



QuickBite
magazine

Issue 18 July/August 2012



A NEW AGE FOR THE DONER KEBAB

Inside, Martyn Hayward,
Operations Manager at Double A Kebab Ltd
gives his views on labelling

SERVICE ADVICE

Looking after
your deep-fat fryer

WHAT'S NEW

Stay ahead with
this month's new products

HOW TO

Start up a business

MENU IDEAS

On the menu this month
are ice creams and juices

July/August 2012 £2.95

ISSN 2047-1718



9 772047 171074

www.quickbitemagazine.co.uk

The only magazine specifically for the food-to-go industry

1EPOS

.com™

TRY SOFTWARE FOR FREE

(3 MONTHS)

Takeaway Delivery / Restaurant Delivery

Online Ordering 0% Commission 6 Months



SyrusPOS v3.2

The world's most advanced point-of-sale software
The world's most advanced
EPOS Solution for the
restaurant and catering
industry.

ALL IN ONE EPOS SYSTEM

TOUCH SCREEN • CALLER ID • MAP • POST CODE

www.1epos.co.uk

Tel: 0121 236 6157

Email: info@1epos.co.uk

Aquinas House, 63 Warstone Lane, Birmingham, B18 6NG



Editor



Editor - Linda McKeown

The Olympics are here!

As we go to press with the July/August issue of QuickBite, the sun has been shining gloriously (although, according to some, it's apparently about to come to an end) and the London 2012 Olympics are due to open in an amazing opening ceremony tomorrow (Friday 27th July).

The arrival of the Olympics and the Paralympics should see food-to-go businesses across the UK benefit from the surge in visitors who are looking to satisfy their hunger during this busy period - and we hope that you'll all be reaping the rewards during this time. David Buttress, Managing Director of Just-Eat talks more about the impact of the Games in his column (page 14) and how many business owners are frustrated by the clampdown on copyright infringement by LOCOG which prevents businesses that are not 'official sponsors' from associating themselves with the Olympics.

The whole country is being gripped by Olympic fever which has been building up over the last few months, especially with the arrival of the Olympic torch which has been making its way across the country. I was lucky enough to see the torch pass through my home town and although it was a brief sighting it was, in my view, a historic moment which I hope my children will remember for years to come.

And so onto this month's issue! As ever, we've got lots of features to bring you including bakeries - Sue Dunk takes a look at what it takes to succeed in the bakery business (page 15); packaging - we focus on how you can get it right and what's out in the market place for you (page 18) and kids' menus - a lucrative, yet often, difficult market to get right. Turn to page 32 to get some tips on how you can stand out from the crowd.

On the menu this issue we have not one, but two, menu idea features: ice cream & frozen alternatives (page 39-43) and juices & smoothies (pages 49-52). Both feature some great ideas and concepts that you can add to your menu during the warmer summer months.

This issue also gives you the fantastic opportunity to get your hands on a Campanini coffee machine with capsules worth £750 in our reader competition. For your chance to win, turn to page 44 to find out how. Good luck!

And if you're looking to invest in new products, whether it be equipment or food products, turn to our What's New section (pages 46-47) for two pages of inspiration!

There is a lot more to keep you reading in this issue, so we hope you enjoy.

From all of us here at QuickBite magazine, have a happy, busy summer and of course, I must say good luck to Team GB in the Olympics - here's hoping we get lots of gold medals!

Until next time.

Linda

The arrival of the Olympics and the Paralympics should see food-to-go businesses across the UK benefit from the surge in visitors

Did you know?

The Olympic Stadium will have a capacity of 80,000 during the Games and the International Broadcast Centre there will be a 24 hour media hub for around 20,000 broadcasters, photographers and journalists who will bring the Games to an estimated four billion people worldwide!

Source:
<http://getset.london2012.com/en/the-games/about-london-2012/the-olympic-park/facts-and-figures-about-the-olympic-park>

Have a smartphone?

Then scan this QR barcode and be taken directly to contact details on our website.



quickbitemagazine.co.uk

Editor Linda McKeown
editor@quickbitemagazine.co.uk

Editorial contributors

Sue Dunk
Trevor Langley

Publisher Dilshod Umarov

D & D Publishing Ltd
10 Church Street
Uckfield, East Sussex
TN22 1BJ

01825 508195
info@quickbitemagazine.co.uk

Advertising sales

Ian James
sales@quickbitemagazine.co.uk
T: 020 3137 8582
M: 07888 731711

Design Typecast Colour
01892 838382



Circulation

Jan-Jun 2011
12,802

The publishers do not accept responsibility for advertisements appearing in this magazine. The opinions expressed are not necessarily those of the editor or the publisher.



15



18



28



32



30



37



36



24



39



49

6 Industry news

11 Service advice column

This month Servequip Assistance gives advice on looking after your deep-fat fryer

12 UK Border Agency News

A double page special edition of all the latest news about illegal employment and issues as reported by the Agency

14 Just-Eat column

David Buttress of Just-Eat, gives his monthly update here

FEATURES

15 Bakeries

Sue Dunk finds out what it takes to succeed in the bakery business

18 Packaging

We take a look at the world of packaging: how you can get it right and what's out in the market place for food-to-go businesses

28 How to...

Start up a business – we look at some of the aspects you need to consider

30 Business profile

Norman Musa, of Ning, is in the spotlight this month talking about his "fresh, authentic and friendly" concept

32 Kids' menu

The children's food-to-go market can be a tough one to crack if you want to stand out from the crowd. Find out more here

36 Kebab labelling

Double A Kebab talks here about the new focus on labelling and why they think it's a good thing

44 Campanini reader giveaway

Don't miss this fantastic opportunity to get your hands on a Campanini coffee machine with capsules worth £750!

48 Food review

Trevor Langley takes a visit to Carriages restaurant

MARKETING

37 What can we learn from the big chains?

Sue Dunk discovers it's not just marketing budgets that set the 'big boys' of the food-to-go world aside from the rest...

EQUIPMENT FOCUS

24 Food displays

Top tips on making the most of your food offering

MENU IDEAS

39 Ice cream & frozen alternatives

Featuring some new concepts to help hot up your sales!

49 Juices & smoothies

Ideas and inspiration to help you squeeze more profit from your sales

WHAT'S NEW

46 New products

A whopping two pages of some of the latest products available for the food-to-go industry

REVIEW

53 Book review

'Recipe for Disaster' aims to show independent restaurant owners how to fight back against pressures from the economy

DIARY DATES

54 Dates for your diary

A look at up-and-coming events for the food-to-go industry

2012 Asian Curry awards launched

In July The Federation of Bangladeshi Caterers (FoBC) held its Summer Gala Dinner in the Palace of Westminster where the prestigious 2012 Asian Curry Awards were launched

The Awards honour the excellence and achievement in the Asian food industry and are recognised within the industry as a major event in the Asian catering calendar.

Yawar Khan, Chairman of the FoBC, said: "Our organisation exists to champion and promote the interests of the British curry industry and is committed to providing members with a range of high quality and good value business services.

"This significant occasion witnessed the inauguration of the Asian Catering Federation, which will create a unified platform to represent the whole of the Asian and Oriental catering industry and which will offer benefits to all participants.

"We also launched the 2012 Asian Curry Awards, which have been greatly expanded this year to not only recognise champions from the Bangladeshi and Indian catering community but also the Chinese, Thai, Malaysian, Japanese, Nepalese and Pan-Asian catering sectors. And even more exciting is the fact we will be going international, recognising South Asian restaurants across the whole of Europe.

"These enhanced Awards recognise that with the new Asian Catering Federation we are creating an even more dynamic forum to promote and represent the Asian catering industry in the UK and even further afield. The 2012 Awards will be more exciting than ever and we look forward to

hosting an amazing event at the Grosvenor House Hotel in November."

Categories for the 2012 Awards include:

- Best South Asian Restaurant - National Winner
- Best South Asian Restaurant - 10 Regional Awards
- Young Restaurateur of the Year 2012 Best Asian and Oriental Chef Awards
- Best Asian and Oriental Manager Awards
- Best Related Business within the Catering Industry Outstanding Contribution to the Curry Industry
- Asian and Oriental Restaurant Awards 2012 - Best Chinese Restaurant; Best Malaysian Restaurant; Best Nepalese Restaurant; Best Thai Restaurant; Best Pan-Asian Restaurant; Best Japanese Restaurant.
- Supermarket Awards - Best Frozen Food; Best Sauce; Best Ingredient; Best Ready Meal (Separate Awards will be made in each category for Chinese, Indian, Thai, Malaysian and Japanese foods)
- Best Asian Own Label Product (retailer)
- Best Asian Product (brand)
- European Category - Best South Asian Restaurant 2012 France, Spain, Italy, Sweden, Holland

Classic Cuisine buys frozen desserts and savoury manufacturer

Classic Cuisine has recently increased their offering to include a variety of frozen deserts and frozen savouries with the acquisition of Jon George Ltd, a frozen desserts and savoury manufacturer based in Worcestershire

Jeeva Sanmugam Managing Director of Classic Cuisine comments: "We are very happy with the recent addition of Jon George and their fantastic product range. Jon George's range of products not only enhances the Classic Cuisine range but will allow us to provide dishes for the entire menu. We believe that

this will be a very promising acquisition for Classic Cuisine and will entail in new product developments and innovations."

With the acquisition, Classic Cuisine will also gain the expertise of Jon George who will continue working with them. Jon who has had many years of experience gained in Michelin starred restaurants will move into a pivotal role of innovation and development at Classic Cuisine and will bring his skills to enhance the dessert and vegetarian range.

Classic Cuisine will be adding a variety of dessert and vegetarian savoury dishes to their offering. The desserts range includes a moist and crumbly bakewell tart, a rich and smooth Irish cream cheese cake, a moist and gooey chocolate centred pudding and a range of other desserts such as tiramisu, tarts, cakes and mousses. The vegetarian savoury range includes a healthy and tasty smokey bean rosti, a delicious roast root vegetable rarebit, a light and crumbly goats cheese, red onion and walnut tart not to mention a range of pies, soufflés and tarts.



Classic Cuisine has recently increased their offering to include a variety of frozen deserts and frozen savouries

Is it time to measure your carbon footprint?

Under a scheme announced by Deputy Prime Minister Nick Clegg at the Rio-20 Summit, all UK firms listed on the Main Market of the London Stock Exchange will have to report their levels of greenhouse gas emissions in their annual reports

Deputy Prime Minister, Nick Clegg said: "British companies need to reduce their harmful emissions for the benefit of the planet, but many back our plans because being energy efficient makes good business sense too. It saves companies money on energy bills, improves their reputation with customers, and helps them manage their long-term costs too."

The announcement, the most stringent in the world, will see the UK become the first country to make it compulsory for listed companies to include emissions data in annual reports.

Many businesses claim they are already reporting some of this information, which enhances their corporate reputation. However, with the introduction of mandatory reporting it'll be even more important to get it right and provide information for investors to base their decisions upon.

The Environment Agency's most recent report on Environmental Disclosures by quoted companies shows that in 2009/10 annual reports, only 22% were reporting

this information in accordance with Government guidance. This shows that even the most proactive quoted businesses may need to reconsider their approach to annual reporting when the new rules come in to force.

In the autumn there is due to be a formal published consultation, which will lead up to a statutory instrument being laid before parliament in early 2013. Then at the end of the year (or early 2014) there will be updates on the current guidance documentation on how to measure and report greenhouse gas emissions.

The scheme could also be extended to all large UK businesses within four years as a way to calculate green taxes. Ministers will review the regulations in 2015 to decide whether to extend them to privately owned companies.

To read the full announcement visit: www.defra.gov.uk/environment/economy/business-efficiency/reporting/

Consumers' growing demand for branded restaurants drives growth

Branded restaurants display recession proof growth with sales estimated to reach £11.6 billion by the end of 2012, representing annual growth of 6.5%

According to Allegra's Project Restaurant 2012 report, published in association with Barclays, the growth of the branded restaurant market is significantly outperforming the wider retail and hospitality markets. Taking a 21% share of the overall eating out market value, the branded restaurant sector is one of the key reasons for confidence in the total eating out turnover growth forecast of 3.9% for 2012.

The report, which surveyed over 18,000 consumers about their eating-out habits and close to 300 industry leaders about their expectations for the industry, identifies the usage of branded restaurants will continue to grow over the next 12 months as the majority of consumers, 70%, expect to eat out with the same frequency.

The growth reflects the combined effect of like-for-like increases boosted by inflation, together with the physical expansion of outlets. Allegra's report segments the branded sector into pubs, casual restaurants and fast food.

In the branded fast food chains, expansion growth has been led by key players McDonald's, Domino's and KFC, who have the highest value forecast growth of 7.9% reaching £4.6 billion. Outlet growth for branded casual chains of 4.6% is driven by Prezzo adding 45 stores and growth of 31%, PizzaExpress with 31 new stores and Carluccio's adding 16 outlets.

Expansion is a key feature of casual chains, reaching 3,777 outlets and growing by a total 166 outlets in 2012. The branded pub restaurants are significantly outperforming the overall pub market, with key player JD Wetherspoon still leading expansion.

The frequency of visits and footfall in branded restaurants are being upheld by significant discounting activity, with at least 70% of the Top 50 branded restaurant chains activating promotional discount programmes. Over half of consumers regularly use discount vouchers when eating out, with 1 in 6 stating they would no longer visit an outlet if discounting ceased.

Furthermore, there is evidence to suggest that in order to maintain frequency levels, 28% of consumers more regularly visit lower priced restaurants in the past year in a bid to save money, and 11% more regularly visit fast food outlets instead of other restaurants. This is due to 40% of consumers having low confidence in their future incomes and as a result 60% are spending cautiously when eating out. Nevertheless, 1 in 3 consumers ensure they have enough money to spend on eating out each month.

Long term growth prospects remain positive with increased spend, supported by continued inflation forecast at 2.0%, and expansion growth of 5.7% contributing to the estimated branded restaurant turnover growth of 7.8% in 2013 to reach £12.5 billion. Allegra Strategies predicts that the branded restaurant market will continue this path and grow to exceed 13,800 outlets and reach £14.5 billion turnover by 2015.

Speaking at this year's Eating Out Summit, Anya Marco, Director

of Insight, Allegra Strategies, commented: "Branded restaurants are out-performing both the wider hospitality market and the overall retail sector. The strength of a brand should not be underestimated in the restaurant market. With established marketing prowess, delivery of consistency and familiarity, and the ability to capitalise on new outlet expansion opportunities, branded chains will continue to drive growth in the market."

Anya continued: "It is clear that UK consumers are refusing to give up on affordable eating out. The report shows that visit frequency is expected to remain stable and people are determined to continue to enjoy themselves when they can. By focusing on innovative ways to deliver added value for money, branded restaurants can benefit from a greater share of consumer spend on experiences that cannot be easily replicated at home."

Judging underway on Beverage Standard Association's Awards

The Beverage Standard Association's Awards aims to find the best coffee shops and cafes in the UK



Ranald Paterson, Chairman of the Beverage Standards Awards judges

Judging has started in the annual Beverage Standards Awards, organised by the Beverage Standards Association (BSA) in a quest to find the best coffee shops and cafes in the UK.

As with the famous Michelin guide, only anonymous trained assessors provide accurate and impartial assessments of an outlet's beverages and service. Instead of 'stars', the BSA's 'cup' rankings will be awarded to the different outlets. These BSA cup logos will be displayed on the doors or windows to show the general public the standard of the outlet.

Ranald Paterson, Chairman of the judges, says: "The judges have started visiting outlets incognito. The standard of entries is very high this

year and we will have a difficult job. Don't be fooled though, amongst the very good there is still a lot to be desired in the standard of hot beverages.

"On the positive side, we have found potential 5 Cup and Best Drink Award sites. They are offering customers a good choice of different coffees, teas and hot chocolates just as they would have a choice of wines or food. We are seeing exciting menus explaining products clearly with knowledgeable staff who aren't just selling a drink, but encouraging the sale of more drinks and ancillary products."

The judges are assessing outlets not only by the quality of the beverages, but also the service, facilities and atmosphere - the whole experience. For the first time, entrants will be judged on environmental sustainability - for example, whether they use

recycled materials and follow a strict environmental policy.

Judging will be completed by the end of August and the Awards will be presented at a glittering Awards ceremony in London in September.

In addition to the cup ranking competition where outlets will be able to score between 1 and 5 BSA cups, five being the maximum grading, there will be the five National Best Drinks Awards for Best Small Espresso, Best Cappuccino, Best Latte, Best Flat White, Best Filter or Cafetiere Coffee, Best Tea and Best Hot Chocolate.

Unilever appoints new Chief Executive

Unilever Food Solutions has appointed Tim Franklin-Heys as head of their culinary services team

Tim has been with the company for 13 years and has added significant value to both the company and its customers during this time. He has recently re-developed the eat4u solutions programme and helped deliver it to local education authorities across the UK; worked with leading contract caterers such as Compass, Sodexo, Eloor, Aramark and ISS; and supported the development of numerous food concepts for customers.

Tim comments: *"I'm delighted to be taking on this important role within the business. My passion has never been stronger and I believe my experience and knowledge of the challenges chefs face everyday in a professional kitchen will help strengthen our position. I've got an extremely talented team working alongside me and together, we'll be focusing on working closely with our customers to give them the solutions they need."*

Tracey Rogers, Managing Director of Unilever Food Solutions, says: *"Tim's been an incredibly valuable asset over the last ten years. He*



Tim Franklin-Heys has been appointed as head of Unilever Food Solutions' culinary services team

understands our business inside out and has what it takes to bring out the best in his team and our range of ingredients and services. He's a great ambassador and will continue to work with both new and existing customers to demonstrate how we can benefit their businesses."

Tideford's scoops awards

Tideford Organics South Devon's organic Olympiad celebrates its fifteenth anniversary this Summer with a clutch of awards from the Taste of the West Awards 2012

The company won Gold for their Ragu a la Bolognese sauce, a Silver for their catering Sundried Tomato & Basil Soup and Silver for Moroccan Vegetable Soup and two Bronze for their Classic Rice Pudding and their Farmhouse Chicken & Vegetable Soup.

Tideford Organics are simply organic, healthy, gluten, wheat and nut free products cooked slowly with no additives or preservatives. All the Tideford products are hand-made in small batches in their Soil Association accredited kitchens.

This Autumn, to celebrate their 15th birthday, Tideford Organics will be launching their brand new



eye-catching packaging together with a whole new range of products.

lunch! wins AEO Best Marketing Campaign of the Year Award

lunch! – organised by Diversified Business Communications UK – has won its third consecutive big industry award after its marketing campaign was named the best of the year at the Association of Event Organisers' 2012 Excellence Awards



lunch! wins AEO Best Marketing Campaign of the Year Award

One of the few AEO awards to be open to both trade and consumer organisers, the hotly-contested Best Marketing Campaign of the Year category received a record 25 entry submissions this year, with lunch! just one of seven events to make the final shortlist. No stranger to victory having previously won the AEO's Best Trade Show Exhibition (under 2,000msq) Award in both 2010 and 2011, lunch!'s marketing campaign – led by Marketing Manager Grace Allwright and Head of Design Roger Denyer – scooped the award.

The UK's leading trade event for the out of home food and drink industry, lunch! – which sold out of all exhibition space in May – celebrates its 5th anniversary edition this 20th-21st September at The Business Design Centre, London. The 2011 event, which won great acclaim from the food service industry for its record-breaking 41% increase in total attendance (to 4,310) and 42% rise in exhibitor numbers, impressed the AEO judges.

"We are so thrilled to have won Best Marketing Campaign of the Year for lunch!," comments a delighted Grace Allwright, the show's Marketing Manager. *"It*

is such an honour for the whole Diversified team particularly when you consider the competition within this category!

"One of lunch!'s real strengths has always been its niche, boutique appeal, so for it to win against such established – and much bigger – events really is an enormous achievement and a real recognition of the impact that lunch!'s made within the industry in just a few years. Our thanks must go to our show partners, exhibitors and visitors for their ongoing, fantastic support and helping to make lunch! the wonderful success it is."

lunch! will take place at the new venue of Business Design Centre, Islington, London, on 20th-21st September 2012. For further information and to register for a free trade pass, visit www.lunchshow.co.uk (<https://secure.smartregister.co.uk/events/divcom/2012/Lunch/start.aspx?code=LUN12PR>) and use priority code LUN12PR where prompted.

New Chairman for BEIC

Andrew Jorét has been elected Chairman of the British Egg Industry Council (BEIC) following the retirement of Andrew Parker OBE, who had held the role since 1996

The role of BEIC Chairman is held by the Chairman of the National Egg Marketing Association (NEMAL), to which role Andrew Jorét was elected in May.

The BEIC also elected a new set of Office Holders at its Annual General Meeting. Elwyn Griffiths, representing the British Egg Products Association, is the new BEIC Deputy Chairman; Duncan Priestner, representing the National Farmers' Union, is the new BEIC Vice Chairman; and Jeffrey Vergerson, representing the British Egg Association, is the new BEIC Treasurer.

Andrew Parker was presented with a bronze Lion egg statue as recognition of his unique contribution to the egg industry and the success of the British Lion scheme during his period as Chairman.

"Andrew Parker has led the revitalisation of the British egg industry," says Andrew Jorét. *"I am honoured to be taking over the role and look forward to the industry's continued success."*

Andrew Jorét has worked in the poultry industry for 36 years and is now Group Technical Director of Noble Foods. His previous roles include Operations Director of Deans and Agricultural & Operations Director at Daylay.



Andrew Parker OBE (left) and Andrew Jorét

Andrew has been Chairman of the British Egg Association and Deputy Chairman of the BEIC since 1996. He is also Chairman of the Lion Technical Committee, which is responsible for the Lion Code of Practice.

In addition, Andrew has also been Chairman of the Production and Trade Committee of the International Egg Commission and is an Office Holder of the organisation.

The British Egg Industry Council was set up in 1986 to represent the UK egg industry. Its members comprise the 11 major organisations concerned with the egg industry. It is funded by subscriptions from British Lion egg producers and packers who produce approximately 90% of the UK's eggs.

Almondy receives Halal approval

Swedish baker Almondy has received Halal certification for its range of almond-based tårta, enabling operators to cater for the UK's two million Muslims – the third largest Muslim community in Western Europe*

Approved by the Islamic Information Society, the certificate means that Almondy contains no Haram ingredients and is fit for Muslim consumption, making the cake the ideal sweet offering to tap into a market worth more than £700m in the UK alone†.

Andrew Ely, Managing Director, Almondy, says: *"The Halal certificate will enable operators to take steps to cater and profit from a market forecast to grow by more than 20% over the next decade^ without making drastic changes to sweet menus. The fact that Almondy is also gluten-free means that operators are now in the position to meet two significant food trends head on with a combined market value of £820m a year."*

With 30 years of baking experience, Almondy's full range of crunchy, almond-based cakes is free from any additives or preservatives and is produced in Sweden using only the finest natural ingredients. As well as being Halal accredited, Almondy's bakery is also a dedicated gluten-free site, giving caterers peace of mind and the assurance that there is no risk of cross-contamination during production.

Andrew adds: *"There's nothing on the market quite like Almondy that can satisfy special dietary needs such as Coeliac and Halal and meet the demands of a catering operation, offering global cult status*



with strong brand recognition. Operators committed to Halal will now also be able to realise the many benefits that Almondy offers."

The Almondy foodservice range includes the toppings of a number of well-known chocolate brands including the "ultimate in chocolate indulgence" – 'Almondy Tårta with Toblerone'; the best-selling 'Almondy Tårta with Daim' and 'Almondy Almond Tårta with Caramel & Peanuts' – all of which are Halal certified. The Tårta are frozen and pre-portioned to help reduce wastage allowing caterers to defrost just what is needed. They can also be stored for up to 7 days in the chiller.

Almondy is available from 3663, Brakes and all good frozen food wholesalers.

†http://www.meatradenewsdaily.co.uk/news/160610/uk_halal_branding.aspx

*Mintel
^International Halal Integrity Alliance

5,000th international Domino's store opens

The Domino's Cologne store has been recognised as one of three symbolic 5,000th global stores

In June Cologne, Germany, saw the opening of the latest store for Domino's Germany – and one of three stores that opened that day was recognised as the 5,000th international store for Domino's Pizza Inc. In combination with the other two symbolic 5,000th stores – in Rio de Janeiro, Brazil and Penang, Malaysia – this landmark event came 27 years after the first store outside of the USA was opened.

The Cologne store, which was opened by Domino's Pizza Group – the holder of the master franchise for the UK, Republic of Ireland and Germany – took the current tally of German stores to eight. It was opened by franchisee Abdul Mumtaz, who already has a store in Bonn as well as several in the UK.

The opening of the store was celebrated with live music and a guest appearance by UK franchisee and World's Fastest Pizza Maker, Pali Grewal, who successfully

defended his title earlier this year in Las Vegas. Pali holds the world record for pizza making, with a time of just 39.1 seconds to make three large pizzas!

Domino's Pizza Group CEO, Lance Batchelor, said: *"We are delighted to have the honour of opening the 5,000th international store. Our plans in Germany are progressing well and opening a global milestone like this will help raise our profile as we continue to expand in the region."*



The Domino's Cologne store

McCain Foods win BFFF Catering Product of the Year

McCain Foods (GB) Ltd was crowned winner of Catering Product of the Year for 2012 at the BFFF Gala Dinner Dance in July for its 'McCain Signatures' Gastro Chips

Over the last 25 years, BFFF have run the ultimate new product awards event, which has become known as the 'Oscars of the Frozen Food Industry'. The rationale for this highly prestigious awards scheme is to reward and recognise the quality and product development in the frozen food market during the last year.

The last year has seen challenging times for the food service industry with disposable income being squeezed and consumers looking to economise wherever and whenever they can. The new circumstances have resulted in the food service sector having to be even more ingenious, inventive and in-tune with consumer needs.

Other catering Gold winners included Bar & Restaurant Foods, Creative Foods, 3663, KK Fine Foods and Delice de France.

Brian Young, BFFF Director-General, says, "McCain triumph with their 'Signatures' range.

"Our set of experienced judges from the Craft Guild of Chefs independently judge, assess, mark and provide comments on all the catering entries. This year the standards set were extremely high and when all the scores were totted up 'McCain Signatures' Gastro Chip was the winner.

"This fabulous winner is described as a gastro-chunky chip having a hand-made appearance, which enables operators to offer hand-cut style chips with limited resource requirements and no wastage. McCain built on their market research and insights to create a chip that would reduce preparation time, lessen waste and ensure consistency."

Brakes scoops six accolades at BFFF awards

Brakes, a leading supplier to the foodservice industry has scooped a total of six accolades at the esteemed BFFF (British Frozen Food Federation) awards

Brakes collected two gold, one silver and three bronze awards in Best Main, Best Meat Free Dish, Best Dessert and Best Bakery Product categories. Products from across the Brakes Group of specialist businesses were recognised with La Boulangerie, Creative Foods and Brakes branded products all winning accolades.

James Armitage, Brakes Marketing Director commented: "We are very proud to have won so many awards. This is a credit to the hard work and commitment of everyone involved in the innovation, development and sourcing of award winning products for our customers."

Brian Young, Director General of the BFFF said: "The BFFF awards celebrate the very best products in foodservice. The competition was very stiff this year and the high quality of entries is a sign of the continuing resilience and innovation in the frozen food industry. The products submitted by Brakes were of an excellent quality and we are very pleased to recognise them."

London baker is crowned National Cupcake Champion 2012

London bakery owner Emily Johnson has been crowned National Cupcake Champion 2012 - the first time that a London bakery has taken the title

Emily, who owns the Upsy Daisy bakery and tea room in Hammersmith, West London, beat off stiff competition from 55 other professional bakers to take the prestigious title at the championships, which are staged by British Baker magazine.

Her Mojito Cupcake took the Best Cupcake Made with Alcohol award and was named the overall winner by a panel of celebrity judges at the finals held at the Institute of Contemporary Art in The Mall on July 2nd.

Emily worked in film and television as a set dresser for five years and managed a nightclub in Shepherd's Bush before launching the Upsy Daisy bakery and tea room with her partner Matthew Warren two years ago.

"It's amazing. I never expected to win the category let alone the competition itself," said Emily. "I originally created the cupcake for a New Year's party and developed the recipe, adding a mint and lime buttercream, for the competition."

Georgi Gyton, Associate Editor of British Baker, said: "This year's National Cupcake Championships were once again a fantastic demonstration of a sector that is truly thriving in the UK, if not the world. Cupcakes are as popular as ever, with the quality of the products being driven up as a result. We've had some really wonderful entries in the competition and there were certainly a few debates between the judges when it came to the scoring, with some tough decisions having to be made.

"All our winners and highly commended entrants really were the cream of the crop. Our overall

Emily Johnson, National Cupcake Champion



National Cupcake Champion, Emily Johnson of Upsy Daisy Bakery, won with her exceptional Mojito Cupcake. It really was like biting into a Mojito in cake form - from the crunch of sugar, to the zingy hit of the lime and refreshing mint."

Upsy Daisy bakery is located in King Street, Hammersmith. The tea shop has 30 covers and is run by a team of six.

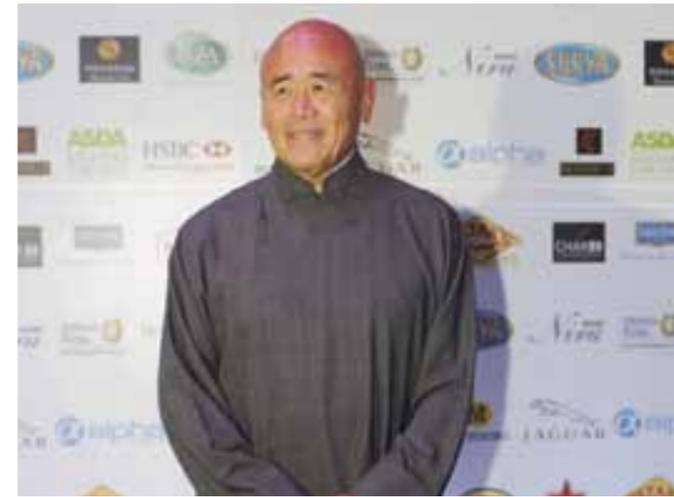
"Being new business owners, it has been a steep learning curve, but we have stayed very focused on great products and great customer service and this has given us a good customer base," said Emily.

Now in their fourth year, the National Cupcake Championships celebrate and support the growth of an industry sector which has spawned a raft of new businesses across the UK and stimulated innovation in what has become a highly popular cake classic.

More than 200 entries were received this year, with 56 bakers shortlisted to take part in the 2012 finals, each entry judged on its taste, style and appearance.

Judging underway for 4th annual World Food Awards

The World Food Awards, which attract the cream of the industry and showcase the very best the sector has to offer, will take place on Friday 2nd November at London's prestigious Lancaster London Hotel



Ken Hom at the 3rd annual World Food Awards

The World Foods Association, organisers of the awards, has highlighted a shake-up in the categories this year, with a total of ten awards being presented on the evening:

- Best New Product of the Year - NEW CATEGORY
- Food or Drink Product of the Year - NEW CATEGORY
- Best Packaging of the Year
- Wholesaler of the Year/ Catering Supplier of the Year - NEW CATEGORY
- Marketing Campaign of the Year
- National Retailer of the Year
- Exporter of the Year - NEW CATEGORY
- Restaurant of the Year
- Entrepreneur of the Year Award
- Lifetime Achievement Award

The World Food Awards were open exclusively to companies specialising, promoting or stocking products from the following communities: Asian, Oriental, African, Afro-Caribbean, European, East-European, Middle Eastern, South American and Mediterranean. Deadline for entries was 31st July.

Last year's Awards saw the likes of supermarket giant Tesco, leading eatery Hakkasan and exotic drinks brand Rubicon, amongst

a host of other well known and respected brands from the word foods sector, walking away with the highly coveted awards.

Harry Dulai one of the World Foods Association's founding supporters, said: "This event has proved an amazing success with our industry, quickly attracting the who's who of the world food sector - a clear sign to me that an event to honour the achievements of this thriving sector was long overdue."

Hosted by comedy legend Lenny Henry, last year's Awards featured a glittering array of celebrity guests including chefs Ken Hom, Rob Billington, Anjum Anand and Ravinder Bhogal, as well as actor Nitin Ganatra, director Gurinder Chadha, singer Simon Webbe and sporting legends, Denise Lewis and Chris Eubank.

This year's high-profile judging panel consists of some of the UK's most respected industry experts, including Adam Leyland, Editor of The Grocer, Simon Numphud, Head of AA inspectors and Mintel's Director of Innovation & Insight David Jago.

KPMG's Sheel Gill will again audit the judge's results to ensure complete confidence in the judging process.

For more information visit www.worldfoodawards.com.

Looking after your deep-fat fryer



A deep fat fryer is one of the workhorses of the kitchen and although it has almost no moving parts this does not mean that kitchen staff should not look after it. Here, Servequip gives advice on taking care of your deep-fat fryer

The biggest maintenance job relating to a deep-fat fryer is the cooking oil. If cared for, it will last many sessions without the need for changing. Used carelessly with too high a temperature and a failure to clean and filter food debris at the end of every kitchen session and oil can be degraded within a couple of days. With older fryers or small counter-top models a common method of oil filtration is that of a bucket, a sieve with a tea-towel in it and pouring the oil into the bucket through the sieve. We would strongly advise against this as it is both dangerous and inefficient. A much better, and safer, option is to invest in a freestanding oil filtration system.

While oil is a big maintenance issue in a deep-fat fryer, it does not mean the fryer itself can be neglected. Oil can quickly solidify and become baked onto the frying baskets. This is not just unsightly, but can taint the oil. Regularly passing the

baskets through the dishwasher will keep the build-up down, if not totally eliminate it. Baked-on oil is also a problem in the fry tank and periodic degreasing with a strong detergent during oil changes will soften the fat and a non-abrasive kitchen scrubber or plastic bowl scraper will remove much of it. The fry tank will want thoroughly rinsing after the use of detergent and if there are electric elements or tubes in the tank, care must be taken not to damage them.

A build up of sticky grease will happen over time around dials for power control making them move slower. This puts stress on what are often plastic fittings and can lead to the dial shearing on the control pin. If the dial pulls off then remove it on a regular basis and clean around it. Do not use abrasive scrubbers or powders on control dials as these could eventually remove the dial setting marks and bring about the need for a replacement dial. As part of a regular maintenance cycle by a qualified service engineer, the dials may be stripped down, cleaned underneath and lubricated with long-lasting lithium grease which is able to withstand high heat without dribbling away.

The biggest maintenance job relating to a deep-fat fryer is the cooking oil

Changes to applications from overstayers

From 1st October 2012, if you have overstayed your leave by more than 28 days, any application for further leave will be refused

This change in the Immigration Rules will affect applicants applying for further leave under:

- the points-based system;
- all working and student routes;
- visiting routes;
- long residency routes;
- discharged HM Forces; or
- UK ancestry routes.

This change is in line with the new immigration rules which came into effect for the family migration route on 9th July.

If you have limited leave to remain you must ensure you apply to extend your leave, if needed, in time. If you wish to remain in the UK after the 28 day period you should leave the UK and reapply for a visa.

Thirteen detained in Manchester immigration crackdown

Thirteen immigration offenders from Pakistan are awaiting removal from the country after they were arrested in a series of the UK Border Agency's illegal working raids across Manchester.

The arrests were the result of information received and part of a wider national campaign by the UKBA to remove illegal immigrants from the UK.

On 21st June, officers went to Lahori Badsha Restaurant and Takeaway on Cheetham Hill Road, Manchester and carried out immigration checks on the staff present.

Once checks were made, three men from Pakistan aged between 20 and 34 were arrested for working in breach of their visa conditions and one 27-year-old man was arrested for overstaying his visa. All four men were working illegally.

UKBA officers also visited ANS Convenience Store on Blackcarr Road, Manchester where they arrested a 24-year-old Pakistani man for overstaying his visa and working illegally.

On 22nd June, officers also visited The Palatine Bar & Sher Akbar Restaurant on Palatine Road, Manchester and arrested a 32-year-old Pakistani man for working illegally and in

breach of his visa conditions.

Later that evening, they also visited Lahori Shahenshah Bar & Restaurant on Palatine Road, Manchester where seven Pakistani men aged between 20 and 51 were arrested for illegal entry to the UK, working in breach of visa conditions and overstaying their visas. All the men were working illegally in the restaurant.

All 13 men were arrested and now await removal to Pakistan. Eleven men currently remain in immigration detention pending their removal from the UK whilst the two other men are on immigration bail.

Simon Cahill, North West operations director, UK Border Agency said: "We will not tolerate illegal working, which undercuts wages and can exploit vulnerable workers."

"The UK Border Agency is also targeting employers. We are happy to work with businesses and advise what checks need to be carried out on staff, but those who do break the law should know that they will face heavy fines."

If the businesses are unable to provide evidence that the legally required checks were carried out before employing the workers then they may be liable for a fine of up to £10,000 for each illegal worker.

Fourteen arrests in London's Chinatown following immigration raids

Fourteen arrests were made following an operation to crack down on illegal working in the heart of London's Chinatown on 27th June.

Acting on intelligence, officers targeted New World Restaurant, Gerrard Place at around 16:30. Immigration checks were carried out on individuals to see if they were entitled to live and work in the UK.

Fourteen Chinese nationals including six men, aged between 20 and 44, and eight women, aged between 23 and 44, were arrested. They were all detained for a variety of immigration offences, including overstaying their visas and leave to enter the UK without leave to do so.

Three of the men and one woman remain in immigration detention awaiting removal from the country whilst the

others have been released on immigration bail.

Steve Fisher, from the UK Border Agency, said: "We carry out hundreds of operations like this every year across London, and where we find people who are in the UK illegally we will seek to remove them."

"Illegal working has a serious impact on communities, undermining legitimate businesses and taking jobs from those who are genuinely allowed to work."

Eleven of the people working for New World had no right to work in the UK and a civil penalty notice has been served for employing suspected illegal workers. If the employers are unable to provide evidence that legally required checks were carried out before giving the workers a job, a fine of up to £10,000 per illegal worker will be imposed.

Employers unsure of the steps they need to take to avoid employing illegal workers can visit the preventing illegal working section of the UK Border Agency website at www.ukba.homeoffice.gov.uk or call the UK Border Agency's employers helpline on 0300 123 4699.



Illegal immigrants caught in Warwickshire

Two illegal immigrants have been caught at restaurants in Warwickshire. On June 13th officers paid an unexpected visit to Pizza Delicious, Clifton Road, Rugby.

Staff were questioned and had their immigration status checked. A 19-year-old Pakistani man was arrested after he was found to have overstayed his visa and he was taken into immigration detention pending removal from the UK.

Officers also visited Janaki Indian restaurant, Main Street, Dickens Heath in June where they arrested a 20-year-old Indian man who had overstayed his visa. The illegal worker was detained before being removed to India on 3rd July.

Paula Burton, Warwickshire local immigration team said: "Foreign nationals who overstay visas should be in no doubt that they will be found, arrested and removed from the UK."

Four immigration offenders caught in Leigh

Four immigration offenders from India are awaiting removal from the UK after they were caught in an operation by UKBA officers on 5th July.

Officers went to Chicken Lane on Firs Lane, Leigh and carried out immigration checks on the staff. Once these checks were made, two men from India, aged 30 and 33, were arrested for overstaying their visas and working in breach of their visa conditions. A third man, a 28 year-old Indian, was also found working illegally, was escorted from the premises and placed on report to the Agency.

Officers also found a 31 year-old Indian woman on the premises,

who whilst wasn't working there illegally, was found to have overstayed her visa. She has also been placed on report to the Agency.

The two men arrested currently remain in immigration detention pending their removal from the UK and steps are being undertaken to remove the other two offenders.

Alison Wray, Head of Enforcement in the North West, said: "Employing illegal workers undercuts honest businesses in the North West and defrauds the public purse."

"There is no excuse for using illegal labour and if people ignore our immigration laws, we will find them and remove them from the country."

Two detained in Manchester illegal working operation

Two immigration offenders from Pakistan are awaiting removal from the UK after they were arrested following an illegal working operation in Manchester.

The arrests were the result of information received and part

of a wider national campaign by the Agency to remove illegal immigrants from the UK.

At the end of June Agency officers went to Chicken Hut on Stockport Road, Manchester and carried out immigration checks on staff. Once checks were made, two

men from Pakistan aged 23 and 29 were arrested for working in breach of their visa conditions and working illegally and they remain in immigration detention pending their removal from the UK.

Both men had no right to work in the UK and a civil penalty notice

has been served for employing suspected illegal workers. If the employers are unable to provide evidence that legally required checks were carried out before giving the workers a job a fine of up to £10,000 per illegal worker will be imposed.



A message from David Buttress

Managing Director
www.just-eat.co.uk



David Buttress
Managing Director

The start of summer was kind to the takeaway industry, the poor weather delayed the usual hot-weather slump in ordering and it wasn't until late July when we finally saw the sun make an appearance, resulting in many hungry takeaway lovers choosing BBQs over bhunas.

The predictability of the UK's takeaway habits is funny and frustrating in equal measure and I'm reminded of just how important the industry knowledge that Just-Eat has accumulated over the years is in helping to combat the yearly downturn. Many restaurants are countering the recession by diversifying; opening up new revenue streams such as offering delivery can be a great boost, while those that already deliver and are partnered with Just-Eat, are seeing fantastic benefits with Customer Special Offers. Offering discounts of up to 50% off during the week, I'm not surprised that many are seeing a significant increase in orders on quiet days. Consumers are not just looking for the most convenient way to order, but also for value and I'm pleased we can help restaurants grow whilst saving the public money.

But the summer has also brought us the London Olympics. People from all around the world will be visiting Britain and it's a fantastic opportunity and challenge for London restaurants, especially those near the events. However, many business owners are frustrated by the extensive clampdown on copyright infringement by LOCOG, preventing any business that is not an 'official sponsor' from associating themselves with the O-word. We'd all like to be a part of the celebrations and benefit from the influx of customers from overseas, so it's a little frustrating to see LOCOG take such a heavy-handed approach.

The general public are not stupid. They can appreciate the difference between McDonald's being an official sponsor and their local takeaway restaurant putting up a London 2012 sticker of support. With everything from flower

displays in shop windows to hanging bagels in stores 'infringing' on copyright, it's created a paranoid atmosphere to what should be a celebration of everything great about Great Britain. Either way, many restaurants in London are gearing up for millions of people to descend upon the city and I'm confident that they'll be fed very well by our industry.

In other winning news, I'm happy to announce that Just-Eat will be the main sponsor of the 8th annual British Curry Awards. Each year nominated restaurants are judged by food critics, chefs and journalists to celebrate the best curry Britain has to offer. At Just-Eat we believe fantastic delivery restaurants deserve recognition. Earlier this year we launched our 'Tried and Tasted' Awards, rewarding Just-Eat partner restaurants who have received exceptional customer ratings, so we're proud to be sponsoring an event that shines a light on fantastic chefs. This year the British Curry Awards will be introducing a new category to champion the 'Best Delivery Restaurant', helping to recognise those operators that live by the Olympic spirit: caitius, altius, fortius - swifter delivery, higher service-levels, stronger flavours.

The last thing for me to say is: good luck Team GB!

Best regards

David Buttress
Managing Director

Order Food Online -
www.just-eat.co.uk

ORDER TAKEAWAY
THE SMART WAY

JUST
EAT.CO
.UK

"Consumers are not just looking for the most convenient way to order, but also for value"

Help sales rise with the right bakery products

These days bakeries offer a lot more than just loaves of bread, and compete successfully alongside coffee shops, sandwich bars and cafés for the all-important lunchtime trade. Sue Dunk finds out what it takes to succeed



Karaway is a bakery with a difference

One of the biggest challenges facing the baking industry is to persuade people to eat more bread, in the face of conflicting health advice and dietary fads. The most successful way to do this seems to be through the introduction of speciality and continental breads, and many traditional craft bakers have diversified into producing the likes of rye breads, fruit breads, cheese and seed breads, sour dough, soda and wheatmeal breads, ciabatta, focaccia and so on. These premium breads are particularly popular for sandwiches and snacks and so lend themselves to an interesting and profitable takeaway menu.

In order to compete with all the other food-to-go outlets on the high street you should be offering a range of sandwiches, filled rolls, baguettes and baps as well as savoury products such as

sausage rolls, pasties, quiches and similar items. If you have enough space you might offer jacket potatoes, hot drinks, soup and cold drinks as well. 'Morning goods' such as teacakes, buns, scones, crumpets, muffins, doughnuts, croissants, Danish pastries and brioches are popular impulse buys at any time of the day, and of course during the year there are opportunities to produce seasonal items - mince pies, hot cross buns, Valentine's day, Halloween and Easter cakes or biscuits.

Give some thought as well to producing a range of 'free-from' bakery items - for example dairy, gluten or wheat-free loaves. Don't forget that many customers are keen to cut down on their intake of salt, so offer products with a lower salt content and make sure you highlight this.

Bear in mind that catering establishments of all sorts and sizes need to buy bread, rolls and other bakery products and it might be worthwhile contacting businesses like this in your area with a view to building up a portfolio of trade customers.

Prepare from scratch or bake-off?

If you prepare all of your bakery products from scratch, you can use your own recipes and establish a reputation for your own ranges. The downside is that you and your bakers will have to get up very

You should be offering a range of sandwiches, filled rolls, baguettes and baps as well as savoury products

Continued >



Use seasonal opportunities to bump up profits

early in the morning in order to prepare and bake all the goods. You will also need big enough premises in which to store flour and other ingredients that you buy in bulk; carry out all the preparation and baking processes; and accommodate all the different items of equipment you will need - including mixers, dough dividers/moulders, retarders, pastry sheeters, bread slicers, proofing cabinets, enrobers, doughnut fryers, and a sizeable deck or rack oven.

Bake-off products have been prepared by another, specialist firm and are supplied to you either chilled or frozen; you then finish them off in your bakery. With this method you need much less preparation time, so baking can start later in the morning, smaller premises can be used because there is less equipment needed and fewer specialist skills are required.

However, because more and more retail outlets such as petrol station forecourts and convenience stores are installing bake-off systems there is a danger that your products will not be seen as sufficiently different or unique. You might, therefore, consider having a mix of products baked from scratch plus some bake-off products and even some pre-mixes (such as cake mixes) to speed up your production but also ensure that customers come through your doors rather than the c-store down the road.

Nadia Gencas has won awards for her Lithuanian specialities



Karaway's Scalded Rye bread is right on-trend



Piroshky is Karaway's answer to the Cornish pasty

People are turning away from mass-produced baked goods and are returning to the good old-fashioned natural products

Unique concept

Of course you could come up with a unique concept which will set you apart from all the competition - which is exactly what Belarus-born Nadia Gencas has done with Karaway, which she describes as a "Russian Fusion bakery".

Nadia came to the UK in 1999 and set up Amber Bakery in 2005 as a family based venture to supply a range of Lithuanian breads, cakes and pastries to ethnic London retailers. By 2011 turnover had reached £1.2 million and the award-winning bakery was importing

around 24 tonnes of Lithuanian ingredients every three weeks. Nadia saw an opportunity to open a retail outlet selling "bread with a difference" and secured her first site in Westfield's Stratford City.

For the opening of Karaway Nadia worked with a British artisan baker to adapt some of the most popular Russian and Lithuanian traditional bread recipes for British palates and then to add a further 21st century flavour.

Explains Nadia: "I wanted people to be able to try authentic Russian breads with no artificial additives

or preservatives and a whole range of Russian and Lithuanian recipes with a unique modern artisan twist, such as Rye bread with nuts and raisins, Potato and Caraway bread, Onion and Dill bread. We are also offering a range of snacks including the traditional Russian poppy seed pastry that is perfect when toasted, spread with butter and eaten with a cup of tea, and Piroshky - a savoury snack with some similarities to the Cornish pasty."

Since Karaway first opened in September 2011 the product offer has evolved to include some new breads, including Spelt & Oats (following customer requests) and Chilli & Garlic. "Also, we have started doing hot drinks - Russian Caravan tea from Samovar (traditionally it is served black with a slice of lemon; also honey is sometimes added); cold drinks - such as a traditional, very popular Bread Drink called Kvas or Gira which is similar to malt drink but less sweet and more refreshing; and we have launched a new range of small packs of bite-sized biscuits which are proving very popular with our customers now," says Nadia.

In fact, things are going so well that Nadia already has plans to expand the business. She tells us: "We are hoping to gain a permanent stall at a couple of well-known high quality food markets; also we're aiming to start wholesaling our Karaway-branded products to delis, restaurants and places like Selfridges and Harrods. And we're hoping to open more Karaway bakery stores in prominent London locations."

So what's the secret of her success? "We are producing authentic speciality products based on a different baking tradition to most bakeries. We specialise in rye breads and these are becoming more and more popular. People are turning away from mass-produced baked goods and are returning to the good old-fashioned natural products - breads that are baked as our ancestors used to bake.

"Yes, that obviously comes at a premium price and it is a narrow slice of the market - however, that market is currently a good place to be in, we feel," concludes Nadia.

It's all in the packaging

Rachael Sawtell, Marketing Director for Planglow, talks here about the importance of getting your packaging right

Ten years ago when plastic packaging dominated the market, there was an initial reluctance to move over to card products due to the price. However, as the high street adopted card packaging as the norm, caterers followed suit having seen how these new products could add value, improve product presentation and create a more premium brand image.

Quick service restaurants, contract caterers and many of the high street coffee shop chains reported substantial growth last year, despite the recession – in fact Planglow's own figures show marked growth for new business in 2011 as its customer base increased around ten per cent. And more and more operators are springing up all the time.

So why is food-to-go so popular? Food-to-go allows both food providers and consumers to be more flexible in their approach – especially when it comes to production and time

management – enabling caterers to prepare much of their produce in advance. This, in turn, helps speed up the decision making process and reduces queuing time too which is especially important for consumers with limited time available, simply looking to 'grab and go'.

Successful food-to-go offerings are only made possible by appropriate packaging. When this is right, 'food-to-go' is also especially useful for:

- Allowing food providers to prepare foods in advance
- Keeping down costs
- Maintaining both freshness and health and safety standards
- Catering for large numbers
- When staff numbers / workforce is limited
- When there is a high turnover of customers
- If meal times are flexible / subject to change

Successful food-to-go offerings are only made possible by appropriate packaging

- When food may not or cannot be consumed on site
- Developing / strengthening a brand – Planglow offers a variety of branding options on disposables – from off the shelf packaging and labelling solutions, to bespoke and re-design
- Reducing food waste – especially using extended shelf life disposables
- Reducing lunch time queues and speeding up the decision making process
- Appealing to the grab-and-go culture and time constraints of consumers looking to eat on the go

Current food-to-go trends include:

- Square cut sandwiches
- Speciality breads and wraps
- Sushi and other buffet-style snacks

In the last six months Planglow have launched two new products – Small and Medium Platter Boxes in our Natural collection to support these growing markets.

Feedback from our customers shows that while all three areas are growth markets, more traditional snacks and sandwiches – with classic fillings such as tuna or egg mayo, ham salad, cheese or the BLT – remain firm favourites, as our own sales figures demonstrate.



The Natural Collection of packaging from Planglow

Planglow provides eco packaging, labels and labelling software to some 10,000+ caterers around the world. For the last two (financial) years, the same two items have laid claim to the best-selling packaging products. Our Natural Baguette Bags came first both years running and our Natural Multi Bags came third in 2010 and second in 2011.

In fact sandwich and multi bag products (which are used for cakes, cookies and pastries as well as sandwiches) comprised most of the top ten for last year including our 24 hour Ecoco Bloomer Pack which came in ninth place despite only launching in the previous year. The only exceptions were the Natural Small Salad Packs (also used for cakes and fruit) and our Natural Bio Cups which came in eighth and tenth positions respectively. Unsurprisingly the

Be creative with your presentation and branding and make your products stand out from the crowd

top ten is dominated by versatile products that help to safeguard a longer shelf life. Bags are especially popular within this market as they provide a professional presentation while remaining cost effective too – particularly important for cost conscious consumers.

We have three off the shelf ranges of branded packaging and labels: the Rosso collection - which offers a distinct premium feel; our Ecoco 'green' collection – while all our packaging is compostable, Ecoco best highlights this and also features a leafy design; and our 'rustic' Natural range which can accommodate any branding as its neutral by design. Planglow also offers bespoke and brand creation services.



Planglow have launched two new products – Small and Medium Platter Boxes

that looks like a plastic) – is made from a plant based material too.

Both the board (paper) and the plastic-like material (which is often referred to as a bio-laminate) come from sustainable and renewable plantations. The bio-laminate is also certified compostable (to both European - EN13432 - and American - ASTM D6400 - standards), as well as being home compostable, so it will biodegrade in a waste water environment.

Our products have proven immensely popular with caterers due to their ability to minimise the environmental impact of a buyers business by: reducing landfill; and both supporting and highlighting (where applicable) the caterers own initiatives such as using organic or locally sourced produce.

Top five tips for food-to-go packaging

- **Go fully compostable** – from lids to laminates, windows to wedges and everything in between. Unlike recyclables, compostable products are not dependant on the waste management schemes available in any one area, nor are they vulnerable to contamination by food or mixed materials – either of which can condemn them to landfill

- **Fit for purpose** – make sure your eco packaging and labelling actually works as there is no greater waste than products that don't do their job!
- **Choose versatile cups that save money and space** – our Bio Cups are double-walled so there is no need to 'double-up' or buy an additional sleeve regardless of contents or temperature
- **Presentation is key** – especially when competing with leading high street brands. Be creative with your presentation and branding and make your products stand out from the crowd – we can help with everything from packaging and labelling to a complete brand redesign
- **Keep it simple!** – don't over complicate your labelling process when there is plenty of support out there to help you manage everything from set up and design to nutritional content and QUIDS

Packaging

New packaging concepts

Here we highlight some of the latest packaging news within the food-to-go industry



Joe Fogel of VaioPak has won awards for Young Entrepreneur of the Year and Growing Business of the Year at the Essex Business Awards

Tri-Star is promising to steal the show at this year's lunch! exhibition, which takes place at the Business Design Centre in Islington, London, on 20 and 21 September, with a range of packaging innovations that they believe will revolutionise the on-the-go dining experience for millions of consumers.

Among the products on TriStar's stand will be the new Nibble Box™ – a stylish rPET pack that is said to be perfect for holding a vast array of foods, from breakfast fruits and pasta salads to more exotic options like tapas, meze, and tortilla wraps.

The Nibble Box™ has a 1,000cc capacity and is manufactured to BRC-approved standards for food grade packaging. It can be configured with three different insert options to accommodate various product types, and finished either with a flat lid for eating on the move or with a domed lid for bakery products.

Kevin Curran, Managing Director of Tri-Star, said: "Many people these days are fed up with the bog-standard lunch fare on offer and want something a little bit different. The Nibble Box™ provides the perfect opportunity for food-on-the-go retailers to offer mouth-watering lunch options to these consumers and thereby increase sales and enhance customer loyalty."

"Food sold in the Nibble Box™ looks and tastes great – and it's a fantastic option for eating delicious but messy food while on the move."

TriStar will also be giving visitors to lunch! a chance to see its new UltraClear plus press&dress® range of clear containers, whose lids incorporate a pot enabling completely sealed storage of a wet ingredient such as a dressing. The consumer simply removes this pot from the lid by pressing it out and then adds however much of the liquid ingredient he or she wants to the product that is in the cup.

Also on the stand will be TriStar's award-winning Deli Pot Topper, which is designed so that the pot can be filled with the main ingredient, while the lid – or topper – is filled with a further ingredient to be added when the customer is ready to eat the product. The topper itself is manufactured so that it can fit neatly on to five different sizes of pot in the Deli Pot Topper range, from 230ml

to 470ml, enabling complete flexibility and portion control.

Award winners

Joe Fogel of Vaio-Pak has recently won Young Entrepreneur of the Year and Growing Business of the Year at the Essex Business Awards. VaioPak designs and manufactures custom print packaging for many well-known clients in the industry and the

Consumers and food-to-go businesses alike are becoming increasingly conscious of where packaging comes from and how it is disposed of

Continued >



IT'S EASY TO SAVE TIME & MONEY

potliners™

Disposable Heat Resistant Food Safe Liners for Bain Marie Pots
Over 8 million sold in the UK & Europe



1 Put liner in pot



2 Food remains in liner



3 Dispose of liner

Contact us for a **FREE** sample
08714 237 124
or visit easybags.net



potliners™ are available from all good wholesalers
Find your nearest via postcode search at www.easybags.net



TriStar's UltraClear plus press&dress® range

Many people these days will buy plain cups and then have stickers made rather than committing to large runs of custom printed packaging

VaioPak has extended their range of plain packaging to include super insulated soup cups



company has extended their range of plain packaging to include super insulated soup cups as well as ice cream cups, coffee cups and noodle boxes to name just a few.

The company also supplies custom printed stickers of any size or shape – and even in small runs down to 100. “These go well with our huge range of plain stock,” explains Joe Fogel of Vaio-Pak. “We are finding that many people these days will buy plain cups and then have stickers made rather than committing to large runs of custom printed packaging. Our cheap prices mean that personalised branding is available in even smaller amounts.”

At the Foodservice Packaging Association (FPA) Awards earlier this year, Café Connections, which provides disposable packaging and sundry supplies to a broad range of customers including fast food chains, coffee shops and delicatessens, scooped the Regional Distributor Award 2012.

“The FPA Awards really are a meaningful gauge as to the performance of our industry,” commented Wendy Ball, Sales Director of Café Connections, “and therefore to say that we are over the moon about having won our particular award really is an understatement.”

“What is important to us is that the criteria upon which votes were cast (by manufacturers within the industry) are exactly what we see as a distributor’s role – and which we work hard to fulfil each and every day.”

Reducing packaging waste

Consumers and food-to-go businesses alike are becoming increasingly conscious of where packaging comes from and how it is disposed of. A new Hospitality and Foodservice Voluntary Agreement was launched in July which will see businesses signing up to the Agreement being required to cut their waste and divert more of what’s left to recycling, composting and anaerobic digestion (AD).

The agreement aims to:

- Cut food and associated packaging waste by 5% (a reduction of 234,000 tonnes of carbon), or the equivalent of approximately 100 million meals
- Increase the overall rate of food and packaging waste that is being recycled, sent to AD or composted to 70% (a carbon reduction of 336,000 tonnes)

So far, 69 leading UK hotels, pubs, restaurants, quick service restaurants, contract caterers, industry bodies and government departments have signed up to the agreement including Sodexo, BaxterStorey, Compass, Domino’s Pizza, Unilever Food Solutions and Greggs representing 15% of the sector by turnover (according to WRAP).

WRAP predicts UK businesses could save up to £76 million by the end of 2015.

For more information visit: www.wrap.org.uk/content/leading-hospitality-and-food-service-companies-sign-waste-agreement



The new Nibble Box™ from TriStar

Use your packaging to promote your business

Touch2Success gives advice on making the most of your packaging offering

Packaging is an opportunity for advertising – it’s a chance to promote your latest offers, reward the customer and ultimately turn this customer into a loyal regular. You’ll see packaging being used as advertising with many large food chains, such as Dominos or Pizza Hut.

One simple way to advertise on your packaging is to attach a menu or list of promotions to your packaging. Alternatively, you could take a more costly approach and print an offer directly onto your packaging. Additionally, you could use your packaging as the perfect opportunity to

promote online ordering, which will help you cut down on time spent on the phone and increase average order totals.

Including your online ordering website address on your packaging will show your customers that they can order online from your website, this means less time for your staff spent on the phone and more time cooking and preparing the meal.

It is also worth considering using high quality packaging that displays your brand image, which will give your business a more professional appearance. After all, the packaging that you use sets



an expectation for the food inside. Low quality packaging may give the impression that your food is low quality, whereas using high quality packaging will give your customers the impression that the food they are getting is the very best, which every food-to-go outlet should strive to provide.

You could also include a brand new exclusive offer only available

online. The customer could then be linked to this via a printed QR Code on your packaging. A QR or Quick-Response code displays a barcode on the packaging and if your customer has a smartphone that is compatible, then the QR code will automatically take your customer to your website, simply by pointing the phone’s camera at the QR code.

Use your packaging as the perfect opportunity to promote online ordering

Make the most of your food displays

Your customers eat with their eyes. Sounds strange but true - ensure your products are shown off to the best of their ability and you'll see your customers coming back for more. QuickBite takes a look at some of the options available to make the most of your products



A counter display unit from Valera

Broadly speaking food display units fall into three different categories: hot, chilled, or ambient," explains Kurran Gadhvi, Marketing Manager of Valera. "Each element varies in terms of features, temperature range and appearance, all of which will be relevant to the environment in which it will be placed.

"In terms of what is required in the counter in relation to wells, bain maries and other integral items then this will vary from site to site and will largely depend upon usage and the menu."

He continues: "However, it goes without saying that any counter or serving equipment should be 'fit for purpose' and be able to meet all existing legislation

relevant to the holding and display of food, both hot and cold.

"The quality and visual appearance of a counter will affect what customers buy. The more appealingly the food is displayed the better it will be received so make sure that the food is not too

cold or too hot as this will affect its appearance and put customers off."

So just what are the options available? "Counter runs can include flat chilled displays, refrigerated salad wells, heated sections either wet Bain Marie or dry hot plates,

ambient sections with glass fronts for rear service or flat topped for tills, scales etc, all built into a counter run with a single design and colour," comments Kurran. "There is no right or wrong design or colour but in general terms consideration should be given to all of the following: space available; budget; lead time; country of origin; build quality.

"With regard to trends in display counters there seems to have been an increase in demand for units with straight glass. As far as I can tell there are two reasons for this. Firstly, it is part of a general return to 'retro' fashion of the seventies and eighties when virtually everybody had straight glass. Secondly, and perhaps more significantly, straight glass is a lot cheaper than curved glass and so this appeals to anyone

The quality and visual appearance of a counter will affect what customers buy

on a tight budget, as most of them are in the current economic climate."

Although a food display unit allows your customers to see the food you're serving and what to expect, there is often limited space for detail. However, with the aid of modern technology you can give customers more than a name and a price, you can give them detail and previous customer endorsements - encouraging customers to try something new.

But how? Touch2Success believes that this can be achieved using QR Codes; printed stickers that work similar to barcodes, which can be read using smartphones. "All a customer has to do is point their smartphone camera at the QR Code and it will instantly redirect

the customer to your website, displaying information about your product, how the food is cooked, the ingredients included, and a collection of reviews from customers that have enjoyed your food," says a spokesperson for Touch2Success.

"Not only will you be giving your customers more information about your product, letting them make an informed buying decision, you'll also be encouraging them to order and try it out with endorsements from previous customers."

WBC's growing collection of merchandising solutions are designed specifically so that you can offer your customers the very best buying experience. The company says that it's vital that you identify who you're trying to

Continued >

The 'checkout' area is an ideal place to create displays that encourage impulse purchases



Artis aims to offer diversity and choice to the growing afternoon tea market with their new cake stands



Optimax merchandising units from Victor Manufacturing

Equipment focus

attract to your store by profiling your ideal customer. Who are they? What motivates them? What do they like and what do they dislike?

Good merchandising involves displaying product lines in complimentary colour groups and product categories. It may sound simple but if your store makes sense, and people can find what they're looking for, they are far more likely to make your store their permanent home. Lastly, think about the areas of high footfall. What products are in eye-view? Where does your customer queue? The 'checkout' area is an ideal place to create displays that encourage impulse purchases.

WBC's merchandising must have's:

Vintage vogue: From Hessian sacks to antique fruit crates, the trend for recycled and recyclable packaging shows no signs of slowing down. Vintage is affordable and creates a wonderful ambience of back to nature and comfort.

In-store display: Increase sales using floor standing units that create individual 'hot spots' that you can use to feature special offers or seasonal products. Wicker shopping baskets make a great display, but they also double up as shopping baskets that encourage purchasing.

Victor Manufacturing has launched its new Optimax merchandising units at a series of 'open house' days at the company's Bradford HQ. Operators and distributors who were invited to inspect the new range were said to be impressed by the stylish looks, energy saving features and practical design of Victor's latest precision engineered display cabinets.

The Optimax range includes hot, ambient and chilled food display cabinets for both self service and assisted service that have been specifically designed to deliver energy savings at a time when operators are seeing rising fuel costs eroding the bottom line.

Victor's Communications Manager, Peter Brewin, comments: *"Increasingly, customers are requesting products that deliver in terms of energy saving, versatility and efficiency in use - criteria used in all our new product development. Nowhere is this more prominent than with our new Optimax refrigerated models, which under laboratory tests showed up to 50% reduction in energy usage over previous models. Optimax absolutely guarantees in*

New retail display directory out now!

The Shop and Display Equipment Association has published its latest guide to retail display

From the smallest hook to a complete store fitout, the sdea Directory is invaluable for sourcing all manner of shopfittings, display, PoS, lighting, signage, visual merchandising and much more. Normally priced at £10, **a free copy is available to the first 50 retailers, brands or specifiers who call 01883 348911 or email directory@sdea.co.uk quoting this article.**

This comprehensive publication will equip you with new ideas and inspiration for your latest projects. It's conveniently organised into sections that lead you quickly and easily to specialist suppliers by company, product, trade name, location, service or retail trade.

In addition, the Directory features an editorial section

Your chance to grab a FREE retail Directory, worth £10!

where some of the latest and greatest retail store designs of the year are reviewed. From Westfield Stratford City in London, to retail wonders across

the UK and the quirky Onitsuka Tiger outlet in Madrid, the Directory uncovers some exciting new retail design concepts.



terms of delivering sustainability, innovation and practicality in use."

Of particular note are the refrigerated models, designed to display chilled produce to best advantage. The units are proven to maintain core product temperatures with pre-chilled produce held at 5°C in ambient temperatures up to 27°C delivering superior temperature control and performance.

A commonly encountered problem with rear doors being frequently used is that the refrigeration system is made to work harder, use more energy and create unwanted heat and noise in the workplace. To combat this, on Victor's operator-assisted models, the company has developed a drop-down/lift-up rear, load-bearing door that is engineered to open in such a way to channel cold air under the middle shelf thus minimising the loss of chilled air. The result is quick recovery, reduced load on the system and less energy used for pull-down.

Bakery/food displays

Artis, a leading supplier of cutlery, tableware, glassware and barware, has launched an extensive new range of cake/food stands.

The six new designs bring the cake stand range to a total of eight different designs, offering diversity and choice to the growing afternoon tea market; offering a more dramatic way to serve afternoon tea offerings, or canapés, direct to the table. The range features unusual designs in natural slate, along with stainless steel designs in both contemporary and classic designs. Sizes range from a single serving, 'Tea for One' design

to large, three tiered versions.

"Our comprehensive range of cake stands has been created in direct response to increased demand for innovative ways to serve afternoon tea," said Kathy Birch, Marketing Manager at Artis. "We have observed growth in this sector, with afternoon tea enjoying a resurgence in popularity and our range is bang on trend, offering operators a choice of dramatic presentation."



Useful contacts

Valera Ltd
www.valera.co.uk

WBC
www.wbc.co.uk

Victor Manufacturing
www.victoronline.co.uk

Touch2Success
www.touch2success.com

Artis
www.artis-uk.com

sdea
www.shopdisplay.org

The new range of Artis cake/food stands features unusual designs in natural slate

Kebab reinvented...



Double A Instant

DONER DONE QUICK

You've seen the ads, now try it for less



ONLY
£16 Per Box
NEW LOWER PRICE
10lb / 4.54Kg

Full product details at www.doubleakebab.co.uk/instant
Another Double A Kebab Innovation



If your wholesaler doesn't stock Double A Instant, call **0871 423 7123** or email info@doubleakebab.co.uk

How to start up a business

Planning a new fast food business is exciting - what are you going to call it? What food will you offer? What will the décor be like? - but it's easy to get carried away and forget the basics. QuickBite looks at some of the aspects you need to consider

Start at the beginning. Is your idea viable? You need to do a rough working of your costs versus the money you can make from sales. How much will people pay for your product? Is there demand for your product? Do some market research and work out who your target customers will be. Research your competition, too, to see what you'll be up against. Have you found the right premises? Make sure your shop is in the right location and comes at the right price.

Business plan

Writing a business plan should be your first step: it forces you to think about your idea in detail, highlights potential show-stopping problems and makes you take a hard look at how much money you're going to need.

The biggest tip here is to be honest. As your business plan is likely to be used to impress your bank manager, investors or potential business partners it can be tempting to exaggerate or be over-optimistic when forecasting your figures. Avoid this at all costs: if you miscalculate the time it will take to be in profit you are likely to run out of money and the business will fail. Investors will respect you more for showing an accurate and conservative prediction: it proves you're not underestimating how tough running your own business is and

it means you won't have investors breathing down your neck if you're not delivering the high levels of sales you promised them.

Make sure you include details of everyone who'll be working for you, not just the managers, and include outside sources such as mentors, web designers, lawyers and accountants to demonstrate you have all the skills you will need to hand. You should also mention any recruitment plans (don't start employing people until you really, really need to).

Your business plan should include a detailed report on your target market including your potential customers, your rivals and how you're planning to gain market share. Demonstrate how you're going to attract customers: through advertising, social media, launch events, direct mail, leaflet drops, etc.

The executive summary is the section where you sum up the entire business plan and is potentially the most important part of the whole document as it's the bit everyone will read before deciding whether it's worth looking at the rest. So make sure it's concise, enticing, provides a good understanding of your business model and highlights why you can promise an investor a return on their money or the bank regular repayments of their loan.

A business plan should be a live document, updated regularly as you find out more and see your requirements more clearly.

Once you've put together your business plan, make a project plan: write down what you need to achieve by which target dates to get you through the early stages.



Financial considerations

Make sure you can afford to start the business you have in mind and finance it until you turn a profit. Five in six new businesses fail in their first year. Work out what savings, income and solutions (like remortgaging) you can use to finance your business, but don't put all your eggs in one basket - if the business doesn't succeed you don't want to be homeless too.

Talk to your bank manager, business plan in hand, to find out what kind of loan you may be able to access. Make it clear you're still pre-start-up and just doing research at this stage. Look into which small business grants you might be eligible for.

If you are looking for a business partner from within your family or circle of friends make sure you keep everything on a professional footing: if things don't go according to plan you don't want to fall out.

Naming the business

It's a good idea to read up on branding and advice on choosing business names before you make the final decision about what to call your business, as you will learn about the perception a business name creates. Brainstorm a whole heap of possible names and pick out 10-20 favourites: Google your names to see if anyone else has them. Once you've made your choice search Companies House to see if the name is available.

Check no one has the web address you'd want if you started up with that name and if you're sure about the name, buy the domain for it straightaway. And don't forget to register your own company with Companies House.

Once you have your name you can open a business bank account, order business stationery and marketing materials and set up your website. Good luck!



Business profile

Ning - fresh, authentic and friendly!

Entrepreneurial Malaysian chef and restaurateur, Norman Musa, has chosen York as the location for his second restaurant. Recently listed in Malaysia's 'Top 40 Under 40' and a former F1 race chef, Norman already has a well-renowned Malaysian restaurant in Manchester. In his latest restaurant, he has taken over a former Cantonese restaurant for his second 'Ning' branded restaurant. QuickBite finds out more



Born and brought up in Butterworth, Penang, Norman Musa is the creator, co-owner and Executive Chef of Ning restaurant in Manchester in the North West of England, UK. A kampung boy by upbringing, he came to the UK in 1994 to train as a quantity surveyor at the University of Portsmouth. It was as

a student that, despite his family's restaurant and food stall business, he discovered that he did not know how to cook! Being a resourceful, tenacious sort, he was soon in regular touch with his late Mum who mentored him over the phone and when back home in Malaysia, in the art of fabulous home cooking.

Working as a Quantity Surveyor first in Bournemouth and then London, he would regularly cook and host family-like feasts for all his Malaysian friends and their friends in the UK. With such a passion for his native food and having been mentored in his cooking skills by his Mum, he and his friends started to dream about running a restaurant which would showcase the wonderful food that he grew up with. But it was not until 2003 when Norman moved to Manchester that the dream became a reality.

Ning restaurant was finally born in 2006 and since then Norman has shaped it into a critically acclaimed restaurant, which was nominated for Restaurant of the Year in 2009. In 2007 Chef Norman launched his Malaysian cookery classes, which has given him the opportunity

to promote Malaysian food to the locals and which have since proven phenomenally popular.

Norman and Ning restaurant have appeared in well-known UK publications including The Sunday Times, The Telegraph, The Guardian and Time Out. His first TV appearance in the UK was on Market Kitchen with celebrity chefs Rachel Allen, Mark Sargeant and Matt Tebbutt and he has since gone on to host his own 13-episode TV series in Malaysia and feature as celebrity chef on MasterChef Malaysia in 2011.

Officially opened on 1st May 2012, the new restaurant in York is already proving a hit among locals and tourists alike, with customers tweeting and posting on Facebook

I'm a chef on a mission to make Malaysian food widely known

Business profile



we've always tried to avoid at Ning. Fresh, authentic and friendly is our approach and our customers so far are clearly liking it that way.

Ning, whose name derives from a musical note of traditional Gamelan music, also takes a contemporary approach to its marketing, preferring to focus on word of mouth and social media. However, Norman's ambition is to be a global ambassador for Malaysian cuisine and his goal was on track to being realised in 2010 with his appointment as Race Chef for the Lotus Racing (now Caterham) Formula One team. A prestigious opportunity, Norman was the first Malaysian chef in the first halal F1 kitchen at each race around the world.

Since then he has passionately promoted Malaysian food back in the UK, through his involvement in the Malaysia Kitchen campaign, his cookery school, food festival appearances and leading new research into Malaysia's culinary heritage.

His style and approach is unique. Characterised by colour, simplicity, freshness, quality and style – just like his self-published book that has sold over 4,500 copies to date – Chef Norman's recipes are easy to follow and adapted to Western and global tastes that will help Malaysian food, the unsung hero of South East Asia, be 'the next big thing'.

Perhaps Norman's most significant achievement at Ning restaurant has been his ability to carefully balance authenticity with contemporary touches. For a Western audience at least, this has been an important factor in his and Ning's success to date.

To find out more about Norman Musa and the Ning concept, visit www.ningcatering.com

comments such as, "Impressed," "Fantastic," and "Excellent".

Chef Norman comments: "I'm a chef on a mission to make Malaysian food widely known. It's diverse and delicious, bringing together the culinary influences of Malay, Indian, Chinese, Thai, Arab and Portuguese cooking from my country's heritage. So I'm very excited about bringing this new cuisine to York."

A passionate ambassador for Malaysian cuisine and regularly features at well-known food festivals, Chef Norman has also launched his cookery school at the restaurant to run over the summer – following the success of the Ning Cookery School in Manchester.

Andy Spracklen, co-founder of Ning, says: "Norman has a unique talent for making Malaysian food popular and accessible. One of Norman's Facebook fans could see an opportunity in York and approached him with the idea last year.

The menu suits a range of tastes and wallets from simple great tasting street food to exquisite sophisticated specialities

"It's been quietly developing ever since, but the business deal and refurbishment has happened very quickly. We believe the concept has great potential in the city."

Serving predominantly Malaysian cuisine alongside some Chinese classics, the menu suits a range of tastes and wallets from simple great tasting street food to exquisite sophisticated specialities.

Featuring Ning's famous two-course deal at just £13.95 per

person most of the week, the contemporary, chic venue with bespoke wallpaper, manages to balance a sense of relaxedness and value, with style and quality.

"I have always taught my staff to treat our guests as though in was their home. That's what we call Malaysian Hospitality," remarks Chef Norman. *"I can be quite a perfectionist, but I'm definitely not pretentious; something*

Fresh, authentic and friendly is our approach and our customers so far are clearly liking it that way



Kids rule! So make the most of your menu

The Schools Food Trust suggests that health is a key consideration for parents when eating out, with some 87% saying that they would like to see healthier children's menus. Linda McKeown takes a look at what's on offer so you can make the most of your menu



Moy Park's vegetarian menu includes crunchy golden Vegetable Nuggets

"Kids eat with their eyes, so it's no wonder that many outlets make special provisions when catering for young diners," says Mohammed Essa, General Manager of Aviko UK & Ireland. "The decision of where a family chooses to eat will, more often than not, be dictated by the needs of the children, so it pays to give attention to getting your menu just right. "Successfully catering for families can also lead to incremental 'impulse' sales of drinks and desserts but, with family eating out budgets tightening**, plying for the family pound has never been more essential."

Mohammed suggests that businesses that want to be successful in the children's food market should look at what the big chains do to entice the customers in: "Operators who want to implement a successful kids menu need only look to the high street to see how key players like KFC and McDonalds define their offerings. Small bites for small hands colourfully packaged and pitched at the right price is the mantra of this marketplace. Competition is fierce, but with a bit of imagination it is possible to offer a family-friendly menu that could set you apart from the rest."

The decision of where a family chooses to eat will, more often than not, be dictated by the needs of the children

Aviko is aiming to help caterers profit from the family pound with the launch of its new Sweet Potato Fries – a side they believe has a real point of difference and one that some 74% of respondents to consumer research*, conducted by Aviko, said they would order if they were on the menu.

76% of respondents also thought that Aviko's new Sweet Potato Fries would be perfect for children's menus, while 68% said they perceived sweet potato fries to be a healthier menu option. To back this up, research from The Schools Food Trust suggests that health is a key consideration for parents when eating out, with some 87% saying that they would like to see healthier children's menus.

The company uses a holistic 'steam blanching' production method for

its Sweet Potato Fries that is said to not only deliver better taste retention but also a better quality end-result. The process is also said to produce more crispiness and a better colour, something sure to play well with young diners.

Naturally sweet, for those with a sweet tooth, because of the innovative production process,

The Schools Food Trust suggests that health is a key consideration for parents when eating out

Aviko Sweet Potato Fries don't contain any genetically modified organisms (GMO) and are gluten-free. In the last year alone, the gluten-free category grew by 18%^ to reach £120m in the UK. The market is exploding, and caterers can take the upper hand by stocking products that will appeal to this burgeoning

demographic of diner, without making drastic changes to menus.

A new serving suggestion from Aviko and one sure to go down a storm on kids' menus is Tiger Fries – a mix of Aviko's Sweet Potato Fries and the company's premium 'Skin-On' Superlongs. There are a number of benefits to offering this type of concept – most notably their striking appearance – but mixing things up is also beneficial for caterers looking to add a touch of theatre and fun to kids' menus. Supplied frozen, Aviko's new Sweet Potato Fries and 'Skin On' Superlongs are available now to all foodservice outlets.

Moy Park Foodservice is also helping caterers gear up for the changing needs of the family audience through developing a range of menu items suitable for the tastes of younger consumers.

The company offers a comprehensive range of child-friendly dishes to help provide for the varying needs of families eating out.

Jayne Hall, Marketing Manager at Moy Park Foodservice, says: "The children's market is becoming increasingly important as more outlets recognise the potential of this audience to generate incremental catering income at a challenging time.

"We are helping caterers address this issue through the development of a range of child-friendly meal options which have proved popular. We believe this market will continue to grow and are committed to ensuring our customers are well placed to benefit through providing them with a range that will ensure their menu is relevant to the needs of the whole family – and not just the parents as was traditionally the case.

"We are also aware that a growing number of children are now following a vegetarian or meat-free diet and we have developed dishes such as vegetarian nuggets and veggie burgers to help cater for their individual tastes. Our products actually encourage children to eat vegetables because they are available in a child-friendly format that they will enjoy.

"It is important to communicate the fact that the outlet is family-friendly and to ensure this is backed up with a menu that reflects the tastes of younger consumers as well as their parents."

Moy Park Foodservice's kids' products are low in sodium to make them suitable for the dietary needs of children. The range includes Chicken

Moy Park Foodservice's kids' products are low in sodium



Continued >



QuickBite is published 10 times a year and provides unique access to owners of Fast Food outlets

Promote your products & services to 16,500 Fast Food businesses

For advice and information, please contact:

Ian James

sales@quickbitemagazine.co.uk

Tel 020 3137 8582

Tel 07888 731711



Teddies™, Wholemeal Chicken Steak and Chicken Nuggets.

The company's vegetarian menu includes crunchy golden Vegetable Nuggets with their melt-in-the-mouth crumbly coating said to be ideal for children as an alternative to meat, or its classic Vegetable Burger which is made from a variety of select vegetables, including carrots, green beans and sweetcorn, coated in a golden breaded crumb. Both are Vegetarian Society Approved.

However, although the food on offer is a key component of attracting customers through your door, how children's food is served is also vital. For QSR outlets it's also worth looking at your cutlery and tableware offering.

Following its growing popularity in retail, WMF has now launched their popular cutlery ranges for children in foodservice.

"Our range of children's cutlery has been available in retail for many

years and is one of the fastest growing categories in WMF's portfolio," comments Florian Lehmann, Managing Director at WMF. *"We decided to launch it into foodservice because we figured that if parents are buying it for use at home, they would appreciate it being offered when they eat out as a family, and as far as we are aware, currently there is no-one focused on this aspect of tableware in foodservice."*

The needs of children are often overlooked by operators when it comes to tableware, yet children (or rather, their parents) are targeted more and more with specific menus, 'eat free' offers and giveaways. Children enjoy eating as much as adults and going out to eat can be an exciting adventure for them. However, it is not always a calm and enjoyable experience for their parents or those around them!

Children can actually take eating quite seriously, especially if the meal includes some of their favourite food, but there are

some that need a little more encouragement when it comes to table etiquette. Many operators spend a lot of time and money developing kids' menus and activities such as colouring-in sheets and puzzle pages, but when you consider the challenges that children face in the typical out of home environment, such as maintaining concentration, the un-child-friendly atmosphere and under-developed motor skills, perhaps it's not the food, but how it is presented to them that needs to be addressed.

By offering younger diners 'special' cutlery to eat their meals with, they are not only made to feel special, but the task of sitting at a table and eating becomes more fun. The addition of the colours, shapes and cartoon characters that adorn the WMF range of children's cutlery aims to add visual appeal and make eating more enjoyable.

These items have also been designed specifically for smaller

hands; they are lighter, with handles that are easier to grip and are specially shaped to fit small mouths. The result is that mealtimes are generally quicker and less messy, and mum, dad and children alike are much happier!

WMF's children's cutlery can be matched to accompany its adult ranges or comes themed with a variety of characters and in various colours and designs. All are dishwasher safe and are available for 0-1yrs old, 1-3 yrs old and 3yrs+ and of equal appeal, its range of plates and bowls are designed just for little diners.

*Toluna 2012

**<http://www.defra.gov.uk/statistics/files/defra-stats-foodfarm-food-familyfood-2010-120224.pdf>

^Kantar Worldwide July 2010-July 2011

The needs of children are often overlooked by operators when it comes to tableware



The WMF range of children's cutlery aims to add visual appeal

Aviko's Tiger Fries – a mix of Aviko's Sweet Potato Fries and the company's premium 'Skin-On' Superlongs - add a touch of theatre and fun to kids' menus



WMF's range of plates and bowls are designed just for little diners

LOOKING FOR INSPIRATION TO FRESHEN UP YOUR MARKETING CAMPAIGN?

DESIGN • PRINT • WEBSITES EXHIBITION DISPLAYS

Innovative design for print and new media solutions. Professional website development and print production.

Printed literature includes:

- Annual reports • Brochures • Calendars • Conference programmes • Corporate reports and documents
- Data sheets • Direct Mail • Fact sheets • Flyers
- Folders • Greetings cards • Instruction sheets • Invitations • Labels • Leaflets • Loyalty cards • NCR Sets • Newsletters • Operating manuals • Order pads • Package inserts • Personalised printing • Postcards
- Presentation sheets • Price lists • Product specifications • Promotional literature • Stationery
- Technical documentation • Training manuals • Vouchers

THERE REALLY IS ONLY ONE CHOICE

TYPECASTCOLOUR

01892 838382

e: sales@typecast.co.uk w: typecast.co.uk

Useful contacts

Aviko
T: 01442 239 536
W: www.aviko.co.uk

Moy Park Foodservice
T: 01480 445 900
W: www.moyparkfoodservice.com

WMF
T: 01895 816100
W: www.wmf.uk.com

A new age for the Doner Kebab

Double A Kebab talks here about the new focus on labelling - which they believe is welcome news

For years we have been told to 'check what's on the label' in order to make sure that the food we eat has the nutritional values that we'd expect when buying it. The advice has actually changed the way we shop. Most people look at the calories or fat content of products they buy before they place them in their basket. As a nation, we have learned to trust the information that is on the product label. But should we put such faith in our food manufacturers?

Recent Trading Standards interest in product labelling has highlighted some 'indiscretions' by some manufacturers of kebab. But whilst some manufacturers may be running scared, Double A Kebab is welcoming the focus on labelling with open arms.

"When it comes to perception of quality, the kebab industry has a tough time with the public," says Martyn Hayward, Operations Manager at Double A Kebab. "When you mention kebab, the word 'quality' isn't usually a word that comes to mind. We are on a mission to change that perception and the recent activity by Trading Standards can only help the cause."

The labelling and advertising of kebab is under scrutiny after an initial report highlighted a large number of kebabs contained different species to those on the label. *"Incorrectly inflated meat percentages has been an issue for years,"* continues Martyn, *"but the idea of using different species, such as rabbit for example, is disgraceful."*

Double A Kebab has been very clear and honest in their labelling and has even lost business to competitors because of it. Double A has used independent laboratories to test some competitor kebabs in the same way as they test their own. The tests show that in some cases the percentages of meat shown on the label have been very optimistic compared to what is actually in the kebab.

"I'd sooner be able to sleep at night with a clear conscience than inflate meat content percentages on our labels," says Martyn. *"We know we've lost business due to competitors' false claims, but we resisted to change or labels just to get that business back."*

For some time now, Double A Kebab has been promoted as having the "best quality meats and the finest spices" and they stand by that claim.



Double A's Instant doner kebab meat

New Zealand Lamb and UK Beef are among the components that combine with their secret spice blend which go into a Double A kebab. Double A Kebab claims that the focus on labelling will help the industry as a whole. The public perception of the kebab needs to change as it can't go on being the bad boy of the fast food industry.

So what else can be done? Double A Kebab is once again looking to take the perception of the industry to the next level. They are the only UK kebab manufacturer to be part of the Primary Authority Principle (PAP) - a joint partnership with the Trading Standards and The Environmental Health Authority. This means that there's an open honest dialogue between the PAP and Double A. The benefits are that Double A is advised of any changes in legislation immediately and work with the authorities to run the business as clean, open and honest as possible.

Double A is hoping that other manufacturers will see the opportunity to review their own working practices and in

turn help the perception of the industry. Some may fall by the wayside as the industry becomes more regulated, but in the long run a healthy attitude towards ingredients and labelling will help

the perception of the product and, maybe one day, we'll see Doner Kebab as a quality product. It's a long shot, but as long as the industry is moving in the right direction we might just get there.



Double A Kebab have been clear and honest in their labelling of their product

What we can learn from the big chains

The 'big boys' of the food-to-go world must be doing something right in order to maintain their market share in such a competitive arena, and it's not just about the size of their marketing budgets. Sue Dunk reports

Yours truly was asked recently to take part in a telephone survey carried out on behalf of a well-known fried chicken chain to test the perception of the brand amongst fast food industry journalists. I didn't actually have anything positive to say about this particular chain: I've never been contacted by their PR department, I've never seen a press release from them, I've no idea what their ethical status is, I don't know how seriously they take CSR, as far as I'm aware their branding hasn't changed one iota since God was a boy, any advertising they've done has obviously passed me by, I'm not aware of any healthier alternatives offered in-store (although apparently there are some), and no, on a personal front I wouldn't consider becoming a customer myself.

I feared the market research lady on the other end of the phone would be wringing her hands in despair by the end of the questionnaire, but on the contrary she was delighted with my input. *"They know they're not doing everything right,"* she said, *"and it's by finding out the views of people like you that they will be able to see where they're going wrong."* Glad to be of service, I'm sure!



Be creative: Costa teamed up with its cup supplier to create a work of art

Getting your message across

What this demonstrates, though, is a willingness to accept that your marketing isn't perfect and a desire to identify and rectify the areas where things could be improved. Now, as an independent you probably don't have the budget to employ a team of market researchers to conduct phone interviews on your behalf but you could certainly get in touch with the food and drink or leisure correspondent of your local paper and invite them along to see at first hand what you're doing.

And if you're particularly proud of a certain aspect of your business - local sourcing, Fairtrade drinks

or recycling, for example - then shout about it and make sure your customers are aware.

Costa Coffee recently teamed up with its paper cup supplier Huhtamaki to help BAA launch a new recycling initiative at Heathrow's Compass Centre. A unique Costa Cup Airbus A380 made with recyclable materials (such as the paper hot cups) was created by recycling artist Michelle Reader to encourage staff and visitors alike to think about the environment and the impact of their actions.

How creative could you be in getting your message across? Maybe you, too, could team up with one of your suppliers and really make an impact.

Create brand awareness

Don't underestimate the importance of branding. Kids today recognise the infamous 'golden arches' long before they can articulate the all-important order: *"I'll have chicken nuggets, chips and a toy please, Mummy."*

Albeit on a smaller scale, be consistent with your logo, house colours, staff uniform and any takeaway packaging so that your customers become brand-aware.

Involve the local community

'Community boards' were introduced to stores a few years ago by the big coffee shop brands such as Starbucks, whereby store managers help to promote a community spirit by displaying posters promoting local events and good causes. Consider whether you could do something similar, and perhaps offer a reserved space for local groups or charities to meet, or find a way of working with and supporting a local school or retirement home.

Starbucks also decided to change the design and ambience of some of their stores to suit the locale, introducing differentiated seating

Continued >



Aim to create a recognisable brand

areas, more rustic décor and library shelves, for example.

Know your market and adapt if necessary

All the big chains accept that NPD is vital in maintaining customer interest, but keeping store design updated is equally essential. The new cutting edge flagship (or 'Flameship', as the company likes to call it) Burger King restaurant which opened in Leicester Square earlier this year boasts hi-tech features such as 3D TV and iPod sound booths. And the company promises lots more innovative new restaurant formats are in the pipeline.

Don't be afraid to adapt your look and/or your food/drink offer if the original concept is getting stale: consumers are fickle creatures and you need to move with the times to keep on giving them what they want.

Incentivise and reward

Many of the big brands use initiatives such as loyalty or club cards to reward loyal customers, encourage repeat business and incentivise heavy users of the sector. There's nothing to stop you introducing your own loyalty card: for example, stamp it every time the customer makes a purchase and when they've got, say, ten stamps, give them a free meal; or let them work their way up a discount ladder – the more purchases they make the higher their discount gets.

Consistency of quality

Maintaining quality and consistency day in, day out is something the big chains do really well. While customers of independents are prepared to accept a little quirkiness and individuality (one day's batch of muffins may not look exactly the same as the next day's, for example) they still want to know they can rely on the overall quality of the food or drink they're spending their hard-earned cash on.

Burger King UK, which is investing £70 million to remodel all its restaurants by 2013 with the brand's new global interior design - which includes urban touches, sociable eating areas and digital menu boards – believes the most important thing independent restaurants can learn from the 'big boys' is to, "focus on ensuring the food and operational quality lies at the heart of their business".

According to their spokesperson: "The quality and taste of our food underpins everything we do. For example, we source more than two thirds of products locally in the UK and Ireland. This includes 100% British and Irish beef in our burgers, 100% British milk and Irish cheese, 100% free-range eggs from the UK and local seasonal vegetables, such as hand picked iceberg lettuce."

So there you have it: look at what the big chains do well and how they engage with their customers and adapt their ideas to suit your own circumstances and budget.

Burger King believes its Fish Finger Sandwich for grown-ups is a first for the QSR industry



Starbucks likes to adapt its interiors to suit the locale



Incentivise customers with a loyalty card



Scoop more sales in frozen treats

The UK ice cream, sorbet and frozen yogurt market is estimated to be worth £1bn. Here we feature some new concepts to add to your offering to 'hot up' your menu!

New Forest Ice Cream has launched a Rhubarb Crumble and Custard flavour ice cream



At a time when health and wellness is high on everyone's agenda, frozen yogurt definitely offers a quirky twist on healthy eating and it is anticipated that the UK frozen yogurt market is set to boom during 2012 and beyond. We spoke with CoolberryCafé frozen yogurt founder, Michele Young, who developed a 'one stop shop' package solution for caterers and foodservice operators as a quick and easy 'bolt on' offer to their existing menu, and she told us why this is also a great option for the quick service sector.

"Most operators nowadays have a wide choice of great tasting food on offer including a selection of 'healthier options', so their dessert offering can also be enhanced with something like our CoolberryCafé frozen yogurt offer, as it offers that combination of a healthier option with a blend of indulgence and luxury.

"Small footprint counter top machines take up little space but deliver a great return on investment. You can either provide self-serve solutions for the kids (and adults alike!), such as you find in some QSR restaurants and along with a choice of different toppings this makes it a real good value offer and dessert experience as well as it being a great high margin product for the operator," explains Michele.

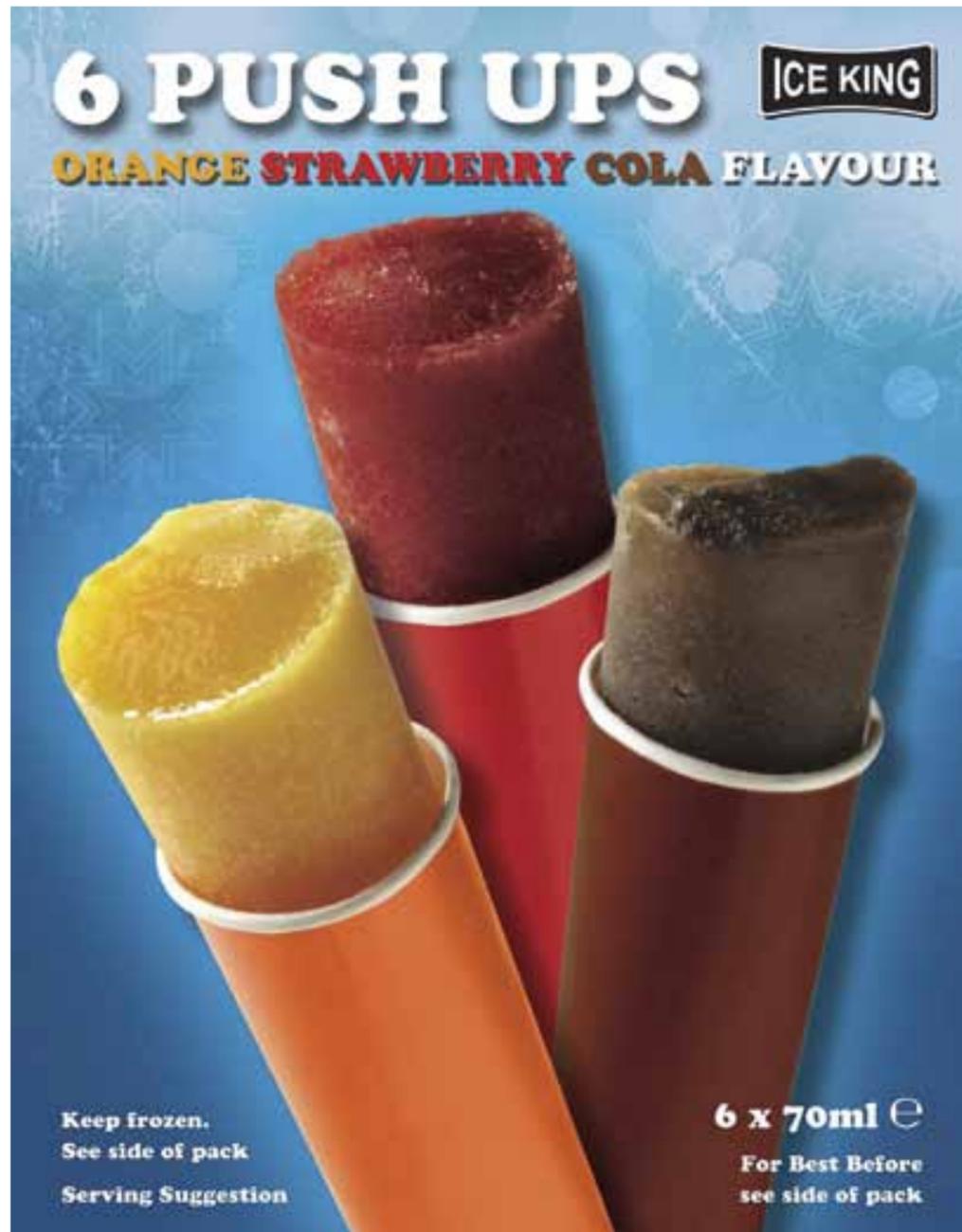
"We should remember that customers are still very much trading off between healthy and indulgent cravings and still want to enjoy a treat when they are out," continues Young. "Although low calorie and fat free, frozen yogurt can also be a guilty pleasure when you have the ultimate choice to add anything to it. Toppings such as fresh fruit, chocolate, cookies or rich caramel sauce are certainly favourites."

The frozen yogurt can also be used for making sundaes, parfaits, fruit smoothies and shakes making it a truly versatile product.



CoolberryCafé has developed a 'one stop shop' package solution for caterers and foodservice operators as a quick and easy 'bolt on' offer to their existing menu

Ice-cream & frozen alternatives



Push Ups - available in Orange, Strawberry and Cola flavours

customers serve themselves from a selection of frozen yoghurt flavours, accompanied by all manner of toppings – just like you would at a salad bar!

YOrBrand say they will work with outlets to create a bespoke frozen yoghurt service, from a small counter-top offering to an all singing, all dancing, fully loaded multi-flavoured frozen yoghurt parlour to help establish a profit driven, high quality product with professional service.

"In a difficult economic climate such as the one the UK is currently facing, customers tend to expect more for less," says Brian Young, Director General of the British Frozen Food Federation.

"This is particularly prevalent when it comes to desserts, where customers want to feel like they are getting more than just good value for money. Needing a little more persuasion, customers are looking for premium desserts which they wouldn't usually feel able to prepare at home. However, this is balanced with a further challenge in that they are only willing to pay value prices."

Improving profitability

"Frozen desserts offer significantly improved profitability to the caterer than their fresh counterparts," comments Brian. *"As frozen desserts are usually pre-prepared and pre-portioned, this significantly cuts down on both preparation costs and waste in the kitchen."*

"Creating luxury desserts from scratch using fresh ingredients can require highly skilled dessert and pastry chefs and often significant investment in staff skills and ingredients. In tough financial periods these can be options that are unavailable to caterers trying to maintain the bottom line."

"Switching to frozen means caterers and kitchen managers can employ chefs with a lower skill level to provide luxury, attractive dessert options, likely to stand out on a menu."

Dessert trends

"Frozen desserts have come a great way from arctic rolls and raspberry ripple ice cream," explains Brian. *"Luxury ice cream, particularly local artisan brands, gives customers high-end options that persuade them to choose a dessert yet maintain high levels of profitability for the operator. With very little preparation required, caterers can charge £4-5 for premium ice creams, often more when these are accessorised, for example with cigarillos, fruit, sauces or even liqueur. Despite this high retail price, the cost to the operator*

With a careful approach, the often difficult dessert course can be a valuable income stream for the foodservice industry, particularly when the operator opts for frozen.

New to the frozen yogurt concept is YOrBrand. Already hugely popular in the USA it's now proving popular in Europe where self-serve frozen yoghurt parlours are an emerging trend.

Ideal for businesses looking to keep their menus as fresh and unique as their identity, the YOrBrand frozen yoghurt concept can be adapted and changed thanks to an endless amount of flavour combinations, as and when required. What is more, YO can even create a service whereby

It is anticipated that the UK frozen yogurt market is set to boom during 2012 and beyond

Ice-cream & frozen alternatives



CoolberryCafé's frozen yogurt offer offers the combination of a healthier option with a blend of indulgence and luxury

is typically less than £1, offering a significant profit margin.

"Frozen desserts offer establishments the opportunity to tempt customers to choose an additional course by offering premium menu options whilst still boosting the all-important bottom line and reducing operating costs and waste."

New products

New product development within the ice cream and frozen dessert markets continue apace with Artisan ice cream and sorbet maker Taywell joining forces with Japanese restaurant group Feng Sushi, to create a range of distinctive dessert concepts that they believe are guaranteed to get diners' taste buds tingling.

The flavours – which include the exclusive Kaffir Lime Leaf & Coconut ice cream, Sweet Chestnut ice cream and Dark Chocolate & Wasabi sorbet – are the result of a close collaboration between Kent-based Taywell and Feng Sushi, which operates eight restaurants in central London.

other seasonal flavours – which will be exclusive to Feng Sushi.

Silla said: *"Everybody loves ice cream but we wanted ours to reflect our commitment to sustainability as well as taste, so we were very excited when we discovered Taywell. I quickly arranged a trip to Paddock Wood to find out more about its products and was totally convinced by what I saw and heard. I immediately got involved in creating the distinctive flavours you can now find at Feng Sushi."*

She continued: *"I was impressed by everything Taywell has to offer. Firstly, it uses local milk and 40% cream – the next level up from double cream – with egg yolks to achieve an exceptionally smooth texture. Taywell uses only natural sugars and 100%*

fruit, as well as the highest quality Belgian chocolate, coffee and nut oil. In addition, it uses only 12 to 15% air. Cheaper brands can use up to 250% air to bulk out their products."

"We were really excited to get the opportunity to work with a restaurant business like Feng Sushi, which shares our values in terms of prioritising freshness, quality, sustainable sourcing and innovation," comments Alastair. *"I'm confident the special recipes we've created for Feng Sushi will add spice to its dessert menu and really get its customers' mouths watering."*

Taywell's extensive range of premium quality, handmade, luxury ice creams and sorbets is available nationwide

Continued >

Although low calorie and fat free, frozen yogurt can also be a guilty pleasure when you have the ultimate choice to add anything to it

KEEP COOL AND CARRY ON

add incremental sales to your menu with soft serve frozen yogurt

www.coolberrycafe.com t: 07754 600584



Ice-cream & frozen alternatives



YorBrand say they will work with outlets to create a bespoke frozen yoghurt service

through wholesalers, including Costco. Taywell also operates an online home and office delivery service in London and across the Home Counties.

The company also recently invested £200,000 upgrading its manufacturing and storage capacity following a sharp increase in sales. The company's turnover rose 70% in the last financial year (ending 1 November 2011) and is on course to double in the current year off the back of several new business wins over the past 12 months.

In a further development to their exciting range of flavours, New Forest Ice Cream has launched a Rhubarb Crumble and Custard flavour, which combines the flavours of the classic British dessert into a modern ice cream alternative. The real dairy custard base is generously interspersed with real pieces of rhubarb and chunks of crunchy shortcake to create a flavour that is sure to be loved by old and young alike.

Part of New Forest's real Dairy range, which is made using the

milk from Jersey cows and fresh double cream to ensure a superb tasting and high quality product, Rhubarb Crumble and Custard is one of 20 flavours in the range, most of which are suitable for vegetarians and produced using a gluten free recipe.

Christina Veal, Director at New Forest Ice Cream believes that the new Rhubarb Crumble flavour will be a big hit with the whole family: "Rhubarb Crumble is one of the classic British desserts, combining the tart flavours of the rhubarb with the sweetness of the shortcake. Add to that the addition of the creamy custard based ice cream; it is sure to be a big hit with customers of all ages."

"Made in our traditional New Forest way, the attention to detail and quality of the ingredients used really shines through in the final taste."

In addition to the Dairy range of ice cream supplied by the Hampshire based producer, a further 20 flavours are available in the firms continental range.

From ice creams to ice lollies, Belfield has launched two new ice

lollies, bringing its Ice King product range to 15. The Push Up and the Double Licker are available in 70ml format multipacks, ideal for both wholesalers and retailers.

The Push Up comes in cola, orange and strawberry flavours and, with six to a box, will retail for £1 per pack. The twin stick Double Licker features two lollies in one which can be pulled apart for sharing. It is flavoured orange at the top and blackcurrant at the base and also retails at £1 per box, for eight.

Ian King, Belfield Director, is confident the products will prove popular with independent retailers. He said: "Last year we launched the four-flavoured Spiral lolly, which became our fastest selling water ice product ever. We believe that's down to having the right pricing policy, making it an attractive option for independent retailers, but also in having the flavours and novelty factor which makes it fun and tasty for the young customer."

"These new products, like the Spiral, have been developed to provide specific flavours which have been identified as the most popular in the marketplace at the moment. Add to that an interactive element, be it the discovery of the water ice in the Push Up or the dilemma of whether to share the Double Licker, and we believe you'll have a product which children will enjoy."

These products were the latest addition to the Ice King brand, which provides water ice and ice cream lollies, and mini cream tubs, to independent retailers across the UK.

Ice King products can also be

Useful contacts

Yummy Yorkshire
www.yummyyorkshire.co.uk

The Tea Experience
www.teaexperience.co.uk

CoolberryCafé
www.coolberrycafe.com

Taywell Ice Creams
www.taywell.com

New Forest Ice Cream
www.newforesticecream.com

Belfield
enquiries@belfield.co.uk

YorBrand
www.yorbrand.co.uk

British Frozen Food Federation
www.bfff.co.uk

Luxury ice cream, particularly local artisan brands, gives customers high-end options that persuade them to choose a dessert

Ice-cream & frozen alternatives



Taywell has joined forces with Japanese restaurant group Feng Sushi, to create a range of distinctive dessert concepts

modified in line with specific requirements – such as size, flavour or price point – and white labelled for sale under the retailers' own brand.

Elsewhere, Huddersfield ice cream producer Yummy Yorkshire has joined forces with fellow Yorkshire business, The Tea Experience, to launch a new spicy chai tea flavoured ice cream as part of its commitment to buy and champion Yorkshire produce.

The Tea Experience black spicy chai flavour is aimed at the specialist deli/retail, catering and foodservice markets and will also be available to buy

from Yummy Yorkshire's ice cream parlour and café.

The unusual ice cream flavour is made with a black spicy chai loose tea blend from Doncaster based speciality tea company, The Tea Experience and is fragrantly spiced with notes of aniseed, ginger, black pepper, cloves and chicory. The tea is first brewed and steeped overnight before being blended with natural dairy ice cream.

Louise Holmes, co-founder of Yummy Yorkshire, says: "We're always on the look-out for interesting local producers that we can work with to create ice cream flavours that are a little different and stand out from the

crowd. Collaborating with The Tea Experience was therefore a natural fit for us as they only offer high end loose leaf tea which provides consistent taste and quality and the Black Spicy Chai blend worked perfectly."

"We trialled the flavour in our ice cream parlour before it went into production and it sold out the same day. Customers seem to have a growing desire to try more sophisticated and adventurous ice cream flavours in addition to the traditional varieties and we hope to add it to our portfolio of best-sellers, along with Beetroot, Liquorice and Salted Caramel!"

Yummy Yorkshire's new Tea Experience Black Spicy Chai ice cream is available to buy fresh on the cone, as well as in 500ml tubs, priced £3.75 each. Ann Davis, founder of The Tea Experience said: "Our Black Spicy Chai tea is popular with our customers for its invigorating flavour and taste. It's inspired to flavour ice cream with the blend and we are delighted to be working with one of the region's leading ice cream makers, Yummy Yorkshire, to produce this luxurious and innovative new artisan product. We hope it's a hit with customers."

Customers seem to have a growing desire to try more sophisticated and adventurous ice cream flavours in addition to the traditional varieties

Case study

Moors Valley turns to New Forest and doubles sales

With around one million visitors every year entrance to Moors Valley Country Park and Forest is via the 18th century converted timber barn and just a few minutes' walk away is the outlet that seems to have queues emanating from it throughout most of the day – the ice cream outlet!

Opened in 2001 by current proprietor John Byatt, the outlet is a constant hive of activity. "We were busy from the moment we opened, but after two years of being in existence we decided to change our ice cream to be 100% New Forest Ice Cream. Within days our turnover more than doubled and to be honest we have not looked back," explains John.

The site sells the full range of ice cream from traditional scoop products, of which they stock twelve flavours, through to soft serve and the pre-wrapped impulse products, of

which they have twenty one.

"There is no definition as to what people will go for. The children are as likely to go for scoop or soft serve as they are the children's impulse products such as Yeti Mountain or the Super 5 Fruit Ice. We also offer the teddy top cones for soft serve which is extremely popular."

Due to the importance of the brand, John uses a wide variety of point of sale material that is provided free by New Forest. "It's extremely important to us that we can shout about the quality ice cream we serve. We use as much New Forest branding as possible

as not only does it promote the quality that we use on site, but it also encourages people to make a decision to have an ice cream.

"People seem to have a loyalty to the brand, which is not noticeable with other companies. It is not uncommon for our local customers to be overheard telling their friends and relatives from further a field that 'you must try a New Forest Ice Cream'. Very often the same family will come back 2-3 times a day, to try different flavours and types."

For further information on New Forest Ice Cream visit www.nfic.co.uk.



Campanini reader giveaway!

Make the most of the coffee opportunity

Read on to find out how you could get your hands on a Campanini machine with capsules worth £750!

The UK is a country of coffee lovers, with one third of UK adults visiting a coffee shop everyday for their caffeine fix.¹ This demand for great coffee out of home is a big opportunity for all operators as consumers increasingly expect a high quality drink to accompany a meal out of home.

Delivering great-tasting, speciality hot drinks at the touch of a button, the Campanini capsule system is an ideal solution for smaller outlets that want to make the most of this profit opportunity. And, we've got our hands on one machine with capsules worth over £750 to giveaway to one lucky reader this month.

The Campanini capsule system works with eight expertly blended capsules formulated from the best ingredients, so you can serve dozens of delicious drink combinations including americano, espresso, cappuccino, tea and hot chocolate.

This clever machine combines professional quality and intuitive technology with a sturdy design and easy-to-manage functions, to guarantee consistently tasty drinks. The streamline capsule system features a user-friendly screen, making it easy to operate, clean and maintain without taking up valuable surface space.

For your chance to win this 'must-have' capsule machine and serve your customers quality coffee every time, email your name, company and job title to competition@campaninicapsules.co.uk, stating QB Campanini in the subject line.

Closing date for all entries is 20th August 2012

¹Allegra Strategies, Project Café II, December 2011



Campanini features include:

- **Eight professionally blended capsules** - Dozens of delicious combinations: coffee, espresso, cappuccino, tea and chocolate drinks
- **User-friendly** - LED display to guide users through the multitude of options
- **Long life span** - More than 15,000 brewing cycles guaranteed
- **Suitable for all environments** - Offices, hotels, conference centres, shops, canteens, bars and restaurants
- **Easy care system** - Automatic capsule ejection, 3.5 litre water tank capacity and a time-saving automatic cleaning function

The Campanini Capsule System is available from United Coffee UK & Ireland and at www.campaninicapsules.co.uk



Pizzas = Profits

The Cuppone Tiziano range is one of the most versatile ovens on the market.



- Very versatile ovens
- Cook pizza, pasta, and potatoes
- Produce high quality food at low cost
- Small footprint for small kitchens
- Quality equipment at affordable prices
- Made in Italy
- Reliable service and backup
- 2 years parts and 1 year labour warranty
- Perfect pizzas, perfect bar food, perfect profits!

Prices from **£731**



Contact us on **0161 633 5797** for your local dealer

Cuppone's sole UK agent for the dealer network



Linda Lewis
KITCHENS LTD



WE SPECIALISE IN ARRANGING ALL TYPES OF INSURANCE, INCLUDING

- PIZZA TAKE AWAY & DELIVERY**
- FRIED CHICKEN SHOPS**
- INDIAN REST. & TAKE AWAY**
- CHINESE REST. & TAKE AWAY**
- FISH & CHIP SHOPS**
- KEBAB SHOPS**
- SANDWICH SHOPS**
- COFFEE SHOPS**
- CAFE RESTAURANTS**
- WINE BARS**
- AND MUCH MORE...**

Call us today for a free no obligation quote on;

020 8866 1397

insurance@globecompanies.co.uk

www.globecompanies.co.uk

Authorised and regulated by the Financial Services Authority



For **FREE** information pack phone **01924 488619** or **07919 448685**
www.sweetheat.co.uk sales@sweetheat.co.uk

Keep up to date with this month's new products

Mini desserts

Company: Atlantic Foods

Product: Go on! range

Contact: 01252 846500
www.atlanticfoods.co.uk



Atlantic Foods' Go On! range of mini desserts is being re-launched with the addition of a number of new products.

Serve them individually as a light indulgence, mix and match them as part of a sharing platter, or simply offer them as an accompaniment to afternoon tea or coffee.

Among the new launches is a trio of shots: lemon cheesecake, trio of chocolate and raspberry panna cotta. The lemon cheesecake combines crunchy ginger biscuit crumbs with a zesty lemon sauce and is then covered with a light, white chocolate and lemon mousse and sprinkled with a lemon sugar crunch. The trio of chocolate has layers of dark and milk chocolate mousse combined with a rich, dark chocolate sauce and finished with white chocolate flakes. Lastly comes the raspberry panna cotta shot, a combination of raspberries, white chocolate and whipped cream, interleaved with a tangy raspberry sauce and topped off with a whole raspberry.

Supplied frozen in cases of 30, each shot contains a 66ml serving.

Sparkling water bottles

Company: Belu

Product: Sparkling water

Contact: www.belu.org



Belu, the UK's most ethical water brand, has launched the first British 100% carbon neutral green plastic sparkling water bottle, available in 500ml.

Belu has established a loyal customer base in both retail and food service thanks to its strong ethics. Karen Lynch, Managing Director of Belu, said: "We are delighted to offer our sparkling

water in stylish and convenient green plastic bottles, perfect for on-the-go."

Earlier this year, Belu launched the first still and sparkling water in green glass bottles for hotels and restaurants who want to carry an ethical British water brand, but prefer the look of classic green European mineral water bottles.

Belu has pledged to never export bottles overseas and donates all profits to leading clean water charity, WaterAid.

The new green bottles are available in cases of 24 from a number of wholesalers including Simple Simon Foods, Kingdom Coffee, MBM Omega Ltd and European Office Products Ltd.

Seafood frozen dishes

Company: Classic Cuisine

Product: Seafood dishes

Contact: 01604 644 884
www.classiccuisine.co.uk

Classic Cuisine's latest selection of meals focuses on tasty, delicious and luxurious seafood dishes. Mark Dean, Sales Director at Classic Cuisine says: "At Classic Cuisine we are continually looking at affordable fish and seafood dishes that are exciting, unique, tasty and nutritious. For example we have come up with our own indulgent seafood

version of bubble and squeak which incorporates smoked salmon. We also have our own twist on the classic fish cake which includes a crab and salmon filling; these lavish and flavoursome ingredients not only add flavour and texture but give the fish cake a luxury taste and feel.

"All our seafood products are well received especially our Fisherman's pie which consists of tiger prawns, salmon and cod, finished with a crispy new potato topping."

Mark Dean continues: "So far it has been a busy year for us. We're looking at venturing into new sectors as well as launching a variety of new and exclusive products and dishes over the next few months."



Gluten free scones

Manufacturer: Honeybuns

Product: Sconeybun

Contact: 01963 23597
www.honeybuns.co.uk



Honeybuns, the award winning artisan bakery based in Dorset, have created a new gluten free scone.

This new Sconeybun is half bun and half scone, and completely gluten and dairy free too. Not content with just using an off the shelf gluten-free flour, Charlotte Drake-Smith, the Bakery Manager, and Emma Goss-

Custard, Honeybuns founder, set about creating their own unique blend of flour, including Sorghum flour and ground almonds, making the Sconeybun utterly unique in the marketplace.

With just a hint of vanilla, moist and quite cakelike eaten on their own, they taste heavenly with or without lashings of jam and clotted cream. Described by well-known food writer Rosemary Moon as, "a clever bake to have with jam and cream or butter, not really a scone, not really a bun: the best of both!"

The Sconeybuns are available in packs of 24. Each Sconeybun is individually wrapped and weigh 65g each.

Water boilers

Company: Instanta

Product: CPF Series

Contact: 01704 501114
www.instanta.com



Instanta has updated its range of British built counter top stainless steel autofill water boilers with a stylish new look, upgraded electronics and a host of new features, including a more user-friendly seven day timer, and a large internal filter, which can be replaced easily from the front of the unit, to reduce chlorine, taste and odour, while inhibiting lime-scale formation.

The new filter counter measures throughput while a display signals time for a cartridge replacement and can be adjusted to suit variable water hardness.

An improved diagnostic system tailored for both customers and engineers alike, plus our multi sensor backup system which virtually eliminates lime-scale failure by giving several weeks prior warning.

Nine different models in the Instanta CPF Series, running on 3kw, 6kw or 9kw, can deliver anything from 10 to 50 litres of water to suit all types and sizes of catering business. Depending on the model, there is a minimum hourly output of hot water ranging from 28 to 85 litres.

Waffle makers

Company: JM Posner

Product: Stick waffle maker

Contact: 01623 220805
www.jmposner.co.uk

Professional catering equipment supplier JM Posner has launched a new and unique stick waffle maker, allowing caterers to serve the tasty treat as an exciting addition to the desserts menu or as an on the go quick snack.

The stick waffle maker is ideal for outlets with a high trade in on-the-go dining, for those looking to focus on home made products and establishments with alfresco potential. The machine comes complete with a stylish finish, a mechanism for turning during cooking to create an even cook, a digital temperature control and a non-stick plate for ease of use.

Stick waffles are easy to hold, making them ideal for eating on the go and are just as easy to decorate by simply dipping into the sauce of choice and topping with sprinkles. Alternatively they can be made in advance and stored in display cabinets for the customer to choose from.

JM Posner also supplies the waffle mix, chocolate sauce and counter display items such as plastic stick holders and dispensers.



Ice cream

Company: New Forest Ice Cream

Product: Party-Time ice cream

Contact: 01590 647611
www.newforesticecream.com



New Forest Ice Cream has added another exciting flavour aimed specifically at children, on the back of the recent success of their 'Party Push-Up' product.

The Party-Time variant of New Forest's Continental Range of ice cream, combines the sweet flavour of candy floss with the vibrant pink colour associated with the typically fairground snack. The Continental range is made without the need for eggs, is gluten free and is suitable for vegetarians.

"Younger children have loved the Party Push-Up product, with the great taste and exciting colours all contained in pretty packaging to minimise any drips and spills caused by melting ice cream," explains Christina Veal, Director at New Forest Ice Cream.

"With the new Party-Time flavour, older children and adults can join in on the 'Party-fun' and be tantalised with the retro taste, bringing traditional manufacturing methods together with the bright colours and tastes to create an unusual yet delicious ice cream that will keep customers coming back for more."

Chefswear

Company: Oliver Harvey

Product: Lancashire Chef Trousers

Contact: 0161 342 1032
www.oliverharvey.co.uk

The Lancashire Chef Trousers from British chefswear designer Oliver Harvey have been designed specifically for the executive chef.

The Lancashire style incorporates an array of features that makes it not only a smart choice but also an extremely functional one. A fully elasticated, drawstring waist and chunky front zip fly promise a comfortable fit, while the side seam pockets and Velcro fastened back pockets provide useful storage. The additional spoon pocket is a useful feature, ensuring that a tasting spoon is always within easy reach.

The 65% polyester/35% cotton trousers are available in traditional blue and white gingham check, plain black, or in the hardwearing black Ripstop fabric. Sizes range from XS to XXL, with prices starting at £18.

As with all Oliver Harvey chefswear, the Lancashire Chef Trousers have been designed and manufactured in Great Britain using the latest textiles and fabrics. Each pair is finished to the highest standards to withstand the rigours of a busy kitchen.



Chicken steaks & nuggets

Company: Plusfood UK Limited

Product: Chicken steaks & nuggets

Contact: 01908 685008
www.plusfood.co.uk



Plusfood UK Limited has given its chicken steaks and nuggets a crispy make-over. Made from quality chicken breast fillet and free from artificial colours, flavours, preservatives and lactose, both the steaks and nuggets are perfect for busy caterers who want to produce tasty food when time is limited.

With a light, crispy golden batter, the nuggets and steaks are flash fried, fully cooked and individually quick-frozen for improved convenience. The nuggets can be cooked from frozen in as little as 3 minutes if deep frying at 180°C – alternatively, shallow fry in around 8 minutes, turning frequently, or oven bake in 10-12 minutes at 200°C. Steaks can be deep fried in just 4 minutes, shallow fried in around 10 minutes or oven cooked in approximately 15 minutes.

Plusfood Chicken Nuggets weigh approximately 20g per nugget, and are available in a 2kg pack of 100 nuggets. The Chicken Steaks weigh 85g and are available in a 2.04kg pack which contains approximately 24 steaks.

Flora Buttery

Manufacturer: Unilever Food Solutions

Product: Flora Buttery

Contact: 0800 783 3728
www.unileverfoodsolutions.co.uk



New Flora Buttery, with less calories and saturated fat than butter, is now available in 2kg tubs.

Alan Black, Category Manager at Unilever Food Solutions, says: "Flora Buttery is everything chefs and caterers want their favourite spread to be: an indulgent buttery taste that is incredibly versatile but also low in saturated fat. In response to consumers claiming they'd prefer to maintain a healthy lifestyle when eating out of home, we've been challenging the industry to see if they can taste the difference between dishes made with butter and Flora Buttery."

At this year's Hotelympia, Flora Buttery revealed that it had conducted secret taste tests with hundreds of visitors under the name 'The Curious Cake Company'. Everyone was treated to two chocolate brownies – one made with butter and the other with Flora Buttery – to see if they could taste the difference. Many key industry figures were surprised when told that their favourite cake was in fact made with Flora Buttery rather than butter.

Try it for yourself today by requesting a free sample by visiting www.unileverfoodsolutions.co.uk/promotions/flora

Source: Allegra Strategies Eating Out in the UK 2011

Counters & serveryes

Company: Victor Manufacturing

Product: Caribbean range

Contact: 01274 722125
www.victoronline.co.uk



Victor Manufacturing has designed its Caribbean range to be the most versatile range of standard modular countering available to operators today.

Now, based on the proven Caribbean bains marie counter, Victor has turned the Gastronorm configuration through 90 degrees allowing for two rows of GN1/1 containers to be accommodated in the unit. The unit is completed with a large capacity hot cupboard beneath and a heated plate dispenser to one end.

By using a combination of carvery inserts, tiled inserts and Gastronorm containers, assisted-service of meat from the back row and self-service of vegetables from the front row is simple to achieve.

When a carvery option is not on the menu, the unit can be used for the increasingly popular application of self-service hot food buffets, allowing diners to help themselves from all sides of the counter.

This large Caribbean carvery counter takes six GN/1 containers and measures 2330 x 800 x 900mm. The unit is also available without the heated plate dispenser.

Breaded products

Company: Young's Seafood

Product: Kids Just Love It range

Contact: 07917 261403
www.youngsforchefs.co.uk

Fish and seafood producer, Young's seafood has launched a new range of non-fried, sustainably sourced breaded products, especially for children.

The new 'Kids Just Love it' non-fried in manufacture range, which ticks all the boxes when it comes to educational guidelines, is the ideal healthy option for children's menus in pubs and restaurants.

Available under the Ross brand, the new range utilises the unique 'Lovet' process, developed by Dutch producer Fishmasters, to bring together the highest quality sustainably sourced fish with a coating of the crispiest ever, golden breadcrumbs. The process gives a greater flavour and has a lower fat content than products prepared in the traditional way.

There are eight products in the range including, 'Breaded MSC Omega-3 White fish fillet fish fingers', 'Breaded MSC Omega-3 White Fish Mince Fish Cakes', 'Breaded MSC Omega-3 White Fish Mince Portions' and 'Breaded MSC Omega-3 Salmon Mince Fish Fingers'. All products are available through the major wholesalers.



Your carriage awaits...

Trevor Langley takes a visit to Carriages restaurant and finds something different



Always looking to find something unusual, my quest recently took me into Derbyshire. The search on this occasion was for a restaurant of excellent quality, with a difference. Located at Newhaven, on the A515, is a real gem. Carriages is not an ordinary restaurant – this is obvious from entering the ‘booking office’ and observing the platform area and Pullman carriages for dining, bringing to life a bygone era of Orient Express, with surroundings to complement and a cuisine par excellence.

Karina and Vincenzo Guarino have, since 1999, made Carriages the excellent restaurant and bar it is today. Vincenzo is Head Chef and, working with two other chefs, produces superb mouth-watering dishes, including steaks, chicken and seafood, to mention just some of the mains available. The starters and desserts are also most impressive.

The dining area has two purpose-built Pullman style carriages with velvet covered armchairs, table lamps of the period and an ambience which quite simply, has to be experienced. We enjoyed

drinks on the platform area prior to being shown to our table by our lovely waitress, Rachel.

For starters Barbara had chosen Bruschetta and I had selected the Deep Fried King Prawns with a Garlic Dip. As Rachel arrived with our starters, which were very well presented and cooked perfectly, I commented that this was a really great start to our meals, with a perfect balance of tomatoes and basil on the Bruschetta and my King Prawns were very succulent with excellent flavour. After just the right amount of time our main courses arrived. Barbara opted for the Salmon in Dill Sauce, whilst I found the Breast of Chicken Tarragon, most appealing. We both found our mains impressive. The Salmon and Chicken were both so tender, very well cooked and presented excellently along with the accompanying selection of vegetables, which too, were really superb and flavoursome. We had chosen a Merlot to go with our meals, from the fine list of wines available.

Nothing was too much trouble to ensure we had a most memorable visit. Not to spoil the surprise of

the desserts menu, suffice to say ‘you will not be disappointed with any of the wonderful selection’. With superb cappuccinos to complete our visit, our thanks go to Rachel, who looked after us throughout, splendidly. All dietary requirements can be catered for by Vincenzo and his excellent team, with birthdays, receptions and parties, plus special events throughout the year, all accommodated. Booking is very advisable.

Contact details

Carriages Restaurant and Bar
Newhaven (Nr Hartington)
Buxton
Derbyshire
SK17 0DU
T: 01298 84528
carriages.restaurant@tiscali.co.uk
www.carriagesitalianrestaurant.com



The dining area has two purpose-built Pullman style carriages with velvet covered armchairs, table lamps of the period and an ambience which... has to be experienced

Squeeze more profit from your menu

James Roberts, joint Managing Director of Peros, one of the UK's leading independent distributors of Fairtrade beverages and snacks to the foodservice sector, gives his views here on the juices and smoothies market



James Roberts, joint Managing Director of Peros

On-the-go consumption is increasingly popular, so products that address this demand are particularly sought-after

The market for juices and smoothies is growing solidly with many operators looking to cash in on the opportunity this presents. For example, it was recently announced that Starbucks has opened the first of many juice outlets to offer a ‘premium juice and food experience’ in order to grab a share of the multi-billion dollar global market potential and to broaden its business base. Against this background it's important for operators not to get left behind - they should review their offering as soon as possible.

These beverages are popular with consumers because the drinks often combine three important

attributes - they are frequently healthy, they can be consumed quickly and they are very convenient. On-the-go consumption is increasingly popular, so products that address this demand are particularly sought-after. There are also ethical and Fairtrade options available which give the drinks extra sales advantage.

A popular catering option is to offer juices through a self-serve dispensing machine. This can help with queue management at busy café outlets, or can be used in self-service restaurants. This approach has been successfully used as a cost-effective way to offer Fairtrade juices as part of a meal-deal.

We would recommend stocking a choice of juices and smoothies, in addition to a range of bottled water, preferably with ethical and sustainable credentials. Many of the fruit juices and smoothies available today have a long shelf-life of up to six months and are suitable for ambient storage, removing the need for a large cold store. This can ease the burden of storing a wide range of options, and reduce the refrigeration requirement to a single, point of sale chilled display cabinet. These drinks are always best served chilled, even if it isn't a requirement for storage, and this adds to their immediate ‘refreshment’ appeal.

Do the health benefits of juices and smoothies help sales over soft drinks? Certainly the health benefits of juices and smoothies are a great selling point, offering a quick and convenient way of consuming one or more portions of the recommended ‘five a day’. But for consumers it's not just about nutrition; it's also about hydration. And all these categories of drinks, as well as bottled water, help provide hydration in a convenient, on-the-go format.

It's important for operators to promote what they're selling.

Posters, wall-graphics, swing-signs, menus, point-of-sale and blackboards are all excellent ways of highlighting what you offer. Don't forget to create special offers, product tastings and events around particular occasions, Fairtrade Fortnight for example; anything to encourage your customers to try different products in your range.

Customers like to be able to make informed decisions about the food and drink they consume, so giving them the information they need to make that decision is important, particularly when it's related to healthiness. Emphasising the nutrition and hydration benefits of these drinks can help promote sales.

Consumer awareness of the Fairtrade mark has never been higher, and research has shown that there is great understanding amongst consumers of what the brand stands for. With sales of Fairtrade goods continuing to grow strongly at 12% per annum, operators need to make sure they are offering a full range of Fairtrade and other ethically traded beverages to take full advantage of this opportunity.

Continued >



Fruit Hit smoothies and juices from Peros

Menu ideas - juices & smoothies

Put some juice into your sales

Juices and smoothies are as popular as ever with health conscious consumers but along with these, there's a variety of other options available when it comes to adding value and choice to your menu

British soft drinks company, Metro Drinks, has given its popular Latitude Iced Tea range a full brand makeover introducing bright colours and a quirky penguin character which gives the range high impact visibility on shelf. Also a new addition to the range is a raspberry flavoured green tea which joins the mango green tea and lemon and peach iced teas of the existing range.

Each drink is made using natural ingredients including natural tea extracts, fruit juice from concentrate, some sugar and natural fruit flavour. They are all produced free from all artificial sweeteners and preservatives.

As well as a brand overhaul and a new addition, the product will also come in smaller packs of 12 (instead of 24) and in a 330ml rather than the current 375ml

bottle to assist with storage and stock management, an important issue in the food service sector.

Founder and MD of Metro Drinks, Paul Bendit, says of the makeover: "In the nine years since we launched our Latitude Iced Tea range we have seen dramatic growth, both in the category and in consumer awareness of the benefits of iced tea as a healthy soft drink."

"We have decided to give Latitude a new look that has great shelf standout as well as imagery that appeals to a wider consumer base, particularly the young who enjoy the taste of iced tea more than ever before."

Peros, distributors of Fairtrade beverages and snacks to the foodservice sector, offers a comprehensive range of soft drinks including 100% natural, Fairtrade fruit juices and smoothies from 'Fruit Hit', and 100% pure coconut water from Vita Coco.

The most popular juice lines are 'Fruit Hit' Orange juice and Apple juice in 500ml size for 'on-the-go' consumption - the range also includes Apple & Mango and Tropical flavours. The Apple and Orange flavours are also available in a larger one litre size - ideal for foodservice and catering operations.

Peros say that the 'Fruit Hit' smoothies were the first to gain Fairtrade status with the products

offering the quality of a fresh smoothie, but with the benefit of a six-month shelf-life. Available in three unique flavours - Apple & Blackcurrant, Mango & Orange and Pineapple & Passion Fruit - the smoothies are supplied in 330ml clear PET recyclable bottles.

The whole 'Fruit Hit' range is Fairtrade, 100% pure fruit and contains more than one portion of fruit in every bottle. There are

We have seen dramatic growth, both in the category and in consumer awareness of the benefits of iced tea as a healthy soft drink



The Stills range from Belvoir Fruit Farms is made using 100% natural fruit juices and mixed with Belvoir spring water

Menu ideas - juices & smoothies



no preservatives, artificial colours or flavours, and the bottles are 100% recyclable with the products having the benefit of a long shelf-life and ambient storage.

For alternative drinking on-the-go, Peros also offers Vita Coco 100% pure coconut water. Coconut water is reputed to be an 'elixir of life' - all-natural, super-hydrating, fat and cholesterol-free. Young, green coconuts are used because they are still fat-free but also full of goodness - each coconut contains five essential electrolytes and more potassium than two bananas! There are four flavours - Pure, Peach & Mango, Pineapple, Acai & Pomegranate - all supplied in handy 330ml, aseptic packs.

Belvoir Fruit Farms has recently launched 'Stills' - a new range of still, soft drinks made using 100% natural fruit juices and mixed with

Belvoir spring water. The choice of four varieties includes, for the first time, a Still Elderflower product to complement Belvoir's original Elderflower Cordial and Pressé. As with all Belvoir products, the Stills range is handmade on the farm from real fresh fruits and elderflowers and contains no artificial preservatives or additives.

Belvoir's Stills come in 27.5ml bottles and in 12 bottle cases. Their light fruity taste and ease of drinking is said to make them perfect for the lunch fixture in store, but works equally as well in cafés, bars and pubs for those seeking a healthy alternative to fizzy drinks.

Pev Manners, MD of Belvoir Fruit Farms, explains: "They're great to have with a sandwich at lunchtime

Continued >

Vita Coco coconut water



Would you like to serve thickshakes this tasty?



Get started for only £130 and get a mixer for less than £200.



Menu ideas - juices & smoothies

when you've already had a fruit juice for breakfast and you don't fancy filling up on a gassy, fizzy drink."

The Stills range replaces Belvoir's Fruit Crush brand with four completely new flavours. These are:

Elderflower Still

Made with English elderflowers, handpicked from Belvoir's orchards and the wild hedgerows of the beautiful Vale of Belvoir, mixed with real lemon juice and Belvoir spring water. This ready to drink treat has a delicate floral flavour reminiscent of a gentle English summer.

Apple Still

This simple, yet refreshing, blend of real pressed apple juice (not from concentrate) and

Belvoir spring water is a 'must' for anyone wanting a real thirst quencher or to serve up something a little special to the kids.

Raspberry & Lemon Still

Made using real pressed raspberry and freshly squeezed lemon juice blended with Belvoir spring water this is a great alternative to traditional lemonade for people who prefer their drinks without bubbles!

Apple & Blackcurrant Still

A rich and fruity blend of real pressed apple and crisp blackcurrant juice combined with Belvoir spring water.

Belvoir launched its 'original' elderflower cordial in 1984. Made to a recipe by the late Mary Manners, mother of the company's current Managing Director, Pev Manners, it remains Belvoir's most popular product. Today however, nearly 30 years later, the Belvoir Fruit Farms range comprises 12 cordial varieties, ten pressés and four Stills drinks including organic and non organic. All are still hand produced on the family farm in the Vale of Belvoir in Lincolnshire and are available from leading supermarkets, delicatessens, food halls, farm shops or via their website www.belvoirfruitfarms.co.uk. Prices start from £3.09 on cordials, £2.29 on 75cl presses and £1.65 for Belvoir Stills.

Useful contacts

Peros
T: 01494 436426
www.peros.co.uk

Metro Drinks
T: 01323 485602
www.metrodrinks.co.uk

Sielaff
T: 01992 743010
E: info@sielaff.co.uk

Belvoir Fruit Farms
www.belvoirfruitfarms.co.uk

Sielaff launches new high capacity Robimat XL

So you've got the right products, what about how you display them? Merchandising is key, so ensure you get it right

Leading European manufacturer of top end vending machines and merchandisers, Sielaff, has expanded its Robimat range of merchandisers with the introduction of the ultra high capacity Robimat XL, capable of stocking over 600 cans.

In common with the other merchandisers in the Robimat range, the XL has a robotic arm and conveyor belt delivery system, which gives a vend cycle of less than ten seconds. Products are gently lowered to the product basket, said to make it ideal for vending carbonated soft drinks, glass packed products and delicate items.

High capacity

The XL is said to be one of the largest capacity merchandisers on the market. The standard specification is five shelves but up to eight is possible with nine channels per shelf.

Examples of capacities are 405 half litre PET bottles per five shelf configuration or 648 33cl cans on eight shelves. In addition, the XL can dispense containers up to 0.6 litre in volume or 700 grammes in weight. The machine is totally flexible and product selections can be simply altered. The product basket is dishwasher proof and the top shelf tilts for ease of filling.

Ecologically sound and economic

The Robimat XL benefits from a rich Sielaff heritage of care for the environment, ecological sustainability and energy efficiency. Thanks to its newly designed push-in cooler unit and innovative insulated glass door technology, it has been awarded a better than A++ energy rating. That minimises energy consumption, which is good both for the environment and the wallet.

The Robimat XL is available in three standard colours, black white or aluminium but, for multiple unit orders, other colours are available, plus front and side panels may be personalised.

Speaking about the new introduction, UK General Manager, Karen Nash, commented: "This is our largest capacity merchandiser ever. It will save operators money in a myriad of different ways. It requires fewer replenishment calls; it uses minimal power and it is tailor-made for carbonates and delicate lines. 'Economy with a conscience' is how we like to think of it."



Book aims to help restaurant owners fight back

A new book recently published shows independent restaurant owners how to fight back against pressures from the economy, big name chains and the general rising cost of doing business

'Recipe for Disaster' reveals that two UK restaurant businesses go bust every day. It also shows owners what they need to do to guarantee theirs will thrive.

It has been written by marketing expert Paul Green and Stuart Baddiley, an industry consultant and owner of two restaurants in Derby.

Hundreds of free sample paperback copies have been reserved to give away to QuickBite readers at www.restaurantsuccess.co.uk

Stuart's businesses have grown considerably since he learned to step away and let his staff get on with running them, while he focused on building them. With his new book he hopes to help thousands more independent restaurant owners to do the same.

He said: "It's been a tough couple of years to be a restaurant owner. Two UK restaurant businesses go bust every day, on average. The chances of failure are significantly higher than the chances of success.

"As things got tougher, many owners will have thrown themselves into the business, thinking they needed to work longer hours. Actually, to grow your restaurant you need to

work less. It sounds odd but it's true. It's only when you step back and look at the big picture that you get the true perspective.

"The benefits of doing this are huge. Your business gets better, and you get to enjoy your life with your friends and family. I've always thought it sad that so many restaurant owners miss their children growing up. It really doesn't have to be that way."

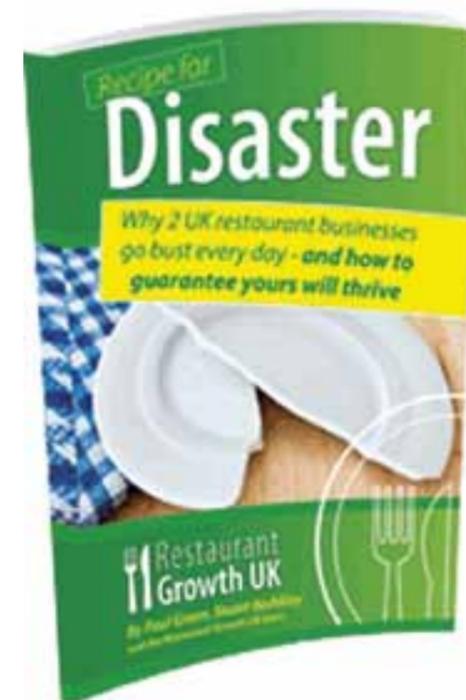
Stuart added: "I'm no better a restaurant owner than most, but I do know how to run my business for growth and profit."

Stuart's book is the restaurant owner's essential guide to growing an independent restaurant, and reveals 12 key growth and marketing areas.

They include:

- How to get thousands of new customers using the latest marketing techniques
- How to make them more loyal so they return more often and spend more each time they eat
- How to sell your restaurant for maximum value

On top of his restaurant and consultancy work, Stuart is the lead mentor for Restaurant Growth UK.



To grow your restaurant you need to work less. It sounds odd but it's true

Get your freebie!

Hundreds of free sample paperback copies of 'Recipe for Disaster' have been reserved to give away to QuickBite readers at www.restaurantsuccess.co.uk

So hurry and get your copy now.

Once the free samples have run out, the book, priced £4.99, will be on sale on Amazon and in selected bookstores.



Dates for your diary

Find out more here about what events are taking place over the coming months

Foodies Festivals

Taking place at a selection of dates and venues



With live music and entertainment and activities for the kids, there's a fun, laid-back atmosphere at Foodies Festivals this year, as well as new features to whet the appetite, such as an on-site Cook School, Street Food Avenue – showcasing cuisine from around the world – and a dedicated Wine Village.

Top TV chef Levi Roots will be taking part in the popular Chef's Theatre at the events where he will cook signature dishes before a live audience and explain how visitors can prepare the same dishes at home.

As well as the Chef's Theatre, masterclasses in food and drink preparation and tastings, the incredibly popular events serve up a mix of high-end exhibitors, which include Discover the Origin, Wholefoods, Movenpick Ice Cream, Casillero Del Diablo, and Denhay Farms.

For tickets to Foodies, phone See Tickets on 08448 737353. The events will be held at the following places:

London
Battersea Park – Aug 17/18/19

Oxford
South Parks – Aug 25/26/27

Speciality & Fine Food Fair 2012

2nd-4th September 2012
Grand Hall,
Olympia
Exhibition
Centre, Hammersmith
Road, London W14 8UX

Speciality & Fine Food Fair is one of the UK's market leading trade event for local, regional and artisan food and drink. Making a return to the Olympia Exhibition Centre in September 2012, this year's event is set to be bigger and better than ever, attracting buyers from delis, farm shops, independent retailers, restaurants, hotels, caterers and wholesalers from around the world, all looking to source quality food.

Widely regarded as the one-stop-shop for fine food with provenance, the 2012 Speciality & Fine Food Fair follows on from a very successful event last year, which brought new and exciting products to market from over 600 exhibitors.

Key features at the 2012 show will include:

- Speciality Chocolate Fair- the UK's only trade event dedicated to fine and artisan chocolate
- NEW! UK Chocolate Masters Finals – new to the exhibition this year, a chance for chocolate artisans and pastry chefs to showcase their creations in a bid to become National Chocolate Master and compete at the World Chocolate Masters in Paris in 2013
- Fine Food Forum – an exciting and dynamic live cooking attraction that will showcase the latest flavour trends, cutting edge menu design advice and tips from the industry's most experienced chefs
- Small Business Forum – aimed at those running small or medium sized businesses, the forum offers valuable advice, case studies and solutions from the experts to help you run a more efficient, sustainable and profitable business

- business advice – SME experts on hand to offer free, personalised advice on any aspect of running a business during 25 minute private sessions
- The Great Taste Award Winners – be the first to see and taste the winning products from the prestigious Great Taste Awards, designed to support speciality food producers and independent retailers who are keeping British food traditions alive

Dates and times of the Fair:

Sunday 2nd September
10:00 – 17:30

Monday 3rd September
9:30 – 17:00

Tuesday 4th September
9:30 – 17:00

For details on exhibiting at the show, contact Soraya Gadelrab on 020 7886 3057 or for further details, including information on how to register for **FREE** entry, visit www.specialityandfinefoodfairs.co.uk

lunch!

20th-21st September
Business Design
Centre, London



lunch! is the UK's only dedicated trade show for the UK's out of home food and drink market. lunch! 2012 will feature 228 exhibitors showcasing a distinctive array of products, services and technologies to thousands of speciality buyers from all the major food-to-go chains, supermarkets, contract caterers, wholesalers, distributors, and quality independents.

This year lunch! will take place at the new venue of the Business Design Centre, Islington, London, on 20th 21st September 2012.

For further information and to register for a free trade pass, please visit www.lunchshow.co.uk

In the next issue...

So what's in store for our next issue, out in September? Here's a taster:

Main features: fried chicken; healthy menu options

Marketing: making the most of seasonal sales

How to: set up a banking/business account

Menu: chips and potato products

Equipment focus: CCTV and security systems

Plus, as ever, we'll be featuring all of the latest news and views from the food-to-go industry to help keep you informed. So make sure you don't miss your copy. Until then, hope you enjoy reading this July/August bumper issue!



Make time for lunch!

The UK's leading trade event for the eating out of home sector

lunch!

The contemporary food to go show

20-21 September 2012
Business Design Centre | London

“lunch! has proved yet again to be a great opportunity to meet up with new and existing suppliers, and most importantly to find the latest innovation in food and drink for the on the go market!”

ANDREW HESKETH, BUSINESS DEVELOPMENT MANAGER, GREGGS PLC



Organised by **diversified** In association with **The British Sandwich Association** Keynote Theatre and British Smoothie Championships sponsored by **MAGRIN**

For more information and to register for your **FREE*** ticket visit www.lunchshow.co.uk

*Quote Priority Code: LUN12QB

The Market Leader...

...over 2 million menus daily

50,000 A4 Menus...

For Just £699*

Includes:

Website | Artwork* | Delivery***

* Terms & conditions apply, please ask for details. These offers available for limited period.
Delivery to UK mainland only, surcharge applies to Northern Ireland, Scottish Highlands & Channel Islands.
** For registered Just Eat customers only.

Europe's Premier Food Library...

• Over 15,000 Quality Food Images



Please Call For Latest Brochure



01443 222219
www.harlequinprintgroup.co.uk
info@harlequinprintgroup.co.uk
Harlequin House, Coed Cae Lane,
Pontyclun, South Wales, CF72 9EW



To place a classified advert please call: 0207 183 1815

Classified

Superb Newly Fitted Licensed Restaurant, prime position, Nr Bromley, Kent

Seating 42. T/o £6,000 p.w (obvious scope).
15 yrs. lease @ £14,000 p.a excl. next 5 yrs.

Recommended.
£145,000 s.a.v

R1882 Tel: 020 8763 1777 www.nationwidebusinesses.co.uk

Godfather Bradford
Pizza, kebab, fried chicken
Sales 3-4k

Lease hold
Offers invited in the region of 50k
Great potential for more scope. Traditional Italian wood burning oven.
Franchise available
Tel: 07989 595561

WELL FITTED LICENSED RESTAURANT, NR. SUTTON, SURREY.

Seating 40. T/o £2,000 p.w.
(obvious scope). New 21 yrs. lease.
£25,000 s.a.v. R2033
Tel: 020 8763 1777 www.nationwidebusinesses.co.uk

OLD ESTABLISHED SANDWICH BAR/ BAKERY, MAIN ROAD, N. LONDON.

T/o £1,600 p.w. (obvious scope).
New 15 yrs. lease @ £14,000 p.a. excl. first 5 yrs.
Same hands 30yrs.
Retirement sale. £12,500 s.a.v.
R1844
Tel: 020 8763 1777 www.nationwidebusinesses.co.uk

WELL FITTED FRIED CHICKEN, BURGERS & CHIPS, MAIN ROAD, ESSEX.

T/o £3,500 p.w. 3 bedrm. accom.
13 yrs. lease. £110,000 s.a.v. R1973
Tel: 020 8763 1777 www.nationwidebusinesses.co.uk

ATTRACTIVE COFFEE SHOP, NR. BOND STREET, WI.

T/o £2,200 p.w. (easy hours - obvious scope).
Lease. £40,000 s.a.v. R2088
Tel: 020 8763 1777 www.nationwidebusinesses.co.uk

INDIAN TAKE AWAY

With staff accommodation

BALTI HOUSE

FOR SALE

Open Viewing Highly Recommended
Reason For Sale Opening New Restaurant
All Year Round Business ESTABLISHED SINCE 20 YEARS

Quick Sale Bargain Price **£19,999.00** (Fixed)
Original Price was ~~£40,000.00~~
Food Hygiene top rating from the Council
Weekly Rent £220/-pw Including staff accommodation
Taking £1700 -2000.00 weekly
If you add fast food, sale will be boosted much more than expected
077 649 85191 Tel: 01253 344193

WITH SHORT OR LONG LEASE
Sited in the Lytham St Annes (Blackpool) Area

Pizza shop for sale.

Taken 4-5k a week. rent is 500 pounds per calendar month. 15 years lease, new decorations, large fish range equipped.

Its located in a vital area near schools, sun beds and shops. We have been awarded customers high ratings from just eat.

We are well established business over 20 years. we open 4 till 12 sun-thurs and 4 till 12:30 fri-sat. the selling price is 59k ono.

reason for sale is retirement.

for any details contact Mr azab : 07767 410578

FHLD. SANDWICH BAR, NR. KINGSTON, SURREY.

Total ground floor area 780 sq. ft.
Recommended. £180,000. R2018
Tel: 020 8763 1777 www.nationwidebusinesses.co.uk

Classified

To place a classified advert please call: 0207 183 1815

IMC POTATO PEELER VC7T

SPECIFICATIONS:
POWER: 13AMP - 230V (50HZ)
CAPACITY: 3.5 Kg
PEELING TIME: 80KG PER HOUR
DIMENSIONS: (mm) 360 (W) 620 (D) 435 (H)
Price: £500.00
Telephone: 020 8778 62 66
Email: info@pengecatering.co.uk



Email: info@pengecatering.co.uk

DCS 4 BURNER OVEN RANGE WITH SPLASH BACK

SPECIFICATIONS:
POWER: NAT GAS
DIMENSIONS: (mm) 610 (W) 850 (D) 1430 (H)
Price: £550.00
Telephone: 020 8778 62 66
Email: info@pengecatering.co.uk



FALCON 4 BURNER OVEN RANGE WITH SPLASH

SPECIFICATIONS:
POWER: NAT GAS
DIMENSIONS: (mm) 600 (W) 800 (D) 1420 (H)
Price: £500.00
Telephone: 020 8778 62 66
Email: info@pengecatering.co.uk



GIORK CONVECTION OVEN

SPECIFICATIONS:
POWER: 3 PHASE
DIMENSIONS: (mm) 820 (W) 660 (D) 975 (H)
Price: £1000.00
Telephone: 020 8778 62 66
Email: info@pengecatering.co.uk



WILLIAMS SINGLE DOOR UPRIGHT FREEZER

SPECIFICATIONS:
POWER: 13AMP PLUG
DIMENSIONS: (mm) 600 (W) 710 (D) 1910 (H)
Price: £800.00
Telephone: 020 8778 62 66
Email: info@pengecatering.co.uk



PITCO FRIALATOR 4 - BANK DEEP FRYER NATURAL GAS WITH CHIPS WARMER

SPECIFICATIONS:
POWER: 3 PHASE
DIMENSIONS: (mm) 1240 (W) 890 (D) 1260 (H)
Price: £1450.00
Telephone: 020 8778 62 66
Email: info@pengecatering.co.uk



FOSTER 2 DOOR UNDERCOUNTER FREEZER

SPECIFICATIONS:
POWER: 13AMP PLUG
DIMENSIONS: (mm) 1415 (W) 700(D) 900(H)
Price: £800.00
Telephone: 020 8778 62 66
Email: info@pengecatering.co.uk



BERKEL SLICER 32CM BLADE

SPECIFICATIONS:
POWER: 13AMP PLUG
Price: £400.00
Telephone: 020 8778 62 66
Email: info@pengecatering.co.uk



GRAM 3 DOOR UNDERCOUNTER FRIDGE

SPECIFICATIONS:
POWER: 13AMP PLUG
DIMENSIONS: (mm) 1730 (W) 700 (D) 900(H)
Price: £1500.00
Telephone: 020 8778 62 66
Email: info@pengecatering.co.uk



VALENTINE CANTINE 94P 1 TANK 2 BASKET FRYER

SPECIFICATIONS:
POWER: 3 PHASE 14KW REQ.
CAPACITY: 15.5 LITER
DIMENSIONS: (mm) 400(W) 600(D) 1000(H)
Price: £750.00
Telephone: 020 8778 62 66
Email: info@pengecatering.co.uk



4 MONTHS TRIAL - 1 MONTH FREE


touch2successTM
 OPTIMISING YOUR BUSINESS

**TAKEAWAY
 ONLINE
 Ordering Systems**

0% COMMISSION ON ALL ONLINE ORDERS

NO SETUP COST • NO COMMISSION • NO THIRD PARTY



- ▶ TAKEAWAY WEBSITE
- ▶ ONLINE ORDERING
- ▶ TOUCH SCREEN COMPUTER SYSTEM
- ▶ IPHONE APP

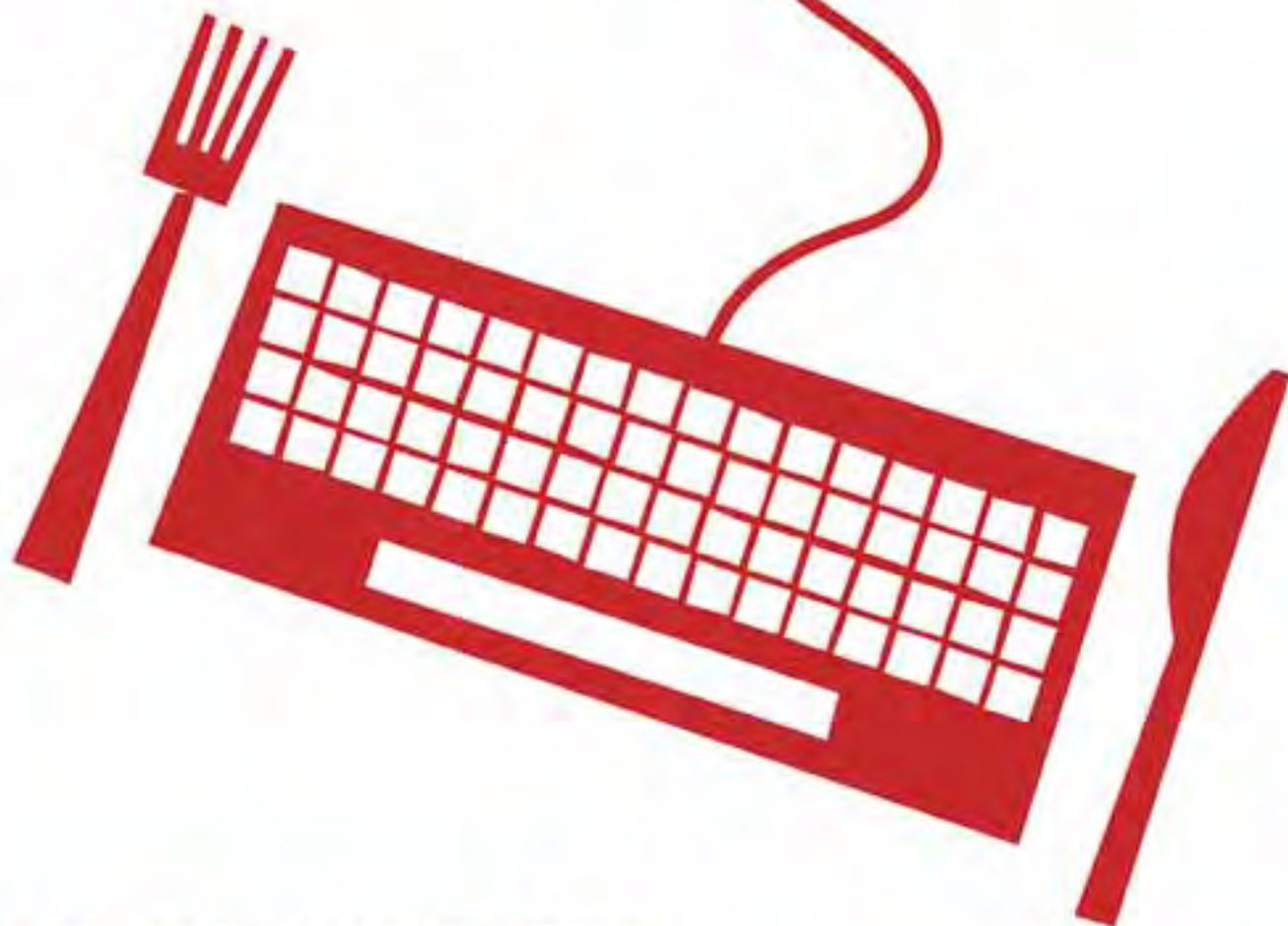
**IPHONE APP
 NOW
 AVAILABLE**



www.touch2success.com
Tel: 020 300 20 731
Email: sales@touch2success.com



**LOCAL CUSTOMERS
ARE LOOKING FOR
YOU ONLINE.**



**MAKE SURE IT'S
YOU THAT GETS
THEIR ORDER.**

Put your menu on our service and you'll instantly connect with local customers already ordering from computers and smartphones. No one invests more in marketing your business - and that's why our restaurant partners grow by up to 25%. Join now and we'll build you a free website.

**If you are hungry for success call 0208 736 2007
or visit www.just-eat.com/sign-up**



JUST EAT