

THE COUNTRY RANGE GROUP MAGAZINE FOR CATERERS
JULY 2023

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40% UK adults want to see more
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1 YouGov survey May 21. 2 FoodManufacture 22/07/2022. 3 Vegconomist 23/03/2023. 4 One portion is 15g of product.

SCAN HERE FOR RECIPE INSPIRATION AND MORE
OR VISIT [UFS.COM/HELLMANN'S](https://ufs.com/hellmanns)



Ingredients

The start of the glorious summer months, an abundance of produce and plenty of opportunities for consumers, students and patients to get outside and involved in food focused events.

Our quarterly Into the Wild feature is back this issue with advice on what to plant this month as well as what edible mushrooms, plants and fruits will be available to forage over the coming months.

Elsewhere, Country Range development chef Paul is giving his top tips on making the most of in-season produce.

If you would like to get involved in one of our features or have any feedback please contact us at editor@stiritupmagazine.co.uk

The Stir it up team

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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 ISO14001 and FSC® certification. It is also fully carbon balanced.



OUR EDITORIAL PARTNERS...



ALLERGEN REFERENCES

VG - Vegan V - Vegetarian

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07



Readers' lives

NAME: James Pickering

JOB TITLE: Trust Head of Catering

PLACE OF WORK:
The Constellation Trust

HOW LONG HAVE YOU WORKED IN THE CATERING INDUSTRY? 36 years

WHICH CHEF DO YOU RESPECT THE MOST AND WHY? Marco Pierre White, he is eccentric, a genius, polite, frightening and northern!

WHAT'S THE BEST ADVICE YOU WERE EVER GIVEN AND BY WHOM? To join the Royal Navy by the careers office.

WHAT IS YOUR TOP TIP FOR REDUCING WASTE IN THE KITCHEN? Batch cook and use ingredients that can be safely carried over into another meal service.

WHEN DID YOU KNOW YOU WERE GOING TO BE A COOK/CHEF? At 16 years of age, when working in a restaurant at a caravan park and enjoying being part of a team and being given positive direction.

WHAT TRENDS DO YOU SEE TAKING OVER IN 2023? Customers choosing to support local farmers and pop-up restaurants on farms.

WHAT INGREDIENTS DO YOU MOST LOOK FORWARD TO WORKING WITH IN EARLY SUMMER? New potatoes, brambles, rhubarb, and samphire.

WHAT'S YOUR FAVOURITE DISH TO COOK IN THE SUMMER? Using the BBQ, lamb kebabs are a favourite.

WHAT IS YOUR FAVOURITE COUNTRY RANGE PRODUCT AND WHY? Country Range Crispy Coated Fries. They stay crisp, retain colour and texture, can be cooked in the oven and they taste really good!

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Fresh FROM THE KITCHEN



From thefoodpeople's latest foodwatching trend report we see the rise in supper clubs started in lockdown and demand isn't slowing down anytime soon. From intimate dinner-party settings to glitzy spots with music and entertainment, we take a closer look at this unique dining trend.

SMALL & INTIMATE Picture a table for 10 with great food and good old-fashioned conversation. Convo in Melbourne even provide conversation cards to initiate chat in their intimate setting.

HYPER SEASONAL Some supper clubs have cooking with locally sourced produce directed by the seasonal calendar at their core, such as The Edible Flower, a seven-acre organic smallholding and supper club in County Down in Northern Ireland. Meals consist of five courses which celebrate the seasonal calendar, ending around a fire pit.

A TASTE OF HOME Supper clubs can be a forum for cultural exchange. Foodies can taste authentic regional dishes from underrepresented cuisines and chefs can share recipes that have been passed down through generations. Sp00ns was started by Rahel Stephanie to remedy her homesickness. Now it is one of the most desired supper clubs in London, with the menu a reflection of Rahel's Indonesian roots.

LIFE OF THE PARTY Foodies and partygoers unite. With music and live entertainment, these are detailed productions orchestrated to put fun back into food. Dinner for 100 in London has 100 covers, so it's not small and intimate, but the vibe is the feeling of going to a wedding, with a sit-down meal, live entertainment, and dancing into the night.

POP UPS & RESIDENCIES This type of supper club can have an exclusive feel to it, popping up on a monthly or seasonal basis, or more ad hoc, with an 'if you know you know' arrangement, as well as specific pop-up events. Studio Z is a 2-day pop-up in Brixton where chef Danny Jack serves a traditional roast dinner, with a cash bar, DJs, sofas and Sunday TV on the big screen.



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*Nielsen scantrack data to WE 23rd April 2022

**Nielsen Scantrack, Total Coverage, Value % Change, MAT 23.04.22



Cooks CALENDAR

July

7TH JULY – WORLD CHOCOLATE DAY

A delicious mash-up of two favourite sweet treats, try this recipe for Chocolate, Cherry & Ginger Brookies from Opies.

11TH JULY – INTERNATIONAL RAW FOOD DAY

This superfood salad is a great food-to-go option for outdoor occasions this summer.

16TH JULY – NATIONAL ICE CREAM DAY

Vanilla ice cream makes this apple crumble milkshake extra-delicious.

24TH JULY – NATIONAL TEQUILA DAY

Use the classic tequila cocktail – the margarita – to inspire your summer dessert menu with this zingy lime posset.



The full recipes can be found at www.stirupmagazine.co.uk



August

4TH AUGUST – NATIONAL CHOCOLATE CHIP COOKIE DAY

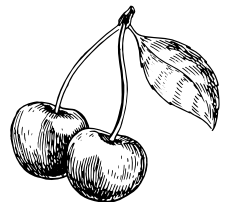
Add a summer twist to your cookies by creating decadent ice-cream sandwiches.

8TH – 14TH AUGUST – AFTERNOON TEA WEEK

These mini chocolate orange gateaux are guaranteed to be a hit on your afternoon tea menu.

11TH AUGUST – NATIONAL BAKEWELL TART DAY

This recipe for Summer Berry Cherry Bakewell from Opies makes 18 mini Bakewells or one large tart.



25TH AUGUST – NATIONAL BURGER DAY

Add some heat and smoky flavour to the delicious GARDEN GOURMET® Vegan Sensational Burger with this recipe which is loaded with a fresh hot tomato salsa, chipotle mayo and smoky cheese.



Thank you to Opies and Garden Gourmet for sharing their recipes

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The Chocolate Café

HENLEY CHOCOLATE CAFÉ

A Singing and Dancing Success Story

The Henley Chocolate Café's story began in the 1990s, opened by Master Pâtissier and chocolatier Roy Hastings in Windsor, but it was when Vivienne Lee foxtrotted into the business in 2011 that it really started to grow.

Together Roy and Vivienne opened the Henley Chocolate Café near to the town's fashionable river rendezvous. They have quickly made a name for themselves, featuring stunning desserts, cakes and a unique hot

chocolate menu featuring 20 different varieties. Following their success, two additional cafés opened in Goring and Wokingham in 2015 and 2016 respectively.

Previously renowned for the sweeter side of life, Vivienne elevated the café's savoury menu with delicious all-day breakfasts, luscious lunches, and afternoon tea options. Born and raised in Crosby, Liverpool, Vivienne's passion for hospitality began at the age of 14, when she was poached from the local greengrocers where she had been working since she was 11 years old.

With time spent working for Bass Leisure and Gala Bingo in the corporate world, Vivienne has juggled having children around social work, residential property investment and even qualified as a masseuse and reflexologist.

"I had done a bit of everything

but with my kids being a bit older, I was looking at all types of opportunities to start a hospitality business," explains Vivienne.

"Pubs, cafés

and even a bed and breakfast were all considered. When Roy approached me, I immediately saw the potential and never really looked back. We

have three cafés, an amazing customer base and 30 incredible core staff members including my daughter Lydia and son Kali, who are now key parts of the business and are just as passionate about continuing to improve and grow."

"Each café retains its own personality and reflects the local area and the staff, so the menus have common themes but also special differences. Twenty different hot chocolates, great coffee and pastries, home-made cakes, all-day breakfasts for all tastes, sensational salads, packed paninis and wraps – it's not over-fancy but great quality

ingredients, honest, imaginative and made with love. Gemma at our Wokingham Café really stamps her personality on her

menu through her sublime and imaginative cakes, ice creams and coffees."

"We use a variety of the Country Range spices, seasonings, sauces, and dressings in our menu. For example, the Country Range Honey & Mustard Dressing is a big favourite of mine, especially when

lathered on our popular Halloumi Salad."

While many hospitality businesses have been struggling with staff shortages, Vivienne has managed to retain her core team.

"We're lucky to have a great bunch of people in our team. Gemma, Becca and Monika the chef are brilliant at our Wokingham café, Jo the manager and Dawn the chef always impress at Goring and Bernie and our chef couple Hedwig and Arpi, plus our pastry chef Sam are pivotal in providing personality at Henley. You would have to ask them why they stay but I like to think that we pay well, we're flexible, understanding and that we empower them."



Left (top)
All-day breakfast

Left (bottom)
Henley Chocolate Café



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**SCAN HERE TO
FIND OUT MORE**

Source 1: Understanding the Out of Home plant based meals market report, Kantar May 2020

*Serving suggestion

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IN SEASON: Broad Beans



Official Tasting Notes provided by George McIvor, Chairman of The Master Chefs of Great Britain

The humble and often disregarded broad bean has a surprising history of medicinal and culinary benefits. Broad beans are also known as fava beans but are not a bean at all but related to the pea family. The name broad bean refers to the large flat seeds in the pod. They are known for their nutty flavour and creamy texture.

Broad beans are a nutritional powerhouse, high in protein and fibre, an excellent source of folate and a good source of other B vitamins. They also contain something special - the chemical L-dopa, which helps to increase dopamine levels in the brain and can help to reduce the symptoms of Parkinson's, such as tremors, stiffness, and difficulty with movement.

There is evidence to suggest that broad beans have been cultivated since as far back as 4500 B.C. in the Middle East. This makes them one of the oldest known cultivated crops, and a staple of many diets in the region for thousands of years.

Young, tender pods can be consumed whole, as green beans. More commonly, the beans are extracted from leathery pods and used for the preparation of risottos, salads, stews, soups, and dishes made of lamb, poultry and seafood.



WASTE NOT WANT NOT

Don't let any leftover broad beans go to waste. Enjoy all year round by freezing them and if you blanch them first it will increase their lifespan. Whizz them up into a delicious hummus to keep in the fridge for up to five days or blitz to make fritters served with simple salad.

1/ CASARECCE CARBONARA

Featuring twists of Casarecce pasta, with an irresistibly indulgent silky peppery carbonara sauce mixed with sautéed shallots, leeks, chopped rosemary, broad beans, peas and tender chunks of carrot and tempeh, marinated in paprika and soy sauce.



2/ BROAD BEAN & ASPARAGUS SALAD

This supergreen salad is the perfect side at a barbecue or use it to top some tasty bruschetta paired with a white bean and lemon dip for a light lunch.

3/ NOT AVOCADO ON TOAST

Nessa, Soho, the newly opened restaurant with executive chef Tom Cenci has a 'Not Avocado on toast' dish on the menu using broad beans as a more sustainable alternative.



4/ RICOTTA AND SPRING VEGETABLE TARTINES

These tartines (or open sandwiches) are quick to make and are packed full of goodness. No need to buy fresh vegetables, frozen is all you need for this super summer dish.

5/ BROAD BEAN PESTO

Nina Matsunaga at the Black Bull recommends this as a lighter pesto, drizzled over pasta or to accompany a mozzarella and tomato sandwich, made by blending broad beans with hazelnuts and lovage.



Also In Season



Bream



Tomatoes



Courgettes



Rhubarb



Rabbit



The last days of summer sowing

With the fruit (and veg) of your labours springing up, maturing, and being harvested in July and August, you can be forgiven for lacking a little motivation to plant more seeds, but it can be extremely worthwhile, especially if you want crops for autumn, winter, and even early spring in 2024. Long days, good weather and some space in your plot, pots or garden means the conditions can be excellent – the trick is choosing the right crop varieties and looking after them correctly.

Here are our tips

FAST-GROWING SALAD

There is still time to get seeds sown to give you a yield before autumn arrives so get some fast-developing crops in the ground now. Lettuce, radishes, spring onions and spinach won't take long to sprout in the summer sunshine, so sow weekly until September to ensure one more crop before winter comes. If temperatures are high, you will need to make sure they get enough

table, you need to get them in the ground quickly. Plant out your leeks, cauliflower, kale, brussels sprouts, and potato tubers now to avoid disappointment when the roast dinner season rolls into town.

PLANT FOR SPRING

While it seems a long way off, there really isn't anything better after a dank and dismal winter than a plant coming to life in early spring and providing a bounty for the kitchen. Chard,

Blackberries are possibly the most foraged of the berries. Keep your eye out as you're on walks in July and August.

water, but you can sow many of these varieties in gaps alongside your maturing cauliflowers, cabbages, and squash, which will provide some partial shade.

PEAS AND GREEN BEANS

While these are often the first treats enjoyed in late spring and early summer, the harvest will often not last very long, especially for the dwarf varieties. Sow again now and you will have beautiful crops in September and October.

WINTER VEGETABLES

If you're looking for some classic root veggies for your winter dining

cabbages and even broccoli can be forgotten heroes that come to life and build excitement for the coming growing season.

PAK CHOI

These can be sown in spring but they're also great when planted out in July for an autumn and even winter crop. Make sure they have water and some shade especially if it's a particularly hot summer, but once in the ground they will also provide shade to other leaves and salads. They may need some cloches if temperatures drop too much but the baby leaves can generally be harvested after 30 days and used in salads.



Foraging in July and August

One of the optimum times for foraging in the UK and Ireland, there is an abundance of goodies to keep an eye out for and with the best of the weather, there is no better time to enjoy the outdoors.

Here's what to look out for as summer draws to a close:

BLACKBERRIES

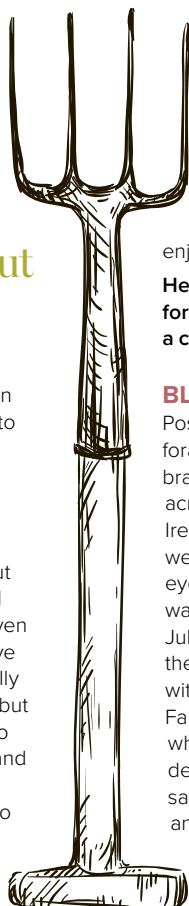
Possibly the most foraged of the berries, brambles can be found across the UK and Ireland and provide a wealth of fruit. Keep your eye out as you're on walks and bike rides in July and head back to the hotspots in August with your containers. Fantastic to use in a whole host of summer desserts, dressings, sauces, mueslis, tarts, and pies, they can also be frozen for use later in the year.

WILD STRAWBERRIES

These small but mighty delights don't give you the size or yield of the commercial strawberries we buy and enjoy throughout summer, but their flavour is sublime. You may struggle to find enough to use in cooking, but they're best eaten straight from the plant anyway!

BILBERRIES

Found in heaths, hedges, woods, and moors, they're delicious eaten straight from the plant but even better when stewed slightly with sugar and used to fill all manner of sweet pies, puddings





or tarts. Providing a real point of difference, they're also great for jams.

ELDERBERRIES

Another late summer treat that are also full of vitamins and nutrients, both the berries and flowers are great for cordials, juices, and wines, whilst also brilliant in classic crumbles and preserves.

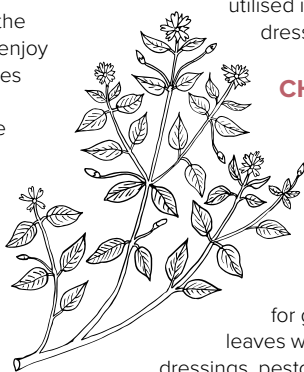
CRAB APPLES

The sourer cousin of the cultivated apples we enjoy year-round, crab apples are a forager's dream and widely found. The different varieties can vary in taste, texture and aroma but are usually sharper so generally preferred as a cooking apple. With a high pectin content, they're

brilliant for jams, jellies, chutneys and preserves but can also be utilised in cordials, liqueurs, and cider.

PIG WEED

Not the most magical sounding of forage, this wild spinach is also known as Fat Hen or Dirty Dick, which aren't much better sounding. A staple ingredient hundreds and thousands of years ago, it can be steamed and utilised in soups and dressings.



CHICKWEED

An unsung hero, chickweed is also jam-packed with goodness and is very versatile. The flowers are great for garnishes, the leaves work superbly in dressings, pesto and salads and



Jobs for the month

- Harvest, pick, cook, create, eat, and enjoy!
- Sow for late summer, autumn, winter, and spring.
- Pest control.
- Water your plants.

the stems can be gently fried or steamed and eaten as a vegetable.

CHANTERELLE MUSHROOMS

The generic name given to a small group of mushrooms that are found in woodlands and come into their own in late summer. Probably the most widely foraged of the fungi, they have a distinctive colour and wavy trumpet

shape with a fruit-forward taste and smell. Superb simply fried in butter but also great in pasta, risotto, and sauces.

MALLOW

A nutritional powerhouse with protein, iron and Vitamin C, Mallow nutlets and seeds offer great snacking capabilities while the leaves can be treated like spinach, either lightly cooked or to boost soups. With a pea-like taste, the flowers are also edible.

Always be careful when foraging mushrooms and utilise a mushroom specific identification book to ensure you are correctly identifying mushrooms that are safe to pick and eat.



Pig Weed



Chanterelle mushrooms

MEADOWSWEET

An ancient medicinal ingredient, it is often used as a botanical in gin and was previously used in the production of mead. When it comes to taste, some say it has an essence of almond, while others say cucumber or watermelon. Great in drinks, it can also be used to flavour ice cream, panna cotta and custard.

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BETTER TOGETHER:

Enhancing food experiences in care homes



The National Activity Providers' Association (NAPA) has joined forces with Lakeland Dairies to produce 'Working Together' a free downloadable toolkit, providing helpful advice and tips for care home staff. Its aim is to help colleagues build engaging food activities that go beyond the dining room by building on successful current practice and finding new ways to achieve shared goals.

"We should all be working towards the goal of creating nutritional activities that are fun, inclusive and attainable and then expand from there," says Natalie Ravenscroft from NAPA. "The key is to open the lines of communication and appreciation for one another's responsibilities. We all have our own set of challenges to solve every day, but by coming together, we can alleviate some of those problems for each other."

The toolkit encourages openness amongst teams, suggesting ways in which they can harness different skillsets to the benefit of

the residents. Natalie says, "Get started with a tiny step: print out the toolkit for some great suggestions on working together and its advantages. This will help you start thinking about what's working well and what could use a little attention."

When creating activities, it's important to first uncover what sort of food-based activity your residents would enjoy. Natalie says, "We should always be asking ourselves 'What's in it for them?' when planning engaging activity programmes and mouth-watering meals."

For residents who are unable or don't want to go to the common areas for food activities, Natalie suggests starting with the food delivery and presentation. "If you are planning on hosting an event called 'Afternoon Tea', give some thought to how the food will be presented on a tray, how the drinks will be served, and what kinds of conversational pictures you can use as a place mat on the tray. Additionally, it would be good if you could provide five questions and five fascinating facts to assist the care teams in prompting a conversation relating to the event when they deliver the trays."

Cooking sessions with residents offer opportunities for collaboration. Natalie says, "They are a great platform for engaging in reminiscence, promoting nutrition and assisting in the selection of menu items. Catering teams can suggest suitable recipes as well as equipment accessible to individuals of all abilities. Find a role for everyone whether it's kneading dough, mixing, making decorations or washing up. When it comes to bringing people together through shared experiences, cooking classes aren't limited to cakes and desserts - savoury dishes and cultural recipes work just as well."

TOP TIPS

Here's some advice from the toolkit on how to create an enjoyable food activity for residents:

- Determine whether you want to run a theme for the event
- Design menus for the meal and decide what to serve
- Lay the tables with special linen and table decorations
- Put objects that reflect the food on the table
- Create a playlist of favourite music
- Have a dress code – everyone loves dressing up!



To download a free copy of the toolkit, visit
<https://digital.napa-activities.co.uk/link/551296/>



Those new to festival catering may feel that whilst it is an opportunity to spend the summer outdoors listening to great music and making money, the reality might be a little daunting can be high-risk. However, if you are interested in diversifying, Mark Laurie from the Nationwide Caterers Association (NCASS) believes now is an excellent time to start, due to an increase in demand for what is described as “agile catering” – the ability to deliver hospitality in different formats.

He says “With the pandemic, the pipeline of new businesses coming through was disrupted and there is arguably now a shortage of quality traders. If you have a popular food concept which can be produced at volume, festivals and events can offer an unrivalled volume of custom from, essentially, a captive audience.”



Catering Culture

Festival food at its finest

STICK TO THE RULES

To enter this sector, your site managers must be trained to Level 3 in Food Safety and your team trained to Level 2. You'll also need to meet standard stipulations including registering the business, documented risk assessments and liability insurance. Your mobile catering unit must meet the required safety standards and be regularly inspected and maintained.

UNDERSTAND YOUR AUDIENCE

Researching the market is crucial to understand who will buy your food and where they are likely to be. Mark says “Don't do big festivals in your first year. You can make the same mistakes at a fraction of the cost at smaller shows and learn your trade. These days food is often curated in a similar way to the acts and other entertainment, so think about where you fit in or what to sell if you want to trade at certain events. It's worth bearing in mind that it's not the size of the event, it's the ratio of customers to caterers that is important.”

TOOLS OF THE TRADE

☆ As far as equipment is concerned, the cheapest option is a gazebo. Mark says “Many

businesses will have a gazebo set up and a van or trailer as well, this is because some events can only accommodate gazebo trading or the gazebo is used as additional kitchen space behind the van at events. Trailers are probably the best option in terms of practicality, but you will need to consider branding and standing out.”

☆ Most festivals charge for power connections and per plug, so the less electric equipment there is, the lower the costs. Often gas equipment works more efficiently, but costs more.

☆ The choice of vehicle depends on your operation. Many NCASS members hire support vehicles for the summer because if they breakdown, the hire company has to replace them. If you decide to get your own, any vehicle over 3.5 tonnes combined weight may mean you need to upgrade your driving licence and potentially get a tachometer.

FIND YOUR NICHE

Burgers are the classic mobile catering food, but so many businesses already serve burgers, it might be difficult to stand out, so be creative. Mark says “The key is to specialise and not be a jack of all trades. You can really sell anything you believe will work. Prices depend on several factors, not least the pitch fees, but it is the cost of production which will determine the price you can charge. Traditionally businesses look to make a gross profit percentage of 71%, but I believe the cost of living has impacted what many businesses feel they can charge. Residential weekend festivals tend to work on 500 customers per caterer, but this likely relies on them selling out. You can work out roughly how many meals you'll sell based on the eating opportunities per day, the type of food you sell and the number of competing businesses.”

I opted for a vintage van from the start that I was confident would get me bookings by itself (and it did, before I'd even cooked my first pizza)."



EVENT CATERING CASE STUDY

NCASS member Thomas Mackay started Pizzeria Bufala, a mobile catering business two years ago, serving authentic Neapolitan pizza from a vintage Citroen HY van. The business is the first of its kind to receive a prestigious international distinction, awarded only to pizzerias following the strict rules of classic Neapolitan pizza.

According to Thomas, it needn't be expensive to set up a mobile catering business. "Many street food traders dip their toe in the water with a pop-up marquee or maybe a horse-box trailer. As this was a full-time venture for me, I opted for a vintage van from the start that I was confident would get me bookings by itself (and it did, before I'd even cooked my first pizza)."

It helps if you have some level of mechanical skills so you can repair your own vehicle. "This may apply slightly more to vintage food trucks," he says, "but being able to maintain and make minor roadside repairs can save you thousands in lost revenue. Nearly every event I go to, a trader has been unable to make it due to a breakdown.



I even changed my own starter motor last week and this saved me three private events and a pop up that I would to have otherwise cancel."

Food festivals can be worthwhile, but he recommends doing your research. "Some will promise the world and have few visitors, while others have plenty of visitors, but similar vendors selling the same thing. Others will charge a ticket price or high car parking fees which limits how much customers are then willing to spend on your food."

Thomas also recommends investing in the areas of your business that will generate revenue. "While some may consider my vintage van or aluminium lined pizza boxes and 'Napoli trained chef credentials' as completely unnecessary, they were actually well calculated decisions that differentiated me from my competitors," he says. "Details such as sustainable packaging, fresh and carefully sourced ingredients, and accessibility (such as online ordering, apps and digital payments) are all factors to be considered."



BISTO CHICKEN WINGS AND POPCORN CHICKEN WITH SOUTHERN FRIED CHICKEN GRAVY

INGREDIENTS

2tsp salt
100g plain flour
200g Paxo
1tbsp ground pepper
4tbsp paprika
1tsp garlic powder
1tbsp mustard powder
1tsp ground ginger

2 eggs
5 chicken breasts, boneless, skinless and cut into chunks
30 chicken wings
Garnish-chopped spring onions, sliced red chillies and chopped coriander

Gravy
500ml Water
40g Bisto Southern Style Gravy

Prep: 10 minutes
Cook: 5 minutes
Serves: 10

METHOD

1. In a large frying pan, add about 1-inch oil and heat over medium-high.
2. Season the chicken wings and roast in oven at 180°C, 350°F gas mark 5, for 25 minutes or until cooked through.
3. While the wings are roasting. Mix all the dry ingredients together in medium size bowl.
4. In another medium size bowl, break the eggs and slightly beat them.
5. Place chicken pieces into bowl with the eggs and toss to coat.
6. Using a fork, transfer chicken pieces to flour mixture and toss/stir to coat pieces evenly with seasoning.
7. Space chicken pieces around the frying pan/saucepan in a single layer and cook till golden crisp for about 10 minutes in total you might need to cook it in two batches depending on the size of your pan.
8. While the chicken is cooking, bring the water to the boil to make the gravy, whisk in the Bisto Southern Style Gravy Granules.
9. When the chicken is cooked, remove from the oil and place on paper to drain off excess oil then serve with the gravy in a dip pot.
10. Garnish with spring onions, sliced red chillies, and chopped coriander.

ALLERGENS

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

Cereals containing gluten, Mustard, Soybean

This recipe may contain: **Celery, Milk**

Always on hand to help.



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Mediterranean
Vegetable ↘

Let's GO OUTSIDE



The Quintessential Quiche Quartet Arrives

Whether it's summer picnics, parties, buffets, barbecues, celebrations or everyday lunchtime service, it's time to unleash the quiche this July. Since the Coronation earlier this summer, the classic quiche is seeing a revival and we're pleased to present a new awesome-foursome guaranteed to egg-cell.

Perfect for time-poor hospitality and public sector caterers, the new quiche quartet features crisp shortcrust pastry and is available in Cheese and Onion, Tomato and Basil, Mediterranean Vegetable and, of course, a classic Quiche Lorraine.

The quiches are not pre-portioned but each provides 12 servings, all that's left to do is to heat them in the oven from frozen prior to serving.

*Cheese &
Onion*



NEW

Quiche Lorraine

"WE USE A SELECTION OF THE COUNTRY RANGE PRODUCTS ACROSS OUR MENU AND THEY NEVER LET US DOWN FROM A QUALITY AND CONSISTENCY PERSPECTIVE. THE LARGE TORTILLA WRAPS, BRIOCHE BURGER BUNS AND DOUBLE CRUNCH FRIES IN PARTICULAR ARE EXCELLENT." CHEF, HAMPSHIRE

CHEESE AND ONION QUICHE

A memorable and much-loved combo baked with eggs, glorious cheddar cheese and tangy, sweet onions.

QUICHE LORRAINE

An all-time classic packed with egg, juicy ham pieces, bacon, onion and cheese.



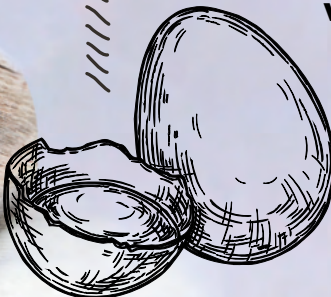
Tomato & Basil

TOMATO & BASIL QUICHE

The best of friends, tomato and basil party alongside some moreish cheddar cheese and baked egg, taking this quiche to majestic levels.

MEDITERRANEAN VEGETABLE QUICHE

A medley of your favourite summer vegetables including red and green peppers, courgettes and onions brought together with cheese and baked egg.



NEW & IMPROVED

Lemon Drizzle Cake



For the sweeter side of life, you will be happy to hear that our widely acclaimed Lemon Drizzle Cake has been given a makeover and has relaunched in time for the epicentre of summer. Light, airy, moist, and bursting with zingy lemon, it's the ultimate companion for picnics, afternoon tea or some sophisticated summertime snacking.

The cake comes frozen, provides 14 portions and just needs to be thawed before serving.



Ice Cream Mayhem

With July officially 'Ice Cream Month', make sure you have a mind-melting menu in place.

Our Country Range Dairy Strawberry, Triple Chocolate and Vanilla ice creams are big on flavour and can be used in all manner of ways to heat up (or maybe cool down) the celebrations.

For those looking to cornetto the market, you could try some classic cocktail float recipes, or as 'Ice Cream Day' takes place on Sunday the 16th July, maybe you could create the ultimate Sundae to wow your guests!



The Ultimate Ice Cream Sundae



NEW FROM

Country Range

7TH JULY

WORLD CHOCOLATE DAY

A huge day for all the chocoholics out there, ensure your guests and customers can get their cocoa hit. For the chefs lacking time and space, try our recently launched indulgent White Chocolate & Raspberry Tart. If you're wanting to get your bake on, how about this delectably delicious chocolate muffin recipe using Country Range Chocolate Crème Dessert Mix that never fails to deliver and delight.



As we're bang in the middle of the barbecue season, our award-winning chocolate drops are another great product for pimping up some barbecued bananas!

3RD - 9TH JULY

GREAT BRITISH PEA WEEK

With barbecue meat often hogging the limelight this month, give peas a chance this 'Great British Pea Week', which runs from the 3rd-9th July.

Small and mighty, super-sweet and incredibly versatile, peas have become synonymous with the plant-based trend, their powerful protein fuelling so many of the vegan meats and treats now on the market. A great side for all manner of dishes, why not give them VI-Pea status and put them centre stage this month? It could be a very on-trend pea ice cream, a punchy pea pesto, cold pea gazpacho, pea & prawn risotto or an easy-peasy pea & asparagus salad.



Pea & Prawn Risotto

Ask the expert

BUILDING AND SUSTAINING KITCHEN GARDENS IN SCHOOLS

Emma Keyworth is the gardener at Washingborough Academy, Lincolnshire, which has a 300sqm organic kitchen garden, including a polytunnel, bee hives, a Lincolnshire Heritage orchard and free range chickens.

HOW CAN SCHOOLS GET STARTED WITH A KITCHEN GARDEN?

Start by growing seeds in trays on the windowsills in classrooms - no space is too small. I've grown potatoes in stacked tyres! You need an enthusiastic person who can take charge. They can

use their own initiative or join "gardening for school" schemes such as the RHS Growing for Schools which send seeds, instructions, posters and literature so children can get involved.

HOW SHOULD THE KITCHEN GARDEN BE DIVIDED UP?

I divide our allotment into different areas and rotate the growing area every year on a three year rotation to give the soil a rest and reduce soil living pests and disease. The areas are brassicas, roots, potatoes, legumes (beans), and squashes. We also have a polytunnel.

WHAT EQUIPMENT IS NEEDED?

This depends on the ages of the children. Nursery children use small plastic trowels and forks. Our year 5 and 6 students use the adult equipment such as hoes, rakes, shovels and so on. A shout out on a local Facebook or selling site will usually provide a few tools. You can start with just some seed trays and compost.

WHAT FRUIT AND VEG SHOULD SCHOOLS START GROWING?

Certainly stick to the easy ones at first such as tomatoes, cucumbers, squashes, salad leaves and herbs. These are easily germinated and can be grown in containers. Legumes are also easy

"Digging is always a good activity to do to release some energy, the older children are usually great at this."



Above

Emma Keyworth working in the kitchen garden

Below left

School pupils at Washingborough Academy harvest vegetables they have grown



to maintain. Root vegetables and brassicas need to be in the soil so they need an area that will be watered and weeded. We grow heritage and heirloom seeds which promote biodiversity. Most fruit and vegetables need to be planted after the frosts in March, April, May.

HOW CAN CHILDREN BE ENCOURAGED TO GET INVOLVED?

Like any subject at school, gardening is not going to appeal to everyone, so I try to keep these children busy with a job like weeding or let them dig a patch without anything growing in it.

WHAT ACTIVITIES CAN CHILDREN BECOME INVOLVED IN?

Digging is always a good activity to do to release some energy, the older children are usually great at this. Preparing seed trays with compost, planting the seeds, labelling the seeds and watering is good for all ages, although some seeds are unsuitable for smaller children. Close supervision is required so you don't end up with seeds spilt everywhere or all the seeds tipped into one place and none elsewhere.

HOW CAN YOU KEEP IT INTERESTING THROUGHOUT THE YEAR?

It's a tricky one to keep on top of it over the holidays, unless someone is willing to come in to keep on top of watering, weeding, picking produce etc. I come in during the holidays, but in September a garden of our size is still an overgrown mess and lots of produce has gone to seed. You can grow some winter crops, but usually November, December and January are used for digging, preparing soil by adding compost, turning over the compost heap, cleaning pots etc.



Inspiring a Movement

ESTABLISHING YOUR OWN FOOD EDUCATION HUB

Setting up a food education hub at a school provides students with the opportunity to learn about food by growing and cooking it. The hub not only has educational benefits but can also generate additional income for the school.

Charity Chefs in Schools has developed a free toolkit to help schools create their own food education hub. Funded by Clarion Housing Group's William Sutton Prize, it covers everything from starting small scale projects such as vegetable beds and firepits to state-of-the-art cookery classrooms. There's also

information about fundraising and crowdfunding the project.

The toolkit pulls together the knowledge and experience gathered during the creation of the Hackney School of Food in London, established by the LEAP Federation of Schools (Gayhurst Community School, Mandeville Primary and Kingsmead Primary) in partnership with Chefs in Schools. The school has been described as a cooking classroom with vegetable gardens, orchards, beehives and chickens.

Nicole Pisani, co-founder and executive chef at Chefs in Schools, says "We need to see a network of food education hubs in schools. Food education is a positive

approach to improving child health. It's how we can instil a love of fresh food and varied diets. We've seen children reluctant

to try different vegetables, but will eat them raw once they've helped grow or cook them."

The toolkit can be applied to any size of project. "If the school only has a corner of a playground available for planting vegetables, it has advice for that. If there is a site for a cooking classroom, it explains all the steps needed to create it," she says.

Nicole and Louise Nichols, executive head of LEAP Federation of Schools dreamt up the concept for Hackney School of Food on a wet day while stuck in a car. Nicole says, "We were looking at the empty building on the edge of the school site and Louise said, 'What could we do with that space for food education?' The discussion took shape and it grew from there."

Henry Dimpleby, co-founder of Chefs in Schools came on board with some ideas. Surman Weston, the architects, joined the project and it started to take shape. Lidka D'Agostino, head gardener, started work on the orchard, vegetable

gardens and raised beds. Beehives, chicken coops and a wood fired pizza oven soon followed.

Ultimately, it's children who benefit most. We've seen first-hand how, if you deliver great food education, children will try a varied diet.

Tom Walker, Lead Food Educator at the school runs a pizza class where children make and sell pizzas to the public. Tom and Lidka work with 'Wild Farmed' to grow wheat on site which means children can harvest their own flour. Students help plant seeds,

weed the vegetable patches, pick the produce and turn it into a meal. "Or they can bake bread, make pasta, feed chickens, learn about bees and the seasons. All of which sparks their creativity and interest in food," adds Nicole.

Nicole says "A food education hub puts food education at the heart of a school and it becomes a source of pride and a passion project for staff and families. Ultimately, it's children who benefit most. We've seen first-hand how, if you deliver great food education, children will try a varied diet. It teaches them not only skills, but also teaches them to love a variety of foods."

The toolkit is available to download free from: <https://chefsinschools.org.uk/create-your-own-school-of-food/>



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Vegware's plant-based,
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HEADS UP

Workplace Bullying: A vaccine is needed for the endemic

Despite the many career opportunities and positives of working in the hospitality industry, its reputation is still much maligned by having one of the highest incident rates of bullying of any sector, globally. Unfortunately, it is highly likely that if you are reading this article, you have either been a victim of bullying, or have witnessed it at work.

Workplace bullying can be defined as repeated and unwanted actions or practices with the intention to humiliate, punish and frighten an individual or group of individuals. It often causes distress, reduces job satisfaction, polarises teams and negatively impacts an employee's overall mental well-being. As an industry that relies heavily upon high levels of cooperation between staff, turning a blind eye to bullying will only cause operators more harm than good.

What contributes to workplace bullying?

Bullying is born from no single influence. It may be a personality conflict, a misunderstanding, a lack of management training, high-pressure, disorganised working environments or jealousy, but we also have to consider the impact of role-models on staff. Whatever the cause, workplace bullying in hospitality has existed for so long, it is seen as common place and sadly, many feel it is endemic.

How serious is the issue?

Just because bullying isn't classified as illegal under the Equality Act 2010, doesn't mean it should not be taken seriously. While bullying is not as obvious as harassment, the two behaviours overlap, and harassment is unlawful under the Equality Act 2010.



How can employers combat workplace bullying?

As a starting point, employers should instigate a robust, well-communicated policy that states their commitment to promoting dignity and respect in the workplace. Ensure your team understands what constitutes harassment, bullying and intimidating behaviour, explaining the damaging effects, why it will not be tolerated and what the consequences are. Your management team should be well versed in the policy, be clear regarding their accountability and all employees should know who to contact if they have an issue that needs resolving.

In all instances, prevention is better than cure, so promote a positive atmosphere at work and be aware of what environmental factors drive poor behaviour, working on those present in your business. Regularly canvas your team to gauge how they are feeling and whether there is any discord looming and train your managers so they are confident and professional when

handling issues as they arise. All employees who make a complaint should have access to support within your business and be given the opportunity to receive guidance and counselling. It is also advisable to offer counselling or training to members of staff whose behaviour has been identified as unacceptable.

It is every individual's responsibility to support an inclusive and tolerant working environment. Employers and managers should challenge inappropriate behaviour and take

“In all instances, prevention is better than cure, so promote a positive atmosphere at work.”

action. That action may be as simple as a calm, informal conversation away from the incident, or stepping in to cool a situation before it gets out of hand. In more serious cases, legal advice may need to be sought.

If you are a victim of workplace bullying and need support, you can contact the National Bullying Helpline www.nationalbullyinghelpline.co.uk or the Burnt Chef Project www.theburntchefproject.com for advice and counselling.



EDUCATION CATERING:

BALANCING CROWD-PLEASING

WITH NUTRITION AND COST



Caterers in the education sector have one of the most difficult jobs in foodservice – their audience is at best discerning! Caterers for younger children have to encourage even the fussiest of pupils to eat and in higher education, students are more cost conscious, trend aware and plant-based or free-from foods are a focus. As dietary requirements and customer demands proliferate, continuing to raise the bar when it comes to variety and flavour while reducing fat, salt and sugar content becomes increasingly daunting.

REDUCING THE “NASTIES” IN NURSERIES

Children under five are reportedly the most at risk of the harmful effects caused by incorrect levels of salt, sugar and fat in their diet, which is why nursery catering is so critical. Mistakes are easy to make, for example, a single slice of toast and marmite (even when thinly spread) can deliver a child's entire recommended salt intake for the day.

Finding alternatives or removing ingredients that are bad for children is an everyday occurrence for most nursery caterers. Den Nursery Group only uses coconut sugar, agave nectar, maple syrup, honey or unrefined molasses in their treats to ensure they provide a nutritional benefit. “The sugars we use are low in the Glycaemic Index and keep our children's blood glucose levels stable. This is important as refined white sugar raises energy levels quickly, for short periods and then sees levels drop suddenly - which can leave children feeling tired and drained,” says Kate Cresswell, Catering Manager at Den Nursery Group.

Making positive swaps to wholemeal or wholegrain foods such as pasta, rice and bread also makes a difference, reducing cholesterol



Goldsmith's University.
Courtesy BaxterStorey

and increasing fibre intake. Using dairy free spreads in baking to reduce saturated fats and salt-free stock are another example of a simple ingredient swap with a positive impact. Overall, scratch cooking and removing all processed foods give caterers the ultimate control over their meals. "We do not use any salt in our meals or serve processed food. This ensures a minimum salt intake," says Kate. "By reducing the amount of salt and sugar in our children's nursery food, we are taking a proactive step towards promoting healthy eating habits that can last a lifetime. By making these small changes, we can help our little ones develop a taste for healthy foods and reduce their risk of health problems down the road."

SALUTING SALT-SAVVY SCHOOLS

Of the three main educational groups, schools have the largest pool of resources and support to ensure their catering meets nutritional standards, however with budgets continually squeezed, the task is not easy. ProVeg UK is one such organisation working with schools to increase the quality of meals served while reducing sugar and salt.

"We're currently working with over 5,000 schools across the UK, feeding over 800,000 schoolchildren daily, and our recipes have been a massive hit! The Sri Lankan sweet potato and coconut curry, spicy Singapore noodles and sticky chocolate brownie with banana 'nice' cream are some of our most popular dishes - as you can see, very different from the Spam Fritters, rubbery sausages, and semolina served when I was at school!" says Lisa Marley, Chef, ProVeg UK. "Each recipe is simple to make, low-cost and low-carbon, created by our in-house nutritionist and plant-based chefs. Also low in salt and sugar!"

However, far from being able to dictate a menu full of healthy, low salt and low sugar dishes, it has been proven that school caterers could face a mass revolution if they take away pupils' favourites. Although many of the lessons learnt in nursery catering can apply in school catering, young people have been exposed to more flavours, foods and brands. As such, they will seek indulgence foods – just as adults do, so understanding what's important to them

and where they are willing to compromise is essential for success.

For example, removing baked beans from the menu would cause an outcry, but swapping them for low sugar, low salt beans works perfectly. Baked, breaded fish made with wholemeal breadcrumbs instead of fried batter or something as simple as understanding what a child's portion looks like to ensure they don't consume more than they need, is another way of managing their diet.

For caterers who can't make every bake, cake and biscuit from scratch, work is also well underway to provide ready-made healthier snacks - such as cookies that do not taste like cardboard or birdseed! Alex Brassill, founder of Jnck Bakery is currently producing cookies that are 90% lower in sugar, have 50% less saturated fat, 3x protein and 5x fibre than other products in the market. "We have been given a nutriscore of zero, using ingredients such as pea protein for satiation, prebiotic fibre for gut health and perhaps most impressively, a bespoke, low sugar, protein chocolate" enthuses Alex.

HIGHER EDUCATION & UNIVERSITIES

As children transition into young adults, dietary habits can quickly take a turn for the worse as students opt for the quick return of a sugar hit in-between lectures, or the high-fat content of chips to soak up excess alcohol from the night before. Tackling this consumer group needs a two-pronged approach: a change in messaging when it comes to food education and attracting positive decisions by tapping into our ability to "eat with our eyes".



"BY REDUCING THE AMOUNT OF SALT AND SUGAR IN OUR CHILDREN'S NURSERY FOOD, WE ARE TAKING A PROACTIVE STEP TOWARDS PROMOTING HEALTHY EATING HABITS THAT CAN LAST A LIFETIME."

Understanding that students no longer wish to be preached to, but treated like adults, changing the method of communication about diet is critical. Cardiff Metropolitan University have introduced Eatwell, a brand that signifies a healthier option. The team work hard to ensure Eatwell dishes look visually stimulating to attract more attention than less healthy options.

At Goldsmiths University, BaxterStorey is embarking on a 7-year partnership to transform the on-campus food offerings to healthier, more sustainable options. "We are embracing the opportunity to continue educating students and staff about the importance of a balanced diet," says Dan Wilson, Head of Food, BaxterStorey. "Sharing information about the nutritional value of our dishes so that students and staff can make informed choices about what they eat, can have a positive impact on both physical and mental wellbeing."

"Additionally, we organise events and activities that promote healthy eating habits. For example, we host cooking classes that teach students how to prepare healthy meals at home and run Food and Mood workshops that discuss the importance of a balanced diet. We work with universities to create educational materials for apps and posters that share tips on eating healthily."

Keeping every plate spinning in education catering is an on-going challenge, caterers have to constantly monitor salt, fat and sugar levels in their dishes while making them tasty, appealing and relevant to their audience. They also play a critical role in educating students at every stage of their learning journey. Understanding the need to adapt this message to resonate with their target audience as they grow and mature is key to success, but caterers also need the support of their suppliers to highlight products that help them make better, more informed choices for their students.

KATE'S KIWI AND COCONUT CAKE

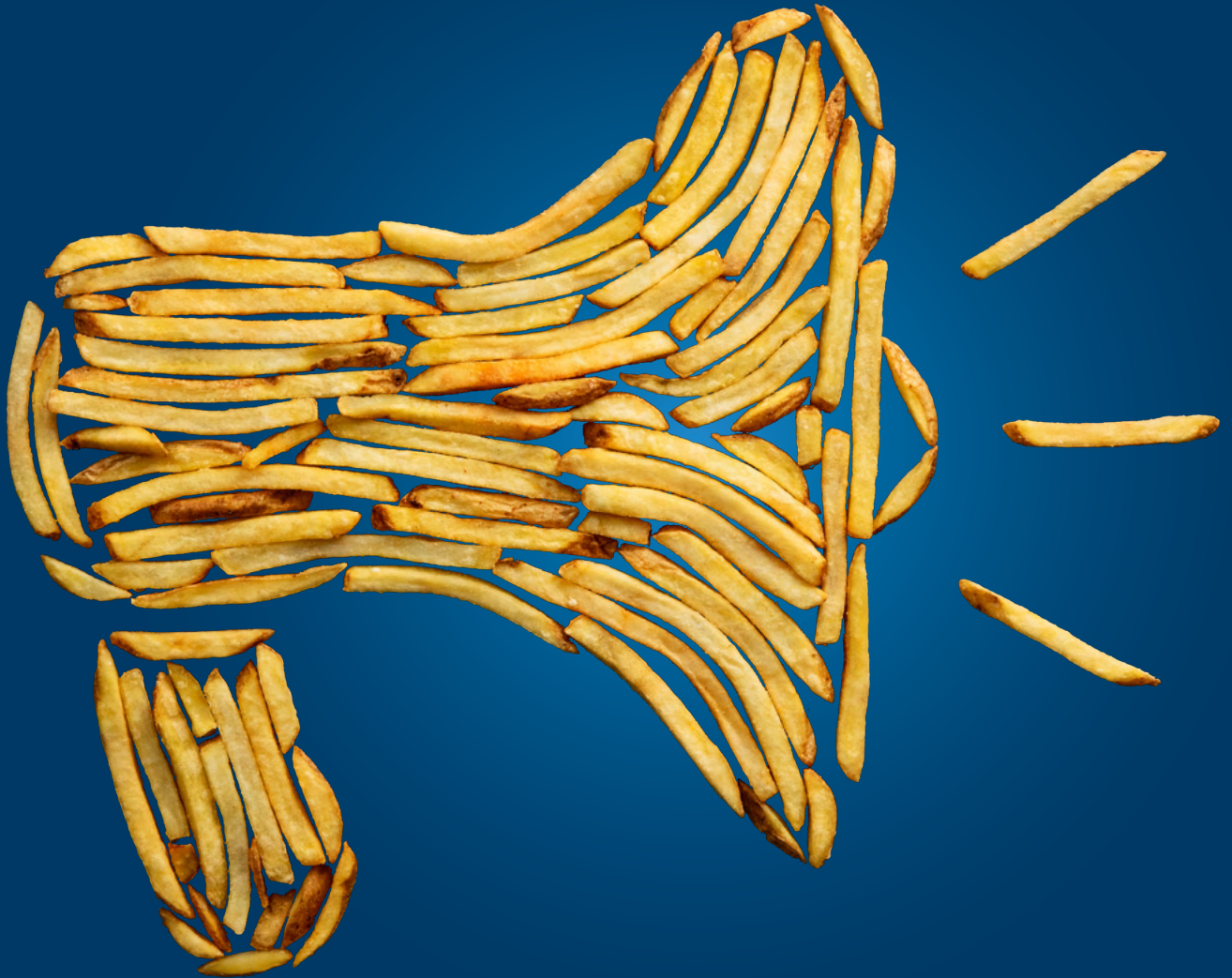
INGREDIENTS

750g self-raising flour
600g ripe kiwi fruit
4tsp vanilla extract
165g Vitalite margarine
450g coconut sugar
6 medium eggs
3 tbsp lemon juice
3 tsp desiccated coconut

METHOD:

1. Peel the kiwi fruit and blend in the food processor until pulp-like
2. Whisk the sugar, margarine, and eggs together
3. Add the Kiwi pulp, lemon juice, vanilla extract, and coconut. Whisk thoroughly.
4. Fold the flour through the mixture
5. Bake at 180°C until cooked (75 degrees C core temperature and the probe comes out clean)

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quality

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Budget
fries

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Budget fries



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Holding
Time



More
servings

Making ends meet

MAKING THE MOST OF IN-SEASON PRODUCE

This month, Paul Dickson shares his advice on pairing fresh seasonal fruit and vegetables with Country Range store cupboard ingredients to create some fresh and summery menu options.

Buying produce when it is in-season is one of the best ways of keeping costs down, whilst using fresh ingredients when they're at their absolute best. Of course, this is easier in some months than others. With an abundance of fresh seasonal produce available in July, it's the perfect month to make the most of this and create a seasonal, cost-effective menu.

Paul is a Home Economist and food stylist working in London and the North West, creating exceptional visual stories in film & tv, on social media and in print. All of the recipes and videos featured in the article can be accessed online at www.countryrange.co.uk/recipes or by scanning the QR code.



Strawberries



The flavour of strawberries can vary massively, and nothing beats the sweet juiciness of a freshly picked, locally grown strawberry, so as soon as they're in season, get your hands on as many as you can. I use Country Range Puff Pastry and Whipping Cream to make a mille feuille which really shows off fresh strawberries. Or why not try my Vanilla Pannacotta with fresh strawberries.



Vanilla Pannacotta



Mille-feuille

ADD SOME
ADVENTURE
TO ANY MEAL



NEW
ASIAN TABLE SAUCES



KEEP EXPLORING

COURGETTES

If you have a small space and are thinking about growing your own vegetables, I would definitely recommend starting with courgettes. They're so easy to grow in pots and the result is very rewarding. They're at their best and perhaps most abundant in July and can be used to elevate and freshen up a lot of summer dishes. They're also delicious on their own, simply roasted and I like to make a balsamic mascarpone dip and serve them as a starter or snack. For a light lunch or picnic idea, try making courgette tagliatelle and serving with salmon, peas and mint (which will also be growing like mad in gardens everywhere right now).



A Rainbow of Colour

With so much in season at this time of year, I recommend having some menu options up your sleeve that include a variety of different vegetables that can be switched and swapped depending on availability and price. Buy what is in high supply and cheap or use what you have harvested that week to make some versatile summer dishes, like Vegetable Tikka Kebabs or Vegetable Tarte Tatin.



RHUBARB

Widely available in July, either sourced locally or grown in kitchen gardens, this vegetable is more like a fruit and is such a fantastic ingredient that should be utilised on seasonal menus wherever possible. Nothing beats a good crumble and custard, but you can use it much more widely than that if you have an abundance. In savoury dishes, it pairs very well with pork or mackerel, and include it at the breakfast table by making a compote to go with muesli. It's the dessert and cake menu where it will be most utilised and with good reason. My recipe for Queen of Puddings heroes rhubarb in a suitably regal dessert using low cost ingredients. Or create a deep-filled rhubarb pie that can be served with a range of accompaniments, depending on the occasion.



Rhubarb Queen of Puddings



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Let Them Eat Cake!

There is nothing more indulgent than taking time-out from life's busy schedule with a hot drink and slice of cake. Our love of baking at home has raised the stakes for hospitality operators who now find their offerings marked against their customers' capabilities, but with so many businesses rising to the challenge, the market for those with a sweet-tooth, has never been so plentiful! In this months Melting Pot, our experts share their best bakes and ideas to keep customers coming back for more.





KARIN JANSSEN
*Bakery Expert
and Business
Development Manager,
Henley Bridge*

As the saying goes, we eat with our eyes, and that's never been truer than when talking about cakes. The trend at present is for 'loaded', hand-finished cakes, piled high with edible décor. With so many options available, it's an easy way for operators to put their own stamp on their products and create something that is truly unique.

From chocolate rizo curls in a wide range of colours, to rosettes, stars, roses, batons, marbled twister rolls, petals, coffee beans, the sky is the limit. Also consider tailoring your décor to suit the season. Pink chocolate flamingos, flowers and butterflies are picture perfect for the summer months, whilst Halloween and Christmas themed designs will give you the edge in the autumn and winter.



ROB MACKLIN
*Desserts
Category Lead
Nestlé Professional*

At Nestlé Professional®, we are passionate about helping to create exceptional experiences to excite and delight customers. Our famous brands have strong appeal as consumers know and love the iconic flavours and textures. With our mix-ins, sauces and spreads, you can create delicious cakes that add variety and excitement to your menu. Our products make great cake decorations, bringing brightness and creativity to your desserts. Experiment with bubbly AERO®, iconic KITKAT®, smooth caramel ROLO®, vibrant SMARTIES® or our white chocolate MILKYBAR®. Our fantastic portfolio is sure to add value, give your desserts a premium feel and make your cakes a hit!



FLEUR & PAUL
Owners, The Retreat

Every week we make sure there is a new cake or bake for our customers to try. We have made towering 4 tier sponge cakes lovingly filled with cream and fresh strawberries, decadent brownies and luscious lemon and coconut slices. Our customers love popping in to see what's new and we always make sure we harness the power of social media to share the latest cake fresh from the oven.



DANIELLE MAUPERTUIS
*Vegan Executive
Pastry Chef and Author*

Plants, flowers, herbs are some of the new flavours that I explore in my cakes and develop in my classes. Forgotten plants that I bring up to date, such as angelica and known flowers, but whose use is unusual, such as poppy syrup. I also use herbal teas with surprising combinations, such as nettle and blackberry elderflower. Infused in a plant-based cream, they can flavour a pannacotta, a cupcake topping or a macaron filling. I like to present some of my desserts and cakes in individual jars, ideal for picnics and BBQs (no risk of them collapsing due to the heat or getting squashed!)



YOUSIF ASLAM
*Managing Director,
Heavenly Desserts*

Our best-selling cakes are without a doubt our unique selection of milk cakes – a soft sponge soaked in a delicate three milk syrup. The key for us at Heavenly Desserts is giving our customers flavour options that tap into current trends, so we created it in signature saffron, Lotus Biscoff, and vanilla, pistachio and rose. As committed dessert innovators, we wanted to go further than the classic vanilla gelato accompaniment, and now offer popular chocolate cakes alongside hazelnut mochi, a salted caramel cream shot, or even brownie tapas tasting plates. By never sitting still and ensuring our cakes appeal to modern audiences, we've carved a path as a trendsetter in the dessert dining space.



RACHEL GREEN
Chef and Author
I don't have a sweet tooth, so a lot of my cakes are made with vegetables and fruit to reduce the

need for refined sugar. Some of my bakes include courgette, lemon, basil and vanilla layer cake, a pea and vanilla cake with lemon frosted icing (that I created for the Yes Peas! Campaign) and a parsnip, apple and cinnamon cake. In my house however, Granny Green's lemon drizzle cake is most definitely an award winner.



RICHARD FOWLER
Head of Sponge.co.uk

We know a thing or two about cakes – from the nostalgic classics such as Victoria sponge, to the more unusual flavour pairings such as the chocolate orange cake. We truly believe there is a cake for everyone, including those following a free-from diet. As we move into the summer, cafés and restaurants should showcase their 'fresh flavours', displaying all things bright, refreshing and most importantly - delicious. Our summer special, the Lemon & Blueberry Sponge is a zesty layer cake, with vibrant pockets of blueberries smothered in creamy blueberry buttercream and white chocolate. Best enjoyed in the summer sun with an ice-cold refreshment. They say variety is the spice of life, so alongside stocking as many delicious flavour combinations as possible, caterers should offer a variety of cakes suitable for dietary needs, including gluten-free. The more delicious dessert offerings you can give customers, the greater the chance they'll come back and ask for another!

Chocolate Torte with Mochi and Caramel Shot



Heavenly Desserts

Rising star

PHOEBE LAWSON

SPRINGBOARD FUTURE CHEF WINNER

Still just 16-years-old, Phoebe Lawson shot onto the food scene after clinching the Springboard Future Chef competition last year. Now working under the star chef Kevin Dalglish at Amuse whilst continuing her studies, we caught up with proud Scot Pheobe to discuss her incredible rise and dreams for the future.

When did your passion for food and cooking first begin?

It all started cooking in the kitchen with my dad. Nothing too fancy but helping out with some chopping, stirring and baking. It could be assisting with a roast dinner, helping to make a Spaghetti Bolognese or maybe a Victoria Sponge. My brother and I were always getting involved wherever we could.

How did the Springboard Future Chef opportunity come about?

I was studying Home Economics at school and my teacher Kirsty Wilson saw some talent in me and put me forward for the Springboard Future Chef competition. I didn't really know what to expect but there were over 6,000 12–16-year-olds competing. It was honestly an incredible experience and to make it to the final 12, and then win, was truly amazing.

What's the plan now?

Since the Springboard Future Chef competition and the incredible journey I have been on since winning, it has definitely made me believe that a career in food is the one for me. I learnt so many skills along the way during the competition and just loved it, which crystalised my passion for cooking and a career in a professional restaurant. Since winning, the opportunities I have had and the doors that were opened have been immense.

I have been able to experience so much and to cook at so many different places and with some incredible chefs – it's changed my whole mindset about what a career in food can offer.

Where have you been and worked since the win? What doors did the win open for you?

It's mad but I have worked at Ascot races alongside Michelin-starred chef Nieves Barragán, I helped cooked for the patrons at the 150th Golf Open at St Andrews, I've cooked for Compass Group, appeared at ScotHot, eaten at Adam Handling's restaurant and even at Alain Roux's, where I actually met him. It has been mind-blowing, especially considering I only turn 17 in September.

How did the competition improve you as a chef?

I was quite a messy chef prior to the competition so it taught me the key aspects of cooking and that it's not just about the dishes you create, it's about having a clean and tidy

work area. It also pushed my knowledge and technique as I wasn't just cooking dishes that were familiar to me. It tested me in different areas like butchery and knife skills. I had to really up my game and push myself to learn new skills and impress the judges.

How is it at Amuse?

It's really enjoyable and it confirmed to me that I want to be a chef. The environment, the team, the comradery has been amazing. There is a view that a kitchen is super stressful and filled with people screaming but that is not the case. Everyone knows what they're doing, they're really kind, helpful and calm. The kitchen I am in is definitely the right one for me. The amount I learn each and every shift is brilliant





The competition was honestly an incredible experience and to make it to the final 12, and then win, was truly amazing.

and it's opening my eyes to new ingredients and techniques. Seeing all the preparation that goes into all the dishes is eye-opening. When I first started, a lot of the prep was already done so it would just be assisting with the plating and getting plates ready for the pass. When I started to work more, seeing all the preparation that goes into creating these unique dishes is another world.

Is there favourite dish you have at the restaurant?

We do a risotto which is delicious and uses ingredients I hadn't worked with before so it's a great one to make, taste and plate up. Most dishes are certainly different to what I grew up eating. When I first went in, I remember being asked to put some caviar on the langoustine

— two things I had never cooked or eaten before. Every shift I'm being taken out of my comfort zone which is boosting my knowledge and experience. Kevin also uses a lot of truffles, which again is an ingredient that is very expensive so I hadn't really been able to use them before.

Tell us about the incredible charity work you have done?

I got in contact with my mentors and asked if I could get in touch with some of their suppliers to create food for some charities and homeless centres across Aberdeenshire. I managed to create over 400 meals with 400 of those being donated to a local charity near me called Far & Wide, who I help out. Far & Wide have charity shops but also have

a food bank and are connected with a church where they provide social space and free meals to people in the area. I volunteer on Wednesdays and cook up some simple soup and sandwiches, which people can come in and enjoy. It provides social interaction but also gives people a place where they can be warm and enjoy a hot meal.

What ingredients are you loving right now?

I love berries so I am very much looking forward to the whole host of summer berries. I love the bakery side of cooking, being precise and making the presentation look exceptional so berries are a great ingredient for that. You can also do so much with them during the summer months as the various berries come into season.

What do you do to relax and switch off?

Rugby. Whether I'm playing, training or just watching — I love it and it's a great way to let off steam and de-stress. Outside of that — sleeping when I get the chance.

NESTLÉ BRANDED DESSERT INGREDIENTS

Nestlé
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Nestlé Professional can help deliver excitement and innovation through quality dessert solutions for menus. Our sauces, spreads and mix ins can be used in a variety of dessert applications.



SMARTIES® MINI
MIX-IN 500g



MILKYBAR® MIX-IN
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ROLO® MINI
MIX-IN 400g



AERO® MIX-IN
500g



CARNATION® CONDENSED
MILK SQUEEZY BOTTLE 450g



KITKAT® SPREAD 3kg



CARNATION® DULCE DE LECHE
450g



Chickpea Salad

After 20 years of working in her family's fish and chip shop and then in her own, Skevy Ioannides decided she needed a change. At the age of 30 she made the brave decision to head back to catering college and not long after, began working for Richard Corrigan at his acclaimed restaurant in Mayfair. Born in Derby but of Cypriot heritage, Skevy launched her own concept "Mezzo" in 2021 and the business continues to go from strength to strength.

"I was certainly ready for a new challenge and my mind was awash with new business opportunities so I felt college would give me a broader skillset to succeed," says Skevy. "Working for Richard was an eye-opener and hard work but great fun at the same time, plus extremely beneficial to my learning. With a young family, a career in a fast-paced London restaurant just wasn't something I could commit to, so I headed back up north with a plan to start a new business, using my newfound skills and passion."

"After looking at my local area, I felt there was a real gap in the market for healthy fast-food so with the support of my incredible partner David, in 2020 we set about looking for a site, building a business plan and sowing the seeds of Mezzo."

A play on the word 'meze' – the small plates often shared and enjoyed in Skevy's native Cyprus - Mezzo offers a pick 'n' mix menu with a daily instore buffet service that runs until 3pm each day and then bespoke bowls on offer during the evenings.

"Customers first choose their bowl size, then protein such as falafel, salmon, chicken, or halloumi, next comes noodles, rice, potatoes or couscous before finishing the bowl with either salad, slaw, quinoa super food salad or lentil dhal. We're always mixing things up and adding to the menu, whether it's vegan meatballs from my uncle Theo's business or the classic Cypriot chicken gyros."

Skevy uses a lot of Country Range products in her kitchen, commenting; "I think pretty much every one of our dried herbs and spices is Country Range and we're always impressed with them from a price and quality perspective. As we cook everything from scratch, having fantastic store cupboard dried herbs, spices and seasonings is essential. They are the key tools that inject unique flavours and depth into our dishes, so are important in helping our menus to excite and stand out. This dish is one of our firm favourites and a brilliant dish for summer, all made from Country Range ingredients."



SKEVY IOANNIDES



**SERVES
2-4**

INGREDIENTS

- Country Range Chickpeas (a can drained)
- Country Range French Dressing (to taste)
- Country Range Salt & pepper (to taste)
- A good handful of baby plum tomatoes (halved)
- Half a sliced red onion
- A generous bunch of finely chopped coriander and parsley

METHOD

1. Drain the chickpeas and prepare the salad ingredients.
2. Toss well, season and coat with the French dressing.
3. Toss again and serve.

"This dish is one of our firm favourites and a brilliant dish for summer, all made from Country Range ingredients."

THE MARKETPLACE

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

Ferrero's big summer scoop for foodservice

The signature taste of Ferrero Rocher and Raffaello is now available in an individual ice cream stick format.

The new Ferrero Rocher ice cream sticks have a crunchy milk chocolate hazelnut coating and a smooth hazelnut flavoured ice cream, enriched with a delicate hazelnut and cocoa swirl, at just 195kcal per ice cream. The Raffaello Ice Cream comprises a smooth and refreshing coconut ice cream, covered in a crispy coconut flavoured coating with grounded almond pieces. Each Raffaello ice cream stick is just 170kcal, making both ice creams a permissible treat for consumers out-of-home.

Zareen Deboo, Foodservice Channel Operators Manager, Ferrero UK & Ireland shares, "Ferrero Foodservice's expansion into the ice cream category means operators can give their customers the unique and iconic taste of Ferrero Rocher and Raffaello, while profiting from a must-have seasonal out-of-home item."

Both variations are available now in cases of 24x70ml. For more information, visit www.ferrerofoodservice.com or call 0208 869 4000.



MINI CHEDDARS LAUNCH NEW FLAVOUR

The cheesy snack is now available in Cheese & Pickle flavour, featuring the famous cheese taste but with an extra hint of pickle.

Available now in a grab bag format, with shelf ready packaging, the snacks are made with real cheese and baked, with no artificial colours or flavours.

MONIN LAUNCHES NEW LE FRUIT DE MONIN – JABUTICABA



MONIN is expanding its Le Fruit de MONIN range with the addition of Jabuticaba, an exotic fruity flavour from the forests of Brazil.

The tropical superfruit is grown on the trunk of the jabuticabeira (Plinia cauliflora) tree and is the first fruit in the Le Fruit de MONIN range that does not grow on a stem. Made with 50% fruit, the new Jabuticaba flavour tastes like a blend of blackcurrant, cherry and grape, and has aromatic complexity of woody notes thanks to the berry growing on the tree trunk.

Lee Hyde, Senior Beverage Expert at MONIN, comments: "Exotic flavours are going to be huge this summer. MONIN's new Le Fruit de MONIN Jabuticaba is the only Jabuticaba fruit mix available on the market, offering venues the opportunity to craft unique drinks creations that truly elevate their menu."

Available now in 1L. For sales information, contact sales@b-opie.com or call 01795 476154.

New ice cream treats from Suncream Dairies

Suncream Ice Cream have launched 4 new flavours to their popular Gelato Gold ice cream range along with an ice cream just for dogs!

The four new flavours offer something for everyone; "Black Forest Gateau" sees the resurgence of a much loved retro dessert, with chocolate ice cream swirled with a cherry ripple and scattered with chocolate sponge pieces, and "Caramelised Speculoos Biscuit", a popular on trend flavour, features a caramelised biscuit ice cream scattered with crunchy caramelised biscuit crumbs and a caramelised biscuit ripple running throughout.

Two new flavours for children are "Dig for Dinos" and "Wish for Unicorns", which feature unique twin filled ice cream. Dig for Dinos is a chocolate & vanilla ice cream swirled with a zesty lime sauce and scattered with mini candy dinosaurs. "Wish for Unicorns" includes a magical swirl of candyfloss and vanilla ice cream with a sweet blueberry ripple and mini candy unicorns.

Suncream have also launched their first dog ice cream "Gelato Woof Ice Cream for Dogs", a plant based ice cream, vanilla flavoured with carrot & apple puree. The recipe is lactose free, with coconut oil which is great for their coats with added calcium to help with bones, heart & muscles. Packed into single scoop 90ml pots (lick straight from the pot), (36 x 90ml per case).

To find out more information, visit www.suncreamicecream.co.uk



FOOD & INDUSTRY *news*

MENU CUSTOMISATION

Santa Maria launches Mexi-Go: A collection of trending food to go recipes for operators

Santa Maria, a leading Mexican out-of-home food provider, have launched Mexi-Go, a contemporary ready-to-go solution for food operators looking to retain simple, streamlined menus that give consumers the choice they desire.

Customisation on menus has increased by more than 38% year-on-year, and 28% of menus are now customisable. Providing finger-licking recipes, based around classic Mexican hand-held dishes, Mexi-Go makes it easy for operators to create customisable dishes. The recipes cater for different dietary requirements and palates, swapping meat for plant-based options, and taking inspiration from a range of global cuisines.

Nick Minchin, Marketing Manager for UK & IRE, Santa Maria, says: "Alongside the recipes, operators also have access to insights, tips on how to drive revenue, culinary hacks, digital assets and imagery, which is all free to download and use."

To download Mexi-Go, food operators can visit: <https://www.santamariaworld.com/uk/foodservice/concepts/mexi-go/>



DRINKS TRENDS

MONIN REVEAL SUMMER DRINKS TRENDS

The global beverage flavour expert, MONIN, has shared the findings from their annual Summer Drinks Trends Report to help venues prepare for the warmer months ahead.

Almost half (47%) of hospitality leaders are confident about their prospects over the next year, and whilst the current economic climate means consumers are visiting such outlets less, there's now a focus on quality over quantity, with 44% of consumers now considering high quality when it comes to choosing what to drink.

The branded coffee shop market is now worth £4.9 billion, growing by 12% in the past 12 months. With this in mind, the future is looking promising. This is down to many factors, but the sector's openness to experiment and quickly diversify to the changing climate is crucial to success.

Lee Hyde, Senior Beverage Expert at MONIN, comments, "Despite the current, difficult economic climate, coffee is still seen as an affordable luxury, or a treat that consumers are willing to invest in. Customisation continues to be on the rise, including milk alternatives, syrups and whipped creams. This presents outlets with an exciting opportunity to get creative with their coffee offering, building a mix and match menu to suit seasonal flavour preferences."



47% of hospitality leaders are feeling positive about the future

1 in 3 Brits regularly order a cocktail when out with friends and family

1 in 10 under 35s drink an iced coffee every day, even in the winter months



SUSTAINABILITY

Innovation and sustainability thrive despite cost of living crisis

Industry leaders from wholesale, foodservice, catering and industry came together to discuss the cost-of-living crisis and its impact on the hospitality industry.

Talking at the Footprint Sustainability Bites: Cost of Living Crisis - Foodservice & Hospitality podcast, in association with Nestlé Professional, attendees highlighted how industry is collaborating to overcome economic pressures. Plus, they agreed sustainability remains important across the industry, and that cost concerns have actually boosted innovation and creativity.

Katya Simmons, MD of Nestlé Professional UK&I, says, "Fortunately, sustainability remains front of mind, with areas like food waste sitting in the 'sweet spot' between sustainable business and improved efficiency. It's fantastic to hear chefs are rising to the challenge, creating exciting new dishes, which check off operator needs for reduced costs while meeting demand for sustainable diets."

The podcast can be downloaded or streamed via: <https://www.foodservicefootprint.com/sustainability-bites-in-association-with-nestle-professional-episode-1-cost-of-living-crisis-foodservice-hospitality/>





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MY signature DISH *Niki* SEGNIT

THE FLAVOUR THESAURUS: MORE FLAVOURS

Published in 2011, Niki Segnit's first book - *The Flavour Thesaurus* - quickly became a global phenomenon and bestseller. Revered not just by home-cooks but by leading mixologists, baristas, and chefs including heavyweights such as Nigella Lawson, Nigel Slater, Yotam Ottolenghi and Heston Blumenthal, the book also famously featured in the Cameron's "shelfie" image at Downing Street. We caught up with Niki to discuss her incredible food odyssey, *Lateral Cooking*, and the hugely-anticipated sequel – *The Flavour Thesaurus: More Flavours*.

What are your first memories of food? Was it something you were involved in or interested in growing up?

I come from a family that wasn't exactly a bunch of gourmets, but we loved our food. My dad used to work late but my sister and I always sat down to eat together with my mum each evening. Mum would always cook from scratch so while it didn't spark any major interest in cooking at that age, it definitely laid a foundation of understanding about

what real food tastes like and can be.

How did you go from advertising to being a successful published food writer/author? Was it planned?

I do talks at Leith's cooking school sometimes and I meet a lot of people who are mature students who

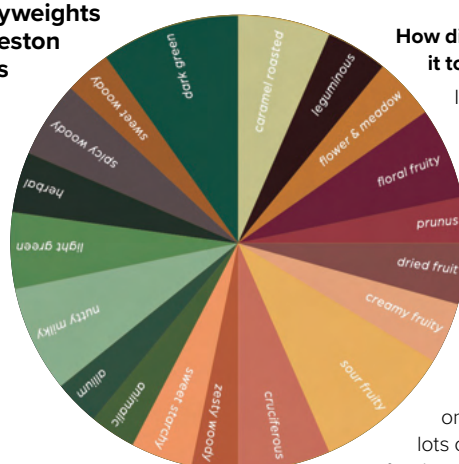
have been working in some non-food industry but have been sitting at their desk dreaming of doing something culinary. I was one of those.

What planted the seed for *The Flavour Thesaurus*?

Because I cooked recipes from lots and lots of different countries and regions, I had a very good idea of flavour principles. I was always interested when I came across a pairing that seemed unlikely. For example strawberries and balsamic vinegar and chocolate and chilli. What I wanted to know was 'what is it that makes those two things special together?'. The actual trigger moment was when I was watching *MasterChef* and saw someone pair butternut squash with blueberries. The next day I went out to try and find a book that focused on pairing and why and how certain foods or drinks worked together. I went to a bookshop and then started searching on Amazon and around the internet and I just couldn't find anything. My husband, who is a writer, said "maybe you should write it". A week or so after that, the title 'The Flavour Thesaurus' just came into my head as I was sat at my desk. And that was it really.

How did you go about putting it together?

I love my Roget's Thesaurus, which is where the book's title came from, so I had a form for my book. The back is a sort of grab and go list of ingredients of what goes with what. Something to jolt the memory. The front section is an elaboration on each pairing. It draws on lots of opinions from chefs and food writers about what works and in what recipes but in the end I had to



I was always interested when I came across a pairing that seemed unlikely. I wanted to know 'what is it that makes those two things special together?'

do a lot of research into the 'why'. It's not something that's been written about for chefs or home cooks. I had to read up on flavour chemistry, teaching myself all I could from the books written for people who work in that industry.

Will we ever run out of flavour combinations or will this continue to evolve?

I think the maths is in the first chapter of the Flavour Thesaurus. If you take pairings of 99 ingredients, there are something like 4,500 possible combinations. If you look at trios of the 99 ingredients – it's something like 156,849 possible combinations. There is a great episode of More or Less on Radio 4 about the chances of Ed Sheeran coming up with the same chords as the song in a copyright case. When you introduce lots of variables or ingredients, there's a huge amount of scope for originality.

Do you have a favourite food pairing?

Personally, I get very excited about coffee combinations. One I love is coffee and blackcurrant. I had a dessert where both those flavours pushed really hard and worked so beautifully together. When I googled that combination, there were 1 or 2 ideas but now you will find so many more with the explosion of creativity and the recording of it online.

Any flavours you hate?

I don't like mushrooms and most food dislikes are about the texture rather than the flavour. It's why you find lots of people who don't like okra, rhubarb and celery. I don't like rhubarb and ginger. I think that's a really harsh and unpleasant combination but it's a classic and lots of people do like it. If you have something repeatedly – like if your grandma was always making her rhubarb crumble with

ginger – then you tend to get used to it and like it. That primarily informs what each of us thinks works together – what we're exposed to a lot.

Tell us about the new book – The Flavour Thesaurus: More Flavours

At first, I thought I would try and stick to vegan parameters but that didn't work for me. It takes too long to explain recipes and methods which

would be required by most of the people who read my book, who I think, like me, are interested in cooking as opposed to being actually vegan. Long explanations just don't work with the form of this book. The entries need to be short and snappy. So, I added yoghurt, eggs, cheese and honey and it worked well. The book organically became plant-led as opposed to vegan. It's not meat-free, but it is not meat-centric. The world does not always have to be meat first.

Who was the biggest impact on you?

MFK Fisher - an American writer who is sadly no longer with us. She wrote a short piece which was called – 'I Was Really Very Hungry' - about a meal she ate alone in France. That was my favourite piece of food writing that hooked me and made me want to do something similar.

What's your favourite piece of kitchen equipment?

The radio. I can make something with a bowl and a wooden spoon. I don't need fancy equipment but I do love music as I cook.

Which four people would you love to cook for?

MFK Fisher, Nigella Lawson, Elisabeth Luard and Yotam Ottolenghi. I would probably cook a really good chicken and coconut curry.

Would you be nervous cooking for these guests?

I cooked for six ordinary friends the other day and I was nervous. I was probably playing it safe for a few years but recently I read a book by Kate Young and it inspired me to take a few more risks and push myself. So, I did last week as I had 6 friends around and I was very nervous but it was fun. Cooking for people who cook for a living would be very difficult, but I think they'd all be very forgiving. And the conversation would be good.

Which ingredient can't you live without?

Cauliflower. Pizza dough, rice, soup etc. I love it as an ingredient. Roasted cauliflower with cumin features at least once a week in my house.

Any new combinations that sounded strange to you but you're now hooked on?

In the new book, I had to write about coffee and yoghurt. I kept putting it off as it sounded horrible to me but I know in the US and in some European countries it's quite a big flavour. People have tried to launch it here under all kinds of guises. For example, we've seen latte yoghurts, cappuccino yoghurts, espresso martini yoghurts and they always failed. I was reading an ice cream book from a woman who runs an artisan ice cream gelateria. She said she would never do coffee and yoghurt because the flavours didn't work together. I completely agreed at the time and then I made some coffee yoghurt and it was fantastic – a really exciting flavour. I tried it on an audience the other night. One wrote to me the next day and said she'd just had it for pudding and it's her new favourite thing. Another wrote and said he thought it was 'rancid'!

Your guilty food pleasure?

I'm not a big fast-food fan but fish and chips would be my pick. With a mushy pea fritter on the side.

What's next?

I'm having a bit of a break this time. I went straight from the other two books into the next so I'm going to see this one out properly. I'm going up to Glasgow to do a festival and I will be at Abergavenny, Latitude and some London events this summer so hopefully some chefs will come out and see me.

What's your Signature Dish?

I'm going for my Maple Syrup & Fennel Tart. It's not based on a Canadian or American maple tart but more on a UK treacle tart but instead of lemon, I used fennel to pick out the subtle flavours in the maple syrup. It's really nice!

////////////////////

Maple Syrup & Fennel Tart

METHOD

SERVES 6

1. Make a shortcrust taste case of 18cm and blind bake it.
2. Sprinkle 100g fresh breadcrumbs evenly over the base.
3. Pour in 400ml of maple syrup – amber or dark are best. It should come almost to the top of the tart case.

4. Sprinkle two pinches of fennel seeds over the top.
5. Bake at 160c / gas mark 3 for 25 minutes.
6. Serve with vanilla ice cream.





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Our love affair with hot foods seems to grow each year as adventurous consumers continue their

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Fantastic quality and designed to add fire, texture and vibrant colour, the Country Range Crushed Chillies are great for all manner of pastes, sauces, stews, curries, sweets and so much more.

ABOUT: GRAHAM TAYLOR

Head of Culinary Arts Cambridge Regional College, Graham Taylor has been a key part of their success in student cooking competitions - his teams have made the Country Range Student Chef Challenge grand final this year and last. With over 15 years' experience working in fast-paced fine dining restaurants and hotels across London and the South-east, Graham joined Cambridge Regional College culinary teaching team in 2015. In addition to teaching, Graham also part-owns and runs The White Horse gastro pub in Badwell Ash as well as an event catering business.



1/ No toil oil

To elevate and add heat to all manner of dishes, infuse your selected oil with crushed chillies. I enjoy chilli oil drizzled on pan-fried seabass with jersey royals and a salsa verde.

2/ Butter me up

Chefs are being very creative with butter, whether it's accompanying a bread board, cheese and crackers or even the popular butter boards that seem to be very on-trend. I like to make a compound whipped butter with the addition of crushed chillies.

3/ Hot choccy

Chilli and chocolate is a good match and for me there is no better way to combine the two than in a chocolate pot alongside a tasty mocha coffee.

4/ South American style

One of my favourite meals to eat is a nice, rare Tomahawk steak that has been cooked over fire and there is no better accompaniment than a classic chimichurri bursting with garlic, onion, parsley, vinegar and some crushed chillies for a special kick.

5/ Just stew it

For a hit of spice and heat in your favourite stews and soups, I love to use crushed chillies in a butternut squash tagine with chickpeas and served with flatbread.

“Fantastic quality and designed to add fire, texture and vibrant colour... Crushed Chillies are great for all manner of pastes, sauces, stews, curries, sweets and so much more.”



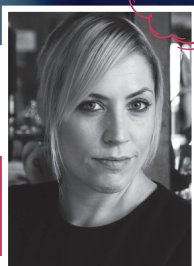
Country Range Crushed Chillies
Pack size: 400g

BAKED BEANS IN A DELICIOUSLY RICH TOMATO SAUCE



ALSO AVAILABLE WITH NO ADDED SUGAR

HEINZ
ESTD 1869


KAM

By Katy Moses, Founder & Managing Director of KAM



How to **MAXIMISE** key events

Bank Holidays, King's Coronation, Father's Day, major sporting events... these key events give us a huge opportunity to drive additional customers into our venues. A recent conversation with Ed Christmas from strategic sales and marketing experts 'Bums on Seats', highlighted that many hospitality and foodservice businesses are missing out on sales because they're not jumping on the opportunities that these 'key events' offer.

Ed shared some valuable advice on how to get the most out of key dates and use them as a 'reason to visit' to drive footfall and sales and ultimately get those bums on seats!

- 1.** Create a yearly Sales Plan calendar including all key calendar events/holidays etc. Then go back through these to ensure you focus on the events that match and suit your customer profile and demographic.
- 2.** Focus your time on the biggest opportunity. For example;

if your customer profile is majority under 25 there is no point in chasing "Mother's Day" bookings. Don't try to make your customer profile fit the event, the event has to fit your customers wants & needs!

- 3.** Look at your key calendar dates in 2022 to drive decisions for sales techniques for 2023! Last year's data can help guide everything from your offering (e.g. do you need to cater for groups?), resource and marketing strategy (e.g. lead times indicate 4 weeks beforehand, people will book) and whether to contact previous enquiries to get them booked in this year (e.g. the enquiries rejected last year).

- 4.** Don't forget key calendar events in YOUR locality. Look outside to what is going on in your local area, what is going to drive extra footfall and how can you capitalise on that extra footfall? Your key events calendar could include events such as; conferences, exhibitions, shows & lifestyle events (such as marathons, dry & vegan January) etc. Contact organisers for marketing swaps, become the

official after party spot or simply plan out your paid advertising to capture those traveling in & out of the area.

- 5.** Utilise third party content. If your venue is listed on a third-party platform, make sure you are well versed in when their marketing campaigns are planned for around key dates. This will give you (usually complimentary or at a very small fee) additional exposure to any activity you have planned to their database of customers.

- 6.** Utilise alternative revenue streams. Key dates are not just great for filling your venue, they're also opportunities to sell gift cards and experiences! Consider getting set up on a platform like Toggle – and creating some on-brand experiences as well as gift cards and market this alongside your in-venue campaign.

Having 'key dates' in place in the calendar early on is crucial, it allows you to plan out an effective pro-active approach to promoting those key activations. The early bird always catches the worm!



The Country Club



EXCLUSIVELY FOR CUSTOMERS OF THE COUNTRY RANGE GROUP

Ice Ice Baby

To celebrate National Ice Cream Day on 16th July, we're giving you the chance to win a Lakeland Stainless Steel Digital Ice Cream Maker.

Sweet, creamy vanilla, rich chocolate, salted caramel or summery strawberry – everyone's got their favourite flavour of ice cream, and you can make them all and more. It's quick, easy, you know exactly what's gone into it and it makes healthier-option lower-fat frozen yoghurt and dairy-free sorbet too.

You need to freeze the inner bowl for 12 hours before you make a batch, then you just put the ice cream machine together, and select the churning time using the arrow buttons on the simple touchscreen panel – it'll start automatically, and immediately start counting down the time until it's ready on the clear LCD display.

Once the paddle's started turning, pour your prepared, cooled mixture through the opening in the lid and leave it to work its magic. You can add extra

ingredients like chopped nuts, berries or chocolate chips while it's working away, and when it's done, it comes apart for really easy cleaning. Perfect for busy kitchens.

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



BISCUIT? CAKE? DONUT?

SPONGEY RINGS
WITH AN ORANGEY
OOMPH



BE WHAT YOU WANT TO BE

McVitie's Jaffa Jonuts 12 x 43gm Suitable for Vegetarians

Stock up
Now
&
Try 'Em

MULTI-TASK LIKE A PRO

You'll be all too familiar with multi-tasking in the kitchen, which is why we're giving away a Kenwood Multipro XL Weigh+ All-in-One System Food Processor. With 11 different attachments, this really is a heavyweight when it comes to multifunctional kitchen gadgets.

You don't need a drawer full of discs for ultimate creative control. The 6 in 1 adjustable slicing disc adjusts in 1mm increments for varying slicing thickness, all the way up to 5mm, ideal for cubes, fries and crudites.

Weigh ingredients directly into the bowl and mix or use the weighing tray for a stand-alone scale. What's more, the XL feed tube means you can slice ingredients lengthways for even strips and the additional width also means less pre-prep of things like onions, peppers and

fruits to fit down the tube. The clever 3-in-1 pusher allows you to vary the width of your feed tube to best suit your ingredients and required results.

Power through even the toughest ingredients with the EverSharp serrated knife blade, plus the Thermoresist glass blender allows you to blend piping hot and ice cold ingredients, safely and quickly.

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



Closing date for the competition is 31st July 2023. All winners will be notified by 30th August 2023. Postal entries can be sent to: Country Range Group, 4 & 5 Jupiter House, Mercury Rise, Altham Business Park, Altham, Lancashire, BB5 5BY. Full terms and conditions can be found at: www.stirupmagazine.co.uk/about

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21g x 48



Fox's Party Rings Mini Impulse Box
21g x 40



Fox's Favourites Assortment Catering Pack
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