

THE COUNTRY RANGE GROUP MAGAZINE FOR CATERERS
NOV/DEC 2020

Stirrup

THE GREAT
STAYCATION
A FOCUS ON
HOTELS AND
ACCOMMODATION

*T*idings of comfort
& joy.

FROM PRIVATE DINING IGLOOS TO MEAL KITS,
WHAT'S IN STORE FOR THE FESTIVE SEASON?



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- Add 1 shot of vanilla syrup and stir
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PREFERRED
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*Allegra World Coffee Portal Research and Analysis, 2019



For starters...

2020 has been an incredibly difficult year for our amazing industry, from the country-wide lockdown to the further operational limitations that are set to continue into 2021.

In spite of the devastating impacts of the pandemic we have seen the unbelievable resilience of our industry, how operators have innovated quickly to push through the most difficult of times and industry organisations who have worked together to try to raise the profile of our amazing industry's struggle and support our people.

For example, our Health & Welfare (pages 19-20) feature this issue is focusing upon the NACC's Meals on Wheels Week which aims to recognise, celebrate and thank all the fantastic providers who have helped to support vulnerable people across the UK and Ireland throughout this year.

Our hotel and accommodation Category Focus on pages 27-29 provides the latest consumer insight and inspiration from other operators who have already transformed their offering to adhere to guidelines while providing an amazing dining experience. The gorgeous private dining igloos on our cover from Coppa Club in London are a perfect example.

We also have a festive menu special feature looking at how caterers and chefs can make the most of every opportunity throughout what is set to be a very different Christmas period for us all.

We hope that each issue of Stir it up throughout 2020 has provided you with advice, information and inspiration that has supported your business during this year.

As always, the team at Stir it up wish you a Merry Christmas and a very Happy New Year.

THE COOKS CALENDAR

November

1/ World Vegan Day

1 - 30/ World Vegan Month
www.vegansociety.com/take-action/campaigns/world-vegan-month

2/ Day of the Dead

5/ Guy Fawkes Night

14/ World Diabetes Day
www.diabetes.co.uk/World-Diabetes-Day.html

17/ Homemade Bread Day

22/ Stir-up Sunday (last Sunday before the season of advent)

23 - 29/ British Game Week
www.tasteofgame.org.uk/great-british-game-week/

December

2/ English Breakfast Day

5/ Pigs in Blankets Day

25/ Christmas Day

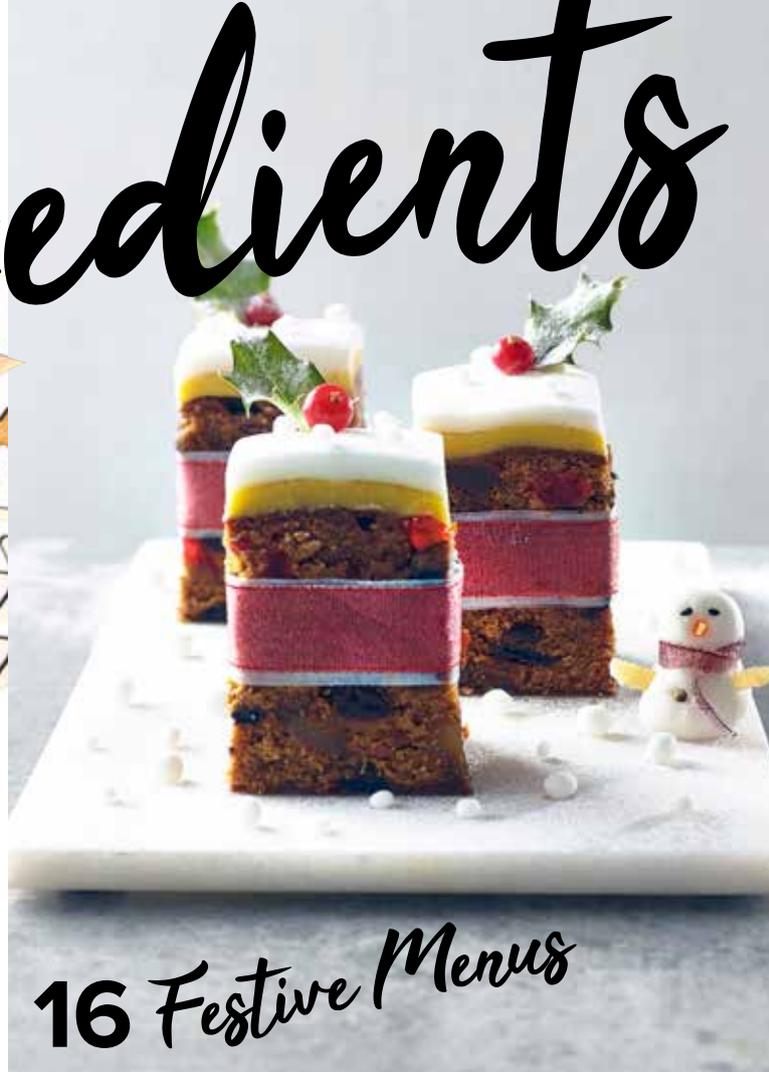
26/ Boxing Day

31/ New Years Eve



YOU CAN FIND LOTS OF UP TO DATE NEWS, INDUSTRY ADVICE AND MENU INSPIRATION TO GUIDE YOU THROUGH THE FESTIVE PERIOD AT WWW.STIRITUPMAGAZINE.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...





Leading **56**
Lights



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Readers' Lives

- 1. NAME:** Stephen Evans
- 2. JOB TITLE:** Catering Consultant
- 3. PLACE OF WORK:** Catering Management Consultants Ltd (CMC) working with education establishments predominantly in the West Midlands
- 4. WHAT ARE YOUR TYPICAL WORKING HOURS?** 40+ per week
- 5. HOW LONG HAVE YOU WORKED IN THE CATERING INDUSTRY?** 37 years
- 6. WHAT IS THE MOST INTERESTING FACT ABOUT YOU?** I served 22 years in the Army Catering Corps/Royal Logistic Corps serving overseas in many locations. I have also catered for members of the Royal family at various dinners in the Officers Mess
- 7. WHAT IS YOUR FAVOURITE CUISINE AND WHY?** I enjoy a traditional home cooked roast dinner
- 8. WHAT IS YOUR SIGNATURE DISH?** I don't really have a signature dish; I like to challenge myself to cook all types of food

- 9. WHAT IS YOUR MUST-HAVE KITCHEN GADGET?** A good set of knives
- 10. WHAT IS YOUR TOP CULINARY TIP FOR OTHER CATERERS AND CHEFS?** Always taste and season food
- 11. WHO IS YOUR INSPIRATION AND WHY?** My Nan is without doubt my inspiration; she was a household cook and won prizes at the WI events for her homemade jams and preserves. I used to love spending time in the holidays watching her bake breads and cakes and, of course, eating them!
- 12. WHAT IS YOUR COUNTRY RANGE PRODUCT AND WHY?** My Catering Mangers and I find the Country Range Tomato and Basil Sauce to have an excellent flavour and a very versatile product which we can use in various dishes

Country Range
Tomato &
Basil Sauce
Pack size: 2.2kg >>



PLATE ARRIVALS Denmark

Delivering on-trend dishes from around the globe

Denmark is consistently named as one of the happiest countries in the world. With its high level of equality, common responsibility for social welfare and high level of trust among citizens - it's clear to see why.

When it comes to the country's traditional cuisine, it is rustic and has its roots in the simple dishes made before the Industrial Revolution. Think rye bread, porridge, root vegetables, wild berries and preserved meat or fish in the winter months.

- SMØRREBRØD** An open topped sandwich made from a generously buttered rye bread topped with cold cuts of meat or fish. The most popular variants being beef and smoked salmon with remoulade sauce.
- KARTOFLER** These are essentially Caramelised brown potatoes, made from butter and sugar usually served as a side dish and always at Christmas.
- RISALAMANDE** A mix of rice pudding, whipped cream, chopped almonds and vanilla served after a Christmas dinner and topped with a warm cherry sauce.
- ÆBLEKAGE** Although the translation is 'apple cake' this sweet dish is more of an apple trifle. Made of layered apples, caramelised oats and whipped cream, the dessert is often enjoyed throughout the autumn and winter months.
- TARTELETTER** A chicken and asparagus tartlet in a flaky crust, which is traditionally made from leftover meat and soup. This dish, which is traditionally served as a Christmas appetiser, is referred to by many in Denmark as 'Mormor-Mad' which translates to Grandma food!
- RUGBRØD** Also known as Rye bread in English. Used as the carrier of their open top sandwiches, rugbrød is a nutrient rich bread made from a mix of seeds, grains and rye.



Smørrebrød

Sweet potatoes are here to stay



Sweet Potatoes



An enjoyable twist on a familiar favourite

Sweet potatoes are here to stay. In all styles and cuts, they appeal to an ever-expanding audience looking to try something a little different. It's the smart way to upgrade your menu while sweetening the bottom line.

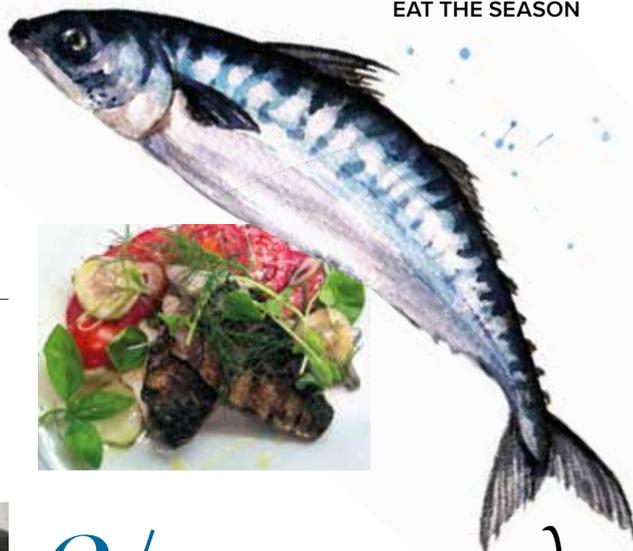
Available selection:

- ▲ Crispy Fries 6/13
- ▲ Shoestring 6/6
- ▲ CrissCuts

- ▲ On trend
- ▲ Value adding
- ▲ Differentiating
- ▲ High versatility
- ▲ Does not contain gluten



Mackerel



Message from George McIvor, Chairman of The Master Chefs of Great Britain

The Master Chefs of Great Britain was formed in 1980 to provide a forum for the exchange of culinary ideas and to further the profession through training and the guidance of young chefs. In addition, the association seeks to promote all that is best about British cuisine and produce.

A most memorable mackerel feast was with my wife Serena and dear friends Master Chef Bill and Elizabeth Bryce on the Shetland islands where Dave Parham, legendary fisherman presented us with mackerel still in rigor fished from the icy Atlantic ocean. The fish was pan fried in butter with a sprinkle of sea salt served on sourdough and washed down with Malt whisky. Shetland and Dave Parham have that love of the freshest food and dining with the people you love.



OFFICIAL TASTING NOTES

Properties: Mackerel is a common name applied to several different species of fish, easily recognisable by the vertical stripes on their backs and forked tails. As an oily fish it is a rich source of omega 3 fatty acids which have blood pressure-lowering effect. The flesh of mackerel spoils quickly so is always best eaten on the day of catch.

Notes: Mackerel was always most commonly preserved smoked, canned, and cured. Mass produced mackerel is also turned into pate and sold in supermarkets. Nowadays endorsed and popular with chefs with their innovative methods of cookery, the fish is consumed fresh, and cooked by scorching the flesh with a blow torch and also barbecuing is very popular.

1/ FRESH FLAVOURS

The flavour of the barbecued mackerel really stands out in this dish, served along side a delicious, fresh salad of tomato and fennel.



2/ TORCHED

Oily fish such as mackerel are particularly well suited to pickling, as shown in this dish here finished with a vibrant tomato ceviche.

3/ TAKE ON THE CHALLENGE

This Seared Chilli Cured Mackerel Tartare dish was served as the starter in Westminster Kingsway College student chef team's menu for the Grand Final of the Country Range Student Chef Challenge in 2018.



4/ WATERMELON SUGAR

The mackerel within this dish is seared and accompanied by the fresh flavour of watermelon. The dish is then finished beautifully with micro herbs and edible flowers.

5/ KICKIN' KEDGEREE

Traditionally this delicious mixture of rice, parsley, eggs, curry powder and cream would be served with smoked haddock, however other fish such as mackerel works well.



Recipes supplied by: 1. Graeme Watson, Masterchefs of GB, 2. Craig Millar at 16 West End, Fife, 3. Ian MacAndrew, Blackaddie House Hotel, Dumfries, 4. Westminster Kingsway College Team. Visit www.stiritupmagazine.co.uk/ recipes for full recipes.



WASTE NOT, WANT NOT

To reduce waste, slightly cure the mackerel that you don't wish to eat straight away with a salt rub, or slow poach the fish in oil so that it is less time sensitive and can be eaten within the next couple of days. Mackerel skin can also be eaten and is super tasty when crispy.

Also In Season:



Swede



Red Cabbage



Cranberries



Pheasant



Sprouts



Chestnuts



KEEP EXPLORING



Turning a corner

At the age of 15, when he was getting into bit of bother with the police, the thought of being a chef couldn't have been further from Baz Comley's mind.

Looking back now though, after 20 years as a professional chef in pubs, restaurants and hotels including time running his own places, Baz can't help but wonder where he would be if he hadn't made a few mistakes and been given a wake-up call.

"As a teenager in Ilfracombe, I fell in with the wrong crowd and got into a bit of mischief. Deciding that it was time to turn my life around, I started helping out in a youth café, which was run by the council. At this stage, I didn't really know what I was going to do with my life but after starting work at the kitchen in the café, everything changed. I found purpose, something I was interested in and also something I was good at. My career in the

"The best dishes are uncomplicated, unpretentious and let the ingredients shine."

kitchen blossomed from there onwards."

At the age of 19, Baz wanted to take the next step in his career so began applying for jobs in quality pubs, restaurants and hotels in other areas. He managed to land a position as a kitchen porter with Hatton Hotels, which has 5 bespoke hotels with quality fine dining, across the south-west of England and Jersey.

Moving his way up to chef roles, Baz worked in various positions across the group before deciding to set up a venture on his own.

"My first period with Hatton was an incredible experience and enabled me to grow as a chef, and experience a wide range of kitchens, cooking styles and services. The thought of running my own place was always a lure though and in 2012, I took on a run-down Indian restaurant and turned it back into a local pub and restaurant. This was a great opportunity and I learnt so much about the running of a business, outside of the kitchen. I have many happy memories of these times but an offer from Hatton to return to the Snooty Fox in Tetbury was too tempting not to take. I was a trainee chef in the same kitchen so to return as Head Chef was a real privilege."

In 2018, he moved to Hatton - The Corner House Hotel where he became Head Chef of The Retreat Restaurant. Continuing to create

Above (main)
Exterior view of the Corner House Hotel

Right
Baz' signature Fish 'n' Chips



exciting menus utilising the finest local ingredients and suppliers, the menu includes weekly specials and is constantly rotating with the seasons.

Baz's signature dish is his Fish 'n' Chips. His special batter is made with Country Range's flours and seasonings, as well as the German beer Krombacher Pils.

"I love the classics and our Fish 'n' Chips continues to be one of our top-sellers. The fish comes from Brixham, the beer for the batter is imported from Germany and the Country Range seasonings, flours and sauces are of fantastic quality. For me, the best dishes are uncomplicated, unpretentious and let the ingredients shine – you can keep your fancy foams."

Working under Baz at The Corner House is Tyler Cooke, 26, who is another who took a different path into the kitchen. On his way to becoming a lawyer, Tyler decided it wasn't for him, quit university and started applying for jobs in kitchens. 18 months later Tyler has recently been awarded a distinction in his NVQ Commis Chef Level 2.

"Carlos our manager and I are absolutely delighted for Tyler. He's worked his socks off and you can see his passion everyday he comes to work. He is definitely a young chef to keep an eye on."

Country Range Flour varieties available; Plain Flour, Plain Wholemeal Flour, Strong White Bread Flour and Self Raising Flour
Pack sizes: 1.5kg, 3kg and 16kg >>



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*Serving suggestion



In scope

Our industry collectively employs 3.2 million people in the UK and was 8% of GDP pre-COVID-19. The pandemic has hit the hospitality, leisure and tourism industry hard and we know at least 900,000 jobs are at risk. It's never been more important to look after our people, ensure they are happy, healthy and ready for work. We must be ready to welcome back those who have long and established careers in the industry, as well as ensuring the next generation of workers are coming through.

"When our people need us most, we're stepping up, looking after their wellbeing and supporting them back into work."

– Raymond Blanc, Chef Patron at the Belmond le Manoir aux Quat'Saisons

"In a time of crisis, it's never been more important to look after our people."

– Michel Roux Jr, Chef Patron, Le Gavroche

One thing that is essential to ensuring we have a sustainable industry moving forward is having a pipeline of talent coming through that are interested in a career in hospitality, and that we care for the career and wellbeing of those who work within our industry already.

In recognition of this, the hospitality industry has joined forces to provide essential support to those impacted by COVID-19. Springboard, Hospitality Action, UKHospitality, the Institute of Hospitality and the Savoy Educational Trust have partnered to create a free service aimed at supporting those who have lost

their job due to COVID-19 to get back into work, as well as those looking to start their career in hospitality, leisure and tourism.

Providing a vital service to retain those who have lost their jobs due to COVID-19, CareerScope will keep people engaged, motivated, healthy and well-trained, ready to work when the industry recovers.

CAREERSCOPE SERVICES

CareerScope provides a one-stop industry hub with easy to access content on everything from CV writing and career webinars to redundancy advice, financial support and health and wellbeing resources.

A digital training academy will also keep those out of work up to date on essential skills, from customer service and food safety, to confidence and assertiveness. Developing knowledge and accessing training are essential for any career and there are many hospitality, leisure and tourism specific educational programmes available in schools, colleges and

"THIS IS A GREAT INITIATIVE TO HELP THOSE WHO'VE LOST THEIR JOBS AND GIVE THEM THE SKILLS AND SUPPORT TO RELAUNCH THEIR CAREER" – Clare Smyth, Chef Patron at Core by Clare Smyth

Above (main)
The CareerScope website

universities to futureproof our industry and provide a solid career path as well as helping people to re-enter employment, change their career path, upskill and retain their jobs.

CareerScope are also working with multiple industry partners to provide an easy to use Job Search function within the website that allows you to search over 30,000 live jobs as well as the opportunity to apply directly to some leading industry organisations.

If you would like more information about CareerScope or would like to pass the details on to someone who requires support visit www.careerscope.uk.net

CANCEL CHRISTMAS? FORGET IT!

When it comes to celebrations, it doesn't get any bigger than Christmas. It's a time to be thankful, a time to indulge, a time to catch up with family and for catering businesses, it's usually the busiest time of the year.

While the festive period in 2020 will be very different to previous years, if you think Boris Johnson, the Government or anyone else can or will cancel Christmas – you can forget it! The country as a whole has already shown great resilience, strength and creativity to face the pandemic challenges head on and the festive period will be no different.

For the hospitality and catering sectors, it will undoubtedly be a difficult period but the work they do will be even more vital to keeping morale up and that festive spirit alive.

With the key festive weeks approaching fast, here's our collection of Country Range products to get you prepared for a Christmas like no other, and tips on how to embrace the opportunities that are still out there.

THE COUNTRY RANGE SPONGE & PUDDING MIX HAS EASY-TO-FOLLOW INSTRUCTIONS AND IT'S SUCH A VERSATILE PRODUCT, PROVIDING THE PERFECT BASE ON WHICH TO ADD DIFFERENT FLAVOURS.

— HOSTEL, NOTTING HILL

*Premium
mint chocolate
shard
cake*



THE FESTIVE NAUGHTY NINE

Christmas is a guilt-free time when consumers look to indulge and treat themselves. Particularly in difficult times we naturally look towards food and drink for comfort and cakes, pies, puddings and desserts rule supreme.

DURING WEEK 4 OF THE NATIONAL LOCKDOWN MORE CHOCOLATE WAS CONSUMED IN THE UK THAN DURING CHRISTMAS OR EASTER

— THEFOODPEOPLE CHRISTMAS 2020 REPORT

Generations who do not want to dine out in big groups or for prolonged periods of time might be more tempted by a hot beverage and cake outing, which still gives them time to catch up with friends and family but also at a smaller pricepoint.

For creative chefs who love to make their desserts from scratch, we have ingredients such as our high-quality chocolate drops, cocoa powder, plus cake and pudding mixes, to help you make it easier to create fantastic desserts in your own kitchen.

However, when footfall is difficult to predict and you may experience more staff illness over the winter period Country Range has a portfolio of premium winter and festive cakes and desserts that wow customers but are frozen and pre-portioned for ease of use.

For this festive period, we have a delicious selection of eight cakes and desserts that are pre-portioned into 14 individual slices including two brand new desserts and one individual 60g dessert.

NEW COUNTRY RANGE VEGAN & GLUTEN FREE SPICED ORANGE DESSERT

Chocolate ginger gluten free biscuit crumb with an orange chocolate truffle filling and vegan brownie cubes encased through the filling, finished with chocolate ginger crumb and gold sugar.

NEW COUNTRY RANGE BLACK FOREST LAYER CAKE

A dark chocolate sponge rolled and filled with Belgian white chocolate buttercream and a layer of tart cherry sauce, fully covered with cream, dark chocolate shavings, sweet snow and glitter sparkle.

*Vegan & gluten free
spiced orange
dessert*

New



New



Black forest layer cake

COUNTRY RANGE PREMIUM CHOCOLATE CHERRY OMBRÉ CAKE

A gorgeous ombré cake, handmade with layers of purple vanilla, chocolate sponge filled with a tangy cherry sauce baked lightly coated in a delicious buttercream and finished with Belgian chocolate curls and purple sponge crumbs.

COUNTRY RANGE PREMIUM BLACK VELVET CHARCOAL CAKE

A stunning black velvet cake featuring triple layers of chocolate sponge baked with charcoal powder and black cocoa powder and filled with pink raspberry buttercream.

COUNTRY RANGE PREMIUM BAKED BELGIAN CHOCOLATE ESPRESSO TART

An indulgent intensely flavoured chocolate tart made with rich Belgian chocolate and espresso coffee in an all-butter pastry case, topped with a beautiful chocolate mirror glaze.

COUNTRY RANGE PREMIUM MINT CHOCOLATE SHARD CAKE

Dark chocolate and white chocolate peppermint mousse on chocolate sponge, decorated with a mirror glaze and chocolate shards.

COUNTRY RANGE PREMIUM IRISH WHISKEY CREAM CAKE

Luxurious coffee sponge cake, filled and topped with Irish whiskey buttercream, finished with marbled chocolate shards and sparkling gold glitter.

COUNTRY RANGE GLUTEN FREE KIR ROYALE CHEESECAKE

Blackcurrant cheesecake rippled with a tangy blackcurrant compote and chocolate coated popping candy on a crisp biscuit base, topped with a layer of prosecco cheesecake and finished with a Creme de Cassis jelly.

COUNTRY RANGE INDIVIDUAL CHOCOLATE & AMARETTO SEMIFREDDO

A light, freezer-to table chocolate dessert made with Belgian chocolate and Amaretto mousses, and chocolate sponge in the centre, beautifully decorated with malted chocolate balls and chocolate shavings.

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

- HOTEL, CUMBRIA



Opening hours

With bars, pubs, cafés and restaurants now forced to close at 10pm, expect consumers to be making the most of the daytime opening hours. Shortened hours means hospitality venues also have to maximise every minute they're allowed to be open so they need to ensure they have the menus, dishes and drink offering to entice people in. Special Christmas breakfasts, brunches and afternoon teas will be great ways of making your menus work harder during the traditionally quieter trading periods and stunning treats like our Country Range Eclairs and Mince Pies work brilliantly in venues and as takeaway options.

COUNTRY RANGE
The Leading Independent
Foodservice Brand

Christmas Chocolate Brownies



Christmas New York Cheesecake



Failing to prepare is preparing to fail!

When COVID-19 and the lockdown hit in March, through no major fault of its own, the hospitality sector was underprepared but we don't have that excuse any longer. It is clear that in order to survive, kitchens need to be flexible, versatile and innovative whether they are cooking for kids, care homes or paying customers. Advance planning is essential but contingencies need to be in place in case of further lockdowns, outbreaks and shortages.

Fortifying dishes will once again be important, especially in the care sector, but it will be vital to provide dishes that can help bring people together and provide some joy at the same time. Warming soups, stews and casseroles can easily be made in bulk and frozen, while some of the existing Country Range products such as our Alabama Chocolate Fudge Cake, New York Cheesecake and Brownies can be used as a base and 'pimped-up' for the festive celebrations.

DECK your CHILLER

With

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FIND
YOUR
'MOJO



J20, NO.1 ADULT SOFT DRINKS BRAND*

STOCK UP NOW FOR CHRISTMAS

*Nielsen Scantrack, Total Coverage, Volume Sales, MAT to 25.07.20, Adult Soft Drinks as defined by Britvic

Christmas with a difference

DICKSON'S DIARY



We all know Christmas is going to be very different this year across the industry, the key is looking at what opportunities

exist and making the most of each and every one.

Customers still want to see winter and festive flavours across menus whether it is a three course sit down meal or grabbing lunch on-the-go or to take home.

Wrapping everything customers love about a Christmas dinner into a filling, handheld menu option is a definite winner. Take a giant Yorkshire pudding as the 'wrap', add a smear of Country Range Cranberry Sauce then fill

with layers of cooked turkey, stuffing, pigs in blankets, parsnips, roasted potatoes, Country Range Fancy Peas and hot gravy. Roll up as you would a wrap and serve – delicious!

Offering different promotions such as a bottle of wine and a sharing dish such as this delicious Baked Camembert with Sage and Bacon can encourage diners who don't necessarily want to go venture out for a full three course meal to treat themselves to a smaller occasion.

The dish is so easy and simple to make too. Defrost some Country Range Doughballs, cutting each one into 8 then roll the dough into small balls. Prove on an oiled tray for 30 minutes. While proving, dice your Country Range Bacon, cook off then cool.

Add your camembert with the doughballs arranged around then sprinkle with the diced bacon and dried sage. Drizzle olive oil over and bake in a pre-heated oven for 8 minutes.

Paul Dickson

Country Range development chef

"Customers still want to see winter and festive flavours across menus."



Baked Camembert with Bacon Dough Ball Bites

Festive Yorkshire Pudding Wrap



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- Monin is UK consumers favourite syrup brand*
- Consumers are prepared to pay 71p extra for their favourite syrup* resulting in £30 value added sales per 70cl bottle**
- 49% of consumers are more likely to purchase a seasonal drink over their regular beverage choice***

* CGA Strategy Hall Tests, Monin Project Sept 2017

** based on 15ml servings

*** Monin UK Winter Trend Report 2019

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monin.com/uk



Tidings of comfort & joy



FOUR OUT OF FIVE CONSUMERS ARE STILL EITHER DEFINITELY (27%) OR PROBABLY (52%) LOOKING TO GO OUT FOR A CHRISTMAS MEAL OR DRINK – EVEN IF IT HAS TO BE IN SMALLER TEAMS*

The foodservice marketplace is battling the operational limitations in place due to the COVID-19 pandemic, however the festive period is a critical trading time for operators and there are still plenty of opportunities for caterers.

We've taken a look at the latest trend insight and consumer data to bring you a simple guide to making the very most of the opportunities this Christmas. We've also considered the learnings you can take from the consumer behaviour changes and successes operators saw during the lockdown period earlier in the year. From meal kits to virtual experiences, yes this Christmas is set to look very different but it is still a fantastic period to provide comfort and joy to your customers...

MAKE THE MOST OF EVERY MOMENT

The message is clear - key to success for Christmas 2020 is unlocking the potential of all dining occasions across all dayparts throughout the entire festive period. Marketing messages should be broader than focusing upon Christmas party nights, Christmas Day and New Year's Eve, encouraging increased footfall from an on-the-go hot beverage and nostalgic flavoured sweet treat occasion right through to festive afternoon teas and lunches.

It is also incredibly important to consider how consumers will be feeling about their own Christmas period, for example a consumer who would never normally consider eating out on Christmas Day or New Year's Eve may feel that their experience at home could be a little lack lustre due to not being able to have their family

members and friends with them and therefore they may be more likely to be persuaded to dine out of home.

Encouraging consumers to visit your establishment for a smaller spend occasion can also make them feel much more confident about dining out for a full meal or with more family members and friends.

WALKING IN A (VIRTUAL) WINTER WONDERLAND

Providing online experiences this festive season could provide an additional revenue stream, whether that is virtual cocktail masterclasses or providing 'how-to' videos alongside meal kits available to purchase within your establishments. Consider what you aim to provide your customers with in terms of the experience when they dine with you, how can you take that and your branding to create something that can be experienced or enhance a dining occasion at home?

TINSEL & TECHNOLOGY

From ensuring you have a friction-free payment system in line with the increase in card and contactless payments to offering customers the ability to book tables or collection slots online – technology is also increasingly important from an operational perspective as well as additional revenue streams or opportunities to engage with customers.

“SOME 36% OF MEAT-EATERS BUY VEGETARIAN AND VEGAN PRODUCTS, AND 23% OF BRITS EAT GLUTEN-FREE DESPITE HAVING NO INTOLERANCE, ACCORDING TO UBAMARKET, SO IT REALLY DOES MAKE COMMERCIAL SENSE TO ADD GLUTEN-FREE, VEGETARIAN AND VEGAN PRODUCTS TO MENUS THIS CHRISTMAS.”

THE GIFT OF A FESTIVE MEAL KIT

Whether it's to provide an exciting experience at home in addition to eating out or for those customers who feel too anxious to visit your premises – providing meal kits could be a fantastic additional revenue stream for you while also giving customers the opportunity to recreate at least a small part of what they experience on site.

If you didn't want to provide a whole meal kit you could provide a smaller kit purely for recreating your signature meat marinade or offering a cocktail kit.



O'pies Christmas Cake

13% OF CONSUMERS WOULD BE WILLING TO PAY MORE FOR FESTIVE THEMED FOOD, AND 8% FOR A FESTIVE THEMED DRINKS MENU!

“FOR A REFINED TURKEY OPTION WITH PLENTY OF INSTAGRAM-ABLE PLATE APPEAL, TRY TURKEY WITH CRANBERRY BUBBLES.

THE BUBBLES ARE CREATED BY BLENDING TOGETHER CRANBERRY JUICE AND GOLDEN SYRUP WITH SOSA ALBUWHIP AND SOSA GELESPESSA TO ENSURE THEY HOLD THEIR SHAPE. SERVE WITH BREAD SAUCE CRISPS AND DRIED CRANBERRIES.”

- TRACEY HUGHES, MANAGING DIRECTOR, HENLEY BRIDGE

A CHRISTMAS DELIVERY

As more customers will be at home over the Christmas period due to consumer anxiety, potential lockdown restrictions and the 10pm curfew – providing a delivered option is more important than ever.

If this is something you are looking at offering then review your menu, ensuring that the options you make available for delivery or takeaway are able or are adapted to travel well in the appropriate non-foods packaging. Support from your local Country Range Group wholesaler can help with this. You could also look at bespoke packaging or even stickers to help enhance your branding adding to the experience the consumer receives at home.

Consider including festive options within your delivered and takeaway menu in the same way as you would in your standard menu. Whether that is providing a festive flavour variation of pizza within your delivery menu or baileys cheesecake to takeaway after having their main meal on site – there are plenty of opportunities to diversify your offering and upsell.

NO AND LOW CHRISTMAS SPIRITS

In ordinary circumstances having a carefully considered mocktail menu and other enticing alcohol-free options is very important to ensure that those who choose not to drink, are pregnant or are the designated driver all are able to enjoy delicious drinks and the same experience as those who are selecting from the vast range of alcoholic beverages on offer. This existing opportunity will be further increased by the 10pm curfew, consumer anxiety around taking forms of public transportation and the increased likelihood of breaking social distancing guidelines when having a few too many gins. All factors are likely to increase the number of people choosing to not drink alcohol and drive on the occasions where they dine out.

Turkey with Cranberry Bubbles



PLANT-BASED PARTY

The demand for a greater variety of meat-free options to be included within menus has increased dramatically over the last few years.

“This Christmas is looking like being quite different to past festive seasons but one thing that stays constant is people’s passion for great-tasting, attractive food,” explains Gordon Lauder, MD of frozen food distributor Central Foods. “With some kitchens operating at reduced capacity and perhaps a smaller menu, it’s really important to offer items that will appeal to as many diners as possible.

It’s important to consider each element of your menu including delivery and takeaway. Vegan charity VIVA! have created a recipe booklet of ideas to give you plenty of inspiration for each course. An example menu could be;

- Roast Beetroot and Cashew Cream Crostini
- Individual Luxury Festive Roast
- Individual Salted Caramel Cheesecake
- Cranberry ‘Boursin’ Style Cheese to be included within a vegan-friendly cheeseboard offering
- Vegan Baileys cocktail

From a profit perspective, the margin opportunity on a premium beverage or mocktail would be considerably higher than a lime and soda – so this works in your favour too. Ensure your marketing communications include exciting content around your low and no alcohol range offering.

LUXURY & SPECIAL TOUCHES

Especially where it is felt that this Christmas won’t be the same, consumers will look to those experiences or touches of luxury that they feel adds that festive sparkle to their Christmas. From gold dusted desserts, premium products and those that take a considerable amount of time and skill to create, well there are plenty of opportunities to provide luxury items within menus or as an option for customers to take home – think festive flavours incorporated into artisan breads and pastries to upsell a standard snack occasion.

DECK THE HALLS

Whilst it is essential to communicate to customers about their health and wellbeing on site, it’s important to not forget the joy of the atmosphere and enjoyable setting that they’re used to when eating or drinking in out-of-home venues.

“Give thought to theming, decoration and ambience to create something memorable without adding significant cost to the bottom line or compromising cleanliness. Enhancing guests’ experience and adding value to their visit can contribute to charging a more premium price and increasing spend per head.”¹

Consumers still want the magic of Christmas – think snow scenes and playful twists on dining spaces such as igloos for each household to dine in.

JOY TO THE WORLD

2020 has also been the year of the community spirit, from a national perspective and on a more regional and local level. Ensure you make the most of this community spirit in your marketing communications in terms of customers supporting local businesses by visiting your establishment or by increasing visibility of the ways your business has supported the local area throughout 2020.

There is also a huge opportunity to offer gift packages and vouchers for visits and experiences that can be deemed in the New Year and beyond.



¹ ‘The Twelve Weeks to Christmas Guide’ created by Access In partnership with CGA

² KAM Media ‘Return of the Pub’ report

³ Mintel Christmas 2020 Report

⁴ CGA Cocktail Report

⁵ Experience management expert HGEM research



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*SalesOut Data - Desserts Category - Week Ending 01/08/2020



A year of recognition

This year, the annual Meals on Wheels awareness event (2-6th November) is recognising and celebrating the extraordinary contribution of frontline Meals on Wheels services and thanking them for their dedication.

In 1943 the UK Meals on Wheels service was set up to deliver meals to individuals at home unable to purchase or prepare their own. Now, 77 years later, the value and need for the service has never been stronger.

The onset of COVID-19 and lockdown brought about an increase in demand of around 20-30%, made up of both new customers and existing customers increasing the number of meals ordered. Meals on Wheels teams up and down the country responded agilely and selflessly to the increase in demand and the operating changes required to be COVID-compliant, ensuring customers continued to receive a seamless, safe and life-quality-enhancing service.

From established meals on wheels services to the lunch

clubs unable to welcome their guests and the closed pubs, restaurants and cafés that transferred their skill and facilities, to mention just a few, they've all worked tirelessly to deliver nutritious food to those in need. They've also innovated to ensure those that are isolated benefit mentally and emotionally from a friendly smile and a chat to make sure they're doing ok, all within the social distancing guidelines.

The National Association of Care Catering (NACC) is a longstanding champion of Meals on Wheels. Its annual Meals on Wheels Week spotlights the vital service that delivers delicious nutritious food and offers friendly human interaction and wellbeing checks – vital ingredients that allow the vulnerable to live independently in their own homes.

MORE THAN JUST A MEAL

The Meals on Wheels service is so much more than just a meal. It keeps the elderly and vulnerable living independently in their own homes nourished and hydrated with a nutritious daily meal (in many cases the only one they will have each

day) and provides an essential preventative service that reduces costly malnutrition-related admissions to hospital that are adding to the terrible strain on the NHS.

For the majority of service users, it's a social lifeline that eases the devastating effects of isolation and loneliness. The delivery of a meal brings regular human contact, which for many may be the only interaction they enjoy. It also provides much-needed wellbeing and safety checks, again, crucial for those that may not see anyone else during the day.

MEALS ON WHEELS WEEK SPOTLIGHT

The value of the Meals on Wheels services in alleviating malnutrition, social isolation and loneliness must not be underestimated. To capture this, the NACC has put together a series of case studies for Meals on Wheels Week that demonstrates the incredible contribution of Meals on Wheels provision throughout the pandemic and beyond.

Visit www.thenacc.co.uk to read the inspiring case studies.

THANK YOU #MEALSONWHEELSHEROES

The NACC has taken to social media to celebrate the magnificent work of the frontline Meals on Wheels services across the country and say a big thank you to everyone involved.

It's not too late to get involved. Be part of the recognition and celebration of all the incredible Meals on Wheels heroes simply cut out the poster on the back of this page have your photograph taken holding it and post it on social media, tagging in the NACC and using the hashtags #mealsonwheelsheroes and #morethanjustameal:

Twitter (@NACCaterCare)
Facebook (TheNACCaterCare)
Instagram (naccatercare)
LinkedIn (thenacc)



THANK YOU!

#mealsonwheelsheroes



@NACCCaterCare



TheNACCCaterCare



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TM, ©, © 2020 KELLOGG Europe Trading Limited. All rights reserved. 1 Wheat bran fibre is superior in relation to its efficacy in accelerating intestinal transit and has the most scientific evidence. 10g wheat bran fibre daily contributes to acceleration of internal transit. Fruit 'n Fibre/Bran Flakes contains 2.8g/3.7g per serving. 2 Contains 50% of nutrient reference value of vitamin D per 30g serving. Enjoy as part of a balanced diet and healthy lifestyle. 3 Find out more about our responsibly sourced corn initiatives at www.kelloggs.com.

Managing allergies

IN SCHOOLS AND UNIVERSITIES

Food allergies among children are on the increase according to recent figures. A report from Natasha's Allergy Research Foundation (NARF) says the number of cases of children hospitalised with severe allergic reactions in England has increased by 72% over the last six years (NHS digital data). The number of hospital admissions of those under 18 years old with anaphylactic shock during 2018-2019 is 1,746 compared to 1,015 in 2013-14 – an increase of over 600.

Tanya Ednan-Laperouse from NARF says: "These terrifying figures show we are facing an allergy emergency. The number of children with allergies and suffering severe allergic reactions is rising year-on-year at a deeply alarming rate. Scientists don't yet understand why the numbers of children with allergies are on the rise which is why it is vital that we invest in large scale research projects into both the causes and potential cures."

Various reasons have been cited for the upturn in food allergies such as dietary changes, environmental issues, as well as the consumption of more ready meals and takeaways. Jacqui McPeake from JACS Ltd, allergen and catering specialist, says: "We eat a much broader diet than previously – for example, the availability of foods such as pineapple and strawberries all year round, regardless of the season. The use of preservatives in processed foods also contribute towards the issue."

This increase means caterers in schools and universities must be proactive in managing food allergies, which can be life-threatening.

Stephen Forster, national chair, LACA (the 'School Food People' representing 3,300 different organisations providing 3 million lunches in 22,000 schools daily), says "Robust allergens processes must be in place for caterers in schools to ensure the safety of all consumers. This is true regardless of Covid-19 and the style of service. To help with this, LACA has launched an allergens strategy that includes a risk assessment to help caterers provide safe meals for children, while offering reassurance for parents and teachers."

INTOLERANCE VERSUS ALLERGY

One of the major issues is confusion between intolerances and allergies. A food intolerance or insensitivity is when someone has difficulty digesting a food and results in symptoms such as bloating and stomach pain whereas a food allergy can trigger an anaphylactic attack. This requires immediate emergency response. Symptoms can include a swollen tongue and difficulty in swallowing. The

common causes of severe allergic reactions (anaphylaxis) include foods such as peanuts, tree nuts, milk, eggs, shellfish, fish, sesame seeds and kiwi fruit, although other foods have been known to trigger it. According to the Anaphylaxis Campaign, peanut allergy is particularly common with one in 70 children nationwide thought to be affected.

COMMUNICATION IS KEY

For both schools and universities, communication is vital. As Jacqui McPeake says "The school caterer needs to discuss menu options with parents and how the food will be served. A method of identification of the pupil must be agreed, particularly for infant children so that caterers can identify which child has what allergy."

University students with food allergies are vulnerable when they leave home, as they will have to manage their allergies themselves. "Unless the student has a meal package, the caterer may not be aware that the student has food allergies," says Jacqui. "A positive attitude to managing food allergies will encourage students to talk to the catering team."

Mike Haslin, CEO, The University Caterers' Organisation (TUCO) says "There is a great responsibility for caterers to ensure all students can eat and drink safely. With the addition of Covid-19 measures, that responsibility is even greater than ever. Caterers must be aware that any changes made to their service while adapting to Covid-19 must also be allergen compliant."

TUCO has developed a Code of Practice on the management of food allergen awareness, setting out standards for compliance such as the need for training and action in several areas such as labelling, auditing and emergency procedures.

Top 14 EU Allergens

There are 14 major allergens that must be mentioned in a food item or meal, according to the EU regulations 2014.

The 14 allergens are:

celery, cereals containing gluten (such as barley and oats), **crustaceans** (such as prawns, crabs and lobsters), **eggs, fish, lupin, milk, molluscs** (such as mussels and oysters), **mustard, peanuts, sesame, soybeans, sulphur dioxide and sulphites** (if they are at a concentration of more than ten parts per million) **and tree nuts** (such as almonds, hazelnuts, walnuts, brazil nuts, cashews, pecans, pistachios and macadamia nuts).

Source: Food Standards Agency www.food.gov.uk

McDougalls AMARETTO SOURS

Recipe

MEAL TYPE

Drink

PREP TIME

5 mins

SERVES

8

INGREDIENTS

200ml Sugar Syrup (3 parts water, 2 parts sugar - boiled and cooled)	400ml Amaretto
12g McDougalls Meringue Mix Powder	100ml Bourbon
	200ml Fresh Lemon Juice (chilled)

METHOD

1. In a blender, mix all the ingredients on a high speed, until a good level of foam is achieved.
2. Strain over ice.
3. Serve garnished with a slice of lemon and a cherry.

ALLERGENS

Eggs

Please check the ingredients declaration on the products you use making this recipe.



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THE RIGHT INGREDIENTS

Ingredients must be checked every time in case they change.

When storing products, 'free from' items should be kept in their own area. Julian Edwards, CEO from Allergen Accreditation, says "Some operators use colour coded containers – purple, for example, to denote allergenic ingredients. This prompts staff to be extra vigilant. Foods that are decanted need to be specially labelled."

When preparing dishes, great care must be taken to use separate work surfaces, chopping boards and utensils to avoid cross-contamination. For example, a separate toaster for gluten free bread. Another great example, which Julian mentioned, is colour coded boxes with utensils including spatula, whisk, spoon, dish cloth and oven mitts only for gluten free baking.

ON THE MENU

Menus must clearly state whether the top 14 EU food allergens are contained in dishes. In the current COVID-19 situation, it makes sense to use digital technology for menus and promotions. As Julian points out, printed menus should be laminated or at least washable so they can be reused. For schools and universities, wall mounted and fixed menus are a great idea. "We suggest using descriptive terms such as sesame infused crusty bread which makes it obvious that certain ingredients and potentially harmful allergens are present," he says.

For university students, menus need to be available online with allergen information. Jacqui says "Technology in the form of Apps or QR codes for mobile phones will enable students to check the ingredients."

STAFF TRAINING

Staff need to understand food allergies and how to cater for them. This includes knowing the ingredients of a particular dish.

Jacqui McPeake conducts Level 2 training for team members which demonstrates how to manage allergen procedures in a busy working environment, while level 3 is recommended for supervisors, chefs and managers. Level 3 is a recognised qualification and is provided through a series of video content and an online assessment. "Learners can take the course at their convenience," she adds.

The TUCO training academy delivers two day courses on allergen awareness.

For school caterers, the LACA web site offers advice and guidance for catering for students with food allergies. It provides a risk assessment tool for members to use in the development of meals for children who suffer from food intolerances or require special medical diets.

As the number of people with food allergies continues to rise, schools and universities will also see a steady increase in students affected. This means precautions must be taken all along the food chain from when food is delivered to when it is served.

FOR FURTHER INFORMATION

- Allergen Accreditation www.allergenaccreditation.co.uk
- JACS Ltd <https://jacsallergenmanagement.com/>
- Food Standards Agency www.food.gov.uk
- LACA www.laca.co.uk
- TUCO www.tuco.ac.uk
- Anaphylaxis Campaign www.anaphylaxis.org.uk
- Natasha's Allergy Research Foundation (NARF) www.narf.org.uk
- Allergy UK www.allergyuk.org
- Coeliac Society www.coeliac.org.uk



Social Chef
Getting social
IN HOSPITALITY

CELEBRATE THE SIMPLE THINGS IN LIFE THIS CHRISTMAS

Nobody could argue that 2020 has been a challenging year for everyone. However, with Christmas approaching now is the time to look at the positives. Consumers really appreciate the simpler things in life including spending time with friends and family and no-one will ever take eating out for granted after months of lockdown. Whilst life is still a little different this Christmas, it has never been more important to celebrate all being together.

When promoting Christmas bookings make sure you are showing how you are following the latest

government guidelines



for COVID-19.

Explore the small ways you can make the experience more memorable. A socially distanced visit from Father Christmas, a recording of a local choir, a free glass of fizz or gifts for each diner are just a few ideas to



Add value when dining out

Encourage your guests to share their

Festive experience



online as this can encourage other people to enjoy dining in your venue too.

The team at Premier Foods would like to wish you all a very Merry Christmas. We have loved sharing social media advice with you during 2020.

For more social media advice, you can follow the Premier Foods team on Twitter @PremierFoods_FS. Throughout lockdown they ran webinars with hospitality experts to support their customer base.



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A helping hand

With the future and the path ahead still uncertain, the hospitality industry looks to continue to encourage consumers to get back to eating out of home.

The fight back with the support of Eat Out to Help Out has seen large numbers of our customers returning. The key benefits of the scheme have shown and demonstrated A) how important hospitality is to communities, B) given people the confidence to venture out and mix socially once again, C) the professionalism of hospitality businesses' in terms of safety for both customers and team members and D) the quality of service given in times of extreme difficulties.

The onset of the COVID-19 pandemic and the imposition of

strict lockdown measures left many operators in an unprecedented situation and facing the grim prospect of both widespread closures and redundancies.

With many in our industry falling on hard times, Only A Pavement Away was determined to play its part in providing some immediate relief and helping to rebuild the hospitality sector as we moved out of a nationwide lockdown.

From their Hospitality Against Homelessness campaign to the Tom Aikens Charity Cookery Challenge, which attracted more than 200 participants on social media and raised £5,000 in support of Hospitality Against Homelessness, standing on the side-lines was never an option for them as the industry they love was plunged into crisis.

"We're proud to be the only charity in the UK to support ex-offenders, vulnerable veterans and the homeless back into work through jobs within the hospitality sector." – Greg Mangham, Founder & CEO of Only A Pavement Away

Our industry is an exciting one, built on people, and what better way to meet the need for new employees than by giving those looking to get their lives back on track a second chance?

Greg Mangham, Founder & CEO of Only A Pavement Away explains "It's this belief that everyone deserves the opportunity to find and forge a career that underpins everything we do and it's why, in the last few months, we set out to create the UK's first charity jobs board specifically geared towards the hospitality sector."

Developed alongside Dawn Redman, Founder of Hospitality Jobs UK, the Candidate Profile Page (CPP), has complemented the already existent employer vacancy section of the Only A Pavement Away website and is available to all our charity and employer partners for use on a free of charge basis.

Following its launch on 21st July 2020, the CPP helped to place two people in employment in its first week and currently has a further 50 candidates on the Candidate Profile Page.

As our industry looks to turn a corner and new vacancies continue to arise, the CPP can have an essential role to play in helping to shape the future of hospitality recruitment and provide another channel for employers looking to fill new roles.

Only A Pavement Away has won the 'Most Dynamic Collaboration' category at this year's 2020 Hotel, Restaurant & Catering Awards for its Hospitality Against Homelessness campaign.

The Hospitality Against Homelessness campaign was set up in response to the unfolding COVID-19 pandemic and its subsequent knock-on effects on the hospitality industry. Designed to unite the industry as a whole and bring suppliers and operators together, the campaign was delivered in partnership with Yummy Pub Co and Thomas Franks Ltd, and saw an estimated £500,000 worth of meals, drinks, snacks, toiletries and white goods distributed to homeless individuals and those in need across London through the Paul Pavli Consultancy network of distributors.

HOW CAN YOU GET INVOLVED?

1. Register as an Employer Partner by contacting them on gregmangham@onlyapavementaway.co.uk. Our employer partners span every area of the hospitality industry
2. Using unique login credentials, sign in to your account on the jobs board page: <https://jobboard.onlyapavementaway.co.uk/login>
3. On the Job Listings section, follow the instructions to upload information on your new vacancy.

To find out more about Only A Pavement Away, register your interest as an Employer Partner, or make a donation, please visit <https://onlyapavementaway.co.uk>. You can also keep an eye on our social media pages, **Facebook:** @onlyapavementaway, **Twitter:** @apavementaway, **Instagram:** @only_a_pavement_away and **LinkedIn:** Only A Pavement Away

Above (main)
Thomas Franks delivering meals

Left
Yummy preparing meals



EVERYDAY
Inspiration



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The great staycation

Since the easing of lockdown rules, hotels, B&Bs, caravan parks, lodges and campsites have all seen a surge in bookings – not from overseas visitors, but from residents within the UK and Ireland. The “staycation” is the new vacation and business has been booming in tourist areas throughout the summer season.

As we move from the warmth of summer to the cool days and nights of winter, relying on alfresco dining to adhere to social distancing guidelines becomes significantly more difficult. Revenue from breakfast and dinner is an important part of the profit and turnover mix for the hotel sector, so finding solutions to accommodate diners is critical to continue trading through the pandemic.

BEATING THE BREAKFAST BLUES

Breakfast is an integral element of the experience for a consumer when staying at a hotel, however the traditional breakfast buffet will need to be reimaged. The DéliFrance Hotel F&B: Beyond the New Report shows a significant split in attitude towards breakfast buffets following the pandemic, of those who would usually use the breakfast room 37% would want to continue and 41% would be prepared to eat breakfast in their room.

There is no one-size-fits-all solution to providing breakfast for guests, but here are a few ideas to inspire you:

• Breakfast All Wrapped Up

Whether breakfast items are wrapped on site to simplify self-service, or bought individually wrapped, they can reduce touch points which spread the virus.

Cereal bars or breakfast drinks are also great “on the go” options; “We know that as the hospitality sector adapts to the new post-COVID-19 world, they will need to find new and innovative ways to offer their consumers healthy and nutritious food that is easy to prepare, convenient and with hygienic packaging. The Weetabix Food Company offers a delicious range of trusted products in portion packs to help the hospitality sector safely deliver breakfast to its customers, including Weetabix, Ready brek and Alpen.” Says David Bone, Foodservice National Account Manager, Weetabix.

Hotel breakfast tray of yogurt with fruits, honey pancakes, toast with avocado and poached eggs



#STAYCATION
HAS A WHOPPING **4.5M** POSTS ON
INSTAGRAM AND **#STAYCATION2020**
A FURTHER **193K** POSTS – USE THESE
HASHTAGS TO BOOST YOUR SOCIAL
MEDIA FOLLOWING

The top three things that hotel guests who normally use the breakfast room during their stay want to see are:



- **52% FREE HAND SANITISER**
- **49% MORE SPACE BETWEEN TABLES**
- **40% ENHANCED CLEANING PROTOCOLS**

Coffee brand Taylors of Harrogate have recently launched coffee bags to hotels, ensuring every guest has access to high quality coffee while limiting touch points. "Each coffee bag is individually wrapped for freshness and contains fresh roast and ground coffee. They work like a tea bag, brewing in just two minutes, making it easy for guests to enjoy a delicious cup of coffee from the comfort of their room or from a breakfast bar." Comments Natalie King, OOH Manager at Taylors of Harrogate.

• **Perfect Timing**

45% of consumers would be willing to pre-book a time slot for breakfast in order to ease congestion!. "We are taking bookings for breakfast at specific times ensuring there are no peaks while keeping a spacious and calming atmosphere in the dining area." Comments Karl Richardson, Executive Chef at the Waldorf Hilton, "We have also shifted from offering a buffet breakfast service to à la carte menu meaning that not only do we minimise the contact between guests but also enhance their experience with a more luxurious offering."

• **Technology First**

To remove the need to constantly sanitise menus or print disposable menus, technology can be applied to order breakfast from hotel rooms or while at the table. We anticipate seeing a rise in technological solutions to ordering – from in room televisions to mobile apps or menus projected onto tables.

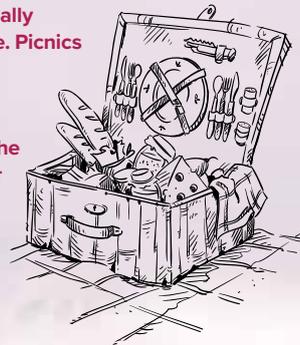
• **Table Service Reimagined**

Depending on how large your dining area is, your layout options may be flexible enough to have a serving table for each set of guests. Situated adjacent to their dining table, refreshments and food can be set out on the serving table to order, for guests to collect and leave their plates when they have finished. This removes the need for close contact with serving staff.

Alternatively, you could try presenting a mini buffet at each table, with all hot food cooked to order. "Limit the amount of items that are being presented to the table, but increase the quality so that the guest does not feel that they aren't getting the same value." Lorraine Sinclair, Executive Chef, Pan Pacific Hotel

PERSONALISED PICNICS

The rise in afternoon tea delivery kits to celebrate special occasions proves we all still enjoy a treat. The concept can easily be implemented across all business types in the catering sector, and hotels have a fantastic opportunity to go to town with beautifully presented, self contained breakfast, picnic or afternoon tea kits. Get creative and add a touch of haute cuisine to a picnic box or breakfast hamper and build excitement with attractively wrapped parcels of food and little notes informing diners of any locally sourced produce. Picnics can be eaten in guest rooms, in private pods, dining areas in the hotel grounds or as a takeaway for tourists to enjoy while sightseeing.



Chia seed breakfast pot with wild berries

Dine with a difference

Outdoor dining experiences launched by John Lewis, Coppa Club, Jimmy's Lodge and Aviary in previous years have provided valuable inspiration for hoteliers, here are just a few concepts which we are sure we will be seeing more of this month:

- From greenhouses to gazebos, tents and mini ski-chalets, large out buildings supply additional space which can be transformed into a magical winter wonderland for group bookings or simply to maintain the number of pre-COVID-19 covers whilst adhering to social distancing guidelines
- With a little ingenuity and design, boutique hotel bedrooms can become a romantic, private dining space for overnight guests. Add a little extra luxury with in-room butler service to present your meals or create and enact a wintery theme for a more experiential dining event
- If you don't have the space to accommodate group and individual diners, Air B&B or apartment locations can make a great venue for a group dining experience with food cooked on premise. Look for locations nearby and build cross promotions to generate unique offers
- Private pods and igloos are no longer a new concept, but they are developing in style to reflect the brand of the hotel or restaurant and are a very good way of delivering a more normalised socially distanced dining experience. Used not just for dinner but picnic style lunches too, they are very versatile and have the potential to deliver strong return on investment with the right concept

THE AVIARY





JIMMY'S LODGE



COPPA CLUB TOWER BRIDGE
Photograph by Allan Stone

- Cornish based St Moritz Hotel & Spa introduced Breakfast at the Beach Huts for summer 2020, serving locally-sourced breakfast in a traditional striped beach hut. Demand for their Anti-Social Club pop up restaurant led to the installation of classically cute British beach huts that come as an accompaniment to the hotel's King Rooms. Although breakfast on the beach in winter may not be appealing to some, we can certainly see this concept following an igloo style dining experience
- Not got the outdoor space? Try installing bespoke barriers around your tables to create cosy indoor pods which reduce the loud clatter of a busy restaurant and turn a large dining room space into something more intimate

Of course, installations can be expensive and many hoteliers may not know where to start; "If you want to install a more robust outdoor structure, find a local exhibition stand manufacturer who can design something unique and build it to meet the appropriate safety standards. The events industry is quiet at the moment and many of us have capacity to help" comments Ross Emerick, Sales Director, ESM.

Combining a bit of your own creativity with a basic structure can be more cost effective and will create something unique, exciting and memorable. Turning gardens into a winter grotto, fairy story or astrologer's paradise could be the beginning of a winter activity that you will want to repeat year after year.

Unforgettable outdoor experiences

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Lorraine Sinclair, Executive Chef, Pan Pacific Hotel.

Once more, the words innovate and adapt must be applied to the sector, but we are also seeing real creativity in this space which is being richly rewarded with repeat custom and (in some cases) premium price tags, as consumers who have spent many months apart from friends and loved ones, are keen to get together and make lasting memories over the festive season.

¹ Dellfrance Hotel F&B: Beyond the New Report



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aah!

BOUILLON

MAKES GREAT
TASTING DISHES



The art of plating

THE GOLDEN EMPIRE
BY ADAM REID



Adam Reid is the acclaimed chef-patron of The French in the historic Midland Hotel in

Manchester. Adam is no stranger to cooking beautifully presented plates of food. He cooked the main course for the Great British Menu 2019 banquet with his winning dish 'Comfort Food Sounds Good'.

The Golden Empire was created for Great British Menu in 2016 and is representative of the role the queen has had in changing the British empire to the modern commonwealth along with the British staple of apple crumble and custard.

It is a golden sugar shell in the shape of an apple which is filled with a meadowsweet custard, baked apple compote and a hazelnut granola which is then surrounded by a sharp apple granita made using apple juice sprayed into liquid nitrogen.

1 Plate selection

The dish is presented in a giant golden apple which is decorated inside with a map of the world with the commonwealth countries highlighted creating a kind of 'invert globe'.

2 Shell

The sugar shell of the 'apple' is semi filled with an aerated meadowsweet custard mousse.

3 Compote

A baked apple compote is placed in the centre of the mousse.

4 Crumble

A hazelnut crumble is used to fill the remainder of the sugar shell.

5 Placement

The filled sugar apple is placed in the centre of the bowl.

6 Granita

A nitro apple granita is then used to fill the bowl and submerge the bottom of the apple shell.

"The Golden Empire was created for Great British menu in 2016 and is representative of the role the queen has had in changing the British empire to the modern commonwealth."



Interview with Adam Reid

As it is our final issue of the year, we sat down with the star of our Art of Plating feature, Adam Reid, to discuss all things 2020.

It's been an extremely turbulent year for us all, how has 2020 been for you personally?

It has been extremely difficult, for many reasons but obviously having to close the restaurant was a big blow and a number of other projects I had in the pipeline were side-lined. The positives are that I've spent more time this year with my family than I ever have. I have two young children, so it's been a real joy to be able to bond properly with them.

In terms of the impact of the pandemic has had upon the hospitality sector in particular especially during the lock down - how did you and the team at The French change and innovate your offering?

One Collection, Multiple Uses

Rich and flavourful with a chunky texture, the Opies Chutney Collection, has a delicate balance between sweet and savoury.



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In many ways we haven't had to alter what we do. A lot of the guidelines that have come out for restaurants are how we operate anyway, our tables are generously spaced, bookings well spread (1 table every 15 minutes) table service, etc, etc. The main issue is the curfew driving everything to start earlier and the uncertainty of whether customers will take to that or be put off by it. The main changes we've made are with the way we serve the food and having as few visits to the table as possible so we now finish most of the dishes at the table and the chefs take the job of putting down cutlery etc so we can work with a smaller team.

In the wider industry, what innovations or campaigns have you been the most impressed by?

Specifically, in lockdown there was a flourish of independence restaurateurs developing DIY food boxes for home delivery. I got stuck in too with my own product and the feedback was great. I am most impressed with people like Tommy Banks and Gary Usher at Elite Bistros who have maintained this product range still out of lockdown offering people a genuine option for something different in these strange times.

As we write this issue you are looking to open your doors once again to the public, what have been the challenges faced in planning to reopen?

Our plan is to open on the 1st October, the most difficulties have arisen around the uncertainty of everything. Obviously there's the uncertainty of bookings levels and general demand, which we would have anyway, as this dictates our ability to staff properly, but there's also the issue that we just don't know if we will be ordered to shut down again by the government, or if there's a few positive cases in the team we could have to shut up shop whilst everyone isolates all of which are virtually impossible to mitigate for.

As all caterers look towards an uncertain festive period, what are your plans?

To be honest I am not changing my plans significantly, there's not much else we can do. I'm basically hoping that people are going to want to treat themselves to a high-end experience with us as we can offer the most conscientious and unchanged dining experience available.

What's next for you as you look towards 2021?

Wow, if you'd have asked me that 6 months ago I'd have reeled off a whole list but nowadays it's take what comes really! I have a few very exciting potential projects I'm hoping to be able to release info about soon, and also I'm hoping a nice country pub will come up for sale near me!

Left
Adam Reid

Below (left to right)
Adam Reid's Easy peeler of Sea Burchorn and White Chocolate
Interior of The French



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5 WAYS TO USE Mincemeat



Mincemeat, and mince pies, have been a traditional festive

favourite as far back as the 1400s where kings and the wealthy served meat and fruit pies within extravagant feasts. By the Victorian era, people started to move away from using meat within mincemeat and the treats also shrank in size making them much more similar to the individual, fruity snacks we enjoy and love today.

The Country Range Mincemeat is a traditional mix of raisins, sultanas, currants and is suitable for vegan and vegetarian diets. The Ayrshire College team who were finalists in the March 2020 Grand Final of the Country Range have shared five innovative ideas for how to use mincemeat for much more than just your mince pies...

ABOUT: AYRSHIRE COLLEGE

At the time of the final students Ewan Baird, Ryan Rafferty and Rebecca Crossan were undertaking SVQ Level 6 in Professional Cookery at Ayrshire College, mentored by their chef lecturer Annmarie Farr.

Rebecca won the Excellence Award for Outstanding Achievement in her course for 2 years in a row. All three students are now working or looking for opportunities within the hospitality industry, with Ewan going on to study HND Professional Cookery.



1/ Classic Baked Apples

Use the mincemeat with butter, citrus zest and breadcrumbs as a stuffing, add to your apples and then bake. Serve with a cider apple syrup, mini caramel filled donut and clotted cream ice cream. This dessert is served on the menu within the college restaurants The Salt and Barrel and The Westerly.

4/ Festive Baked Alaska

Take the usual sponge base and add some Chinese stem ginger, spread on marmalade and layer with caramel and rum soaked clementine segments. Take vanilla ice cream and mix the mincemeat in with it and then shape neatly into a dome shape. Place the dome in the freezer or blast chiller while you make your Italian meringue. When ready, take your dome and add to the top of the sponge base. Then pipe your meringue elaborately around the dome ensuring there are no gaps. Sprinkle with chopped pistachios then bake in a hot oven until golden brown. Using a blowtorch to finish if you wish and serve with a winter fruit sauce.

2/ Mincemeat Souffle

Warm the mincemeat in a pan with some grated zest of lemon and orange, then fold in stiffly whisked egg whites. Fill well-buttered, chilled ramekins with the mixture and bake at 180°C for 10-12 minutes until lightly golden. Simply serve with some dark rum flavoured crème fraiche.

5/ Mince Pie Martini

Make a syrup with golden castor sugar, mincemeat and water, then cool and strain the mixture. Muddle the leftover mincemeat and shake with the alcohols and syrup. To serve: dampen the rims of 4 martini glasses, dip in the sugar and spice mixture and strain the cocktail into the glasses.

3/ Savoury Canapes

Using filo or puff pastry make little parcels with the mincemeat, some tangy blue cheese or mild and creamy brie or camembert, then add walnuts will bring some added crunch. Perfect nibbles for Hogmanay with a glass of something chilled!

"Cooking simple dishes very well is just as important as learning to produce complex dishes with many elements. Let the flavours speak for themselves."

Country Range
Mincemeat
Pack size: 3kg



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UNPLANNED, SO STOCK
CHOCOLATE BARS NEAR
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INCREMENTAL
SALES****



LABELLING

Although the majority of existing EU food law will initially continue to apply even after the end of transition, changes will nevertheless need to be made to many labels (and other documentation) to reflect our new non-Member status.



These changes will need to be immediate in respect of products intended for export to the EU (and almost certainly for most other destinations). But goods made and marketed in the UK will be given more time to adjust.

There will also be changes to existing Geographical Indication (GI) labels and to Organic certification schemes.

TARIFFS

The main difference between reaching agreement and not reaching agreement with the EU on future trade arrangements relates to the questions of tariffs. Currently, all UK-EU trade is free of tariffs, in both directions. But, without an agreement, we will each be obliged to apply the same tariffs to each other as we do to the rest of the world under so-called WTO rules.

Current EU external tariffs for food are very high, of the order of 50% or more for most meat and dairy products. The UK has announced that it will apply similar tariffs of its own if no other agreement is not reached. That would be likely to severely impact trade flows, again in both directions.

Special arrangements will apply in respect of Northern Ireland, where trade with Great Britain will remain tariff free – though goods sent to Northern Ireland which are ‘at risk’ of entering the EU Single Market, via the land border with the Republic, may still face charges.



**By Andrew Kuyk,
Director General
of the Provision
Trade Federation**

**By the time you
read this, we should
all have a better idea**

**of what our future relationship with
the EU will look like.**

But it is important to understand that there are going to be major changes for

people and businesses, whatever the outcome of the current negotiations. There are going to be new rules for imports and exports, changes to labels and to arrangements for travelling and working in each other’s countries.

All of these have the potential to affect caterers and the whole of the foodservice sector, from new procedures to follow, right through to product availability and price.

**TRANSPORT OF GOODS AND
BORDER CHECKS**

Today, goods can move as easily between the UK and the EU as they can between towns and cities in the UK. That will change.

From 1 January next year, anything sent to the EU will be subject to a full range of controls and checks which already apply to goods from the USA, Australia or anywhere else. The UK will be introducing similar measures for shipments from the EU, but has said it will phase these in over the first six months of next year to minimise initial impacts, particularly as businesses seek to restock after the Christmas holiday.

There are nevertheless real risks of delay and disruption, especially for Channel crossings. The Government is devising contingency plans to keep traffic flowing. Key to this will be ensuring that everyone has the right documents before they set off – and that time for delays is built into delivery schedules.



WORKFORCE

From the end of this year, the UK will apply new rules to EU nationals (with the exception of Irish citizens who will retain their right to live and work in the UK through the Common Travel Area) in place of the current system of free movement. These will also apply to non-EU nationals.

But EU citizens resident in the UK before the end of the transition will be eligible for

the EU Settlement Scheme, as will EEA and Swiss nationals.

These rules are complex and put obligations on employers as well as on employees. More information on employing EU citizens in the UK is available at <https://www.gov.uk/government/collections/eu-settlement-scheme-employer-toolkit>

“There are going to be major changes for people and businesses.”

PREPARATION IS EVERYTHING

The Government has a central website at www.Gov.UK/transition which is regularly updated with the latest information and guidance. PTF and other partner trade associations have a similar site at <https://www.euexitfoodhub.co.uk> aimed specifically at the food sector.

A SPECIAL

CHRISTMAS

MADE SIMPLE



CHRISTMAS PIZZA



PREPARATION: 15 MINUTES

PORTIONS:

COOKING TIME: 30 MINUTES

10



Our Christmas Pizza is a great festive option for take away or grab and go. We have made it into individual pizzas but it can also be made as a large slab and then portioned to serve.

INGREDIENTS

- 200g Sausages**
- 100g Bacon**
- 100g Paxo Sage & Onion Stuffing Mix**
- 250ml Boiling water**
- 600g McDougalls Pizza Mix**
- 450ml Warm water**
- 250ml Prepared Bisto Gravy, made slightly thicker and left to cool**
- 200g Grated Mozzarella**
- 250g Cooked turkey**
- 100g Cranberry sauce**

METHOD

- 1. Wrap the sausage in the bacon and cook for 10-15 minutes in the oven at 180°C/350°F, or until cooked through. Leave to cool, then slice and reserve for the pizza topping.**
- 2. Place the Paxo Sage & Onion Stuffing Mix in a bowl, then add the boiling water. Stir, then leave to stand for 5 minutes. Allow to cool before you roll into mini-stuffing balls.**
- 3. Mix the McDougalls Pizza Mix with water, either kneading by hand or in a machine with a dough hook (on medium speed) for 5 minutes.**
- 4. Divide the dough into 10 pieces, and roll each piece into a round. Place onto a non-stick or lined baking trays.**
- 5. Evenly spread 25ml of gravy, onto each pizza, spreading it to within 1cm of the edge. Then sprinkle the cheese, evenly. Then top with the cooked turkey, sliced cooked sausage wrapped in bacon and the mini stuffing balls.**
- 6. Bake at 200°C/400°F for approximately 10-12 minutes, until the topping is piping hot and golden brown.**
- 7. Serve drizzled with cranberry sauce.**



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The word on



Steamed vegan bao
buns with vegetables
and peanuts



the street

The success of street food is permeating all corners of hospitality. Identified as a key trend a number of years ago, no-one could possibly predict how much more important it would soon become.

Portable and quick to prepare, street food has been the saving grace for many caterers since the pandemic, offering a diverse range of solutions for application across the sector. In this edition of the Melting Pot, we hear from a number of businesses across all corners of the marketplace who are adopting street food influences to help them thrive despite the difficulties social distancing measures may bring.



CHRISTIAN KABERG

*Group Operations Director,
St Pancras Hotel Group*

Not just the food itself but replicating the experience street food gives you is a big part of what we offer at Pop Saporì, the pop up restaurant inside The Megaro. Kings Cross was once bustling with street food stalls, full of love and laughter. The Fried Cod Arancini is a dish you can eat with your hands and really get involved with, and our Sicilian Cannolo is hand crafted in house. Our amazing focaccia is just like you'd expect from a market stall. Paired with KXFM radio station and bright, edgy interiors street food influences have bought loads of fun and laughter into the hotel.



KATE SNOW

*Home Economist and
Education Consultant*

I've worked with Heinz Foodservice to create a collection of nutritious, school-compliant recipes to inspire menus and keep students 'full of beans'.

Children and younger adults are so familiar with various global cuisines nowadays and street food inspired dishes are a fantastic way to keep them interested in the school lunch.

From beanz, egg and cheese breakfast burritos, sweet chilli chicken and bean quesadillas to tacos there are recipes for all day parts and many of the recipes can be made in advance and kept warm in the hot cupboard.

The recipes are all deliciously versatile dishes which allows you to switch between vegetarian, vegan and meat inclusions so that you can easily cater to different diets.

You can find all the recipes online at www.stiritupmagazine.co.uk/recipes



MATT DOE

Director, SO41 Catering

Street food was the inspiration and has played a massive part in our business since launching last year. The uncomplicated nature and speed of service combined with big flavours and showing where your product is from is currently bang on trend and will continue to grow with the Instagram generation. Our SO41 signature burger is made in house using locally sourced Hampshire beef, we make our own sauces and Brioche bun. Its restaurant quality food without the fuss, faster service and at a fraction of the price, what's not to like!



GEORGE BIFFEN

Owner, Biffen's Kitchen

All of the dishes I make are inspired by the cuisines I've tried during my adventures around the world. Surfing also has a huge impact on my food, as some of the best meals I've had were found in surf destinations and I like to keep the costs inexpensive so that everyone can experience good quality street food.

My latest wanderings include Morocco, Mexico and the West Coast of America which have inspired menu options such as my Moroccan lamb stew and chicken and halloumi wraps with homemade green hummus and pickled pink onions.

My menu includes dishes for breakfast and brunch to handheld lunch options such as Banh Mi Vietnamese Baguette with slow-cooked pork belly to warming dinner options such as Sri Lankan Chicken Pie. We have sweet dishes too, including Kaiserschmarrn (Fluffy traditional pancakes) which are an Austrian ski food classic, I first tried them when I was skiing in Kapron and St Anton.



KIM HARTLEY

*Business Development Chef,
Mission Foods*

At the heart of the street food buzz are authentic, handheld and informal menus. Recent research shows that customers are seeking more street food and sharing style menus, meaning there is an opportunity to create convenient and exciting dishes that are full of flavour. As the world's largest producer of tortilla products, we offer a large range of tortillas, flatbreads, pittas, naans and tortilla chips that can elevate any dish and a solution to suit all your needs. From these key base elements, you have the opportunity to create incredibly diverse and exciting hand-held meals, be it Cajun chicken, quesadillas, BBQ wraps or lamb kofta filled pittas.

MELTING POT



JAMES BIRCH

*Business Development Chef,
Unilever*

COVID 19 has thrown up great challenges for our industry but street food has proven highly resilient. It's also versatile, working well for small independent mobile operators, high-profile chefs and contract caterers looking for fresh, vibrant offers. Mobile and app payments that limit queuing are becoming normal, especially through socially distanced food halls such as Shelter Hall Raw Brighton. Vegetables continue to be a growing attraction. The KNORR Future 50 recipe booklet provides inspiration for utilising sustainable plant hero options across all day parts and food formats. There are handheld snacks ideas such as tofu black bean tacos and delicious lunch and dinner options such as smoky aubergine "ribs" or chickpea pancakes with roasted parsley roots. There are also various side dishes, soups and hearty, winter salad recipes such as roasted hokkaido pumpkin, corn and sweet potato salad with alfalfa sprouts.

My top tips are: Create visually appealing Instagram-able dishes, have a well-priced small menu (max 6 items) and combine slow, considered prep with fast dish assembly.



SCOTT DIXON

Managing Director, The Flava People

We have seen the Street Food Effect adopted by our friends in the industry; a stripped back, smaller menu based around a theme, executing those dishes to the best possible standard. This is also often seen in Japanese towns and cities, where it is much more common to visit a restaurant which specialises in one thing – such as yakitori or sashimi – rather than trying to cover the whole cuisine. When restaurateurs collaborate with suppliers, they can create genuine authenticity when it comes to street food styles and flavours – something the next generation of diners, influencers and tastemakers are all looking for. At The Flava People, we work with some of the best street food superstars around, including The Rib Man, producing sauces to marinade dishes such as ribs and pulled pork.

Every week Aston House Care Home host an 'International Cuisine' lunch for residents and staff, reflecting their respective countries. For example, recently they had Zimbabwean food with accompanying Zimbabwean music. Everyone looked stunning in their green and red Zimbabwean dress code that symbolises the colour flag of Zimbabwe.

The residents loved to smell and taste different dishes from around the globe and it really helps to provide unique and enjoyable experiences.

<https://www.hc-one.co.uk/Carehomes/Aston-House.aspx>



SIMON CROCKFORD

*Executive Restaurant Chef,
Celtic Manor*

Street food has become increasingly popular on a lot of our restaurant menus throughout the resort, as well as providing inspiration for our new Celtic at Home takeaway menus, from vegan tacos, Asian baos and breakfast burritos, to Sri Lankan curries.

Traditionally cooked from fresh and assembled in front of you, street food dining is usually a much quicker process than a normal sit-down meal and therefore cuts down on waiting times. The food quality that can be achieved in a street food van or take away gives chefs a real energy to perfect the flavours as the menus are often smaller.



RYAN KING

Editor-in-Chief, Fine Dining Lovers

Street food hits all the rights notes right now, it's usually great for transporting, always strong on flavour and it's comforting - which is what people want. That's why some of the world's best chefs have been using it as inspiration to create new takeout and delivery options. Some examples from the States can inspire us in the UK; Canlis, the legendary Seattle restaurant was one of the first to look to street food with a curb-side burger drive-thru and the star team at Momofuku KO in New York started a delivery and pick up menu that falls on one of the oldest street foods in the world, crepes. Momofuku upped the game too with sourdough crepes topped with all sorts of delicious luxuries such as caviar and creme fraiche.



RICK PANESAR

Founder, 2 Fingers

Over the years, the burgeoning street food scene has opened us up to trying/sampling new tastes and cuisines from around the world, at a price point that's right, without having to commit to a full-on restaurant dining experience. For many BAME cultures, food can simultaneously be a source of pride and shame. Many still have a warped view of global cuisines through the lens of an anglicised takeout, devaluing the time-honoured craft, traditions and heritage behind it. With that in mind, the (hospitality) sector as a whole, can look towards these trends and introduce new dishes such as daal and channa to their menus along with cooking techniques to inspire, educate and nourish people.

Above

KNORR Roasted Hokkaido Pumpkin, Corn and Sweet Potato Salad

www.stiritupmagazine.co.uk/recipes

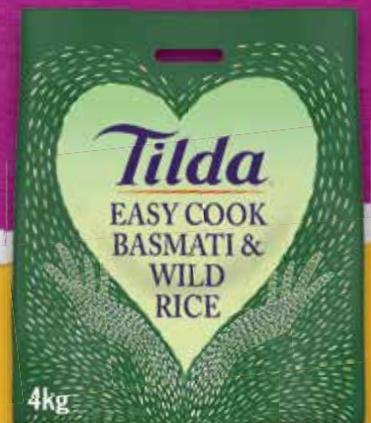
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Together we rise!

Katsu Curry

**SERVES
10**

Keeping young people interested in school meals while keeping them nutritious and to cost is not an easy feat.

Recreating on trend, delicious recipes similar to what is available on the high street can ensure dishes are a real winner like this Katsu Curry created by CMC School Food consultant Julie Briggs.

CMC are dedicated specialists in education catering, who have a unique hands-on approach to working with schools.

"Our schools know that we are more than just consultants; we are an integral part of their in-house catering team.

We currently help schools and colleges to deliver over 5 million school meals each year through in-house catering. How do we achieve this? By never losing sight of the fact that what we cook is a child's lunch."

Before joining CMC Julie worked in the hospitality industry for over 20 years, initially training at Worcester College then gaining experience working in pubs, restaurants and hotels until she was fortunate enough to work on one of the little islands in the Channel Isles; Herm Island.

"Here my passion for food increased with the wonderful fish and seafood available. After leaving Herm I worked as a relief manager traveling around until I moved back to the Malvern area and bought a closed, run-down pub.

"I moved into school catering so that I could be at home for my daughter. Welcome to the world of school meals; I haven't looked back! CMC are a great company to work for - I get to meet lots of interesting people and two days are never the same."


**JULIE
BRIGGS**

INGREDIENTS

- 4tbsp Country Range Korma Paste
- 2tbsp Country Range Soy Sauce
- 4tbsp Country Range Honey
- 8tbsp Country Range Tomato Ketchup
- 2tbsp Country Range Mango Chutney
- 1ltr Country Range Vegetable Stock
- 2tbsp Country Range Cornflour
- 35ml Country Range Extra Virgin Olive Oil
- 4 garlic cloves
- 4 pieces ginger
- 4 onions
- 1 bunch of coriander
- Chicken or vegetables

METHOD

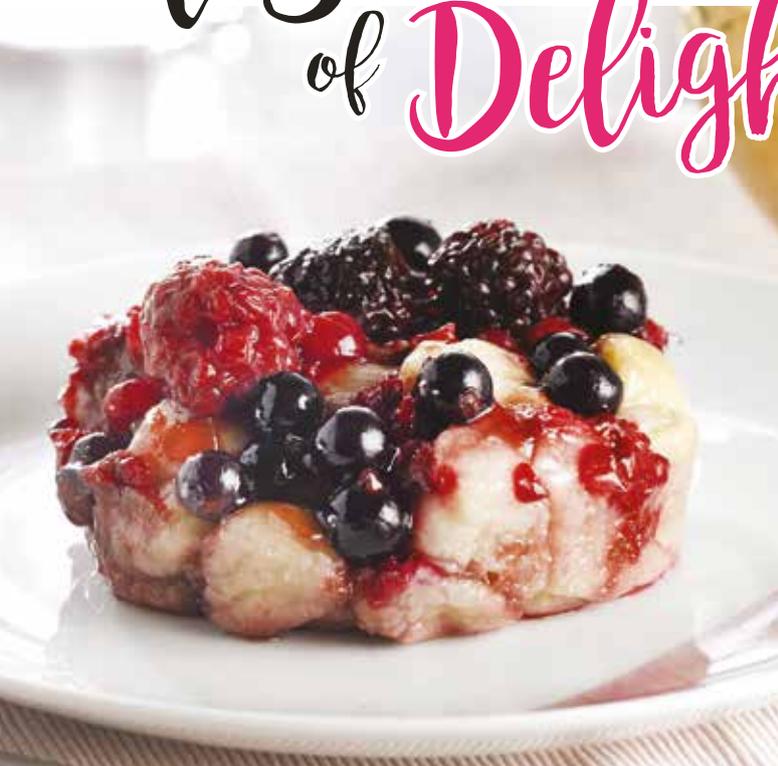
1. Peel and finely chop the garlic and ginger.
2. Wash peel and dice the onion.
3. Fry in oil the onion, ginger and garlic until soft in a sauce pan.
4. Add the korma paste, honey, ketchup, mango chutney, soy sauce and vegetable stock to the pan.
5. Simmer for 15 mins then thicken with cornflour
6. Add your chicken or vegetables to the sauce and cook until ready.
7. Add fresh coriander to finish and serve with rice and a freshly baked naan.

"We currently help schools and colleges to deliver over 5 million school meals each year through in-house catering."





A Slice of Delight



A truly delicious range of vegan cakes and desserts with no compromise on taste

Veganism is set to be one of the biggest food trends in 2020, make sure your menu is ready. Offering vegan doesn't have to mean missing out on taste – we've ensured each of our desserts is utterly delicious, not just delicious for a vegan product.

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FOOD & INDUSTRY *news*



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* Products does not contain any food allergens as designated by EU Legislation

INDUSTRY

Sustainable palm oil pledge from Central Foods

Frozen food distributor Central Foods has demonstrated its commitment to the environment by ensuring that all products in its range that contain palm oil only include sustainable palm oil that has been certified by the Roundtable on Sustainable Palm Oil (RSPO).

The company, one of the UK's leading frozen food distributors, is a Supply Chain Associate of RSPO and has confirmed that only products with RSPO-certified palm oil feature in the Central Foods range.

"RSPO offers assurance to the customer that the standard of palm oil production is sustainable, and, as a responsible company that is committed to sustainable sourcing and to the environment, Central Foods is very pleased to be able to confirm that all products in our range that contain palm oil only include RSPO-certified sustainable palm oil," said Gordon Lauder, managing director of Central Foods.

Visit <http://www.centralfoods.co.uk> for more information.



INDUSTRY

HARROGATE NEIGHBOURS PRAISED FOR ITS RESPONSE TO THE PANDEMIC

Non-profit organisation, Harrogate Neighbours is celebrating after maintaining its Customer Service Excellence certification and receiving its second Compliance Plus from the Centre for Assessment – a leading certification and training body.

Each year, a representative from the Centre of Assessment visits Harrogate Neighbours to audit the organisation looking at a number of criteria including customer insight, the culture of the organisation, information and access, delivery and timeliness and quality of

service. Ahead of the visit, staff, tenants, partners, stakeholders and families are contacted by the organisation to build a good picture of how well Harrogate Neighbours is conducting itself from a customer service perspective. Due to the current climate, this year the site audit was carried out remotely via Zoom and staff, residents and tenants were all invited to take part.

Harrogate Neighbours was praised for its response to the COVID-19 pandemic, particularly in its communication internally and externally to ensure the highest level of customer service for the residents they take care of. It is one of only a handful of care homes in the area to have had no reported cases of COVID-19 in either of its sites.

Commenting on the certifications, Sue Cawthray, CEO at Harrogate Neighbours, said, "I am so proud of the hard work and dedication shown by everyone at Harrogate Neighbours – particularly in the face of the worst pandemic we have ever had to deal with.

"I am delighted we have maintained our customer service standards in spite of a very challenging few months and I am overjoyed that the volunteers and staff running the Harrogate & Ripon Foods Angels service have once again been praised for their incredible efforts."

To help support Harrogate Neighbours through volunteering, donating, fundraising, sponsoring an event or to join the team please visit www.hnha.co.uk or call 01423 888777.



2020 trend review



At the end of 2019, we released our 2020/21 Stir it up Trend Guide which looked at how our overall environment is changing, the key shifts in the way consumers are behaving and how all of this impacts the foodservice marketplace.

Little did we know that 2020 was going to be a very turbulent, different year from what anyone could have expected. Here, we have taken a look back at the key trends we highlighted as the ones to watch and how they have manifested in different ways over the past year...



1. Children of the Revolution

Whether it's to stop the extinction of certain species, the demand for a better lifestyle or increased opportunity and equality, the younger generation has found their voice and realised its their futures that are greatly affected by these elements and that they want to fight back.

For caterers, the 'so what?' of this trend is how these behaviours and beliefs directly affect the way the younger generations make decisions about what to purchase, eat in school and choosing which establishments to eat in and support.

2020

The global pandemic has brought with it a stark awareness of how vulnerable we are to nature which has inadvertently highlighted the concerns around climate change.

Whether accelerated by the focus on our environment or a greater consideration of our health, sales of plant-based and specifically vegan products during and

following lockdown have skyrocketed. From a completely vegan diet to the more popular 'flexitarian' approach, this is not a trend just specific to the younger generations – although there is a positive trend with Gen Z and Millennial consumers.

LOOKING AHEAD

Insight tells us that the Gen Z and Millennial generations are generally less anxious about leaving their homes and visiting shops and eating out. This gives you a huge opportunity to target these particular consumer groups to drive footfall.

- It is, of course, essential to ensure that you provide clear messages around your social distancing and hygiene measures. However, it is easy for those messages to be all consuming whereas the key messages around packaging use, ethical and environmental policies should not be forgotten.
- Ensure you have a great selection of plant-based dishes within your menus with options for both vegetarian and vegan consumers.
- This consumer group is very active on social media and, as we highlighted, are not afraid to use their voice whether that be positively or negatively. Word of mouth is still the fourth most important influence when deciding where to eat and positive social media posts about your establishment are essential too – its free PR! Encourage this with a specific hashtag for customers to utilise on social media, have clear call out messages within your table set up with a playful, colourful environment suited to taking social media activity.

2. SUSTAIN, REGAIN & RECONNECT

This trend looked at economic, environmental and social sustainability. We recommended auditing food waste within your businesses and looking where certain waste products could be reduced or repurposed elsewhere within your menu or business. Another element was to raise awareness of how your business supports its staff and the local environment for example through the support of local social enterprises.

2020

Consumers have been able to physically see the food waste they create as families have been at home together for such a long period of time, this has helped to increase the awareness of the importance of recycling and working to reduce food waste. Although this was more of a consumer focus within the home, the increased awareness is encouraging consumers to make more considered choices when eating out of home too.

LOOKING AHEAD

Waste Not, Want Not Whether it's nose-to-tail food production or reviewing portion sizes within your menu, considering your food waste as a business and how you can make the full use of all the produce you purchase is more important now than ever - both from a waste reduction and financial perspective.

Vegan beetroot & avocado burgers



31% OF LONDONERS TOLD US THAT THEY HAD EATEN AT THE LAST VENUE THEY CHOSE BECAUSE IT WAS RECOMMENDED TO THEM- COMPARE THAT TO THE 9% OVERALL THROUGHOUT THE COUNTRY
- KAM MEDIA'S 'PLAN TO PLATE' REPORT

3. Tribes



The trend looked at the loss of sense of community within our local areas including the loss of so many pubs that have acted as community hubs for years, which also greatly impacts the local area.

For hospitality and catering we highlighted key trends around communal dining, tapping into online 'tribes' or communities and the huge trend of more primitive methods such as fire cooking.

2020

Isolation has become synonymous with 2020, the very thing that we had highlighted as an issue in terms of loneliness within our environment became the only way to keep us safe.

However, in dark times our true community spirit has truly shone through. We couldn't visit our family and friends, but our streets were lined with millions of people across the UK and Ireland clapping to show thanks to the key workers supporting our country throughout the pandemic. This national sense of pride and appreciation was also seen on a regional and local scale with neighbours delivering food and other essential supplies to the vulnerable people in their area, food banks, charities and foodservice businesses working extremely hard to provide care packages to those who needed it the most.



LOOKING AHEAD

- **Community Spirit** – Whether it's sharing details of how your business has helped the local community or playing to your customers sense of wanting to support local businesses – ensure you consider this element within your marketing communications.
- **Collaboration** – Ask your customers for feedback and what they would like to see when eating out-of-home. Encouraging customers to leave positive reviews online is essential so that potential customers see these reviews which help to reassure them that the experience, quality of offer and, importantly, hygiene practices are great.

4. A CHANGE OF PACE

This trend looked at how increasingly busy our lives have become and the negative impact this has upon or health and wellbeing.

We highlighted key trends such as the appreciation for traditional, time honoured food production practices as well as how foodservice operators across all sectors can focus upon their pupil, residents or customers mental health.

2020

One key impact of the pandemic is that there are a huge proportion of consumers working from home, some for the foreseeable and others permanently as businesses are considering a much more flexible approach.

Being faced with a global health crisis has also made consumers very aware the impact of what they consume has upon their mental and physical health.

LOOKING AHEAD

Providing an antidote to WFH – Invite those working from home to take a break from their own four walls with individual tables, the availability of plug sockets and free wi-fi. Include a variety of offers including unlimited tea and coffee, lunch options and even an alcoholic beverage to end the day.

Hyper-awareness of Health – Using your menu or marketing communications to pull out the specific dishes or ingredients that can help

customers to take care of themselves is a great tool to utilise right now.

In 2021 there will be huge shifts in legislation and focus upon varying elements of our health as a nation.

- **Allergy Awareness** – As of October 2021, Natasha's Law will be introduced to protect allergy sufferers and give them confidence in the food they buy. Any business based in England must clearly label all foods packed and produced on their premises with a complete list of ingredients.
- **Obesity Crisis** – In July 2020 a new obesity strategy was unveiled in recognition of the great impact our food choices are having on the health of our citizens and the impact of this on the NHS. With mention of calorific content of dishes and beverages to be added to menus in the out-of-home environment, this is an area to consider within your business to get ahead of the curve.



5. An Alternative Reality

This trend is focused around consumers need for the perfect antidote to modern life, digital burn-out and a future of political and social uncertainty.

From a hospitality and catering perspective we could see trends of off-the-grid getaways, immersive dining experiences and in the care sector using sensory experiences to provide reminiscence therapy to residents suffering from dementia.

2020

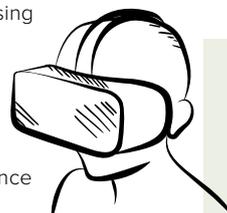
We went from talking about immersive dining experiences to hospitality caterers trying to bring the experience of restaurant quality food and the dining experience into the homes of their customers using virtual experiences and bespoke meal kits.

LOOKING AHEAD

It's all about the Experience – What experience do you provide to your

customers that they can't recreate at home? Ensure you call this out at every opportunity whether its your signature dishes, environment or even playing to the frustration some consumers may have of increased cooking at home.

Feeling Nostalgic – In difficult times, it's no surprise that we become nostalgic about past times of 'normalcy' and happy memories. Comforting dishes and nostalgic flavours are a sure way to win with consumers, students or residents whether it's a playful twist on a fruit-filled dessert in a school or a modern take on a classic cocktail within a hospitality venue's beverage menu.



WHAT WILL 2021 BRING? Watch this space, we will be bringing you the latest insight and data in our 2021 Trends and Consumer Behaviour special feature in January/February 2021 issue of Stir it up.

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Energy saving tips



THE GREEN GAUGE

By using energy more efficiently, you can save money, improve working conditions in the kitchen and help the environment. According to the Carbon Trust, savings of at least 20% are achievable by introducing simple measures.

Cooking equipment - Review catering equipment and see what savings could be made, as upgrading could save energy and money. For example, a combi steam or convection oven can reduce energy costs by 50% when compared to other appliances. Induction hobs only use energy when the pan is in place. When you purchase equipment, compare the power rating and energy consumption before making a decision.



Cleaning and maintenance

- Equipment should be regularly serviced to ensure heating elements, burner jets and so on are in

good working order. Frequent cleaning is important to remove deposits, scale and corrosion which could affect heat transfer.



Staff training - Raise awareness among staff about saving energy by holding regular meetings. Appoint "Energy Champions", staff members responsible for the energy used on site. Provide information about pre-heat times, control settings and good practice. Place stickers above light switches reminding staff to switch them off when not in use and place posters around the building.

Refrigeration - Fridges and freezers should be placed in the coolest part of the kitchen, with at least 50mm of air gap around each unit to allow air to circulate. Keep fridge doors closed as much as possible.



Ventilation systems - These account for as much as 15% of

overall electricity use, so make sure that the controls are set correctly. Clean ventilation units and extractor hood grease filters regularly as dirty or faulty fans, air ducts and components can affect the unit's efficiency.

Lighting - Fluorescent tubes are the best choice in kitchens as they supply sufficient lighting for working conditions, as well as being reasonably efficient.

For further information
www.carbontrust.com

Source: Carbon Trust



Top tips

Avoid over-filling saucepans and kettles

Use lids and covers to retain heat

Switch off grills, fryers and hobs after use

Switch on equipment only when necessary

When pans come to the boil, turn down hob to simmer (boiling doesn't speed up the cooking process)

Use microwave ovens to reheat small amounts of food

Switch off extraction fans when not being used

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Lumina
Intelligence

Delivering **GROWTH**

By Jill Livesey, managing director at Lumina Intelligence

The Foodservice Delivery market was firing on all cylinders at the end of 2019, with 30 million active users ordering more than twice a month to an annual value of £8.4 billion¹. The market had grown its share of the total Eating Out market to 8% and the expectation was that by 2022, £1 in every £10 spend in the total market would be foodservice delivery spend.

Then the unthinkable happens - a global pandemic that nobody could have predicted and been

prepared for. The nation enters lockdown and foodservice delivery becomes the saving grace that kept many operators propped up. Many presumed that this would have provided a lucrative boost to the market. However, what followed was a stark contrast to earlier assumptions, with delivery not seeing the boom it was predicted.

Early on towards the end of March and across the majority of April, the market felt the loss of major delivery players. In fact, by the end of March less than one in five branded operators were

offering a delivery and/or collection service².

However, despite the early challenges it wasn't all doom and gloom. Prior to lockdown, foodservice delivery accounted for one meal per consumer per month. At its peak during lockdown this rose to five meals per consumer per month. Immediately after

lockdown eased, this dropped down to three meals per consumer per month, as outlets started opening their dine-in operations and consumers reaped the benefit of the Eat Out to Help Out scheme.

But, what about the future? Will the market normalise, with foodservice delivery reverting to an average of one meal per consumer per month? We don't think so. Our latest research into foodservice delivery suggest that consumer exposure to varying forms of delivery during lockdown and increased interaction with apps is set to provide a long-lasting boost to foodservice delivery in the future, as more operators see the benefits of delivery and consumer confidence gradually returns.

¹ Lumina Intelligence Foodservice Delivery Market Report, 2019

² Lumina Intelligence Delivery Market Report update, August 2020

"Consumer exposure to varying forms of delivery during lockdown and increased interaction with apps is set to provide a long-lasting boost to foodservice delivery in the future."

Kara

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ON FIRE

WIN
Amazon Fire HD 8



What would our festive issue be without presents? Our Christmas gift to one lucky reader this issue is an Amazon Fire HD 8.

The Amazon Fire 8 also provides you with access to Alexa, your own personal assistant, who you can ask to call, send messages, make video calls, give you ingredients for a recipe – the list is endless.

You can also enjoy millions of movies, TV shows, songs, Kindle eBooks, apps and games with up

to 12 hours of battery life, a vibrant 8" HD display, a 1.3 GHz quad-core processor, 1.5 GB of RAM and Dolby Audio.

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



The Power of Music

We're also giving away a lovely Crosley Cruiser Mint Bluetooth Record Player to one lucky reader.

Whether you plan to use this at home to fill your home with gorgeous music straight from vinyl, or to entertain customers or residents in your establishment – this is a fantastic prize to win.

The stylish turntable is bluetooth-compatible, portable and vintage-inspired. It is housed in a tourmaline faux leather briefcase. The record player has built-in stereo speakers and a belt-driven turntable mechanism so that you can spin your own tunes. Alternatively,

bluetooth technology allows you to stream music wirelessly from any handheld device.

To enter, send an email titled 'Crosley Cruiser', along with your name, contact details and the name of your Country Range Group wholesaler, to **competitions@stirupmagazine.co.uk**

WIN
Crosley Cruiser Mint Bluetooth Record Player



Closing date for the competition: 31 December 2020. All winners will be notified by 31 January 2021. Postal entries can be sent to: Country Range Group, 4 & 5 Jupiter House, Mercury Rise, Altham Business Park, Altham, Lancashire, BB9 9LR. Full terms and conditions can be found at: www.stirupmagazine.co.uk/about



Fresh THINKING

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BIND



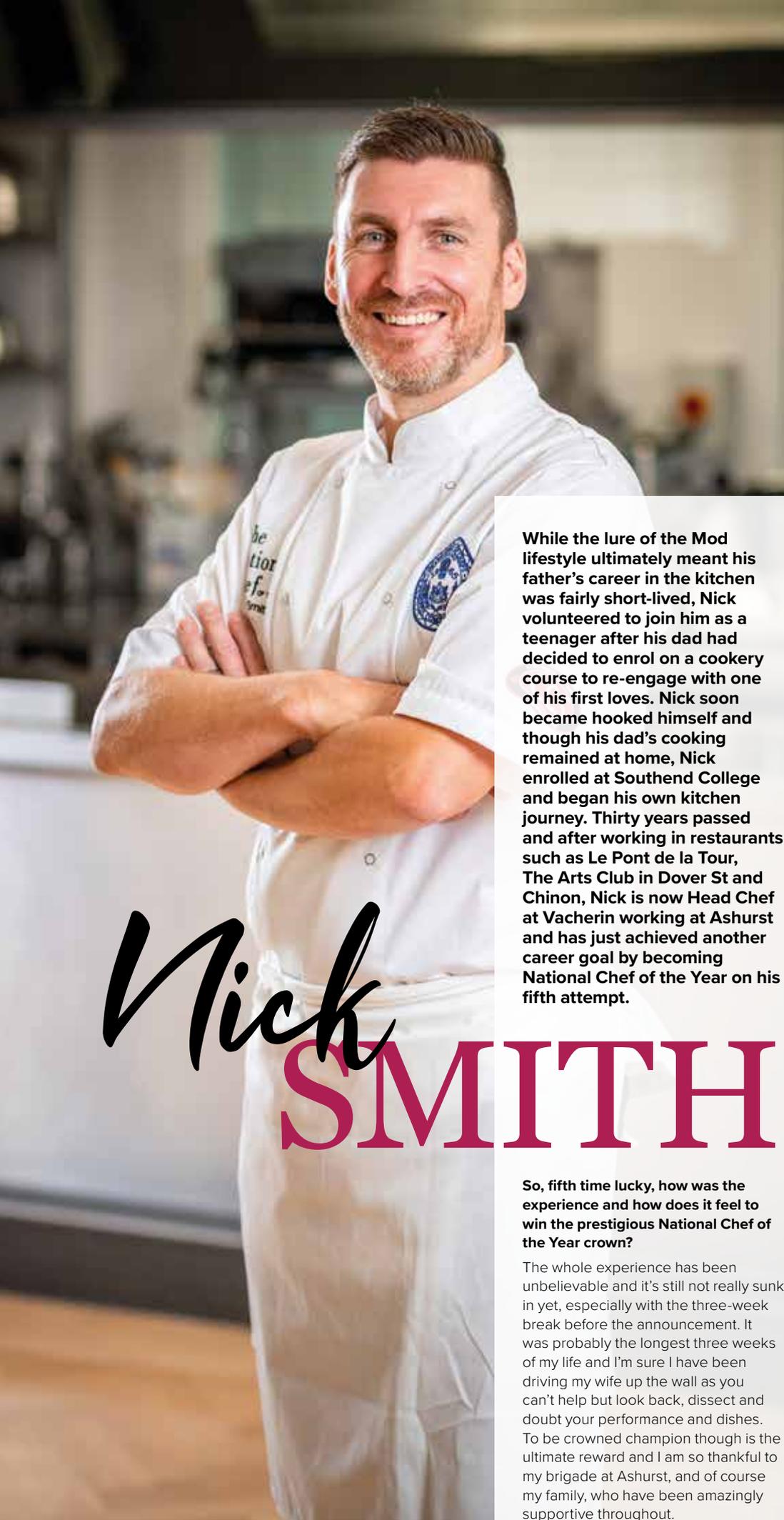
PIPE



BAKE



*Independent chef insight conducted by Good Sense Research, March 2020 with 100 chefs



Nick

SMITH

While the lure of the Mod lifestyle ultimately meant his father's career in the kitchen was fairly short-lived, Nick volunteered to join him as a teenager after his dad had decided to enrol on a cookery course to re-engage with one of his first loves. Nick soon became hooked himself and though his dad's cooking remained at home, Nick enrolled at Southend College and began his own kitchen journey. Thirty years passed and after working in restaurants such as Le Pont de la Tour, The Arts Club in Dover St and Chinon, Nick is now Head Chef at Vacherin working at Ashurst and has just achieved another career goal by becoming National Chef of the Year on his fifth attempt.

So, fifth time lucky, how was the experience and how does it feel to win the prestigious National Chef of the Year crown?

The whole experience has been unbelievable and it's still not really sunk in yet, especially with the three-week break before the announcement. It was probably the longest three weeks of my life and I'm sure I have been driving my wife up the wall as you can't help but look back, dissect and doubt your performance and dishes. To be crowned champion though is the ultimate reward and I am so thankful to my brigade at Ashurst, and of course my family, who have been amazingly supportive throughout.

Can you put your finger on anything different that you did this year that may have given you an extra edge?

My previous experiences of being there and making the top three certainly helped but nothing can really prepare you for the intense atmosphere at the final and the nerves that come with it. In one way, the strange circumstances this year may have helped to give me that extra impetus as with lockdown happening it meant I really explored the surrounding area where I live for ingredients, produce and special suppliers. Along with my trusted suppliers who have supported me for years, I was able to visit and source some local delicacies that added provenance and something extra special. In fact, I would recommend that everyone does it as you will be amazed by the quality produce we all have on our doorstep.

It must have been a weird experience this year with the pandemic?

Definitely but in one way it gave me even more motivation. You only need to look around the UK and the world to see people going the extra mile and showing real resilience in the face of the pandemic so I was passionate that it wouldn't stop me competing this year. In fact, the NCOTY competition was even more important this year to showcase the best of an industry that has given us so much and has been hit so hard recently. I think all the competitors did the industry proud.

How did it you approach it differently and what were the challenges?

While finishing third last year was an amazing achievement, I was left with a small sense of disappointment as a lot of work goes into the preparation. I was doubting whether I would do it again but as soon as saw the brief, my excitement levels rose and I knew I had to give it another bash. The preparation was very different this year with much of the practising and testing taking place at home, which is always a bit strange as it's great to bounce ideas off my brigade. However, James Coe my sous chef was immense and I owe him a hell of a lot.

Tell us about your philosophy in the kitchen and how you set about creating your menu?

I'm not the greatest when talking about myself so when I was asked this previously, I asked my Exec Chef to describe my style. He said considered, classical and refined. I think this is a good description but I would embellish it by saying my passion is for simple, classical dishes with a modern edge that really showcase and celebrate humble ingredients. Less is often so much more.

Strawberry split, mint & lemon

What would you say to young chefs out there, considering a career in the industry and thinking about chef competitions?

If you love food and drink, it really is the most incredible sector to work in and I consider myself lucky every day to be doing what I am doing. There is no doubt competitions are tough but the personal development you gain from them really can't be quantified. If I look back at my five previous NCOTYs, I can visibly trace my improvements and learnings. Dealing with the pressure and working to a brief to create dishes will only improve your all-round skills and give you further confidence.

Who has been your biggest influence and inspiration outside and inside of the kitchen?

Outside the kitchen, my wife, sons and dad have always inspired me. My son Sammy is 14 years old now and loves to cook so it fills me with immense pride that he may follow me into the kitchen, as I did my own dad. In terms of inspiration from inside the kitchen, as a young chef I loved Marco Pierre White, Raymond Blanc and Pierre Koffman but my biggest heroes are my brigade at Ashurst. Their energy, passion and positivity each and every day inspires me so much and makes me so thankful to be working alongside them and in this amazing industry. I'm not exaggerating when I say that I would not have won this NCOTY crown without them.

What is your favourite meal of the day and why?

Very tough to answer but a quality breakfast takes some beating. My wife makes a fantastic bacon and egg butty and it really is the pinnacle.

What are your next goals?

I'm going to have a bit of a breather for a few weeks as the whole NCOTY process does dominate your thoughts but in terms of my next goals, I have always wanted to try the Great British Menu. Over the years it has been great to watch unknown chefs achieve great things on the show so it's definitely on my radar. I love the varied work we do at Vacherin but as most chefs will tell you, one day I would love to have my own place too.

INGREDIENTS



Clotted Cream Custard

- 190g clotted cream
- 190g double cream
- 30g caster sugar
- 3 egg yolks
- 1.5 gelatine leaves

Strawberry Panna Cotta

- 75g double cream
- 75g milk
- 200g strawberry purée
- 15g caster sugar
- 2 gelatine leaves

Strawberry Garnish

- 12 sweet eve strawberries
- 1 lemon
- 30g caster sugar
- 3 mint sprigs
- 8 strawberry flowers

Strawberry Wafer

- 1 egg white
- 40g icing sugar
- 25g plain flour
- 25g unsalted butter
- 2g strawberry powder

METHOD

1. Warm both custard creams together gently on stove and bloom gelatine. Whisk egg yolks and sugar till well combined, add cream to eggs and cook till thickened, add gelatine, pass and set in mould.
2. Warm panna cotta cream, milk and sugar. Bloom gelatine & dissolve in mixture. Add strawberry purée and mix till well combined. Cool and set on top of previous custard layer.

3. Melt wafer butter and add all other ingredients, mix till well combined, chill to set.

4. Julienne lemon zest, blanch and refresh. Juice lemon add caster sugar and zest, warm to make a light syrup. Remove from heat and add 4 mint leaves. Reserve and leave to cool.

5. Using a round template, bake wafer till golden, use round cutter to neaten, set aside.

6. Cut strawberries and lightly dress with lemon and mint syrup.

7. De-mould strawberry split, place cut strawberry and dried strawberry on top. Dust wafer with powder and garnish mousse.

8. Dress plate with marinated strawberries, julienne lemon zest and picked mint leaves, send.

For the full recipe, visit www.stiritupmagazine.co.uk/recipes



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

What are your three kitchen secrets?

1. Remove your meat or fish from the fridge and bring to room temperature before cooking. Never cook straight from the fridge.
2. Using vinegars as a seasoning to dishes is a great way to elevate flavours just like salt.
3. Freeze and filter your stocks through muslin cloth to remove all impurities & obtain a beautiful clear consommé.

What is your favourite ingredient and why?

I love vinegars as they are fantastic for adding acidity to dishes but also seasoning. The Belazu range is brilliant and I love to experiment with them in both savoury and sweet dishes.

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

I think I will have to go with my dessert from the final - the Sweet Eve strawberry split, clotted cream, lemon and mint. I will also remember it as my winning dessert and the clotted cream custard is something I played with last year but feel I perfected for this year's final.

Left
Nick Smith

Above
Nick's Strawberry Split, Mint & Lemon

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DON'T LET GREASE CAUSE PROFITS TO SLIDE

Research Proves Cleaning Up Boosts Revenue

According to research¹ by P&G Professional (the away-from-home division of Procter & Gamble), restaurants could increase their revenue if they improved their cleaning standards. High pressured and fast-paced environments can often mean that cleanliness becomes a lower priority. However, 84% of customers believe that a clean restaurant is just as important as the food served. Cleanliness can help increase revenue as a key component to customer loyalty and repeat business.

Business Benefits of Cleaning Up

To ensure a superior clean throughout a restaurant, P&G Professional has launched its best ever cleaning solutions covering the dining, kitchen and bathroom areas. If your tables are sticky with food residue, this will cause 63% of customers to question the cleaning practices elsewhere, so it is essential that nowhere is overlooked when it comes to hygiene. If it's unclear where they can see, what's it like where they can't see? The business benefits of cleaning up are clear as more than a third of customers surveyed admit they would pay more to eat at a restaurant with better hygiene and fresh toilets. It is therefore crucial for all cleaning tasks to deliver exceptional results for both customer loyalty, reputation and regulation purposes. For this, food businesses need to invest in products that deliver to a high standard every time.

And it's not just the dining and food preparation areas that need to be kept spotless to boost revenue, according to the report. 66% would not return to an establishment with unhygienic toilet facilities. Luckily P&G Professional's superior cleaning solutions provide products to remove lime scale and urinal stains in the bathroom, leaving a pleasant and fresh scent that will help customers believe cleanliness is a priority to your business.

Wipe Out Grease

In fact, P&G Professional's Superior Foodservice Solutions are its best ever grease fighting formulation. Able to tackle through greasy messes and beyond, with products from trusted, market-leading brands, such as Fairy Manual Washing Up Liquid and Flash Disinfecting Degreaser, the new range ensures foodservice businesses can wipe out grease to help prevent profits from sliding. With nearly a quarter (23%) admitting they would leave an establishment immediately on encountering a negative hygiene experience, P&G Professional's superior cleaning solutions will help ensure they stay for all the right reasons.

A Trusted Voice for Hygiene Guidance

With P&G Professional products, used as instructed, you can achieve a safe level of cleanliness with HACCP hygiene plans, staff satisfaction with simple instructions and consistently grease-free surfaces with cleaning checklists.

With over 100 years' experience, P&G Professional knows the importance of a great customer experience and is committed to helping businesses capture the value of clean.

To learn more about P&G Professional please visit www.pgpro.co.uk or call 0800 716 854.



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1. Research carried out by OnePoll in June 2018 amongst a sample of 2000 British adults.

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¹ High in protein refers to the gluten free pasta range
² High in fibre refers to the gluten free green pea pasta
³ IGD Fibre Fuelling Future Trends, Feb 2019
⁴ See www.napolina.com
⁵ Lightspeed Brand Health November 2019

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GOURMET BURGERS TOP CHOICE FOR CONSUMERS

Back to business has not meant back to normal in many regards, with one-way systems, sanitising stations and track and trace now part of the new-look eating out experience.

Bucking the trend and offering a taste of something that little bit special, however, is the gourmet burger bun, with new research by Lantmännen Unibake's Americana brand, showing that Gourmet Burgers are leading the

menu for consumers, and our love of the burger remains as strong as it was pre lockdown. In fact, 70% of consumers choosing a more premium burger option and 34% of customers believing a more expensive burger will deliver enhanced flavour.

For more hints and tips on how to upgrade your burger menu you can download Americana's Gourmet Burgers: It All Stacks Up toolkit at www.americana.co.uk



French pâtissier Tipiak launches Vegan Cocktail Selection

French pâtissier Tipiak has unveiled a luxury Vegan Cocktail Selection for foodservice customers. Launching exclusively in the UK in response to increasing consumer demand for plant-based products, the Vegan Cocktail Selection features an exquisite range of attractive bite-sized vegan-friendly pieces.

The unique finger food assortment includes almond cream and edamame bean on pea and mint muffins, carrot, lemon and ginger mousseline mini tarts, sesame hummus and courgette tagliatelle on courgette and pine nut shortbread, sun-dried cherry tomato and olive tapenade on curry polenta cubes, guacamole and almond on walnut crackers, piquillo and sweet

pepper tomato tarts, and falafel bites topped with sesame seeds.

Each Vegan Cocktail Selection box contains 36 individual pieces across seven different varieties. For maximum convenience, whilst still frozen, remove the canapés from their box and arrange on a platter, stand or serving tray. Leave for four hours in the refrigerator to defrost, plus 30 minutes at room temperature before serving.

For more information, visit www.TipiakFoodService.co.uk



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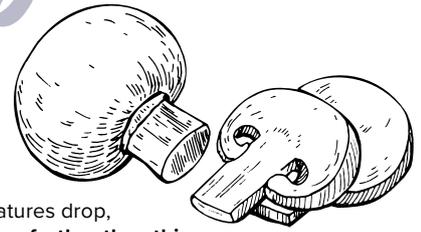
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INSPIRATIONAL PLATES FOR *winter menus*



WELL, WELL, WELLINGTON

As the nights draw in and temperatures drop, we crave comforting treats. **Look no further than this show stopping mushroom wellington**, perfect for a centre of plate dish to suit both plant-based and meat eaters alike.



REMEMBER, REMEMBER

Fan the flames of Bonfire Night this November 5th, with this **eye-catching chocolate cake** created by Henley Bridge development chef Sam Rain.



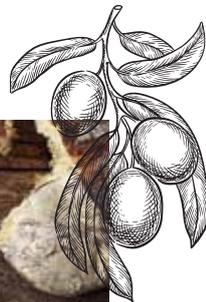
TURKEY TERIYAKI

This **KNORR Sticky Teriyaki Meatballs Donburi** recipe is a delicious way to use-up leftover turkey. Don buri is a rice bowl dish that has been part of Japanese food culture for over 400 years.



CLASSIC CAPONATA

This caponata recipe from **Opies** is a tasty seasonal special perfect for winter menus and World Vegan Day, best served with a hunk of sourdough bread.

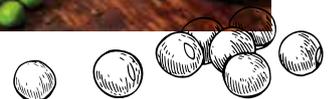


WE WHISK YOU A MERRY CHRISTMAS

Upgrade your classic mince pies, to this **mince, meringue and pastry combination, a Christmas 'pudding' treat**. This can be displayed and served beautifully both on a plate or in a takeaway style carrier for an on-the-go Christmas treat.

WRAP UP WARM

Wrap up your menus with a delicious yet filling on-the-go Christmas meal, this **festive Yorkshire wrap** is the perfect addition to all takeaway menus as well as being easy to re-create at home.



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

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