

The Grocery Trader

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GREAT FOOD BRAVER WITH FLAVOUR!



This autumn, Great Food, which specialises in seriously tasty vegetarian food, is launching its new range of delicious and versatile products to take advantage of the rapidly expanding vegetarian market.

Great Food prides itself on being 'braver with flavour' and the products have been developed to offer consumers an exciting alternative to vegetarian foods currently available.

The vegetarian market has experienced consistent growth over the past few years, however this is largely to do with the trend for 'flexitarian' eating where people are choosing to reduce

their meat intake without becoming fully vegetarian.

Great Food is targeting this market with products which include snack packs, bites, burgers and houmous. The range has been developed to suit different occasions: lunchtime snacking, light meals and as a main meal alternative.

Jane Rayner, Marketing Director of Great Food explains the concept behind Great Food: "Great Food is all about great tasting food which happens to be vegetarian. It's also gluten free and dairy free as well as being Kosher and Halal. The company has already been very suc-

cessful within the specialist food sector and we have now developed the brand to appeal to a wider audience in order to reflect the changes in people's lifestyles and in their approach to food. People no longer choose meat in every meal, instead opting for tasty and healthier alternatives - Great Food offers just this.

"The flexibility of the range is a key selling point, offering consumers the choice of eating the food as a healthy alternative to sandwiches and wraps, a light meal, a meal accompaniment or as part of a main meal, which may or may not include meat."

Continues on page 4

CONTENTS INSIDE THIS ISSUE

- Industry News Pg 1-7
- Lunch! Pg 8
- Nicolites Pg 9
- Grocery - Food Pg 10-11
- Packaging News Pg 12-14
- Table Talk Pg 15
- Healthy Living Pg 16
- Back of Store Pg 17-22
- Mintel Pg 23
- Diary Dates Pg 23
- Crossword Pg 23

THE HEAT IS ON IN THE BACK OF STORE

Welcome to our fourth quarterly Back of Store feature for 2013. As Christmas nears, the pressure is on multiple grocers to stay stocked in all departments, raising the heat in the back of the store and the rest of the supply chain.

The multiples lead UK industry in investing in warehousing and logistics, served by a host of specialist equipment and service providers. As reported, Partner Logistics' £42million facility in Wisbech, Cambridgeshire, is Britain's biggest deep freeze warehouse and prides itself on its high levels of energy efficiency, automation, accuracy and a value engineered service.

To read the Back Of Store feature turn to page 17-22.

STAY AHEAD OF THE GAME

See the news unfold as the week progresses by visiting the industry's leading website every day. Also catch up on recent news and events by viewing our online archives.

WWW.GROCERYTRADER.CO.UK

BANANA BRAND NETS BUNCH OF AWARDS

Ceinco SA, growers of BanaBay bananas, the new brand launched earlier this year, have netted an impressive two places in the hotly contested 'Banana King' competition, which is held each year in Ecuador - a country recognised worldwide for producing premium quality bananas.

Competing with over 30 established plantations for five winning positions, BanaBay premium bananas were judged on both size and quality. After a thorough examination of each plantation's entry,

the judges announced the winners, including both third and fourth position for BanaBay producers Ceinco SA.

Plantation director Danilo Serrano was extremely pleased with the result, "We were up against plantations widely known as the best in Ecuador, so the pressure was really on," he said. "We're extremely happy to have achieved both third and fourth place - out of five positions on the podium, our BanaBay bananas were on two! It was great to have the quality of our

fruit recognized in this way by the industry."

Since BanaBay bananas were introduced into the UK just nine months ago, the new brand has gone from strength to strength, with a million BanaBay bananas transported a week, not only supplying the UK, but also being imported into Ireland, The Netherlands, Egypt and, most recently, New Zealand.

Managing Director Mark O'Sullivan believes the brand's success is due to the premium quality of the produce, but also the

direct sourcing opportunity created by the company's 50% Ecuadorian and 50% UK ownership, which means customers enjoy the benefits of shorter, more flexible supply chains and can have confidence in reliability of supply.

"Our success in this Ecuadorian competition confirms what we already know - our bananas are top quality," he says. "Feedback from the marketplace confirms people love both the look and the taste of our bananas - and clearly the judges agreed!"

Continues on page 4



Danilo Serrano, director of Ceinco SA and BanaBay.

APPETITE FOR LUNCH!

FOOD-TO-GO SHOW REPORTS 37% INCREASE IN ATTENDANCE

lunch! confirmed its position as the leading trade event for the UK's food-to-go market last week, after its sixth, and biggest, edition attracted a record 5,929 industry professionals. Organised by Diversified Business Communications UK, the two-day show, which took place on 26-27 September at Business Design Centre, London, enjoyed an unparalleled 37% increase in unique attendees (excluding revisits) compared to 4,314 in 2012.

Renowned for attracting top buyers from across the retailing, hospitality, snacking and catering sectors, the show's aisles were packed with a "who's who" of the sector - including buyers from Waitrose, M&S, Asda, Tesco, EAT, Pret a Manger, Costa, Caffè Nero, Harrods, Debenhams, Superdrug, Gate Gourmet, Greggs, Network Rail, Thomson Airways, Brakes, Aramark, BaxterStorey, Hilton Worldwide, Compass, Sodexo, Selfridges, and Coffee Republic; plus thousands of independent retailers and foodservice operators.

The significant surge in visitor numbers has led many exhibiting companies to rightly hail the 2013 show as its most successful ever. And, as a result, a record number of exhibitors have already rebooked for next year - when lunch! returns to the Business Design Centre in Islington, London, on 23-24 September 2014.



lunch!'s marketing manager Grace Allwright, who has worked on the award-winning show since 2009, is delighted with the phenomenal feedback it has inspired: "We talk about lunch!'s fantastic buzz and unique atmosphere every year but it really was incredible for 2013. Of course, lunch!'s 37% increase in attendees makes a great headline but it was the high quality of focussed buyers there that really grabbed everyone's attention," says Allwright.

She continues: "We are thrilled that so many exhibitors, and visitors, are calling lunch! 2013 their best trade show ever! - and we really couldn't ask for a better testimonial than that! Thank you to all our valued exhibitors, visitors, supporters and partners who helped make lunch! 2013 such a great success!"

Renowned for its exceptional show content, it wasn't just the show floor that was buzzing at lunch!. The show's highly anticipated Keynotes were all well attended, with many enjoying standing room only crowds.

British Smoothie Championships

Notable highlights for 2013, included ShakeTastic winning the live finals of the British Smoothie Championships (sponsored by Magrini) for the third time - having triumphed in 2009 and 2010. Their winning smoothie - Pop Eye! (made with banana, baby spinach and freshly pressed apples), is now available to enjoy in all their stores.



Innovation Challenge Awards

Audience participation was also key to the prestigious, new-format Innovation Challenge Awards. For the first time ever this year, all products entered into the Innovation Challenge Showcase - including food, drink, packaging, equipment and technology - had to win over the show's visitors before making it through to the live final.

Designed to promote and celebrate genuinely new ideas in the market place, including brand innovations and new twists on established concepts, the Innovation Challenge Awards attracted over 50 entrants this year. The 15 short-listed finalists (as voted for by lunch! visitors on the first day of the show) were invited to pitch their innovative ideas to a panel of industry judges (which included Faith MacArthur, founder of EAT, Simon Stenning, foodservice strategy director at Allegra Strategies, and Maria Bracken, editor of Lunch Business magazine).

lunch! 2014 - the UK's leading, multi-award-winning, trade event for the food-to-go industry, will return to Business Design Centre in Islington, London, on 23-24 September 2014.

www.lunchshow.co.uk

VIVID WINS AT LUNCH!



Vivid Drinks has been named the most innovative new product at this year's lunch! Show after being voted into the Innovation Challenge final by buyers.

Vivid is the first ready-to-drink Matcha, a ground green tea leaf powder famed for its health properties, prepared with a blend of not-from-concentrate juice and available in three flavours.

After beating off competition from the likes of Bear Nibbles and Vegessentials, Vivid was voted into the final where founder James Shillcock presented to a panel of three judges, including EAT founder Faith MacArthur, before being awarded the Gold prize.

Judges stated that they "loved" the product and that it would take Matcha green tea to a new, much wider audience.

As the definitive 'food-to-go' trade show, lunch! has a strong focus on innovation - especially through its popular Innovation Zone, which offers a unique opportunity for emerging start ups looking to meet major food and drink buyers. Previous winners of the award have included Vita Coco's Coco Café.

James Shillcock says: "We're all very proud of our win - our sector is extremely competitive, so it's fantastic to have our innovation recognised by some of the industry's leading buyers."

"We've grown rapidly since launch. This award will help us maintain our momentum and continue to lead the Matcha category."

Since launching in August, Vivid has secured listings in over 150 outlets, including Harvey Nichols, with another listing pending with Selfridges.

NEWBURN BAKEHOUSE BY WARBURTONS BRINGS 'FREE-FROM' TO LUNCH TIMES

Newburn Bakehouse by Warburtons offers an award winning gluten and wheat-free range of bakery products. Its dedicated free-from bakery in Newburn, Newcastle, hosts a team of expert gluten and wheat-free bakers, combining generations of Warburtons passion and know-how to produce a range that has won awards for superior quality and taste.

Currently estimated to be worth £367 million, 'free-from' is one of the fastest growing markets in the UK, forecast to grow by over 47% by 2018*. Since Warburtons rebranded its free-from range in 2013 to Newburn Bakehouse, sales have increased significantly up 91.9% on the same period last year.

Newburn Bakehouse is investing heavily in a strong innovation pipeline with a true commitment to quality. This year, £90,000 was spent on the latest technology and research to bring six new products into the market, including gluten and wheat-free wraps, bringing the total range up to 15.

Currently stocked in Tesco, Morrisons, Waitrose, Sainsbury's, Asda and convenience stores; the Newburn Bakehouse range is now planning a series of new product launches for 2014. At present the range includes beautifully soft loaves, French-style baguettes, fruit



tea cakes, mouth-watering muffins and the popular gluten and wheat-free Square White Wraps, the first of their kind in the UK, offering a versatile alternative to a conventional sandwich or roll.

For those with Coeliac disease, eating away from home remains a big challenge. Numerous eating establishments have a lack of knowledge and understanding about catering to this largely untapped market.

However, the increase in demand for gluten-free has not gone unnoticed by key players within the foodservice industry with Domino's, Pizza Express, La Tasca and Starbucks all now offering 'gluten-free' options. Many are currently working with Coeliac UK, the UK's leading charity for people affected by Coeliac disease, to gain accreditation and improve their in-house production and training methods to avoid contamination.

Coeliac UK, leading charity working for people with coeliac disease and dermatitis herpetiformis, support over 60,000 people with the condition and around 14,000 people with a new diagnosis sign up each year. However, 30%* of the British population is now choosing to eat gluten and wheat-free on a regular basis, despite not suffering from any food intolerance, and over half of UK households buy into 'free-from' at some point during the year.***



Coeliac UK have highlighted the continuing lack of away from home options for gluten-free and have spotlighted foodservice as a key area of focus for their annual awareness week for the last two years.

For Newburn Bakehouse, entering the foodservice channel is the next logical step. As more people are diagnosed with Coeliac disease and other related intolerances, the demand for quality foods and services is increasing across all channels. This development in consumer expectations was a driving force behind the brand's presence at lunch! Show. 'The contemporary food-to-go show', in order to better understand the needs of both consumers and trade customers.

As a result of feedback gathered from their attendance, Newburn Bakehouse is looking into the best possible formats and products to fit the customer and food service need. A result of such thinking has been an exciting new partnership with La Tasca, where the brand's Square White Wraps feature on the La Tasca menu across their entire UK portfolio. The restaurant chain, which won 'Best Gluten-Free Menu' in 2012, offer the wraps as its 'Gluten-Free Flatbreads and Oils' dish within its enhanced gluten free menu, which is endorsed by Coeliac UK.

The collaboration with La Tasca demonstrates the versatility of the Newburn Bakehouse range and how it can be seamlessly incorporated into a food service offer where there is a clear and obvious demand.

Chris Hook, Director of Newburn Bakehouse by Warburtons said: "We're thrilled to be moving into the food service arena as it represents a huge potential growth area for us.

"It's a known fact that eating away



from home is one of the biggest challenges people with Coeliac Disease face. Many catering establishments lack knowledge and understanding about catering to this market, yet it represents an estimated £100m worth of business.***

He continued: "We'd love to expand further into foodservice and are already in talks with several establishments. For us, it's all about giving those with food intolerances or allergies, the same great tasting Warburtons products that families across the UK enjoy with our core range, home or away..."

To find out more about Newburn Bakehouse opportunities, complete our enquiry form and we can respond with an opportunity to cater to your needs. Just visit us at www.newburnbakehouse.com/trade

** YouGov, March 2013 - 52, 349 sample size
*** Kantar Worldpanel July 2013
**** www.coeliac.org.uk/food-industry/caterers-and-restaurateurs/how-your-business-can-access-the-gluten-free-pound

