

THE COUNTRY RANGE GROUP MAGAZINE FOR CATERERS
MARCH 2021

Stirritup

Safety first

A FOCUS ON
HYGIENE
AND NON-FOOD
PRODUCTS

LEADING LIGHT

GARETH WARD
of Gnyshir



Kara

FOODSERVICE BAKERS

Gourmet
Brioche Buns

BAKERY PRODUCTS

for the out of home
& delivery sectors



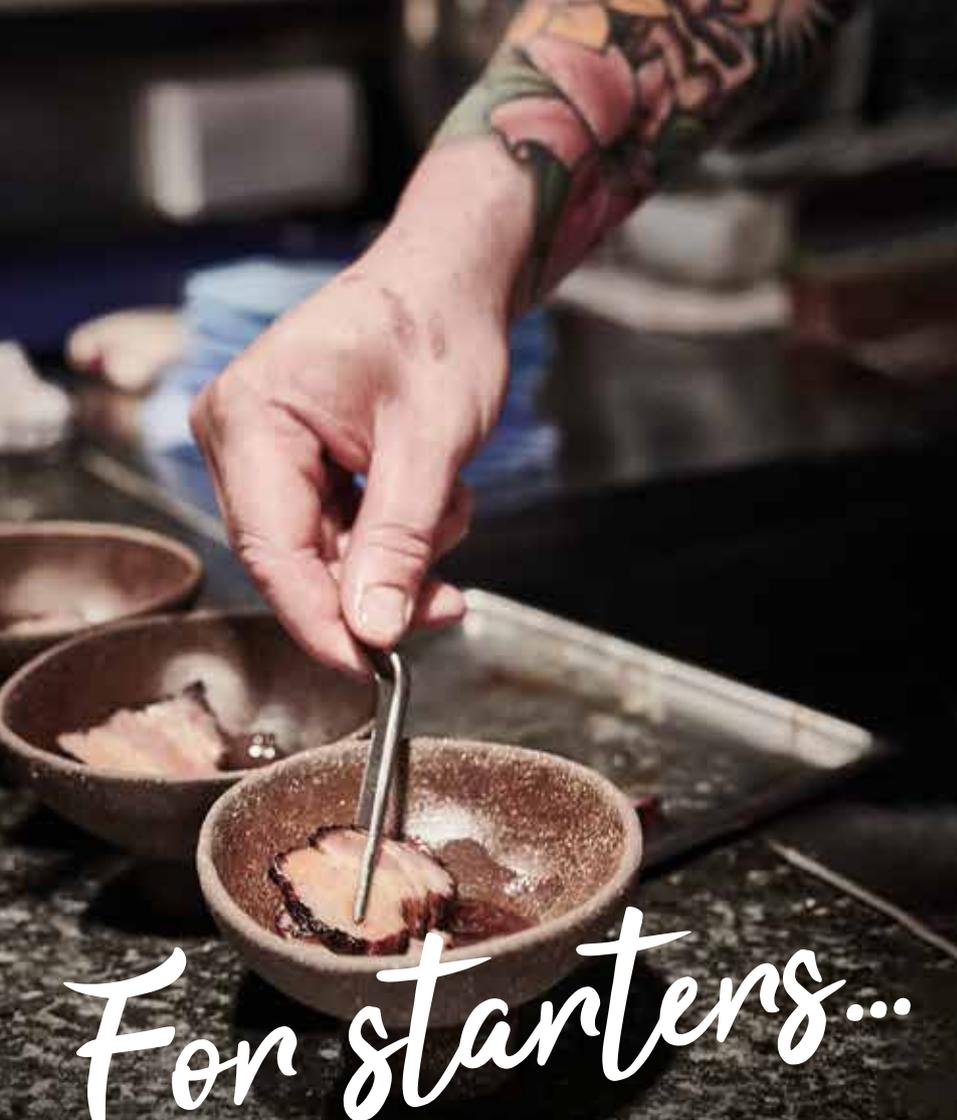
Vegan Brioche



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For starters...

March marks the end of a dark winter and the coming of spring. New season ingredients such as Lemon Sole, the star of our Eat the Season feature as well as spring greens, beetroot, leeks, carrots and so much more are a great reminder that summer and better times are on the way.

This issue we're celebrating the brilliant talent we have in all corners of the foodservice marketplace who are, in spite of the limitations, continuing to push forward and innovate in their sectors.

First, we have our cover star, Gareth Ward of Michelin starred restaurant Ynyshir sharing with us his story, top tips and a stunning recipe from the Ynyshir menu in our Leading Lights feature on pages 39-41.

Looking to the education sector we have a special edition of our Five Ways to Use feature on pages 24-25 where we interview Darren Creed, chef lecturer at Loughborough College, the first college to be awarded the Craft Guild of Chefs College and University Accreditation, a fantastic attainment which is particularly special considering the difficulties we all faced in 2020.

As takeaway and delivery operations continue to be the sole revenue stream for hospitality caterers, we have two features specifically focused upon developing an offering for this market. First we have several leading operators, chefs and brands sharing their recipe inspiration and menu ideas in our bumper Melting Pot feature on pages 30-33. Then on page 37 we share content from the new 'Take Out to Eat Out' e-Book which contains advice and tips from some of the best expertise in the industry on how to develop and market an 'at home' dining offer.

We hope you enjoy our March issue, please do share your feedback with us at editor@stirupmagazine.co.uk

THE COOKS CALENDAR

March

- 1/ St David's Day
- 1 - 7/ British Pie Week
- 14/ Mother's Day
- 17/ St Patrick's Day
- 20/ First Day of Spring
- 25/ International Waffle Day

April

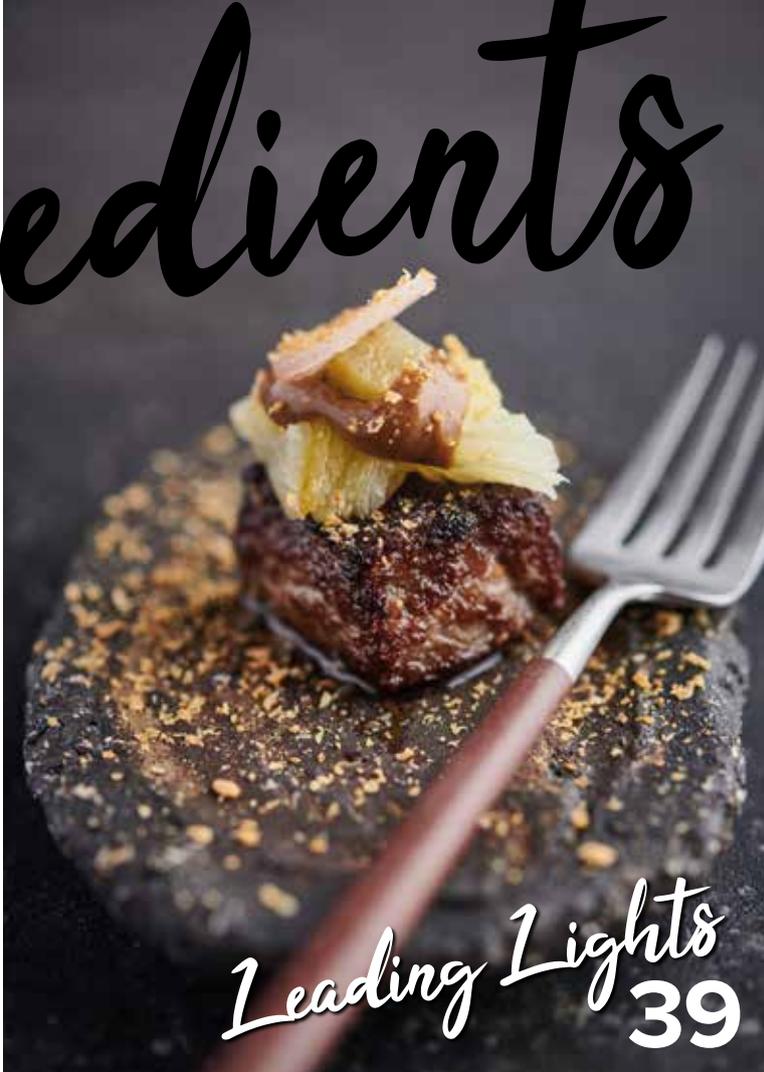
- 1/ April Fools Day
- 4/ Easter Sunday
- 20 - 25/ Allergy Awareness Week
www.allergyuk.org
- 21/ National Tea Day
www.nationalteaday.co.uk
- 23/ St Georges Day
- 29/ Stop Food Waste Day
www.stopfoodwasteday.com/en/index.html

YOU CAN FIND
LOTS OF UP TO DATE
NEWS, INDUSTRY ADVICE
AND MENU INSPIRATION
AT [WWW.
STIRUPMAGAZINE.
CO.UK](http://WWW.STIRUPMAGAZINE.CO.UK)

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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...





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Focus



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to use 24

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Readers' Lives

- 1. NAME:** James Hoare
- 2. JOB TITLE:** Group housekeeping services manager in charge of the catering and housekeeping across all sites
- 3. PLACE OF WORK:** Amesbury Abbey Group which is a family owned Group spanning 4 decades specialising in independent living as well dementia and nursing care (Amesbury Abbey, Sutton Manor and Winton in the UK and Monte da Palhagueira in the Algarve)
- 4. WHAT ARE YOUR TYPICAL WORKING HOURS?** 42 hours
- 5. HOW LONG HAVE YOU WORKED IN THE CATERING INDUSTRY?** 37 years
- 6. WHAT IS THE MOST INTERESTING FACT ABOUT YOU?** I served Prince Phillip as a waiter in my formative years
- 7. WHAT IS YOUR FAVOURITE CUISINE?** Classic French cuisine
- 8. WHAT IS YOUR SIGNATURE DISH?** Tournedos Rossini fillet steak served en

croûte topped with foie gras, a turned mushroom and red wine reduction

9. WHAT IS YOUR MUST-HAVE KITCHEN GADGET? A decent set of kitchen knives, my go-to brand is Victorinox

10. WHAT IS YOUR TOP CULINARY TIP FOR OTHER CATERERS AND CHEFS? Use distilled vinegar when cooking red cabbage, it stops the colour leaking

11. WHO IS YOUR INSPIRATION AND WHY? A chef called Dave Marriott, head chef and lecturer, at Guildford college who trained me and is great friends with Anton Mosimann

12. WHAT IS YOUR COUNTRY RANGE PRODUCT AND WHY? The Sweet Chilli Sauce, it's versatile and can be used in a variety of dishes to add depth of flavour and a little kick

Country Range
Sweet Chilli Sauce
Pack size: 700ml >>



PLATE ARRIVALS Taiwan

Delivering on-trend dishes from around the globe

Taiwan, an island once snubbed by the Chinese as a mudball across the sea, was named 'Ilha Formosa' or 'beautiful island' by the Portuguese who discovered it in 1590.

Home to the inventors of bubble tea and instant noodles as well as the largest collection of Chinese art in the world, this little island is a gold mine of beautiful scenery, art and delicious cuisine. Taiwanese cuisine is heavily influenced by dishes that originate from various parts of China, especially the Fujian province, as well as including traditional native dishes and local derivatives of Japanese cuisine.

BEEF NOODLE SOUP Considered to be the national dish of Taiwan, this dish is a combination of slow braised beef with soft noodles, pickled mustard greens and the signature five spice powder of star anise, cloves, Chinese cinnamon, Sichuan pepper and fennel seeds. Each restaurant in Taiwan has their own closely guarded secret recipe.

FAN TUAN A perfect on-the-go breakfast dish which is an oblong of hot sticky rice stuffed with eggs, pork floss (a sweet-salty dried pork), pickled radish and cruller, which is a churro or donut-like dough which is deep fried and cut into chunks.

SHAVED ICE Taiwan is famous for its super sweet desserts, and this dish is no exception. Flavoured blocks of ice are shaved into takeaway style tubs and loaded with a selection of taro (sweet potato balls), tapioca balls and grass jelly then finished with a sweetened condensed milk or sugar syrup.

TAIWANESE FRIED CHICKEN Served all day and night, Taiwanese fried chicken is deep fried twice giving it a crumbly, crunchy texture. The chicken is then tossed with salt, pepper, basil leaves and dusted with five spice powder for a tasty snack.

BRAISED PORK RICE The ultimate Taiwanese comfort food, which is far from fancy or complicated. The dish is made of a fatty soy-braised Pork belly simply served over steamed white rice.



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IN SEASON: Lemon Sole

EAT THE SEASON



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.

This issue we have two fantastic recipes that have been created by Jodie McKenna who is a student currently undertaking the SVQ Level 6 Professional Cookery course at South Lanarkshire College.



OFFICIAL TASTING NOTES

Lemon sole is a flatfish from the family Pleuronectidae which is native to shallow Northern European seas.

Usually, the fish is reddish brown in colour with speckles of orange, yellow, pink or green and an orange patch behind its pectoral fin.

Notes: Lemon sole has a delicate, sweet white flesh and, traditionally, is best cooked simply, either grilled or fried, and served with a light sauce.

Fun Fact: The lemon sole isn't actually a sole at all, nor does it taste of lemon. It's actually a flounder and the lemon part of its name comes from the French word 'limande' which is used to refer to most flatfish.

1/ SENSATIONAL SEAFOOD

The first recipe created by Jodie is this stunning dish where fillets of lemon sole have been paired with West Coast langoustines, spinach and a shellfish foam in what is a true celebration of seafood.



2/ MUSSEL-LING IN

Jodie's second dish is a delicious, fresh recipe where the lemon sole is complemented by fresh peas, mussels cooked in cider and a brown butter sauce.



3/ TACO 'BOUT IT

The lemon sole is lightly spiced with garlic, chilli and lime then pan-fried to deliver bags of flavour. The toasted tacos are filled with the lemon sole, avocado salad, pickled onions and finished with a zesty Hellmann's Real Mayonnaise.



4/ SIMPLY SERVED

Arguably the best way to serve the delicate flavours of lemon sole is simply with a light butter sauce. In this recipe capers have been included along with lightly grilled asparagus tips to balance out the dish.

5/ FISH SUPPER

Fish and chips is undoubtedly a takeaway favourite across the nation. Switch up your fish and chip offering from your usual fish to lemon sole goujons served alongside delicious thick cut chips and tartare sauce.



WASTE NOT WANT NOT

When it comes to the 'fin-to-gill' eating trend, it's difficult to know where to start.

Look at your menu to understand which parts of your fish or seafood are usually thrown away then look at different recipe ideas and uses for those parts. You can start by making simple changes such as keeping the skin on, ensuring its delicious and crispy then work towards using the more unusual parts of the fish such as the cheeks, tongues and livers.

Recipes supplied by: 1 & 2. Jodie McKenna, South Lanarkshire College Professional Cookery Course Student, 3. Unilever Foodsolutions Visit www.stiritupmagazine.co.uk/recipes for full recipes.

Also In Season:



Spring Onion



Passion Fruit



Sorrel



Spring Lamb



Rhubarb



Purple Sprouting Broccoli



FRESH, HOT AND TAAAAASTY

With the food-to-go market forecast to hit £24.4bn by 2024, give your customers the real takeaway taste

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SCAN ME

YOUR GO-TO PIZZA EXPERTS

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Professional

*Sources: IGD Food to Go Market Growth Forecast 2019 - 2024



Faith in future generations

You wouldn't think that food would be one of the most memorable highlights when youngsters are recounting tales of their first outdoor pursuits trip but that is often the case when it comes to visitors of the Hollowford Centre.

The residential base of the Lindley Educational Trust, the Hollowford Centre can accommodate and cater for 140 tired bodies and hungry mouths, while providing a whole host of outdoor activities and courses such as caving, kayaking and climbing in the Peak District.

The Lindley Educational Trust was set up in 1965 and, backed by Christian values, set out to ensure that young people, regardless of their background, race, sex, religion, ethnic origin, disadvantage or disability, had the opportunity to experience and benefit from the great outdoors.

Andy Robinson, chief executive of the Lindley Educational Trust, commented:

"Now more than ever, the future generations need all the help they can get if they are to reach their potential in life and the great outdoors can play a crucial role in that. At Lindley, we continue to empower young people through outdoor pursuits to help them develop core strengths, positive relationships and communication skills. We work with schools and employers looking to develop graduates and apprentices, as well as alongside local communities where a lot of funding has unfortunately disappeared."

"Our trips, courses and activities challenge and take individuals out of their comfort zone. Whether they are kids, teenagers or young adults, they learn valuable lessons about

themselves, the pressures of everyday life are left behind and, most importantly, they have fun."

As you can imagine, after a day of active pursuits and learning in the glorious outdoors, visitors tend to have a big appetite so the food and drink plays a huge part in the overall experience at the Hollowford Centre.

Andy Robinson continued:

"I really can't stress how important the accommodation and food element of the trip is to the all-round experience. We want the food experience to be as boundary-pushing and high level as all the other activities we provide are. Whatever the age, guests need the right food to keep them fuelled and focused, a big feed is always welcome at the day's end.

"When we're working with primary schools, it is not unusual for children to come to us who have never stayed away from home or who have never sat at a table to eat a meal. Here, they're eating together and having a cooked breakfast, a solid packed lunch and a cooked meal in the evening. That's as much of a first for many of our school visitors as is caving or climbing. If you asked them what they remember about the trip to Hollowford, they may mention one

activity but the memories that will be long-lasting will be the night in the dormitory, the flapjack, the lasagne or the roast potatoes."

The kitchen team at Hollowford comprises of head chef Claire Pritchard with a talented team of four chefs supporting her. Menus and dishes are created to ensure meals are properly fortified and provide the guests with everything they need for their adventures but great taste and flavour is just as important.

Claire Pritchard said:

"All our food is freshly prepared and we strive to keep the menus and the dishes varied and seasonal. We do get a lot of return guests and our favourites such as steak pies, Mexican wraps and homemade cakes are always mainstays. We love working with our Country Range Group wholesaler and the Country Range ingredients continue to play a key role in our dishes. **My one secret dish, if you have 140 hungry and tired kids is bangers and cheesy mash - as it never fails to put smiles on their faces.**"



Above (main)
Aerial view of the Hollowford Centre

Left
A team of kids enjoying one of the many Hollowford outdoor activities

REASONS TO CELEBRATE

14th March

Mother's Day

Mother's Day is one of the biggest days in the catering calendar, and this year's is set to be restricted in terms of being able to eat out and celebrate with family in the traditional sense...

Flexibility and contingency plans are essential, but the day presents plenty of opportunities to create family focused events in care settings and provide a variety of meal options across all day parts for families to order, ensuring that mum doesn't need to cook on Mother's Day!

HERE'S OUR TIPS FOR A MUM-UMENTAL CELEBRATION:

- **Breakfast/Brunch** – Start how you mean to go on by making the first meal of the day an occasion in itself. Mix up the menu, launch specials or even go bottomless with a pick and mix menu of delicious takeaway options. Within a care setting, think classic dishes such as Eggs Benedict, a selection of finger foods or even add some international flair to the occasion with options such as a Mexican inspired Huevos Rancheros.
- **Desserts** – Sweet treats are vital for a perfect Mother's Day offering. Country Range has a wide selection of desserts from classic Individual Sticky Toffee Sponge Puddings and an indulgent Triple Layer Fudge Cake, to show stoppers such as our Irish Whiskey Cream Cake and Cherry Ombré Cake. For those making desserts from scratch, try our Dark Chocolate and Cinnamon Fondant or Baked Vanilla and White Chocolate Cheesecake recipes for pure indulgence.

FOR FULL DETAILS OF ALL PRODUCTS AND RECIPES SHOWN ON THIS PAGE VISIT WWW.COUNTRYRANGE.CO.UK

Apple Cinnamon Roses



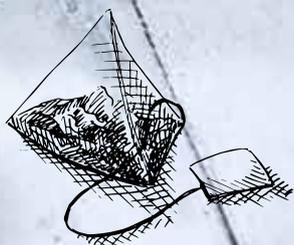
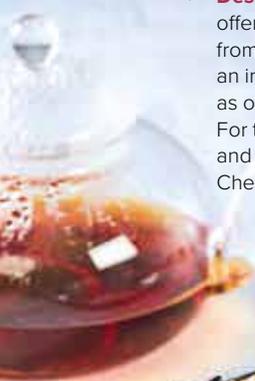
Texture Modified Red Cherry Roulade

- **Takeaway** – Think outside the delivery box. Consider what usually works well around events such as Mother's Day and make a few tweaks to ensure your offering works as a takeaway or delivered option. Think of options such as click-and-collect bottomless brunches and pre-prepared afternoon teas, to delivered dessert selections or four course menus. Communicate your offering early to ensure customers are enticed and can pre-order their options in plenty of time.

OUR FAVOURITE COUNTRY RANGE PRODUCT HAS TO BE THE TRIPLE CHOCOLATE MUFFINS. THE GOOEY BITS IN THE MIDDLE ARE TO DIE FOR!

– HOTEL, CUMBRIA

- **DIY Kits and digital tools** – Taking things one step further, the families who usually take mum out for a meal on Mother's Day and aren't able to may still want to wow mum with a meal at home. You could provide DIY meal kits or 'how-to' videos such as how to decorate a Mother's Day celebration cake and so much more.
- **Special diets on a special day** – Your customers or residents can have a multitude of specific requirements whether that be catering for lifestyle choices such as vegan or vegetarian, or for those who have allergies, intolerances or other medical requirements. The key here is to have a flexible menu that is easy for you to amend where relevant. Country Range can help with products such as our gluten free Handmade Carrot Cake, Chocolate Cake or Sticky Toffee Puddings which are fantastic products that any customer would be happy to be served, therefore removing the need to stock two similar dessert varieties.



7th - 7th March

Live and let pie

When it comes to handheld food and savoury snacks, the humble pie has to be one of the world's most famous and age-old pieces of gastronomic creativity and design. Sweet or savoury with an endless list of fillings, pies are thought to have been first eaten by the Egyptians in the 5th century BC. The Greeks were the next pie-oneers to realise the pleasure and introduced the concept of pastry before the Roman conquest helped boost the fame of this novel and functional snack spread yet again.

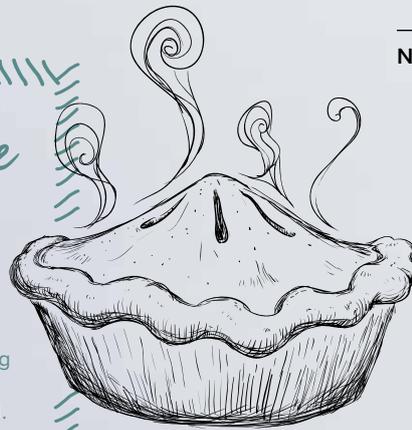
Fast forward to present times and the pie continues to be a proud part of the nation's weekly diet with around 75% of us enjoying at least one pie a month¹. The ultimate and versatile hot grub, pies are the perfect on-the-go snack for lunch, dinner or even dessert so it's no surprise that the industry in the UK alone is worth over £1 billion.

As British Pie Week kicks off again on the 1st March, chefs and caterers across the foodservice marketplace have a fantastic opportunity

to claim a 'piece of the pie' and showcase their skills and imagination. Whether it's by utilising the latest seasonal produce or adding global flavours, the forever improving Country Range portfolio has always put pies on a pedestal. Sweet and savoury finished pies and pasties are available for convenience but the unbeatable range also includes a vast selection of fillings, flours, seasonings, spices and other special ingredients for those looking to make the perfect pie from scratch.

Our development chef Paul Dickson has utilised a whole host of Country Range ingredients including Country Range Fresh Chicken Breast Fillets, Puff Pastry Block and Chicken Bouillon Paste to create these amazing Chicken, Leek and Mushroom Pies. As they are created in individual portions, they're perfect as a takeaway or delivered main course option with a variety of sides, they can also be made in advance and frozen for use later.

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

**COUNTRY RANGE**

The Leading Independent Foodservice Brand

Chicken and Waffles

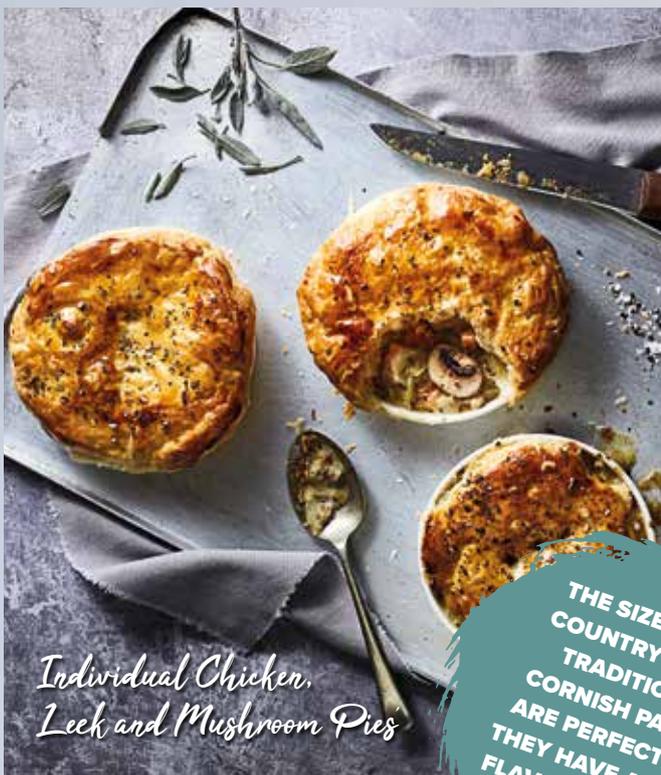
25th March

INTERNATIONAL WAFFLE DAY

For something a little different this March, it could be time to get your waffle on. International Waffle Day was created in Sweden, where they have supposedly been eating these loaded treats since the 1600s. Whether used for breakfast, as part of a delivered bottomless brunch offering, dessert, main course or snack option, waffles are not just for the sweet lovers, they are incredible when used alongside savoury ingredients too.

Try our amazing Chicken and Waffle recipe this month, made using our Country Range Sweet Belgian Waffles alongside marinated and baked chicken thighs and a hot and spicy maple syrup, topped with spring onions and coriander.

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



Individual Chicken, Leek and Mushroom Pies

THE SIZE OF THE COUNTRY RANGE TRADITIONAL CORNISH PASTIES ARE PERFECT AND THEY HAVE A GREAT FLAVOUR. - SCHOOL, OXFORDSHIRE

The importance of hydration

Ensuring elderly people in care homes drink enough liquids is an ongoing challenge. Dehydration is a common problem with 37% of older people who are acutely admitted to hospital being dehydrated.¹

Research has shown that being thirsty can have a 10% reduction in cognitive ability², while 20% of older adults in residential care have low-intake dehydration³.

Sue Cawthray, National Chair, National Association of Care Catering (NACC) says "It is important to ensure residents have access to and are taking in the appropriate levels of fluid for their individual needs. As we get older our water content decreases so the risk of dehydration increases. Also, with age our thirst response is not as effective, so our awareness of hydration lessens. Dehydration can trigger a reduced appetite too, increasing the risk of malnutrition and malnutrition-related illnesses. Of course the objective should be to keep residents hydrated before dehydration occurs. Dehydration is preventable and awareness and training is key to help ensure that it is avoided."

TIPS ON HOW TO INCREASE FLUID INTAKE

Regular drinks should be provided throughout the day and not just at mealtimes. Sue Cawthray from the NACC has the following advice:

- Offer residents a drink when they get up in the morning and a full glass of water with medication.
- Ensure drinks are always accessible and for those who need assistance with drinking, set reminders to make sure they get regular drinks.
- If possible, set up a well-stocked, visible drinks station for residents who are able to help themselves. This will help to keep residents aware and interested in having regular drinks.

- Variety is key to encourage residents to keep hydrated. Have a chat to them and find out what their favourite drinks are. If they can drink something they enjoy and that may bring back fond memories, they are more likely to drink it! There's plenty of variety from water, flavoured water, soft drinks, juices, smoothies to hot beverages.

- Food is a great way of keeping residents hydrated so serve food with high water content such as ice lollies, ice creams and sorbets, salads, jellies, as well as fruit and vegetables.

Fluid intake also comes from sauces so there are opportunities for good hydration when meal planning.





NUTRITION AND HYDRATION WEEK 14-20 JUNE 2021

The annual awareness campaign Nutrition and Hydration Week, which celebrates its 10th anniversary this year, takes place from Monday 14th June to Sunday 20th June. Its aim is to bring people together to create energy, focus and fun to highlight and educate people about the value of food and drink in maintaining health and wellbeing.

It is a great opportunity to educate and raise awareness for the need for hydration and nutritious food not only among care home residents, but also senior management and your team.

The highlight of the week is the Global Tea Party which takes place on Wednesday 16th June, when you are encouraged to hold a tea party.

It's also a good idea to download the Nutrition and Hydration Charter from the website and display it as it shows commitment to delivering high quality nutrition and hydration.

Here are some tips and advice on how you can plan ahead to make the most of Nutrition and Hydration Week

- **Decide what type of event or events** you will be holding. Try holding a different themed event everyday, the choices are endless. For example;



"Highlight and educate people about the value of food and drink."

- **Monday** – Big Breakfast
- **Tuesday** – Snacky Tuesday
- **Wednesday** – Global Afternoon Tea
- **Thursday** – Thirsty Thursday
- **Friday** – Fruity Friday
- **Saturday** – Smoothie Saturday
- **Sunday** – Sundae Sunday



- **For recipe inspiration** download the Nutrition and Hydration Week Recipe book from the website which is full of ideas such as Avocado and Egg Topped With Bacon, Macaroni and Cheese, Bolognese Bake and Vegetable Purees.

- **Set up a small team** to help plan and deliver the week.

- **What resources or equipment do you need** such as audio and visual equipment or additional tables and chairs. Check with the facilities team about health and safety concerns.

- **Spread the word** – let people know about what you are planning by displaying posters, downloadable from the website and e-newsletters and social media to help get the word out.

Don't forget to share your week on social media – tweet photos from your event to [@NHWeek](#) and [@Stirupmag](#) using the hashtag [#NHWeek](#).
www.nutritionandhydrationweek.co.uk/

¹ Ahmed M El-Sharkawy, 2015

² (0.8-2% dehydration in older people), Rogers et al, 2001

³ Diane K. Bunn, 2019

The Cup that Cheers

Tea is a popular beverage in care homes, with residents drinking an average two to three cups of tea a day, while the healthcare sector has the second largest sector value share for tea (22.2%) according to the Tetley Tea Report.

Offering a variety of tea blends will help keep residents interested in keeping hydrated. Michelle Jee, Tetley Senior Brand Manager, Out of Home, has the following advice. "Talk about food and drink often, as gathering opinions on choices is vital to discovering how best to accommodate the needs and tastes of residents. Regular afternoon teas bring residents together and encourage socialising which is beneficial to health and wellbeing. It's important to make keeping hydrated a fun and interesting experience for older people."

Tetley's new Digital Acti-Tea Kit is a fun education tool to help you engage with residents about the importance of hydration. Hosted on a fully online platform, a variety of resources can be downloaded. These include conversation cards, nostalgic quizzes and DIY party bunting. Choose music for your event from the collection of playlists available offering a selection of relaxing, upbeat or seasonal sounds. Another feature is the Tea Tour game which can be carried out as an individual activity or as part of a group to keep residents moving. For more information, visit www.carekits.tetleyfoodservice.co.uk

The Tetley Hydration Handbook provides advice and ideas on how to ensure residents are well hydrated. It can be downloaded here:

http://tetleyfoodservice.co.uk/downloads/Tetley_Care_Channel_Guide.pdf

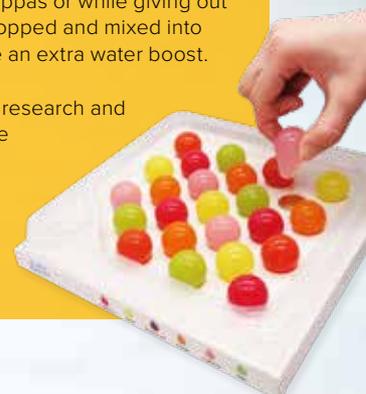
Jelly Drops

A fun and alternative way to help residents maintain their fluid intake are Jelly Drops, brightly coloured, teardrop shaped sugar free sweets made up of 95% water and electrolytes. They are the brainchild of Lewis Hornby who came up with the idea after his Grandma Pat, who had dementia, was admitted to hospital with dehydration. He spent a month at his grandmother's care home working with doctors, dieticians and speech therapists to come up with the concept. Each tray contains 24 jellies which is equivalent to 300ml of water. Flavours include strawberry, raspberry, blackcurrant, orange and lemon and lime.

Designed to supplement normal fluid intake, they can be offered alongside meals, daily cuppas or while giving out medication. They can also be chopped and mixed into ice cream or puddings to provide an extra water boost.

Jelly Drops received a £100,000 research and development investment from the Alzheimer's Society. In return the company will donate 1% of its profits to the charity.

www.jellydrops.com



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SNACKING MADE RIGHT

The Breakfast Club

ADVICE ON WHAT TO SERVE CHILDREN FOR BREAKFAST

Looking for inspiration and ideas on what to provide children for breakfast? Helena Gibson-Moore from the British Nutrition Foundation has the following healthy breakfast suggestions:

- Wholegrain toast with peanut butter, and sliced banana
- High fibre, un-sweetened breakfast cereal with semi-skimmed milk topped with fresh/dried fruit
- Baked beans on wholemeal toast with grilled tomatoes

- Poached or scrambled eggs on wholegrain English muffin with mushrooms or spinach
- Porridge topped with pumpkin seeds and chopped fruit
- Remember to provide a drink too – good choices are water, lower fat milk, fruit juice/fruit smoothies (max 150ml serving/day)

For more information visit <https://www.magicbreakfast.com/> and <https://www.nutrition.org.uk/>

It's important for children to start the day with a healthy breakfast so they are able to concentrate and focus at school.

The Magic Breakfast charity works with 480 schools ensuring that over 48,000 children have breakfast. In addition to providing food, the charity's team offers nutrition and allergen guidance to partner schools and advises on post breakfast activities such as book clubs and exercise sessions.

Magic Breakfast's breakfast is designed to give children energy, protein, vitamins and minerals and is low in salt, sugar and fat complying with government school food standards. These 'magic' breakfasts consist of cereal, porridge, bagels, beans, milk and fruit juices.

How do schools work with Magic Breakfast?

Schools can apply to become a partner school, which means they will receive expert support and food aid to reach children at risk of hunger. Emily Frezza, School Partner Team Leader says "Schools can submit an expression of interest form via our website. For a school in England to qualify at least 35% of pupils should be recorded as eligible for pupil premium." In Scotland, other criteria apply.

Once funding becomes available, a School Partner from the charity will arrange a visit (social distancing regulations permitting). Emily says "School partners work with the school to decide on the best model of food provision, then they are able

to place a food order. Food is delivered direct to the schools either weekly or fortnightly."

Traditionally, partner schools hold breakfast clubs for children before the start of school. "During the pandemic we had to adapt our model and thanks to our partners, were able to reach children at home via fortnightly take-home breakfast packs or delivering directly to children at home," says Emily.



Case Study

Although Willow Primary School in Tottenham, London, ran a paid-for breakfast club, it decided to work with Magic Breakfast "to ensure that every child at risk of hunger would have access to and be encouraged to take up a healthy breakfast in school," says Umarani Nathan, Parental Engagement Lead. "In conjunction with the charity, we launched Wake Up Magic Breakfast Club free of charge alongside our existing club for families with younger siblings to come in and have a family breakfast. This created a warm and inviting space for children. Prior to the pandemic,

around 60 children attended the Breakfast Club every day. We also fed breakfast to a further 240 children each day in their classrooms."

As a result of the pandemic, when the school resumed last September, the breakfast club was stopped, "but instead we now provide bagels every day to around 450 children. These along with some fruit are a highlight of the children's morning. Families have been given Magic Breakfast food parcels at home and are grateful to receive the support this amazing charity gives," says Umarani.

HOW TO START A BREAKFAST CLUB

One of the most effective ways to ensure children receive a healthy breakfast is to run a breakfast club. Here is some advice from Magic Breakfast on how to start one:

- Choose which kind of provision you would like to run – a breakfast club, classroom breakfast, grab and go, or a combination of all three
- Think about logistics such as staffing and any equipment you would need
- Run a stigma check. Make sure any child who is at risk of hunger can access breakfast without stigma or barrier. Ideally, they would not even need to ask for something to eat
- Let your school community know about your new breakfast provision – celebrate what your school can offer with a launch plan including posters, family breakfast and themed days
- Watch the children enjoy the new breakfast service and see how much it benefits them, as well as the whole school community

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The Future of Tipping



BrewDog Retail Director James Brown first noticed the threat to staff tips after launching the company's first cashless bar in Canary Wharf in 2018.

Realising that the amount generated in staff tips was significantly lower than other sites, James saw a big problem looming for hospitality employees as contactless payments continued to make cash a thing of the past.

Inspired to provide a solution, it didn't take him long to reach tipping point and in the spring of 2019 with Alex Moore, Founder of Rosa Thai Café, also on board, TiPJAR launched in the UK.

A twenty-first century technological fix to the age-old and often controversial subject, TiPJAR allows consumers to remunerate and praise staff directly, offering a low-cost practical and ethical tipping solution. The system uses high-tech integrations to table payment apps, credit card machines and in some cases QR codes.

TiPJAR FOUNDER JAMES BROWN SAID: "TiPJAR enables customers to tip individual staff and teams directly. It provides transaction level transparency to the staff and empowers them to manage tips as they wish, while also taking the administrative pressure off busy operators. It also provides an added incentive

to staff to be at the top of their game and then gives absolute trust to customers that the tip they give goes to the right person. They can even leave messages to staff members, as the human-to-human appreciation can be just as important as the monetary."

TiPJAR also has options for group tipping that includes a custom branded portal and gives businesses access to valuable data including customer reviews. Businesses also have the option to include a percentage donation to charity via the platform.

JAMES BROWN CONTINUED: "The data we're seeing on tipping practise is incredibly interesting and I'm not sure it's an area that has been analysed like this before. For businesses with their custom branded portal, they can easily manage all aspects of their tipping but they can also access fantastic insights to improve

With the outbreak of the COVID-19 pandemic decimating the hospitality industry and only increasing the strength of contactless payment, James explains why the power of TiPJAR has grown:

"Two years ago, we set out on a mission to help the millions of tipped workers in the hospitality sector. Never has helping these staff earn more been more important, never has contactless and cashless tip transactions been more relevant than in the lockdown operations of bars, pubs, restaurants and hotels across this country. Built by

service, staff retention and motivation."

As of January 2021, the company has over 550 active sites using TiPJAR in the UK such as BrewDog, Yard Sale Pizza, Honest Burgers, Pizza Pilgrims and Red's True Barbeque.

With over 60,000 tip transactions to date totalling

over £300K, the platform launched across the pond in California last November and has big plans for a state-wide roll out in March, alongside further expansion in Dublin, Germany, France, Spain and Scandinavia later in 2021.



hospitality professionals for hospitality professionals, we're proud to have enabled a huge number of generous Brits to make donations of support. In fact, one of our busiest Tuesdays was the lockdown pre-Christmas when there was an unbelievable amount of support being shown to hospitality staff. For hospitality venues, delivery used to be a nice bit on the side for businesses and terrible for staff tips. Now with delivery so much more important, TiPJAR means customers can easily tip when ordering at home. We often see transactions made at 7am in the morning. People are buying an Honest Burger takeaway, eating it, going to bed

and then waking up and tipping the next morning. We've tipped tipping on its head."

TiPJAR is already offering its service to other sectors such as busking, yoga teachers and even online gamers, plus is launching Tap to Tip later this year, making it even easier to tip staff in venues. A lot has happened for the company in a short space of time but there is no doubt, it's just the tip of the iceberg.

For more information about how you can join the tipping revolution visit www.wearetipjar.com



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HYGIENE

habits

Although stringent cleaning and health and safety practices are part of everyday life for caterers and chefs across all areas of foodservice, never before has there been such a public focus on hygiene.

For this feature, we have focused on some of the best hygiene innovations and ideas implemented by operators over the past few months as caterers look forward to reopening their doors over the coming months.

REDESIGNING SPACES

One of the biggest changes to in-house dining environments has been to accommodate changing social distancing regulations over the past year. The creativity shown by operators when carving out socially distanced floorplans to achieve a balance between maximising covers and complying with regulations has been impressive. Italian based Goga Caffè went so far as to build plexiglass partitions, surrounding guests on tables for two on three sides, resulting in a loss of only four covers. The investment included printing graphics on the plexiglass to create more intimate spaces for diners.

French designer Christophe Gernigon introduced a concept with a similar result that can be applied to tables of any size. His suspended plexiglass hoods (which have been trialled at the H.A.N.D restaurant in Paris since May 2020) which are shaped like large lampshades and are positioned above each guest. Simple to set up, take apart, clean and disinfect. They surround diners on three sides to reduce the risk of airborne infection without obscuring their view of the restaurant's environment.

FED UP WITH WET WORK SURFACES AFTER WIPING THEM DOWN? **TRY A DRY-TOUCH SANITISING PRODUCT** WHICH CAN BE USED AS AN AIRBORNE ROOM SPRAY OR ON HARD SURFACES SUCH AS TABLES, LIGHT SWITCHES AND HANDLES.

THE DETERMINATION TO AVOID CONTAMINATION



This constant stream of innovation has not only been restricted to in-house dining. In Japan, a railway station delivery service introduced new packaging for their food-to-go boxes, featuring a lid which folds to form a shield on three sides of the takeaway carton, keeping airborne droplets from passengers away from the food.



Food-to-go box by Awajiya of Kobe city

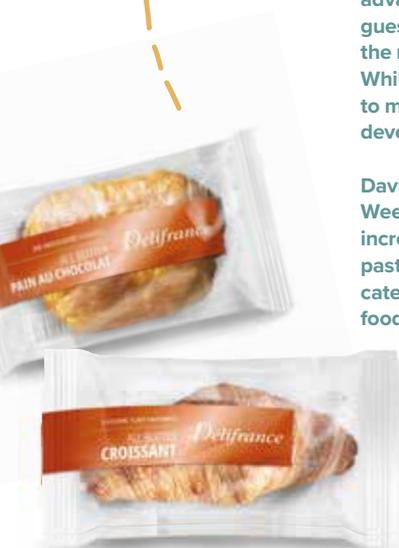
MANAGING MENUS

Undoubtedly one of the key elements of any restaurant, café or catering service is providing access to a menu. Many operators have switched to single use menus to make table service more efficient and reduce the amount of wiping and sanitising required, but there are other solutions. Most businesses are running a reduced menu to facilitate social distancing in the kitchen, so converting walls into blackboards, projecting your menu onto a wall or printing on plexiglass screens could help to reduce waste and consumer touchpoints.

If you are wrapping cutlery in a paper bag, consider printing your menu on the wrapper so it serves a dual purpose, or for those who prefer a more technology-based approach, invite customers to download your menu to their mobile phone using a QR code. The more advanced method however is to encourage guests to download and use an app to access the menu, place their order and pay the bill. Whilst there are strong marketing advantages to mobile apps, they can be expensive to develop and are not suitable for everyone.

David Bone, Foodservice Channel Manager for Weetabix told us “We have seen a significant increase in demand for portion packs in the past few months, with hospital and school caterers looking for convenient ways to meet food needs for patients and pupils. Weetabix Original is a low sugar cereal, made with 100% wholegrain and fortified with vitamins to help set you up to take on the day. It is now available in x 1 and x 2 biscuit packs, while portion packs are also available for Ready brek and Alpen Original, as well as Alpen Bars and Weetabix On The Go breakfast drinks.”

Délicrance's individually wrapped pastries



A sign of the times

COVID-19 hasn't been a funny experience for any of us, but we have seen some real creativity by operators who are using light-hearted ways to encourage customers to use hand sanitiser and wash their hands regularly. When it comes to signage, think about how you can apply your brand personality to the message. Whether you post song lyrics for customers to wash their hands to on bathroom walls or use bold graphics and unique artwork to identify hand sanitising stations, sometimes a disruptive method of delivery can be more effective than standard signs and makes the experience memorable.



Signage is key

IN THE KITCHEN

Stringent hygiene and food safety standards should always be followed by operators, however there are some tasks that are often overlooked or more difficult to achieve due to time and lack of knowledge or training. ConvoClean by Welbilt was designed to help overcome one such task by minimising the difficulty, risk and time taken to clean catering ovens. Featuring a formula with low foam properties for self-cleaning ovens, it is fully certified for unattended cleaning, so it can run after the kitchen has closed, ready for use the following day.

To aid social distancing measures in kitchens, we have seen operators introduce portable workstations with wheels and brakes which help back of house staff instantly rearrange the kitchen to cater for breakfast, lunch and dinner service as well as the introduction of one-way systems and floor markings to create individual work zones.

To ease the washing up area in large kitchens, Wexiödisk's PRM and sorting units are helping to support social distancing measures by eradicating the need for pre-rinsing/sorting by hand. Once the kitchen porter has loaded the dishes into the rack, they can be pushed into the PRM which automatically starts a pre-rinsing process before cleaning commences. The cleaned dishes are dispensed from a separate area, preventing the need for a single person to keep switching between the clean and dirty side of the washing area, minimising the risk of cross contamination.



IT'S TIME TO MAKE THE INVISIBLE, VISIBLE

With consumer anxiety around hygiene at an all-time high, making cleaning processes that were previously undertaken discreetly, visible to guests will help to instil consumer confidence as we creep back to normality. Publicising the efforts you are making to ensure your environment is safe and that your employees are well versed on regulations and new procedures has never been a consideration in the past, but in this new world we find ourselves in, it is increasingly important.

Hotel chains such as the Hyatt, Marriott and Hilton have posted videos online, informing guests of their hygiene practices in place throughout their accommodation and restaurants so they know what to expect, whereas staff at the Omni Hotels & Resorts in the USA wear "I'm Cool" stickers, indicating that their temperatures have been taken when they arrived at work. Although this wouldn't catch an asymptomatic case, it gives guests a bit more confidence that the staff are being regularly monitored in a playful way.

The pandemic has completely transformed the way consumers behave in every day life from wearing masks while visiting shops or restaurants to utilising hand sanitiser regularly as a now standard part of life. 68% of consumers believe that handwashing is the most important protection against COVID-19 so it's important to help give your customers, pupils and residents confidence with visible hygiene practices and recognisable sanitisers such as Lifebuoy.

Alcohol content is the most important factor when choosing a hand sanitiser with seven in 10 consumers saying they would want to see at least 60% alcohol content. Formulated with over

70% alcohol, Lifebuoy hand gel has a quick drying, non-sticky formula that effectively fights germs and protects from bacteria, making it ideal for both front and back of house. Unlike a liquid product, the gel texture of our range allows a controlled dosage and therefore more efficiency on the palm by limiting the risk of spillage. Through the use of branded point of sale including posters and stickers to dispensers you can assure your customers and staff that you are using the best quality branded products to keep them safe.

The more you can make consumers aware of what you are doing the better, and if you can ask customers for feedback to drive continual improvement, you will build consumer confidence in your brand. The importance placed on communicating how seriously your business is taking hygiene at this moment in time cannot be underestimated – it's certainly a strange world indeed when promoting hygiene procedures become the ultimate marketing tool!



Keep your customers aware of your safety efforts



MAKE HYGIENE TRAINING CONSISTENT AND ACCESSIBLE THROUGH THE USE OF ONLINE LEARNING MANAGEMENT SYSTEMS WHICH MAKE COMPREHENSIVE AND CONSISTENT TRAINING MATERIALS AVAILABLE TO STAFF AT ANY TIME. CHAINS SUCH AS RIU HOTELS AND RESORTS IN GERMANY HAVE DELIVERED OVER 22,000 HOURS OF TRAINING IN THE PREVENTION OF COVID-19. THIS PRACTISE CAN ALSO BE ADOPTED BY SMALLER BUSINESSES, USING ONE OF THE MANY ONLINE ANIMATION TOOLS TO CREATE YOUR OWN VIDEOS, HOSTING THEM ON A YOUTUBE ACCOUNT AND PRODUCING UPDATES AS AND WHEN REQUIRED.



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Our innovative superfast freezer process locks in flavour and nutritional's.

Without the need for additives to preserve the end result is a genuine, back of house prepared tasting salad. Always at hand with no concerns of waste.

Starry eyed for sustainability



Restaurant Sat Bains,
Michelin Green Star
Photography by John Blackwell

As part of the 2021 Michelin Guide to Great Britain and Ireland, a brand new sustainability distinction launched – The Michelin Green Star.

The Green Star has been introduced to highlight restaurants at the forefront of the industry when it comes to their sustainable practices and who can provide inspiration for the industry and wider society. The 23 restaurants listed below were awarded the Green Star, with a further 46 being identified as taking positive steps to work in a greener way.

Whether these restaurants champion local producers, grow and rear their own produce, fight against food waste or lead the way in removing non-recyclable materials from supply chains, they are selected by the Michelin

Inspectors for holding themselves accountable to the highest ethical and environmental standards.

The guide itself, available online or via the iOS app, identifies the **Green Star restaurants with a new green sustainability symbol** and also provides a brief overview of their practices as outlined in their entries.

★ ENGLAND

- Angela's, Margate
- Belmond Le Manoir aux Quat' Saisons, Great Milton
- Black Swan, Oldstead
- Coombeshead Farm, Lewannick
- Daylesford Organic Farm, Daylesford
- Hypha, Chester
- L'Enclume, Cartmel
- New Yard, Trelowarren
- Oxo Tower Brasserie, Southwark, London
- Petersham Nurseries Café, Richmond, London

- Restaurant Sat Bains, Nottingham
- River Cottage Kitchen, Axminster
- Silo, Hackney, London
- The Dining Room - Whatley Manor, Malmesbury
- The Ethicurean, Wrington
- The Small Holding, Kildown
- Tredwells, Strand and Covent Garden, London
- Where the Light Gets In, Stockport

★ SCOTLAND

- Inver, Strachur

★ WALES

- Henry Robertson - Palé Hall, Llandderfel

★ REPUBLIC OF IRELAND

- Inis Meáin Restaurant and Suites, Inishmaan, Aran Islands
- Kai, Galway
- Loam, Galway

“Launching a brand-new distinction dedicated to sustainable gastronomy shows that our recognition of restaurants goes beyond the search for the best cooking. It enables us to also turn the spotlight on those with a great sense of responsibility towards the environment.” - Gwendal Poullennec, International Director of the Michelin Guides

Find out more about each of the restaurants at [guide.michelin.com](https://www.guide.michelin.com)



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WAYS TO USE *Five Bean Salad*



Pulses are a brilliant and cost-effective way of adding one of your '5 a day' into a dish. They're a great base ingredient for lots of dishes including salads, curries and casseroles.

The Country Range Five Bean Salad is a mix of cannellini beans, red kidney beans, chick peas, borlotti beans and butter beans.

Darren Creed, lecturer at Loughborough College, has shared with us five innovative ways to utilise this versatile product and you can find the full recipes online at www.countryrange.co.uk/recipes.

ABOUT: DARREN CREED

Darren Creed is a chef lecturer at Loughborough College, who has led several teams of students to the Grand Finals of the Country Range Student Chef Challenge in recent years.

He has been teaching at Loughborough College since 1998. Before that, Darren gained a wealth of catering experience working in 4 and 5 star hotels and Rosette restaurants since leaving college in 1990, and won his own rosette at the age of 24.

1/ Five Bean and Black Olive Tapenade

Create a fresh tapenade to serve as a healthy, meat-free alternative to pâté with fresh bread or as a fantastic accompaniment to meat and fish. Simply take destoned black olives and blitz them together with the bean salad, garlic and anchovies. Season, add olive oil to loosen and lemon juice to taste.

4/ Five Bean Fritters

Make a batter of flour, salt, egg, milk and melted butter. Add chopped parsley and slowly fold the batter into the beans until you have a thick pancake mix, then season with salt and pepper. Fry until golden brown on both sides then served as a starter or side with a fresh yoghurt dip and a sprinkling of spring onion or stacked, topped with a poached egg as a delicious breakfast or brunch option.

2/ Smoked Paprika Five Bean and Butternut Squash Soup

A homemade soup and sandwich is the perfect lunchtime meal deal, for dine in or on-the-go. The five bean salad here adds plenty of texture, flavour and substance to a hearty soup complemented by butternut squash and Country Range Smoked Paprika.

5/ Balsamic Beef with Courgette and Five Bean Salad

For the perfect brunch menu option, serve delicious marinated porterhouse steaks with a fresh salad of courgette ribbons, the five bean salad, walnuts, feta, mint and lemon juice.

3/ Aromatic Garden Burgers

Having an attractive, tasty plant-based option as part of your burger and sandwich offering is an essential part of your menu. Creating your own home-made version allows you to be able to easily customise your ingredients to suit different customer needs and regularly change up your menu. To create the garden burgers mix the 5 bean salad with diced potato, spinach, flour and a variety of spices and herbs including turmeric, coriander and red chilli. Shape the mix into rounds, chill and then coat in flour, beaten egg and oats. They can then be deep fried or baked in the oven to serve.

Country Range Five Bean Salad in Water
Pack size: 800g >>





LOUGHBOROUGH BAGS CRAFT GUILD ACCREDITATION

Loughborough College's hospitality lecturers and students have once again demonstrated their appetite and desire to be the best after becoming the first college to achieve the Craft Guild of Chefs Accreditation.

The College and University Accreditation scheme was launched in July 2020 by the Craft Guild of Chefs to inspire the next generation of chefs at grassroots level. Accreditation provides institutions with professional recognition and demonstrates that the college, courses and curriculum offered have industry credibility, as well as industry standard facilities and resources.

Loughborough College had to pass various stringent stages including a full day inspection to reach the required standards and receive the much sought-after accreditation. We spoke to Darren, one of the key players at Loughborough College, who has been central in the College's previous competition successes and helped mastermind the recent award.

A huge congratulations on the accreditation, tell us why you put in for it and what it entailed?

Testing ourselves by trying to win awards and competitions is a big part of the learning ethos and the curriculum itself at Loughborough College. We aspire to be the best hospitality college with the best college restaurant, and we want our students to have similar hopes, beliefs and goals. From a team perspective, receiving this Craft Guild of Chef Accreditation is the pinnacle, especially as we're the first college to have ever received it.

We kicked things off by submitting the paper round in August and after a nervous wait, we passed before moving onto the next stage, which was a full day visit and inspection. The Craft Guild judges and representatives arrived at 10am and only left at 9.45pm with checks on everything from classrooms, assignments, curriculum, teaching methods, kitchen standards and even service in our restaurant so it was a long, arduous and nery day for the whole group of students, lecturers and staff involved. Thankfully, each and every person involved did us proud and we received our accreditation in November.

What does it mean to everyone at Loughborough College?

It means absolutely everything. Awards, accreditations and competitions have played a huge role in building our reputation for hospitality excellence and ensuring it's not just Loughborough's sport that takes the plaudits and wins the trophies. We don't have half the resources as some of the big catering colleges so it's a huge credit to the foresight of our management, the hard work of our team and, of course, the talented students.

What's next?

Well, it's not actually the end, there are more awards that can be given with the accreditation so we need to continue to raise the bar as mystery visits will take place each year. Additional awards for a gold standard are given for

categories like, outstanding competition involvement or restaurant standards. It sounds tough but these are the type of challenges we will thrive on as it provides us all with real focus to ensure standards never drop.

Considering the last 12 months, how have you managed and kept on teaching?

Like for everyone, 2020 was definitely challenging but when it hit last March, we made the decision to carry on and face the challenge head on. If chefs and hospitality businesses were having to adapt and be creative, then that's exactly what we needed to do as educators. Furthermore, we knew we needed to teach our students to be the same as the skills you learn in a crisis can put you in good stead in the future. Lessons were moved to Microsoft Teams, teaching was adapted, we entered various virtual competitions and even organised our own Virtual Festival called 'The World is Your Oyster'. This comprised of a series of virtual Q&As and live cook-offs and demonstrations from top names across the hospitality, catering and travel sectors. It was such a success that the festival even got a mention in passing from the Government.

What about the Radmoor Restaurant? Has that slowed down?

Not really. The restaurant has continued throughout, which has provided real life and problem-solving experience for the students. We adapted to offer takeaway options quickly during the year and we even switched to online ordering during the lockdown and in the lead up to Christmas. I think we ended up selling over 3,000 mince pies online and on the last day alone, we sold 88 four-course takeaway Christmas dinners. I honestly think if our students can make it through and learn from these experiences and challenges, there won't be much else that will ever phase them in their working life.

How do you as a college look to attract new students?

The media coverage we get when we win competitions and awards plays a big part in our success in attracting new students to hospitality and catering courses but we're always proactive in trying to reach new groups and demographics. We have actually recently signed a partnership with Harrison Catering to launch a Junior Chef Academy. This will be for 12-15-year-olds and will comprise of various cooking classes and courses. This type of collaboration is a great way of giving kids a taste of life in professional kitchens or a restaurant, driving sign-up to our courses and increasing positive word of mouth promotion about what we do.

What competitions have you missed the most?

Without doubt the Country Range Student Chef Challenge. It's such an unbelievable, all-round experience and does so much for the students by providing focus and clearly testing key skills, while also highlighting the importance of teamwork. It's also great fun for the students and as we've also had some success in the competition in the past, there is certainly the desire to be champions again.





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500g e





RAW CHOCOLATE ENERGY BALLS

These are dairy, nut, and refined sugar free. A great alternative to dessert or break time snack packed with nutrients and easy to make.



10 minutes



N/A



Serves 20



INGREDIENTS

- 180g Oats*
- 60g McDougalls Cocoa Powder
- 2 tsp Vanilla extract
- 200g Dates, pitted and chopped
- 120ml Water

METHOD

1. In a food processor, blitz the oats and McDougalls Cocoa Powder together into a flour.
2. Add the vanilla and dates and blend until the mixture is well combined and starts to ball together.
3. Add the water if needed, to help the mixture ball together.
4. Take a tablespoon of the mixture and roll into a ball. Repeat until you have approximately 20 balls.

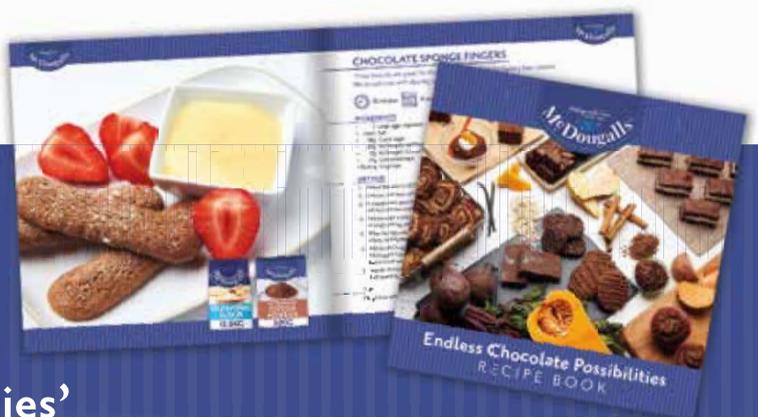
TIPS

Keep in an air-tight container for up to 5 days.

Once made these can be rolled in extra McDougalls Cocoa Powder, pumpkin seeds or sesames.

Allergens	*Check label		
Suitable for Vegetarians			Yes
Suitable for Coeliacs			Check Oats
Nutrition Per Serving			
Energy	73kcal	Fat	1.1g
Fibre	2.2g	of which saturates	0.3g
Protein	2.2g	Carbohydrate	13.6g
Salt	0.01g	of which sugars	6.9g

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

Not Enough Fish in the Sea

Moving Mountains, the pioneering British food tech company that launched the UK's first plant-based bleeding burger, is set to revolutionise diets from 2021 with the launch of its first plant-based fish - Fish Fingers.

The Moving Mountains Fish Fingers have been created to tackle the sustainability crisis in the oceans caused by over-fishing, with nearly 80% of the world's fisheries in crisis. The number of overfished stocks has tripled in half a century and today one third of the world's fisheries are pushed beyond their biological limits. Consumers can now enjoy delicious, healthy and sustainable plant-based fish that is free from mercury and micro-plastics.



Changing, for Good

To fall in line with mandatory UK / EU packaging legislation, which bans the use of single-use plastic packaging from 2021, Cooldelight Desserts are changing the format of their individual tub packaging, from the current EPS insulated individual tub packaging to new environmentally friendly tubs.

The new paper-based packaging will contain a newly developed, BioPBS inner tub coating which is a plant-derived biodegradable polymer, derived from raw sugar. The new tubs will be fully biodegradable after only 180 days.

All products across the Cooldelight range will switch to the new packaging including ice cream, frozen yoghurt, frozen mousse, iced smoothies, vegetarian jellies and seasonal ice creams.



DÉLIFRANCE EXPANDS RANGE WITH TWO EXCITING NEW LAUNCHES

Leading bakery supplier DéliFrance has launched its latest vegan product development, Vegan Baskets, a selection of savoury vegan puff pastries that can take consumers from snack time to dinner time

As a unique offering, the range includes a variety of wholesome recipes that are nutritious and convenient for both customer and consumer. Free from palm oil and additives, the innovative offering serves up a generous filling encased in a specially crafted buckwheat puff pastry.

DéliFrance have also created an innovative new hybrid - the Brownie Swirl, which will be added to its 'A Taste Of' range.

The unique new addition is a cleverly crafted viennoiserie hybrid that combines the best loved elements of a French puff pastry with the taste of one of North America's most popular dessert classics, the brownie. It has a fluffy melt in the mouth texture and thin crispy layering with a rich and visible filling that meets the demand of today's consumer.



FROZEN FOOD DISTRIBUTOR CENTRAL FOODS EXPANDS VEGAN RANGE WITH PRODUCTS FROM JACKFRUIT INNOVATORS JACK & BRY

Frozen food distributor Central Foods has extended its range of free-from products for the foodservice sector by launching four new vegan jackfruit-based products from Jack & Bry.

The move comes as demand for meat-free and plant-based products continues to rise. The Jack & Bry sizzling sausages, juicy burger patties, sausage coins and pepperoni slices are all made from tasty and nutritious jackfruit, which offers a delicious meaty texture and taste whilst also being low in calories and high in fibre. All four products are also gluten free.



You Scream, I Scream

Enjoyed since 1951, award-winning ice cream mix Comelle is this year celebrating 70 years of bringing happiness. To mark the occasion, Comelle has released its 'Best Ever Recipe' and a new pack design. Made with delicious skimmed milk from the lush green pastures of Lakeland Dairies family farms, it is no surprise in independent research consumers agreed, it is Comelle's Best Ever Recipe.

The celebrations don't stop there! To honour seven decades of its scrumptious vanilla flavoured ice cream, Comelle is offering a helping hand to the industry by giving away seven big birthday presents over seven months.

For more details visit www.lakelanddairies.ie

A celebration of creativity

Fresh Ideas for Food-to-Go

With food-to-go and delivery options holding up the hospitality sector for most of 2020, we take a closer look at who has been innovating, the lessons learned by newcomers to the service and the many ways of incorporating this essential revenue stream to the menu. Whether operating in the supply chain, education or B2C sector, we have seen the introduction of some exceptional ideas and exciting new concepts emerge.

Even in their darkest hour, caterers have fought long and hard, never giving up in the battle to keep the lights on.

Bums on Seats, the UK's largest outsource sales agency for the hospitality industry, has joined forces with a wealth of industry experts to provide operators with the ultimate guide on takeaway, delivery and 'at home' dining. Read more in our Special Feature on page 37.





PAUL FOSTER,
Executive Chef, Birtelli's
We expanded our pizza delivery offering during the first lockdown to include make-at-home

pizza kits, using restaurant calibre ingredients, that the public can make and enjoy at home. The kits proved to be very popular locally, and in the autumn we expanded to offer nationwide next day delivery. Operationally, having a production kitchen and warehouse set up has been instrumental in fulfilling the demand.

Pizza kits have always been a part of our long-term plan, so the offering is very much an acceleration of our plans and will continue beyond lockdown. Favourite toppings from the menu have been our Wenlock Edge pizzas featuring cured meats from Wenlock Edge Farm and our Ticklemore Goats Cheese pizza, from Sharpham Estate in Devonshire.



NICHOLAS BLYTHE,
Managing Director, Paella Fella

As a result of COVID-19 we took an executive decision to fast-track a

home delivery model to sit alongside our core catering business. It was a knee-jerk reaction to losing our catering pipeline overnight when lockdown measures were first introduced. We had to factor in the necessary protocols to sustain a contactless procedure as part of COVID-19, but in one month, we were able to secure extra funding, invest in an online ordering platform called Spoonfed and adapt our menu with more pre-prepped tapas dishes such as Sautéed Mushrooms in a Creamy Garlic Sauce and Pollo Boracho (Drunken Chicken) cooked in beer. We also took a plan to market with a soft launch on social media platforms targeting local communities.

The biggest challenge to date remains one of cashflow from a food-to-go model based on serving individual households versus a catering model serving large-scale events, but we are learning and adapting constantly.

Main image (left)

Flatbread Pizza with Goat's Cheese, Figs and Drizzled with Honey

Right

Sugoi NoriTaco



CHRIS DICKINSON,
Business Development Director, Pan Artisan
Pizza remains one of the most requested take-out and delivery

options. Alongside the 'classic' pizza choices, incorporate some 'specials' that reflect current trends. Pizza toppings that showcase seasonal, local produce or authentic ingredients such as Italian burrata, will attract consumers seeking provenance and quality, enabling operators to increase sales. Remember, the pizza base is as important as the toppings. With consideration for consumer and customer feedback, we have developed a wide variety of convenient choices, which are quick to prepare with minimal effort. Our range of multi-use doughballs, pre-made pizza bases, made with sourdough or premium Italian recipe doughs, are suitable for vegan, vegetarian and lactose-free diets.



GIANCARLO PRINCIGALLI,
General Manager, Aquavit London
One of the most important things to

consider is how the food will travel. It's not quite as simple as putting your whole menu on a delivery platform and then job done. You need to think about what will work and what simply won't, so you can ensure you keep your standards of quality and that the food is still 'restaurant level' when it reaches that person's home.

One thing that worked really well for us was our Kraftskiva Box that launched in August, featuring one or two dozen crayfish as well as some delicious sides such as a västerbotten cheese tart and roasted new potatoes with dill. Kraftskiva is a classic Nordic tradition that we celebrate every year at Aquavit.



HENRY DEWAR,
Beverage Innovation Manager at Monin

When delivering coffee, the most important thing is ensuring it doesn't

become compromised. The risk of this is obviously higher through the delivery process so it is important to ensure you are equipped with triple wall cups and tight lids to prevent leakages, as well as ensuring you chose a reliable delivery company who use insulated delivery boxes. You can also get creative at the same time as adding value to your business by offering a variety of options within your to-go or delivered hot beverage menu. Interesting twists to classic formats always work well from a Tiramisu Cappuccino to a Macaroon Flat White. You could also try offering at home delivery latte kits with various flavour options such as a deliciously on-trend Iced Salted Caramel Latte.



FELIPE PREECE,
Owner, Sugoi JPN

First and foremost, you need to be unique. The hospitality industry is highly saturated so your

USP will help persuade customers that your brand is the best choice. Our USP is our NoriTacos (a seaweed tempura shell with Japanese-Latin fusion fillings) - you will not find anything else like it in London and as a result we have won many awards! Also your menu needs to cater to a wide audience. For example, due to the rapid rise of the meat-free market, we created a new concept, Arepita Sliders, to appeal to this audience with our naturally gluten-free and vegan corn buns which come with various homemade fillings which you can mix and match at home to find your perfect combination.





DREW SINCLAIR,
Operations Director
& Chef, CMC School
Food NB
School leaders,
catering staff &

CMC have come up with many different ways of continuing to deliver hot nutritious food to our pupils. The CMC TUBS concept has worked really well; breakfast and morning tubs were already in operation and we have added items such as Full Breakfast Pots and Egg & Bean with brown bread soldiers which have proved popular. When making meals in pots it's necessary to make sure you keep ingredients bite sized or easy to eat with a spoon.

We restricted a lot of dishes to three elements without skimping on the flavour, texture or nutritional value. We used base items and adding suitable meat and vegetarian proteins to ensure menu choice without adding to the workload to create dishes such as our Mediterranean Chicken Box consisting of chicken thighs flavoured with tomato, lemon and coriander served with a brown rice and red cabbage slaw.



ANDREA DEUTSCHMANEK,
Country Marketing
Manager UK &
ROI, Lamb Weston
During these

COVID times people are ordering more delivered food and operators need to develop menus suitable for takeaway to keep up with Government guidelines. In 'normal' times, chips, wedges and fries made up 60% of potato servings out of home* but operators have to solve a soggy problem - because fries don't travel well! However crisp, golden and delicious they might be in the kitchen, fries will reach their destination cold and soggy. Everyone loves fries and they can be perfect for take-away, but why not load them up for added appeal? Showcase exciting trends, such as taking inspiration from global cuisines. Chef Philli has created a selection of recipes from Masala Loaded Fries to Big Mac Loaded Fries to Japanese inspired Okonomiyaki Fries, all of which can be found with lots of other innovative ideas, recipes and potato inspiration at www.lambweston.eu/uk.



Discover Amazing **FOOD-TO-GO** Recipes

Stay ahead of the curve! Discover how we can help rejuvenate your menu with our latest menu insights and our amazing on-trend flavours.



For more information how we can help contact: ian.king.ik1@givaudan.com

NO FUSS, NO HASSLE - **FREE samples** delivered to your door, register at www.majorint.com

Left

Rola Wala x meatless farm's epic 'meatball' rogan josh naan roll kit for two. www.restaurantkitsuk.com



ALISON SMITH,
Global Product Developer, Mars Food

As the demand for food-on-the-

move continues to grow in the university sector, so does demand for convenient, hand-held foods such as pasta pots, salad boxes, sandwiches and wraps. When it comes to making these sandwiches and wraps, caterers must not only ensure that the options they offer are practical, but that they also boast delicious fillings. However, for many caterers, making a wide variety of wet sandwich fillings entirely from scratch can be tremendously time-consuming, as well as difficult to execute. This is where a quality, ready-to-use sauce proves particularly ideal. The DOLMIO PROFESSIONAL® and UNCLE BEN'S PROFESSIONAL® range can be used straight from the jar, making them a highly suitable sauce not only for creating wet fillings, but also as marinades, dressings and sandwich spreads.



JAY MISTRY AND PETER MORRIS,
owners of Avocado Garden

When lockdown was announced,

we had to think creatively, and fast. Our menu had to be carefully adjusted to only include dishes that would travel well and we had to be sure that our customers were getting the best possible meals delivered to them. We immediately invested in our chef's training so that every dish looked and tasted the same regardless of which of our six chefs would be cooking.

Our slow cooked beef cheek with creamy risotto is a crowd pleaser; warm and comforting, it travels well and is one of our most ordered dishes in the evenings. Our Mediterranean mussels steamed with beer, lime, tomatoes, shallots and red chilli is another meal which travels well and can be presented in a similar way to if it were being served in the restaurant.



ED PARKES,
Director of The Gentleman Baristas

We found that customers are

looking to recreate their experience at the coffee house at home. We created breakfast bundles of the most popular items which we now offer on Deliveroo, freshly delivered to the customer's doorstep.

Our summer activation was launching The Gentlemen Baristas afternoon tea at home, using fresh, locally sourced ingredients all made and beautifully packaged in our coffee houses, as well as tea bags, it includes The Gentlemen Baristas coffee ground to order, delivered directly from our roastery in East London. As a small operations team, meeting demand can be tough but with clear communication and a brilliant can-do attitude from all plus the support of our customers, we're on top of it all. We have now launched it nationwide due to an increase in enquiries throughout Britain.



HELEN HYDE,
Business Unit Manager, TABASCO®

In the out-of-home market, we

have seen the heat and spice trend growing continuously for a number of years, across a wide variety of menu items; from breakfast to pizza, burritos and burgers, consumers are looking for a meal with a kick. Bacon butty exalters, Le Swine create their own bespoke 'Le Big Smoke' Ketchup using TABASCO® Chipotle Sauce and tequila to add a kick to the range of delicious burgers and sandwiches they create for their customers.

Visit www.stiritupmagazine.co.uk for the full recipe. As a plant-based option, add a spicy bean and corn burrito to your menu served alongside a spicy mayo dip to dine-in or takeaway. TABASCO® also offer individual 3ml sachets or 3.7ml mini bottles to add spice to your takeaway and delivery menu.



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Product Name	SKU Code	Collation
Bran Flakes	5139415000	40 x 40g
Coco Pops	5139279000	40 x 35g
Corn Flakes	5139370000	40 x 24g
Crunchy Nut	5139287000	40 x 35g
Frosties	5139385000	40 x 35g
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Special K	5110156000	40 x 30g



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Pringles Sour Cream & Onion	7000279000	12 x 40g
Pringles Salt & Vinegar	7000273000	12 x 40g
Pringles BBQ	7000248000	12 x 40g
Pringles Paprika	7000255000	12 x 40g

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Coco Pops Cereal & Milk Bars	7143975000	25 x 20g
Nutri Grain Raisin Breakfast Bake	5244019000	24 x 45g
Nutri Grain Strawberry Breakfast Bar	5218680000	25 x 37g
Squares Marshmallow 28g	7144092000	30 x 28g
Winders Strawberry	7119713000	60 x 17g

For more information please contact us at:

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Range - Stock a permissible, family friendly range

FAMILY



Range - Stock a permissible, family friendly range

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THE PERFECT SNACKS RANGE FROM KP SNACKS

*Kantar 2011 Pubs & Bars Spend £2 W/6/29/12/19 **Kantar 2011 Total Market Spend £2 W/6/29/12/19 ***McNelson, Bagged Snacks, Total Coverage, Value Sales, £2W/6/22/20/20

DEVELOPING AN *'at home'* OFFER



Delivery and takeaway offers hospitality businesses a route to market otherwise denied by COVID-19 restrictions. Creating an appealing take out offer keeps customers loyal to your brand, provides you with ways to increase your profile and ensures that customers will return to put 'bums on seats' when you are able to open your doors once again.

Bums on Seats, the UK's largest outsource sales agency for the hospitality industry, have recently joined forces with a wealth of industry experts to provide operators with the ultimate guide on takeaway, delivery and 'at home' dining.

The E-Book features advice and tips from some of the best expertise in the industry on how to best develop and market an 'at home' dining offer. Here we have pulled out just a few pieces of the fantastic advice provided throughout the guide:

Understand Your Offer:

The first step in creating an at home offer is giving thought to why customers visit your establishment, what elements of your menu and service are the key to visits to your restaurant, pub or café?

In the guide, the 'Hospitality at Home' section from Toggle shares the example of The Beer House in Sheffield – a small micropub, which had never sold beer for takeaway or delivery before closure. However, owner John Harrison realised the reason customers visited The Beer House – to explore a wide range of craft beers, guided by the pub's

expert staff – could be recreated. The Beer Box, a weekly-changing selection of beer as a nine-litre "bag in box" from companies such as Beatnikz Republic, Marble, Roosters and Arbor Ales, was born. Apply this kind of thinking to your own business to truly understand what your offer needs to be based upon.

Mind Your Menu:

KAM Media provide advice on thinking beyond the traditional 'Friday' night takeaway and considering new occasions and day parts to really profit from this market. New working routines, for example, are likely to mean that breakfast, brunch, lunch and even mid-morning sweet treats or 'after work drinks at home' are all opportunities for delivery. Day-time deliveries might mean rethinking your menu or investing in a quality coffee offer.

Delivery is already evolving from purely about "feed me now" to fulfilling a range of different consumer occasions; a gift I can buy a far-away friend, a way to celebrate a birthday or other events, such as the extremely successful Valentine's Day

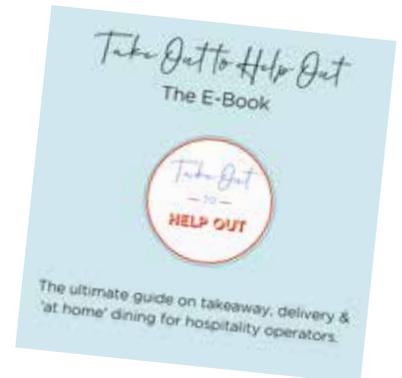
offerings we saw across the industry, a new family breakfast tradition, an affordable mid-week treat, online dinner party, work from home lunch... the list goes on.

Marketing Your Offering:

Mark McCulloch of Supersonic Inc is amongst other industry experts that provide essential guidance and tips on how to market your takeaway offering to existing and potential new customers. He breaks down the various elements of targeting and marketing to customers into three key elements:

1) THEIR LOCATION

Where are your customers? They're at home and likely to be online for a large proportion of the day whether that be on a laptop working or on their smartphones. They're also likely to be listening to radio, music, podcasts, watching tv and films, having video conversations with family and friends and cooking at home. The advice is to think about different ways you can get your marketing message across to them in each of these areas. For example, if they're online



a lot more – use social media advertising to target people within the deliverable radius of your venue(s).

2) HOW THEY WANT TO RECEIVE YOUR PRODUCT

Talk to customers in the local areas and see how you can best serve them. This is vital to ensure you are not simply being 'just another option'. Also do a thorough search online and ask your network who is doing the best delivery and takeaway. This will give you a good idea on what you need to do to raise your game and win.

3) THEIR MINDSET

You may have a part of your community who have stopped drinking and are eating more healthily, or you may have a 'screw it' bunch who are treating every week night like a stag night. There will be people who have lost jobs, loved ones etc. All of which you need to consider within your marketing communications.

"Industry collaboration, as well as positive messaging and practical support, is of critical importance. We are delighted to be working with so many like-minded suppliers by offering free advice on how to ensure hospitality is able to develop a Take Out strategy that is both commercially viable and aligned with trends and consumer behaviours for the long term." - Amber Staynings, Bums on Seats CEO

The Take Out to Help Out E-Book is free to download at bumsonseats.org/take-out-to-help-out





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Gareth WARD



Following Gareth Ward's appearance on MasterChef in late 2019, Ynyshir - a destination Michelin star restaurant with rooms located near the coast in Mid-Wales was fully booked and set for a record-breaking year in 2020 before COVID hit. Not to be put off, Gareth and his chef-led team used the time wisely and are now back in a newly renovated Ynyshir, with plans to open a pub next door in 2021.

Did you always know you were going to be a chef? How did you get started in the kitchen?

I had no idea whatsoever. As a kid I lived in the middle of nowhere in the Durham countryside, so I only really went to school to see my mates. I wasn't interested in learning, I was a picky eater and I really didn't have a clue as to a career until my uncle took to me one side and said, I should be a chef because everyone needs to eat so I'd always have a job. This made complete sense to me so after a careers interview and NVQ assessment, I started in a pub called the Seven Stars in Shincliffe.

Did it take long to get settled in the kitchen? What sort of training have you had on the way?

After not really having much passion for any one thing, as soon as I entered a professional kitchen, I knew I had found my place. In terms of training, I did my NVQ level three, but I really believe 99% of what I learnt, I picked up on the job and in life. I have been lucky to work under some fantastic chefs, whether it was Billy Cox, a Scottish chap who would turn up to work in freshly ironed whites and a tall chef hat at the pub, or Alan O'Kane, who did some temporary work in the pub kitchen and was the first person to tell me that I had talent and should really look at progressing into better kitchens. As a young chef, it was these words from Alan which gave me the confidence to try and improve and succeed in this industry.

LEADING LIGHTS

Who has been your biggest influence and why?

I would say Aaron Paterson, who was head chef at Hambleton Hall. I remember walking in the kitchen backdoor on my first day and just being amazed at the set up. He was incredibly friendly and welcoming, plus his passion and knowledge of ingredients was infectious. My time under Aaron opened my eyes to ingredients and raised my game massively.

You have a very unique style – where did this come from?

My passion for ingredients comes from my time at Hambleton Hall and this is where I really learnt to cook with military precision. I see my time at Sat Bains' as more of a finishing school and I was really only able to develop my own style when I joined Ynyshir. I have been lucky to have very supportive owners, which has allowed me to be creative and have absolute freedom. Due to the location of Ynyshir, we're not the type of place that receives walk-ins so we needed to stand out and excite to guarantee bookings and get people making the trip. This has enabled me to really push the boundaries with unique tasting menus concentrating on

ingredients, dishes and flavours that I love. I often look at dishes I love and then think – how can I make this the best version with the best ingredients, making it explode with flavour?

Where do the Asian influences in your dishes come from?

I have never really travelled far and wide, outside of a trip with Sat Bains to Singapore where I first tried the Singapore crab, so I'm proud to say that I have done 99% of my learning via eating. We're lucky to have such a diverse selection of food available to us in the UK so you don't need to travel thousands of miles. Just be experimental and try new things. I didn't set out to create Japanese inspired dishes but I have always felt certain ingredients can add so much more when used as a seasoning, as opposed to just plain old salt. With big tasting menus on offer, we also had to get rid of rich stocks and jus' as they are filling and heavy, so miso pastes and soy-based dressings can help fill that flavour gap.

I hear you have some incredible meat on the menu and you age it yourself?

I'm proud that Ynyshir is meat and fish-focused. We are protein-led, and I really believe we're the best destination restaurant in the UK for a menu that just does what we do, no compromises. We have our own Saltan Himalayan salt chamber in the grounds of Ynyshir so we age our own meat including some cuts for 300

days. I have used Welsh Wagyu in the past but we now exclusively source from Japan. Our aim is to offer the very best in the world and the Japanese A5 Wagyu just can't be beaten.

Where did you get into aging, preserving and fermenting?

I'd done a fair bit before but when arriving at Ynyshir, I quickly realised that there were challenges when it came to sourcing certain ingredients. We're a long way from anywhere so getting certain things in the best condition was a problem. Due to this, we started to look at what we could do better in-house and it went from there. We ferment, preserve, tap birch trees to make syrup and forage for elderberries in addition to aging meat.

What do you love most about your job?

I still get a buzz in the kitchen and continue to run my section each service but I really love the team dynamic we have been able to build. I spent some of my early years in the stereotypical kitchens where you're being screamed at daily. At the time, you just accepted that was the way it was and I probably wasn't the most pleasant at times myself. It was only when I joined Ynyshir that I realised there had to be another way. For the business to work, we needed to find and retain a quality team of chefs and that isn't always easy when you're in an isolated spot. The team we have now are so close and unbelievably



Clockwise:
White Chocolate & Black Bean, Ynyshir Building, Gareth Ward, Welsh Wagyu Burger, Sealing off of the Wagyu burgers



Welsh Wagyu Beef Rib with Shiitake

SERVES
4

INGREDIENTS

500g piece of Welsh Wagyu Beef Rib
1kg bottled water
200g curing salt

For the shiitake "ketchup"

200g shiitake mushroom stock – (300ml hot water, 150g dried shiitake – infuse for 1 hour and then pass),
5g agar-agar
100g rice wine vinegar
50g caster sugar

For the dressings

100g soya sauce
50g shiitakes
100g soya sauce
50g sugar
50g rice wine vinegars

To garnish

Picked and washed sea lettuce
Fried wild rice
Dehydrated shiitake mushrooms

METHOD

Cooking the welsh wagyu rib

1. Combine the salt and water to form a brine and use this to cover the beef rib, then leave it in the brine for 3 days in the fridge.

2. Once the wagyu beef rib has finished in the brine wash it off and then vacuum pack and cook in the water bath at 70°C until it is completely soft, normally 48 hours at least.

3. Once completely cooked remove from the water bath and allow to cool, chill overnight until they are set. Cut into four portions and keep in the fridge for finishing on the barbecue later.

Mushroom "ketchup"

1. Bring the mushroom stock up to the boil with the agar-agar and pass into a container, chill this until it is firm enough to cut into cubes. Combine the sugar and vinegar and blend together with the cubes of set mushroom stock until it is smooth, pass off and chill before checking the seasoning once cold. If needed, add salt and rice wine vinegar to taste.

For the dressings

1. For the shiitake dressing, roast the shiitakes in a pan in very hot oil until dark and crispy and add the soya sauce while still hot, allow to infuse then pass off through a muslin cloth. Discard the shiitakes keeping the liquid. Reserve this to one side and use at room temperature.

2. For the soy dressing, for the sea lettuce, combine 100g soy with the 50g of sugar and 100g of vinegar and whisk. Keep this at fridge temperature.

To finish and serve

1. Barbecue the cooked and portioned wagyu beef rib for a couple of minutes each side and put on the plate.

2. Cover the beef in the shiitake mushroom ketchup, dress the sea lettuce with the soy dressing and place on top of the wagyu rib coated in shiitake mushroom ketchup.

3. Finish with the fried wild rice and dehydrated shiitakes, dress with the shiitake dressing by spooning a teaspoon of it over the top once all assembled.



good at what they do, which makes my role so easy, I just get to cook and make our dishes better. For example, my head chef is a 21 year old called Lewis from the North East who joined me when he was 18. He has the respect of everyone in our kitchen, even older more experienced chefs, and being able to watch him develop has been amazing.

You appeared on MasterChef but have turned down the opportunity to go on Great British Menu –why and is it something you will do one day?

I felt the Great British Menu wouldn't really give me the ability to showcase my style and it is also quite a time-consuming process. My core focus at the moment is Ynyshir and developing the business so maybe it will be something I look at in the future. MasterChef was incredible last year, as was my appearance on James Martin but they are more about how it can help the business as opposed to one day having a line of cookery books. My home is in the kitchen.

How was your 2020?

It was obviously a horrendous year for so many but a tale of two sides for us. We were fully booked and set for a record-breaking year so the hospitality closures wrecked that. In one way though it helped us do things we would never normally be able to do. It made us have a re-focus and dissect all aspects of the dishes, our offering and the business. It gave us time to work out who we are and more importantly, who we want to be. During the lockdown, we were able to renovate and transform the look and feel of the venue, plus we have become more chef-led with a chef-run kitchen even added in the hallway to greet guests.

What are your plans for Ynyshir in 2021?

Our pub will be hopefully be opening in spring 2021 and we're all very excited. It will offer all day Sunday lunch, our own beer, awesome bar snacks and just somewhere we can walk to and have a drink!

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

Top kitchen tips?

1. Don't drop nitrogen into hot oil
2. Always be in your kitchen
3. Label everything and write everything down

What is your favourite ingredient and why?

Wasabi. It's very underused but brilliant for seasoning. I use it on meats and fish. It really opens up the flavour and adds a subtle sweetness.

Please could you share your favourite recipe, along with your reasons for choosing it?

I'm going to share this Welsh Wagyu Beef Rib with Shiitake recipe for the simple reason that it's delicious and probably the dish from my time at Ynyshir, that I love most.

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By Katy Moses, Founder & Managing Director of KAM Media



KAM MEDIA

To be clear, I'm referring to those who are currently 18-25 years old. The youngest of this generation are still only 10!

GENERATION Z *have arrived!*

There's one consumer group who have held strong for hospitality throughout the pandemic - almost unshakeable in their support for the industry and desire to socialise and consume in an environment outside of their own homes - **Generation Z.**

The common perception is that this generation would rather use social media than have an actual conversation - but how much of this is actually true? They may connect digitally but they collect physically too - in cafés, pubs, bars and restaurants. In 2019

eating and drinking out represented the largest proportional share of their disposable spend (20%).

So, how can you target this generation of consumers?

1. Conscientious consuming
Alcohol plays a smaller part in their fabric compared with previous generations. 2-in-5 18-24 year olds describe themselves as teetotal. More than twice the number of UK adults in general. They're also eating less meat, are more health aware and more ethically conscious than any generation before...

2. A credible online presence is a must.
It will come as no surprise that they are hyper connected; 25% spend 7+ hours a day on their phones. They use them to communicate, work, research as well as ordering dinner and coffee. If you don't have an app or, god-forbid, a decent website then you won't exist!

3. Invest in a seamless tech-enable experience.
Back in 2019 a third of Gen Z-ers had food delivery apps on their phones and 20%+ had already embraced services such as delivered meal boxes or beer subscriptions. Gen Z expect a seamless integration of

technology throughout their customer experience.

4. Be authentic. They want you, warts and all.
Everything a brand does from how it treats its staff to how it disposes of its waste is all - somehow or other - in the public domain now. They know we live in a world that isn't perfect. The way to connect with Gen Z is to embrace the challenges you face, admit to the mistakes you've made and celebrate your successes with them.

Take time to understand them, empathise with them and connect with them and you'll build loyalty that will last a lifetime.

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Distributor line

Cash & Carry line

IT'S OFFICIAL:

Flash Professional is Proven To Kill Sars-Cov-2¹

P&G Professional Flash spray products underwent independent testing and were found effective against the virus which causes COVID-19.

P&G Professional, the away-from-home division of Procter & Gamble, is pleased to announce that four sprays within its Flash portfolio - Flash Professional Disinfecting Multi-Surface Cleaner / Flash Professional 2d and Flash Professional Disinfecting Degreaser / Flash Professional 6d, have received test results indicating they kill SARS-CoV-2, the virus that causes COVID-19, when used according to label directions.

Testing was undertaken with an independent external laboratory which has confirmed the products kill the specific SARS-CoV-2 strain according to European Norm EN14476.

These products in the Flash Professional portfolio provide cleaning professionals with formulas that both clean and disinfect hard surfaces. In addition, these products can be integrated into HACCP protocols, as they disinfect according to EN1276, EN13697, EN14476, and EN1650:

- Flash Professional Disinfecting Multi-Surface Cleaner / Flash Professional 2d² offers disinfection and fast contact time to kill

99.99% of bacteria and viruses in as little as 15 seconds³ and can be used on a variety of surfaces, such as tables, counters, chairs, door knobs, drawer or cupboard handles, and windows.

- Leveraging its degreasing power with the additional benefit of disinfection, Flash Professional Disinfecting Degreaser / Flash Professional 6d⁴ can be used on all kitchen surfaces, is food contact safe, and kills 99.99% of bacteria and viruses⁵.

P&G Professional recently launched its CleanPLUS Experience - an initiative to aid businesses in their recovery by offering resources and materials to help build trust. Businesses who sign up for the CleanPLUS Experience will have access to co-branded digital and printed materials that showcase trusted name brands such as Fairy Professional, Ariel Professional, and Flash Professional. Establishments can apply for the CleanPLUS Experience through their P&G Professional technician or by calling 0800 716 854.

every experience counts.™

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*Tested on SARS-CoV-2 and enveloped viruses according to EN14476. Use biocides safely. Always read the label and product information before use. ¹Tested on SARS-CoV-2 and enveloped viruses according to EN14476. ²Flash Professional Disinfecting multi-surface cleaner: Kills Enveloped Viruses (EN14476 - 15sec, clean conditions); Kills SARS-CoV-2 (EN14476 - 5min); Kills Non-Enveloped Adenovirus (EN14476 - 15min); Kills Bacteria (EN1276 - 15sec; EN13697 - 1min; EN13704 - 15min); Kills Fungi (EN1650 - 15min). ³Enveloped viruses according to EN14476, bacteria according to EN1276. ⁴Flash Disinfecting Degreaser: Kills Enveloped Viruses (EN14476 - 1min, clean conditions); Kills SARS-CoV-2 (EN14476 - 5 min); Kills Bacteria (EN1276 - 15sec; EN13697 - 2 min; EN13704 - 15min); Kills Fungi (EN1650 - 15min). ⁵ Bacteria and enveloped viruses according to EN1276, EN13697, and EN14476.

Everyday creativity IN CARE



By Hilary Woodhead, executive director, National

Activity Providers Association (NAPA)

As this month marks a whole year since the start of the pandemic, I'm not sure any of us thought we would still be dealing with lockdowns and restrictions. Staff, residents and patients within care settings have had very limited, if any, visitor access as well as increased processes and restrictions in terms of day to day operations.

The team at NAPA (National Activity Providers Association), a charity dedicated to enriching the lives of people with care and support needs, has been working massively throughout the past year to support its members and offering free access to its activity resources to support the industry.

Care and activity professionals can contact the NAPA helpline freephone: **08001585503** or email helpline@Napa-activities.co.uk to talk about the challenges they're facing in introducing tech and share their successes too.

To join NAPA and receive your annual membership for £65 instead of £90 email: membership@napa-activities.co.uk Quote new member discount code: **STIR2021** to redeem this offer.

Hilary Woodhead, executive director for the charity, explains: "The COVID-19 pandemic has revolutionised the use of technology in care homes. Care and activity professionals have been creative in finding ways to keep residents connected to their friends and loved ones, and in adapting to the challenges COVID-19 has brought. NAPA are delighted to have supported colleagues to embed digital communication into their practice and will continue to help them realise its full potential. We echo the views of our members: tech in care homes is here to stay."

The speed and severity of the COVID-19 spread has impacted

massively both carers and care residents, leaving many struggling to cope.

NAPA, working in partnership with Alive, has produced a FREE digital resource: 'Getting Creative with Tech'. The guide provides advice and inspiration for activities that can be planned in whether that is on a one-to-one basis, in hallways and doorways or, where possible, as a group. Using technology, whether that be smart speakers, tablets or projectors, can be a great way to bring activities to life within a care setting. Here are just a few ideas from the 'Getting Creative with Tech' guide...

CREATING CONNECTIONS

Using technology can really help to bridge the gap between residents and their families and friends. Video calling software and apps can be utilised to allow for a 'face to face' chat over coffee, a virtual afternoon tea or even to hold a quiz or another similar activity.

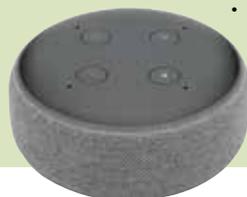
There are multiple different types of video calling software/websites you can use, many of which have free plans for you to utilise.

HALLWAY ACTIVITIES

Throughout the lockdown periods NAPA have been asked about hall and doorway activities and many of their members shared activities they

have been doing within their own establishments through the use of technology.

- Any type of exercise, for example yoga or tai chi, using scarves or other equipment for stretchy bands with music or background noises from nature using smart speakers, tablets or CD players
- Workshop via TV, radio, livestream or recorded prayer CDs
- Using bread machines for aroma, then the bread can be used as a delicious snack for all to enjoy afterwards
- Using a smart speaker to play music, trivia or quizzes



H-APPY DAYS

There are a huge range of apps available to download via tablets that can be utilised to help connect residents with family members, get creative or discover new and old interests. Some of the recommended apps include:

Tangible Memories - Tangible Memories is a simple life story app, created by University of Bristol as part of the Tangible Memories project. This app enables care staff and residents to capture images, text and audio that have special meaning, print out, scan and listen back to them and even use them to make a personalised book. Specially co-designed with older people living in care and care staff alongside artists and researchers from Bristol University, it's easy to use. A great starting point for conversations and life story projects. Available for both Apple and android tablets.



Butterflies - Used with the camera on a tablet, this app will bring a host of brightly coloured, exotic butterflies into your lounge! People may have fun using the touchscreen and getting butterflies to land in particular places. Link your tablet to a projector or a TV, so everyone in the group can watch as brightly



coloured butterflies flutter around the room – and come to land on a chair, a hand – even someone's head.

RemArc - This app will take you through the decades, either by topic or by decade. Residents can look at clothing, work history or television programmes to name but a few. It's great fun and can be really useful to start conversations about different periods in residents' lives.

To access the guide mentioned in this article as well as lots of other information and tools visit napa-activities.co.uk/membership/free-resources



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The Country Club

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HAPPY HYDRATION

The focus of our health and welfare feature this issue (pages 12-13) is the important of keeping residents and patients hydrated within a care setting.

This month we're giving one lucky reader the chance to win two packs (14 trays) of Jelly Drops. As detailed in the article, Jelly Drops are a fun and engaging way to help residents and patients to increase their fluid intake.

- Each tray contains 24 drops and 300ml of water
- Made of 95% water and added electrolytes, natural flavours and non-artificial colours
- Sugar free, vegan and with no laxative effect

- Designed to be picked up easily and independently
- Solid texture, they don't burst but are easy to chew
- 6 delicious natural flavours: strawberry, raspberry, blackcurrant, orange, lemon and lime
- Jelly Drops are not designed to replace normal fluid intake, but to supplement it

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



Keep it clean!

This issue's Category Focus is all about hygiene and non-foods. Your equipment is key to the efficient running of your kitchen, so we're giving one lucky reader a £150 Nisbets voucher to purchase whatever items your kitchen really needs!

For your chance to win, send an email titled 'Nisbets', along with your name,



WIN
£150 Nisbets voucher

contact details and the name of your Country Range Group wholesaler, to competitions@stiritupmagazine.co.uk

Closing date for the competitions: 31 March 2021. All winners will be notified by 30 April 2021. Postal entries can be sent to: Country Range Group, 4 & 5 Jupiter House, Mercury Rise, Altham Business Park, Altham, Lancashire, BB5 5BY. Full terms and conditions can be found at: www.stiritupmagazine.co.uk/about



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FOOD & INDUSTRY *news*

CARE SECTOR

NUTRITION AND HYDRATION WEEK 2021 ANNOUNCES DATE CHANGE

Due to the ongoing COVID-19 pandemic Nutrition and Hydration Week 2021, originally planned to take place this month, has been moved to 14-20 June 2021.

The 2021 Nutrition and Hydration Week encourages people to focus staff well-being, especially their nutrition and hydration. The highlight of every Nutrition and Hydration Week is the Global Tea Party, which takes place on the Wednesday. Use the #NHWEEK2021 to get involved on social media.

Andy Jones, chair of the PS100 Group, said: "By still retaining the week in the early summer, we hope the week will provide those shoots of hope that some form of normality is on the horizon. We do plan to celebrate in 2022 the past success of the week."

For more information visit www.nutritionandhydrationweek.co.uk



INSPIRATION

Lakeland Dairies Foodservice go green for St Patrick's Day

Steeped in Irish heritage Lakeland Dairies launches its annual Celebrate Green campaign embracing the Co-Operative's excellence in dairy farming and, heritage in churning high quality milk into butter and cream.

This year's campaign celebrates the grass-based dairy farming of the Co-Operatives family farms and to launch the campaign, the company has created a

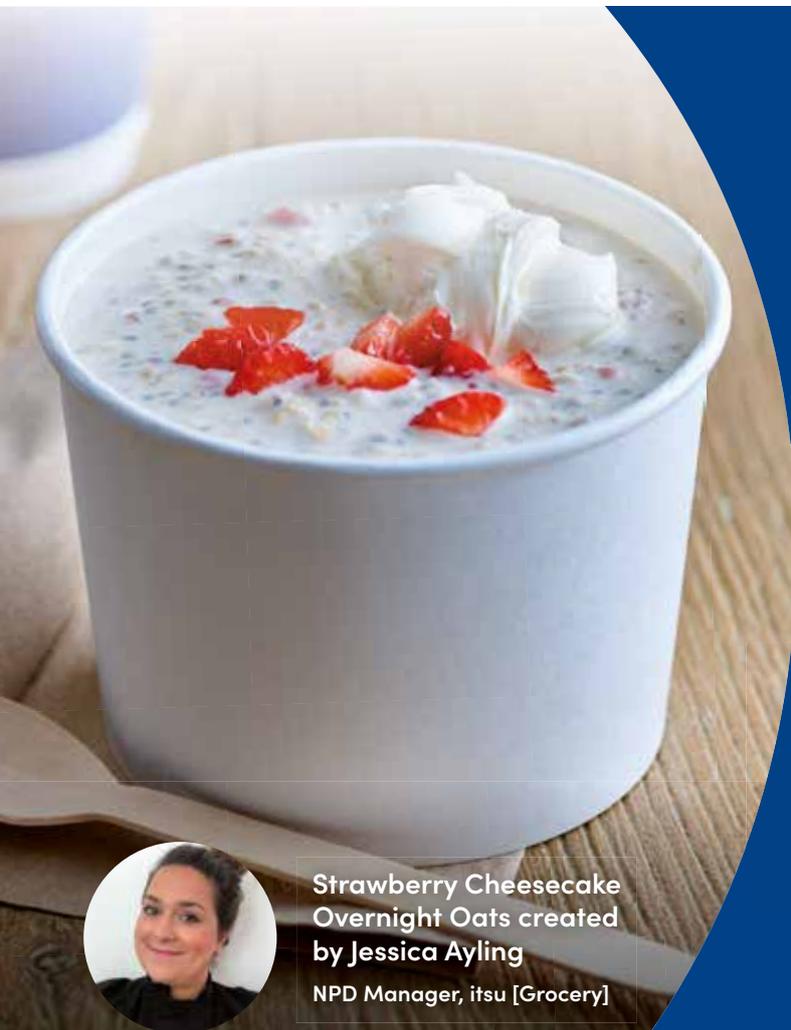


brand-new recipe and activity book designed especially for care settings.

The book features recipes using hero professional foodservice product, Millac Gold Double with Added Vitamin D - popular for its great taste and stability. Each recipe is bursting with delicious combinations and cooking tips to make the perfect Irish afternoon themed tea party. To help create an amazing event, there's also a host of fun activities and expert advice to encourage engagement across residents and staff.

And that's not all, there's also a chance to win of one of ten free Animal Farm Aqua Paints, specialist products designed for residents living with dementia.

For more information contact competitions@lakelandairies.com



Strawberry Cheesecake Overnight Oats created by Jessica Ayling
NPD Manager, itsu [Grocery]



Wake up to the Possibilities

8/10 chefs say they really like the texture of Philadelphia and rate its creaminess significantly higher than other cream cheeses*



You Don't Know PHILLY

Download Jessica's Food-to-Go recipe book and get in the know

📍 www.philadelphiaprofessional.co.uk

*82% of chefs rated Philadelphia Original's texture as 7 or above on a 9-point scale and 93% of chefs stated that they felt that Philadelphia Original was either creamy or very creamy during independent blind taste tests conducted by Good Sense Research in July 2020 with 101 chefs.



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SEEING POSSIBILITIES IN POTATOES

INSPIRATIONAL PLATES FOR *Spring menus*



A RARE-BIT TREAT

Pickled walnuts offer a great substitute to Worcestershire Sauce paired with a good, strong cheddar in this classic Welsh Rarebit. Perfect for St David's Day menus. <https://www.opiesfoods.com/recipes/Luxury%20Pickled%20Walnut%20Rarebit/70>



WAFFLING ON

Celebrate Waffle Day (25th March) the right way by adding the UK's number one spread brand to your menu from mini waffles with Nutella and fruit to a waffle cone parfait, the options are endless. For more menu inspiration visit www.ferrerofoodservice.com



KEEPING KIDS HAPPY

Tilda Foodservice have created a whole range of tasty, school-friendly recipes to inspire your education sector menus. From this delicious Caribbean Jerk Chicken Rice and Peas to other global cuisine inspired dishes such as Indian Lamb Koftas with Coconut Rice. To discover the recipes, visit www.tildafoodservice.com

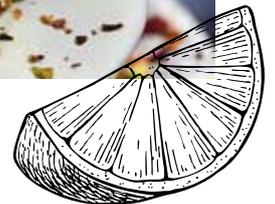
TIME FOR TEA

A fantastic way to celebrate Mother's Day is to provide a delicious afternoon tea. Whether that is for residents in a care home or as Mother's Day special for restaurants, pubs and hotels. This Baked Lemon Cheesecake is the perfect luxurious, refreshing treat to add to your afternoon tea stand or box.



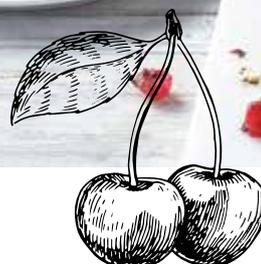
BANG, BANG!

These 'Gunpowder' Waffles, created by Unilever Foodsolutions Business Development Chef James Birch, are spicy, delicious and packed with flavour. They are great as a brunch dish and would work well as a takeaway or delivered option.



MUM'S THE WORD

Upgrade your takeaway or delivered Mother's Day dessert offering by adding this delicious, no-bake Chocolate, Cherry & Ginger Fridge Cake to your menu. <https://www.opiesfoods.com/recipes/Chocolate,%20Cherry%20and%20Ginger%20Fridge%20Cake/85>



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

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¹Sensory testing for crispness in a closed delivery bag. Sensory dimensions August 2018 *Subject to availability