

THE COUNTRY RANGE GROUP MAGAZINE FOR CATERERS  
SEPTEMBER 2020

# Stirritup

**BACK TO  
SCHOOL**

OPERATING IN  
A COVID-19  
WORLD



**I'LL TAKE  
THAT TO-GO**

TAPPING INTO THE TAKEAWAY  
AND DELIVERY MARKET



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# For starters...

Just as we went to print on this month's issue of Stir it up we received the positive news that in hospitality, like-for-like sales rose for the first time year on year since lock-down. Whilst this has been boosted by the first week of the Government's "eat out to help out" scheme the industry is having to transform to survive. On page 15 we talk to the creators of the UK's first purpose-designed and built 'socially distanced' hotel restaurant and on page 25 we share the eight shifts that are expected to impact the industry ongoing.

Schools are busy planning to open at various points over the coming weeks across the UK and Ireland and there are even more challenges to face than a usual start to a new term. To support our education sector readers we have created a brand new Back to School Education Brochure to provide guidance. Read more about this on page 11.

Looking to the health and welfare sector, we sat down with Sue Cawthray chair of the National Association of Care Catering to further understand how the care sector has responded during the pandemic, what issues they face as we look ahead and also how the NACC are shining a light on the heroes that have emerged over the period. Read the full interview on pages 27-28.

Our Category Focus on page 21 explains the opportunity of providing a takeaway and delivery service and how you can achieve this. Whilst on page 40 in Melting Pot we provide delicious recipe inspiration to keep children and young adult diners happy.

As we all try to navigate our quickly changing marketplace, understanding the shifts in trends and changes in consumer behaviour is even more important than ever. As a result, we have a bumper issue of advice, insight and menu inspiration for you...

As our readers are evolving their own services, Stir it up is looking at its content too. If you have any feedback or would like to share an idea of content you would love to see in the magazine please contact us at [editor@stiritupmagazine.co.uk](mailto:editor@stiritupmagazine.co.uk)

## THE COOKS CALENDAR

### September

1 – 30/ Sourdough September  
[www.sustainweb.org/realbread/sourdough\\_september/](http://www.sustainweb.org/realbread/sourdough_september/)

1 – 30/ National Organic Month  
[www.soilassociation.org/organic-living/organic-september/](http://www.soilassociation.org/organic-living/organic-september/)

5 – 20/ Scottish Food & Drink Fortnight  
[www.fooddrinkfort.scot/](http://www.fooddrinkfort.scot/)

7/ World Salami Day  
[www.salamiday.com/](http://www.salamiday.com/)

13/ International Chocolate day

19 – 4/ British Food Fortnight  
[www.lovebritishfood.co.uk/](http://www.lovebritishfood.co.uk/)

25/ Macmillan Coffee Morning  
[www.coffee.macmillan.org.uk/](http://www.coffee.macmillan.org.uk/)

30/ World School Milk Day

### October

1/ World Vegetarian Day  
[www.worldvegetarianday.navs-online.org/](http://www.worldvegetarianday.navs-online.org/)

9/ World Egg Day  
[www.internationalegg.com/representing-the-industry/egg-industry/wed-world-egg-day/](http://www.internationalegg.com/representing-the-industry/egg-industry/wed-world-egg-day/)

10/ World Porridge Day  
[www.goldenspurtle.com/world-porridge-day/](http://www.goldenspurtle.com/world-porridge-day/)

16/ World Food Day

31/ Halloween

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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 COVENT GARDEN MARKET

Lumina Intelligence

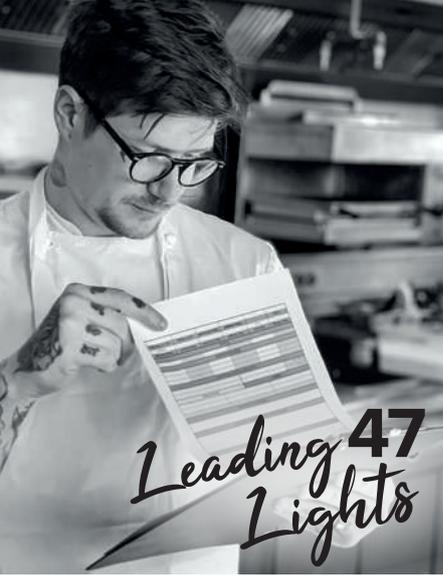
UKBG UNITED KINGDOM BAKERS' GUILD



CESA CATERING EQUIPMENT SUPPLIERS ASSOCIATION



thefoodpeople



Leading **47**  
Lights



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Melting Pot **40**



# Readers' Lives

**1. NAME:** Baz Comley

**2. JOB TITLE:** Head Chef

**3. PLACE OF WORK:** The Corner House Hotel, part of Hatton Hotels

**4. WHAT ARE YOUR TYPICAL WORKING HOURS?** Depends on whether I have the early or later shift so either 4am till 12 noon or 2pm until 11pm

**5. HOW LONG HAVE YOU WORKED IN THE CATERING INDUSTRY?** Since the age of 15 so 24 years now!

**6. WHAT IS THE MOST INTERESTING FACT ABOUT YOU?** I hate to be called chef. I'm a person, not an occupation

**7. WHAT IS YOUR FAVOURITE CUISINE AND WHY?** Italian – making fresh pasta and breads is the pinnacle

**8. WHAT IS YOUR SIGNATURE DISH?** Sticky toffee pudding with toffee sauce and honeycomb

**9. WHAT IS YOUR MUST-HAVE KITCHEN GADGET?** A good set of tongs makes all the difference

**10. WHAT IS YOUR TOP CULINARY TIP FOR OTHER CATERERS AND CHEFS?** Sharp knife, sharp mind – both are vital in the kitchen

**11. WHO IS YOUR INSPIRATION AND WHY?** I am a fairly new father so everything has changed in the last few months. In terms of inspiration now, it has to be my 3-month-old son, who inspires me to work hard

**12. WHAT IS YOUR COUNTRY RANGE PRODUCT AND WHY?** My favourite Country Range products are definitely the huge selection of sauces and condiments they offer from the mayonnaise, barbecue sauce, right through to the tartar and Caesar dressing. I use them daily and they never let us down when it comes to quality

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## PLATE ARRIVALS

# Argentina

Delivering on-trend dishes from around the globe

Argentina is the eighth largest country in the world, luring in tourists with its romance of cosmopolitan city life and its legendary 'asado' (barbeque).

Argentinian cuisine has a distinctive Mediterranean flavour with a blend of influences from Spain, Italy and France which has built up over centuries.

**CHIMICHURRI** A green salsa made of finely chopped parsley and a variety of other seasonings that often include oregano, onion, garlic, black pepper and chilli flakes mixed olive oil and lemon or vinegar. Chimichurri is the country's go-to condiment and is known as the perfect accompaniment to barbequed meats but also livens up a variety of other dishes including salads.

**PROVOLETA** A cow's milk cheese with a semi-hard texture is an Argentinian variant of Provolone cheese. Sliced discs of the cheese are topped with chilli flakes and other herbs then grilled until crisp and slightly caramelised on the outside and gooey and smoky on the inside.

**DULCE DE LECHE** This culinary treasure loosely translates to 'sweet milk' or 'milk jam' and is created by slowly reducing condensed milk and sugar until the mixture has a gooey consistency. It is served with breakfast on toast or pancakes, used to flavour cakes and pastries or simply poured over a variety of Argentinian desserts.

**EMPANADAS** A south American pastry deep-fried or baked and filled with either sweet or savoury stuffing from meat, cheese and vegetables to fruit jams and cream cheese.

**YERBA MATE** A traditional South American caffeine-infused drink. The whole leaves from the yerba mate plant are steeped in water or are dried and ground into a loose tea. Drinking mate is a social ritual where it is served in shallowed-out squash gourds and is often passed around a group with people drinking the liquid through a metal straw, known as a bombilla.





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# IN SEASON: Sweetcorn



## 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.

For more information on the association and the competitions and training opportunities we provide contact [masterchefs@msn.com](mailto:masterchefs@msn.com)



## OFFICIAL TASTING NOTES

**Properties:** Sweetcorn is a variety of maize with a high sugar content. Also known as corn on the cob, sweetcorn is composed of rows of tightly packed golden yellow kernels growing along a tough central core.

Sweetcorn is rich in nutrients including the antioxidants beta-carotene and lutein which are essential for preventing eye disease. Sweetcorn also contains certain B vitamins, vitamin C, amino acids, magnesium and potassium.

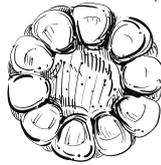
**Usage:** If you're buying fresh corn try to select the ones with the brightest green husks that are wrapped tightly around the corn and feel firm. The husks that feel dry or are starting to yellow are not as fresh.

Frozen or tinned sweetcorn is widely available and are a perfectly good option when fresh corn isn't in season.

**Notes:** Sweetcorn is often served with seafood along with flavours such as garlic, paprika and chilli to complement the sweetness of the maize.

## 1/ FRITTER AWAY

For a delicious savoury breakfast or brunch option, stack delicious sweetcorn fritters or pancakes high and serve them with a poached egg and fresh salsa.



## 2/ THE SPICE OF LIFE

These colourful tortillas are such a versatile dish that can be served open or wrapped as a burrito. The sweetcorn can be served alongside spiced meats and sauces or with a mixture of colourful vegetables or meat alternatives as a vegan or vegetarian option.

## 3/ WHET YOUR APPETITE

These bite sized snacks, known as Kratong Thong, are a popular Thai style appetizer made of sweetcorn and chicken, pork or tuna served together in a crispy pastry cup.



## 4/ A BURGER WITH BITE

For a delicious homemade plant-based burger mix sweetcorn together with chickpeas, flour, breadcrumbs and a variety of seasonings and shape the mix into patties. Cook over a medium-high heat for around 4 minutes and serve in a warm, vegan friendly bun with lettuce and a smoky, chilli tomato relish on the side.



## WASTE NOT, WANT NOT

Sweetcorn does have a relatively short life, not because it goes off but because the natural sugars turn to starch. You can use leftovers to make roasted corn which can add texture to a variety of dishes including salad bowls. Just sprinkle with paprika and oil and bake in the oven for 25 minutes.

## Also In Season:



Apples



Courgette



Beef



Potatoes



Broccoli



Beetroot

EVERYDAY  
*Inspiration*



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# Forever Faithfull Care

**After fifteen years of loyal service, Lucy Coombs has seen it all at Lilian Faithfull Care and believes it's the charity's 'People First' mentality that has made it the success it is today and enabled them to navigate their way through the recent COVID-19 crisis.**

Lilian Faithfull Care is a charity providing care, support and a 'home for life' to the elderly in Gloucestershire. Lilian Mary Faithfull CBE was born in 1865 and until her death in 1952, she was an English teacher, headmistress, women's rights advocate, magistrate, social worker, humanitarian and one of the "Steamboat ladies" who fought for women to gain access to a university education.

Established in 1946, the Lilian Faithfull charity came about after she famously declared "something must be done!" upon seeing Cheltenham's population suffering in old age, despite having given so much during the war years.

The charity has expanded greatly since its inception from twelve residents living in one home to 300

*"Lucy's passion for food and drink came from endless hours of baking with her gran and mum as a youngster."*

residents in five homes, three day centres and affordable flats. With quality dining vital for the resident's health, social life and overall happiness, Lucy and her team have helped put the charity on the food map after they made the final three in the National Care Home Awards for 'Best for Nutrition, Food & Dining Experience'.

Lucy's passion for food and drink came from endless hours of baking with her gran and mum as a youngster. On leaving school there was only one plan Lucy had in mind and that was a career in catering.

"From a young age I loved food and drink, especially baking, so on finishing school I enrolled onto a Food Preparation course at my local college. This gave me a solid backbone in catering and enabled me to get a role at Lilian Faithfull as a Food Service Assistant. Thanks to the incredible training and development initiatives available to staff, I quickly progressed to evening cook, daytime cook and then relief chef. I'm now Deputy Group Catering Manager and Nutritional Adviser across all of the Lilian Faithfull care homes and centres."

While some things never change when it comes to favourite dishes, the menu development and focus on variety, quality and nutrition is unrecognisable from when Lucy started.

"Our menu development processes have improved hugely to ensure we can offer fresh, exciting and nutritious dishes whatever the season. The biggest change to how we worked was when catering was

taken in-house in 2016, which for the first time gave us complete control over the creation and preparation of dishes and menus. It's been great for the residents as we can be more flexible, provide more choice and react to their feedback, trends and also happenings in the world. From a staff development point of view, it is also hugely beneficial because the team can learn new skills, test themselves and be part of the creativity process."

"When it comes to favourite dishes, the Sunday Roast and Friday Fish & Chips still rule the roost but many of our residents are well travelled so love to try different international dishes. The Country Range stocks, sauces and condiments play a huge role in being creative and maximising flavour. We have daily specials, run a sherry hour, have a cooking club, afternoon tea and we were even asked for some vegan dishes recently after a resident heard about the vegan craze in the newspaper. We created a selection of vegan cakes for everyone to try and they were incredibly

well received. It's this 'People First' approach that sets us apart from the rest."

As much of the care sector continues to recover from the COVID-19 pandemic, Lilian Faithfull's preparation, planning and team spirit helped them to be amongst the lucky care homes to come through fairly unscathed.

"A lot of credit has to go to our management team who reacted quickly, stopped all visitors and started preparations in advance. Our food team immediately started to prepare extra dishes to be frozen in case of food or staff shortages and we also looked at ways of fortifying meals, as when you lose the social aspect of meal times, the amount of food consumed is reduced. It's been an incredibly worrying few months and there will be more difficult times ahead but our amazing team have showed they can and will stand up to any challenge. They are true heroes."

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# BACK TO SCHOOL

## OPERATING IN A COVID-19 WORLD

EDUCATION

It is always a challenge to feed children nutritious and tasty meals that they will actually eat while adhering to the School Food Standards, working to tight budget constraints and retaining good staff in the kitchen. However, the additional complexities of implementing social distancing measures and the concerns of anxious parents and children can leave school caterers feeling overwhelmed.

Over the last few months we have listened to school caterers across the UK and Ireland, learning from their experiences earlier in the year and combining the findings with expert advice from the government sector associations and consulting groups to bring our education sector readers a reopening guide.

From the advice focused around reopening your kitchen to the inspiration for designing menus to meet nutritional standards as well as new dining formats, we hope this guide helps to ease your way back into operation.

COMMUNICATION IS THE KEY TO SUCCESS

PRE-OPENING PREPARATION



turkey pinwheels



### THE GUIDE INCLUDES..

- PREPARATION CHECKLISTS
- PARENT AND PUPIL FOCUSED COMMUNICATION GUIDANCE
- MENU PLANNING ADVICE
- RECIPE INSPIRATION COVERING FAMILIAR FAVOURITES
  - STREET FOOD
  - PLANT POWER
  - DREAMY DESSERTS
  - BREAKFAST
  - BREAKTIME SNACKS

You can view the guide online at <https://bit.ly/SIUBack2School>

Stir it up  
Education  
Brochure



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# CHEESE AND ONION BREAD KNOT

**92**  
Calories  
Per Serving



“These cheese and onion knots are a real tasty treat and great served warm. I like to add the onion seeds as they add an extra layer of flavour and they add a nice finish to the appearance.”



PREPARATION:  
10 mins



COOKING TIME:  
12 mins



PORTIONS:  
20

## INGREDIENTS

- 500g Hovis Best of Both Bread & Roll Mix
- 370ml Warm water
- 200g Cheeses, grated
- 100g Red onion, diced
- 5g Onion seeds (optional)

## METHOD

1. Pre-heat the oven to 200°C, 400°F, gas mark 6.
2. Place the Hovis Best of Both Bread & Roll Mix in a bowl fitted with a dough hook. Add the warm water, then mix on a slow speed for 1 minute. Continue to mix for 5 minutes on medium speed.
3. Add 150g of the grated cheese and all the diced onion and onion seeds and mix for a further minute.
4. Divide into 20 portions then roll into a long thin sausage, and fold into a knot.
5. Place on a baking sheet and leave in a warm place to prove for 20-25 minutes. Sprinkle with the remaining cheese.
6. Bake for 8-10 minutes or until cooked through.

## TOP TIPS

You can also make this recipe as finger or bridge rolls, or as a tray bake and serve cut into squares or triangles.

### Nutrition Per Serving

Energy	92kcal	Salt	0.32g
Fibre	1.4g	Fat	3.2g
		of which saturates	1.8g
Protein	4.3g	Carbohydrate	10.9g
		of which sugars	1.2g

Allergens	Milk, Wheat
May contain	Egg, Soya
Suitable for Vegetarians	Yes
Suitable for Coeliac	No

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ARTIFICIAL PRESERVATIVES,  
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SUITABLE FOR A GLUTEN FREE DIET  
AND VEGETARIANS



## Versatile

- Freeze / Thaw stable  
Choose your applications:
- Use straight from the jar hot or cold
- Marinate or brush on
- Dip or Topping
- Sandwich fillings or Salad dressings
- Pour over or Stir Fry

## Free From

- All 17 sauces are suitable for a Gluten Free diet
- Meets UK 2017 Salt Targets
- No artificial colours, flavours\* or preservatives (\*except the BBQ sauces)
- GMO Free / No Added MSG
- Suitable for Vegetarians

## Yield

Each jar (2.2kg – 2.65kg)  
delivers approximately

- 25 - 30 portions when used as a culinary sauce
- 50+ portions when used as a dip
- 75 - 100 portions when used in sandwiches

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# The Anti-Social Club

**Whilst many in the hotel and hospitality industry have grappled with the challenge of converting their facilities to accommodate complex social distancing requirements, Cornwall's St Moritz Hotel & Spa employed the ultimate in coastal blue-sky thinking and opened the UK's first purpose-designed and built 'socially distanced' hotel restaurant.**

The brainchild of founders Hugh and Steve Ridgway, and the St Moritz Director of Restaurants Jonathan Domé, this new summer restaurant has not only surpassed the expected Government requirements on safe and socially distanced dining, it has optimised them at every turn, providing a new and exclusive private dining experience for individuals, couples and groups at St Moritz Hotel & Spa.

Nicknamed 'The Anti-Social Club', the new dining concept consists of 16 private dining rooms, with a maximum of 96 covers. The summer pop-up restaurant has been specifically designed to ensure that the individual dining rooms are all accessed from outside, with the service function being provided from a central atrium, and all food and drink being delivered to the private dining rooms via a set of hatches. This clever design, and the complementary operational procedures, mean that the St Moritz service team don't need to go into the dining rooms, and the individual, staggered dining times mean that guests won't run into each other. The innovative set-up also means that each and every room can be completely cleared and appropriately cleaned, then re-set-up, to meet all requirements, between each dining party.

St Moritz Director of Restaurants Jonathan Domé will drive menus that pay tribute to the incredible Cornish food suppliers and producers, all enjoyed in a relaxed, sharing style of service. St Moritz Hotel & Spa employs at least 65 staff year round, and the Anti-Social Club will require a team of at least 20 to run across the high season, providing vital local jobs and economic benefits.

Co-owner Hugh Ridgway says: "COVID-19 has stopped the industry in its tracks. Like all hotels, bars and restaurants across the globe, the virus has hit our business like an unbelievable sledgehammer. However, as ever, we have dusted ourselves off, and risen to this unpredictable challenge in our own creative, St Moritz way."

When the team opened the doors to The Anti-Social Club the demand for bookings was so strong, and so immediate, that the creative team behind the hotel have also reworked plans to enable breakfasting in sea-facing, classically cute British beach huts that come as an accompaniment to the hotel's King rooms.

The huts, which overlook the Camel estuary towards Steppa Point and the Atlantic beyond, are classic English seaside in style, with bunting, tables and chairs, and all are individually named. Guests within the King

**CO-FOUNDER AND CO-OWNER OF ST MORITZ HOTEL & SPA, HUGH RIDGWAY, SAYS:**

*"We've had to soar to our optimum heights of creative thinking to create The Anti-Social Club, an experience we're proud to have dreamt-up as an 'antidote to the C-Word', whilst surpassing all required standards and processes on social distancing. And given the excited reaction to our summer restaurant, we're now delighted to also offer breakfasts, as well as casual dining and drinking opportunities, in our brilliant little beach huts to guests booked into our King rooms. Safe doesn't have to mean boring and we're finding every way to keep an appropriate sense of humour around all of our new options, as well as delivering yet another first in the UK market."*



**Above (main)**  
The Coral Room

**Left (inset)**  
Sharing a platter in the Coral Room

**Below (inset)**  
Beach huts



rooms are be able to pre-book an allocated time slot for their already laid-out breakfast beach hut, and be able to choose from three specially designed breakfast sharing platters which will sport a combination of a vegetarian Club Continental Breakfast, a Full Cornish Breakfast or a Vegan ¾ Full Cornish Breakfast. Guests naturally have the option to upgrade any breakfast options to a special Cornish 'champagne' option that includes a bottle of Camel Valley's sparkling wine, from the nearby, celebrated vineyard.

Together 'Breakfast at the Beach Huts', The Anti-Social Club and socially distanced accessible dining have ushered in a new 'bubble' dining ethos as an exclusive holiday opportunity for all guests staying at the hotel across their 'Summer of Social Distancing.'

# A SEPTEMBER TO REMEMBER



**WE GET THROUGH A LOT OF LARGE TINS OF COUNTRY RANGE TINNED TOMATOES – ABOUT 30 A WEEK! WE USE THEM IN OUR PIZZA AND PASTA SAUCES AND THE BIG TINS ARE BRILLIANT WHEN YOU'RE MAKING HIGH VOLUMES. THE PRODUCT IS REALLY NATURAL BECAUSE THERE AREN'T LOTS OF HIDDEN INGREDIENTS IN THEM.**  
- Meal supplier, Taunton

With schools and colleges back, Christmas already on the horizon when summer is not even finished yet, September is always a busy month for chefs. Throw in a COVID-19 pandemic, lockdown and the economic turmoil it has caused, and it's understandable that there is a lot of worry in kitchens, making this a September to remember like never before.

While there are still plenty of unknowns for chefs, some things never change and that includes the need for ingredients that offer absolute quality, consistency, versatility and value. After all, if people are going to be tempted to eat out again in these tough times, the food and drink has to be good value for money and have a point of difference.

Country Range provides you with consistent products for an affordable price ensuring you don't need to compromise on taste or quality. Country Range brand products are specifically created for use within a professional kitchen and the quality, consistency and affordability of our products makes the Country Range brand widely regarded as the best in foodservice.

We have over 800 products in our range covering grocery, chilled, frozen and non-food. So whether it's basic ingredients, such as our allergen-free bouillons, or finished products like our handmade cakes, frozen and pre-portioned for convenience, we have the selection to help your kitchen adapt to any challenges.

## MAKING THE GRADE

We're passionate about our brand and its heritage so we have a water-tight procedure in place to ensure the products we're providing you meet the high quality standards you expect when buying Country Range. All our suppliers are BRC (British Retail Consortium) accredited and we have full traceability on all our products. Food safety is of critical importance when working in the food supply chain and the BRC Global Standard for Food Safety certification is an internationally recognised mark of food quality, safety and responsibility.

## OUR POLICIES

- Our products do not contain genetically modified (GM) ingredients
- All hydrogenated fats are to be removed from our products and shall not be used in the development of any new products
- We are working with our suppliers who use palm oil towards sourcing this material from sustainable managed sources that do not cause such damage to the environment
- We're committed to meeting the FSA and Department of Health initiatives on reducing the nation's intake of excessive salt, sugars and fats

For details of the full range as well as hundreds of recipes for you to utilise please visit [www.countryrange.co.uk/products/](http://www.countryrange.co.uk/products/)

For more information on our constantly evolving portfolio, business boosting ideas and menu development inspiration, visit [www.countryrange.co.uk/whats-new/](http://www.countryrange.co.uk/whats-new/)



Turkey pinwheels



Gluten free kir royale cheesecake



## Best in class

Trying to keep a menu fresh, nutritious and exciting for youngsters is tough at the best of times so the last few months have been even more challenging for school caterers. Add social distancing measures, staff issues, anxious children and additional budget constraints into the mix and this poses an even bigger challenge for education caterers in the new term.

When it comes to the food provision we understand that one size doesn't fit all and that protocols and needs in school kitchens will vary across the UK and Ireland. At the time of writing, clarity on how school meals would look was very much blurred but whether it's staggered lunchtimes, social distancing in canteens, no hot meals, lunchbox style service, classroom deliveries or something else, Country Range has ingredients, finished products and a whole host of menu inspiration to help.

For details of the full range as well as hundreds of recipes for you to utilise please visit [www.countryrange.co.uk](http://www.countryrange.co.uk)



**THE WHOLE RANGE IS GREAT TO USE, SO IT'S DIFFICULT TO PICK A PARTICULAR FAVOURITE, BUT I'D PROBABLY GO FOR THE COUNTRY RANGE BAKED BEANS. WE HAVE TRIED MANY ALTERNATIVES BUT THESE HAVE ALWAYS COME UP THE BEST.**  
- School, East Yorkshire

# SHIFTING SEASONS

Autumn is on the horizon and Christmas is not far behind so it's time to give some thought to your offering for the winter months and festive season.

Ideal for caterers lacking the space and time to create their own desserts and the perfect solution for the festive season, Country Range is launching a range of stunning, on trend finished cakes and desserts.

### THE SEDUCTIVE NEW SELECTION INCLUDES:

**Country Range Gluten Free Kir Royale Cheesecake** - An indulgent blackcurrant cheesecake rippled with a tangy blackcurrant compote on a crisp biscuit base. Topped with a layer of prosecco infused cheesecake with chocolate coated popping candy and finished with a Crème de Cassis jelly.

**Country Range Premium Individual Chocolate & Amaretto Semifreddo** - A light, freezer-to-table chocolate dessert made with Belgian chocolate

and an Amaretto soft centre, beautifully decorated with malted chocolate balls and chocolate shavings.

**Country Range Black Forest Layer Cake** - A dark chocolate sponge rolled and filled with Belgian white chocolate buttercream and a layer of tart cherry sauce, fully covered with cream and finished with dark chocolate shavings, sweet snow and glitter sparkle decoration.

**Country Range Vegan & Gluten-Free Spiced Orange Dessert** - Chocolate ginger gluten-free biscuit crumb with vegan brownie cubes encased through an orange chocolate truffle filling. Finished with chocolate ginger crumb and gold sugar.

**Country Range Premium Irish Whiskey Cream Cake** - A luxurious coffee sponge cake, filled and topped with Irish Whiskey buttercream. Gorgeously handmade and finished with marbled chocolate shards and sparkling gold glitter.



Premium irish whiskey cream cake



Professional

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# Only a pavement away

**Since the COVID-19 pandemic hit the UK and the country went into lockdown, the hospitality industry has seen unprecedented numbers of closures, resulting in the struggle of those who were employed within it, and in some cases seeing ex-hospitality workers fall into destitution.**

Statistics show that at least 500 individuals have found themselves newly homeless due to not being able to pay rent and utilities, following redundancies and job losses for those who did not meet the criteria for furlough pay.

Hospitality industry charity, Only A Pavement Away (OAPA), was set up in 2018, by founder Greg

Mangham, to support ex-offenders, vulnerable veterans and the homeless get back into work through jobs within hospitality. The charity has now turned its attention to helping those who have suffered most throughout the pandemic, through a number of food bank donation operations, fundraising campaigns and even celebrity partnerships.

The Hospitality Against Homelessness campaign was the largest to have been set up by the charity since its inception, and has exceeded the highest of expectations. Through a collaboration with celebrity chef Tom Aikens, the Tom Aikens Charity Cookery Challenge was born, in which those who took part must cook a meal in five minutes, donate £5 to the charity and

nominate five friends. That challenge has now had in excess of 200 participants, with high profile names such as Judy Joo, Tom Kerridge, Paul Ainsworth and Jason Atherton, and sees the total number of donations rising daily.

In celebration of his incredible support for the charity, Tom Aikens was also announced as an official ambassador for Only A Pavement Away. This was marked along with his attendance confirmed for the charity's Cook and Dine 2021 event, set to take place in January next year.

Following on from the success of the Charity Cookery Challenge, OAPA didn't want to waste the fantastic recipes that were being shared across social media, so it was decided that a cookbook would be created; including recipes from both celebrity chefs and the general public alike. The cookbook, which is due to

launch in November 2020, will be

created in two formats, the first, a miniature booklet which will be distributed for free to members of the charity to give them access

to quick, easy and affordable recipes, as well as a published hardback including up to 200 recipes with imagery.

The hardback cookbooks will retail at approximately £10-£12 and all proceeds from both the challenge and the cookbook will go to support both members and non-members of the charity in getting back into work.

The work that the charity does doesn't stop there either, with the team already looking to the future of hospitality by launching its, first of its kind, jobs board and candidate profile page. The site, which launched on 21st July 2020, allows all charity employer partners to search through candidate profiles and shortlist them for interviews, before hiring through the charity, and giving someone the fresh start they need for their new life.

**To find out more about Only A Pavement Away, register your interest as a volunteer, or make a donation, please visit <https://onlyapavementaway.co.uk>**



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# Tapping into the **takeaway** market

There is no doubt that businesses across the hospitality sector are in a continuous cycle of learning, adapting and reviewing their operations and menus on an accelerated level as a result of the pandemic. Enforced lockdowns and social distancing measures have shaped change at pace – with early adopters clearly leading the race back to stabilising their operations.

Although pubs, bars, restaurants and cafes are now open, the usual flow of traffic has been altered. In commercial zones, fewer people are working in the office as 43% of consumers are looking to work from home more often. This potentially shifts the balance of breakfast, lunchtime and evening trade into more residential and out of town locations. With consumers conscious about reducing their contact with others, and care homes and schools needing to deliver meals at a distance, we are experiencing a rise in the food-to-go and handheld snack market.

## A DIVIDED MARKET

Consumers have consistently proven that when it comes to food, we fall into two camps depending upon our emotional needs. The onset of COVID-19 and a growing awareness of the health benefits of eating well could have a strong influence on future buying behaviours.

### DID YOU KNOW?

ONLINE TAKEAWAY DELIVERY PLATFORM FOODHUB REVEALED DEMAND FOR THE NATION'S FAVOURITE FOOD HAS DOUBLED SINCE LOCKDOWN. SALES INCLUDE: **QUARTER POUNDER BURGERS +158%**, **DONER KEBABS +156%**, **SAUSAGE & CHIPS +152%**, **CHICKEN BURGERS +147%**, **CHICKEN NUGGETS +146%**

Research by consumer experts FMCG Gurus indicates that just over 70% of people surveyed said they planned to eat more healthily since the pandemic began. At first glance, this is great news for the health food sector, however good intentions do not always equate to actual change. A survey by Obesity Action Scotland conversely shows that 65% of young people were eating more confectionary and 60% of all respondents had made no changes to their fruit and veg intake since lockdown. In this current consumer market, it seems that there are moments when we crave something healthy and delicious and then there's those moments when only comfort food will do.

Asian bao bun  
with spiced beef  
and cabbage



Tacos with chickpea curry and sour cream sauce with parsley, spinach and green onions

'chicken and waffles' or 'chicken and doughnuts' breakfast?" suggests Gordon Lauder, MD of frozen food distributor Central Foods.

Global influences are prevalent in the takeaway and handheld food sector with street food appealing to many consumers for meals from breakfast to dinner; "Bao buns are one of the hottest current trends when it comes to handheld snacks and they lend themselves perfectly to a range of different serving situations, which is really convenient for foodservice operators who need to be flexible with their offering at this uncertain time," continues Gordon Lauder.

The variety of flavours and options offered by street food will be key to developing enticing menus for the food-to-go market. Take a look at our Street Food Trend Report for an in-depth guide to this growing sector and learn how to translate a cross section of international dishes into your offering.

<https://stirupmagazine.co.uk/pageturners/stir-it-up/street-food-trend-report/>

### CARING FOR THE ELDERLY

In the care sector, operators have been navigating a new-found set of obstacles as they try to incorporate the social elements of mealtimes while respecting distancing rules. Matt Nicholas, Development Manager, Atalian Servest comments "We have termed it 'personal distancing' rather than social distancing to alleviate the isolation caused by losing the community dining element in our care homes."

Residents have enjoyed a variety of handheld snacks, served as part of a theme to encourage engagement. Lunch has been presented in picnic boxes complete with picnic blankets and teams have decorated ice cream trollies, dressing up in old fashioned uniforms to bring back memories. Atalian Services have also provided care homes with bespoke newsletters, delivered to every resident advertising sweet treats and snacks available to order that day, ensuring no-one is left isolated and hungry.



## Top Takeaway Tips

- If you are new to **FOOD DELIVERIES** or providing takeaway options, think about the packaging you use. Many complaints from customers who order deliveries arise from inappropriate packaging or food arriving cold.



- **CONSIDER THE CONSUMER EXPERIENCE.** With more consumers opting for takeaway, look at how you can continue their experience once they have left your outlet. Can packaging have a dual purpose? Think sporks, picnic boxes, microwavable and multi compartment packaging.

- Review your **BEST SELLERS** and test which ones are robust enough to put into a box for delivery or takeaway.

- "Offer **MEAL AT HOME KITS** containing all the ingredients needed for consumers to cook their favourite dish at home. This enables orders to be taken in advance and made up ready for collection. Coupons could also be introduced to encourage repeat business back into your premises." Says Matt Cox, Senior Development Manager at Creative Foods.



- The current **STREET FOOD MARKET** is not showing any signs of slowing down. Operators can capitalise on street food trends, reacting to consumer demand with a range of handheld takeaway menu items that are bursting with flavour.

### MENU INSPIRATION

It appears this split between heath food and comfort food is here to stay, so how can a caterer accommodate these needs in a market that demands more takeaway and handheld food? To encourage healthy eating, items such as super seed porridge pots for breakfast, fruit bowls and protein pots are simple additions to the menu and work well as snacks and takeaway options.

Grains such as rye are also trending due to an increase in evidence of the associated health benefits such as assisting with weight management and type two diabetes. Swedish baker Polarbröd are currently offering a variety of 5 different rye flatbreads and thinbreads as sandwich and breakfast options across all sectors.

Serving the vegan market, jackfruit continues to be a strong, low cost option for sandwich fillings and street food items. Mark Wallace, Senior National Accounts Manager at Creative Foods Europe comments "BBQ Pulled Jackfruit is a great alternative to pulled pork and is an on-trend vegan and vegetarian filling. Its versatility enables caterers to serve the jackfruit filling in multiple ways, therefore requiring less ingredients in the kitchen."

Similarly, halloumi has recently seen an uptick in demand due to its versatility and the growth in vegetarianism and is now one of the fastest growing varieties in the Continental cheese market, although not all recipes suit the needs of the health conscious consumer. "Halloumi is experiencing amazing demand partly due to the increased popularity we've seen of halloumi fries" says Craig Brayshaw, Commercial Director, Eurilait Ltd.

Outside of the vegan/vegetarian market, chicken continues to prove itself as the nation's favourite. Not only is it a flexible flavour partner for dishes across the spectrum, it also travels well for delivery. "To increase sales, why not consider tempting customers with a tasty, US-style

**SWEDISH BAKER POLARBRÖD HAS UNVEILED A RECIPE BOOKLET FOR CARE HOME CATERERS WHICH BRINGS TOGETHER FRENCH-INSPIRED SNACK AND HANDHELD RECIPE IDEAS FOR ITS SOFT THINBREADS.**



BBQ pulled jackfruit burgers

## Adopting an Adapt and Survive Strategy

Businesses are working together and inspiring each other to adapt and survive the pandemic, with many taking bold decisions to completely transform their businesses. Here is a snap shot of some of the efforts that are taking place throughout the industry.

### TRANSFORMING THE TEA SHOP

Rosie Lea is an established tea shop with two locations in Hampshire, one of which was too small to safely meet the eat-in trading requirements. The team developed compostable, branded cake boxes and changed their offering to a fully fledged ice cream parlour and bakery featuring homemade bakes in ice cream sundaes and decadent tiered cakes to take away.



DASH

### RADICAL RENOVATIONS

Vegan restaurant DASH in Covent Garden were due to open just before the pandemic struck. Their premises featured newly installed floor to ceiling glass windows, but following lockdown, the team made the brave decision to rip out the windows and turn it into a counter space with a sliding glass frontage, enabling

customers to browse, order and pick up purchases from outside the shop contact-free. The team have also reduced their menu, focussing on best sellers to keep wastage at a minimum and aid the decision making process for customers.

### DELIVERIES DRIVE DIVERSIFICATION

Chef turned restaurateur Andreas Antona, launched a takeaway and delivery service during lockdown to safeguard jobs for his staff at Simpsons and The Cross. The concept was well received and Andreas is launching his new brand "Andreas at Home", with longer terms goals to provide the ultimate at home dining experience.

Speaking of the concept behind the diversification, Andreas says, "There was so much uncertainty surrounding what restaurants would look like post-COVID19 that I couldn't just sit at home and wait. I had to go out, face the challenges and find new ways to reach customers. The nature of dining is changing and by offering delivery we have the opportunity to cook and sell delicious food to make our customers happy in a safe and sustainable way."

## CATEGORY FOCUS

### TABLE SERVICE & TAKEAWAYS

In the education sector, schools have been re-working their meal plans to cater for a more simple lunch and breakfast menu, with meals that can be served to pupils at their table.

*80% of TUCC members stated that they would be providing takeaway options to students over the coming months.*

Drawing from experience in the OOH sector, caterers in the education sector can also adapt learnings from street food vendors to develop workable solutions that provide healthy meals in a "to-go" format. "It will be important for school caterers to recognise their canteens will not be used in the same way they were when schools reopen in September. Students will be more inclined to eat outdoors (weather permitting) therefore grab-and-go dishes should be high on the agenda." Says Simon Solway, Country Manager OOH UK & Ireland, Santa Maria Foodservice, "Dishes like tacos, quesadillas, loaded fries and ready packaged salads all share the benefits of quick turnaround times and are primarily self-contained, perfect for students to takeaway and consume where they feel most comfortable."

The hospitality industry, despite it's woes this year does have our love of global flavours to celebrate. Consumers in the UK and Ireland have never been as brave or adventurous when eating out of home, providing a pool of inspiration as rich in menu options as it is in breadth of global influences, transforming the food-to-go and handheld snack market.



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VEGAN

Serving suggestion

GLUTEN FREE



FR-135-006

French Macarons  
1 x 36

Serving suggestion

Sweet and savoury options perfect for food-to-go, takeout and delivery  
**When will you serve yours?**

# COVID-era shifts in Foodservice



**By Charles Banks**  
Director and Co-founder  
of thefoodpeople

The COVID-19 pandemic has posed a staggering health and humanitarian challenge in all areas of life. Within foodservice we've seen many great brands and leaders of industry close their doors forever, some expected,

some definitely not. However, we've also seen operators change their businesses overnight turning their hand to a 100% delivery model, semi prepared meal kits, selling basic provisions and of course cooking for frontline workers.

These shifts have happened out of necessity. As we emerge from lockdown the creativeness, resilience and ingenuity of our industry is astounding. The foodservice sector is rising up and the survivors are using this moment to rethink and reset for the COVID-era consumer.

What is clear, though, is that the pre-coronavirus business models will need to change in consideration of consumer behaviour, the high street dynamics, health, safety, capacity, real estate and legislation.

*"These shifts have happened out of necessity. As we emerge from lockdown the creativeness, resilience and ingenuity of our industry is astounding."*



*Here are 8 shifts that we expect to see...*

## 1. SANITISE

Cleanliness, health and safety has become a strategic issue. Diners in an anxious weary world need a safe dining experience, with 'visible hygiene' in place in order to give them the confidence to return again next week. Sanitise, for now, is the new sustainable.

## 2. PROTECT

Although the look is alien to most of us, it is one that we are going to have to get used to, highly visible PPE. Protecting staff and guests is imperative, no operator wants a virus outbreak tracked and traced back to them.

## 3. NO-TOUCH

We are living through a 'no touch' revolution, many diners have ordered 'contactless' and seen how easy and convenient it is, so the competitive landscape in 'no touch food and drink' will continue to be transformed. Creating an easy and seamless journey, giving the diner the confidence to return time and again.

## 4. AT HOME

Has a new channel emerged, semi-prepared restaurant food delivered 'at home' for diners to finish? The dark kitchen operating model has come into its own, not only hot finished dishes but semi-prepared 'diner to finish' food. Having access to 'the wheels' or the means to deliver into the 'diners location' will be key.

## 5. DIVERSIFY

At the heart of the COVID-era business models will need to be diverse, the ability to flex and adapt to be relevant in a world where the consumer behaviour around food and drink has changed. Think new collaborations, distribution channels or a hybrid offer that includes sit down, deli, delivery, grocery and e-shop.

## 6. EXPERIENCE

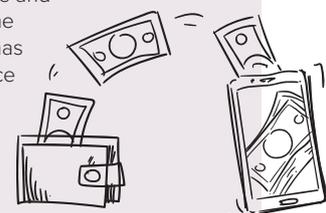
The venues that we consume food out-of-home are places of connection, community, excitement and decadence that is very powerful, but the future experience will change. As new regulations come into place or change and evolve, ensuring you are still creating a compelling experience-based journey across your food offer will be key.

## 7. RE-THINKING SPACE

Optimising space in the COVID-era will be key. With risks of infection said to be lower outside, so alfresco eating becomes part of new normal. Think roof tops, balconies, micro private dining, summer greenhouses and pop up spaces.

## 8. AUTOMATION

There had been incremental application of robotic use in foodservice for years, but now with a need for human distance and contact free, the robotic world has a new relevance where novelty turns into necessity.



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# Taking the greatest care



We sat down with Sue Cawthray, National Chair of the National Association

of Care Caterers (NACC) to discuss how the industry has responded to the challenges created pandemic and the longer term impact that lockdown and operational limitations are having on the provision of food to the elderly and vulnerable in care settings.

The COVID-19 pandemic has had such a devastating impact upon the foodservice industry overall, what have you seen as the key issues faced across the care sector?

*"Food shortages and delivery issues, particularly at the very start of the pandemic, meant that care caterers had to adapt menus in line with products available."*

Food shortages and delivery issues, particularly at the very start of the pandemic, meant that care caterers had to adapt menus in line with products available, ensuring they continued to deliver the nutrients required by residents and Meals on Wheels customers.

On top of the busy role care caterers deliver daily, they had to put additional, and changing, health and safety measures in place and ensure everyone had the right information and training to continue to operate as safely as possible.

As well as the practical pressures teams faced, the escalating isolation that residents and Meals on Wheels customers suddenly had to deal with was a cause for concern. With care homes in lockdown with no

visitors and social eating no longer viable, and many elderly and vulnerable in the community more isolated than ever and unable to leave their homes, there was a real risk that isolation and loneliness could have a negative impact on their appetite, potentially leading to increased malnutrition.

**What are the longer-term issues you see the care industry facing as a result of the pandemic?**

Malnutrition among older people has been one of the main challenges of the pandemic. For so many vulnerable people, getting to the supermarket, picking up the right foods and cooking a hot meal can be a challenging, daunting and in many cases an impossible task – particularly amidst a worldwide pandemic.

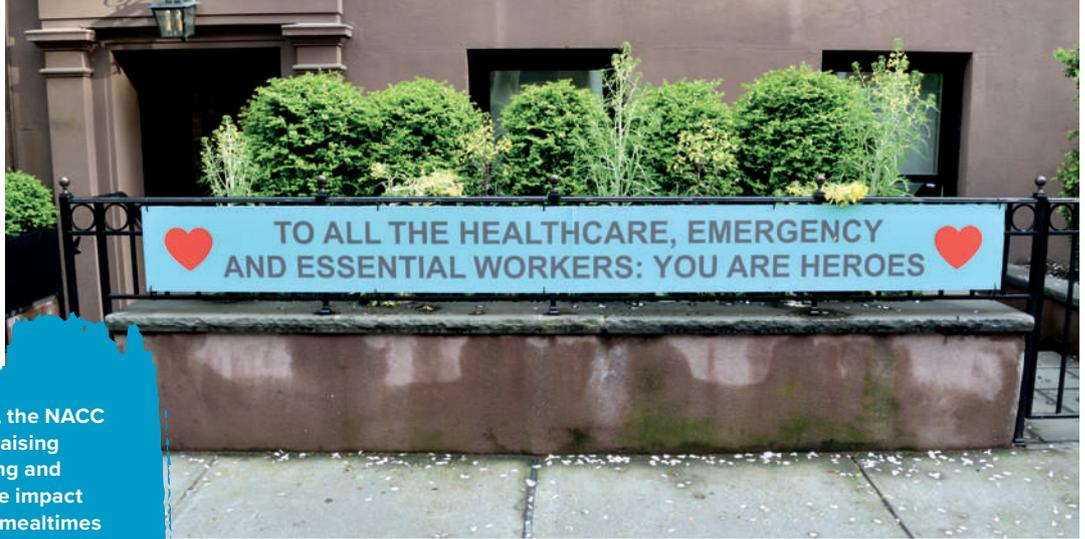
The NACC is a long-standing champion of the fantastic Meals on Wheels service and campaigns continuously to raise awareness of the valuable role it serves in the community. Unfortunately, due to ongoing funding cuts during austerity, the reality is for so many older people, Meals on Wheels services aren't always available and as a result, many people are

suffering from malnutrition which often leads to a range of new, avoidable health issues.

In a bid to raise awareness of the exponential rise in malnutrition amongst vulnerable adults, a letter from the UK Malnutrition Awareness and Prevention Network (a network that the NACC is a partner of) was sent to the Secretary of State for Health and Social Care, Rt Hon Matt Hancock MP to force the government to take action to ensure that all population groups receive the support they need to eat well and stay alive.

**On a more positive note, it has been amazing to see stories of care establishments working hard to keep residents and customers safe and there have been plenty of heroes that have emerged over the period.**

The response of our members and the sector to the pandemic has been incredible. Care caterers have adapted and worked really hard, and often very long hours, to ensure their residents and customers get the good nutrition and hydration they need. This is no surprise as our sector is full of inspirational and brilliant people – they are all heroes.



For more than 30 years, the NACC has been committed to raising standards of care catering and championing the positive impact nutrition, hydration and mealtimes have on the physical and emotional health and wellbeing of the elderly and vulnerable in care settings.

The NACC believes that everyone has a right to receive good food and drink that reflects their individual nutritional, cultural, physical and emotional needs. Through its inclusive programme of regional and national events, training, campaigning, research and guidance documents it provides valuable support, information and advice to care caterers to help them achieve this. It also offers a valuable platform for like-minded professionals to connect, learn and share ideas and best practice.

**Speaking of heroes, we love the brand new 'Triumph Over Adversity' category that has been added to the NACC Annual Awards for 2020, why was it important to include this new category?**

The awards are very important as they give us a wonderful opportunity to pause and recognise excellence, dedication and innovation in our sector and to celebrate the valuable contribution care caterers make to society.

For 2020, given the extraordinary challenges the Covid-19 pandemic has presented, the awards are all the more pertinent. Care caterers up and down the country have more than stepped up to the challenges the pandemic has presented. We could not let the selfless dedication,

compassion and ingenuity of these frontline workers go unrecognised. The Triumph Over Adversity Award is an exceptional award for exceptional times and our way of saying thank you to all our colleagues for their outstanding response to this period of national crisis.

We're very, very proud of the care catering sector and we can't wait to celebrate with our peers later on this year. And, we very much hope that we'll be able to do this in person!

Find out more and get involved at [www.thenacc.co.uk](http://www.thenacc.co.uk).



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# TWO SIDES of the story

By Jill Livesey, managing director at Lumina Intelligence

**OVER THREE-QUARTERS OF UK CONSUMERS HAVE SOMEWHAT MISSED EATING OUT AT RESTAURANTS AND THERE IS A STRONG LIKELIHOOD THAT, WHEN CONSIDERING WHERE TO EAT OUT, CONSUMERS WILL OPT FOR EITHER FAST AND CONVENIENT SOLUTIONS OR A PREMIUM EXPERIENCE-LED OFFERING.**



Navigating the post-lockdown waters is challenging and is testing the resolve of many operators. Which channels will recover quicker than others and how can operators and brands maximise the opportunities available? Our recently launched UK Eating Out Market Report 2020 focuses in on this, highlighting accelerated polarisation across the hospitality industry.

The lowest recorded consumer confidence since the financial crisis over a decade ago and a weakened economy will lead to heightened appreciation of value for money and cheap prices. Operators that can achieve the fine balance between attractive prices and robust business margins will be on the highway to recovery.

The recovery will come from two directions. Firstly, quicker, convenience-led solutions will be more agile in the post-pandemic world of social distancing.

The long queues that followed the re-opening of many nationwide fast food operators clearly showed that pent up demand will lead consumers to venture out-of-home in order to save time in the kitchen for an affordable and indulgent meal.

On the other hand, for many consumers eating out of home is associated with higher quality ingredients, immaculate service and exciting experiences, which in turn is expected to drive footfall to more aspirational pubs and restaurants. On such special

occasions, consumers are more likely to be open to trading up and thereby increasing their spend, which will bring a much needed boost to the eating out establishments which were forced to close their doors for more than three months.

We can only hope that consumers vote with their feet and return to the hospitality outlets they have missed to ensure a viable future for our industry, be it for a small ticket purchase on-the-go or indulgent treat occasions in a full-service restaurant.



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**Together we rise!**

# The evolving hospitality customer



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They say it takes 6 weeks to form a new habit. Well it's been nearly 6 months now since the UK consumer first really felt the impact of lockdown measures. The restrictions on socialising, the potential financial instability for so many, and the weeks spent in our homes have undoubtedly altered many people's habits and behaviours. The majority of consumers are likely to settle back to longer term habits eventually, but there are some clear key trends which have emerged, or should I say, accelerated at a breakneck speed!

## 1. Hyper, hyper-connected consumer

SINCE LOCKDOWN, A WIDER REACH OF PEOPLE ARE DOING A BROADER REMIT OF ACTIVITIES ONLINE – LEARNING, SHOPPING, CONSUMING, COMMUNICATING... PEOPLE HAVE DOWNLOADED NEW APPS AND SEEN NEW WAYS TO EXPERIENCE AND UTILISE THE ONLINE WORLD. IF YOU THOUGHT AN ONLINE PRESENCE WAS IMPORTANT BEFORE, THE IMPORTANCE HAS NOW EXPLODED. POSTING THE OCCASIONAL PHOTO ON INSTAGRAM PROBABLY WON'T CUT IT ANYMORE!



## 2. Health and safety with a twist



WHETHER WE END UP WITH A NATION OF OCD HAND WASHERS OR JUST MORE AWARE OF OUR MENTAL AND PHYSICAL HEALTH, WE EXPECT THE HEALTH AND WELLNESS TREND TO FURTHER SPIKE. HOSPITALITY WILL NEED TO PROACTIVELY HELP CUSTOMERS FEEL SAFE, WITH REGARDS TO BOTH THE FOOD AND DRINK THEY ARE CONSUMING AND OF COURSE THEIR ENVIRONMENT.

IN A RECENT CHAT I HAD FOR OUR BLOG SERIES, HOSPITALITY TALKS, YUMMY PUBS CO-FOUNDER, ANTHONY PENDER TOLD ME "THERE ARE THINGS WHICH WE'VE CHANGED IN THE VENUE WHICH WON'T ACTUALLY HELP WITH THE HYGIENE OR THE PANDEMIC, BUT THEY'RE GOING TO MAKE CUSTOMERS FEEL SAFE. WE'LL NEED TO RE-ASSURE CONFIDENCE IN THE CONSUMER. NUMBER ONE WILL BE THE REALITY OF WHAT WE NEED TO DO, AND THE SECOND WILL BE THE CUSTOMER PERCEPTION."

## 3. DELIVERY AND "EATING OUT AT HOME"

Only 7% of UK consumers were using delivery apps on a weekly basis before this crisis – that figure is looking to be around 24% right now. Delivery is now providing hospitality with a much-needed source of income, when done right. Consumers were forgiving of new delivery services during lockdown, but operators now need to get professional - competition is fierce and not all will survive.

The successful operators will be thinking beyond delivering food and consider the wider "dining out at home" experience, including drink pairings, tableware and even playlists. DIY meal packs and 'finish at home' versions of signature dishes are already emerging as crowd-pleasing concepts.

## ADVICE FROM THE EXPERTS

## 4. FLATTEN THE (DAY PART) CURVE

The way we live our lives has changed, meaning the way we consume will change too. This offers a huge opportunity to maximise footfall during off-peak times and flatten the traditional peaks throughout the day to keep a steady and safe stream of customers. Although some operators are concerned about a drop in professionals visiting for lunch or post work drinks, many are still looking for a change of scenery now that they are working from home. This potentially means opportunities for earlier family dinners; or the need to 'escape' for a morning coffee; or a workspace for a couple of hours away from home; or brunch/breakfast with friends instead of after work drinks.

There is an opportunity for operators and suppliers to think differently. How does range, offer and comms need to flex to attract different customer occasions?

## 5. DON'T FORGET TO SURPRISE AND DELIGHT

Safety will be a priority for a while, but we must continue to remind customers what they love about the hospitality experience; the food, the drinks, the perfect serve, the welcoming atmosphere, the list goes on.

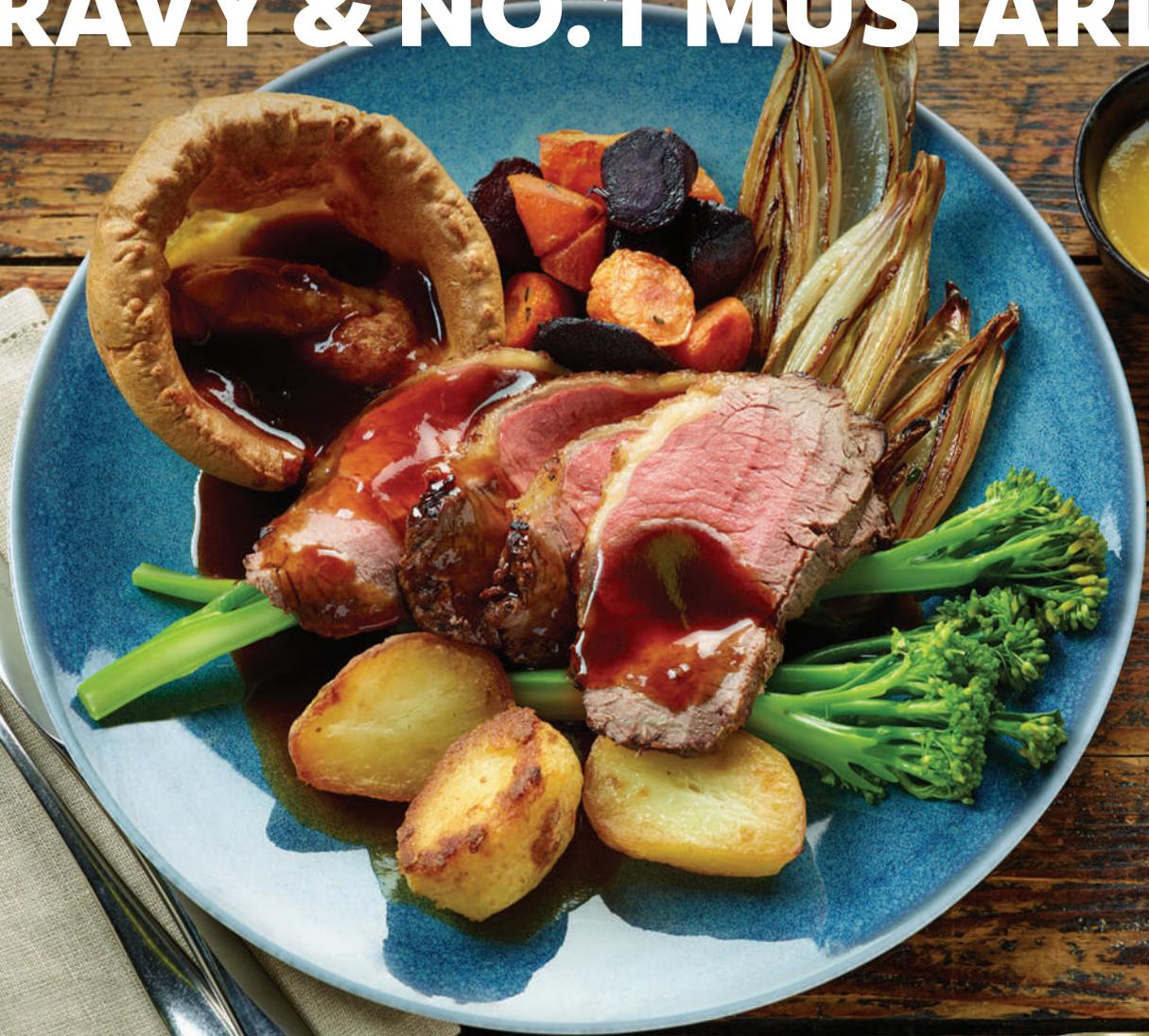
Louise Maclean, Director of Sales and Marketing at Signature Pubs comments, "we promote social interaction, that's what we're here to do. We're here to help people enjoy themselves. We need to be careful not to become a clinical, sterile box".



## 6. Be open to (& ready for) change

WHATEVER HAPPENS NEXT MONTH, IT WILL PROBABLY LOOK VERY DIFFERENT AGAIN IN 3 TO 6 TO 12 MONTHS. STAYING CLOSE TO WHAT YOUR CUSTOMERS WANT, NEED AND FEEL IS GOING TO BE EVEN MORE INSTRUMENTAL THAN EVER IN HELPING BUSINESSES PREPARE FOR THE FUTURE AND NAVIGATE THESE CHALLENGING TIMES.

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\*Aggregated UK wholesaler sales value, YTD Oct 2019 \*\*Also suitable for vegan roasts



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**INNOVATION**

## HOSPITALITY ACTION LAUNCHES 'INVISIBLE CHIPS' CAMPAIGN

**Celebrity Hospitality figures call upon the public to buy Invisible Chips to support those whose livelihoods are disappearing.**

As restaurants, pubs, cafes and hotels reopen post lockdown, and life is showing signs of returning to normal, Hospitality Action is launching a quirky and innovative fundraising campaign to harness

the UK's goodwill and affection for the hospitality industry.

0% fat, 100% charity. Invisible Chips are an amusing and engaging way

for diners to show their support for the industry which has been so devastated by the impact of COVID-19. Invisible Chips are simple to prepare, take up zero freezer space and never go past their use by date. They are easily available online and in participating venues. The idea is that by 'chipping in' the cost of the nation's favourite side dish, diners will be able to do their bit to support the thousands of hospitality workers who are at risk of their livelihoods disappearing.

For any restaurants, bars or food outlets that are keen to take part and want to add Invisible Chips to their menu, go to <http://www.invisiblechips.org.uk> to sign up, where you can also order a portion to enjoy at home.



**RESEARCH**

## Burnt-Out: Mental Health Survey

**A recent survey of 1273 hospitality professionals carried by The Burnt Chef Project showed that 8 out of 10 or 84% of respondents had experienced some form of mental health issue during their career and more alarmingly 46% stated that they wouldn't feel comfortable talking about their health concerns with their colleagues.**

The Burnt Chef Project was launched in May 2019 by former hospitality industry supplier Kris Hall with the intention of eradicating the mental health stigma across all sections of the UK's hospitality industry.

The Burnt Chef Project has trained countless Burnt Chef Ambassadors in Mental Health Awareness who work closely with the project in its ongoing goal of increasing conversations around mental health and supporting those who are struggling with their own mental health.

In addition, they have partnered with some of the leading brands in wholesale food producers including Maldon Sea Salt and Lamb Weston who promote their message as well as recently launching a recipe book 'Recipe for Mental health' to amplify their message and provide menu inspiration to people across the industry.

For more information visit [www.theburntchefproject.com](http://www.theburntchefproject.com)

**INDUSTRY**

## Taking the biscuit

**Soon after McVitie's was named the 3rd Top British Food Brand\*, brand owner pladis has launched its 2019 Annual Biscuit Review sharing great insight into the Biscuits & Snacking Category.**

The Biscuits category was worth £2.9bn in 2019 and grew by 2.5% last year across Sweet and Savoury. McVitie's was the main driver of this growth thanks to their core brands such as Chocolate Digestives and Jaffa Cakes. In fact, 4 out of the Top 10 biscuit products were McVitie's products proving their prominent position in the category.

Chocolate Biscuit Bars grew by 6.6% in 2019, recovering from a flat performance

in 2018. Brand leader KitKat retained its top spot, with Tunnock's Caramel Wafer and McVitie's Club coming in at 2nd and 3rd respectively.

To access the full report visit: [https://www.pladisglobal.com/news\\_items/biscuits-bite-back-sales-surge-as-retailers-take-first-66-million-bite-of-330-million-opportunity/](https://www.pladisglobal.com/news_items/biscuits-bite-back-sales-surge-as-retailers-take-first-66-million-bite-of-330-million-opportunity/)

\*The Ranking of Britain's most chosen Food Brands, Kantar 03.06.2020



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<sup>1</sup>UK only. Serve as part of a balanced diet and healthy lifestyle. Nutri-Grain excluding NI and ROI and serve as part of a balanced lunch. <sup>2</sup>110g wheat bran fibre daily contributes to acceleration of intestinal transit. Bran Flakes contains 3.7g per serving. Enjoy as part of a balanced diet and healthy lifestyle. <sup>2</sup> Find out more about our responsibly sourced corn initiatives at [www.kelloggs.com](http://www.kelloggs.com).

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# Coconut, banana & passion fruit cream pie

SERVES  
8COOKING  
TIME  
20 MINS

Creating desserts without dairy should not compromise on taste, as Country Range development chef Paul Dickson shows with this light but indulgent sweet treat!

This retro, American inspired dessert uses Country Range Coconut Milk to create the dairy-free thick and creamy filling for the crumbly homemade pie crust.

"The Country Range Coconut Milk has a 17% fat content, which means it has bags more flavour than many other varieties, most of which have been watered down," advises Paul. "Its high fat content also means it's richer and creamier, making it perfect for indulgent dishes. Suitable for vegetarians, vegans and coeliacs, coconut milk is a versatile ingredient which can be used in starters, mains or desserts like this one."



**PAUL  
DICKSON**

## INGREDIENTS

### Pastry Case

- 25g Country Range Oat Flakes
- 25g Country Range Coconut (Dried)
- 75g Country Range Cheesecake Crumb Base
- 2 tbsp coconut sugar
- 25g coconut oil

### Filling

- 2 x 400ml Country Range Coconut Milk (Solid)
- 2 x 400ml Country Range Coconut Milk (liquid)
- 1 tbsp Country Range Cornflour
- 2 tbsp Country Range Maple & Agave syrup
- 4 whole passion fruits
- 3 bananas

*"Coconut milk is a versatile ingredient which can be used in starters, mains or desserts like this one."*

## METHOD

1. To make the base, toast the oats in a dry pan or in the oven until golden and place into a bowl. Add the cheesecake base, coconut sugar and melted coconut oil to the toasted coconut and mix together.
2. Press the mix into a fluted tart mold.
3. Place the coconut milk tins in the fridge for 10 mins. Open the 2 tins and separate the solids from the liquid.
4. Place the solids in a bowl and put in the fridge and place the liquids in a pan and bring to the boil.
5. Mix the corn flour with a little water to form a thick liquid and whisk into the coconut milk in the pan. Over a low heat whisk continuously until it becomes thick. Add the maple syrup and chill in the fridge.
6. Once cold whisk the mix until it has the consistency of a soft gel.
7. In a separate bowl whisk the coconut solid until it looks like whipped cream.
5. Combine the whipped coconut and gel and fill the tart case then chill for 1 hour.
6. Top with slices of banana and passion fruit and serve with a dusting of coconut flakes.



# Children of the revolution

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Whether tackling environmental issues or gaining inspiration to get through difficult times such as the recent pandemic, voices of children and young adults are loud, strong and cutting through the noise. Many children now stand shoulder to shoulder with adults on key issues, and in a number of instances, are taking a leading role.

It is this very same generation who are predicted to aid the recovery of the hospitality sector as you slowly unfurl your menus and open your doors, because they are less fearful of COVID-19 and more likely to resume social activities.

With schools and universities reopening this September we continue to see the education sector adapt and overcome the challenges of catering for students, so this month's Melting Pot spotlight is focused on children and young adults. Join us as we gain inspiration from chefs, caterers and business owners throughout the industry on how to best serve this market.

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*Mini crispy  
chicken tacos*



### STU DEELEY

*Winner of Masterchef: The Professionals & Head Chef, Antona at Home*

I cook what I like to eat and my inspiration comes from

the big flavours of takeaways and street food such as Thai green bisque or smoked soy cured salmon which are popular with young people.

Whilst my dishes are grounded in classic techniques I like to think outside the box and create combinations that might not have been thought of before, some of my favourite combinations are white chocolate and miso delice and dill pickled kholrabi. I believe this inventiveness will appeal to young people who like to try new things. With many eating less meat or cutting out meat altogether, I always put the same care and attention into creating delicious vegan and vegetarian dishes too.

Great presentation is also important as it lends itself well to social media.



### KIM HARTLEY

*Business Development Chef, Mission Foods*

Providing exciting options is crucial to maintain positive

student engagement. Wraps and other flatbreads are perfect to make your menus inspirational. With the current street food market now being worth an estimated £1.2 billion in the UK<sup>1</sup>, education caterers have the opportunity to tap into this growing trend to provide something a little different for students.

Street food within educational environments is a great way of interacting with students and providing them with something new to add excitement to their day. It doesn't necessarily have to be complicated and difficult to prepare recipes; it can be as simple as adding a tortilla, pitta or naan with a well-loved Chilli Con Carne or chicken dish to make an on the go street food-inspired alternative.



### TOMMY MIZEN

*Founder, DASH*

We wanted to create a brand that would appeal to a younger audience, encouraging them to explore

a more plant-based lifestyle without compromising on flavour and textures. We have created meals that are inexpensive as well as nutritious and environmentally conscious. Our packaging is recyclable or biodegradable which can help draw in younger people as they move toward being more sustainable. In addition, our exterior has now been fitted so that nobody should feel intimidated ordering as everything can be done contact-free without even setting foot on our premises.



### TARRYN GORRE

*Founder, Kafoodle*

Here at Kafoodle we work closely within the education sector. We think the younger generation is more aware of

not only what is in their food but also what healthy eating means, and are pleased to see this topic will be on the school curriculum from September.

With this in mind, businesses can appeal to young adult diners by allowing them access to food information whether it's ingredients, provenance or nutrition information.

Schools and catering companies can harness innovative tech to create healthier menus, to increase the amount of fibre in dishes, incorporate more fruit and vegetables, lower salt and saturated fat content, as well as developing options to suit individual dietary requirements.



### MARYANNE HALL

*Food & Cookery Manager, Viva!*

As concerns for the environment, animal welfare and public health

continue to grow, veganism has now become mainstream and young people are spearheading this change. A report by GlobalData found that 44% of children say they try to eat less meat, dairy and eggs, but almost a quarter (23%) claim they regularly go hungry at school because of the lack of vegetarian and vegan options available. A new YouGov poll also showed that 55% of students would like to see more plant-based options in their canteens.

It's never been easier to be vegan and it's never been so important for food providers to offer great plant-based options. It's very easy to make small changes to existing dishes/ menus to create delicious vegan options.



### RIZVI KHALEQUE

*Founder, Tuk Tuk Indian Street Food*

We are a BYOB (Bring your own beer) restaurant which helps

our customers manage their overall spend. We provide a laid-back Indian street food experience where customers get to choose a few dishes per person so they can share and eat together. Young adults are often well travelled and our brand is something they can relate to, making it easier for us to come up with new dishes and environments they have been exposed to on their travels.

Last year we built our Tuk Tuk app so customers can order in a very efficient and flexible way. We have also just launched our own curry kit because we have seen a growth in young adults indulging in cooking at home and it is a market we want to grow.

*"Providing exciting options is crucial to maintain positive student engagement. Wraps and other flatbreads are perfect to make your menus inspirational."*

**Left (main):**  
Mini crispy chicken tacos

**Below (top):**  
BBQ chicken flatbread



**LEARN MORE ABOUT HOW GEN Z'S ARE INFLUENCING THE INDUSTRY AND HOW TO ALIGN YOUR BUSINESS TO THIS MARKET IN OUR 2020 TREND GUIDE**  
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# WAYS TO USE

## Tikka Masala Paste



**Tikka is a flavour usually associated with chicken, which is roasted at a high temperature to give a rich, charred flavour to your meat. Although thought of as a medium flavour profile it can be used mildly and will still cut through as a delicious and robust spice to your dish.**

Bursting with flavour and aroma, the Country Range Curry Pastes are highly versatile and can be used in various applications. Here we have five innovative ideas from the University of Derby chef lecturer Phil Hardy who led his team of student chefs to battle it out in the Grand Final of the 2019/2020 Country Range Student Chef Challenge earlier this year.

### ABOUT: UNIVERSITY OF DERBY STUDENT CHEF TEAM

The three Cypriot students (Giorgos Euripidou, Kyriakos Argyrides and Christina Christofi) that made up the finalist team have all now graduated and left to continue their careers back home. Whilst in England they had worked in the various events held at our campus as part of their course which included dinners for up to 400 covers for our graduation event and other small fine dining events for various clientele. All three are very much steeped in the tradition and values of their own Cypriot cuisine which shines through to their everyday cooking. All three have aspirations of running their own businesses and have flare for presentation and product development.



### 1/ American Style Potato Salad

One use, is the use in compound salads to lift and give spice and character to classic dishes found on traditional buffets. If you use the tikka paste for a take on the American style potato salad which features boiled new potatoes, boiled eggs (Diced), finely sliced 'paysanne cut' celery sticks and diced onions, all of which is bound in mayonnaise with a dollop of English mustard for a hint of spice. Although mustard is a core ingredient for this potato salad the adding of a couple of teaspoons of Country Range Tikka Masala Paste will give this that coronation feel.

### 4/ Tikka Cod

Rub a fillet of cod (or halibut for a more premium dish) with the tikka masala paste then roast and finish with butter. This can be laid on a bed of wild rice or crushed new potatoes with bok choy, steamed green beans and peas. This will go nicely served with a white wine velouté to balance the spice of the dish.

### 2/ Spicy Onion Bhaji

One side dish which is great to teach students. They learn the disgorging of the internal water found in vegetables but also that it is essential to remove that water to act as the binding liquid for the chickpea flour (Garam Flour) that will act as a binding agent for the final product. This is what gives the Bhaji its shape and character when it's fried. Utilising the tikka paste adds a lot of flavour to a quick and easy but delicious recipe. Visit [www.countryrange.co.uk](http://www.countryrange.co.uk) for the full Spicy Onion Bhaji recipe.

### 5/ Sag Aloo Potatoes

This is a filling and flavoursome side dish which is cost effective to add alongside a variety of meals or as an addition to an event menu. Season some par-boiled potatoes (semi cooked but still firm), toss them in Country Range Tikka Masala Paste and roast them till cooked. For a crispier variation, just cook them for a little longer.

### 3/ Tikka Masala Cauliflower Steak

As a delicious steak alternative, take a chunky slice of cauliflower and rub with the tikka masala paste, wrap in foil and roast over a barbecue or within a hot oven. It will take 8-12 minutes on the BBQ to make this tender and soft probably about 15 minutes in a moderate oven if up to temperature. The 'steak' can be served alongside a variety of vegetables and salad mixes or added to a colourful rice mix and buddha bowl for an on-the-go option.

*"Bursting with flavour and aroma, the Country Range Curry Pastes are highly versatile and can be used in various applications."*

Country Range Tikka Masala Paste  
Pack size: 1.2kg >>



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# Together - we recycle



THE GREEN GAUGE

**WRAP have announced that their 17th annual Recycling Week will go ahead this month as planned from 21st-27th September 2020.**

People and planet will also be at the heart of this year's 'Together - We Recycle' theme, taking the opportunity to thank the nation for their fantastic recycling efforts throughout lockdown and motivating them to keep on doing the right thing, for our environment and our communities.

First staged in 2004, Recycle Week is now the UK's largest national annual recycling campaign. It is the week where the public, operators, media, local governments, and brands come together to meet one goal: to galvanise everyone into recycling more of the right things, more often.

The coronavirus pandemic has vastly changed the course of many plans we had for 2020 on a global scale. From an environmental perspective there were huge plans in place across the foodservice industry from reducing the use of single-use plastic packaging and straws to improving the recyclability of necessary packaging.

Once the pandemic hit the highest priority for us all was our safety and hygiene which has resulted in more use of disposable, single-use PPE, and packaging. The lockdown and measures specific to the hospitality and catering industry has also resulted in a large increase in takeaway and delivered operations and therefore the amount of packaging being taken or delivered offsite has naturally increased.

Removing the use of certain types of packaging is not always possible within your establishment, especially under the current circumstances. However, it is important to utilise recyclable materials where possible and encourage customers to recycle the packaging they take or are delivered offsite. Utilising the national activity around Recycle Week to increase awareness and educate your customers about what packaging they can recycle and encourage them to do so is a fantastic opportunity.

## GETTING BEHIND RECYCLE WEEK WILL:

- Show your customers and employees that you are taking a stand on what matters to them and an issue that is critical for the nation
- Generate positive publicity and media coverage for your establishment
- Show to take CSR seriously; you walk the walk not just talk the talk
- Help you engage your local communities around a positive national initiative



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**Kara**

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Quattro Deli Roll F01243



Rustic Deli Roll F01245

\*Data collected from MCA Allegra, 2020

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\*IRI MAT w/e 23rd May 2020.

After starting his career in his first professional kitchen aged 16 years old, Tristan Downes already has the CV of a veteran in the hospitality industry. He has held several head chef roles in Young's pubs around London, has worked for Hawksmoor, Mayfair 34, Jamie Oliver, Gordon Ramsey Restaurants and even made it to the quarter finals of Master Chef – The Professionals, all before he was 30. Tristan is now back in South East London in Greenwich at Craft London, which currently holds two AA Rosettes.

**What's the ethos behind the food at Craft and what was the pull for you as a chef?**

Created by the incredible Steve Parle and designer Tom Dixon, Craft London is all about pushing boundaries, creativity, seasonality and sustainability. In addition to having the chance to work back where it all began and close to where I live in South East London, the opportunity to work with Steve and continue to develop was too good an offer to turn down. Our menu is constantly changing, we smoke our own fish, roast our own coffee, pickle and preserve, bake fresh breads and pastries and even cure our own meats so every day is different and full of excitement.

**We've heard some great things about The Test Kitchen, what happens there?**

The Test Kitchen enables our guests to be part of the creative process at Craft. Customers get

# Tristan DOWNES

to try six dishes that are in development as part of a tasting menu. In line with our ethos, the dishes celebrate seasonality, minimal wastage, new techniques and some seriously exquisite ingredients so it's a fantastic experience for consumers and incredible for our own development too.

**How's COVID affected you, your business and team?**

We made the decision to close after Boris's announcement in March and the team has been on furlough since. I have been keeping busy with some charity initiatives, menu development and training but it's heart-wrenching to see hospitality businesses closing and so many talented people facing difficult times. We are currently carrying out some refurbishments and plan to reopen in October but in the meantime, we have been running a pop-up concept called Joy at Portobello Dock, which has been fantastic fun. There will undoubtedly be some hard times ahead but we're confident we will not only survive but thrive once again.

**Above:**  
Tristan Downes

**Left:**  
Sous Vide Lamb  
Rump, Ratatouille,  
Smoked Aubergine,  
Pea and Shallot

**You started in the kitchen when you were very young. How did your food odyssey begin?**

My early teens were tough years. I felt misunderstood at school and I was pretty angry at the world. After being expelled, I was sent to a Skill Centre where I took part in a cooking class. I loved it and soon started knocking on the kitchen doors of pubs offering my services for work. My first job was as a pot washer at the local pub but within three months I was on salads and then a month later on desserts. After that, I have never really looked back.

**How have you developed your skills on the job?**

You're learning everyday in the kitchen but for my character, the best development is on the job. I was never great in the classroom so for me it's always been about getting out of my comfort zone. I have always looked for jobs and roles where I knew I would be challenged to improve and learn,

*"To really develop, I think it's vital that you're honest with yourself, admit to your own weaknesses and then go out and improve so they become strengths."*



even if it meant less money, long hours and extra pressure. I wanted to improve my skills on the grill so I moved to The Hawksmoor. My pasta making skills weren't up to scratch so I spent a time at Jamie Oliver's. I felt my fine dining knowledge and precision could be better so I spent a period at Mayfair 34. To really develop, I think it's vital that you're honest with yourself, admit to your own weaknesses and then go out and improve so they become strengths.

**There can't be that many who double up as professional chef and tattoo artist? How did that come about and are there any similarities between the two jobs?**

Drawing was always an outlet for me to vent and express myself and somewhere I could always find peace. When I was 16 years old, I took some of my drawings into the local tattoo parlour called Tattoo Zoo. The proprietor called Vinnie was so impressed that he asked to use a couple of the designs and in return I got a free tattoo. I soon started working there to study and learn the skill. In some ways, there are a lot of similarities between the two professions as they are both forms of art in my eyes and precision is everything. Sometimes when creating a dish, you can try too much and over complicate it with too many ingredients. It's the same with tattoos – less is often so much more. It's about striking simplicity.

**Who has been your biggest influence?**

I have worked for and with some amazing chefs, learning things from each and every one of them but no one gets close to my Nanna when it comes to influencing and inspiring the food artist in me. My earliest memories were of baking with her, and by the time I was eight, I was confidently baking bread, making cakes and sweets. I didn't really know it at the time but what I learnt from my Nanna would put me in good stead in my future career.

**You were a quarter finalist in Master Chef - The Professionals in 2018? How was the experience and do you have any more TV plans?**

While it didn't go exactly to plan, it was a very rewarding experience and I found out a lot about myself. I was slightly disappointed with my performance at times as I hold myself to high standards but in all honesty, I have never been so nervous in my life. When I have 500 covers in the restaurant, I get excited but with the cameras and lights on, at times my brain was blank and I made silly mistakes. It's all part of my

personal development though and the Great British Menu would be a show I'd definitely like to have a go at in the future.

**What has been your proudest professional moment and why?**

Without doubt getting the Head Chef role at Gordon Ramsey Restaurants. I received a call out of the blue and was asked to come in, not really knowing what they had in mind. After a typical tough test by the legendary Jocky Petrie, I was then thrown in the deep end to help in the middle of service at The York & Albany. I remember Gordon just happened to turn up to oversee the service, which was a bit of a nightmare, but they must have seen enough as Gordon personally congratulated me and I was soon offered the Head Chef role.

**What has been your darkness moment in the kitchen?**

I had a bad accident at work where I broke my tibia, fibia and smashed my ankle. It was a long road to recovery and at times I did doubt if my leg would ever be up to the challenge of being a chef again. After all, we spend a lot of time on our feet! This was a very tough time physically and mentally but with the support of my incredible wife and kids, I battled on and didn't give up on my dreams.

*And now for two questions that we ask all of our Leading Lights...*

**1. What are your three kitchen secrets?**

- a. When baking, always add a pinch of salt. It's vital when it comes to balance.
- b. Mince your garlic by simply using a good pinch of salt and mashing it with a fork. The salt helps with the breaking down process.
- c. When resting meat, remember to turn it over halfway through. This will ensure the middle is perfect.

**2. What is your favourite ingredient and why?**

It has got to be eggs as they are just so versatile. Great in sweets, savoury dishes, baking, binding, glazes and can do a job across breakfast, lunch, tea and dinner.

**For the full recipe, visit [www.stiritupmagazine.co.uk/recipes](http://www.stiritupmagazine.co.uk/recipes)**

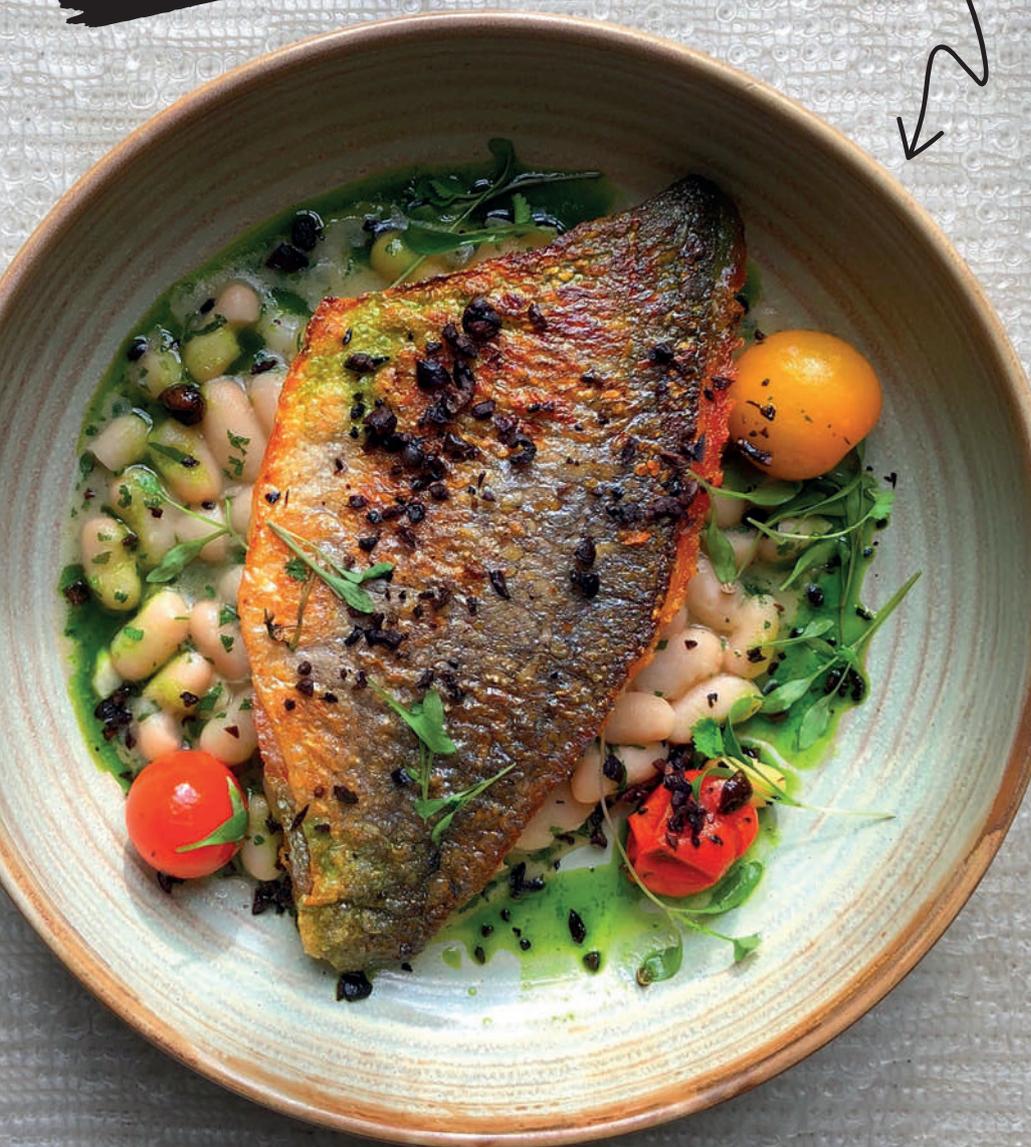
## INGREDIENTS

1180g fillet of sea bream  
30g black olives  
5 cherry tomatoes  
30g parsley  
40g drained cannellini beans  
20g butter  
200ml fish stock  
200ml olive oil  
2g coriander cress  
5g mint  
2g salt  
1g pepper

## METHOD

1. First, make the black olive crumb by dehydrating the olives in an oven at 90°C overnight. Once they are ready, keep them in an airtight container.
2. Place the cherry tomatoes on a tray in a 190°C oven for 8 minutes with a nice sprinkle of salt. Keep an eye on them, you want to make sure you take them out before they burst.
3. Next for the herb oil, blend 200ml oil with parsley, mint and season then pass through a chinois. Keep the mix in a bottle in the fridge until it is ready to use.
4. Place a hot frying pan on heat and add butter. Put the fillet of sea bream skin down and cook until crisp and golden. Turn the fillet over and add the remaining butter. Baste in brown butter then take fish out pan to rest and finish cooking through.
5. Add the cannellini beans to the pan along with the fish stock and reduce down. Emulsify with left over butter.
6. Add your tomatoes crushing some of them and just stirring the rest through. Add some parsley and tip the stew into a bowl to serve. Add the bream to the top, sprinkle with the olive crumb and a nice douse of herb oil. Finish with coriander cress and serve.

*Seared bream,  
cannellini, tomatoes,  
black olive, herb oil*



# Social Chef

Getting social  
IN HOSPITALITY

## WHAT CAN WE LEARN FROM SOCIAL MEDIA USAGE DURING THE CORONAVIRUS CRISIS?

Studies during lockdown have revealed that more people have been using social media over the last few months. Research from Global WebIndex, We Are Social and Hootsuite showed that 58% of Internet users aged 16 to 24 years and 32% for those aged 55 to 64 years were using social media more.

It's a good time to use social media to promote your business.

Video is more important than ever when planning your social media strategy. Engagement is higher for Facebook video posts with an average engagement of 6.15% compared to an image post of 4.48% and a link post of 2.69%.

## WHAT VIDEOS ARE PEOPLE WATCHING ONLINE?



During lockdown, consumers have been keen to upskill their culinary expertise as popular food videos have been:



How to cook along  
**at home**

Learning  
**new skills**

to use in a home kitchen



Quick 15 second  
**videos**  
showing how  
to make a dish

A simple way to create engagement on your social media channels is to use your chef to demonstrate skills. Make sure any videos you do share meet any social distancing and health and safety guidelines.



[www.premierfoodservice.co.uk](http://www.premierfoodservice.co.uk)

@PremierFoods\_FS  
 @PremierFoodsFoodservice

# TAKE A LOOK AT THE PEPSICO RANGE!



PEPSICO

# The Country Club

**\* EXCLUSIVELY FOR CUSTOMERS OF THE COUNTRY RANGE GROUP**

**ALEXA,  
IS THERE  
ANYTHING  
YOU CAN'T  
DO?**

**WIN**  
An Amazon  
Echo



Touching as few surfaces as possible is something that is paramount for us all at the moment, both in and out of the professional kitchen.

This makes the Amazon Echo your perfect digital assistant as it connects to Alexa, a cloud-based voice service, who can read out recipe instructions, set timers and can form a list of stock you require. Alexa can even control compatible smart lights, switches, TVs thermostats and more.

The Echo's speaker has Dolby processing that fills the room with immersive, 360° omnidirectional audio, and delivers crisp vocals, deep bass, and clear highs at

louder volumes. With seven microphones, beam-forming technology and noise cancellation, Echo hears you from any direction - even while music is playing. We're giving one lucky Stir it up reader the change to win their very own Amazon Echo (2nd Gen).

For your chance to win, send an email titled 'Amazon Echo', along with your name, contact details and the name of your Country Range Group wholesaler, to [competitions@stirupmagazine.co.uk](mailto:competitions@stirupmagazine.co.uk)



Closing date for the competition: 30 September 2020. All winners will be notified by 31 October 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](http://www.stirupmagazine.co.uk/about)

**SHAKE, SPRINKLE AND STIR**

to add a little colour and excitement to your home baking.



**Glimmer Sugar | Gold & Bronze Crunch  
3 Colour Chocolate Crispies.**

See our full range of products at  
[WWW.ADDTHEMAGIC.CO.UK](http://WWW.ADDTHEMAGIC.CO.UK)



ORCHARD VALLEY  
FOODS GROUP

**MCDUGALLS**



Inspiring bakers and chefs with versatile kitchen confection staples and is trusted by caterers from all sectors.

Try out our fantastic *Mini Mashmallow* and *Chocolate Chips*.

Safe. Simple. Effective.



## MEASURES TO HELP PREVENT AGAINST THE NEW CORONAVIRUS (COVID-19 / SARS-COV-2)

The COVID-19 disease caused by a novel (new) coronavirus (named 'SARS-CoV-2') was first detected in Wuhan, China. It has spread to over 200 countries and has infected over one million people, and the World Health Organization (WHO) has declared it a global pandemic.

P&G Professional provides **expertise and guidance** on how you can help fight the spread of SARS-CoV-2 in your business and keep your employees and customers safe.

### SARS-COV-2 AT A GLANCE

#### Transmission Method

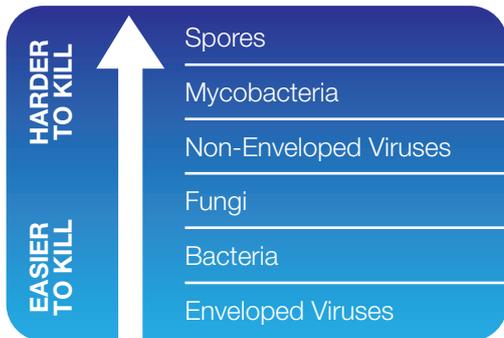
- Transmission from person to person through direct contact, spread of infected droplets through air, and touching contaminated surfaces
- Transmission through contact with infected animals

#### Symptoms

- Common symptoms: Fever, tiredness, dry cough
- Other symptoms: Shortness of breath, aches and pains, sore throat, and few people have diarrhea, nausea, or a runny nose

#### Incubation

- From 1 to 14 days, most commonly around five days



### WHAT YOU NEED TO KNOW

- **Enveloped viruses are easier to kill than bacteria**  
These include Influenza, Coronavirus, and Hepatitis
- **Non-enveloped viruses are harder to kill than bacteria**  
These include Adenovirus, Rotavirus, and Norovirus
- **SARS-CoV-2 is an enveloped virus from the corona family,** hence generally accepted to be easier to kill than bacteria
- **There is no current test to assess the specific SARS-CoV-2 virus yet.** However, testing against EN14476 can confirm 99.99% kill against all Enveloped Viruses including the Coronavirus family of viruses.

### RECOMMENDED GUIDELINES FOR BUSINESSES

#### EDUCATE & PREPARE

- Train employees and reinforce the importance of **staying home when sick**
- Regularly communicate your sick policies, personal hygiene etiquette, and **proper infection control procedures**
- During an outbreak, e.g., flu season, keep close to local/regional guidelines
- Ensure a stock of cleaning products, tools and supplies

#### ENCOURAGE GOOD HABITS

- Handwashing**  
Frequently for at least 20 seconds – put posters up for reminders
- Hand sanitizing**  
Provide hand sanitizing stations to enable ease of use
- Cover mouth & nose**  
When coughing or sneezing
- Avoid close contact**  
Encourage social distancing behaviors

#### BREAK THE CONTAMINATION CYCLE

- Do not allow germs to travel!**
- Clean + disinfect**  
Ensure proper cleaning and disinfecting procedures
- Prioritize high touch surfaces**
- Use an EN registered disinfectant**  
Follow label instructions

Safe. Simple. Effective.

## KILL 99.99% OF CORONAVIRUSES AND BACTERIA\*

Our products are proven to kill enveloped viruses and bacteria, and several are even effective on harder to kill non-enveloped viruses (like Adenovirus).

### KITCHEN

#### Disinfecting Degreaser Spray 750ml

Food contact safe



- **Kills Enveloped Viruses**  
(EN14476 – 5min) such as Coronavirus, CMV, H1N1, HIV-1
- **Kills Bacteria**  
(EN1276 & EN13697 – 5min; EN13704 – 15min)
- **Kills Fungi**  
(EN1650 – 15min)

#### Milton Disinfecting Fluid 5L

Food contact safe



- **Kills Enveloped Viruses**  
(NFT72-180 - 15 min) Coronavirus
- **Kills Non-Enveloped Rotavirus**  
(NFT72-180 - 15 min)
- **Kills Bacteria**  
(EN1276, EN1040, EN14561 - 5 min)
- **Kills Fungi**  
(EN1650, EN1275, and EN14562 - 15 min)

### FRONT OF HOUSE

#### Disinfecting multi-surface & glass cleaner 750ml



- **Kills Enveloped Viruses**  
(EN14476 – 5min) such as Coronavirus, CMV, H1N1, HIV-1
- **Kills Non-Enveloped Adenovirus**  
(EN14476 – 15min)
- **Kills Bacteria**  
(EN1276 – 15sec; EN13697 – 2min; EN13704 – 15min)
- **Kills Fungi**  
(EN1650 – 15min)



The rest of P&G Professional products are highly effective in a general good hygiene practice approach following HACCP protocols.

### LAUNDRY

#### ARIEL FORMULA PRO+ 13KG



- **Kills Enveloped Viruses**  
(EN14476 - 20min 7g/L, 60°C), such as Coronavirus, CMV, H1N1, HIV-1
- **Kills Non-Enveloped Viruses**  
(EN14476 - 20min 7g/L, 60°C) such as Adenovirus, Rotavirus, and Norovirus
- **Kills Bacteria**  
(EN1276 – 2g/L, 40°C; EN16616 – 4g/L, 60°C)
- **Kills Fungi**  
(EN1650 – 0.5g/L, 60°C)

#### Ariel Antibac



- **Kills Bacteria**  
(EN1276 - 5g/L 40°C and EN16616 (7g/L 60°C)
- **Kills Fungi**  
(EN1650 - 6g/L 50°C)

\*all enveloped viruses based on EN14476 (5 min contact time). Not tested on SARS-Cov-2. Bacteria based on EN1276/EN13697.

\*\*Use biocides safely. Always read the label and product information before use.

every experience counts.™

P&G  
Professional™

# THE MARKETPLACE

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

## PACK A GREAT TASTE WITH **NEW VIVA NO ADDED SUGAR FLAVOURED MILKS!**

Including new VIVA No Added Sugar Flavoured Milks is an exciting way to brighten up kids' days. With an outstanding taste, preferred by a whopping three-quarters of younger customers\*, you can be confident your kids will be very happy to drink them.

They don't just taste great, packed with dairy goodness, each carton delivers a massive 30% of the recommended daily allowance of calcium - a nutrient

hugely important for growing bones. Each individual 200ml carton comes in a colourful, fun packaging design complete with a paper straw. Easy to handle back of house, and simple to include in any new lunch and drink offers they are ideal for today's hygiene concerns. School compliant and with added vitamin D, what's not to like!

\*Independent Research Feb 2020



## *As Good as Gold*

Designed especially for foodservice, Millac Gold Single delivers for cook-to-order operations.

Making popular Alfredo Pasta is simplified: no reduction time, minimum yield loss, and great adhesion to pasta so it looks 'just cooked' from order to home, every-time. Making batches of curries for individual take-aways? Millac Gold's special design is perfect, its special design means it locks fat into the sauce, so curries look gorgeous when consumers open their takeaways. Keeping customers, coming back.

McVitie's

McVitie's

**SUPER  
SNACKS  
IN LITTLE PACKS**

**UNDER 100KCAL  
PER PACK  
GOVERNMENT SCHOOL  
COMPLIANT**

# KATERVEG! VEGAN MINCE FOR FOODSERVICE

Frozen food distributor Central Foods has launched a new vegan mince for foodservice customers as demand for plant-based products continues to rise.

The KaterVeg! vegan mince is high in protein, low in fat and can be used as a meat substitute in a wide range of

dishes from spaghetti bolognese and chilli to lasagne and shepherd's pie.

It is the only frozen vegan mince currently available to foodservice operators that is also suitable for those on a gluten-free diet which makes it the perfect ingredient for catering operations across the sector, including schools, care homes, universities, pubs and restaurants.

*"The KaterVeg! vegan mince is high in protein and low in fat"*



# Vanilla (V)ice

Specialist ingredients distributor HB Ingredients has unveiled its latest exciting product launch. Offering Norohy Vanilla Pods to leading bakeries, chocolatiers and pastry chefs across the UK.

Ethically sourced from eastern Madagascar's Maroantsetra and Mananara regions, these premium black non-split organic vanilla pods have an aromatic profile sought after by top pastry chefs, with a high vanillin content and intense woody and floral aromas. Traditional skills are used to sort pods into similarly sized bunches and bind them with raffia. They have a shelf life of up to 24 months and are available in 125g and 250g bunches with raffia tie in a vacuum-packed bag.

**SMALL... BUT POWERFUL!**



**SWEET!**

**BEST-SELLING  
KIDS BISCUIT  
IN EDUCATION**

**SOURCE: IRI SALESOUT FOODSERVICE  
TOTAL MARKET DATA, 52 WEEK ENDING TO  
7TH MAY 2020 - EDUCATION TOP SELLERS**

Do you know the name of the smallest ever biscuit?  
Each pack contains

Energy	Sugar	Fat	Fibre	Salt
115	7.6g	4.2g	2.0g	0.3g
6%	6%	6%	10%	5%

of a UK adult's guideline daily amount

**BEHIND  
THE BAR**

# THE PERFECT SNACKS RANGE FROM KP SNACKS

KP Snacks is the UK's No.1 supplier of bagged snacks to pubs and bars\*

PREMIUM



**Tyrrell's** - The refined hand cooked English crisp brand



Source of  
PROTEIN  
High in  
FIBRE



**KP Nuts** - 5 packs sold every minute in bars\*

TRADITIONAL



**McCoy's** - The UK's No.1 Ridge Cut Crisp\*\*

BIG FLAVOUR!  
GREAT WITH A PINT!

FAMILY



**Hula Hoops** - 3 Packs sold every second\*

**Range** - Stock a permissible, family friendly range

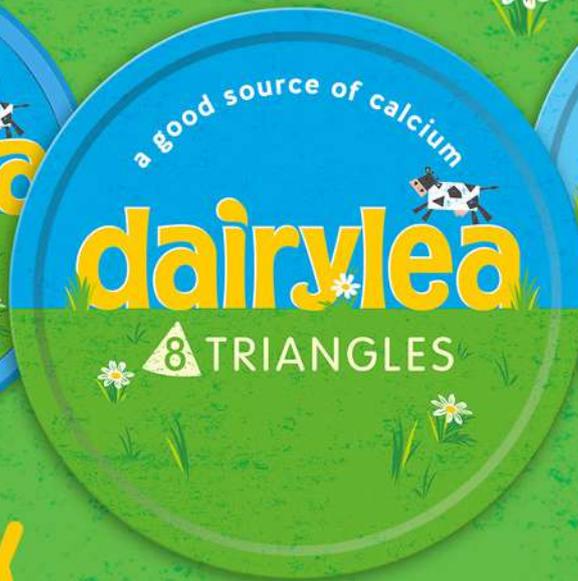
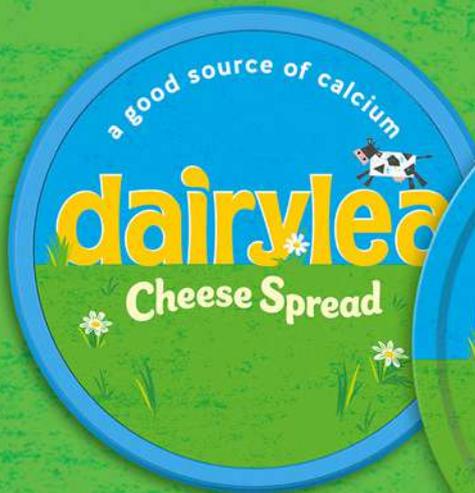
**KP SNACKS, SUPPORTING THE ON-TRADE & LICENSED OPERATORS  
CONTACT YOUR WHOLESALER FOR GREAT DEALS!**

**SNACKPARTNERS**

**THE PERFECT PARTNER TO DRIVE  
YOUR SNACK SALES**

\*Kantar QOH Plus & Bars Spend 52 w/e 29.12.19 \*\*Kantar QOH Total Market Spend 52 w/e 29.12.19 AC Nielsen, Bagged Snacks, Total Coverage, Value Sales, 52w/e 22.02.20

# Feed your lunchbox sales with **dairylea**



SPREAD  
**CREAMY  
DAIRYLEA**  
ON A YUMMY  
CUCUMBER  
SANDWICH



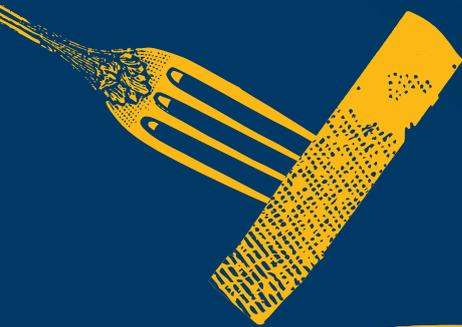
DESCRIPTION	PACK SIZE	CASE
DAIRYLEA CHEESE TRIANGLES	125G	18
DAIRYLEA CHEESE TRIANGLES LIGHT	125G	18
DAIRYLEA CHEESE SPREAD	270G	6



# CHIPS & ICE CREAM! REALLY?

Yes really. Three scoops of delicious vanilla ice cream, salted caramel, popping candy and a portion of DUKES natural-cut, proper pub chips.

Surprise your guests!



A BIT  
ODD, BUT  
CURIOUSLY  
TASTY!



Scan the QR code to order  
your samples of Dukes now.

Or contact: SalesUK@lambweston.eu | 0800 963 962

LambWeston   
SEEING POSSIBILITIES IN POTATOES

# INSPIRATIONAL PLATES FOR September menus



## SCHOOL OF THOUGHT

This Hovis Pizza is **perfect for schools** as it is **simple to serve, easy to portion and can be delivered** to tables in advance of the students' arrival. It can also be made in advance providing extra flexibility for school caterers who are working with reduced staff numbers. It can be served hot or cold.



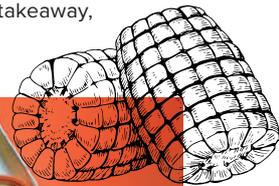
## ALL DAY LONG

Breakfast inspired dishes are no longer kept for morning menus, which is good news as you look to simplify your offering. **This Ultimate All Day Breakfast Sandwich is the perfect, filling on-the-go offering** with all of the familiar favourites of a full cooked breakfast.



## TOFISH AND CHIPS

Sales figures from online takeaway delivery platform Foodhub have revealed demand for the nation's favourite has more than doubled since lockdown kicked in, with a 208% increase in orders. **Treat your vegan, vegetarian and flexitarian customers to this vegan take on fish and chips**, perfect for takeaway, delivery and alfresco dining this summer.



## 'BELLY' UP

Consumers looking for plant-based options often struggle to find hearty, indulgent meals that are suitable. This BBQ "belly" is the perfect American inspired menu option! **The "belly" is made from seitan and is served with tasty buttermilk vegan nuggets, gravy, slaw and grilled corn.** For the full recipe visit: [www.unileverfoodsolutions.co.uk](http://www.unileverfoodsolutions.co.uk)



## KATSU SANDO

The rising popularity of Katsu with younger diners has largely been influenced by Wagamama and their Katsu Chicken Curry. **This makes the Katsu Sando an ideal menu item for older school children and university students** to keep them off the high-street and interested in the exciting options on your menu.

Full recipes for all ideas shown here can be found at [www.stiritupmagazine.co.uk/recipes](http://www.stiritupmagazine.co.uk/recipes)

TOP OF THE CLASS

# MCDUGALLS JELLY



- Suitable for vegetarians (3 varieties available)
- Meeting Government standards for sugar
- Suitable for School Menus



 @PremierFoods\_FS  
 PremierFoods\_FS  
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[www.premierfoodservice.co.uk](http://www.premierfoodservice.co.uk)

Also available in the range