

SILVER FORK

SLEAFORD QUALITY FOODS



ISSUE 4 (OCTOBER 2019)

THE LATEST TRENDS AND OPPORTUNITIES

WHAT'S COOKING IN THE FOOD INDUSTRY?

LATEST HEADLINES



WHAT'S NEW THIS EDITION:

- Halloween Trends
- Home Baking - end of Bake Off Bliss?
- Meat and Poultry Sector Update
- Cuisine of the Month: Georgian



THE GROCER INVESTIGATES COST OF CONVENIENCE

The Grocer reports that there is a growing gap between consumers' desire to be more green and sustainable, and their spending habits on convenient, eat on the go food.

The publication has found that the market for rice and noodle convenience products have grown 3.7% in value and volume (Kantar, 52 w/e 21 April 2019) in the past year; despite the fact that the Environmental Defense Fund found that rice farming accounts for up to 5% of global greenhouse emissions alone (2018), and the fact that the majority of convenience packaging is single use and non-recyclable. The Grocer goes on to say that "[m]ore than 81% of consumers bought rice products in the year to 15 June; a marginal rise of 0.9%. 57% bought ready to heat rice, up a more significant 1.8%." Despite the fact that not one of the major manufacturers have developed a recyclable pouch (although Mars are looking to bring out recyclable packaging for Uncle Ben's by 2025), clearly convenience is outweighing other negatives in consumers' minds.

The rice and noodles sector continues apace helped by more multicultural demands made by consumers, including demand for Caribbean, authentic Mexican, Thai, Bali, and Japanese food. There has also been a continued interest in ancient grain inclusions; a demand for meat reduction in line with the wider societal shift towards flexitarianism; and consumers looking for premium products within the food and drink industry.

For the full story, read on at www.thegrocer.co.uk/category-reports/the-cost-of-convenience-rice-and-noodles-category-report-2019/596462.article

MEANWHILE...

Tesco looking to cut bread waste: Tesco is aiming to reduce the volume of food waste from in-store bakeries by turning surplus baguettes and batons into bread puddings and crostini. The initiative has been launched in an initial 24 stores - if launched nationwide, it could reduce baguette and baton waste by 40%, which are two of the most wasted supermarket lines in the UK (Wrap).

Sheffield Co-Op to trial glass milk bottles: A Co-Op store in Sheffield will be trialling a glass-bottled milk scheme, with around 30 glass bottles from Our Cow Milly dairy. Customers will be encouraged to bring the bottles back to the store in order to be reused - with demand for glass bottled milk in Sheffield experiencing a large increase in demand.

£650m worth of foods on farms go to waste: Wrap has found that £650m worth of food is wasted every year before it even leaves the farm, leading to calls for supermarkets to relax their cosmetic standards. The report found that the total of UK food surplus and waste in primary production totalled 3.6 million tonnes (or 7.2% of production). Sugar beet, potatoes, and carrots made up more than half of the overall waste by weight, with horticultural crops making up 54% of the total, cereals 30%, live-stock 8%, and milk 8% too.

Supermarkets urged to do more to tackle obesity: A new report by the Royal Society for Public Health and Slimming World found that supermarket layouts, pricing strategies and shopping environments are helping to fuel the obesity epidemic. Over one third (36%) of respondents to a survey by the bodies said they were likely to impulse buy unhealthy products on special offer, and one in five said supermarkets caused them to go "off track" when attempting to lose weight.

Exotic Vegetables are Becoming the Norm: Demand for more unusual, exotic vegetables is currently growing at Tesco - including dudhi (Asian, courgette-like vegetable), chayote (Latin American, courgette-like vegetable), and plantains (Caribbean potato substitute, that looks like a banana!). Tesco believes that the growth in popularity for veganism has led to this spirit of adventurousness with consumers willing to try out new foods.

For further information, please see tfptrendhub.com and thegrocer.co.uk



STOP THE PRESS!

- **Western appetites threatening global food security:** Western appetites for food like avocados, coffee and citrus food is reportedly threatening global food security, according to Global Change Biology. These crops only provide nutrition when in bloom, and which make them an unstable food for insects and could lead to a loss in biodiversity.
- **Melons experience surge in popularity:** Pineapples may have been pushed off the pedestal for fruit of the day - by the melon! With their popularity reportedly at an all time high, Tesco are now stocking 10 different varieties including a citrus flavoured melon with orange flesh.
- **Plant-Based Foods shifting USA take out orders:** Based on Grubhub's user data, the top food orders delivered from restaurants in Spring 2019 included cauliflower bites, mixed berry acai bowls, and quinoa tacos. Orders of vegan friendly foods on Grubhub were up 25% between January and May this year compared to the same period in 2018 with orders of the Impossible Burger rising 82% nationwide (YOY). The regions which saw the steepest increases in orders of the Impossible Burger were the Midwest (+326%) and the West (+412%).
- **M&S tackling packaging waste with tupperware:** M&S is actively encouraging its customers to bring their own tupperware to cut down on excessive food packaging, and offering 25p off as a reward. According to M&S, over 70,000 people pick up lunch from them every week, and whilst much of the current packaging is recyclable, the company's priority is to reduce single-use packaging as much as they can. Whilst other supermarkets accept your own tubs, M&S is reportedly the first to offer a discount for bringing in your tupperware.

LATEST LAUNCHES

MAGIC OF MUSHROOMS - THE STAPLE OF ALTERNATIVE DIETS

Mushrooms, whilst not the new kids on the block, are enjoying a spike in popularity, with an increasing number of consumers choosing to reduce their meat consumption whilst searching for an ingredient rich in protein with a meaty taste and texture - boxes the humble mushroom ticks. Mushrooms are also experiencing a stint as a pseudo-superfood with beauty and energy claims, despite the lack of strictly scientific research backing up these claims. So what meatless mushroom launches have there been recently?

- Jerky has branched out into mushrooms whilst using similar marinades and flavours to established meat alternatives such as applewood barbecue and honey, with 'meatier' mushrooms such as shiitake and portabella being used to satiate snackers' demand for meatlike texture and taste.
- Burgers have been another area where mushrooms have branched (or sprouted into), where their meaty taste and protein content credentials make it a fantastic accompaniment with beef or as a stand alone main ingredient. Byron's flexitarian burger has a mushroom/beef blend; with Leep Foods about to launch a burger made from coral maitake and blue oyster mushrooms blended with grass fed beef. The American Mushroom Council has even launched the Blenditarian Burger Project to encourage home cooks and restaurant chefs to create burgers blended with mushrooms!
- Mushroom based ingredients are also an exciting addition to this market - from Mushroom Crumble (pre-diced white and brown mushrooms for time pressed chefs), a 'cuisine bag' from The Mushroom Benefit (a tea bag like innovation containing a blend of exotic mushrooms and seasonings designed to favour soups, stews and much more), and a umami seasoning blend made from mushrooms (Trader Joe's), there's a lot of new ideas coming to the fore.
- Chocolate is also experiencing a mushroom update! In particular, chocolatiers are honing in on the (so far scientifically unproven) functional claims that so called 'adaptogen' mushrooms have - with brands such as Loco Love and Nude Chocolate jumping on these healthy claims.
- Health powders have also seen an increase in interest - according to Pinterest, at the start of 2019 superfood powders have had a 144% year-on-year spike in searches, and interest in mushrooms, in particular, is up 46%. Gaia and Laird Superfood brands have used exotic mushrooms such as cordyceps and lion's mane due to claims of 'adaptogenic' (herbal medicine) benefits and health functions.

For further information, please see [tfptrendhub.com](https://www.tfptrendhub.com)



IN DEPTH

CURSE OF THE SOGGY BOTTOM - BRITISH BAKING IN NEED OF REVIVAL

Whilst our Tuesday nights have been overtaken by the Great British Bake Off once more (has it really been a year?!), the baking industry is experiencing a decrease in sales and consumer interest. Kantar has found that the average shopper made 13 home baking trips in the last year, which is 2.2% less often than the year before; whilst sale volumes of bakery products have fallen 1.5% and the overall value of the home baking market slipping 1.7% to £694.8m. [52 w/e 24 March 2019]. Combined sweet and savoury baking occasions are down 8% (IRI 52 w/e 25 May 2019), with Jon Brown (head of marketing at Dr Oetker) believing that it's "the role of manufacturers, brands and retailers to inspire consumers and give them more occasions and reasons to bake... not just during peak periods."

So why this sudden downturn after the steady growth we've seen over the last few years? Amber Trott at Kantar has said that the slump is due in part to consumers buying less often, as whilst total grocery prices may have risen 1.1% this year, average prices within home baking remain flat. Whilst the share between branded bakery items and own label bakery remains stable (with the latter holding 56% of spend), own label sales declined at a faster rate than brands, with increased promotional activity driving value out of own label sectors. Brands have also been more active in NPD compared with own label over the past year, launching 23 new ranges (compared with seven own label launches by retailers over the same period). However, own label NPD has outperformed its branded counterpart, bringing in £9.2m vs £1.6m for brands - so the battle for a bakery champion continues in the supermarket aisles.

So where should we be looking to add value for bakery ingredients and finished products? Lindsay Hill, marketing manager at Betty Crocker, has stated that "Single-serve continues to be a growing trend, largely due to the rise in single-person households and consumers looking for portion-controlled treats", and there is definitely a lot of potential in that area. Single-serve home baking sales rose 6.2% this year (Nielsen 52 w/e 25 May 2019), and whilst single-serve baking accounts for just 2.5% of the category, the growing ageing population and younger generations choosing to live on their own means that this sector is to be scoffed at at bakers' peril.

Premium home baking is also an area to be aware of, as this particular market has grown 8% to total of £13.4m (IRI 52 w/e 25 May 2019). Jon Brown at Dr Oetker says: "Shoppers are increasingly willing to pay a premium for products that help them produce perfect results for special occasions as well as adding to the indulgence of bakes." Ingredients such as baobab powder and maca powder are gaining interest through the likes of Instagram and food blogs. Asda has also tried to get on this bandwagon, with the redevelopment of its Extra Special Bake in The Box range - with the new flavours of Moroccan Almond, Sicilian Lemon and Valencia Orange showing a desire to tap into consumer's indulgent side as well as their love of ingredient provenance. Other bakery items such as colours, flavours and decorations, have grown 2.3% in the last year to a value of £126.2m - Dr Oetker's unicorn and dragon sprinkles have been just one example of brands capitalising on the fantastical and 'unordinary' of bakery ingredients. Premium flours are also experiencing continued consumer interest, accounting for 45% of flour market in the UK, which is most likely bolstered by gluten free ingredients becoming mainstream - keep an eye on organic, coconut, ancient, grains, spelt, and rye flours would most likely help give an added value to consumers looking for something different, premium and potentially healthier.

For further information, please see thegrocer.co.uk.



IN DEPTH

WE ALL SCREAM FOR HALLOWEEN! THE NEXT BIG BRITISH FOODIE EVENT

Whilst Christmas has always been a big part of the food industry calendar, with Easter slowly raising its game year on year, Halloween is starting to be seen as another seasonal opportunity to be looked into by the food industry. Aside from the usual sweet treats for trick and treaters, the Halloween season grows year and year, and with it the opportunities. Last year, the Halloween market (including pumpkins, Halloween confectionery and baked goods) climbed 5.2% to £427m, equating to an extra £90.5m sales in the UK - the treats are clearly ready for those who want to invest in seasonal holidays.

And the demographics of this growing holiday make for interesting reading. Kantar has found that 73% of pumpkins, Halloween sweets and baked goods were sold to childless households last year (Kantar 2 w/e 4 Nov 2018). The post-family group in particular is splashing out when it comes to Halloween - the 55 plus age group accounts for nearly half of all spend on aforementioned Halloween goodies, with 30.4% of spends coming from shoppers aged 65 and over. The data also showed that 53% of families bought a pumpkin; whilst 24.8% of all Halloween-related spend came from the North of England.

A major part of the growing consumer popularity of Halloween is a certain type of nostalgia, especially for Millennial and Generation X consumers who grew up in years when Halloween was already an established holiday, both in the UK and in popular media. Russell Tanner, marketing and category director at Tangerine Confectionary, says, "Consumers are keen to recreate their childhood memories of trick or treating, and purchase the sweets they loved when they were young... We've previously identified 'kidulting' as a key market trend and reintroduced our Barratt brand of sweets last year, to meet demand from adults looking to treat themselves to stresses of everyday grown up life." Whilst Tanner has focused on sweets, there is potential to tap into nostalgic bakery, meals, and seasonings for this seasonal time.

Another trend to be aware of is sustainability - the word that no industry is immune from! Mintel believes that products with stronger environmental messages and credentials will become a bigger part of occasion food and drink over the next few years; especially with a notable focus away from plastics and throw away products. One example is the January launch of ChicP's Chilli Pumpkin Hummus, which is made from surplus Halloween pumpkins, and which donates 10% of its profits to the food waste campaign Feedback Global.

But the world really is your oyster at the moment when it comes to Halloween - Will Hossner, head of account management at marketing company Movement, says, "Although getting busier for brands, Halloween still remains relatively untapped compared to Christmas in Europe. There's still ample opportunity if a brand has a credible story to tell, is doing new and surprising things, and there's a good fit between its values and those of Halloween."

For further information, please see thegrocer.co.uk.



IN DEPTH

PLAYING CHICKEN - WHAT'S IN STORE FOR THE MEAT AND POULTRY SECTOR?

In a world where vegan and vegetarianism are seen as watchwords of the future, where on earth does this leave the conventional meat and poultry industry?

Despite the perception that meat must be on the decline in the wake of going green for both the planet and public health, Mintel reports that the unprocessed poultry and red meat industry ended 2018 at a £6.8bn value, and is predicted to reach £7-8.2bn by 2023. The picture seems to be that people are still eating meat albeit less often, with quality meat being sought out, especially if the meat is has a transparent supply chain or has international flavours.

Indeed, meat has made inroads over the last few years into the modern way to eat - snacking. Naturally high in protein, premium, and ready to eat is the way forward for the meat industry - haggis croquettes to mushroom/meat blends and every shade of jerky, flavour, premium ingredients and environmental messages (such as nose to tail eating or organic meat) are the combination to tap into modern meat snacking.

A major part of this diversification of the meat industry lies in the increasing purchase power of Generation Z. Forecast to account for 40% of all consumers by 2020 (Business Insider, 2019), these 14-22 year olds have grown up with social media and plant-based diets - they are informed, well connected and set to drive big change. Despite there being so much in the media linking this demographic with veganism, only 7% of Generation Z are reported as strictly vegan, compared to 12% of millennials and 11% of Generation X (Forbes 2019). Generation Z is group that resists labels and being restricted by a set way of doing things. On the contrary, this group is driving the flexitarian movement where meat is eaten less often, with health as well as the environment and welfare concerns at the heart of a significant lifestyle change.

As a result, different ways of reducing meat consumption come to the fore, such as blended meats where up to 30% of meat is replaced with vegetables or plant-based protein. As this demographic is also well connected, they have an appetite for international flavours and adventure whenever they eat - so stand out flavour and added value is key to success.

So what does the future hold for meat industry trends? Here are a few to get your teeth into!

- **Nostalgic Surprise:** We can't get enough of nostalgia, although there is still a strong desire for modernity, especially among younger consumers. The opportunity for different cuts of meat (and vegetables) to be served within the comforting familiarity of retro classics is huge - think wagyu croquettes or pork belly scratchings.
- **Stand Out Flavour:** With consumers craving adventurous tastes, bold flavour from premium ingredients with a backstory (especially a sustainable backstory, this can make a real difference to familiar favourites.
- **Bring Back Bacon:** Bacon has seen a decline in recent times, however there are signs of a resurgence as we move beyond bacon butties to making bacon the star of the meal. Marinated bacon chops to grilled bacon with peanut butter and jalapenos, this affordable, flavoursome cut looks like the next centre of attention.

For further information, please see [tfptrendhub.com](https://www.tfptrendhub.com).



IN DEPTH

THE HOUSE IS ON FIRE - HOW THE INDUSTRY IS TACKLING FOOD WASTE

Going green, in all senses of the term, seems to be everywhere we turn at the moment. In the wake of Greta Thunberg's UN speech and the unrelenting pressure being felt to make a meaningful difference to the environment before it's too late, everything from fast fashion to toothbrushes and everyday packaging is coming under scrutiny for the harmful impact it may pose to the future and well-being of the planet.

One of the main issues surrounding the food industry at the moment is the issue of food waste - which is responsible for 8% of annual greenhouse gas emissions. Every year, a landmass the size of China is used to produce the food that goes uneaten, and if food was a country it would be the third largest contributor to global greenhouse gas emissions (World Resources Institute).

Whilst we may all assume that recycling is the best way to tackle environmental concerns within the food industry, but there is a waste hierarchy that means that less material is being produced to be recycled, or wasted, in the first place. The hierarchy includes the following steps designed to rethink our waste and work towards a comprehensive approach, and to avoid firefighting the problem which doesn't seem to make much difference currently:

- **Reduce/conservate materials:** Trying to stop food waste before it happens is the aim of the game here, with food spoilage occurring even before the food has the chance to be sold or eaten. At the same time, consumers are wanting to reduce their plastic usage - which means that innovative ideas are coming to the fore. Insignia Technology have created Fresh Tags, colour changing time temperature indicators that can stay with the product throughout the supply chain. They are used to determine whether food can still be eaten instead of relying on best before dates, and have 'not opened', 'use soon', and 'past best' indicators. Asda are also trialing a new technology from Apeel which is a plant-derived, water-based coating that can be applied to fruits and vegetables with a peel to extend their life. The coating is made from pips, peels, seeds and pulp.
- Another way to stop food going to waste is to make sure that food isn't discarded simply because it hasn't been sold within an expected time-frame. By offering food that is potentially wasted at a reduced rate can be a real life saver, especially as consumers continue to feel the pinch as the cost of living continues to rise. S-Market in Finland have introduced a 'happy hour' where shoppers can purchase food close to its expiry date up to 60% cheaper from 9pm the day before expiration. Closer to home in Manchester, the TBBT scheme has been rolled out to provide families with surplus food from supermarkets for just £7 a bag - reportedly saving the scheme's 6,000 members over £25,000 per week!
- **Cyclical use of resources**
- **Products designed for sustainability**
- **Reuse and recycle:** Creating food waste to make new products is nothing new, so ideas have had to be even more creative! Alcohol free drinks brand Seedlip have created coasters from discarded lemon peel in collaboration with agri-tech company Green Lab - the lemons are sourced from Lyansess bar where the coasters will be used! Following suit, Bio Peel is a new material made from orange peel and other biodegradable materials that can be used to make bowls and takeaway food pots.
- The waste generated from industrial food production can be utilised to create products used by other industries, and feed into the idea of sustainable design. Pennotec is a firm using the waste shells from seafood processing to create swimming pool cleaner; Kaileu has turned fruit peels and skins into natural pigments, which then make products dyed with these pigments easier to recycle; and Marina Tex has developed plastic looking packaging from fish waste, which won this year's James Dyson Award (UK)!
- **Regulate disposal:** Even if food waste is completely unavoidable, there are still ways to put the food to good use. Composting is a fantastic way to use this food again, and if it is convenient and fun then it can really bring the community together. Auckland's first central government-funded community compost hub has launched recently at the Organic Market Garden; and Lettuce Network Meal Kits in Texas provide tubs for scraps and leftovers, which are then collected to be composted when the next batch of meal ingredients are delivered.

For further information, please see [tftrendhub.com](https://www.tftrendhub.com).



CUISINE OF THE MONTH

GEORGIAN - COMFORT FOOD

MEETS INSTAGRAM AESTHETICS

Whilst the next new cuisine in the food industry seems like another entry on a list of far flung countries, this emerging cuisine is much closer to home - and more along the lines of traditional comfort food that Western Europe is accustomed to!

Georgian cuisine is an interesting melting pot of different influences, mainly because it is situated right between Europe and Asia on the banks of the Black Sea - a strategic, sought after trading spot between the East and West for centuries. Georgian food is also rather flexitarian which is always a bonus in this day and age - carnivorous offerings are often served alongside moreish vegetable based dishes, as well as being topped off with something for every sweet tooth. The whole culture of cuisine in the country is also something that is being sought after by consumers - it's a food culture that prioritises food with friends, long meals with various courses, and food that is flavoursome and joyful, rather than technical and fussy.

First on the menu is khacapuri, the Georgian dish that has taken Instagram by storm - the dish has been tagged over 43,000 times! Often likened to pizza due to the recipe calling for lots of cheese and carbs, for every region there's a different variation on the recipe - and on both sides of the Atlantic it really is a blank canvas of a dish, with brie, mozzarella, smoked sulguni cheese (a Georgian smoked cheese), green ajika (pepper spread), eggs benedict and chorizo. The best-known iteration of the dish is Adjaruli Khacapuri, with its boat shaped bread filled with melted cheese and typically finished with an egg yolk and a generous helping of butter. The egg, cheese and butter are mixed together at the table with diners then tearing and sharing to their heart's delight - fondue pizza eat your heart out!

Dumplings are also a star of any Georgian menu, with khinkali dumplings offering a meat and broth filling wrapped in a sturdy casing and pleated tops - and the accepted way of eating is to grab a dumpling, eat a small circle in the side and slurping the broth before devouring the rest of the dumpling. No chopsticks here!

Skewers are also very popular in the region, with many various recipes to choose from - beef, pork, lamb and chicken are all up for grabs, as well as the wealth of side dishes including red onion and parsley salad or tkemali, a moreish condiment made from sour plums. Seasonings are kept simple, with more of a focus on the actual cooking technique (normally over an open flame) so as to produce a flavoursome, juicy meat dish. One particular technique for this is adding dried grape vines or vine clippings to the barbecue grill, which then lend a fragrant aroma to the skewers. And we couldn't possibly forget vegetables in this flexitarian age! Adjika/ajika is a popular spicy pepper condiment typically including hot peppers, garlic, herbs and salt, which is used liberally in many of the country's dishes to pack a flavoursome punch. Pkhali should also be mentioned, which is a veggie pate of beetroot, spinach and carrots blitzed together and served with fresh bread. Lobio is also not to be missed - slow cooked kidney beans spiced with onion, garlic, coriander and chillies... who said comfort food had to be unhealthy?



ONE MORE SLICE...

FRIDAY NIGHT REVOLUTION - QUALITY KEBAB TAKE OVER

Whilst a staple 'end of the night' snack for many in the UK, the kebab has an international appeal with many countries having their own take on the beloved fast food. As consumers get more adventurous with their taste buds and their demand for quality, authentic ingredients and recipes continues apace, the kebab is experiencing a culinary makeover.

Starting in Greece, gyros (pronounced yee-ros) are seizing the imaginations of restaurants and shops alike - made from meat cooked on a vertical rotisseries before being stuffed into a Greek pita with vegetables, tzatziki or garlic sauce, and potentially chips too; though any filling is a good one when making gyros!

Chicken and the traditional doner meats are also getting a bit of a makeover - no longer content with bog standard meat, consumers are demanding quality meat, either in chunks or strips, with inventive marinades, crunchy toppings, unexpected textures. New meats are also coming to the fore with kebabs - the sky really is the limit!

We also have to look at the more vegetarian friendly star of the show when it comes to the modern kebab - vegetables and cheese! It'll come as no surprise that vegetables are now the star of the show when it comes to ingredients - chefs now more than ever are smoking, ageing, dehydrating and seasoning vegetables to bring a punch to any dish, with aubergines, mushrooms, courgettes, cauliflowers and potatoes becoming popular inclusions in the modern kebab. Cheese-wise, paneer and halloumi are the stars of the show - being robust and sturdy allows them to hold up well in fine cooking, but they are also flavourful and versatile whilst taking the ordinary kebab to the next level.

Other cuisines to look out for on the kebab front will also keep adventurous consumers satisfied - Balkan, Asian and even Mexican influences are making interesting and flavoursome hybrid recipes, and there'll be doubtless much more to come in the next few months!

For further information, please see [tftrendhub.com](https://www.tftrendhub.com)



Left to right, top row: Rosemary rubbed lamb and grilled halloumi pita (Mikos Gyros, London); Green Inspired vegan gyros (What the Pita, London); Jojeh kebab, aka Persian style chicken with saffron, lemon and yoghurt (Nutshell, London); Goat shawarma with kraut and zhug (The Good Egg, London); 15 hour range pork shawarma with spiced celeriac and smoked date puree (Le Bab, London); 'Patlidzan' with wood fired aubergine, somun cheese, cabbage and apricot-pomegranate molasses (Balkan Treat Box, St Louis)

Left to right, bottom row: Oyster mushroom kebab with spinach and lovage puree (Bavel, LA); BBQ Tikka paneer with beetroot and coconut puree, coconut and red onion salad, crispy onions and curry mayo (Le Bab, London); Halloumi kebab with Szechuan rose honey (Noosh, San Francisco); Thai wild mushroom, tofu larb and red nahm jim in a pita bread (collaboration between Berber & Q Shawarma Bar and Smoking Goat, London); 'Balkan kebab' made with a mix of beef and pork, served alongside shakshuka sauce and garlic yoghurt (Berber & Q Shawarma Bar, London); Chicken shawarma taco with jalapeno tahini and Israeli pickles (Tacovision, NYC)

STUCK FOR INSPIRATION? TALK TO US!



TALK TO US ABOUT HOW WE CAN HELP
GROW YOUR SALES WITH FUTURE
PROOFED INNOVATION FOR ANY SEASON,
DIETARY REQUIREMENT OR OCCASION- WE
LOVE A CHALLENGE!

ACHIEVEMENTS NOT ASPIRATIONS - INNOVATION AT SQF

WE LOVE A CHALLENGE - CONTACT US
TO FIND OUT MORE ABOUT WHAT SQF
CAN DO FOR YOU!

FOR ALL THE LATEST NEWS AND
TRENDS, GO TO
[SLEAFORDQF.COM/INNOVATION-HUB](https://sleafordqf.com/innovation-hub)

FOLLOW US ON SOCIAL MEDIA FOR
ALL OUR LATEST UPDATES!

**Tracey Sidy - Head of
Innovation**

tracey.siddy@sleafordqf.com
+44 (0)1529 404160

**Laura Griffin - Product
Innovation Project Manager**

laura.griffin@sleafordqf.com
+44 (0)1529 404128

