

ISSUE 8: Q2 2024

# Quarterly



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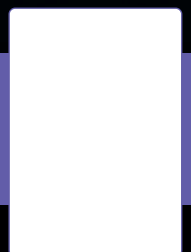
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# Welcome

**Hello delicious readers and welcome to the first Quarterly Magazine bumper edition! We had a few bits extra to say and we couldn't possibly contain it to your regular 12-page issue.**

Providing you with the finest of the snacking world, and having a strong positive Corporate Social impact are our two core principles. That's why at the Contract Catering Awards 2024, we were honoured to crown the latest CSR Award winner as the award's headline sponsor. To find out who won head to pages 10 – 11!

In this issue you'll find out more about some of our favourite brands that go above and beyond in the world of sustainability and Corporate Social Responsibility (pages 6-7), two of which are new brands!

This issue also brings you top performing best sellers – Manomasa will have your customers passing round the salsa with their oh-so tasty tortilla crisps. On the sweeter side of life, Prodigy is a plastic-negative heavenly, healthier choice of chocolate. Your customers will seek to quench their thirst and what better way than gut-loving Jamu Wild Water. If they're looking to supplement their active lifestyle, Barebells is here for all their protein needs in one luscious bar (...or shake!). Craving vegan swaps for classic chocolate products? This is where Mummy Meegz steps in – check it out!

We love to bring into our family the latest and greatest challenger brands that focus on the healthy, sustainable, and downright delicious side of the snacking world. See below for our newest brands!



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*Best wishes to all you lovely folks & enjoy Delicious Ideas Quarterly Magazine – Issue 8!*

**Co-founders Jonathan & Emma and all the DIFG Team**

## New brands



**BARE POPCORN**  
Naturally tasty gourmet popcorn at it's best.



**PROPPADOMS**  
Nom nom nom, poppadoms done proper!



**PIP ORGANIC**  
From farm to family – organic fruit snacks and drinks done right.



**VITAL DRINKS**  
Great tasting vitamin water with a conscience (find out more, pages 6-7).



**TONY'S CHOCOLONELY**  
Crazy about chocolate, serious about people (find out more, pages 6-7).



**PRI BAKES**  
5 ingredients in every bite. Healthy treats you know are better for you.



**MIGHTY FINE**  
Light and crispy honeycomb dipped in luxurious thick Belgian chocolate – heaven in every bite.



**BRITE**  
Brighten up your day with great tasting natural nootropics drinks.



**HIT YOUR  
SUSTAINABILITY KPIs**

**ORDER NOW!**

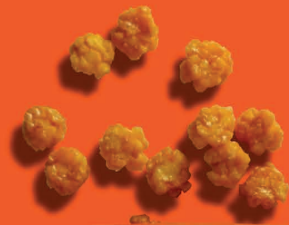
**PLASTIC  
FREE**



**BOLD  
FLAVOURS**



**VEGAN  
FRIENDLY**



**PAN-ASIAN  
KITCHEN**

**EXCLUSIVELY FROM** **delicious ideas**  
food group

# ADD SOME LATIN SPIRIT TO YOUR SALES



A0303  
16 X 40G

A0300  
16 X 40G

A0302  
16 X 35G

MADE WITH HIGH QUALITY INGREDIENTS  
GLUTEN FREE & VEGETARIAN



# Prodigy™

Chocolate, only better.

PLANT  
BASED



CLIMATE  
NEUTRAL



PEOPLE  
POSITIVE



We cannot sugar coat the facts. The mass production of one of our favourite childhood treats, chocolate has created a problem. A big, refined sugar shaped one.

The use of heavily processed, unsustainable ingredients and harmful levels of sugar is negatively impacting our bodies and our planet. From gut health to mental health, obesity to diabetes, habitat devastation to plastic pollution, "big chocolate" has transformed a revered indulgence into a disaster area.

Prodigy exists to change all that. A delicious, sustainable, and healthier alternative to the mainstream chocolate favourites. Never niche, instead of one or two "better" features we combine all of them. Plant based, ethically sourced, high in prebiotic fibre, premium natural ingredients, containing dramatically less sugar (natural, no sweeteners) and packaged in plastic free, biodegradable wrappers.



# OUR BRANDS MAKING A

## Tony's Choclonely

Say a big hello to Tony's Choclonely, the chocolate company on a mission to end exploitation within the cocoa supply chain.

They use a set of 5 sourcing principles, one of which involves paying above the Fairtrade price for their cocoa, which when implemented together help to reduce modern slavery and child labour from over 50% down to less than 5% with the long-term farmers they work with.

They're a certified B-Corp, their choccy is Fairtrade certified and palm oil free, and on top of that, all their packaging is plastic-free too! It's for these reasons, they have won the Chocolate Scorecard's Achievement Award (an independently assessed award that grades chocolate companies on ethical sourcing, sustainability and labour practises) for the 5th year at the top.

Alone they make exploitation-free and sustainable chocolate, but together with your help they can make all chocolate exploitation-free. The more people who choose exploitation-free and share their story, the sooner 100% exploitation-free becomes the norm in chocolate.

**The choice is yours. Are you in?**



Welcome to  
**Plant Power**  
CANDY KITTENS®



## Candy Kittens

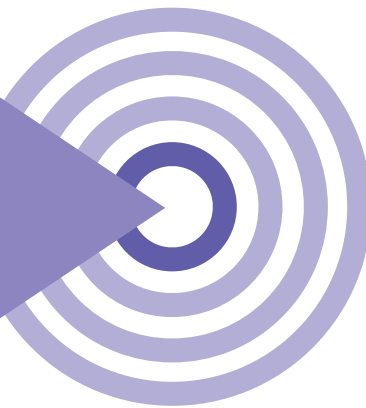
Candy Kittens, a gourmet confectionery brand, champions sustainability by employing recyclable packaging and plant powered ingredients, reducing its environmental impact.

As a certified B Corporation, the company meets rigorous standards of social and environmental performance, accountability, and transparency. Candy Kittens' commitment to eco-friendly

manufacturing processes and carbon emission reductions exemplifies its dedication to sustainability. By embracing B Corp principles, the brand not only ensures high-quality, delicious sweets but also upholds its responsibility towards a sustainable future, highlighting its role as an industry leader in environmental stewardship via its plant powered recipe.



# POSITIVE IMPACT



**VITAL**

One tree planted and maintained with every can sold



Ripple Africa charity partner.  
UK & USA registered charity.



## VITAL Drinks

VITAL is a new functional drinks brand on a mission to become the UK's favourite healthy drinks brand.

VITAL drinks are the only drinks in the market to contain 100% of vitamin groups whilst having ZERO sugar, ZERO calories and ZERO artificial sweeteners. All from British spring water. They also come with a unique environmental promise – a promise that is tangible and easily understood by the consumer.

**One can = one tree planted – every time – all the time.**

VITAL has partnered with Ripple Africa, a UK and USA registered charity specialising in conservation. Its programmes focus on empowering communities in Malawi to “provide a hand up, not a handout”. For every can purchased, Ripple Africa will plant one tree transforming landscapes and the communities they serve. They will even aim to replant any that don't make it.

**The VITAL promise is ALWAYS on – and it starts from the very first can. That's quite a promise!**

## Jax Coco

Jax Coco is for the lovers of life and believers of balance, those who really can do it all – because great tasting drinks don't have to be complicated. Sourced from the volcanic hilly regions of the Philippines, our coconuts help us to create the purest of products, with great taste, naturally. The brand was created in 2011 and has a huge presence internationally, particularly in Hong Kong.

“At Jax Coco we are committed to caring for our planet. That is why our coconut water is sold in an infinitely recyclable, premium can. In addition to this, we measure and offset 100%

of our carbon emissions, supporting projects such as wind farms around the world. And we don't stop there, we also give 1% of our revenue to good causes with a key focus on projects benefiting regenerative agriculture through working with Pur Project.”



# Gluten-Free Range

Boost your scrumptious Gluten-Free offerings,  
just in time for Coeliac Awareness Month 2024 this May!

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



...AND MANY MORE!

## Get Buzzing

- GB001 Nut Free & GF Banana Bar
- GB002 Nut Free & GF Vegan Wowbutter Bar

## Boostball

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

## Olly's Olives

- OL003 Basil & Garlic Green Olives
- OL004 Chilli & Rosemary Green Olives
- OL004 Lemon & Thyme Green Olives

## Cheesies

- CHE001 Goats Cheese
- CHE002 Red Leicester
- CHE003 Cheddar

## Curators

- CF014 BBQ Veggie Puffs
- GLU02 Cheese Veggie Puffs

## Lazy Day Foods

- LAZ01 Chocolate Orange
- LAZ02 Chocolate Tiffin
- LAZ03 Rocky Road
- LAZ04 Scottish Shortbread
- LAZ06 Millionaire Shortbread

## The Gut Stuff

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

## Wallaroo

- WALL01 Dried Whole Apricots
- WALL02 Dried Mango Slices
- WALL03 Dried Pineapple Chunks
- WALL04 Roasted Fava Bean Sea Salt Pieces
- WALL05 Toasted Coconut Chips

## Rheel

- RH001 Energy Banana Bread Bar
- RH002 Energy Blueberry Muffin Bar
- RH003 Energy Hazelnut Cacao Bar
- RH004 Energy Peanut Butter Bar

Order online at [delicious-ideas.com/shop](https://delicious-ideas.com/shop)  
or call 01733 239003.

**delicious ideas**  
food group



# FIZZ, FLAVOUR & FUNCTION



NO SUGAR  
ALL-NATURAL  
5g PREBIOTIC FIBRE  
VITAMIN C & ZINC  
FOR HEALTHIER HYDRATION



Made in: United Kingdom  
#DrinkToRewild

GUT-FRIENDLY SPARKLING WATER  
AVAILABLE IN THREE DELICIOUS FLAVOURS



FULLY RECYCLABLE  
PACKAGING



# CONTRACT CATERING Awards

A NIGHT TO  
REMEMBER

## The 18<sup>th</sup> March marked the 12th annual Contract Catering Awards

Hosted by **Contract Catering Magazine**, the prestigious ceremony honoured the innovators of the contract catering industry who tirelessly raise the standards of the sector.



We were honoured to sponsor an award directly aligned with our company vision – the Corporate Social Responsibility (CSR) Award. Even in the face of fierce competitors, CH&CO claimed victory for this award. Their commitment to sustainability resonates throughout the company, both internally and externally. They go the extra mile for their clients, with a pledge to aid in halting climate change, regenerating nature, and delivering high social value by 2040. All staff are being brought into this CSR framework, with Clare Clark (Head of Sustainability) leading their “Be The Change” programme that supports the business strategically while fostering a culture of sustainability.



CH&CO proved their exceptionalism in every aspect of their business, with an astounding 4 of the 15 awards going to them. To join their CSR accomplishments, Liam Hatcher of CH&CO won the People Development Award, while two of their brands, Gather & Gather and Vacherin, also won the Area Manager of the Year Award and the Business & Industry Award respectively.





Our exclusive Classic Sweets & Plastic-Free Grab 'n' Go bags were enjoyed by guests at all tables!

Elior took home their share of the awards, with their chief executive Catherine Roe taking to the spotlight by winning Senior Executive of the Year. Their specialist brand Lexington Catering also won the coveted Contract Caterer of the Year award. Education specialist Taylor Shaw's very own Claire Small shared in the night's awards, being crowned the Innovation Award winner.

The Rising Star Award, highlighting the future of our vibrant industry, went to Millie-Jay Hall of the NEC Group. The evening closed with Mark Philpott, the founder of Vacherin and now of Savore, being recognised for his dedication to contract catering for decades with the Lifetime Achievement Award.

Chris Mitchell and Robbie Laidlaw from Genuine Dining were honoured on the night for their incredible feat of rowing across the Atlantic Ocean (3000 miles) in just 38 days, raising over £250k for Hospitality Action. Their incredible contribution will provide vital assistance to hospitality workers in need. Delicious Ideas was mentioned during their touching speech for not only sponsoring the cause, but also providing all the snacking fuel needed to complete the journey.

Everyone here at Delicious Ideas is proud to have been a part of such an illustrious award ceremony and to recognise those that share our core ethos of positive Corporate Social Impact. Special thanks to H2O Publishing for organising, and we look forward to what the next year holds for contract catering!



## The Contract Catering Awards 2024 Winners:

### Area Manager of the Year

Fiona Gilbertson, Gather & Gather

### Business and Industry Award

Sarah Thomson, Vacherin

### Contract Caterer of the Year

Lexington Catering

### CSR Award – CH&CO

### Development Chef of the Year

Jack Godfrey, TNS Catering Management

### Education Award – Matthew Bennett,

Chartwells Independent, Rugby School

### Healthcare Catering Award

Jane Mardle, TNS Catering Management

### Innovation Award

Claire Small, Taylor Shaw

### Marketing Award

The Pantry

### People Development Award

Liam Hatcher, CH&CO

### Rising Star Award

Millie-Jay Hall, NEC Group

### Senior Executive of the Year

Catherine Roe, Elior

### Sports, Leisure and Event Catering Award

Michael Mitchell, Sodexo Live, The ACC Liverpool

### Unit Hero of the Year

Charlie Becke, BaxterStorey

### Lifetime Achievement Award

Mark Philpott, Savore

# Barebells



**HIGH PROTEIN  
NO ADDED SUGAR**



# Mummy Meegz®

Kindness  
100%  
Guaranteed

Milk  
Chocolate

Home compostable  
packaging



Please scan the QR  
code to read all  
about our home  
compostable  
packaging here



Choccy Balls  
22 x 36g

Billie Oat M!lk Chocolate  
48 x 16g



Our Choccy Balls and Billie Bars are wrapped in home compostable packaging. Both products are 100% plastic free...

**New!**

M'z Gems: our Vegan swaps for  
M&M's are coming in JUNE

Roasted Peanuts in  
Creamy Milk Chocolate with  
a Crunchy Sugar Shell



Creamy Milk Chocolate with  
a Crunchy Sugar Shell

M'z Gems Peanut

M'z Gems Chocolate

80g e



Following the success of Chickee Eggs, Mummy Meegz latest all year round creations are launching in June...





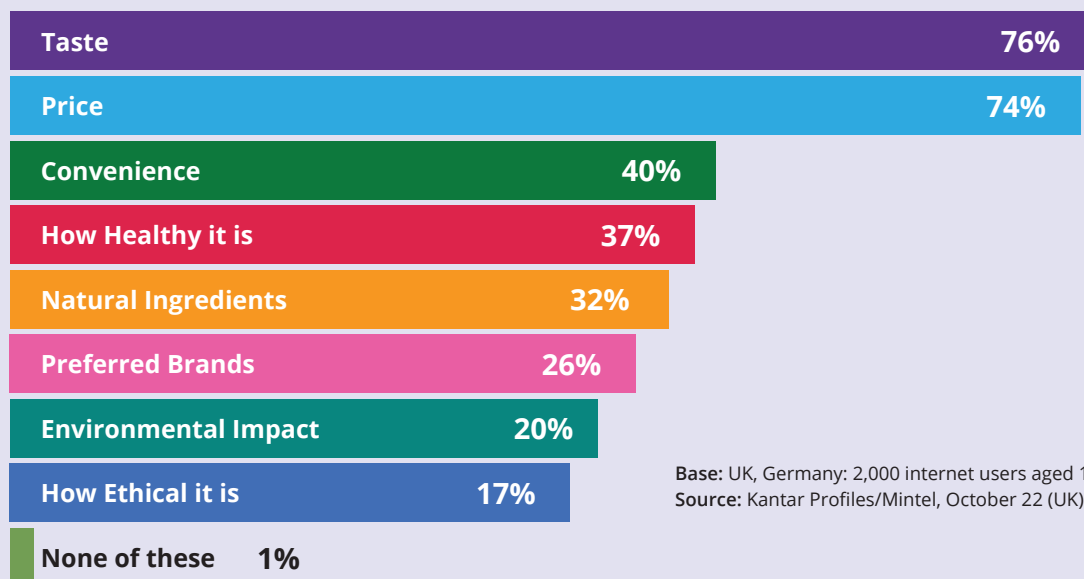
# WHAT GETS CONSUMERS SNACKING?

Here is our latest research into Mintel's statistics to assist you in optimising your offer to your customer needs and ongoing trends.

Taste and price both emerge as the dominant primary factors for UK customers with 76% of respondents prioritising taste and 74% price.

How healthy a product is, and whether its ingredients are natural are prevalent among a sizeable portion of the UK. 37% of respondents are focused on healthy snacking, and 32% want their food and drink options to be crafted using only natural ingredients.

The UK population are increasingly open minded when selecting a brand. Only 26% of respondents prioritise a preferred brand. This may suggest that 74% of respondents aren't shying away from trying new and exciting challenger brands that offer exciting flavours, as long as the taste and pricing needs are met.



Base: UK, Germany: 2,000 internet users aged 16+ per market  
Source: Kantar Profiles/Mintel, October 22 (UK)



# delicious ideas

food group



## Plastic Free Grab 'n' Go Range!

The range offers high GP margins and the products contain a mix of the following claims



| Product                                     | Code  | Case size |
|---|-------|-----------|
| Fruit & Nut Selection 40g                   | GG001 | 1 x 40    |
| Cherry Berry Nuts & Seeds 40g               | GG002 | 1 x 40    |
| Gourmet Jelly Beans 50g                     | GG003 | 1 x 40    |
| Hot & Spicy Nut & Corn Mix 35g              | GG004 | 1 x 40    |
| Milk Chocolate Raisin & Honeycomb bites 50g | GG005 | 1 x 40    |
| Raw Protein Nut Mix 30g                     | GG006 | 1 x 40    |
| Salted Pretzel Pearls 30g                   | GG008 | 1 x 40    |
| Smoky BBQ Corn 30g                          | GG009 | 1 x 40    |

**ORDER TODAY** 01733 239003

[sales@delicious-ideas.com](mailto:sales@delicious-ideas.com) | [delicious-ideas.com](http://delicious-ideas.com)

**FIND US**



The materials used to make this pack are certified as industrially compostable to EU standard EN13432.

# Awareness Days

Here's a list of awareness days associated with consumer trends. Find below some suggested products to help you increase your seasonal sales!



## May – Coeliac Awareness Month

See page 8 for a whole range of gluten free treats!

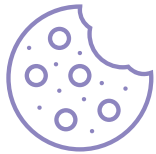
### 11th May – World Fair Trade Day

- B0169: Ferrero Chocolate Gift Boxes 16 x 37.5g
- FW006: Vegan Double M\*lk Chocolate Meringue Bar 12 x 20g
- FW001: Flower & White Raspberry Crumble Meringue Bar 12 x 20g
- MFINE01: Mighty Fine Salted Caramel Honeycomb Bar 15 x 30g
- TONY02: Tony's Chocolonely Milk Chocolate 35 x 35g
- KD002: Karma Gingerella 24 x 250ml



### 13-19th May – Mental Health Awareness Week

- SVR004: The Saviourists Sizzling BBQ Crunchits 12 x 25g
- SVR005: The Saviourists Thai Chilli Crunchits 12 x 25g
- SVR006: The Saviourists Teriyaki Crunchits 12 x 25g



### 29th May – National Biscuit Day

- PROD08: Prodigy Phenomenons Chocolate Coated Oat Biscuits 12 x 32g
- PROD09: Prodigy Phenomenons Chocolate Coated Digestive Biscuits 12x 32g
- LAZ03: Lazy Day Foods Millionaire Shortbread 12 x 50g
- F0241: Highland Shortbread Finger Snackpack 24 x 100g



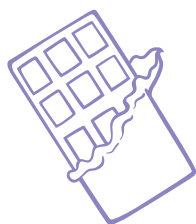
### 3rd-9th June – National BBQ Week

- GG009: Grab n Go Smoky BBQ Corn 40 x 30g
- CHIK12: Chikas BBQ Rice Crisps 21 x 22g
- PEAS09: Brave BBQ Roasted Chickpeas 12 x 35g
- WAT002: Well & Truly Banging BBQ 10 x 30g
- CF014: Curators BBQ Veggie Puffs 12 x 30g



### 20th June – World Refugee Day

- B06018: TribeTriple Deckers Choc Raspberry 12 x 40g
- B06019: TribeTriple Deckers Choc Peanut 12 x 40g
- B0388: KIND Dark Chocolate Orange Almond Bar 12 x 40g
- B0364: KIND Caramel, Almond & Sea Salt Bar 12 x 40g



### 7th July – World Chocolate Day

- SD007: Seed and Bean Milk 37% Hazelnut & Almond Fairtrade & Organic Bar 10 x 75g
- HIP705: H!P Mini Bar Salty Pretzel Oat M!lk Chocolate 24 x 25g
- FUEL003: FUEL10K Chocolate Breakfast Drink 8 x 330ml
- VM004: Barebells Bars White Chocolate and Almond 12 x 55g
- MF01: Misfits Vegan Chocolate Speculoos Protein Bar 12 x 45g

See you next quarter!