

Stir it up

front line

HOW ARE WE TACKLING
MALNUTRITION

**THROW AWAY
CULTURE**

WRAP'S FOOD
WASTE GUIDELINES

*What's
brewing?*

WHAT'S TRENDING IN HOT
BEVERAGES AND TEATIME SNACKS



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MILK AND
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VITAMIN A
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MARVEL**

MARVEL DRIED MILK IS FOR MORE THAN JUST DRINKS



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OUR RECIPE
BROCHURE FROM
PREMIERFOODSERVICE.CO.UK**

Churros Pancakes

A light and delicious pancake with chocolate custard and strawberries

INGREDIENTS

- 225g McDougall's Plain Flour
- 10g baking powder
- 50g light soft brown sugar
- 3g salt
- ½ tsp ground cinnamon
- 230ml milk
- 120ml soured cream
- 125g Marvel Milk Powder
- 2 medium eggs
- 50g butter
- 50g caster sugar
- 5g ground cinnamon
- 750ml Ambrosia ready to use custard
- 100g grated dark chocolate
- 400g berries to garnish

METHOD

1. In a large bowl, whisk together the flour, baking powder, cinnamon, brown sugar and salt.
2. In a separate bowl, whisk together the milk, sour cream, and Marvel Milk Powder. Then add the eggs.
3. Add the wet ingredients to the dry ingredients and stir with a wooden spoon until just combined.
4. Mix together the caster sugar and second quantity of cinnamon and reserve.
5. Melt the butter in a large non-stick frying pan over a medium heat, and

add a tablespoon of pancake batter into the frying pan. Cook until bubbles start to form in the batter and the pancake is golden underneath (about 2 minutes), then flip and cook the other side until golden (another 2 minutes). Immediately toss the pancakes in the cinnamon and sugar.

6. Repeat with the remaining batter until you have cooked all the batter and then serve.

7. Mix together the Ambrosia custard, and chocolate and serve warm.

CHEF TIPS

Alternately serve with fresh diced banana or a fruit of your choice.

ALLERGENS



SERVES



NUTRITION PER SERVING

Energy 359 kcal	Fat 13.14g
Fibre 2.78g	- saturates 7.79g
Protein 8.64g	Carbohydrate 50.42g
Salt 0.59g	- sugars 30.33g

PREPARATION TIME



COOKING TIME



WWW.PREMIERFOODSERVICE.CO.UK

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Ground coffee, in bags. Why didn't we think of them before?



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For a free sample, go to [taylorsoutofhome.co.uk/coffeebags](https://www.taylorsoutofhome.co.uk/coffeebags)

(Source: IRI, Value Sales, 52 w/e 28.03.20)

For starters...

Autumnal days and darker nights are here and caterers across the foodservice marketplace are looking to change up their menus to keep customers, residents, pupils, and students happy, healthy and content.

As we go to print on this issue the famous Pumpkin Spice Latte is back on menus in the US leaving consumers closer to home wanting to know when they can get their hands on it here too. To help you understand what customers are looking for as a hot beverage and accompanying snack offering we have a bumper Category Focus feature across pages 19-21 covering the latest insight, product news and menu inspiration within this category.

From delicious curries and festive cheeseboards to winter cocktail inspiration we have several chefs and industry experts sharing their Autumn and Winter menu inspiration in our Melting Pot on pages 36-38.

Whether you're a school cook, care home caterer or hospitality chef – operators across the industry are having to continue to evolve and find new ways of operating as guidelines around the pandemic continue to evolve and we move into the winter months. One huge trend has been meal kits which have helped restaurants to provide their customers with the ingredients and instructions to recreate favourite dishes at home while creating essential revenue for the operator. We speak to the founders of www.restaurantkitsuk.com in our Hospitality feature on page 29.

As consumers of all ages adapting to utilising digital technology in their day-to-day lives over the past few months, your digital and social presence as an operator is more important than ever. Over on pages 44-45 we have some top tips on how to make your website work for you.

Enjoy!



THE COOKS CALENDAR

October

1/ World Vegetarian Day
www.worldvegetarianday.navs-online.org/

1/ International Coffee Day

1 - 7/ National Cake Week

9/ World Egg Day
www.internationalegg.com/representing-the-industry/egg-industry/wed-world-egg-day/

10/ World Porridge Day
www.goldenspurtle.com/world-porridge-day/

16/ World Food Day
<http://www.fao.org/world-food-day/home/en/>

20/ International Chefs Day

31/ Halloween

November

1/ World Vegan Day

1 - 30/ World Vegan Month
www.vegansociety.com/take-action/campaigns/world-vegan-month

2/ Day of the Dead

5/ Guy Fawkes Night

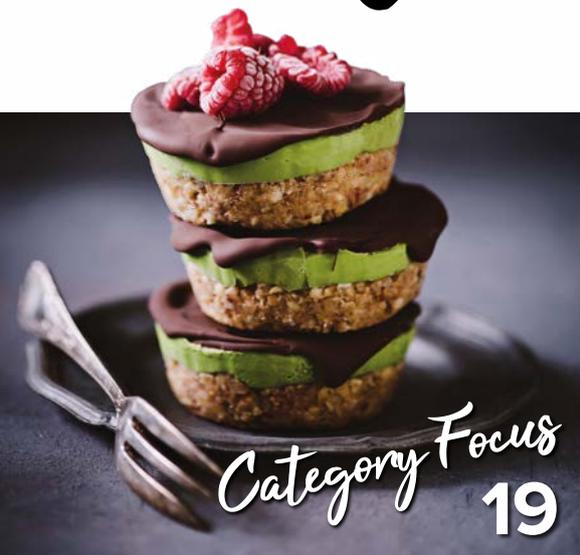
14/ World Diabetes Day
www.diabetes.co.uk/World-Diabetes-Day.html

17/ Homemade Bread Day

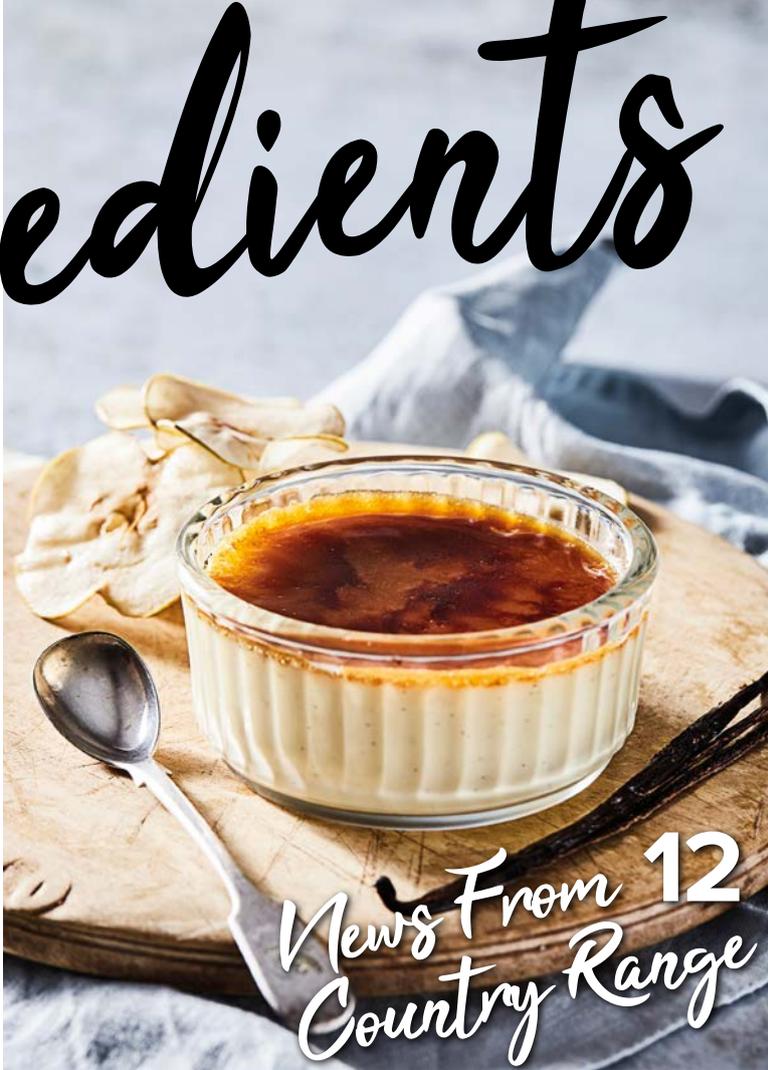
22/ Stir-up Sunday (last Sunday before the season of advent)

23 - 29/ British Game Week
www.tasteofgame.org.uk/great-british-game-week/

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As part of our environmental policy this magazine is printed using vegetable oil based ink and is produced to high environmental standards, including EMAS, ISO14001 and FSC® certification.



OUR EDITORIAL PARTNERS...

NEW
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MARKET

Lumina
Intelligence

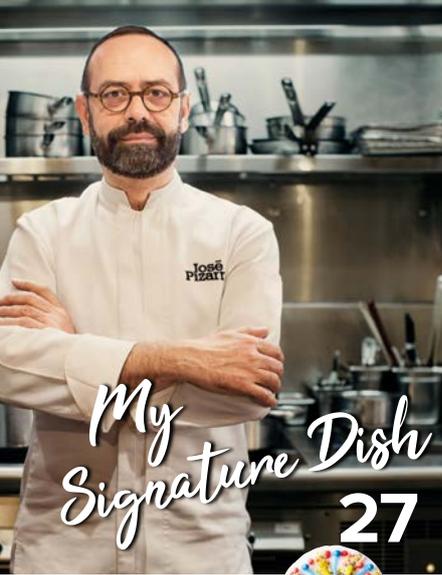
UKBG
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BUTLERS GUILD



CESA
CATERING EQUIPMENT
SUPPLIERS ASSOCIATION



thefoodpeople



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Readers' Lives

1. NAME: Dave Lloyd

2. JOB TITLE: Group Catering & Hospitality Manager

3. PLACE OF WORK: Redwood Health Care

4. WHAT ARE YOUR TYPICAL WORKING HOURS? 50 plus, which is a mix of cooking, paperwork and visiting the homes

5. HOW LONG HAVE YOU WORKED IN THE CATERING INDUSTRY? 45 years, which was mainly in high-end restaurants and pubs then I came into the care sector 3 years ago

6. WHAT IS THE MOST INTERESTING FACT ABOUT YOU? I was one of four chefs invited to cook for the Queen and her guests when she visited my hometown of Ludlow. I was also Cliff Richard's chef on tour and have cooked for many other "celebrities" such as Diana Ross and Luther Vandross

7. WHAT IS YOUR FAVOURITE CUISINE AND WHY? Modern and "old school" British, with a

Mediterranean influence using the very best ingredients

8. WHAT IS YOUR SIGNATURE DISH? Pan seared diver caught scallops on a truffled leek purée served with smoked beurre blanc, topped with crispy leeks

9. WHAT IS YOUR MUST-HAVE KITCHEN GADGET? Just really good knives

10. WHAT IS YOUR TOP CULINARY TIP FOR OTHER CATERERS AND CHEFS? Mise-en-place, everything in its place. It helps you work cleanly and efficiently without risking cross contamination of ingredients

11. WHO IS YOUR INSPIRATION AND WHY? Keith Floyd, who I was lucky enough to meet several times, for putting fun into cooking

12. WHAT IS YOUR COUNTRY RANGE PRODUCT AND WHY? So many really good products, but the stuffing mix is very useful. Add to any minced meat, add an egg or two, a squirt of tomato ketchup and Worcestershire sauce and you have a tasty, easy, meatloaf or roll into meat balls

PLATE ARRIVALS South Africa

Delivering on-trend dishes from around the globe

South Africa is a country on the southern most tip of the African continent. Its landscape is made up of high, flat areas called plateaus with rolling grasslands with mountainous regions to the east, south, and west.

It is said to have a significant eating out culture and is the land of diversity. Its people, landscapes, cultures and languages offer a melting pot of intrigue and excitement. All of this combines to create the modern mix of cuisine that defines this land, delighting locals and visitors alike in its range and flavours.

BILTONG Dried, cured and spiced meat which shares similarities with American beef jerky however it is not as sweet. Served at just about any social gathering, Biltong is probably the most-loved snack.

BOBOTIE A dinner-time favourite, consisting of spiced mince, an egg-based topping, and traditionally raisins or sultanas that are added to the mixture. The dish has a sweet taste, and includes curry, turmeric and often almonds.

MALVA PUDDING A spongy textured, caramelised pudding containing apricot jam. This sticky, sweet cake-like dessert is often served with a cream sauce, hot custard or vanilla ice cream.

CHAKALAKA A combination of vegetables like peppers, onions, carrots and tomatoes in a spicy relish. Often served at a braai (South African barbecue) to accompany side dishes.

MILKTART One of the most popular dishes in South African cuisine, a milk tart is a pie-like dessert consisting of sweet pastry crust and a creamy filling made of milk, flour, sugar and eggs. Almost every family will have their own secret recipe of it too.

BOEREWORS Translated as 'farmers sausage' this is a type of sausage made from beef mince and must contain at least 90% meat to qualify as boerewors. Made using a mixture of coriander, cloves and nutmeg with a very distinct taste and guaranteed to be one served at a braai.



Bobotie



NEW!
FROZEN
PRODUCTS

FANG-TASTIC HALLOWEEN TREATS

Create terror-rifically eye-popping displays with these Halloween themed Sweet Bakes that you simply thaw and serve.

- **Double injected donut** oozing with **blackcurrant and orange sauce filling**, topped with eye-catching orange icing and chocolate sprinkles.
- Delicious **American style cookie** with a **blood orange** and **vanilla** flavour base, and moreish **white chocolate** and **cranberry** inclusions. Halloween cookie bags are available separately.
- A terrifyingly tasty **muffin** with a **blood orange** flavour and colour base, delicious **chocolate chunk inclusions**, white icing and contrasting orange sugar nib sprinkles.

Visit dawnfoods.com/uk to find out about our **FREE Halloween Toolkits*** and our terror-rific range of mixes and toppings - ideal for creating your own signature Halloween treats!



*Visit dawnfoods.com/uk for full T&C's and more information. While stocks last.

Together we rise!

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IN SEASON:

EAT THE SEASON

Butternut Squash



Message from George McIvor, Chairman of The Master Chefs of Great Britain

The Master Chefs of Great Britain was formed in 1980 to provide a forum for the exchange of culinary ideas and to further the profession through training and the guidance of young chefs. In addition, the association seeks to promote all that is best about British cuisine and produce. We are delighted to be working with Country Range and providing information and recipes for their Eat the Season feature.

While working in New Zealand I guess it was squash that my Maori friends would cook in the hangi, with fatty wild pork. Many a feast was enjoyed by my kitchen brigade when we were lucky enough to be invited.

For more information on the association and the competitions and training opportunities we provide contact masterchefs@msn.com



OFFICIAL TASTING NOTES

Properties: Butternut squash, sometimes known in Australia and New Zealand as butternut pumpkin or gramma, is a type of winter squash that grows on a vine. It has tan-yellow skin and orange fleshy pulp with a compartment of seeds in the blossom end.

Notes: It has a sweet, nutty taste similar to that of a pumpkin. The bulbous, pear-shaped fruits are ready to harvest in autumn and when ripe, turn increasingly deep orange, becoming sweeter and richer with thin skin. This makes them easy to prepare and a great choice for roasting and using in soups and risottos.

Health Benefits: Butternut squash is low in carbohydrates, a good source of fibre, magnesium, potassium and vitamins.

1/ SUNDAY ROAST

This delicious stuffed butternut roast joint is easy to prepare as a plant-based alternative to meat as part of a Sunday lunch or even with bubble and squeak the day after.



2/ M-OLÉ!



Mole is a traditional sauce or marinade used in Mexican cuisine and they can vary by ingredient, colour, and texture. Pair this squash "mole" with a warm flatbread and crunchy veg.

3/ CURRY FAVOUR

Perfect for National Curry Week this month, this fragrant vegan curry combines rice, freshly made curry paste with whole spices and the sweet taste of butternut squash and sweet potatoes.



4/ SHIFTING SEASONS

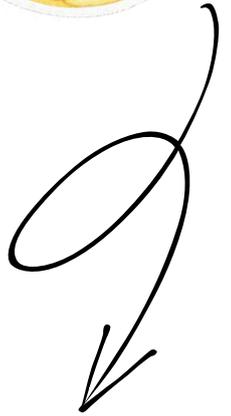
Change up the key ingredients in your homemade meat-free burger options and introduce varieties like this butternut squash and mixed bean burger accompanied with crunchy veg and garlic mayonnaise.

5/ A MATCH MADE IN HEAVEN

The nutty, sweet flavour of roasted squash is perfectly complemented by fennel sausage – bring them together with flavours of garlic and rosemary to finish the dish.



Recipes supplied by: 1. Unilever Foodsolutions, 2. Graeme Watson, Vice Chairman & Membership Secretary, Masterchefs of Great Britain, 3. Tilda Foodservice, 4. James Davidson, Executive Chef, Rich Sauces, 5. Graeme Watson, Vice Chairman & Membership Secretary, Masterchefs of Great Britain. Visit www.stiritupmagazine.co.uk/recipes for full recipes.



WASTE NOT, WANT NOT
Don't throw the seeds away after preparing your squash. Roast them with salt and spices then use them to add a crunch to your winter salad options. If you have left over butternut squash skin cut it into strips, add seasonings and bake until crisp to be used as vegetable crisp garnishes for a variety of dishes.

Also In Season:



Pear



Chicory



Fig



Mussels



Pheasant



Globe Artichoke

NEW



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BARISTA EDITIONS



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Bringing people together over
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DOUWE
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Riding the hospitality wave

The key to Angus Ashford's success in hospitality has been his ability to spot and surf trends, react to change and innovate. Whether that means changing the focus of a business, devising new menus, carrying out refurbishments or dealing with the current pandemic, these skills have ensured the success and future of The Red Barn in Woolacombe, North Devon.

Angus' family have lived and been involved in catering in North Devon for over 200 years. It was his entrepreneurial grandfather who purchased The Red Barn in 1965, running it initially as a cafeteria before his father took over.

The Red Barn has a long history with it acting as a US Red Cross Service

Above (main)
Interior view of The Red Barn

Left
Angus Ashford standing in front of The Red Barn

Club during the Second World War. It served food and provided recreation for soldiers preparing for their Normandy landings. It is thought that the iconic name came from these American soldiers.

As surfing started to boom in the swinging 60s, the venue's position, close to what is now known as 'the UK's Surfer's Paradise', ensured it became the unofficial hub for the sport and beach life in the area.

While Angus spent much of his youth on Woolacombe beach, surfing in the sea and working at The Red Barn, it was only in 1997 that he took over the reins after completing his degree in Metallurgy and then spending a fair amount of time travelling, chasing waves, skateboarding and skiing.

He said:

"I had an incredible childhood in Devon but always wanted to travel and try new things. Hospitality is in my blood so I always knew it was something I would return to but without the life experiences and travel I had in my younger years,

I doubt I would have had the same success."

After sampling the delights of various international cuisines on his travels and seeing the coming of gastropubs in London in the 90s, Angus headed home with plenty of ideas and a plan.

First, The Red Barn was completely renovated and rebranded as a pub with surfing becoming a focal point of the decoration. Next, the 'old school' cafeteria food tray service was replaced with a fully-working kitchen and a bar was added to serve alcohol.

The business boomed in the following years with Angus continuing to keep one step ahead of the swell, tweaking and adjusting his offering and improving the quality, choice, entertainment and service.

He continued:

"Business is a bit like surfing, if you get comfortable and take your eye off the horizon, you can get in trouble. Out on a board, it's a wave that wipes you out. In the hospitality business, if you stop improving and your offering gets stale, it's the competition. The key to our success has been our ability to see over the horizon to new trends and then adapt and react."

All the food at The Red Barn is cooked in-house and the kitchen sources locally, taking advantage

of the fantastic fresh fish on its doorstep, the high-quality Exmoor beef and the many superb craft beers and drinks. The homemade classics such as burgers, nachos, steak and fish 'n' chips remain top sellers with the Country Range seasonings and spices playing a key role in maximising flavour. A constantly rotating specials board also enables the kitchen to be creative and showcase sensational seasonal produce.

Angus added:

"We're blessed to be in an area rich with quality food and drink producers, many of whom our family has worked with for over 50 years. This provides our dishes with unbeatable taste, authenticity and absolute provenance, which is definitely something our local customers and tourists appreciate. Our specials board is forever changing and thanks to our chef's travels, there is plenty of international influences. Recently he travelled to South-East Asia so we have had some fantastic Malaysian, Korean and Thai inspired dishes on the board."



Country Range Herbs and Spices >>
Pack Sizes: 120g and 400g
For the full range visit www.countryrange.co.uk



RISE TO THE CHALLENGE THIS FALL

As autumn begins, chef and caterers across all food sectors are modifying menus ahead of the winter months. With some consumers still anxious about the pandemic and with darker evenings and unpredictable weather – caterers need to give consumers a real reason to eat out of home over this period.

Supporting local business and the focus on provenance of our food are two existing trends that have been accelerated by the pandemic. Eating out and seeing what a great establishment can create with in-season, high quality ingredients is a great pull. With pumpkin, squash, apples, beetroot, pears, game and so much more now in-season it's a great time to freshen up your menu with some seasonal stars and dishes with serious pulling power.

Here's some inspiration to help you rise to the challenge this fall.

AN APPLE A DAY

With the annual celebration of apples taking place on the 21st October and the choice of apples now at its best, it's a great opportunity to showcase this ever so tempting classic fruit.

Sweet, savoury, snacks, starters, mains and desserts – the apple can do it all and the Country Range Bramley Apple Filling continues to be a chef favourite. Outside of the classic apple pie there are so many uses of the filling as demonstrated by the talented Alin Stoica, a Country Range Student Chef finalist, who created five ideas to help you put apples at the core of your offering this October.

- Pork and Apple Wellington
- Apple Ginger Crumble Soufflé
- Apple Crème Brûlée
- Apple Raspberry Chocolate Brownie
- Apple Betty

All recipes can be found at www.countryrange.co.uk/recipes

Pork and Apple Wellington

"THE COUNTRY RANGE BRAMLEY APPLE FILLING REMINDS ME OF APPLE PIES MY MUM MAKES FOR ME."

– CARE HOME, SOUTHAMPTON

Apple Crème Brûlée



Chicken Tikka Pasty



Roasted Squash and Onion Bhaji Stuffed Naan with Spiced Houmous



"MY FAVOURITE COUNTRY RANGE INGREDIENTS ARE THE READY-TO-USE SAUCES – SUCH A WIDE VARIETY TO CHOOSE FROM."

– CARE HOME, MERSEYSIDE

NATIONAL CURRY DAY

Running from 7th -13th October, there is no better week to spice things up and give the noble curry pride of place on the menu.

Country Range has everything you need to rustle up a variety of curry-based menu options including the five-strong range of curry pastes including Tikka, Korma, Madras, Tikka Masala and Tandoori that offer supreme quality and versatility. If you want to create your dishes from scratch the portfolio also offers a huge selection of spices, herbs and other essential ingredients such as Country Range Coconut Milk.

From traditional curries and adding warmth to winter salads to delicious on-the-go ideas we have hundreds of recipes to inspire you at www.countryrange.co.uk

- Spiced Cottage Pie
- Chicken Tikka Masala Naan Wrap
- BBQ Tandoori Aubergine Salad
- Red Lentil Onion Bhajis
- Tandoori Lamb Chops



Fortify

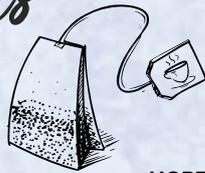
For chefs in schools, hospitals and care homes, healthy, warming dishes will be even more important this winter to ensure people are best prepared against the usual influx of winter colds, bugs, flu and of course any COVID-19 second or third waves. This could mean boosting the vitamin profiles of dishes, adding more fruit and vegetables to menus or fortifying dishes such as this delicious vegetarian Butternut Squash and Mushroom Korma to increase the calorific content of dishes.

For the full recipe visit www.countryrange.co.uk/recipes



Butternut Squash and Mushroom Korma

Tricks for Treats this October



As days shorten and the weather starts to deteriorate, we all need a lift at some stage. The classic teatime has always played a big role in bringing people together, putting smiles on faces and keeping spirits up.

Seductive sweets, buttery biscuits, creative cakes and quality hot drinks can be fantastic business boosters for cafés, restaurants, hotels and pubs to attract new customers, drive footfall and increase sales during traditionally quieter periods of the day.

Here are our top tricks for treats this winter:

- IT ALL STARTS WITH THE TEA** We all know that a bad brew can ruin the most exquisite teatime spread so make sure you get your basics right. Our award-winning Country Range Premium One Cup Tea bags are 100% Rainforest Alliance Certified and really can't be beaten when it comes to a full-flavoured, rich cup of tea.
- WOW FACTOR** Consumers are increasingly well-travelled and adventurous when it comes to food so don't be scared of introducing new treats and mixing things up. Anything made from scratch will always create intrigue so experiment with some of our indulgent ingredients that can set sweets apart like our Country Range Madagascar Vanilla Pods or our award-winning Country Range 70% Dark Chocolate Drops.
- TREATS FOR ALL** Teatime has to be accessible to all so make sure you have a range of quality products for those with allergens or specific dietary requirements. The Country Range portfolio includes a wide range of suitable products including the award-winning Handmade Carrot Cake, which is gluten-free and comes pre-portioned for ease. For those baking from scratch, try our stunning vegan-friendly Portuguese Tart recipe, which can be found at www.countryrange.co.uk/recipes

HOPE FOR THE BEST, PREPARE FOR THE WORST Making fresh cakes and biscuits from scratch on the day is great if you have the time, space and resources but it isn't always possible, especially in the current environment. Make sure you plan ahead and for all eventualities, whether that's making sweets in advance and freezing them or by utilising the Country Range selection of pre-packed treats such as the Country Range Mini Pack Biscuits and Luxury Mini Pack Biscuits and muffins or pre-portioned cakes and individual puddings.



Mini Pack Biscuits

"THE COUNTRY RANGE MINI CAKE ASSORTMENT - THEY'RE A GREAT SELECTION OF CAKES AND ARE SO EASY - EVERYBODY LOVES THEM!"
- CAFÉ, LANCASHIRE

OUR VEGAN PORTUGUESE TART RECIPE USES THE COUNTRY RANGE MADAGASCAN VANILLA PODS WHICH ARE PREMIUM GRADE BOURBON VANILLA. AT APPROXIMATELY 15CM IN LENGTH THE PODS ARE PLUMP, MOIST AND SWEET. MAKING THEM PERFECT FOR USE IN ANYTHING FROM ICE CREAM AND CUSTARD TO DELICIOUS WINTER WARMER PUDDINGS SUCH AS CRUMBLES AND LUXURY DESSERTS.



Social Chef

Getting social IN HOSPITALITY

GIVE CONSUMERS CONFIDENCE IN THEIR SAFETY WHEN DINING OUT

Since hospitality reopened back in July it has never been more important to be honest, open and transparent in your marketing activity. Consumers need to feel reassured that you are following Government guidelines and have their safety at the heart of everything you do. Your social media channels are absolutely key in driving bookings, so we share our five top tips for marketing teams to consider.

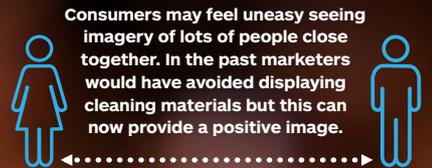
Use your Social Media Channels



to talk about the new measures you have put in place since reopening. This includes initiatives related to track and trace, social distancing and table service. Follow government updates so you are applying all the latest regulations and guidance.

Try and create new photography which shows that diners and staff are

Socially Distanced



Consumers may feel uneasy seeing imagery of lots of people close together. In the past marketers would have avoided displaying cleaning materials but this can now provide a positive image.

If there is a case of COVID related to your business, talk about it openly on social media and reveal the

Cleaning Measures



you have put in place. Consumers are going to be looking for assurance that it is safe to return.

For more social media advice, you can follow the Premier Foods team on Twitter @PremierFoods_FS. Throughout lockdown they ran webinars with hospitality experts to support their customer base.



www.premierfoodservice.co.uk

Twitter: @PremierFoods_FS
Facebook: @PremierFoodsFoodservice



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Burnt out

In 2017 the NHS reported that 1 in 4 people in the UK are likely to suffer ill mental health in their lifetime however, a study of almost 1300 hospitality professionals carried out by The Burnt Chef Project, has found this is nearer to 4 in 5 people.

The Burnt Chef Project, a not-for-profit organisation, has been working consistently since May 2019 with the view to raise awareness to the high levels of mental ill health within the hospitality trade. Their mission is simple; to stamp out mental health stigma once and for all and to make the industry a safer place.

The Burnt Chef Project has carried out two significant studies into the mental health and wellbeing of hospitality professionals within the industry in 2020. The most recent study found that 46% of hospitality workers do not feel comfortable talking about their mental health with a friend or colleague which is a huge proportion of the 3.2

million people that work within hospitality currently.

It is incredibly important that the foodservice industry is sustainable in terms of protecting its current staff and attracting new talent. The Burnt Chef Project has found that only 35% of their survey respondents would recommend working in hospitality. It is no secret there is an increase in staff shortages as workers look

to balance their work/life commitments equally and adopt freelance working or leave the industry as a way of achieving this.

This has resulted in an increased demand on remaining staff as business owners look to save further costs including rapid internal promotions leaving gaps in management skillsets which further adds to the fragility of mental health within the trade.

"I've seen too many great chefs quit their roles or worse because of mental health issues, which is why The Burnt Chef Project is so important. Things have definitely improved since I first started in the industry and attitudes have mostly become less toxic, but there's still far too much discrimination and stigma and we all still have a lot of work to do." - Darryl Queded, Trained Ambassador



KRIS HALL, FOUNDER OF THE BURNT CHEF PROJECT COMMENTED:

"There is a strong stigma within the hospitality trade. The term "Badge of Honour" is often used and refers to an individual who will suffer in silence at personal cost over letting the team down or to save being singled out. We want to change that on its head and redefine the term. Every person within hospitality should be able to discuss the state of their mental health and gain support from their peers and employers. It is important that although mental health can't be seen it is regularly discussed and policies reviewed. Those that speak out against the stigma and should be the industries new definition of Badge of Honour."

The Burnt Chef Project is a not-for-profit which means that the money raised through sales of branded merchandise, day-to-day hospitality essentials, donations and fundraisers is then used to continue the ongoing work of opening conversations as well as education through seminars, mental health training and handy online management courses. With over 100 people trained so far in mental health awareness and mental health first aid they feel they have barely scratched the surface of beginning to change the industry but they work to ensure their messages continue to meet tens of thousands through social media, collaborations with leading brands and ongoing marketing campaigns.

To find out more visit www.theburntchefproject.com



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taste and consistency*



COOK



BIND



PIPE



BAKE



*Independent chef insight conducted by Good Sense Research, March 2020

Front line

The UK Malnutrition Awareness and Prevention Network (MAPN) is a network of key organisations involved in supporting the lives of older people and the provision of care across the nation including the National Association of Care Caterers, the Association of UK Dietitians and many more.

The COVID-19 pandemic has affected people across the UK and Ireland in so many different ways including increasing food insecurity. It has also significantly increased the risk of malnutrition amongst vulnerable communities in the UK, which includes many older people and those from Black, Asian and Ethnic minority background. Specifically, malnutrition among older people has been one of the main challenges of the pandemic for the care sector.

In a bid to raise awareness of the exponential rise in malnutrition amongst vulnerable



adults, a letter from MAPN was sent to the Secretary of State for Health and Social Care, Rt Hon Matt Hancock MP. The objective was to force the government to take action to ensure that all population groups receive the support they need to eat well and stay alive. The letter was signed by over 100 dietitians, academics and other specialists working in the field of malnutrition, and sets out a range of key actions that are needed to stop many more people suffering the consequences of malnutrition.

HERE ARE THE MAIN POINTS THEY ARE CALLING ON THE GOVERNMENT TO ADDRESS:

- Ensure that all local authorities have ringfenced additional funding to continue with high quality food provision for people who may need to shield or self-isolate in the future, with suitable advice from dietitians
- Ensure that local authorities have funding to establish long-term, sustainable solutions to malnutrition amongst over 65s, including meals on wheels services
- Ensure that funding and support is made

available for vital NHS dietetic services and third sector nutrition and food services, both during the COVID-19 pandemic and beyond it

- Fund a campaign to raise awareness of the importance of good nutrition for at risk groups and their carers
- Invest in proactive case-finding in order to locate and help individuals at risk and in an upstream, prevention-based approach to prevent people becoming food insecure in the first place
- Prioritise nutrition as part of the NHS rehab pathways and support community malnutrition services to return as quickly as possible, albeit exploiting new technological solutions as much as possible
- Urgently introduce a legally enshrined "Right to Food", as laid out within the International Covenant on Economic, Social and Cultural, Rights in the UK, to ensure the governments at both a national and local level take appropriate action

To read the full letter visit <https://www.thenacc.co.uk/file/1999-RtHonMattHancockv2.pdf>

The Stats

It is estimated that **145,000** people in Ireland are either malnourished or at risk of malnutrition at any given time.¹

The cost of malnutrition in the UK alone is in excess of **£23 billion per annum**, based on malnutrition prevalence figures and the associated costs of both health and social care.²

Pre-COVID-19 it was estimated that malnutrition affected **3 million** people here in the UK; of that, **1.3 million** are over the age of 65.

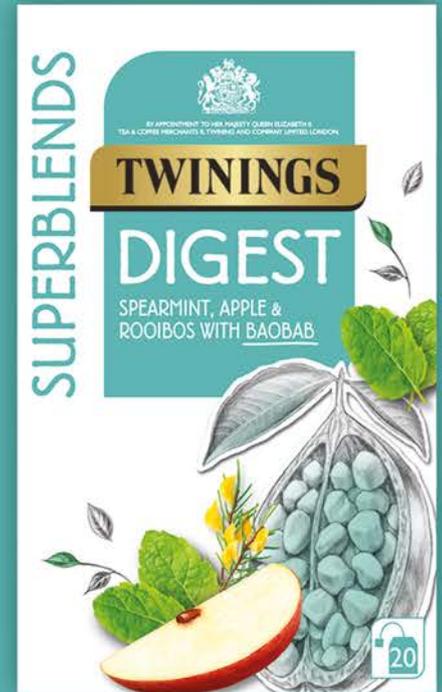
¹ <https://www.hse.ie/eng/services/list/2/primarycare/community-funded-schemes/nutrition-supports/malnutrition-in-ireland/>

² 2015 www.bapen.org.uk/pdfs/economic-report-full.pdf

We would love to hear your stories and of how your business works to address and tackle malnutrition. Get in touch with us at editor@stiritupmagazine.co.uk

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Source: Nielsen MAT 52 Value 07.09.19*. Allegra Tea Report 2019*.

What's Brewing?

HOT BEVERAGE
TRENDS &
TEATIME TREATS

Our love of a fresh brew or crafted cup of coffee has not diminished since lockdown, in fact, the ritual tea break has become a fundamental part of daily life. Whether it is a regular “cup of joe” to get going in the morning, or the meditative process of making tea to provide normality and comfort in an otherwise chaotic world, the reopening of our cafés and coffee shops has never been more timely. The everyday escapism provided by cafés to meet friends or find a corner for contemplation has been missed by the public, with 42.6%¹ citing it as the social outing they craved the most during lockdown.

Since lockdown measures eased, the demand for hot beverages and teatime treats has not returned to the usual patterns and businesses are seeing mixed results. Inner city areas or business zones are suffering from lower foot traffic than normal, whereas tourist locations and residential areas have been busier, picking up custom from those working from home and a vibrant staycation market.

It would be forgivable for a business to overlook trends within the “coffee and cake” market – a simple activity most of us perform every day – however this sector is booming with trends, opportunity and a customer base seeking solace and comfort in not just a cup, but the environment in which it is served.

LATTE LOVE FOR COFFEE

The Latte tops the coffee leader board, accounting for a 57% market share in sales, closely followed by the Cappuccino, Flat White and Americano. Syrups have supported coffee sales (and profitability) for a while now, enticing new coffee drinkers with caramel and vanilla flavours and creating seasonal interest with gingerbread, cinnamon and Tate & Lyle’s most popular seasonal syrup, pumpkin spice - a clear influence from the US.

*Coconut
milk thai
iced coffee*

COFFEE COMBINATIONS
IF A SPECIALITY BLEND ISN'T YOUR STYLE, TRY AN ESPRESSO TONIC, COFFEE SODA, COFFEE-LEMONADE OR COFFEE AND COLA. ALTERNATIVELY FOR THE HEALTH MARKET, WHAT ABOUT ADDING A COLLAGEN, PROBIOTIC OR PROTEIN SHOT TO THE MENU?

TOPPING THE TRENDS

DALGONA COFFEE MADE WITH WHIPPED COFFEE FOAM WHICH ADORNS A GLASS OF MILK FOR A NEW ICED COFFEE-STYLE DRINK HAS BECOME THE NEW "MUST-TRY" EXPERIENCE. ENTERING THE MARKET FROM SOUTH KOREA DURING LOCKDOWN, SOCIAL MEDIA IS AWASH WITH HOW-TO VIDEOS AND #DALGONACOFFEE HAS GONE VIRAL WITH OVER 21 MILLION VIEWS. VARIATIONS INCLUDE SUBSTITUTING COFFEE FOR COCOA POWDER OR MATCHA.



Dalgona coffee

Care Sector Catering

NO MATTER WHAT THE TEMPERATURE IS OUTSIDE, ELDERLY RESIDENTS NEED TO STAY HYDRATED IN ORDER TO REMAIN HEALTHY. TEATIME TREATS ARE ALSO A MUST-HAVE TO ASSIST WITH THEIR DAILY CALORIE INTAKE. WHILE ISOLATION REGULATIONS ARE STILL IN PLACE, TRY TO INTRODUCE A BIT OF THEATRE, DELIVERING RETRO-COFFEE SHOP STYLE MENUS FEATURING DAILY SPECIALS, OR HOT CHOCOLATE AND MALTED MILK DRINKS AS BONFIRE NIGHT APPROACHES.



Since the heady days of the Starbucks explosion, independent coffee shops have fought back with artisan blends, creating an experience that can only be compared with drinking fine wine. There are many examples of this in practise throughout the country, one of which is Bould Brothers Coffee who batch-brew coffee from different sources throughout the year depending on what tastes best at the time. The team take their coffee seriously, using double filtered water and organic milk. This may be a step too far for some, but with 43%² of consumers likely to pay extra for a high-quality drink, there clearly is untapped profit in the hot beverage market.

Amidst the serious coffee connoisseurs is an emerging fun element, creamers featuring flavours such as maple, marshmallow and peanut butter are now available, toppings drink with clouds of flavoured foam. With the variety of syrups, coffees and milk on the market, making a simple cup of coffee can turn into something akin to a laboratory experiment, but for coffee aficionados and experience seekers, this knowledge and attention to detail is what makes it all worthwhile.

Caterers in the education or healthcare sectors and small businesses needn't fear though, there is a burgeoning range of catering coffee shop favourites for operators where the only equipment available is a kettle. KENCO have added a 1kg Speciality Flat White tin to their range, removing the need to compromise on quality or flavour. "With a century of coffee

expertise, our focus on speciality coffee and investment in bringing new experiences to the instant category positions us perfectly to meet the growing demand for high quality beverages that can be enjoyed in catering environments." Says Martyn Bell, Category Marketing Manager, Jacobs Douwe Egberts.

TAKE TIME FOR TEA

Coffee may never have been more fashionable, but tea is where our heart is at. Britons consume around 165 million cups of tea per day – 70 million more than coffee. Black tea is the market leader, with Breakfast Tea the firm favourite, however herbal and fruit tea is once again seeing a resurgence. One of the key drivers for this is an increasing focus on healthy eating, supplementing diets with teas to help you sleep, digest food, relax or focus.

Chamomile, mint and jasmine tea have long been a staple on a hot beverage menu, but Chinese medicine and Indian Ayurveda is inspiring blends and ingredients which provide non-prescription solutions to mental health problems such as stress, anxiety and depression as well as physical concerns such as diabetes, high blood pressure and weight loss. As a result, we have witnessed the rise of turmeric tea and "superblends" combining green tea with botanicals, vitamins and minerals.

For cafés, hotels or restaurants offering afternoon tea, a tea menu can elevate the experience from the everyday to a special occasion. A single trip to Fortnum and Mason or Sketch will demonstrate the power of a tea sommelier - watch the delight and wonder on consumers' faces as they are advised on tea and cake pairings. If you choose to go down this route, stocking these unusual blends to take away in artisan packaging will be the perfect upsell.

When it comes to our regular cuppa, quality and consistency win the day, so opting for a blend that is familiar will be ideal, especially in the care sector. "Getting this offer right is crucial. Yorkshire Tea is the nation's number one tea brand by value in grocery retail, and as consumers will be looking for the brew they know and love at home, Yorkshire Tea should be a central part of any out of home offer" comments Natalie King, OOH Manager at Taylors of Harrogate.

Vegan avocado and chocolate tarts



Spiced hot chocolate
with whipped cream



CHOCOLATE CRAVINGS

Hot chocolate is the perfect indulgence for adults and kids alike as the weather gets colder. A staple on most hot beverage menus, it comes into its own in winter. Whether topped with marshmallows and cream or served in small cups as a thick, luxurious Parisian style treat, it soothes the soul and is the epitome of Christmas. Try switching up your menu this year with matcha hot chocolate or adding a syrup shot such as salted caramel, mint or orange. For the artisan in you, experiment with colour and flavour, introducing red velvet hot chocolate or white chocolate served in glass jars. Callebaut and Van Houten have a range of hot chocolate options including milk, white, dark and gold caramel which can be made with steamed milk or non-dairy alternatives.

THINK SEASONAL

AS THE COOLER WEATHER SETS IN AND WITH COVID-19 SOCIAL DISTANCING REGULATIONS STILL IN PLACE, A CHANGE OF SERVICE TO PRE-PACKAGED OR EASY TO PACK CAKES WHICH WILL REDUCE THE TIME CUSTOMERS SPEND QUEUING OUTSIDE SMALLER PREMISES MAY BE WORTH INVESTIGATING

SUGAR, SPICE & ALL THINGS NICE

Teatime is not complete without a sweet treat and homemade baked goods are a temptation most of us cannot resist. From staples such as Victoria sponge, carrot cake, brownies and millionaires shortbread to the unusual delights of gin and tonic loaf and Biscoff cupcakes, pretty displays of beautifully finished cakes are a customer-magnet.

Cakes and bakes do not have to be homemade, high quality freeze-and-thaw options can be ideal solutions. "Pre-prepared frozen pâtisserie could play a key role in any kitchen – helping to reduce unnecessary waste and providing a super convenient way for operators to offer a tempting snack menu to accompany their beverage options" comments Marie-Emmanuelle Chessé, international development project manager, Tipiak.

Teacakes or spiced fruit bread which are versatile and can be toasted to create aromas, enticing customers to add to their beverage order will also reap rewards. "The KaterBake fruit bread is the perfect accompaniment to a hot beverage and can be dressed up with fruit, cream, nuts and other fillings to create a tempting grab and go snack" suggests Gordon Lauder, MD of frozen food distributor Central Foods.

Allegra forecasts the UK branded coffee shop market will exceed 10,000 outlets by 2023. Retail pressures, changing consumer habits and deep uncertainty following the pandemic and the outcome of Brexit will slow the pace of this segment after such a rapid period of growth. Amid the chaos, innovation will continue to drive businesses forward, whether it's Pret A Manger selling coffee on Amazon or independent coffee shops hosting classes on how to craft the perfect coffee at home, this is a £6 billion market fed by strong consumer demand for one of life's little luxuries.

¹ Allegra Strategies (May 2020), Covid-19 Impact on the UK Population Survey Results

² CGA, Going Premium

Top Tips

- **THE FOCUS ON OBESITY** by the government will undoubtedly drive demand for healthy treats and beverages so bear this in mind when curating your menu. Install clear labelling to identify low sugar, plant-based and nutritionally rich options
- **MAKE SURE YOUR MENU IS WELL ROUNDED**, offering options for Vegans and customers with allergies (such as gluten free)
- **SUSTAINABILITY IS OF KEY INTEREST** to consumers. We have long seen Soy and Oat Milk in the market but cafés are now adding coconut, macadamia and rice milk to their menus
- **PLUG IN TO PESTER POWER** – Offer a kid's option to your hot drink menu with a Babycino. Warm milk with the addition of cinnamon or cocoa powder will be a profitable addition and encourages repeat custom by parents who feel their whole family have been considered
- **SPICE IT UP** – Winter is the ideal time to expand your hot beverage menu. Think mulled apple juice, caramel apple cider or kinderpunsch



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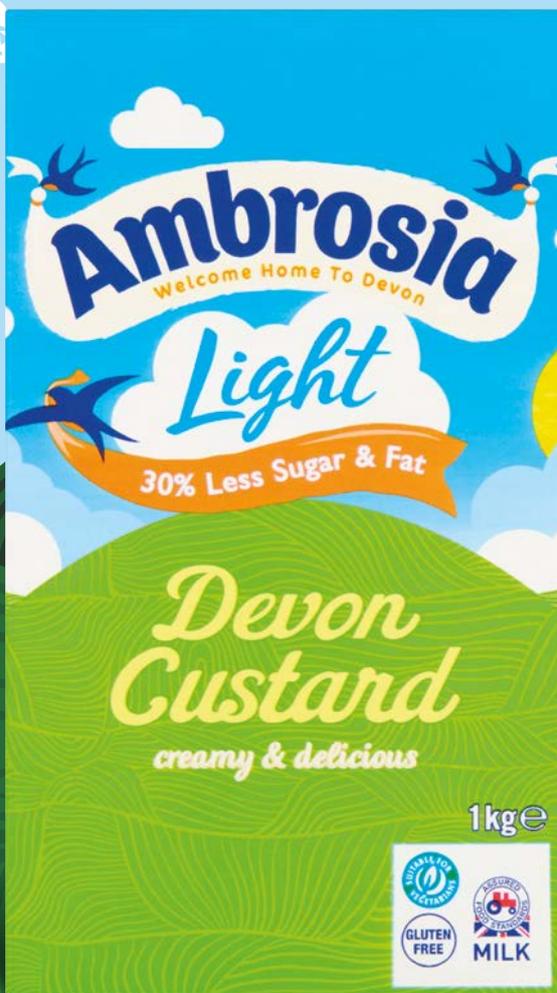
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The early years

Rationing, empty shelves and unavailable supermarket online delivery slots were just some of the problems pre-schools and nurseries encountered during lockdown. For those which remained open for children of key workers, this meant scouring shops looking for food, often standing in long queues as they weren't given priority treatment.

The Wendy House Day Nursery in Holywell, Wales, looked after key workers' children, usually 20 a day, during lockdown. Although they had used the same supermarket for 20 years, nevertheless they couldn't get an online delivery slot and in store, she found empty shelves. She improvised by turning to frozen vegetables and tweaking recipes.

Julie Norris is owner of Crazy4Kids which has five sites in Northamptonshire and one in

Walthamstow. Crazy4Kids offers day nurseries, pre-school and wraparound services (breakfast and after school clubs).

The week before lockdown, it was tough getting an online delivery slot and even when she did get one, the order was reduced dramatically. "We went out visiting multiple supermarkets and again we were rationed so it really was a problem," she says. "Pasta and flour ran out so we had to adapt recipes such as serving a jacket potato with Bolognese sauce instead of pasta."

Going forward, Julie is looking at alternatives to supermarket deliveries. "We will consider having the bulk delivery from our local wholesaler to one site and then delivering it to the other sites in our delivery trucks," she said.

For more information on the provision of care for early years visit the National Day Nurseries Association at <https://www.ndna.org.uk/> or the Early Years Alliance at www.eyalliance.org.uk

"We will consider having the bulk delivery from our local wholesaler to one site."

WHAT ARE THE GUIDELINES FOR FOOD PROVISION IN EARLY YEARS?

- Where children are provided with meals, snacks and drinks, they must be healthy, balanced and nutritious. Before a child is admitted to the setting the provider must also obtain information about any special dietary requirements, preferences and food allergies that the child has, and any special health requirements. Fresh drinking water must be available and accessible at all times. Providers must record and act on information from parents and carers about a child's dietary needs
 - There must be an area which is adequately equipped to provide healthy meals, snacks and drinks for children as necessary. There must be suitable facilities for the hygienic preparation of food for children, if necessary including suitable sterilisation equipment for babies' food. Providers must be confident that those responsible for preparing and handling food are competent to do so. In group provision, all staff involved in preparing and handling food must receive training in food hygiene
- Providers must make the following information available to parents and/or carers:
- food and drinks provided for children
- <https://www.gov.uk/government/publications/early-years-foundation-stage-framework-2>

Speak to your local Country Range Group member wholesaler sales representative regarding your produce as well as hygiene and food packaging needs.

You may purchase certain products from your wholesaler but are unaware that your wholesaler can provide you with access to hundreds of appropriate products across ambient, chilled, frozen and non-foods including some products appropriate for special dietary requirements and allergies. There also may be additional pack sizes of certain bulk products that you are not aware of.

You can also find a lot of recipes that are child-friendly, or easily adaptable, available online at www.countryrange.co.uk



Throw away culture



Over the past few years foodservice establishments, industry organisations and suppliers have increasingly been focusing their efforts upon raising awareness of the issue and reducing the amount of food waste the industry produces.

The COVID-19 pandemic and specifically the imposed lockdown has shifted many behaviours both within the industry and from a consumer perspective. We've looked at the latest reports from WRAP's

Guardians of Grub over the last few months to share with you how citizens' food habits, behaviours and attitudes have changed during the COVID-19 pandemic and how you can focus on reducing your own business' food waste.

There is a key opportunity for catering establishments to raise awareness further and to show your customers, residents and students how to aim to reduce food waste and, importantly, how they can support by making smarter portion size choices and taking home leftovers where possible.

The Stats

The UK Hospitality and Food Service Sector throws away **1.1 million* tonnes** of food each year

75%* of which is avoidable and costs our industry **£3.2 billion**

In Ireland Commercial Food Waste Research Report found that the leading sources of commercial food waste in Ireland are accommodation at **24%** (mainly hotels), food retail at **23%** and food service/restaurants at **17%**

They also identified that **two thirds** of the food waste created is avoidable

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*CGA Strategy Hall Tests, Monin Project Sept 2017
**based on 15ml servings
***Monin Bespoke Questions, CGA Brand Track April 2020

THE LOW-DOWN ON LOCKDOWN

- Over **8 in 10** agree that food waste is an important national issue
- **90%** believe that everyone, including themselves, has a responsibility to minimise the food we throw away
- Consciousness about climate change has increased during lockdown with **81%** of us saying we are concerned about this issue
- Information leads to action – the more we hear and see about ways to reduce food waste the less food we throw away. Even during the COVID-19 lockdown more of us are recalling seeing LoveFoodHateWaste (**31% up from 16% in 2018**)
- **70%** want to maintain at least some of the positive behaviours built up during lockdown*
- **1 in 4** consumers think it will be hard to maintain the behaviours due to a lack of time and the pressure of busy lifestyles

This gives the hospitality and catering industry a huge opportunity to take advantage of this increase in awareness and interest in how much food waste is created by consumers and food businesses across the UK and Ireland.

*<https://wrap.org.uk/content/citizens-and-food-waste-lockdown-eases>



Food waste reduction for caterers

TARGET

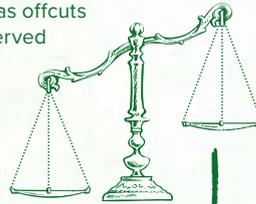
Track your current levels of food waste (it can be useful to utilise a mix of busier and quieter days in order to accurately track), create a baseline from your measurement data and targets for your business in terms of the reduction and a time scale if you wish.

MEASURE

Use online measurement guidance and tools available via Guardians of Grub or via foodwastecharter.ie for the republic of Ireland and track the progress against your food waste reduction target.

FOOD WASTE TO MEASURE

1. Food disposed of down the sink/sewer
2. Food waste from damages and spoilage
3. Food that is thrown away during preparation such as offcuts and food that is served but not saved
4. Food waste from plate/over production/ buffet



ACT

Put your words into action - Actively reducing food waste by implementing all appropriate elements within your business from more effective food storage, preparation and portioning to menu planning.

Redistribution - Review what food can be safely distributed to local charities via organisations such as PlanZHeroes, The Trussel Trust, FareShare, FoodCycle and so many more.

Staff - Empower front of house staff to talk to consumers about portion size options and the availability of doggy bags for them to take away left-overs.

Customers - Engage customers whether that be through the use of printed materials such as table talkers, signage, via front of house staff and across your digital and social platforms.

For more information on how you can tackle food waste in your region visit the relevant website from the list below:

<https://www.guardiansofgrub.com>

https://wrap.org.uk/sites/files/wrap/food-waste-reduction-roadmap-toolkit_0_0.pdf

<http://www.wrapni.org.uk/>

https://foodwastecharter.ie/resources_cat/restaurants-food-services/



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Pizarro

José PIZARRO

Immensely proud about Spain's famous produce, craft producers, regional diversity and culinary heritage, José Pizarro has to take a lot of credit for putting his country's food firmly on the map.

Born in the small village of Talaván, in the too often missed region of Extremadura, José came from a long line of farmers, which is where his passion, respect and love for quality ingredients and small craft producers has its roots.

After first learning his trade in restaurants in Extremadura, José moved to Madrid where he refined his skills at the Michelin-starred restaurant El Chapín de la Reina. In 1998, he arrived in London and following successful stints at Gaudi and Eyre Brothers, he linked up with Monika Linton to open the first Brindisa restaurant in Borough Market. Additional sites soon opened in London before José left to go it alone. Since then he has launched his tapas and sherry bar, then the Pizarro restaurant with additional venues rolling out in Broadgate Circle and at The Swan in Esher. Alongside his highly-regarded restaurants, José has also published five recipe books and become the nation's most prominent Spanish chef plus a regular on TV.

José commented: "My biggest inspiration in food has always been my customers, inspiring me to be better and

to take them on a real gastronomic tour of my country. When I first arrived in the UK, it was clear that the majority of consumers hadn't experienced the best Spanish ingredients such as jamón, chorizo and manchego so rather than overcomplicate, this became my focus and inspiration. Over the last 20 years, I'm incredibly proud of our work in raising the profile and quality of Spanish food and showing that with a few well-treated, quality ingredients, less is often so much more."

"My Signature Dish is Deep Fried Goats' Cheese with Orange Blossom Honey, which perfectly showcases this. It's a dish that I first created all the way back in Madrid in my younger days and it has stayed with me ever since, becoming a favourite wherever I have been. It's so simple and versatile, as our customers can enjoy it as an appetiser, main and dessert but the Extremaduran goats' cheese, which comes from an incredible family producer called Monte Enebro, lifts the dish to magnificence."

DEEP FRIED GOATS' CHEESE WITH ORANGE BLOSSOM HONEY

INGREDIENTS

- 320g goats' cheese, sliced into four rounds
- 50g plain flour
- 2 large free-range eggs, beaten
- 4tbsp runny orange blossom honey
- Extra virgin olive oil, for frying
- Sea salt

SERVES
4

METHOD

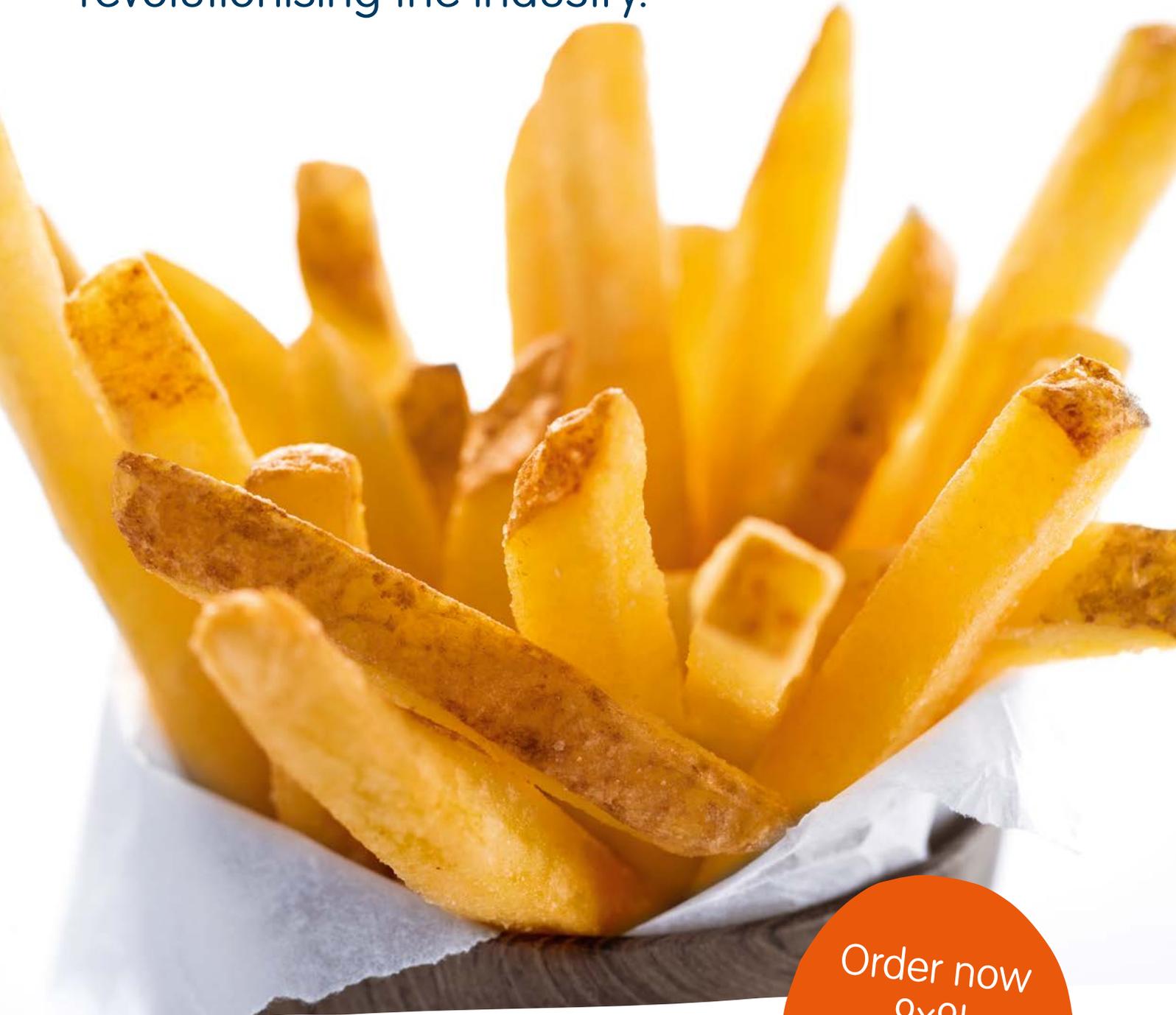
1. Pour enough olive oil into a frying pan so that it comes 1cm up the sides of the pan. Heat the pan until the oil starts to shimmer.
2. Pat the cheese rounds in flour on both sides so that they are well covered, then dunk them in the egg mixture. Pop them into the frying pan two at a time and fry over a high heat for 1 minute – turning over the cheese halfway through – until a golden-brown crust forms. If the cheese is completely covered by the oil, the rounds will only need to cook for 30 seconds. Place the cheese on kitchen paper.
3. Arrange the cheese rounds on a flat plate and drizzle over the honey in a zig-zag pattern.



For more information on José's restaurants, latest projects and books visit www.josepizarro.com

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SEEING POSSIBILITIES IN POTATOES



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Restaurant Kits, a new e-commerce website, was launched in July delivering restaurant meal kits nationwide to provide the hard hit industry with another source of revenue.

It is the brainchild of Calum Mackinnon and Andy Waugh, Scottish restaurateurs and co-founders of the Mac & Wild business which includes several restaurants and an online butcher and Edward Alun-Jones, the hospitality technology entrepreneur. They brought together a team of top chefs

and restaurateurs as founding partners including Thom and James Elliott from Pizza Pilgrims, Tom Griffiths from Flank, chef patron James Cochran from 12:51 and Around The Cluck and Yum Bun founder Lisa Meyer.

Calum Mackinnon says “We wanted to keep restaurants alive through lockdown by offering the “at home” service, providing a constant revenue while they were shut.”

Currently the platform has 16 participating restaurants, covering a range of cuisines from Italian to Israeli and they are looking for more to join. As Calum says “The more the better, we’re excited to grow this platform and offer customers as much variety for their “at home” dining experience.”

Each restaurant kit listed on the web site includes ingredients, prep time, allergy information, shelf life, as well as

information about the restaurant with a click through link. Some kits include a “how to” video, while others provide step by step guides with the delivery.

Calum says “Restaurant Kits allow restaurants to engage with their customers in a different way. One of the things we love about DIY kits is by having a ‘step by step’ video, consumers can cook alongside the founder or chef and pick up tips. You don’t get that in a restaurant.”

Restaurant Kits offers two options. The first is a listing and marketing option where restaurants can fulfil the orders themselves or the second option is a complete ‘end to end’ solution that includes kit development support, marketing, fulfilment, inventory management and customer service.

“When a restaurant contacts us, we’ll do a feasibility study. We take a percentage of the kit sale price. The model was developed by the founding partners to ensure it worked for everyone,” says Calum.

Calum says he has been thrilled with the feedback from businesses and customers. “Some restaurants were selling up to 100 kits a day but this has dropped slightly as restaurants have begun to re-open. We will continue to sign up new restaurants and have some exciting plans in the pipeline.”

Above (main)
Mac & Wild Venimoo Burger Kit

Below left (insets)
Flank Short Rib Shawarma Kit
The Restaurant Kits Team

James Elliot, co-founder of Pizza Pilgrims, says “Our ‘Pizza in the Post’ kit started off as an idea to help us through this tricky time. It’s been a huge success, more so than we anticipated. It’s great to be part of Restaurant Kits and getting more pizza out to people at home.”

Drinks can also be ordered, both Ready to Drink (RTD) and to be mixed at home.

Customers can order from anywhere in the UK and the kit will be delivered to them within one to three days from placement of the order. Restaurant Kits uses eco-friendly packaging from Puffin Packaging.

What about the future? Calum has plans for developing the business post lockdown “as we are delivering throughout the country and with home “eat-entertainment” on the rise, Restaurant Kits offers an opportunity for consumers to develop their cooking skills, as well as an extraordinary dining experience. We will soon be launching Christmas feasting kits, new brands and partnerships.”

For more information and to see how you can get involved visit www.restaurantkitsuk.com





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- Ideal for dipping with popular side dishes such as chips or wedges

Perfect with



Product	Size
Heinz Tomato Ketchup	25g/21ml
Heinz Mayonnaise	25g/26ml
Heinz Barbecue Sauce	25g/21ml
Heinz Sweet Chilli Sauce	25g/20ml
Heinz Garlic Sauce	25g/24ml

Mini Jar



- Perfect premium portion option to offer guests
- Great for hotels, room service or higher end restaurants/gastro pubs
- Fully recyclable



Product	Size
Heinz Tomato Ketchup	34ml
HP sauce	33ml
Heinz Coarse Grain Mustard	33ml
Heinz Mayonnaise	33ml

Sachet



- Smallest portion format for controlling costs
- Wide range of flavours to suit different host foods
- Sachets make for a neat and tidy set up with minimal mess



Product	Size
Heinz Tomato Ketchup	11g/10ml
Heinz Mayonnaise	9.5g/10ml
Heinz Barbecue Sauce	9g/7ml
Heinz Light Mayonnaise	10g/10ml
Heinz Salad cream	10.5g/10ml
HP sauce	11.5g/10ml
Heinz Tartare Sauce	10g/10ml
Heinz English Mustard	8g/7ml
Heinz Malt Vinegar	7g/7ml
Heinz Dijon Mustard	7.5g/7ml

SqueezeMe



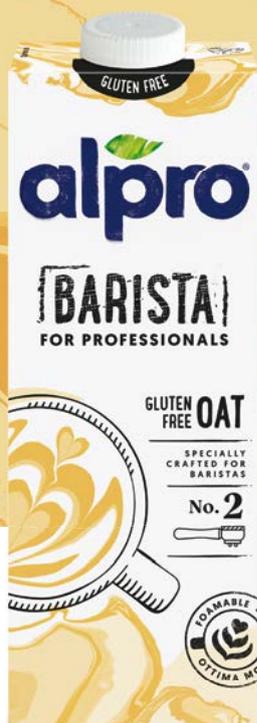
- Larger portion size for those sauce hungry customers
- A bigger squeeze of sauce means bigger profit with the ability to sell these to consumers
- Easy tear format – perfect for takeaway consumers



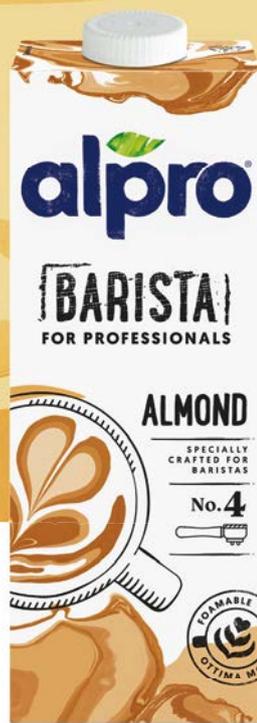
Product	Size
Heinz Tomato Ketchup	26ml
HP sauce	26ml
Heinz Mayonnaise	26ml
Heinz Tartare Sauce	26ml
Heinz Classic Barbecue	26ml
Heinz Garlic Sauce	26ml

For more information, please contact your local Country Range member.

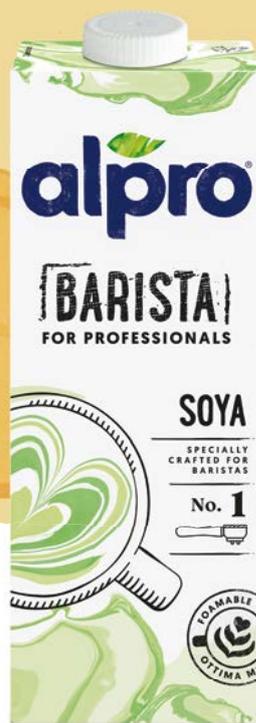
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Global cuisine trends



With many international holidays cancelled this year, give your customers a little bit of far-off paradise on a plate with these dishes. Street food style dishes also easily lend themselves to being served as on-the-go, takeaway or delivered options which is perfect for operators looking to increase their offering in those areas.

First off, add variety to your sandwich offering with Katsu Sandos, the Japanese inspired sandwiches that are a huge trend on Instagram. They're easy to create, hold their shape well for a delivered option but are a real

point of difference within a menu. To create take a Country Range Chicken Breast fillet, cut in half lengthways and panne in flour, curry powder, egg and Country Range Panko Breadcrumbs. Fry off and add between two slices of bread with Asian slaw and katsu curry sauce.

Consumers are increasingly focusing on eating to support their physical and mental wellbeing. Eating to increase nutritional and vitamin intake to support the immune system its essential to have different kinds of healthy options on the menu. Burritos provide a hearty, filling meal in a handheld format making this Korean fusion twist on a burrito with homemade, gut-loving kimchi a perfect addition to a lunch or evening menu. To create your own Korean Chilli Beef Burrito marinate beef

in Country Range Soy Sauce, sugar, sesame oil, garlic and chilli flakes for 2 hours then chargrill for 2 minutes each side and slice. Add to a Country Range Tortilla Wrap with red pepper, Country Range Basmati Rice and kimchi then roll and wrap in tin foil. Heat in an oven for 160°C for 2 minutes then slice in half and serve.

For the full recipe to create your own Kimchi and hundreds of other recipes visit www.countryrange.co.uk

Paul Dickson

Country Range development chef



Chicken Katsu Curry



Korean Chilli, Beef Burrito with Korean Moya and Kimchi

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*Nielsen, Total Coverage, Pepsi Max Volume, MAT 12.10.19 **MMR Feb 2018, Quant Blind Taste Test, Sample 1004. Pepsi MAX Taste Challenge blind sampling consumers in Great Britain between 25/07/18 to 19/08/18. Conducted by ID Limited and on behalf of Britvic Soft Drinks Limited. The taste challenge was against Coca-Cola Regular. Nielsen RMS, Total Coverage, Value Sales, 52w/e 01.09.18 *** Kantar Worldpanel, Take Home, Volume per Buyer, 52w to 19.05.19

**COUNTRY
RANGE**The Leading Independent
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Chicken Satay

Created by George Biffen, owner and founder of Biffen's Kitchen in Croyde, Devon, this colourful, fresh Chicken Satay dish is just one of the many street food inspired dishes that the customers love.

After 3 years of living in London and working as a marketing manager, George took the risk and set up the Biffen's Kitchen Surf Inspired Street Food Van.

He explains: "I was instantly hit with the idea that this could be my next adventure, cooking, surfing and living the active lifestyle that wanted.

I have never been so much happier, healthier and love my job, but it looks like the customers love it too as I am now voted number one on Tripadvisor."

"This recipe is inspired by my travels to Bali where I discovered by love for satay chicken on lemongrass sticks. I adapted the recipe to make it more suited to being created in my food van by turning it into a thick satay curry. I would highly recommend doubling or even tripling your sauce quantity as it can easily be frozen for use later on. If you want to make it suitable for vegetarians, simply replace the chicken with fried aubergine, sweet potato, or a hard veggie you love!"



**GEORGE
BIFFEN**

INGREDIENTS

Chicken Marinade

- 800g Country Range Chicken Breast Fillets
- 2tsp Country Range Ground Cumin
- 2tsp Country Range Ground Curry Powder
- 1tsp Country Range Ground Smoked Paprika
- 1tsp Country Range Ground Turmeric
- 1tsp Country Range Ground Red Chilli Powder
- 1tsp Country Range Ground Coriander
- 1 large onion, diced
- 2tsp sugar
- 1tsp salt

Satay Sauce

- 400g Country Range Coconut Milk
- 2 onions, diced
- 3 minced garlic cloves
- 250ml chicken stock
- 1/2 chopped fresh chilli
- 2tsp ketchup
- 2tsp soy sauce
- 3tbsp peanut butter (good quality)
- Juice & zest of 1 lime

METHOD

1. Get all ingredients together before you start cooking. Combine the satay marinade ingredients in a small bowl (excluding the chicken & onions).
2. From the bowl, add 3 tablespoons of the satay marinade to the chicken and onions in a bowl and marinate for 30 minutes in the fridge, or preferably overnight.
3. Roughly chop the onions. Zest and then juice the lime.
4. In a non-stick pan over high heat with a glug of oil, add the marinated chicken and cook until browned all over and cooked through. Then place in a bowl for the moment.
5. Turn down the heat a little then add 1 tbsp of oil, followed by chilli, onion and garlic. Sauté until the onion is translucent which will be around 2/3 minutes.
6. Then add the remaining satay marinade and cook for 1 minute.
7. It should be starting to stick to the pan. Now add

the stock and peanut butter and transfer all the mixture into a food processor. Puree until pretty smooth - some peanut chunks can remain, no drama.

8. Then add back to the pan followed by the ketchup, soy sauce, lime juice and zest, coconut milk, and 100ml water. Stir to combine.

9. Bring to simmer, turn the heat down to medium and simmer for 15 minutes until thickened. If it's not thickening up, you can whisk in a teaspoon of flour or cornflour until its thick enough.

10. To serve: fluffy basmati rice, cabbage slaw, pink pickled onions, extra peanuts, fresh chillies, chopped coriander and a wedge of lime.

**SERVES
4**

**COOKING
TIME
30-40
MINS**





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Chicken Tikka Masala



As we lead into the Autumn/Winter season, menus begin to change and reflect our need for comfort. From plant-based winter salads to rich, festive Christmas fayre, there is no doubt that navigating menu development this season will take innovation and ingenuity from suppliers and caterers alike, so here's a little guidance from industry experts to help kick start your planning.



RACHEL GREEN

*Chef & Restaurant Consultant,
Rachel Green Food Design*

I am always inspired by a variety of produce for the festive season, but somehow I still hark back to my favourites of turkey and goose with all the trimmings. That said, I am loving roasting grapes at the moment and have been developing a dish featuring black grapes, shallots and rosemary. For those who haven't tried them, roasted grapes are a delicious accompaniment, a juicy, fruit alternative to cranberry sauce, or be a devil and have both.

Leftover turkey is great for rustling up a Turkey, Bacon and Avocado eggs Benedict for breakfast or brunch and I have been known to throw spare Christmas pudding into a frying pan with the eggs, the different textures and sweet vs. savoury really gets the tastebuds salivating.



BARNY MACADAM

*Taste Creator UK & Ireland,
Santa Maria Foodservice*

Autumn and winter is all about wrapping ourselves up with hearty, warming, simple dishes – and after the year we've been having who isn't seeking some comfort? Chefs and kitchens are likely to still be running with limited staff and resources and operating a reduced menu, so making clever use of store cupboard spices, herbs and blends will keep things versatile, consistent and simple. Our one pot wonder Kerala curry for example contains all the spices you need to create not only a delicious curry or dhal but is also perfect for loaded fries, as a marinade for grilled meat or fish and a seasoning for roasted vegetables.



"For bars or restaurants looking to spice up their winter cocktail menu, I would recommend looking at what's in season but don't be afraid to experiment."



JAMES GOLDING
Group Chef Director,
THE PIG Hotels

As I'm sure most people know we are completely driven by the seasons at THE

PIG, I mainly manage this with our walled Kitchen garden but also by the wild produce that tends to sprout up all around us!!

This year is no exception and to be honest due to the lock down period it's given many of our gardens a real opportunity to flourish.

We are ready for winter - this season can pose some challenges with the lack of sun light and the drop-in temperature, so we have focused on growing winter veg such as Beetroot, Celeriac, curly Kale and mixed Chards.

All of these vegetables can be used during the summer too, producing lovely little tender leaves to use as garnish but when winter hits and you have the first frost these vegetables transform in to some of the most tasty ingredients a chef can ask for. This is down to the way the plant stores its sugars, turning kale and chard into sweet leafed greens for side dishes and beetroot and celeriac into some of the best salads and soups you'll ever taste!!



DANIEL DUPRAT
National Account
Foodservice Manager,
Bennett Opie

A Christmas Cheeseboard has become a menu

staple, but gone are the days of a few hunks of cheese and a couple of crackers. Consumers expect more elaborate propositions, especially during the festive season. From the outset, a balance of colours, tastes and textures are important as well as reflecting those flavours which are on trend. Opies Cocktail Gherkins will add crunch and vibrant colour as well as acting as a palate cleanser, so it's worth scattering a few in amongst a cheese plate.

Pickled Walnuts are also now appearing on the cheeseboards of some of the top restaurants. The back-note of spice provides a good balance with the softness of the cheese and the walnut. Alternatively try one of our fruit chutneys which have been crafted to balance the sweetness of fruit with the tartness of spices.



LEE HYDE
Beverage Innovation
Manager, Monin

Halloween is no longer just about kids and trick or treating, it's become

a huge opportunity to capitalise on seasonal hot beverages in many foodservice sectors too, including business and leisure, care and education, while remaining essential in coffee shops and bars.

With a limited window of opportunity, the planning and execution of a Halloween campaign must be on point. When it comes to choosing flavours and themes, get creative with spooky names and ghastly colours. For Autumn themed drinks, Pumpkin Spice remains the clear winner, but Gingerbread, Toffee, and Salted Caramel are great options too.



METINEE KONGSRIVILAI
Mixologist, Bacardi

When seeking inspiration for our winter cocktail development we've been looking at what people

have been enjoying all year long and then adding our own winter twists to them.

One of the world's most loved cocktails is the Old Fashioned, this year we've developed an updated recipe that replaces whiskey with BACARDÍ Reserva Ocho from our premium range. Simply build 40ml of BACARDÍ Reserva Ocho in a rocks glass with 15ml of Figue (fig liqueur), 2.5ml of sugar and 2 dashes of chocolate bitters. Garnish with cocoa dust for the ultimate winter warmer.

For bars or restaurants looking to spice up their winter cocktail menu, I would recommend looking at what's in season but don't be afraid to experiment. Winter is all about playfulness especially during the festive season - have fun with the garnish so that every drink you serve will put a smile on people's faces.

Left (top to bottom)
Salted caramel latte
Leftover turkey and cranberry sandwich

www.stiritupmagazine.co.uk/recipes

*Serving suggestion



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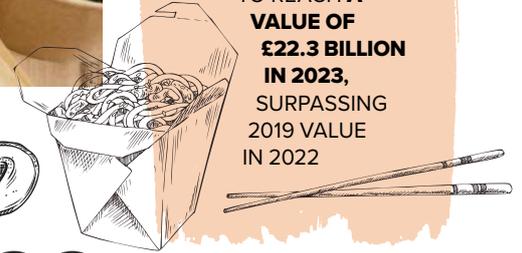


Lumina
Intelligence

By Jill Livesey, managing
director at Lumina Intelligence

The future of **FOOD TO GO**

LUMINA INTELLIGENCE
FORECAST THE UK
FOOD TO GO MARKET
TO REACH A
**VALUE OF
£22.3 BILLION
IN 2023,**
SURPASSING
2019 VALUE
IN 2022



An unprecedented start to a new decade in the form of a worldwide pandemic has exacerbated key challenges to the food to go market, that have been growing in recent years. Reliant on effects from high employment and high travel volumes, food to go is now at a cross-roads, with the very foundations on which it built its place in the market at stake.

Fears of growing unemployment are high, and consumer recessionary behaviours threaten to increase brown bagging and implement constraints on discretionary spending likely to impact working-week treats.

Growing steadily for the past decade, home working is another predatory factor. Consumers at home have less need to buy food on-the-go for breakfast and lunch out of home. Reduced footfall in

city-centres, worker-districts and travel hubs will be a fundamental change in the market going forward, at least for several years. Adapting to these lifestyle changes by tapping into delivery and growing presence in more suburban areas will be paramount to future success.

Over the past decade, food to go has been impacted by a revolution in technology, effecting volume abilities, speed of service

and back of house efficiency. Speed of service is a key need of consumers when purchasing food to go and changes to in-store procedures as a result of safety and virus-prevention measures are set to see operators better cater to the speed of service need going forward. Click and collect for example allows consumers to skip queues and order and pay on-app ahead of time.

Alike all maturing markets, the future of food to go will be reliant on operator's ability to adapt and evolve as consumer demands develop.

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The art of plating

**LANCASHIRE
TASTY AND ONION
PIE WITH LOVAGE,
CRISP POTATO
& PICKLED VEG
SALAD**
BY ADAM REID



1



Adam Reid is the acclaimed chef-patron of The French in the historic Midland Hotel in Manchester. Adam is no stranger to cooking beautifully presented plates of food. He cooked the main course for the Great British Menu 2019 banquet with his winning dish 'Comfort Food Sounds Good'. His dessert 'Golden Empire', also made it through to the Great British Menu banquet in 2016.

Derived from the Lancashire staple of cheese and onion pie this dish aims to have the wholesome flavours of the northern classic and enhanced with the warming herbaceous notes of lovage cut through with the sweet sour of the pickled veg

salad. We use vegetables such as beetroot and radish and lighten the whole thing with the endive lettuce. The pie is topped with a crisp of potato made by shredding potato finely, coating in butter and baking. The crack adds another texture dimension.



1 Plate selection

The plate was designed to give centre stage to the pie. There is no rim so your eyeline is not obscured and the surface is flat and untextured so as to act as a 'pedestal' for the centrepiece.

2 Pie

A fine shortcrust pie case is filled with a thin layer of onion jam then a Kirkham's cheese and lovage Custard which is baked to set.

3 Powder

Lovage powder is dusted over the surface for an intensely herby flavour.

"The wholesome flavours of the northern classic."

4 Salad

A salad of pickled beetroot, radish, celery, spring onion and endive lettuce is mixed with a simple vinaigrette and placed neatly on top of the pie.

5 Crisp

The dish is finished with a fine potato crisp the same size as the pie.



Restaurant

Search

Make your website work for you

FINDING A PROFESSIONAL

The best idea is to hire an experienced website designer who not only designs the website, but can also advise on how to market it as well. You need to have a budget in mind or at least a ballpark figure so the designer can work round this. The timing is important – tell the website designer when you plan to launch the new website especially if it coincides with an opening or new service. Discuss your requirements such as how many pages, photography, video, the ability for users to book or make payment.

Whether you're a caterer, restaurateur or care home owner, your website is vitally important. It's the first port of call for a prospective new customer. If it's eye-catching, easy to use with all the relevant information, it will increase the chances of them doing business with you. Visitors to websites have short attention spans so you have to ensure that your website is clear, concise and easy to navigate otherwise they will click off after a few seconds.



WHAT IS THE PURPOSE OF YOUR WEBSITE?

Are you planning a brand new design or a redesign of your existing website? What do you want to achieve? The first step is to identify your typical client. As Onika Staas from OS Webdesign says "Think about your ideal customer and what they will be looking for on your website."

Review competitors' websites and note down what you like or dislike. This will help you come up with ideas. Do you like the font and colour? If you were a customer, would you be interested in the services offered? If you're aiming for an e-commerce website, research other players in the market and see how they do it. Identify what makes you stand out from your competitors – this might be your noted head chef, your special facilities or a sought after service.



WHAT ARE THE KEY ELEMENTS OF A SUCCESSFUL WEBSITE?

According to Rob Holmes from Vinegar Creative, the pages of a website need to have a good mix of images and text. "Also keep the structure simple so it's easy for users to navigate the site. It's also important to keep in mind your branding – using the correct fonts and any specific colours. Make sure the design doesn't jump round from page to page," he says.

If you have an existing website, it's important to keep it current. "This is the main problem," he adds. "There may be blogs from four years ago, links to pages that are no longer live or old email addresses that no-one responds to. Also technology changes quickly – for example, all sites need to be mobile friendly."

Loading speed is another issue – if a site takes too long to download, users will go elsewhere "or even worse, they won't even find your site as Google will penalise you in its rankings," Rob says.

A PICTURE TELLS A THOUSAND WORDS

Make your website as visual as possible by using high quality images. Close-up images of food work well for restaurants and caterers. If your business is a care home, visitors will expect to see, for example, facilities, rooms and catering amenities. The right images will encourage visitors to explore the site. Investing in a professional photographer is worthwhile, as the pictures can be used for other marketing activities.



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CONTENT IS CRUCIAL

Hire a professional copywriter (your website designer can probably recommend one). Although it may be tempting to write the words

for the website internally, copywriters can write about your business objectively, highlighting the company's selling points. They are also trained to use "keywords" in the copy which will direct people to the website when they search for specific keywords or phrases. The website should contain all the basics, as well as the following:

Testimonials and reviews: Customers want to know what others think about you so make sure that testimonials and reviews are easily found.

"FAQs" (Frequently Asked Questions) – this is an important page and can save staff time answering emails.

"About Us" Page: This provides an opportunity to give customers the background about your company and its USPs (unique selling points).

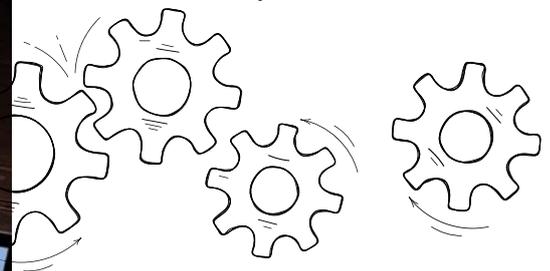
Covid-19: inform customers what you're doing to follow the government's guidelines to make them feel safe.

MAINTAINING YOUR WEBSITE

When planning a new website, this aspect is often overlooked. As Onika Staas from OS Webdesign says, "You need to think about who will be responsible for the ongoing maintenance of your site – you or your website designer?" She recommends having a content management system (CMS) which enables you to control the content by updating, changing images, text, video or audio.



"You need to think about who will be responsible for the ongoing maintenance of your site - you or your website designer?"



DRIVING TRAFFIC TO YOUR WEBSITE

There are many ways to promote your website. Include it on everything from business cards to promotional lettering on delivery vans. Make sure it is included in online directories. Add new content regularly and add your website to Google My Business. Start a blog, write guest blogs and link the website to your social media accounts.

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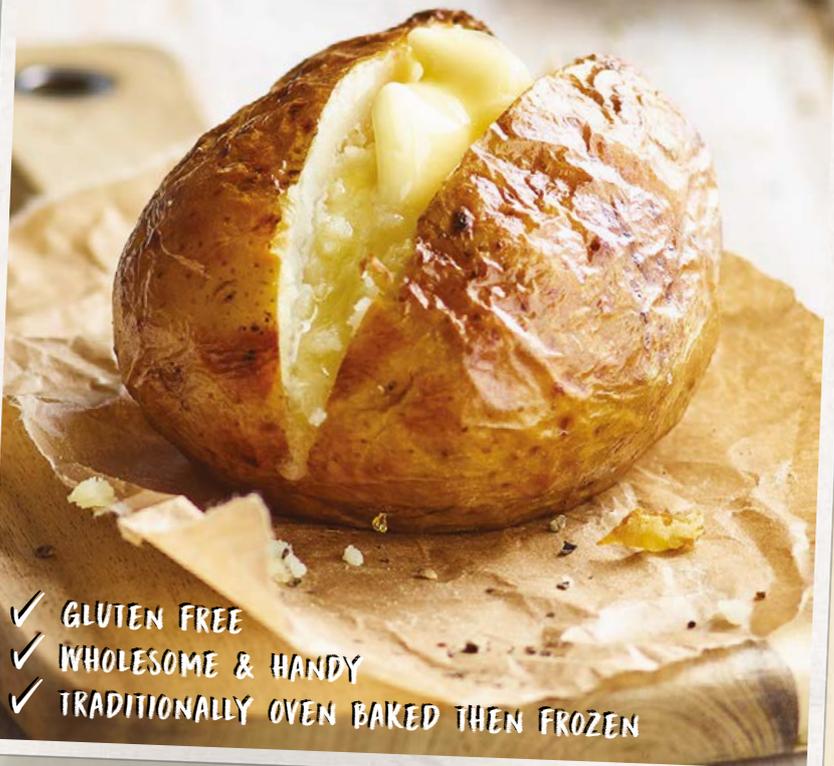
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- ☞ Pubs & Restaurants

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- ☞ Extra Large (300g*) - 10 per bag
- ☞ Large (250g*) - 7 per bag
- ☞ Standard (230g*) - 10 per bag
- ☞ Medium (200g*) - 9 per bag

*approx. guide to individual potato

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FOR RECIPES,
NEWS & MORE!



5 WAYS TO USE

Greek-Style Yogurt



Greek yogurt is strained to remove most of its whey which gives it a thicker consistency and a distinctive sour taste.

The Country Range Greek Style Yogurt is thick and indulgently rich with an acidic, Greek cultured flavour.

Grace McGreal, who was one of the Loughborough College team members who battled their way to the live Grand Final of the 2019/2020 Country Range Student Chef Challenge, has created five delicious ways to use Greek Style Yogurt.

ABOUT: LOUGHBOROUGH COLLEGE TEAM

Grace and her team members Luke and Brannon fought their way through the paper judging and live regional heat stages of the 2019/2020 Country Range Student Chef Challenge to reach the Grand Final which was held at the HRC Show at Hotelympia in March 2020. Led by their chef lecturer Darren Creed, the team created an exquisite set of dishes and wowed the judges with their menu.

The focus of the 2019/2020 competition theme was to showcase how students could use classic techniques and skills to maximise the use of ingredients and create competition standard, modern plates.



Grace McGreal, Darren Creed, Luke Moffett and Brannon Underwood

1/ Strawberry Frozen Yogurt

Combine 425g of the Greek style yogurt with 100g caster sugar, 30ml lemon juice, 1tsp vanilla extract and a pinch of salt and whisk until smooth. Freeze the mixture in an ice cream maker, adding 100g of sliced strawberries into the machine at the last minute. Transfer into a container and put in the freezer for 2-4 before serving.

2/ Cheesecake

Preheat your oven to 180°C. Melt 125g butter and mix with 250g crushed biscuits, then press the crumbs into a tin. Combine 2 eggs, 100g caster sugar, 500g Greek style yogurt and 2tsp vanilla extract. Mix until smooth, then add 1tbsp corn starch and a pinch of salt. Pour your mixture into the tin and bake for 35 minutes. Once baked let it cool, then chill for 2-3 hours before serving.

3/ Chicken Tikka Kebab

Mix 50g Greek style yogurt, 1tsp turmeric, 1tsp chilli powder, 1tsp cumin, 1tsp garam masala, salt and lemon juice. Butterfly and flatten some chicken breasts and marinate them in the mixture for 24 hours. Push wooden skewers into half a potato and stack the chicken breasts on top of one another then bake at 180°C for 40 minutes. Once cooked, slice the chicken and serve in a tortilla wrap with your preferred sauces and salad.

4/ Simple Pizza Dough

Mix 190g self raising flour and 200g of Greek style yogurt, then transfer to a floured surface. Knead the dough for 8-10 minutes and leave to rest for 30 minutes. Roll a quarter of the dough on a pizza pan, then brush the dough with olive oil and add your favourite toppings. Cook in a 260°C oven for 10-15 minutes.

5/ Green Chutney

Take 3tbsp of the Greek style yoghurt and blend it together with half a handful of coriander and mint, 1 inch peeled ginger, 2 cloves of garlic, 1 quarter of a red onion, 1 green chilli, 1tsp cumin and a pinch of sugar and salt. Finish with a squeeze of lime juice and store in a jar until serving.

"The Country Range Greek Style Yogurt is thick and indulgently rich with an acidic, Greek cultured flavour."

Country Range Greek Style Yogurt
Pack size: 2kg >>





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BEHIND THE BAR

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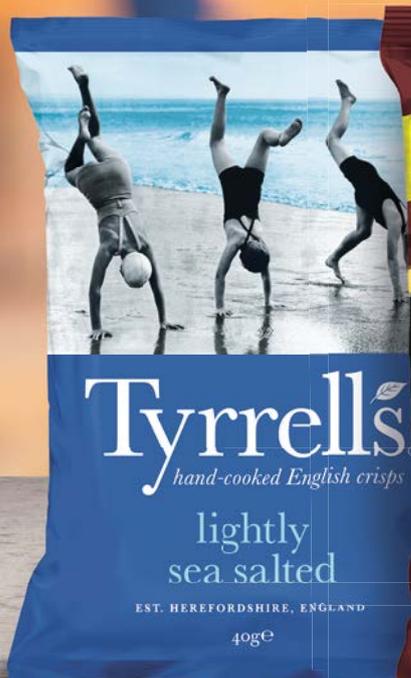
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THE MARKETPLACE

KEEPING YOU UP-TO-DATE ON PRODUCTS AND SERVICES WITHIN THE FOODSERVICE INDUSTRY

'MOO'VING FORWARD WITH MILK POTS

Did you know as far back as 2015 consumers were saying they prefer their hot drink served with a milk pot for hygiene reasons? 68% of caterers also believed milk pots were the most hygienic way of serving milk for hot drinks!*

Lakeland Dairies Milk Pots are made with 100% fresh milk produced on family farms across the northern half of the isle of Ireland. Milk is collected within a 2 hour radius of factories, processed within 24 hours, then gently treated to give operators a convenient, long-life, ambient pot. Delicious, high quality wholesome milk, time after time.



Tastefully Light

Sanpellegrino®, the UK's number one premium flavoured carbonated drink, is launching its new "Take the Time for Taste" media campaign.

With a total campaign spend of approximately £2.5m, the new campaign started this summer with the range's first ever TV campaign on 3rd August. To coincide with the marketing campaign, Sanpellegrino® Tastefully Light is also launching a new premium decorated can.

Available in a single 330ml format, the new cans have been purposefully designed to catch the eyes of consumers as they look for a premium beverage when eating and drinking out of

home. The Tastefully Light range includes classic Mediterranean hero flavours, featuring fruits grown and handpicked in Italy; oranges in Aranciata, lemons in Limonata and blood orange in Aranciata Rossa.



CAKEAWAY

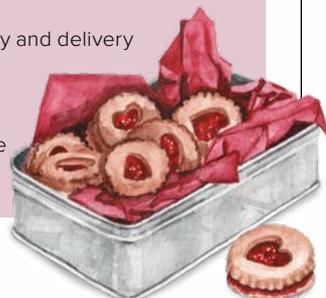
Mademoiselle Desserts have been working to align their range of offers to a fast changing market.

Their new ranges provide customers perfect solutions to deliver modernised, consumer favourite desserts and cakes in a highly convenient and safe manner across a wide scope of occasions, dayparts and channels.

Getting the formats right was key when developing these new product capabilities. The new options have to meet consumers' needs for indulgence and excitement but also travel well and stay safe to eat.

Mademoiselle Desserts' new takeaway and delivery solutions are available now. Bespoke creations are also a possibility.

For more information, download Mademoiselle Desserts' new brochure here: <https://bit.ly/3JoyVEJ>



Tantalising Tarts

Frozen food distributor Central Foods has unveiled two new savoury items for the foodservice sector to cater for customers with dietary requirements, just in time for Christmas.

The Menuserve brie and red onion tart is suitable for gluten-free and vegetarian diners, while the Menuserve beetroot and thyme tarte tatin is perfect for vegan and vegetarian customers - making them both ideal for the growing demand for plant-based menu options.

Both items are premium products that suit the increasing demand in the food service sector for good quality, pre-prepared options that are suitable for those with dietary requirements, but which will also prove popular more generally – helping to avoid menu proliferation.



KENCO FLAT WHITES

British heritage brand KENCO are excited to launch New KENCO FLAT WHITE 1kg catering tins.

This addition to their instant specialities range complements the popular 750g Latte and Cappuccino, introduced last August; and makes the fastest growing coffee shop drink of 2019 (allegra 2020) available to all caterers.

By offering 1kg Instant Flat White, operators can provide the full selection of the top four coffee shop favourite coffee drinks (including 750g Instant Latte, 750g Instant Cappuccino, and Kenco Millicano Americano) in easy-to-use catering tins and just a flick of a switch on the kettle or urn.





Turn Down the Temperature to Turn Up Results

Washing at 30°C Protects the Planet and your Pocket

'If it's not dirty, wash at 30' is an eco-friendly habit consumers are encouraged to adopt at home, decreasing energy consumption by 57% per cycle according to the Energy Saving Trust. But if you're running a fish and chip shop, 'greasy spoon' cafe, or any kind of small business subject to stains, a lower temperature isn't going to cut the mustard, let alone the ketchup or mayo, right? Think again.

From a market leading brand you already trust and use in your own home, **NEW Ariel Professional liquid laundry detergent** has been specifically formulated for the toughest laundry jobs in the trade. While you might not be thinking about protecting the planet when doing the washing, NEW Ariel Professional has that covered, cleaning brilliantly even in a cold wash. Whether you operate a care home or B&B, local takeaway or pizza joint, New Ariel Professional liquid laundry detergent rinses away the toughest stains from wine and grease to make-up and blood with the greatest of ease. This outstanding performance can all take place at 30°C, reducing carbon emissions, saving money, and maintaining your high standards of business operation.



Brighter and Whiter for Longer

Unbeatable whiteness, cleaning and stain removal are all possible with the superior and unique formulation in NEW Ariel Professional liquid laundry detergent that keeps whites looking white for longer. The number 1 professional cleaning detergent will help you save on labour, because who has time to pre-soak or pre-wash when running a business? Ariel Professional will secure the same, outstanding results in the first wash at low temperatures.

Did you know?

The most significant environmental impact laundry has is the energy used to heat water in washing machines. If every household in Greater London were to turn from 40°C to 30°C, enough energy would be saved to rotate the London Eye 2.3 million times. Imagine the results if your business were to do the same.

P&G Professional believes that green starts with clean. There's a clear environmental benefit in using superior and innovative cleaning products that eliminate the need for re-work and help reduce overall chemical usage. The great news for businesses is that this efficacy is kind not just to the planet but to your pocket too.

We are proud to announce that the new Ariel Professional liquid is awarded the Efficient Solution Label by Solar Impulse Foundation. This label proves Ariel Professional helps protect the environment in a profitable way. Learn more here: <https://solarimpulse.com/label>



Dr Paul Campbell, the leading research and development scientist behind NEW Ariel Professional, explains how the right detergent and a cold wash can give efficient and professional results in record time:

"New Ariel Professional liquid is designed to give breakthrough performance on all laundry even at 30°C. It contains a range of technologies specifically designed to deliver outstanding cleaning and stain removal. New Ariel Liquid also contains a new whiteness booster technology which makes it perfect for washing your white items, helping make them whiter and brighter for longer."

Every Experience Counts

With over 110 years of experience in the food, hospitality and care sectors, P&G Professional understands the challenges business face when it comes to laundry and creates products to deliver against specific needs. P&G Professional's mission is to make every experience count, with its trusted brands. Taking a customer-centric approach to sales, service and support P&G Professional delivers product knowledge and valuable innovation to its customers.

Now that's mustard-cutting stuff.

New Ariel Professional is available nationwide at leading Cash & Carry's and Distributors. For more information call Freephone (UK) 0800 716 854, (ROI) 1800 535 119 or visit www.pgpro.co.uk

5-star Professional Cleaning even at 30°C



FOOD & INDUSTRY *news*

INNOVATION



"The ideas provided in the pack will inspire the imagination and we're sure we'll see some fantastic competition entries."

MCVITIES TASTIES TEAMS UP WITH NAPA



Leading biscuit brand **McVitie's** has partnered with **NAPA (National Activity Providers Association)** to celebrate the launch of their **McVitie's Tasties** range of everyday biscuits, which are perfect for **Healthcare**.

Together with NAPA, McVitie's has created a series of biscuit themed activities and a competition to find the nation's best decorated biscuit! There's still time to submit your entries, competition closes 31.10.20. The best creation will be crowned champion and rewarded with a special afternoon tea package worth up to £1,000 for your care home and residents.

Hilary Woodhead, Executive Director NAPA, says: "This is a fabulous prize that will enable a wonderful afternoon tea

activity for the lucky winner – so get involved and good luck!"

It's simple to enter:

1. Choose a theme or memory that means something to the resident.
2. Get creative. Let your residents decorate their biscuit to the chosen theme.
3. Take a photo of the end creation and send it to us with a few words about the inspiration behind it – just a couple of sentences will do.
4. Send the photos and background on why you chose the theme to belinda@williammurray.co.uk with your name and contact details.

We know Care homes have had a particularly difficult time these past few months. We hope this initiative will support to create a better care experience and bring some joy.

AWARDS

Heinz Celebrates Nation's Food Heroes

In a new initiative - 'Heinz Food Heroes' – Heinz, in collaboration with Arena – the hospitality networking association, is launching a new awards programme to recognise 'foodies' who have gone above and beyond to make a positive impact on their community.

Open to the whole food industry, from delis to diners, caterers to columnists, manufacturers to marketers and scientists to sandwich makers; the awards will celebrate and spotlight both individuals and companies who have stood out from the crowd and really gone the extra mile to make an exceptional difference to their community.

The two award categories are;

- Most Heroic Individual – celebrates someone who works in food and has gone the extra mile to make things better in their community in the last 12 months.
- Most Heroic Team – celebrates part of or a whole team working in food who go the extra mile to make things better in their community in the last 12 months.

The winner of each category will receive £5,000 each to go towards a training or mentorship programme of their choice. The 2020 Heinz Food Heroes initiative builds on last year's Hospitality Heroes competition which celebrated hospitality individuals under 35 who went above and beyond to help their communities.



INSIGHT

TILDA IS HERE TO HELP YOU WITH THE NEW TILDA TOOLKIT!

Tilda Foodservice has launched the Tilda Toolkit to help operators adjust to the 'new norm' with some practical hints and tips.

With health and wellbeing taking precedence, the demand for healthier food options is increasing dramatically. Notably, operators are having to ensure a theatre of cleanliness for both customers and staff whilst adapting to reduced menu offerings, providing takeaway options and repacked solutions.

This helpful toolkit includes in-depth knowledge on impacts to the industry and how operators can adapt to the new normal. With insightful tips such as how to use outdoor space, adapting to contactless payments, utilising delivery and takeaway, managing overheads and offering take-home recipe kits, this toolkit is the perfect guide for operators. To find out for yourself, visit <https://www.tilda.com/professionals/article/your-road-to-recovery/>

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The Country Club



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Now our Category Focus feature has left you feeling inspired with the advice, tips and top hot beverage trends – we are giving one lucky Stir it up reader the chance to win their very own

De'Longhi Magnifica Bean to Cup Coffee Machine!

Be your own barista and recreate

your coffee shop favourites – from a strong espresso or a frothy cappuccino the De'Longhi Magnifica has you covered. With an integrated Coffee burr grinder with 7 adjustable coarseness levels, your coffee beans are ground instantly for a fuller, fresh flavour. The machine also has an automatic cleaning function with descaling, cleaning and rinsing programs.

For your chance to win, send an email titled 'Bean to Cup', along with your name, contact details and the name of your Country Range Group wholesaler, to competitions@stirupmagazine.co.uk



WIN
De'Longhi Magnifica Bean to Cup Coffee Machine

Closing date for the competition: 31 October 2020. All winners will be notified by 30 November 2020. Postal entries can be sent to: Country Range Group, PO Box 508, Burnley, Lancashire, BB11 9EH. Full terms and conditions can be found at: www.stirupmagazine.co.uk/about



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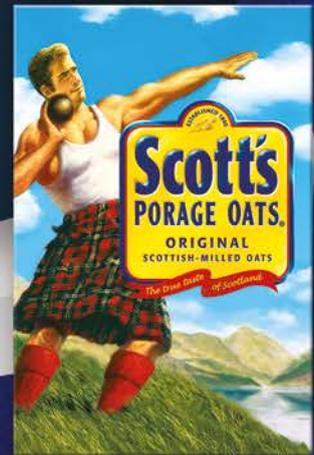
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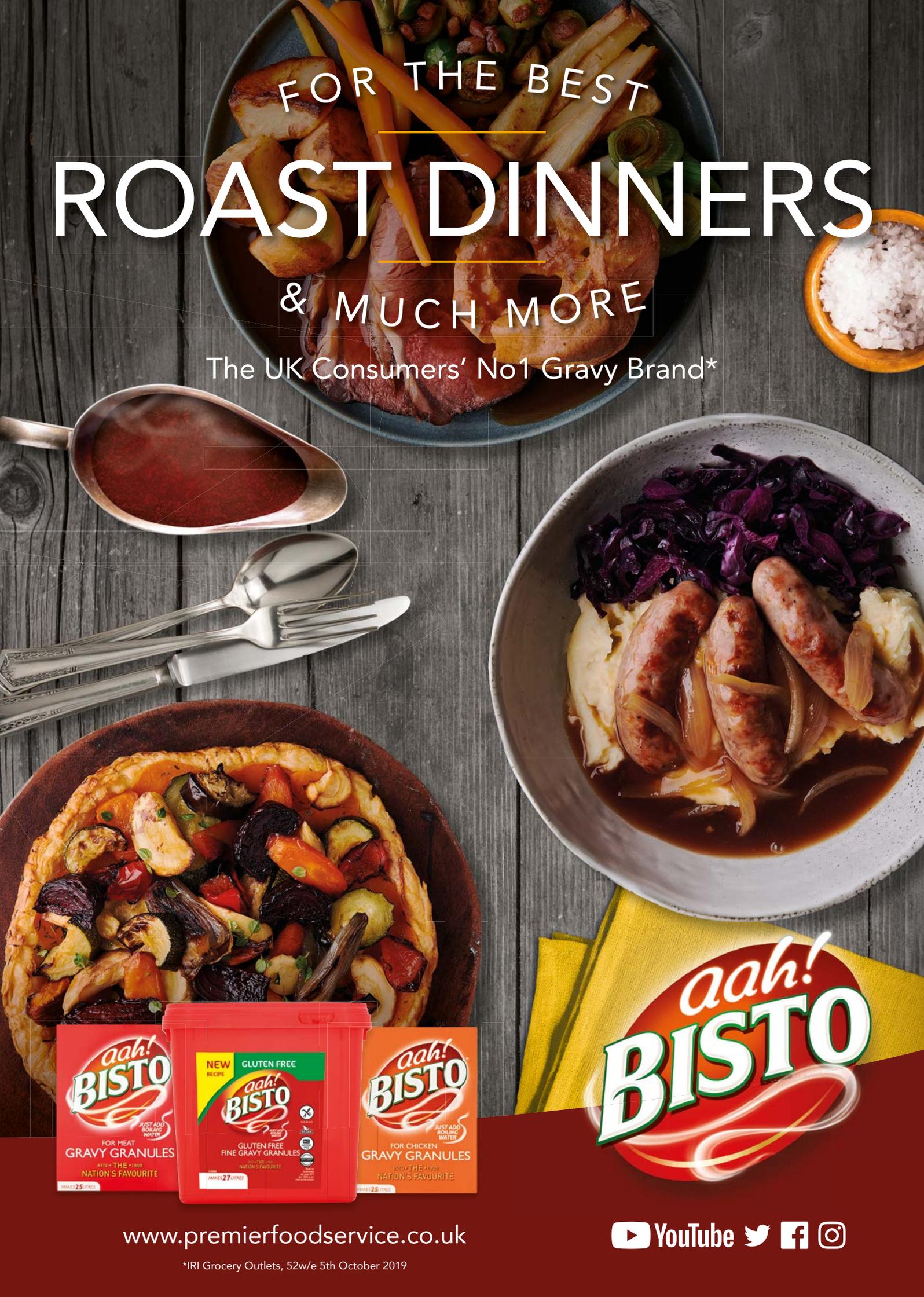
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*IRI Grocery Outlets, 52w/e 5th October 2019

INSPIRATIONAL PLATES FOR October menus



SPICE IT UP

As the nights draw in, we love nothing more than a warming and hearty meal. **Spicy chilli and paprika noodles** provide a slow warming sensation to tickle the taste buds. **These go perfectly with a dash of soy sauce, king prawns, crispy chilli beef or even green peppers.**



WITH A BANG

Looking ahead to Bonfire Night, create these **firework biscuit pops cakepops** as a fantastic treat for all the family! In care homes or afterschool clubs residents and pupils could have a go at creating their own. Visit <https://www.oetker.co.uk/uk-en/recipe/r/firework-biscuit-pops> for the full recipe.



COSY 'COTTAGE' PIE

This twist on a warming winter favourite is sure to have diners wanting more, suitable for vegetarians and can be adapted to be vegan - **making the Beetroot Cottage Pie** a perfect addition to any winter menu.

NOT JUST FOR CARVING!

Pair pumpkin filled cappellacci with **celeriac purée, caramelised figs and an Amarone wine reduction** for this delicious autumnal pasta dish. www.surgital.it/en/global-surgital/recipes/



SHOCK HORROR!

Dr Oetker have created a selection of ghoulishly tasty Halloween party bakes for you to add a playful twist to your teatime treats menu. From this **Trick or Treat Rocky Road** to a **Spider Web Cake** there are plenty of ideas for you to try at www.oetker.co.uk/uk-en/halloween/halloween

SAY CHEESE

For an on-the-go snack or side dish these **mixed cheese and spring onion samosas** are the true definition of a savoury winter treat. Serve warm or cold, with a tomato-based sauce or curry.



Full recipes for all ideas shown here can be found at www.stiritupmagazine.co.uk/recipes



CAN YOU CREATE THE NATION'S BEST BURGER?

“ THE NAPKIN BURGER HAS GENERATED £22K OF REVENUE, IT'S THE MOST SOUGHT AFTER BURGER ON THE MENU. ”

NIGEL STEELE,
PORT RUSH ATLANTIC HOTEL ON LAST YEAR'S WINNING BURGER.

NAPKIN BURGER, PORT RUSH ATLANTIC HOTEL

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AT [UFS.COM/CRGBURGERCOMP](https://www.ufs.com/crgburgercomp)

THE TOP 5 ENTRIES WILL BE VISITED AT THEIR ESTABLISHMENT BY OUR EXPERT TASTING PANEL TO SHOWCASE THEIR SKILLS BETWEEN NOVEMBER 11-25TH 2020.



WIN

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AND A ONE YEAR SUPPLY OF
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OPEN TO UK BONA FIDE CRG CATERERS AGED 18+. 1 ENTRY PER CATERER. TO ENTER FILL IN THE FORM AND UPLOAD A PHOTO OF YOUR BURGER AT [WWW.UFS.COM/CRGBURGERCOMP](https://www.ufs.com/crgburgercomp). ENTRANTS WILL BE SHORTLISTED TO 5. JUDGING PANEL AND/OR PROMOTER WILL VISIT THE SHORTLISTED ENTRANTS AT THEIR WORKPLACE/ESTABLISHMENT, WHERE THEY WILL RECREATE THEIR BURGER AS PART OF A COOK OFF. FOLLOWING THE COOK OFF THE FINAL WINNER WILL BE SELECTED FROM THE SHORTLISTED 5. CLOSING DATE: 31/10/2020. ALL VALID ENTRANTS WILL RECEIVE 1000 CHEF REWARD POINTS AS PART OF OUR LOYALTY SCHEME. WINNING ENTRANT WILL WIN £500 AMAZON VOUCHERS AND 1 YEAR SUPPLY OF LIFEBOUY HAND SANITIZER FOR THEIR ESTABLISHMENT. SEE [UFS.COM/CRGBURGERTERMS](https://www.ufs.com/crgburgerterms) FOR FULL TERMS AND CONDITIONS.

