

ISSUE 7: Q1 2024

Quarterly



IN THIS ISSUE

Virtue Drinks

PAGE 3

Peppersmith

PAGE 5

ELEAT

PAGE 9

KIND

PAGE 11



WORLD WATER DAY 2024
PAGES 4



HEALTHY LIVING RANGE
PAGE 10

Welcome

As we enter 2024, it's the perfect time to reflect on the wonderful year we've had and look forward to what the new year has in store!

In 2023, we continued to expand our exciting range to offer you snacking solutions to grow daily income. The year also saw the relaunch of our own Classic Sweets confectionery range, now in a revamped sleek eye-catching design, with a mission to reduce plastic use.

The business continued to support and source fledgling challenger brands into the Food Service & Hospitality channels – over 40 new brands were introduced to our client base. Many have amazing brand stories, with clear CSR and sustainability messages that today's consumer will connect to. Please do not hesitate to get in touch for more information as sampling days are on offer!

Internally, we have continued to maintain BRC AA accreditation, while we are eagerly nearing the end of our B-Corp process – hoping to announce the big news soon!

We once again supported our chosen charities – Bliss, the Red Cross Ukraine appeal, and our local Little Miracles team. We also strove to match the endeavours of our clients & suppliers alike, such as supporting the Spirit of Hospitality charity race, Marine Conservation Society, & Bottle Up's contributions to Made Blue (of which we are now ambassadors!) We intend to build on these donations over the next year and thank colleagues, clients, and suppliers for their support as always.

On the packaging innovation front, we finally commissioned our new pouch machine earlier in the year, which offers all our private label clients another dimension in packaging presentation. Please send any enquiries to sales@delicious-ideas.com if you would like to take your brand to the next level!

2024 promises to build upon everything we've achieved in 2023 and prior – we will continue to support several charities impacting local and global causes near and dear to ours and your hearts. We are excited to welcome to our family even more up-and-coming challenger brands and work tirelessly to bring you the latest delicious innovations in all things snacking.

Wishing you all the very best in 2024

Co-founders Jonathan & Emma and all the DIFG Team



Page 6-7

New brands



CALIFIA FARMS

Steaming & foaming beautifully, boasting a delightful taste on its own. Oat Barista Blend – the perfect touch for your coffee.



LAZY DAY FOODS

Irresistible hand-baked treats in a variety of classic flavours you'll love. Gluten-free, milk-free, egg-free and vegan options, everyone can join in the joy!



GET BUZZING

Packed with natural fruity goodness, free from nuts and any additives, preservatives, or colourings. It's just pure, delicious goodness in every bite.

virtue

clean energy
zero sugar, zero calories



“the fastest selling clean
energy drink in the UK”

Nielsen

WORLD WATER DAY 2024

WHAT YOU CAN DO TO HELP



Each year, March 22nd marks World Water Day – an annual United Nations observance day shining a light on how vital fresh water is by raising awareness of the 2.2 billion people living without access to safe water. World Water Day brings nations together to work toward the sustainable development and management of freshwater resources. It was first observed in 1993 and it has had various themes each year – with 2024's focusing on "Leveraging Water for Peace".

For 2024, we are once again partnering up with **Bottle Up** and the **Made Blue Foundation**, doing our bit for clean water provision across the world.

Made Blue Charity

Made Blue Foundation are an entrepreneurial charity founded in 2014 in the Netherlands. Since their inception, they've generated over 10 billion litres of clean water in developing countries, on behalf of 400+ companies supporting the mission. They focus on transparency and efficiency, making as little overhead costs as possible and are overviewed by an independent and non-paid board.



Bottle Up

It's not just Bottle Up's sleek and eye-catching design that has seen their popularity skyrocket in recent years; their mission to eliminate single-use bottle resonates with an increasingly environmentally conscious population.

Made from sugar cane renewable plant-based plastic, the production of the bottle uses less water and energy than the regular single-use plastic bottle.



Bottle Up is a great concept that offers a reusable, plant-based alternative to single-use bottles and is refillable with tap water. We have partnered with the ambitious team at Bottle Up to ensure you will never drink alone; for every Bottle Up bottle sold, at least 100 litres of safe drinking water is donated to communities in developing countries around the world.

Machiel van Dooren, Co-founder of Made Blue

How We Help

Last year, Delicious Ideas together with Bottle Up were able to donate a staggering 2.3 million litres of clean water as a result of our campaign. As a result of us donating at least 1 million litres of clean drinking water and pledging to do it yearly, we've officially become a Made Blue ambassador. This means we champion Made Blue's values of bringing clean water to all and will continue to aid in their incredible cause.

We are looking forward to March 2024 for World Water Day and Hydration week. Help us provide safe drinking water to those that need it with every purchase of Bottle Up – lets smash last year's donation of 2.3 million litres together!

Peppersmith®

REFRESHINGLY GOOD TREATS

PEPP01



PEPP02



FULL OF
GOOD THINGS



PEPP03



PEPP04



WE MAKE REFRESHINGLY HEALTHY, NATURALLY TASTY, SUGAR FREE MINTS, GUM & PASTILLES. OUR NATURAL FLAVOURS & THOUGHTFULLY SOURCED INGREDIENTS MEAN WE TASTE GREAT, ARE ACTIVELY GOOD FOR YOU AND GET YOU FEELING TOTALLY REFRESHED.



WHY PARTNER WITH US?

Our vision is to revolutionise snacking across UK's foodservice channel. Working with ethical challenger brands, we keep on top of innovative formats, flavours, and trends. As the primary supplier to thousands of sites, we uphold our commitment to customers through dedicated service and a robust focus on Corporate Social Responsibility.

delicious ideas



SINK YOUR TEETH IN

Delicious Ideas offers an extensive range of unique products catering to diverse customer niches and ensuring satisfaction for all tastes and preferences.

- Profit boosting exclusive products customers can't find anywhere else.
- Meet your sustainability KPIs with the support of a transparent supply chain.
- Over 80 brands to cover any consumer niche.

CUSTOMER CARE



Bespoke product assistance and updates on the latest innovations. Learn the best products and categories for your consumers.



National Account Managers with 40+ years of collective expertise, offering business aid, promotions, and marketing support.



Customer Support Team committed to satisfaction through service and proactive assistance.



BRC AA accreditation for 7 years in a row.



SNACKS THAT DO GOOD

Delicious Ideas is devoted to making a positive impact and supporting both local and global causes.

Below is a snapshot of 2023.

- **Red Cross Ukraine Appeal:** Raised over £2000 through Ukraine Jellybeans sales, aiding the 16.9 million affected.
- **Made Blue Charity:** Matched donations for more than 2.3 million litres of clean water for at-risk communities.
- **Sustainability:** Achieved carbon-neutral status, working on B-Corp certification.
- **Spirit of Hospitality:** Supported a transatlantic charity row and Hospitality Action.
- **Beach Clean:** Partnered with Marine Conservation Society for a Norfolk beach cleanup, and donated Plastic-Free Grab'n'Go profits for World Ocean Day.
- **Huntingdonshire Cricket Club:** Sponsored Women's Section, facilitating a new kit and match expenses.

These efforts reflect our ongoing dedication to impactful humanitarian, environmental, and community-focused actions.



REVIEWS

Delicious Ideas Food Group

• Excellent



✓ VERIFIED COMPANY

LU Lucy



We have ordered from Delicious Ideas...

We have ordered from Delicious Ideas for the last 8 years at least and they have always been very reliable. The bakery goods are really popular with the staff here and like the Healthy Ideas snacking bags and the Classic Sweets they are a great price for profit return and look and taste great. The staff have always been really helpful and if something is out of stock they can come up with good alternatives. I always feel confident when I order with them that they will deliver fantastic products on time.

BE Ben



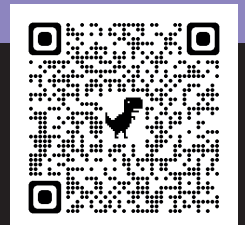
Top Business

Any small business entering into the food service space will find it a challenge. Delicious Ideas make it possible and believe in great products, and good people over pure profit. They are honest, friendly and just lovely people to work with from top to bottom and everyone in-between.

GET YOUR
FREE CLASSIC SWEETS TODAY!
By **delicious ideas**
food group



Fill out the questionnaire found either by **scanning the QR code** or by heading to **delicious-ideas.com/surveys**. Once filled out, you'll be given a code – simply say the code next time you call in to make an order and you'll get a Classics Range case of your choice absolutely **FREE!**



ELEAT

HIGH PROTEIN CEREAL TO FUEL THE BODY



CHOCOLATE
50G POT



CINNAMON
50G POT



High
Protein



High
Fibre



Low
Sugar



Gut
Friendly



Vegan
Friendly



Gluten
Free

FOR ALL OCCASIONS

✓ GRAB & GO

✓ POST EXERCISE

✓ AT WORK

✓ EVENING SNACK



Healthy Living Range

Help your customers hit their health goals in 2024!
Be macro-nutrients, cutting sugar or boosting vitamins - our product range have you covered without sacrificing on taste.

It's really easy to order – pick up the phone and let us know the product code or visit delicious-ideas.com/shop and order online!



...AND MANY MORE!

Bio & Me

- BIO1 Super Seed & Nutty Granola Pouch
- BIO2 Apple & Cinnamon Porridge Pot
- BIO3 Super Seed & Nutty Porridge Pot

Nakd

- B00174 Bakewell Tart Nudies
- B001712 Berry Delight Nudies
- B00171 Cashew Cookie Nudies
- B00172 Cocoa Orange Nudies
- B00161 Lemon Drizzle Nudies
- A1234 Peanut Delight Nudies
- B00175 Blueberry Muffin
- B00169 Salted Caramel Nudies

Happy Inside

- HI01 Lemon, Yuzu & Ginger
- HI02 Pomegranate, Lime & Mint

Healthy Ideas

- HB08 Luxury Fruit & Nut

No 1 Living

- KOM001 Raspberry & Pomegranate Kombucha
- KOM002 Ginger & Turmeric Kombucha
- KOM003 Passionfruit Kombucha
- KOM008 Immune Kombucha
- KOM009 Calm Kombucha
- KOM010 Focus Kombucha

GLUG!

- GLU01 100% Mango Juice
- GLU02 100% Passion Fruit Juice
- GLU03 100% Watermelon Juice

KIND

- B0364 Caramel, Almond & Sea Salt
- B0363 Dark Choc, Nuts & Sea Salt
- B0388 Dark Choc, Orange & Almond
- B0366 Peanut Butter & Dark Choc
- B0389 Salted Caramel Dark Choc

Boostball

- BB013 KETO Choco Hazelnut Protein Ball
- BB014 KETO Choco Brownie Protein Ball
- BB016 KETO Peanut Butter Cup
- BB017 KETO White Choco & Raspberry
- BB08 Peanut Butter Cookie Dough Protein Bites
- BB015 Salted Caramel Protein Bites

Jax Coco

- NB001 Coconut Water

The Gut Stuff

- TGS1 Apple & Cinnamon Fruit & Nut Bar
- TGS2 Sea Salt & Caramel Fruit & Nut Bar

Scrapples/Spare

- SS002 Snacks Apple Fruit Crisps
- SS005 Kids Apple Crisps w Strawberry Juice
- SS006 Kids Apple Crisps w Mango Juice
- SS007 Kids Apple Crisps
- SS009 Snack Mango Crisps

Order online at delicious-ideas.com/shop
or call 01733 239003.

delicious ideas
food group



UK's #1 single
snack bar *



order now

Code	Description (all packs 40g)
B0364	Caramel Almond & Sea Salt
B0389	Salted Caramel & Dark Chocolate Nut
B0366	Peanut Butter Dark Chocolate
B0363	Dark Chocolate Nuts & Sea Salt
B0396	Maple Pecan Almond
B0388	Dark Chocolate Orange



contact Dom Janes
dominick.janes@effem.com
to order your free KIND
merchandising crate.

source: Nielsen w/c 15/10/2023

Valentine's Day 2024



A00566	Swizzles Love Hearts	3KG
X291	Lindt Lindor Treat Bar Milk	24 x 38g
X290	Lindt Lindor Treat Bar Salted Caramel	24 x 38g
X100	Lindt Chocolate Gift Boxes	14 x 37g
B0169	Ferrero Chocolate Gift Boxes	16 x 37.5g
B01998	Strawberry Kisses	3KG
A00520	Fizzy Peach Hearts	3KG
VID001	Strawberry & Cream Dreams	4 x 1KG
VID002	Twist Love Hearts	6 x 1KG
CL05	Sweet Ideas Classic Range – Fizzy Peach Hearts	24 x 105g
CL08	Sweet Ideas Classic Range – Strawberry & Cream Dreams	24 x 95g
RB047	25cm Red Gift Bag Ribbon	1 x 100
SW0014	Clear Gift Bags	1 x 100

Order online at delicious-ideas.com/shop
or call **01733 239003**

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