped operations, and many of McDonald's restaurants in the country were left unable to sell burgers, chicken nuggets and other items.

Green Light for Gram Green Paper

Continuing its winning streak, Gram UK has added yet another accolade to their trophy cabinet



with the National ACR Award 2015 for the Best Marketing Campaign. Gram's entry was based on their highly successful Green Paper, a bi-annual review on sustainability and environmental issues in the foodservice industry.

The Gram Green Paper is a unique industry report, which analyses behaviors and attitudes throughout the foodservice industry. The aim of this research is to further support operators, making a significant contribution towards sustainability alongside the most energy efficient refrigeration available.



Hotelympia 2014 saw the launch of the fourth Gram Green Paper on the Main Stage, which was the most comprehensive Green Paper to date: asking more questions, comparing more sectors, and providing a more detailed breakdown of the results for end-users than in previous years. The target audience for the Green Paper 2014 campaign was not just the supply chain but also the wider foodservice industry as a whole.

The battle for customers is set to intensify over the coming months as fish and chip shops across the country face up to 25% rises in the cost of cod, increases which will undoubtedly be passed on.

Rising Cod prices a worry for consumers

A report by commodity analysts Mintec found that the price of

wholesale Norwegian cod has leapt by 25.7% year on year to £1,060 per tonne, meaning that Britain's families are set to face a hike in the cost of one of the nation's favourite meals.

Food industry experts are warning that the price of fish and chips are about to go up as cod prices are on the rise as a result of tightening supplies and soaring demand. At present Norwegian cod accounts for around 20% of all cod consumed in the UK.

Mintec analyst Mark Kozlowski said that increased demand, particularly from China, and a drop in supply - fuelled in part by a 10per cent reduction in the Barents Sea quota - has led to a sharp price rise for cod.

With Norwegian cod accounting for around 20% of cod consumed in the UK, he warned that the current stock situation could lead to 'tighter supplies' with potential price increases being felt by Britain's consumers.

I've got cash - Why do I need to borrow?

It's often the way, your company deals in relatively low value transactions and gets paid in cash - why would you need to borrow money?

One answer is to look at how your money is working for you. If you can make each pound work harder, then you'll make more money. One way of doing this is to treat money like a tool, because after all that's what it is. Using cash to buy consumables and credit to buy equipment, pay tax bills even to pay vat bills can have a positive effect on your finances.

In every business there are only two elements: people at work, or money at work and in most it's the people who work harder than the money! Take the purchase of equipment; you could buy it from the cash taken over the counter, but eventually you'll reduce your reserves and run the risk of missing out on a deal. Buying machinery, and equipment on finance, or leases can spread the cost of acquisition and offer valuable tax benefits, capital allowance claims, reduction of income tax and allow you to build cash in the bank.

One little known strategy is that it's possible to borrow money to pay vat bills or corporation tax bills and spread the cost over a period of months, so that you are paying these bills out of future profits not past profits. In some cases you can even borrow money to pay a tax bill and get tax relief on the payments! If you've just paid a bill (within the last month) you can even get your money back...

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Natural fast food sales report record growth

Natural fast food chain Wrap It Up! has revealed figures which show a 48 percent sales growth, returning profits of £236,524 in 2014.

With McDonalds reporting a 4.6 percent decline in sales for the first time in 12 years, natural fast food it seems has well and truly taken hold in the UK, indicating a shift which has taken place in consumer tastes and demand.

This shift, along with increased competition, has led to a battle between processed and natural fast food takeaways. Without doubt, consumers are more knowledgeable about the links between food and health, which puts pressure on all outlets to be as transparent about their ingredients as possible.

“Our customers want quality food, good variety and regular changes to the menu, which processed fast food restaurants have historically found difficult to maintain”, explains Wrap It Up! managing director, Tayub Mushtaq. “We’ve noticed a specific increase in demand for speciality food products and global flavours. Now, due to our flexibility, our menus are driven in part by customer suggestions and emerging tastes. People want to know what they are eating, and respond to transparency about the nutritional value of their food and the sources of the ingredients”.

Traditional fast food outlets have also noticed this change in demand, refining their ingredients and trying to reposition themselves within the marketplace by claiming to use meat free from antibiotics, steroids and hormones. It still remains to be seen however, whether over time, they will be able to compete effectively with their healthier counterparts.

Mushtaq became the brand’s first franchisee in 2010 and became managing director in 2012 following a management buyout. Despite appearing on Dragon’s Den and being declined funding, the company has since expanded to include 12 outlets across London, with plans to



open five new company outlets and 12 franchise outlets elsewhere in the UK, over the next three years.

In November last year, Wrap It Up! began plans to move into a new centralised kitchen in Stratford. Due to be completed by 31 May, it is expected that this new kitchen will be able to support up to 100 sites, with the creation of around 500 jobs.

Exclusive Ranges partners with PFR for targeted growth

Exclusive Ranges has just announced a new partnership with Pro Foodservice Reps (PFR) who will represent its increasingly successful ‘Plug & Play’ products for the professional chef.

PFR will be targeting the catering equipment distributor network, group account buyers and project consultant specifiers with Exclusive Ranges’ ‘Plug & Play’ collection which includes HotmixPRO thermal

mixers, Hold-o-mat® holding cabinets from Hugentobler and the award winning Salvis Salamander Grills and Menu System SINA range of compact induction hobs.

Following a successful US business model, PFR aims to fill a gap in the UK commercial catering equipment market by bringing together manufacturers and operators by using its extensive industry knowledge, credibility and experience. PFR offers in-depth awareness and improved access to high quality brands via its trusted catering equipment sales professionals.

Andy Piggan, Managing Director, PFR and former sales and marketing director for importer Gamble Foodservice Solutions (GFS) and sales rep for Hatco: “PFR is based on the ‘Rep Group’ business model from the US, which is not currently operating within the UK commercial catering equipment market, but is a recognised and very effective model in other major markets around the world, including North America, Asia and Australia.

“All of our partners are looking for growth in 2015 via increasing their sales-force or marketing spend and we can save them significant overhead, whilst offering experienced market representatives on unique terms, tailored to their business needs. Ultimately, we can provide brands with access to all market sectors, whilst keeping the cost to the end user competitive.”

Trevor Burke, Managing Director, Exclusive Ranges is excited by the deal and said: “We had been experiencing significant growth in our ‘Plug & Play’ range of products recently and the time was right to bring in a team of skilled professionals that share the same values as we do in terms of customer care.





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Burgers



A look at Burgers

The humble burger has changed somewhat over the last few years but remains a popular choice on menus. We take a look at how you can spruce up your burger menu and make it more ‘gourmet’ with the addition of extras.

Without question burgers are one of the fastest growing food trends in 2015 and the reason? Well they’re just so versatile. Burgers are ‘build your own, they are a culinary canvas, a meat-filled masterpiece and something of a juggernaut within the food-to-go industry.

What started out as a hot filling, usually beef, between a toasted bun, with a slice of cheese on top is now seen as old hat.

More and more café’s, QSRs and street food vendors are dreaming up new twists on classic recipes and the consumers are reacting positively.

The pressure created by independent burger ‘joints’ is beginning to tell and household names like McDonalds and Burger King are being forced to think of new ways to remain at the head of the market.

The consumers are getting savvy and they know that despite the fact that they can walk into a high street chain and leave with a calorific and satisfying meal in under two minutes, they are instead offering to pay a little more and wait a little longer for something cooked fresh, bespoke and in front of them.

Consumer trend analysts, Technomic have conducted many surveys relating

to the food service industry and looking at findings from their burger report it is clear that independents are on the rise. Although buying power is a huge problem compared to the high street chains the savings that they struggle to make are passed on to the customers don't mind.

Darren Tristano, executive vice president at Technomic says: "They (customers) expect to pay more for a higher-quality, better burger and are willing to do so because the value proposition is heightened."

Tom Ryan, owner of the Denver-based quick-service concept Smashburger added: "When we started researching this it was clear that a lot of people had burger needs that the big suppliers weren't catering to.

"The big quick-service guys hadn't had a burger innovation in almost a decade, which meant there was a space to be filled."

Here are just some of the trends to watch out for in 2015:

Beef Alternatives - Although beef may be seen as the king of meats when it comes to a burger there are more and more outlets offering alternatives and 2015 could be the year of the alternative burger with chicken, lamb, pork and vegetarian options chosen more frequently.



Pulled Pork – Pulled pork is everywhere at the moment popping up on menus across the country, the tender meat coated in thick BBQ sauce has become a national favourite with people putting it on hot dogs, in tacos and on burgers. Such is the influence of pulled meats even the likes of KFC have started to serve pulled chicken in their outlets. This is one to watch.

Ethnic-inspired – As consumers look to evolve their palate and try different dishes, many burger chains are looking east for ingredients as 'ethnic' inspired items find a home on traditionally 'western' dishes. Spices commonly

found in Indian dishes, such as cumin and coriander are used to add rich flavour to burgers whilst Thai basil and sweet chilli sauce are also proving popular. Japanese flavours such as wasabi are also set to creep in during 2015.

Salads and pickles – Gone are the days of limp lettuce, tasteless tomato and cardboard like cucumber. Burgers have changes and the salads, pickles and garnishes with which they are served is far more adventurous. Restaurants are now making their own pickles and using array of salad products. The differing use of lettuces as well as caramelised

Recipe

Lean Lamb Burger

4 Kerrymaid Original Slices
450g lean minced lamb
75g finely chopped onions
10ml cooking oil
Sprig of chopped thyme
Sprig of chopped parsley
1 beaten egg
Pinch of salt and pepper
Kerrymaid Buttery

Directions

- Melt the Kerrymaid Buttery in a saucepan with the onion and fry over a gentle
- heat until the onion has softened
- Mix the mince, herbs and egg
- Mix in the onions and a pinch of salt and pepper and mould into burgers
- Grill the burgers on a medium heat for several minutes on each side and top with a Kerrymaid Original Slice



Burgers

Onions, cherry or plum tomatoes and sweet, tasty gherkins again adds another dimension to this consumer favourite.

Sauces – Just like salads and pickles, sauces offer the retailer the opportunity to mix things up and change the flavouring of a dish. Where ketchup and mustard still reign supreme an ever increasing market presence from the likes of sweet chilli sauce, mayonnaise and BBQ sauce is noticeable.

Sliders – For those who can't make their mind up, sliders or mini-burgers are proving hugely popular. Normally served in three's slider are small bespoke burgers that are roughly one third of the standard menu size. This feature makes the dish great for sharing and allows the customer to try more than one different topping. It is also a great way to get a little more for the business as the retail price is often higher.

Around the industry

Sides

With any great burger it is vital that you serve the correct side dish. We recently spoke to Rebecca Rowlands, Profit Sector Product Manager for McCain Foods' who said: "Great chips are a crucial element of any burger menu, as they have the ability to make or break the meal and can help to encourage repeat visits, so it's important that operators get them just right.

"Handmade, fresh style chips that are served by operators in their own signature style, will deliver menu and on-plate stand out, enabling operators to meet customer expectations for



freshness and choice, while also generating more revenue. They will also help operators to stand out from the competition.

"An easy way to add differentiation, and identify a 'signature' style that consumers will associate with the restaurant, is by offering chips with a range of toppings or seasonings. While the topping or seasoning components themselves don't need to be unique, creating a flavour combination, with a quirky name for each option, will link that taste to the outlet."

The McCain Signatures Casual Dining range now includes casual dining sector favourites, such as Sea Salt and Cracked Black Pepper Wedges, Sweet Potato Fries and Beer Battered Onion Rings, as well as a wide range of chips and fries to suit the menu requirements of different businesses and enable operators to offer different varieties, such as Skin-on Fries or Gastro Thick Cut, giving customers more choice.

Vegetarian options

One area where the burger market is growing is in the vegetarian sector. The vegetarian food market grew in value by +6.6% last year and a survey on the long-term trends (Mintel) has seen the value of the vegetarian food market grow from £333m in the mid-90's to £786.5m in 2011, these are figure which continue to grow and it is therefore essential that you cater for this market.

As the number of vegetarians has remained stable over the last 10 years, one company showing real growth are MTA foods whose range of meat alternatives includes chargrill style burgers. The product made from soya





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Burgers

⊖ proteins is low in saturated fat and free from artificial colours, flavours and preservatives and comes in at a weighty 100g, far larger than others on the market. This increase in size means that the vegetarian option stacks up well next to the meat products on the menu.

The MTA burgers are also suitable for the largest growing contributor to the vegetarian market, that of the health conscious meat reducer.

Chicken Burgers

With an increasingly large portion of the population now moving from beef to products like chicken getting it right is crucial. Here Meadow Vale offer a four-step guide to perfecting chicken burgers.

Firstly, select your chicken. Meadow Vale offers a range of four diverse flavours: Crispy Battered, Breaded, Southern Fried and Hot & Spicy. A choice of two flavours balances a menu to appeal to both spicy and non-spicy fans – try Battered and Southern Fried or perhaps Breaded and Hot & Spicy.

Secondly, think about toppings. This is where caterers can really add value to the product. The list is endless, but some traditional ideas include lettuce and tomato, onion rings, cheese and bacon. Why not experiment and find a topping unique to your shop that will get customers talking?

Caterers could make a real feature out of their chicken burger offer through a build your own burger section. Perhaps one item is already included in the price of the burger, giving customers the option to stack it higher with further toppings at an extra cost.

Thirdly, give your burger a standout

name that entices customers to give it a try. 'Chicken Fillet Deluxe Burger' sounds more appealing than 'Chicken Burger' for example.

Finally, team the burger up with chips and a drink in a meal deal. This can increase the value of the finished meal using lower cost items that go naturally with the burger.

Fish burgers

It used to be the Filet-O-Fish was the only notable fish-based burger on the market but as we have discovered they are becoming increasingly popular.

"For those looking to catch the attention of diners with alternative offerings, fish burgers can be just the thing!" Says John Pickett, Managing Director of Crown Foods Ltd

John continues, "With a reported 3 billion pounds spent on ordering seafood based meals each year, offering fish varieties alongside traditional meat options, such as burgers, can prove enticing to meat lovers, meat-reducers and vegetarians.

Our signature 'Salt & Vinegar Infused Tempura Battered Fish Fillets' have been designed to give quick-service customers a versatile product that appeals to the masses. With an estimated 22% of consumers visiting a fish & chip shop each week, these fillets are great for all ages, providing a taste of the seaside wherever they are! These mouth-watering fillets can be simply served in a bap with lettuce and mayonnaise, or 'beefed up' with a pea fritter and topped with lemon-spiked tartar sauce."

Cheeseburgers still the king

When asked about toppings it was clear that burgers with cheese are still at the



top of the pile, Grace Keenan, brand manager for Kerrymaid said: "Research has shown that 95% of burgers sold in QSR in the UK last year were with a slice of cheese, so outlets can make the most profit by up-selling this as an extra, alongside relishes and salad. The appeal of Kerrymaid Original Slices stems from their quality and consistent creamy taste developed for consumers, and in their functionality for chefs.

"Kerrymaid Original Slices can help speed up service, as they are easily peelable providing a quicker and more efficient product in often-hectic takeaway environments. The slices provide a consistent melt; which helps improve the structure of the burger make burgers a more convenient option for customers on the move.

"Kerrymaid Original Slices are an ideal choice as a gluten-free burger topping. With 1 in 100 people in the UK having coeliac disease, it is important that food-to-go operators tap into the £120 million market and the increasing consumer demand for gluten-free products, by making small changes to their menus for example by using gluten-free bread rolls and Kerrymaid Original Slices."

*Source: Technomic Survey 2014



Burger preferences



91% of respondents eat a burger at least once a month

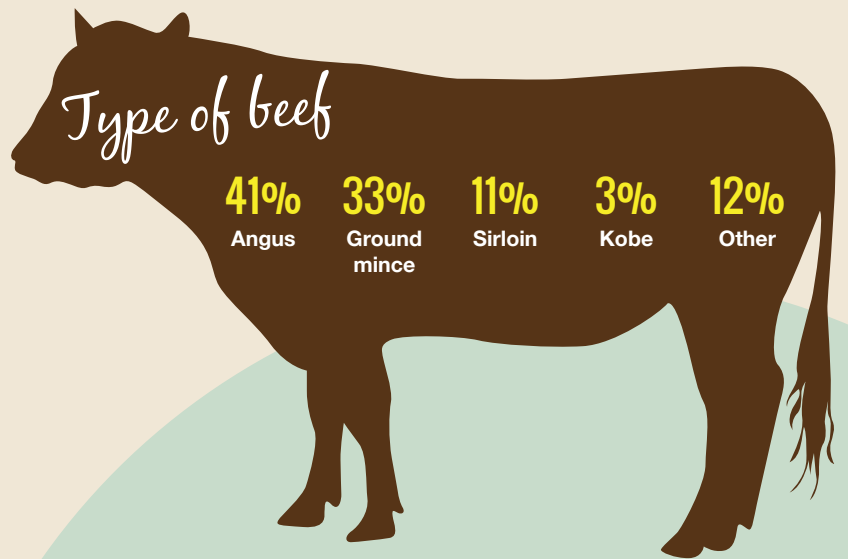
44% eat a burger every week

62% say meat quality and taste are most important factor when choosing

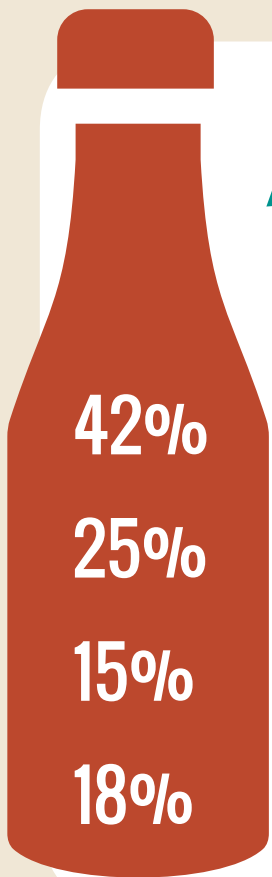
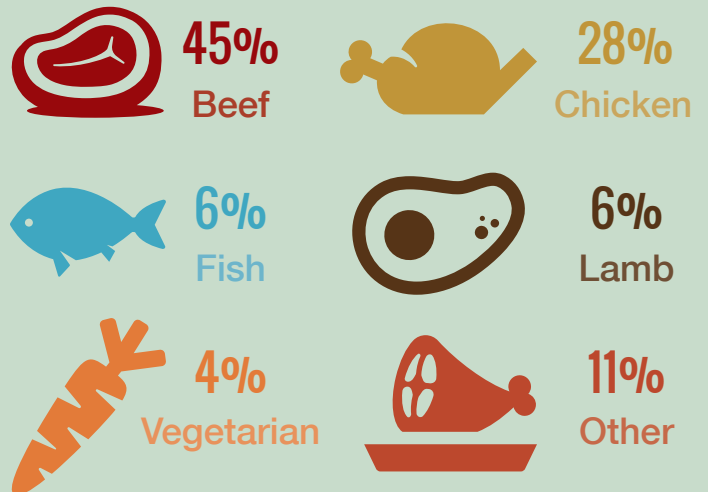
HALF of all those surveyed say that meat should be additive free and not frozen

1/4 Pounder the most popular size

Top 4 burger brands control 70% of the market



Type of meat



Preferred condiments

- 42% Ketchup
- 25% Mayonnaise
- 15% Mustard
- 18% Other

Extras

- Lettuce 83%
- Tomatoes 73%
- Onions 60%
- Pickles 68%
- Bacon 71%



- Pulled pork 33%
- Chilli 34%
- Cheddar 66%
- Swiss Cheese 55%



Business profile



Surf and Turf - The modern way

In an exclusive interview with QuickBite, Annaliese Hughes from Delicious Dining, a hospitality group based in the south of England, talks about the latest addition to their portfolio and one of Hampshire's rising stars - Shrimp and Burger.

In the wonderful world of food, restaurateurs, chefs and owners are all looking to expand the palates of the nation. Some will come up with new, innovative, menus or designs whilst others will put a twist on a classic and get it right.

One such location is Shrimp and Burger based in Southampton, Hants, whose mixture of tasty seafood and hearty burgers have seen the locals flock in since their November opening last year.

The current menu offers an exploration in taste with a range of Prawn, Burger and Hot Dog options from the classic Mac 'n' Cheese with a shrimp twist, to its southern soul Louisiana burger and New York style vendor hot dogs.

Described by some as a 'shack style eatery' Shrimp and Burger has been created to offer their diners a relaxed, laid back atmosphere, where locals can enjoy a tasty meal in rather eclectic settings.

Located in what is now known as Southampton's 'bar district', Bedford Place, the 50 seater restaurant plays on both its location and themes of the sea, with furniture made from salvaged wood and battered oil drums.

The quirky design features continue with an array of 'on-trend' glassware and packaging, all of which add to the idea that this is a place in-keeping with the 'urban-vibe' of the area.

Business profile

Indeed most of the success attributed to the venture has been down to a proactive social media campaign, such is the way of modern marketing.

The business has grown quickly and earned itself a cult following with social media users actively invited to share their views.

Marketing Manager Annaliese said: “This is a really interesting time for us as a group, bringing something new to the city and launching the brand almost entirely through social media.

“We are keen to constantly engage with our audience and many of the Shrimp and Burger creations came from listening to our future customers.”

“We attempted to engage our potential customers by allowing them to become part of the Shrimp and Burger journey, from updates and images through the design process to asking them what milkshakes they wanted to see on the menu.

“Our audience are constant social media users; effective use of the tools available along with an interesting and relevant content structure enables us to have a strong online presence.

“Many of our customers become almost like brand ambassadors for Shrimp and Burger, sharing and liking posts and

tweets and engaging in conversations that reference the brand and/or product.

“Social Media allows us to deliver content directly to our customers instantly, whether it be a flash promotion offering 30% off, or a limited edition burger the ability to interact in real time is crucial to the core of the business.”

Moving forward Shrimp and Burger’s chef, Wilson Bourges, has entered their most popular burger, The Louisiana, into the National Burger Awards after reading about it online.

Talking about their hope for the competition and indeed the future, Shrimp and Burger’s manager Andy Maynard said: “We have only been open a short while and to be shortlisted is already a massive achievement and we are looking forward to going head-to-head with the other contenders in March. “This is exactly what we have been

“Described by some as a ‘shack style eatery’ Shrimp and Burger has been created to offer their diners a relaxed, laid back atmosphere”

working towards and it is a step in the right direction.”

When asked about the reception that Shrimp and Burger has had, Andy added: “We made a conscious decision to have a ‘soft’ launch, by which I mean there was no grand opening, invites or opening night hype!

“Our Facebook campaign was a strong indicator that we had created something our audience really bought in to, and we expected to be busy judging by the posts and reservation requests we received. On opening night we simply opened the doors and welcomed anyone and everyone until we were full.

“I think we were all a little shocked at just how busy we were in that opening weekend! We have a no reservation policy at Shrimp and Burger and in our opening week we were almost always full with a waiting list for tables and a phone that didn’t stop ringing.

“As with any new venue you expect there to be a buzz and excitement that naturally drops, however Shrimp and Burger has sustained an excellent reception from customers and now 3 months on it shows no signs of slowing down.”

Annaliese added: “Eating out should above all be an enjoyable, fun experience and we hopefully we’ve achieved this with Shrimp and Burger.”





Condiments and Sauces

As we all know food is evolving, both in the way we buy it and the way we eat it. Gone are the days of having staple meals, those consisting of carbohydrates, vegetables and a plain protein. Things have moved on and the way we season our food and the sauces and condiments that we use to add or enhance flavour are really ‘on-trend’.

For the quick service industry whether it be a fast-food takeaway, sandwich shop or café, then choosing the right portfolio of condiments and sauces is vital if you are to please the more curious and discerning palates of today’s consumer. In this feature we chart the rise of the condiments and sauces market and look at some of the latest trends and products.

Evolution

If we first chart at the history of condiments and sauces we find that the earliest condiment was salt, used in ancient times as a preserve and a flavouring.

Mead and Honey followed and then came a form of sour wine which when given its French translation, vin aiger, gives us that other staple product, vinegar.

Mustard arrived next as the Romans began to grow and trade as the gradually conquered Europe. The coarse powder

from the mustard plant was used to season and cure meats. Looking at the variation we know today, that comes from recipes dating back to the 1720’s when Clements of Durham started to make a smoother paste (Durham incidentally became the centre of the mustard industry in the UK).

These basic ingredients remained ever present in the diets of Europeans until a condiments boom began in the 16th century. Pesto arrived from Italy and France as did Béchamel and Chasseurs. India gave us Chutney and China, Soy.

The Chinese also gave us a fish sauce called Ke-tsiap, which evolved into today’s Ketchup, albeit without tomato.

Towards the end of the 18th century France again delivered, bringing us mayonnaise and Hollandaise.

The 19th century and the Industrial Revolution changed the face of

condiments as factories were built and mass production was made possible. Tomato Ketchup and HP Sauce were invented and bottled before being sold to the masses as were, Horseradish, Salad Cream and a Worcester sauce by John Lea and William Perrins.

Brand Loyalty

The current market trends indicate that there is plenty of brand loyalty in the UK market place with Heinz, HP, Coleman’s to name but a few leading the way with their familiar products.

Another area of brand loyalty can be seen when you look at how chains and large restaurant groups sell their sauces and marinades to takeaway or even in the supermarket. Brands such as Nando’s have made great inroads with their Peri Peri sauces and again these remain popular.

The idea that consumers are tied to a brand is a dangerous one however with many independent cafes and QSRs making their own products, all equally as tasty, but at a fraction of the cost.

Tom Styman-Heighton, Development Chef at Funnybones Foodservice is however an advocate for pre-made condiments saying: "Offering a range of condiments as an optional extra can work well for both operators and their customers. Whilst choice gives the customer the freedom to personalise their dish to suit their individual taste, optional extras are also a great way to up-sell and add value to a dish.

"The advantage of pre-made condiments is similar to that of other pre-made products – there is consistency. And of course there is also the benefit of improved cost control and time management (i.e. the chef can use their time on preparing more profitable products or serving more customers).

"Offering pre-made condiments also allows outlets to stock a wider range of products that will last far longer than those that are freshly made."

Tom recommends, Funnybones' Rio Pacific brand includes a number of popular choices including our zingy Lime & Tequila Marinade. Fantastic with prawns, squid or grilled chicken it is also delicious drizzled over salad and can really add a Mexican twist to basic dishes.

From the foodservice and wholesale side of things there is also a developing brand loyalty for those businesses that buy in but with many of them choosing one company to supply a range of products. This part of the industry is fiercely competitive and below we will look at some of the latest products that are available to you.

Today's products

The current market is full of interesting condiments and sauces, with reinventions or twists on existing products or interesting blends of flavours for new marinades.

As mentioned earlier China is a key influence in the current climate and no traditional Chinese meal would be complete without the added seasoning of a favourite sauce, bringing a taste of the Orient to even the most simple of dishes.

A store cupboard stocked with classics such as soy sauce, sesame paste, fish and oyster sauce will ensure you can always be relied upon to cook up a fabulous family feast.

These staple ingredients form the basis of most Chinese meals and create the depth of flavour and aroma required for a satisfying supper.

Originally used as a method of preserving seasonal meats, fruits and vegetables for year-round enjoyment, these days' sauces are recognised as a perfect accompaniment for main meals as well as a delicious dip.

Heavenly Hoisin

A magical mixture of garlic, chilli peppers and spices, Hoisin Sauce is a sweet and flavourful table condiment for meat, poultry and shellfish.

Fabulous fish sauce

Intense and salty, Fish Sauce gives many Thai dishes their distinctive umami flavour. Used in marinades, dressings and dipping sauces, this simple ingredient somehow makes everything taste better.

Terrific Thai chilli

Rich with garlic, the Mai Siam Thai Sriracha Sauce, made from a special blend of Asian spices is ideal for dipping savoury appetisers and bringing an extra flavour dimension to cooking.

Super sweet chilli


A classic ingredient, Wing Yip Sweet Chilli Sauce can be used to increase spiciness and add zest to home-made dishes. It is also the ultimate dipping sauce for alongside salt and pepper chicken or Thai-style fishcakes.

Wing Yip is an established family business, widely recognised as the UK's leading supplier of Chinese and Oriental groceries, and much more.

Currently, two generations of the Wing Yip family are involved in the day-to-day running of the stores, superstores and national distribution network, supplying Chinese restaurants and takeaways across the country.

Wing Yip Superstores, with their distinctive Chinese styling, are located in Birmingham, Manchester, Cricklewood and Croydon. More information and more than 200 delicious authentic recipes, visit www.wingyipstore.co.uk

Taste the world - wrap up a profit

The World Wraps concept taps into the desire for ethnic tastes, offering a world of flavours including Thai, American and BBQ, Indian as well as Mexican. The concept includes soft tortillas, ready to use sauces and spice mixes, all operators need 



Menu ideas

to do is add the vegetables and protein. After a few minutes in a contact grill operators can produce a fantastic range of unique, hand-held snacks that are quick and easy to prepare and serve.

This concept can be used to expand trade at all meal occasions throughout the day from breakfast right through to evening.

“The opportunities for World Wraps are endless,” explains Eimear Owens, Country Sales Manager - UK & Ireland, Santa Maria Foodservice. “Hot wraps appeal to all kinds of people. World Wraps will fire up customers’ taste buds and give them the more sensational flavours they want. World Wraps will help operators produce hot wraps that stand out and keep their menus fresh and exciting.

“Wraps work well with lots of different fillings and we have lots of exciting suggestions on our website. Chicken is always popular in a wrap and Thai Wok Chicken and Chicken and Prawn Lime Wok Melt go down well, as does the Steakhouse Hot Dog Wrap and BBQ Beef and Tomato Wrap from our American selection. The Saag Aloo Wrap and Vegetable Tikka Masala Wrap are fantastic vegetarian fillings. Once you start experimenting with the sauces and spices you really do have a world of flavours in your hands.

“Our World-To-Go concept, inspired by street food, features ten sauces and a range of easy recipes, so operators can quickly create appealing dishes with flavours from around the world.



“The smoked jalapenos in our Santa Maria Chipotle sauce gives pulled pork and burgers a real bite, while the Santa Maria Bourbon BBQ sauce elevates chicken wings and hot dogs to another level. We also make serving the UK’s favourite street food cuisine - Mexican - quick and simple; with our Santa Maria Mexican Hot Sauce being ideal for hand-held favourites like burritos, fajitas and tortilla wraps.

“Our range of spices and sauces, combined with innovative concepts and recipes, provide casual dining operators with an easy and cost-effective way to reinvigorate their menus, drive profitability and keep their customers coming back for more.”

“Our range of spices and sauces, combined with innovative concepts and recipes, provide casual dining operators with an easy and cost-effective way to reinvigorate their menus, drive profitability and keep their customers coming back for more.”

The World-To-Go sauce range includes:

- Sweet Chilli Sauce
- Teriyaki Sauce
- Bourbon BBQ Sauce
- Mexican Hot Sauce
- Chipotle Sauce
- Ranch Style Topping
- Guacamole Style Topping
- Diced Jalapeno Topping
- Piri Piri Sauce
- Salsa

For further information on Santa Maria Foodservice and their product range, visit www.santamariafoodservice.co.uk.

Things to avoid

Nigel Parkes, Purchasing & Marketing Director for Flagship Europe told us:

“Operators should resist the temptation to go for cheap, lower quality condiments as these usually go hand in hand with cheaper, lower quality food products. For example, a good quality mayonnaise will have a high oil content, maybe as much as 80%.

“Appearance is key when it comes to condiments - dirty sauce bottle tops are very off putting! It’s so simple to present condiments well, in a ramekin or dip pot

for example, but this is often overlooked. Serving condiments in this way also helps to reduce wastage.”



Recipe

Sweet Chilli mixed nuts

These delicious snacks are great for sharing with friends, but be warned – they are very moreish!

Ingredients:

- 120g raw cashews
- 120g walnuts
- 120g raw almonds
- 20g sesame seeds
- 2 tbsp Wing Yip Sweet Chilli Sauce
- 1 tbsp 5 spice powder
- Peanut or vegetable oil

Method:

First lightly toast sesame seeds in a dry pan, stirring constantly. Remove and keep aside.

Heat wok and fry the cashews, walnuts and almonds on a low heat, stirring continuously.

Drizzle a little oil in the pan when the nuts are half cooked and start to colour. Keep the heat low to prevent burning.

When nuts are cooked, sprinkle with 5 spice – use sparingly.

Drizzle sweet chilli sauce over the nuts and mix well.

Turn off the heat, sprinkle toasted sesame seeds over the nuts and mix well.

Allow to cool before serving.





Santa Maria

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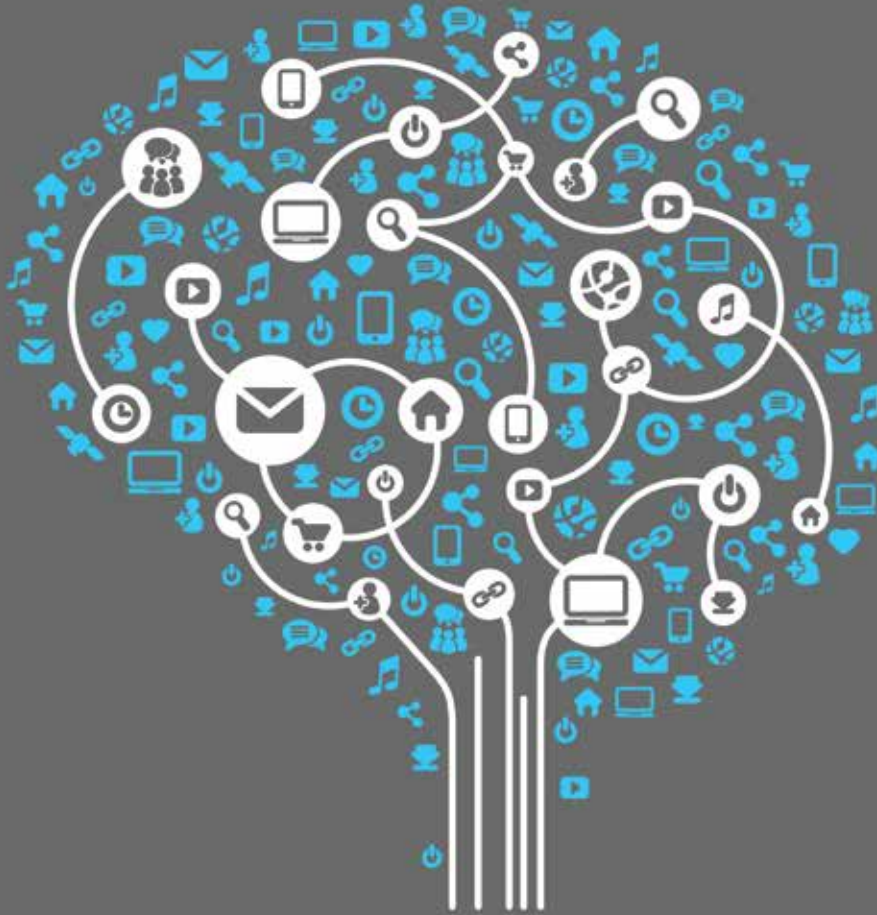
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How to...



How to make the most of social media

Twitter and Facebook are just two of the key players when it comes to social media. What should you be doing as a business to embrace social media – and how can you ensure it works for you?

As social media becomes one of the most important marketing tools that your business can have, here QuickBite speak to Sophie Roberts-Brown, Associate Director at William Murray Communications about how to get the most from your social media.

General

Social media is just another route to market, so don't be scared. It is all about

having clear and relevant content and getting that out to your target audience. The 3 key things when it comes to social are knowing your audience, picking the right platform, and having great content.

Know your audience

Traditional marketing relies on pushing a message in front of every face possible, whether they're interested or not, that doesn't work with social. You need to

identify and relate to your audience, you need to solve their problems.

Every organisation is in the business of solving problems but we often view them differently to our customers. We tend to see the 'features' that our business offers, rather than the benefits they provide. Largely speaking there are four main benefits customers are looking for, something that either; fulfils a need, provides a service, alleviates a frustration

or gives enjoyment.

If you can figure out what your customers want and need, this will help you create content that they'll willing share online.

Pick the right platform

There are many social media platforms out there and it would be impractical to be on all of them, so along with figuring out what your audience needs, you also need to figure out where they are.

Customers love to share experiences and photos in real time, particularly younger adults – or millennials - so platforms like Twitter, Facebook (social commentary) and Instagram (photographs) which can be accessed via mobile devices will be very popular.

Focus on content

So you know your audience and you know which social media platforms you are going to use, it now all comes down to content. Remember this isn't about pushing sales messages. You need to create content that your customers will want to read, share and comment on.

For example; provide relevant information via your Facebook page. Content such as recipe ideas, latte art tips and stats on the latest trends in lunchtime dining will attract new visitors and increase your visibility.

You can also use Twitter for time sensitive information. Tweeting for example when a fresh batch of Brazilian Ipanema Yellow Bourbon coffee beans has landed and are brewing.

Instagram is all about the visual, so use it to showcase images of your menu items. Encourage customers to do the same by running a competition which offers them a chance of winning a free meal if they post the best image alongside the relevant #hashtag.

If you're thinking when will I have time to do this, then don't panic. There are a number of agencies out there who can help, either like we do, in terms of content creation or who just offer community management.

A little bit of effort can result in a big step change in terms of how you communicate and engage with your customers when it comes to social media.

To guide you through the various platforms in more detail we asked Andy Wickes, Digital Director for Jellybean Creative Solutions Ltd his thoughts.



Twitter

A great site for sending short updates to your following, and a simple way to gain a following. Tweets are quick to compose and quick to read, resulting in the huge growth in uptake in recent years. #hashtags mean you can easily join larger conversations and the search engine optimisation (SEO) benefits of being part of these conversations are growing.



Facebook

The 'like' button on Facebook is the easiest way to allow your business to be promoted to customers. A successful company page invests in publishing content of real value – from the basics such as opening times and menus, to special offers and news – it should all be included to increase your chances of a 'thumbs up' – play to the strengths of the platform, building your reach through joining relevant groups.



LinkedIn

This is a fantastic business-to-business relationship building tool for keeping in touch with industry news. Make the most of a workforce who possibly already have a presence and connections, and create a business page for staff to follow. Join relevant groups on LinkedIn and ensure your company page is kept up to date so that members who use LinkedIn can find you.



Instagram

90% of information transmitted to the brain is visually based – in short you can engage and reach a wider audience through images. 17million images were posted with the hashtag #FoodPorn on Instagram so if you've invested in photography and a member of the team is handy with a camera, start sharing those photos and don't forget those #hashtags!



Pinterest

One of the fastest growing platforms on the web, Pinterest is a virtual bulletin board that lets users share inspiring images and links – it's all about curating images.

Pinterest is built around 'Pins' which are links back to a webpage containing the original content. This has real benefits in terms of SEO and also in driving traffic back to your website. It still has a significantly female heavy audience, but if your customer demographic is predominantly female it could be worth considering.



Google+

If the majority of new business leads – such as corporate catering – are from search traffic then Google + might just be the platform for you. Due to its integration with the search engine giant, it is an easy SEO win to link your Google + account with your website. As with any content marketing online, be it social or otherwise, we would always encourage businesses to think from the customer back, rather than the brand forward. Find out which social media channels your customers use and what they use them for.

Then decide what content you can easily develop that has real value to the end user; be it menus, downloadable vouchers, special offers or delicious food shots. Broadcast this on social media and your audience will share the content for you, amplifying your business' reach.



Mokoko stands out

Mokoko, a petite coffee shop serving espresso and filter coffees in the heart of Bath opens with design from Simple Simon

Having successfully run Jacobs Coffee House in the centre of Bath for a number of years, owner Jake Harris decided to set up another independent and new brand within the city's shopping centre, Southgate. Mokoko's offering is deliberately different to Jacobs Coffee House, both operationally and aesthetically. Whilst most brands assume coffee is best received in a seated environment, the concept behind Mokoko challenges this and focuses purely on a grab and go service.

“The designers understand the importance of branding, particularly for a small, start up business based amongst the bustling streets of Bath and wanted to ensure Mokoko stood out amongst its neighbouring bars and restaurants.”

Simple Simon strive to work with new and independent brands like Mokoko, engaging in design concepts to support start up businesses from the initial stages of the design through to completion.

Drawing on Jake's experience, Simple Simon initially concentrated on the small interior ensuring all the necessary equipment required for this type of operation could be placed. Once proven it could work, the design team turned their attention to the aesthetics.



Conscious of the growth of other independent brands, Jake wanted something that talked the language of coffee shops, but in a unique way. The brief was to create something new.

Having worked on a number of other independent coffee shops, Simple Simon had become familiar with the growing number of offerings nationally and internationally. The team identified a common design language that has emerged over recent years which owes itself to economic design solutions and



heavy graphic presence. With this in mind and consideration of the budget, the design team looked for ways to embrace economic materials in a different way.

“Inspired by the Scandinavian design the interior uses natural materials with a precise and polished finish”

A recent research trip to Copenhagen demonstrated current trends elsewhere and how the influence of Scandinavian design has had an impact with natural and reclaimed materials being used simply and honestly.

The design team needed to take into account the small interior space ensuring there was no compromise to the design and success of the business. With careful consideration every element became entwined in a series of interlocking forms made from birch ply. The counter and



Design inspirations



display are intended to create interest and theatre from outside, bespoke shelving was designed and built to maximize space and create depth to the interior. The fins from the shelving protrude into the window area drawing customers in from the exterior.

Inspired by the Scandinavian design the interior uses natural materials with a precise and polished finish, co-ordinated detail of copper lighting and panelling add another textural dimension to the space. In addition, the designers made good use of natural woods, glass, paneling, bespoke furniture made from scaffolding and brick style tiling throughout.

“Mokoko was a really nice project to work on as it is a new and independent brand. We looked at all the new and quirky independent coffee shops opening around the country and identified that there is a common language developing which is very graphic led, using rough and ready materials in a cost effective fashion. We wanted a design that would stand up amongst all the other unique

brands that would speak the language of coffee and coffee shops, but have a different look and feel. We looked further a field and drew inspiration from a recent trip to Copenhagen where we saw quirky branding and interiors which use rough and ready materials in a much cleaner way.” – Design Director, Ben Rolls

The designers understand the importance of branding, particularly for a small, start up business based amongst the

bustling streets of Bath and wanted to ensure Mokoko stood out amongst its neighbouring bars and restaurants. Once the name had been decided, local graphic designers Flipside Studios produced the branding.

“The design is fresh and individual supporting the importance of conveying an identity of independence. We really like the warming tones and natural colours.” Mokoko Owner, Jake Harris.





Digital Signage - Getting it right!

There is no denying it, Digital Signage is a positive tool to aid your business. From the financial benefits to the added value of positive brand perception, increased operational efficiency and reduced perceived waiting times – all just a screen away! However, these benefits can be hampered by poor deployment and poor content, so here are some tips to help get it right

Step 1

Why do you want Digital Signage?

Identify your objectives from the get go. Is it to alter menu board pricing easily? Is it to show promotional videos to queuing customers? Is it to attract passers by? Without knowing why you want digital signage, you will end up wasting both time and money.

Step 2

Where do you want your Digital Signage?

Once you've worked out why, you now need to look at 'where' you want it. For the shop window? On counter tops? At the entrance? Above the counter? Spend the time looking at your venue and identify the locations to help achieve your objectives of why.

Step 3

How to manage your content?

Here is an overview of the three core types of Digital Signage content management systems:

- 1) USB updated digital signage – single zone image or movie on rotation. Only updated via USB. Good for small businesses



Marketing

- 2) LAN digital signage – locally networked media players, software accessed via IP. Good for business with secured networks such as M.O.D.
- 3) Cloud based digital signage – Online software with ability to deliver multi zone, multi media content to various display devices. Good for single or multi site businesses with internet access

Step 4 Choosing the right Hardware

Now you know why, where and how, it's time for the hardware. Many businesses simply look at the cheapest solutions, however they soon see it fail, causing more expense to fix or replace. Key things to consider:

- 1) Use commercial displays and NOT TVs. Commercial displays come with extended manufacturer warranty and are specifically designed to be used for long periods of time (many 24/7), amongst other benefits
- 2) Brightness - 350nits to 700nits is a good range for internal displays, however for windows you need to be looking at 700nits to 2500nits.
- 3) Outdoor signage - high bright displays are essential and enclosure should be IP65 rated. Don't be fooled, this may cost more initially but it's essential to get the job right



“There is no denying it, Digital Signage is a positive tool to aid your business. From the financial benefits to the added value of positive brand perception”

- 4) Media Players - External vs Built in. External can provide higher performance but consider what are you using it for? If it's for stuff like an animation and playlist of images or text menu pricing then Samsung SSP D Series displays with built in media players will most likely do the job for you.

Step 5 Content

Commonly overlooked but is the final piece of the puzzle to make your digital signage work. Professionally designed, easy to digest content can bring your signage to life and communicate your messages / objectives effectively. High quality images, clean fonts and animations by professionals is a good way to create your content.

Ultimately, every business has different needs for Digital Signage and it's critical you spend the time getting it right to get value for money and a valuable tool to improve your business.

Want to talk to a digital signage pro? Get in touch: www.eclipsedigitalmedia.co.uk



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Packaging



Packaging

It used to be that those going out to buy food would do exactly that, they'd go to their nearest supermarket, café or food-to-go location and choose the item(s) of food that they wanted without a care in the world about the packaging that it came in.

Fast forward a generation and more and more of us are becoming aware of not only the food we buy but the design of packaging and whether or not it is protective, sustainable and recyclable.

This new found eco-awareness is partly forced upon us with government messages and the countless number of bins we as consumers are provided with, but also by the genuine need to protect the planet and the food we eat.

Recent surveys bolster the ideas that we are becoming more social aware of what we buy with The Nielsen Global Survey on Corporate Social Responsibility, pointing out that 40% of all Europeans

look at packaging to determine socially responsible brands. The same percentage will also then only buy from these types of brand.

The survey found that by checking labels to assess the intentions of a brand helped consumers build a moral image of the provider and that is positive news. Brands who actively promote the ability to recycle their packaging see a 7% increase in sales when next to a similar produce without eco-claims.

Findings from Tetra Pak also found that there were improving attitudes towards sustainable products with those in the survey stating the use of bio-based

materials as a key feature. A current trend and one which is almost certain to grow is the use of cartons for wet-led products such as milk and juice. The fact that they are made from paper and not plastic is appealing. The research conducted on Tetra Pak's behalf by Firefly Millward Brown also found that aside from recycling, the weight and therefore wastage levels were also a factor.

Aside from the consumer based benefits that packaging has there are also many benefits for the retailer. Effective packaging can first of all be branded and act as a kind of advertising and it can also add that professional touch whether



It was agreed that there is a need for education and simple guidelines to encourage resource recovery away from home – consumers are well used to recycling at home but once out of home tend to consider it ‘someone else’s’ responsibility. Major operators present at the seminar included Pret a Manger, Costa, Caffe Nero, McDonalds, KFC, Baxter-Storey and Sodexo. All agreed that joined up thinking is needed but the challenge is for the FPA to facilitate what happens next.

The FPA’s Martin Kersh said that the next action will be a workshop or round table discussion to produce a draft Code of Practice or Policy for further discussion with the objective of getting key parties to adopt it. In the context of the morning session on EU regulation and the status of the EU Waste Framework Directive, this needs to be done in the first half of ➔

you are part of a bigger business or an independent.

Many items are multipurpose, cups can be used for hot or cold drinks as well as soup and the range of sizes means that you can better service the need for you customers. These quick service disposables also allow for strict portion control and equal measuring. Trays, cartons and boxes are also suitable for salad, sandwiches, kebabs, baguettes and burgers, meaning that they save you both storage space and cost with a ‘one product fits all’ approach.

FPAES 2015 Findings

Mark Pawsey MP (Rugby, Con), Chairman of the All Party Committee on Packaging has called for the foodservice and foodservice packaging sectors to collaborate to devise a Code of Practice to improve packaging recycling and recovery rates to avoid possible future regulation.

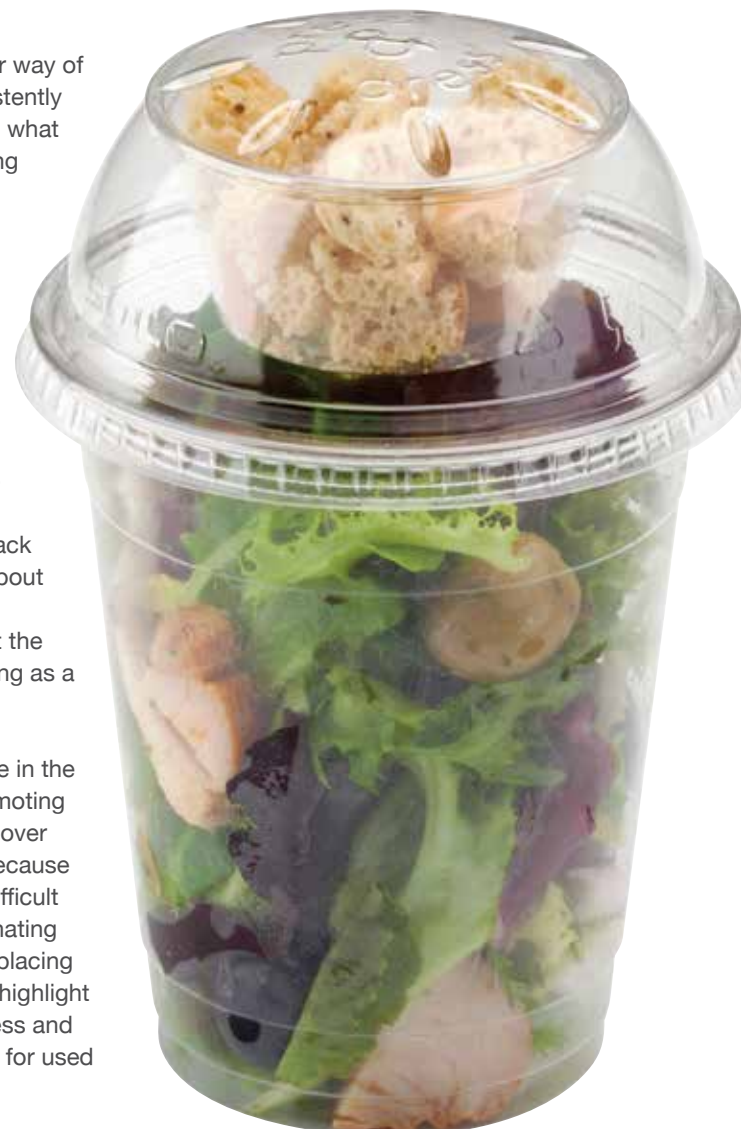
His remarks were made at the annual Foodservice Packaging Association Environment Seminar (15 January Nottingham University) – an event attended by more than 170 representatives of the foodservice packaging supply chain from manufacturers to distributors, operators, local authorities and waste recovery and re-processors.

Summing up, FPA Executive Director

Martin Kersh said there was a common will for the sector to take collaborative action to deliver “joined up thinking”. This will include:

- devising a simple clear way of communicating consistently with consumers about what do with used packaging away from home
- working with Local Authorities and operators to ensure facilities exist for recovery away from home
- consistency of messaging for businesses across the supply chain
- clear, consistent on-pack messaging/labelling about recycling
- wider education about the value of used packaging as a viable resource.

All this needs to be done in the context of avoiding promoting one packaging material over another in the market because ‘whole life’ analysis is difficult and inconsistent. Eliminating the word ‘waste’ and replacing it with ‘resource’ would highlight the value to both business and consumer of the market for used foodservice packaging.



Packaging



⌚ 2015 in order to influence the potential revision of this Directive.

Operators and waste recovery re-processors confirmed that the market for foodservice packaging is expanding as consumer habits change to eating out more frequently but less formally, driving growth in snacking and eating on the go. This is creating a growth opportunity in post-consumer foodservice packaging with a real value and the technology now exists viably to reprocess most types of packaging, provided there is a consistent infrastructure for collection and recovery which goes beyond the responsibility of Local Authorities.

Why choose eco-friendly packaging?

Mark Brigden, Technical Director at Biopac (UK) Ltd said: “More and more, British consumers are proving they support businesses that are trying to increase sustainability efforts.

“A 2014 study by Madano reveals that people react positively toward businesses that use sustainable packaging, with 82% agreeing that companies should use more recycled materials.”

This same study also suggested that when it comes to food and beverages, if price and taste are the same, the consumer would choose the business with the best environmental practices.

There’s no doubt that now, more than ever, addressing environmental concerns is part of the recipe for success in the food-to-go business.

What does this mean for food outlets offering takeaway food and drink? The increased demand for environmentally friendly packaging is a trend that isn’t going away any time soon. And with New York City banning plastic foam containers and polystyrene packaging starting from July 2015, it’s possible that U.K. businesses could be facing new regulations in the future. The good news is, that as demand increases, the availability of eco-friendly packaging is on the rise – and the prices are more affordable than you might think.

Advantages of using environmentally friendly products

The advantages are twofold:

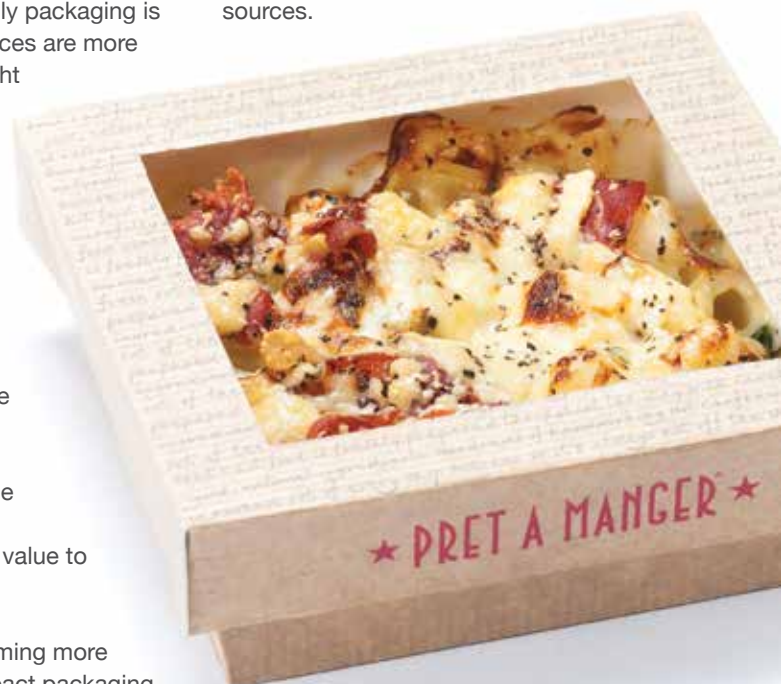
- a) It can help you reduce your carbon footprint and reduce the impact your business has on the environment.
- b) It can add significant value to your brand or business.

As customers are becoming more educated about the impact packaging

can have on the environment, companies are reassessing their use of packaging and are looking for ways to present more environmentally friendly solutions. If companies are going to the trouble to respond to this demand they should tell their customers about it.

Also amongst those helping to tackle the issues by using green packaging are Huhtamaki whose BioWare range comprises a comprehensive selection of high quality foodservice disposables, including single-use cups, tumblers, food containers, Strongholder carry trays, cutlery and Chinet® plates and bowls. All products can be composted in industrial composting facilities within 60 days, making them the ideal choice for caterers concerned about their impact on the environment.

‘Love nature, Love BioWare’ paper hot cups are manufactured using paperboard material that is PEFC (Programme for the Endorsement of Forest Certification) Chain of Custody certified. PEFC aims to promote sustainable development in forest management and assurance that the material in the final product can be traced back to a sustainable source managed with due respect for environmental, economic and social standards. The cups feature the PEFC logo as part of their design, to provide assurances that the products are from sustainable, legal and traceable sources.



Business profile

T&G Woodware celebrates 40th anniversary

Standing the test of time T&G Woodware is celebrating 40 years at the top of the European tableware market.

Since its inception by two partners in 1975 with one of them, Patrick Gardner, still Managing Director today, T&G have become one of Europe's leading suppliers of everyday kitchen essentials.

T&G Woodware was initially formed by Patrick as a means to provide cash while operating as a Sales Agent in the Housewares Industry, this was to pay day to day expenses as some of the companies represented could take 4 months credit on the due commission.

Patrick spotted a big gap in the market for quality woodware products which they were able to fill. Reliability and imagination paid dividends with many firsts in the industry including care and protection for chopping boards, lifetime guarantee for pepper and salt mills.

Based in Portishead, Bristol, the business is very much a family run affair, starting with a small range of pinewood kitchen products from Portugal, the range quickly developed and by 1979 they had the largest range of domestic woodware available in the UK.

T&G's core business is to design and produce for the home, export, retail and catering markets and they pride themselves on well designed, quality products that will stand the test of time.

Today domestic woodware products, remain a large part of the T&G enterprise and as demand for T&G quality grew new product areas were developed with pepper, salt and spice mills becoming an important part of the range.

Whether it's front of house or back of house, table service or tools; T&G have a variety of products that are durable and easy to use. All T&G products have been designed in the UK and manufactured with style, quality and function in mind.

By looking at the new catering products for 2015 it is clear that they have been designed to reflect the desire for relaxed dining. There is more variety, style and mix of materials which enable their customers to create their own individual looks and identity both in serving food and front of house.

Speaking at the Hospitality Show in Birmingham, Patrick



Gardner said: "It has been an exciting industry to have been part of for so many years and we have worked hard to get where we are.

"Celebrating 40 years is a huge testament to all those who have worked in the business and for our customers who have continued to help us grow.

"We are constantly bringing new products to the market and coming to shows like this we get a great reception, we are always trying to move forward and we hope for another 40 years."



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Focusing on Fryers

In this month's equipment focus we look at fryers and answer any questions you may have on choosing the correct fryer, whether to go electric or gas and how to care for your oil.

"When choosing a fryer it's important to make sure you have the right sized unit based on the amount of food you are cooking" says Sam Starling, Group Marketing Co-Ordinator for Parry.

"Although you want to make sure the unit is big enough you don't want it too big or else you will be wasting oil and energy. So, choose a unit that is suitable for average everyday capacity rather than one that is geared towards the day when you are doing most frying.

"Your decision should also be based upon what you are cooking in the fryer. For example there is a big difference in

cooking times for chips that have come directly from the freezer and raw chips straight from a chipper."

"Each caterer requires something different from their fryer and considerations may include any combination of: basket size, oil capacity, burner efficiency, output and power rating"

The size of the chips will also make a difference - some chipper manufacturers make different sized grids or blocks for forming chips.

The other major decision is whether to go for an electric or gas fryer. If you are only frying relatively small amounts then an electric fryer will generally be the better option as they are cheaper to buy and easier to install - most will simply require plugging into a 13a socket. If you are doing a lot of frying it is probably better to buy a gas unit. Although the initial purchase price is usually greater the running costs are likely to be lower.

Equipment focus



⊖ Each caterer requires something different from their fryer and considerations may include any combination of: basket size, oil capacity, burner efficiency, output and power rating. That is why Parry manufactures what is probably the most comprehensive range available in the UK including: freestanding and tabletop units in both single and double tank configurations for connection to natural gas and electricity; as well as units that run off LPG, making them ideal for mobile/outside caterers. Parry also manufactures chip scuttles and chip dumps and has the capability to manufacture other bespoke items in-house.

Tina Carter, Marketing Manager from Brakes Catering Equipment suggests that where possible they would recommend choosing an electric fryer over a gas alternative. This is because they are, by and large, more energy efficient and there is less on them to go wrong. For example, an electric unit does not have a thermocouple, no gas interlocking is

required and there are no gas jets to be cleaned. With an electric fryer nearly 100% of the power goes into the oil whereas if you put your hand over the exhaust of a gas fryer you will feel heat that is being lost, so electric is certainly more efficient. Gas units also tend to use more oil. Of course the choice of electric or gas might well be determined by the available power medium.

Filter the oil on a regular basis. Also, having a fryer with two wells and using each one for different types of product will help preserve the oil. Where possible try to separate the low and high fat products for cooking as the latter will tend to break down the oil much quicker. By cooking them in separate wells you can hope to get up to five days' use out of the oil in the one used for low fat items whilst the other one may last just two.

Simon Frost, chair of Catering Equipment Suppliers Association (CESA) an authoritative voice of the catering equipment industry gives some top tips

for further care of your equipment and oil.

Oil care:

Oil is expensive and it has to be looked after and replaced regularly to maintain food quality.

- Frequent filtering will extend the oil's life.
- When changing oil, make sure the 'cool zone' at the bottom of the fryer is emptied properly.
- For safety ensure the oil is cooled down before draining.
- Some manufacturers offer integral filtration systems to simplify the operation and keep the oil fresher for longer.

Oil testers:

During frying the composition of oil changes and breaks down to include moisture, free fatty acids and mono/di-glycerides collectively known as Total Polar Materials. These degrade the quality of the oil and can result in



stomach upsets and nausea. There are now handheld electronic oil testers that can detect the percentage of TPMs in the oil so you can accurately determine the right time to change it.

Caring for your fryer:

- Control dials: Regularly clean around all the control dials otherwise oil will inhibit their movement and you risk breaking them.
- Oil: If oil starts to smoke at normal temperature settings the thermostat may be faulty or the oil is old. The fryer should be turned off and the thermostat checked before the oil reaches dangerously high temperatures. If oil becomes cloudy or dark when hot it needs changing.

For something altogether different why not consider an oven that prepares fries without the need for a single drop of oil, LightFry by JM Posner boasts a revolutionary two-phase patented preparation process which sees steam

thoroughly cook the fries before a stream of hot, dry air gives them a crispy surface. The result is classic golden fries that taste delicious, yet are 40%-60%* lower in fat.

The same method can also be used to cook other fried foods in the LightFry such as onion rings, chicken nuggets and breaded mozzarella - making the LightFry oven a hugely versatile piece of equipment.

As well as the obvious health benefits of cooking without oil, LightFry also offers numerous cost savings, removing the need to purchase, maintain and dispose of oil – all of which can be both costly and time consuming.

Safety problems often associated with frying are also avoided, including burn injuries and the risk of fire; with the absence of grease vapour also making for a better working/dining environment for staff.



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Stamp Duty Reforms

Every month, Peter Watters, ACA, shares some useful financial tips especially for QuickBite readers. This month, he looks at Stamp Duty Reforms and who may benefit. George Osborne announced sweeping changes to stamp duty in his 2014 Autumn Statement. He claimed 98% of buyers, particularly first-time buyers and low and middle-income families would benefit financially.

But now professionals in the property business believe the reforms would not benefit first-time buyers in the long run.

The widely held view is, like all property taxes, these changes to stamp duty will very likely be quickly reflected in house prices.

This tax saving will allow first-time buyers more money to put towards their property and with all buyers in the same situation, prices would rise accordingly.

The industry thinking is the stamp duty changes will add around 1% to house prices.

As stamp duty is normally paid in cash and higher property prices would add to the buyer's mortgage, that they would pay more in interest.

Some allegedly take the view that the Chancellor was trying to engineer a mini house price boom just before a general election without considering peoples' indebtedness.

How has stamp duty changed?

Under the old "slab" system, house purchasers had to pay their relevant rate on the whole purchase price. Previously stamp duty started at 1% on sales from £125,000 to £250,000, rising to 3% on sales of up to £500,000 and 4% on homes costing up to £1m. Houses that sold for between £1m and £2m attracted 5% tax, rising to 7% for houses worth more than £2m. Under this system a family buying a house for £400,000 would have to pay 3% on the whole sum, or £12,000.

The new stamp duty will consist of

"marginal" tax rates, as with income tax. There will be no tax on the first £125,000, then 2% on the cost between £125,000 and £250,000, and 5% up to £925,000. A rate of 10% will apply to the cost between that sum and £1.5m, and 12% on the value above £1.5m.

Now buying a £400,000 home they would pay 2% on the portion between £125,000 and £250,000 and 5% on the remaining £150,000. This reduces their total tax bill to £10,000.

"House prices are expected to rise as sellers cash in on the stamp duty savings"

Stamp duty bills will rise for purchases worth more than £937,500. This is likely to affect buyers in London and the South East most, where prices are much higher.

First-time buyers

Many typical aspiring home owners have been hit hard by the combination of stamp duty and rising house prices. People in London know this all too well, many have tried to buy in earlier years but were unable to make their budget stretch to cover the stamp duty.

Such examples are common place. Many first time buyers find their dream property at the top end of their budget, but are all too often unaware of stamp duty and find themselves unable to

afford this additional cost, leaving them no option but to pull out and lose their dream home.

Many people who are looking at properties in more affordable areas of London are grateful for the reduction in stamp duty, but fear that if house prices rise further they will be priced out of the market.

But it's not all bad news for first-time buyers. Those already in the process of buying will save money. Typically someone buying a £175,000 house will see their stamp duty cut from £1,750 to £1,000

Need more help?

This feature aims to give some informal hints and tips. McPhersons Chartered Accountants and McPhersons Financial Solutions are offering businesses free

advice so get in touch now to arrange your meeting. Simply email Peter Watters p.watters@mcphersons.co.uk or call our Head Office on 01424 730000 for a free consultation at mcphersons' London, Bexhill or Hastings offices. www.mcphersons.co.uk



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Show Partners:



Property

Property

Our property pages highlight businesses for sale, nationwide!

Licensed cafe and bistro in Cornish coastal town

The Courtyard in Looe, Cornwall, boasts excellent levels of business and trade is purposely restricted to only 8 ½ months a year. A rare opportunity has now arisen to purchase this high quality and profitable catering business.

The Courtyard has excellent levels of trade and is in a lucrative trading position off the main thoroughfare in the centre of Looe. The cafe/bistro has a popular menu including breakfast, light bites, lunch, locally made burgers, sandwiches, wraps, salads, soups and afternoon cream teas. Raw ingredients are sourced locally and fresh fish locally caught and bought in daily.

The property is situated in the heart of East Looe, on the South Cornwall coast, which is considered one of the country's most picturesque coastal towns.

Presented to an extremely high standard throughout, The Courtyard offers new owners the opportunity to move in without major expense. The cafe/bistro provides a main trading area with seating for 36 + with customer welfare facilities and a fully equipped catering kitchen and various ancillary areas.

The real feature of the property is the attractive courtyard which provides seating for 24+ customers within an attractive patio style garden setting and access from Fore Street to the front and The Quay at the rear.

The Courtyard is for sale as a leasehold business with a guide price of £64,950. Full details can be downloaded from the Stonessmith website www.stonessmith.co.uk and viewings arranged by calling 01392 201262.



Licensed day time café in New Forest village.

Eye-catching restaurant. Tastefully decorated. Initial air-conditioned seating area accommodates 46 covers. Well equipped central servery. Rear dining/functions room seats 34. Catering kitchen (3-phase) and separate baking & storage areas. Offering traditional, easily manageable menu. Same hands for 12 years. Run under occasional supervision. Open congenial hrs - 8:30 am to 5 pm - with tremendous scope to open earlier and/or later. Recorded turnover £298,465 (ex VAT). GP 75%. Accounts available. Offered with new 15 year lease (negotiable). - **£150,000 + S.A.V.**



Henleys Cafe Bar, Leeds

Rarely available in the north's leading centre, Henleys Cafe Bar is a great chance to acquire a privately owned Bar and Grill with no brewery tie. Situated close to theatre land and some of the largest call centres in Leeds, the business is in a thriving part of the city but where rents in the catering sector are affordable for a private buyer. Just a stones throw from the highly impressive Leeds Arena, the business is available due to other business interests and features a main bar and food preparation area with space for 120.

Also included is an upper floor which could be developed as a more formal restaurant or club. Benefiting from a highly competitive rent, the business is smartly equipped and in a most eye catching position.

It is not to be missed being great value for a City Bar at just £69,500. Available through Clifford Lax with AWG Business Transfer Tel: 0113 2390330/01924 368200 www.clifford-lax.co.uk.





UNDER 10k

PROPER SANDWICH SHOP
Huddersfield, West Yorkshire

Type: Well fitted the business close to major office developments and main shopping area

Price: £7,500

Details: www.awgbusinessstransfer.co.uk



under 40k

THRIVING CAFE FOR SALE
Greater Manchester

Type: Prime Positioned Popular Cafe With 38 Covers & Alfresco Dining For 12

Guide price: £39,950+SAV

Details: www.sovereignbt.co.uk



under 90k

MARCELLO'S RESTAURANT
Topsham, Devon

Type: Well established Italian style restaurant in affluent estuary town

Guide price: £85,000

Details: www.stonesmith.co.uk



OIRO 695k

WARREN CAFE
Dawlish Warren, Devon

Type: Detached café/takeaway (48 plus) with al fresco seating area. Partially equipped.

Rent guide: £12,000 pa

Details: www.stonesmith.co.uk



under 60k

DELICATESSEN/ORGANIC FOOD STORE
Brighton

Type: Smart Single Fronted shop fully fitted and equipped to a very good standard.

Price: £59,950 plus SAV

Details: www.watkinscom.co.uk



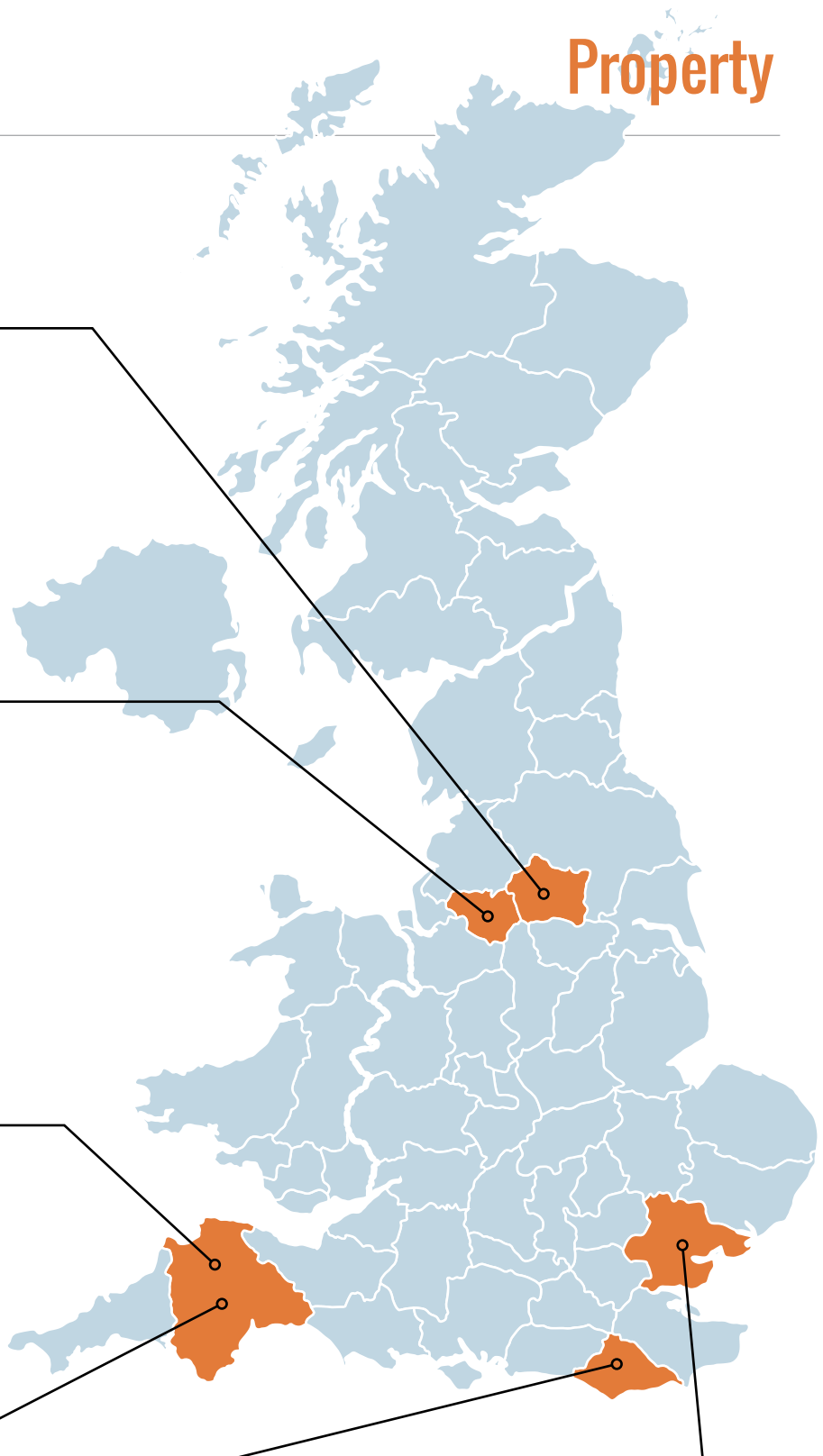
375k

FREEHOLD THAI RESTAURANT + LIVING ACC.
Essex

Type: Affluent town centre location on Essex/Herts border near Hertford and Harlow.

Price: £375,000 Freehold.

Details: www.bradleyscountrywide.co.uk



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What's new

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



Drinks

Company: Red Bull **Product:** Red Bull Tropical
Contact: www.RedBull.com

Red Bull, is launching their Tropical Edition this March and following the successful introduction of Red Bull Zero Calories in 2014, and the incremental sales delivered by Red Bull Editions since, the Tropical Edition provides a vibrant and tasty addition to the existing portfolio.

Flavour is one of the key growth drivers within Energy, introducing new shoppers to the category by delivering both the great taste and variety that consumers demand, with tropical flavours leading that trend. With this UK launch, Red Bull intends to match the success of its Tropical Edition in the US, Canada, Austria and Germany, where it has

become the best-selling Edition since launch.

Available in 250ml individuals or 4 can multi-packs, to maximise multiple sales opportunities, the distinctive yellow can of Red Bull Tropical Edition will sit next to the existing Editions in the chiller.

The launch is being supported by a comprehensive marketing campaign, leveraging the brand's social media presence and sampling programme, focusing on key Summer moments and events. Over 50,000 consumers alone will be sampled at Red Bull ground-breaking events in 2015, with the return of both the Red Bull Air Race and Red Bull Soapbox.

Baking

Company: Chevler **Product:** Mini Loaf Cases
Contact: www.Chevler.co.uk

Chevler, the UK's leading manufacturer of baking cases and tulip muffin wraps has launched a range of small oblong wraps to help bakeries and coffee shops take advantage of the growing market for single portion mini-loaf cakes.

Initially available in six stock colours: White; Brown; Red; Yellow; Orange and Black plus unbleached Kraft which is ideal for the organic sector and farmers' markets the 79mm x 39mm x 50mm wraps are being produced on a new machine designed and built by Chevler at its Hengoed factory in mid-Wales. They have been designed to fit into commercially available standard mini-loaf case tins and other colours are available on special order.

As the manufacturer of the oblong wraps Chevler also offers a bespoke print service in order that bakers can have their logo or their own message or design on the wrap enabling them increase brand awareness.



Sweets

Company: Nestle Professional **Product:** POLO
Contact: www.nestleprofessional.com 0800 745845

In a move that is sure to delight both businesses and consumers Nestle Professional have launched a selection of individually wrapped Polo sweets.

This latest innovation, from Nestlé Professional's Sweet Food division, is ideal for many situations; ranging from a refreshing moment at the end of a meal with the bill or an inviting welcome into a hotel reception.

These Individually Wrapped POLO® sweets come in both refreshing Clear Mint and five Fruit flavours: blackcurrant, orange, lemon, lime and strawberry providing variety to the complimentary

market.

"Complimentary mints are the last thing a customer tastes before they leave an establishment; they are a big opportunity to create a positive lasting impression on peoples' experiences," said Anu Christie-David, Nestlé Sweet Food Category Manager.

The new Individually Wrapped POLO® sweets will be available from the end of February 2015. They will be available in cases of 6 x 660g bags in either Clear Mint or Fruit flavours.

Each bag contains approximately 320 sweets



Frozen

Company: LICKALIX **Product:** Gourmet Ice Lolly **Contact:** www.lickalix.com

Inspired by Mexican 'paletas', which are very popular in the USA, LICKALIX has already established its innovative brand through food markets, festivals and 40+ independent retailers across London.

Set up in 2014 by Karis and Dominic Gesua, LICKALIX aims to disrupt the UK frozen treats market with its handmade, natural and healthy ice lollies.

After a successful first summer the company is now expanding its gourmet ice lolly business nationwide and making 24-lolly packs available to retailers across the UK.

Unlike many ice lolly brands, LICKALIX uses real fruit to create organic icy treats by hand. Its new wholesale offering includes four delicious flavours - Caribbean Twist, Strawberry & Banana Smoothie, Mango Raspberry Swirl and Oh So Berry.

The ice lollies have no added nasties, are dairy, lactose and gluten free, suitable for vegetarians and vegans and are made with organic fruit. With less sugar and fat than most popular ice cream, ice lolly and frozen yogurt brands, LICKALIX lollies contain fewer than 64 calories.



Flour

Company: Ingredion
Product: Pulse Flours
Contact: www.emea.ingredion.com/homecraftpulse

Ingredion has introduced ten new pulse-based flours to enable food manufacturers and retailers to produce new food products that are highly nutritious, protein-fortified and certified gluten-free. The HOMECRAFT® Pulse flours are made from faba bean, chickpea, yellow lentil or yellow pea. Available in different particle grades, the new flours have differing content levels of starch and protein to meet a variety of food manufacturers' needs in different applications.

Containing around twice as much protein as cereal grains, these pulse-based flours provide a way for manufacturers to meet the continuing trend for nutritious, protein-enriched food products. Naturally gluten free, the flours offer a healthy alternative to traditional and other gluten-free flours.

The new 'coarse', 'fine' and 'high starch' flour categories are suitable for a wide of range of bakery products including snacks, bread, cakes, and cereals and pasta.

The ten new flours are part of three flour categories that differ in particle size, nutrient content and starch content.



Knives

Company: Nisbets
Product: Dick Active Cut Knives
Contact: www.nisbets.co.uk
0845 1405555

Offering the ultimate in precision, quality and reliability, the NEW Dick Active Cut range from Nisbets is a must-have for any professional chef.

Made in Deizisau, Germany from high quality stainless steel the knives are laser tested to ensure the most accurate cut possible. The Active Cut range has all the appeal of a forged knife, yet offers a seamless connection between a straight steel blade and lightweight handle a combination which results in a perfectly balanced knife that is durable and hygienic.

Double final honing of the knives ensures exceptional sharpness; whilst a half bolster enables the whole blade to be re-sharpened if required. The stylish black handles are not only abrasion proof and non-slip, but are ergonomically designed for a truly comfortable grip.

Highlights from the range include a stylish and practical Santoku Knife (GL212) with scalloped blade - perfect for quick slicing. The pockets of air caused by the indents



Dates for your diary

Diary dates

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



Allegra UK Coffee Leader Summit



Location
THE LANGHAM
LONDON

The UK's most high-profile gathering of senior executives from across the branded coffee shop, food-to-go and food-for-now sectors returns to the Langham, London on the 27th February 2015.

Delegates can expect leading-edge market analysis, exploration of key market trends and actionable business insight alongside unparalleled business development and networking opportunities.

Mark Fox (Starbucks, Managing Director), Tim Hall (POD, Founder) and Ben Warner (Benugo, Founder)

will focus on the role of entrepreneurs in this dynamic industry, the impact of coffee on the UK high street, and how the industry is adapting to the digital age. The day promises to engage, inspire and provoke discussion among key industry decision makers.

For more information, visit www.ukcoffeeladersummit.com.



Hotel & Catering Show 2015



Location
BOURNEMOUTH
BIC

One of the biggest hospitality shows dedicated to hoteliers and caterers in the South and South West returns to Bournemouth BIC next year. Event organiser Evisstar is promising a range of new and exciting features to attract the highest ever visitor numbers when doors to the Hotel & Catering Show 2015 open on 17th and 18th March.

A number of new features have also been introduced for 2015, including the much anticipated 'Grazin'

Kitchen'. An area dedicated to manufacturers and distributors of cooking equipment, the working kitchen will feature live demos and delicious tastings, with suppliers and their development chefs creating the perfect 'grazing' area for visitors.

To book a stand or to enquire about sponsorship opportunities visit the website at www.hotel-expo.co.uk or call George Doyle on 01932 301249.



IFE



Location
EXCEL
LONDON

Running for more than 30 years, IFE is back bigger and more innovative than ever before. The show will draw an estimated 30,000 professionals from across the industry spanning today's dynamic retail, foodservice and manufacturing markets.

The exciting show programme for IFE 2015 includes new and inspirational elements, such as The Artisan Food Market and the Gourmet Drinker, featuring the best alcoholic drinks available from smaller producers. The event also welcomes the return and support of the show's prominent partners such as the British Frozen Food Federation, the Craft Guild of Chefs and Food & Drink Federation.

Boasting 80 high profile speakers and chefs, the exhibition will also encompass a large number of live culinary demonstrations on The Skillery with award winning chefs Hayden Groves, Damian Wawrzyniak, Mark Greenway and Alan Bird, to name but a few. While live business seminars will offer visitors the chance to gain industry insight from some of the most respected names in food and drink.

Register to attend by visiting IFE's new look website www.ife.co.uk and follow the action on Twitter @IFEexhibition using the #ife15.



Waste-Works



Location
EXCEL
LONDON

Waste-Works launches this year and is the only waste and resource event dedicated to the food and drink industry and will take place alongside IFE, the leading UK food and drink event, and Pro2Pac, the UK's only packaging event designed exclusively for the food and drink sector.

Corby Ganesh, event director at Fresh Montgomery, the show organiser, said: "We are launching Waste-Works to provide the food and drink industry with the knowledge and solutions to continue the progress already being made in reducing waste."

WRAP (Waste and Resources Action Programme) estimates that the UK food and drink manufacturing sector could save about 720,000 tonnes, equating to £404 million per annum, by implementing operational improvements and becoming more resource efficient, primarily in the areas of food and packaging.

Mr Ganesh continues: "Whilst many of the industry's major players are already actively tackling the issue with impressive results, this is just the tip of the iceberg. There are thousands of small to medium food businesses in the UK that have a genuine interest in reducing the waste they produce and improving efficiency, but don't know where to start.

"They are looking for the information, ideas and inspiration to reduce their costs and increase their profits. Waste-Works will cater to this by providing them with an outstanding programme of real-life examples and case studies from the leading businesses and brands in the industry, along with suppliers explaining the latest developments and innovations."

For more event information, visit www.waste-works.com. To keep up with the latest developments, follow the event on Twitter @WasteWorks.



Caffe Culture Show



Location
LONDON
OLYMPIA

Make a date for your diary with the Caffe Culture which returns to London's Olympia on the 13th and 14th May.

The show remains the only event in the UK dedicated to the cafe industry which will introduce you to the suppliers of those all-important products to set you apart and drive customers through your doors.

Learn how to improve your coffee making skills in our barista training demos and attend our free seminar

sessions, including a panel discussion on how to successfully deliver a quality coffee and tea offering when it's not your core business.

Secure your free ticket today by visiting www.caffecultureshow.com/book

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To find out more contact Dan Chesbrough at chesbd@whitworths.co.uk or come say hello to us at IFE, Stand S4006.

www.whitworths.co.uk



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