

SILVER FORK

SLEAFORD QUALITY FOODS



ISSUE 3 (JULY 2019)

THE LATEST TRENDS AND OPPORTUNITIES

WHAT'S COOKING IN THE FOOD INDUSTRY?

LATEST HEADLINES



WHAT'S NEW THIS EDITION:

- Ice Cream Trends
- Reducing Sugar
- Pride Month
- Cuisine of the Month: Taiwanese



BEING KIND TO YOUR MIND

May was Mental Health Awareness month, set up with the purpose of starting conversations to break down taboos and improve mental health. The Department of Health found in 2015 70 million work days were lost due to mental ill health. This makes mental ill health the UK's leading cause of sickness absence.

So with mental health being discussed and understood better than ever, how is the food industry responding?

As increasingly important as mental health is to modern customers, it's a very different type of opportunity for the industry. It's not simply a marketing bandwagon to jump on, but a social responsibility on the part of the industry. There have been accusations of shallow marketing of mental health to merely increase company profits. Consumers are looking for more to brands than just a simple sale. Consumers look for brands who want to make an impact, who are genuinely engaging, and make an honest connection.

Burger King's "Real Meals" campaign, a twist on the traditional "Happy Meals" concept, made an impact in the market. If nothing else, it sparked conversation! Partnering up with Mental Health America, Burger King released a range of five meal boxes to suit various states of mental ill-health. The options included 'Blue Meal', 'Salty Meal', and 'DGAF Meal', accompanied by the slogan "No one's happy all the time. And that's OK." McVitie's also partnered with Mind this May to address awareness within the UK. Over four million packs of McVitie's biscuits were sold in aid of Mind as part of this charity partnership. McVitie's also donated £150,000 to support Mind's Time to Change campaign. The donation contributed to funding eight "Time to Change" hubs and training for four hundred volunteers.

For the full story, read on at www.sleafordqf.com/news/the-mental-health-behind-food/

MEANWHILE...

Waitrose No Packaging Trial: Waitrose has started a trial at one of its stores in Oxford that saw it remove plastic from flowers and plants, as well as offer fruit and vegetables unencumbered by unnecessary plastic packaging. Customers are able to use their own containers to buy and refill produce such as pasta, rice and cereals; alongside the frozen fruit 'pick and mix' counter! If you forget your Tupperware, don't despair! You can borrow containers for a £5 deposit a piece, which is reimbursed upon return. The aim of the trial is not only to reduce packaging but to see how this type of shopping will affect shopper behaviour.

Sainsbury's Meat Free Butcher: Sainsbury's will celebrate World Meat Free Week by launching a plant-based pop-up butchers in Bethnal Green Road, London from 21st - 23rd June. It will offer over 20 meat free products from BBQ Pulled Jackfruit and Chorizo-style Shroomdogs to vegan steaks and bacon.

UK Dairy Market Update: A report by Kantar Worldpanel has shown that the UK dairy market experienced a decline of £15m in sales over Easter, with this reduction in sales coming mainly from milk. This may be due to the popularity of milk alternatives and on the go eating ousting conventional breakfasts. However, the dairy market has experienced growth elsewhere in 2019. The sector is seeing small increases in sales of cheese and cream, spurred by scratch cooking and 'treat purchases'. Compared to 2018, there are 2.3% more cheese sales and 5.4% more cream sales in 2019. Clearly the cream is still rising to the top!

For further information, please see tfptrendhub.com



STOP THE PRESS!

- **Insect Cook Book Launched:** Thought the cricket craze was over? Think again! SPACE10, Ikea's external future living lab, has just launched their first cookbook "Future Food Today". Insects and plant-based proteins are high on the ingredient list. The recipes have been developed to be "future proof" against future challenges consumers may face. Some example recipes include Dogless Hotdog, Bug Burger, and Holy Mole Fish Tacos.
- **Asia leads snack innovation:** The Asia Pacific has emerged as the global leader of salty snacking markets and innovations, after four of the top five salty snack product launches originated from the region. Flavour migration was highlighted as one of the trends with the rising popularity of chocolate-flavoured salty snacks, with 58% of this snack category being Asian-Pacific snack launches.
- **Plant Based Nuggets:** Don Lee Farms is adding plant-based chicken nuggets to school menus this coming school year. DLF is currently one of the top three suppliers of protein for school districts in the United States. Their decision to start incorporating plant-based nuggets were due to sustainability and cost concerns. The nuggets are reportedly comparable in taste and texture to real chicken nuggets and give schools an easy plant based option.
- **New Style Pizza Box:** Australian Philip Bonvivo, inspired by the Green Box design for a "Swiss Army" box, has developed a pizza box for the twenty-first century! The lid can be torn into four plates and the bottom of the box can be turned into a wedge shaped storage container for leftovers - and is all made from recycled, locally made cardboard.

LATEST LAUNCHES

WE ALL SCREAM FOR ICE CREAM!

It's the start of the summer, it would only be right to talk about the favourite summer dessert and snack - ice cream! And recent launches are not going to let those on a free from or alternative diet be left behind in the heat wave!

Chickpeas: Portland, Oregon, has seen the launch of an ice cream shop specialising in chickpea ice cream! Little Bean sell scoops made from chickpeas, water, sugar and plant oil, and offer a range of innovative flavours, including Szechuan Strawberry and Blackberry Basil.

Oats: Whilst milk alternatives such as soya and almond milks are enjoying continued popularity, oat milk is rising to challenge these new alternative standards. Magpie's Soft Serve in LA is offering a vegan Blueberry Pie flavoured ice cream made with oat milk; whilst Van Leeuwen Ice Cream in New York has launched a vegan Oat Milk & Cookies, which is made from oats and coconut cream, and mixed with gluten free oatmeal cookie crumbles and a vegan caramel swirl.

Sorbet: A classic alternative to traditional dairy ice cream has been sorbet, as they are normally made from fruit juice, sugar and lemon. So this incidental entry into the free from recipe book has been a blank canvas for those experimenting with flavour. Examples include Wanderlust Creamery in LA are offering the Ispahan Escape Bar - a lychee sake sorbet bar dipped in vegan strawberry white chocolate and covered in rose crystals and raspberries. Wanderlust Creamery are also offering a a Prickly Pear and Aloe Vera sorbet made from fresh lime and sea salt.

Vegetables and Spices: It shouldn't come as a surprise that the sweet sector is having a moment with vegetable and spice inclusions - beetroot brownie anyone? Colour and flavour are being equally championed here - from Popeye's 'Fleet Treat' at Van Leeuwen being made from spinach (of course), extra virgin olive oil, turmeric and sea salt; to Fifty Licks' (Portland) Golden Milk ice cream made with turmeric, ginger, black pepper, cinnamon and cardamom.

For further information, please see tfptrendhub.com



IN DEPTH

BE EGGS-CELLENT - RETURN OF THE HUMBLEST PROTEIN

In an industry where protein is seen as king by the modern consumer, the latest protein inclusion seems rather familiar - the humble egg!

Eggs have enjoyed a recent bill of good health, recovering from past concerns over cholesterol to being seen as the mainstay of a balanced modern diet. Devotees include vegetarians and flexitarians, as well as those following the keto and paleo diets, so the reach of the original meat-free protein is not to be overlooked.

As snacking takes over from traditional set meal times, convenience remains at the forefront of consumer's buying patterns - and eggs are not going to be left behind in this modern way of eating!

Egg whites are being used as an alternative to crisps and crackers, by being baked with cassava flour which creates a crispy texture and boasts 5g of protein per serving. Lesser Evil's range includes egg and cheese, Himalayan pink salt, and huevos rancheros flavours - picking up the flavour fans and protein snackers in one fell swoop.

Eggs are also being included in the already popular category of snack bars, where consumers are looking for cleaner labels filled with ingredients they recognise and trust. Egg whites and yolks have been used by the likes of Epic Provisions and Oskri as part of their healthy snack bar ranges, replacing other protein powders that consumers may not recognise or trust.

Just Crack An Egg have launched a range of egg pots designed for consumers after a hot breakfast with flavour and quick cooking times. The range includes a Southwest Scramble with chorizo, Monterey Jack Cheese, potatoes, tomatoes, green and red bell peppers, jalapeno peppers and onions; alongside Protein Packed and Veggie Scramble flavours.

For further information, please see tfptrendhub.com.



IN DEPTH

SUGAR FOR MY HONEY? THE GREAT SUGAR DEBATE CONTINUES

By now, we are all aware that we should be eating less sugar - we can't seem to get away from the spectre of sugar and the effect it has on an individual's health. The industry is now no stranger to lowering levels of sugar to meet demand from consumers for healthier options and regulations imposed from the government.

The Public Health England sugar reduction programme aims to reduce sugar in yoghurts, biscuits, cakes, puddings, ice cream, breakfast cereals, morning goods, confectionery, sweet spreads, and sauces by 20% by 2020.

As a result, we're starting to see products that boast "reduced sugar" credentials, instead of stripping out all sign of sugar, which use fibres and yoghurt cultures to create sweetness. These products, whilst not as traditionally sweet as their predecessors, are appealing to a host of consumers who want to avoid an artificially sweet taste in their food, as well as those wanting to improve their diets.

What is most surprising about this trend is that is being driven largely by Baby Boomers! Wanting to age well and live longer means that Baby Boomers are actively limiting the amount of sugar they consume by buying reduced sugar products more than any other generation category. Most of their spending on sugar spend goes on yoghurts, bakery items, and breakfast cereals, which are key areas for sugar reduction and recipe improvement (Innova Market Insights).

The yoghurt sector has had to innovate quickly in light of these developments, especially as yoghurt is a surprising source of high sugar levels. As well as using other inclusions such as protein and fruit to help their health credentials, sugar is in the firing line - Innova Market Insights found that in 2018 20% of yoghurt launches had a low sugar claim, compared to 4% in 2013. Two Good (Danone, USA) claims to have 85% less sugar than the average yoghurt (2g per serving), due to introducing a straining process; whilst Muller are aiming to reduce sugar by 25% across its whole yoghurt range by June 2020.

Cakes and biscuits are obvious candidates for the firing line - but recent launches have shown that we can have our cake and eat it too! The Wicked Cake Company has brought out a range of 100 calorie cake bars with reduced sugar; Mr Kipling are offering reduced sugar across its most popular lines, including Angel Slices; and Nairns have launched a new coconut and chia biscuit which has 55% less sugar than an average sweet biscuit.

And if you're worried the summer will be ruined if ice cream has to be given up, think again! Not only are ice creams including protein and lower calorie ingredients, low sugar is also the name of the game in this category. Following the success of low sugar ice creams such as Halo Top, Morrisons and Asda have both created their own low calorie, low sugar ice creams - which are made with a combination of normal sugar and sugar alcohol sweeteners.

So whilst less is more, the game is definitely not yet up for the country's sweet tooth!

If you'd like to read up on the latest trends in desserts, please contact us at marketing@sleafordqf.com to be sent the latest industry and category reports.



CUISINE OF THE MONTH

TAIWANESE - THE EXPERIMENTAL ANSWER TO CHINESE

As we search for the next ethnic cuisine to topple Indian and Chinese, one contender isn't too far away from a firm favourite for many up and down the country.

Taiwan is a culinary melting pot - just offshore from China, the island has seen a myriad of different colonisers and traders, including the Portuguese, Dutch, Spanish, Japanese, and American. As a result, Taiwan's culinary culture has a plethora of outside flavours and influences that will be familiar to today's consumer, whilst offering a refreshing change from the normal Friday night take away.

One of the first Taiwanese culinary offerings to make it big across the globe has been the bao bun. Fluffy, doughy, and a real blank canvas for whatever filling you desire, bao buns have become a fixture both in New York and London. Baohaus (New York) offers a range of bao bun fillings including braised pork belly with crushed peanuts and Taiwanese red sugar, chicken and lemon garlic aioli, and fired tofu with crushed peanuts. Bao (London) also offers a beef short rib bao with gherkins and an egg emulsion - i.e. the Big Mac Bao!

Beef noodles are another contender for best Taiwanese dish - the dish consists of braised beef (normally shin) served on top of wheat noodles and covered in a five spice flavoured broth and garnished with pickled mustard greens. One Culture Foods (US) has even brought out a Beef Noodles instant noodle pot, so look out for this dish on the convenience market!

Comfort food is also big on the Taiwanese menu, which really fits into the macro trend we are seeing of consumers seeking comfort in food during times of social, political and economic uncertainty. There are nearly 5000 hot pot restaurants across Taiwan, with offerings ranging from sticky tofu to shabu-shabu (a hotpot dish of thinly sliced meat and vegetables boiled in water and served with dipping sauces) and Sichuan mala - with San Bei Ji (a braised chicken dish) fast becoming a staple in Taiwanese cuisines across the world. Taiwanese fried chicken is also getting well-deserved attention - which successfully brings together familiarity and a flavour of difference. The chicken is marinated in soy sauce, sugar, garlic, rice wine, and five spice powder before being dipped in batter and then double fried, giving it a flavoursome, crispy taste.

Only one question remains - where do you start?

For further information, please see tfptrendhub.com.



ONE MORE SLICE...

SEASON OF THE RAINBOW - PRIDE MONTH 2019

Raise the rainbow flag high!

June was Pride month, an annual celebration of gender diversity across the world. 2019 also sees the 50th anniversary of the Stonewall Riots which followed a police raid at the Stonewall Inn, a LGBT-friendly club in New York in 1969. 1970 saw the first Pride March on the first anniversary of the riots, and it's only grow bigger since!

Whilst the rainbow is a colourful way to grab attention and it's a great way of engaging with younger and more diverse audiences, it's not a quick cash grab. Many brands have been criticised in the past for jumping on the Pride band wagon to increase sales, without contributing to the community Pride was created to support in the first place.

Nearly 90% of consumers think that authenticity is important when it comes to what brands they support (Data and Marketing Association), so products developed with Pride and similar events in mind need to address related issues, e.g. LGBT+ rights in their supply chains or support for LGBT+ charities and staff. Consumers want to support inclusion and brands that champion it, instead of mindlessly consume.

For further information, please see tfptrendhub.com



Left to right, top row: Mother Clucker's Deep Pride Chicken Burger with £1.50 from each sale going to Mermaids UK; M&S's LGBT sandwich (a BLT sandwich with guacamole) raised money for the Albert Kennedy Trust; Bao London's Rainbow bao bun served with banana, sprinkles, and chocolate ice cream to raise money for the Albert Kennedy Trust and celebrate same sex marriage in Taiwan; The Melt's (California) "The Magic Melt" with rainbow coloured cheeses, with \$1 of each sale donated to Equality California.

Left to right, bottom row: Magnolia Bakery's (NYC) Confetti Cupcake with 10% of profits going to the Trevor Project; Baked by Melissa's rainbow mini cupcakes raised money for the LGBT Community Centre in NYC; The Doughnut Project (NYC) created a rainbow-striped rose-glazed doughnut with 25% of sales going to The Centre; Sidecar Doughnuts (California) have brought out a fresh lime and poppyseed doughnut and rainbow meringue to support Brave Trails; Hook and Press Doughnuts (California) sold their vanilla bean glazed rainbow doughnuts to raise money for the Pacific Pride Foundation.

ACHIEVEMENTS NOT ASPIRATIONS - INNOVATION AT SQF

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