

delicious ideas[♥]

food group

FOR THE LOVE OF

Healthy Treats & Delicious Delights

Product Catalogue | Issue 32



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.



Hello

As we say farewell to 2024 and welcome in a new year, it's a perfect time to tell you all of the DIFG news over the last 12 months, and to introduce over 30 new brands in our 32nd yearly catalogue!

It's fair to say that we have seen more new products in 2024 than ever before and it's a testament, mainly, to the brave souls from the UK challenger brand industry who continue to dream and bring to reality food and drink innovation. Many have amazing brand stories, with clear CSR and sustainability messages that today's consumer will connect to. If only we had unlimited space to stock them all!

Today, we are stocking a total of 710 SKU's, over 60% of which are UK-sourced.

Internally, this year has been a huge triumph for our Technical & Ops team who achieved the highest possible BRC AA* accreditation! The star grading signals not only that the accreditation was awarded after an unannounced audit. We have worked hard and are incredibly proud of this, and as such we welcome existing and new clients to visit us and take a factory tour. Especially if they enjoy the sights of conveyor belt Jelly Beans & Gummy Bears packing. Very satisfying!

Our packing division has 3 vertical form feed machines plus our state-of-the-art pouch packing machine as well as 2 hand-packing lines. If you're looking to create your own brand, or offer your client their own brand of sweets or savoury snacks as a staff giveaway, please do send any enquiries to Sales@delicious-ideas.com and we'll make the magic happen!

We have again, over the past 12 months supported our chosen charities Little Miracles and BLISS, plus a variety of external causes such as the Spirit of hospitality charity raise, Marine Conservation Society & Made Blue charity. We intend to build on these donations over the next year and thank colleagues, clients and suppliers for their support as always. You can read more about these on page 13.

In case it hasn't caught your eye already, the most colourful addition to our delivery services this year are our brightly coloured delivery vans, that currently supply sites in London & Cambridge. Huge thanks to Flower & White, Manomasa, Brite and KIND for sponsoring the beautiful artwork!

**Wishing you the very best for the next 12 months!
Stay delicious!**

Jonathan Potter & Emma Smith

CEO & Founders

and all the DIFG team



DELIVERY *Charges*

Phone **01733 239003**

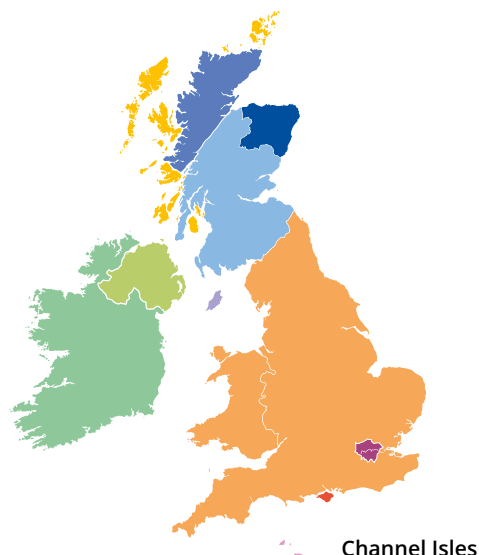
Email **Sales@delicious-ideas.com**

Office hours **8:30am-4:30pm**

Warehouse hours **7:30am-4pm**

All orders are sent **day 1 for day 3**

Please visit **delicious-ideas.com**
for more detail.



Key to the map

England & Wales	Customer MOQ for free delivery	£125	Republic of Ireland	Customer MOQ for free delivery	£500
	Delivery charge for orders under MOQ	£9.95		Delivery charge for orders under MOQ	£39.95
London	Customer MOQ for free delivery	£150	Northern Ireland	Customer MOQ for free delivery	£350
	Delivery charge for orders under MOQ	£12.95		Delivery charge for orders under MOQ	£19.95
Scottish Highlands	Customer MOQ for free delivery	£350	Isle of Wight	Customer MOQ for free delivery	£350
	Delivery charge for orders under MOQ	£19.95		Delivery charge for orders under MOQ	£9.95
Scotland	Customer MOQ for free delivery	£200	Isle of Man	Customer MOQ for free delivery	£350
	Delivery charge for orders under MOQ	£12.95		Delivery charge for orders under MOQ	£19.95
Scottish Islands	Customer MOQ for free delivery	£350	Channel Isles	Customer MOQ for free delivery	£350
	Delivery charge for orders under MOQ	£19.95		Delivery charge for orders under MOQ	£19.95
Grampian	Customer MOQ for free delivery	£350			
	Delivery charge for orders under MOQ	£9.95			

MOQ Minimum order quantity

HOW TO *Order*

One of our team will process your order and we will have the delivery with you within 48 hours after the order is placed. We are able to send orders out for next day and AM delivery; however this will incur an additional charge. We cover the whole of the UK, so please contact us no matter where you are! Our office opening times are **8:30am to 4:30pm**.

Please note the minimum order value is **ONLY £125**, orders placed under this value will be subject to a delivery charge.

Visit our website for the latest news, promotions and information.

GET IN TOUCH TODAY

t: 01733 239003

e: sales@delicious-ideas.com

w: delicious-ideas.com



**OVER
7000
customers**

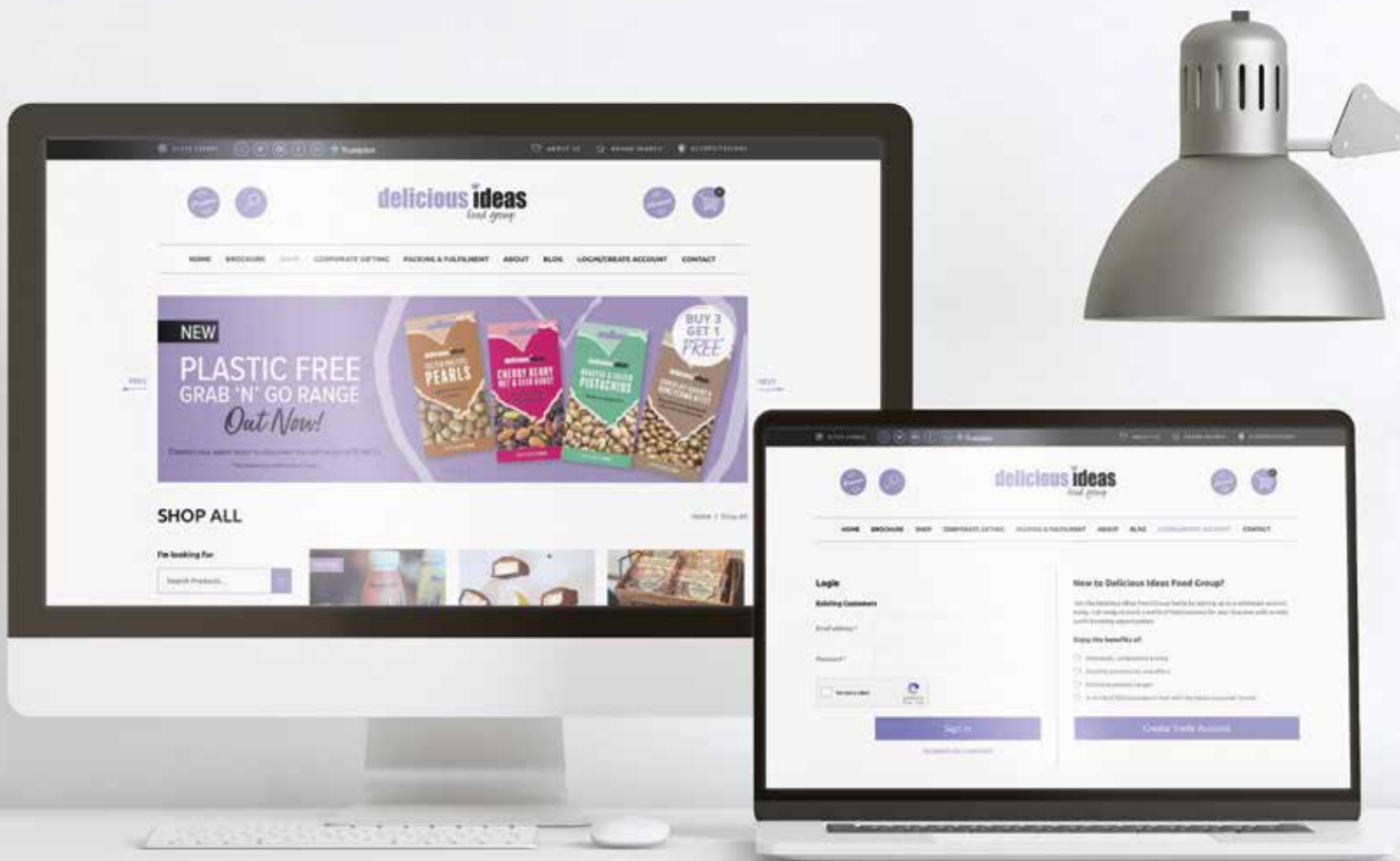


**FREE
DELIVERY
over £125**



**FAMILY
BUSINESS
Est. 1991**

HOW TO ORDER VIA *Our Website*



1

Sign up for an online account by heading to www.delicious-ideas.com/my-account/ and clicking 'sign-up'

2

Once you have signed up, we will approve your account.

3

You're all approved and ready to order! Head to the shop: www.delicious-ideas.com/shop/ and fill up your basket with deliciousness!

4

Place your order and it will be with you in three working days!

Sign up for
an online
account




View our
online
shop




MEET THE *Team*


JONATHAN POTTER
Co-Founder & CEO




EMMA SMITH
Co-Founder & Head of Food Technical




BECCI MEARS
Senior National Account Manager




EMMA UNWIN
Senior National Account Manager




SETH WEIR
Business Development Manager




SHELLEY NICHOLLS
Sales Office Manager




HOLLY SMITH
Marketing Executive




ANDREW VATAVU
Marketing Manager




NINA GUERRIERO
Sales




MOLLY INMAN
Sales & Customer Service




NOEL SEABROOKE
Sales & Customer Service




CONOR CRAIG
Assistant Warehouse Manager




JANET CATALANO
Finance Manager




KATIE SHIELDS
Data Analyst & Technical




JULIE ANTHONY
Credit Control




MARK AYRES
Production Manager




EMMA NEALE
Production Planner




MARK WINTER GOODWIN
Franchise Manager




ANDREW WRIGHT
Supply Chain Manager



OUR PRODUCTION TEAM
From left to right: Lavinia, Ina, Roxana, Kornelija, Agne, Tomasz, Mantas & Janos



WAREHOUSE TEAM
From left to right: Adam, Janos, Marie, Conor & Sam



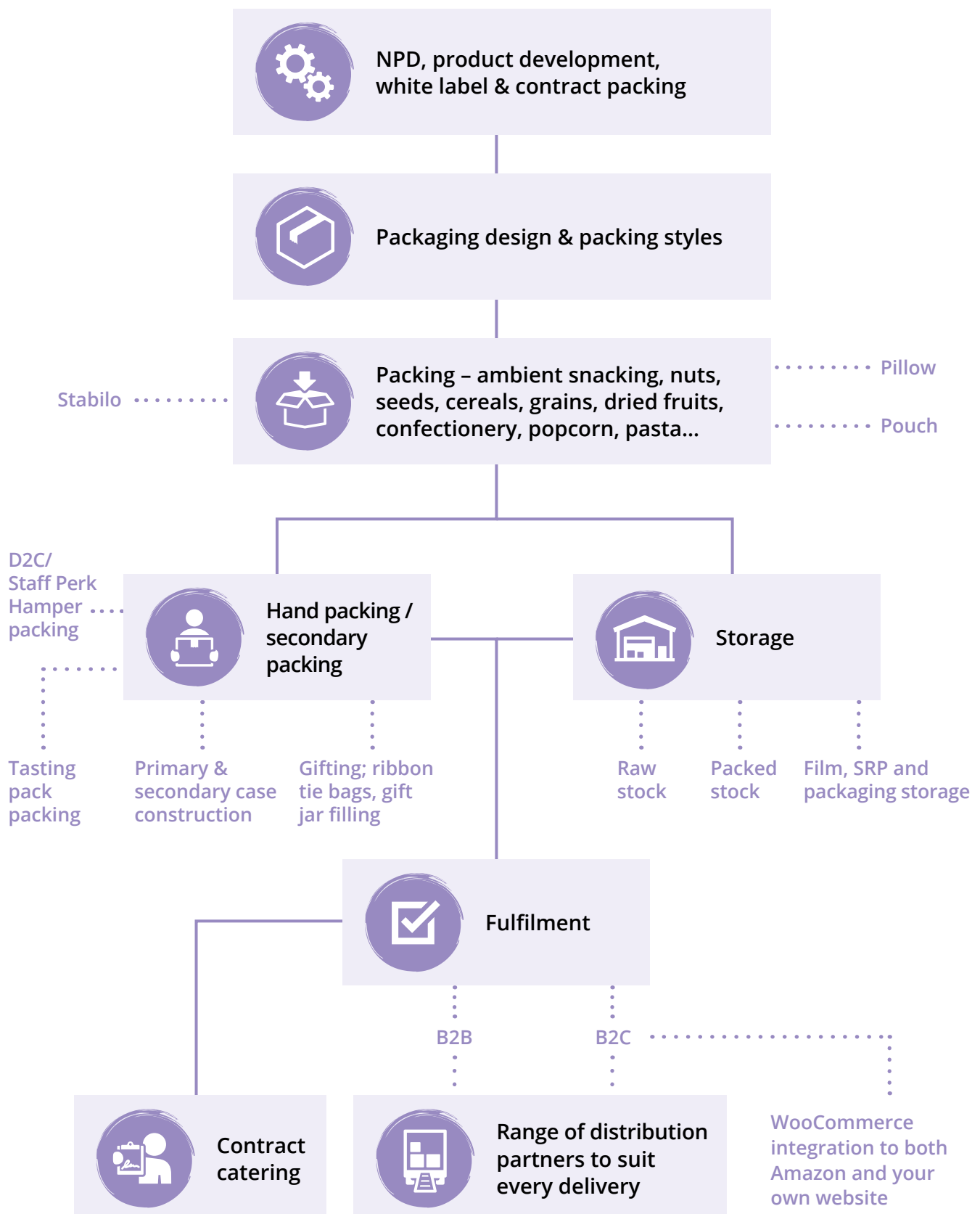
Contents

Introduction	3
Delivery Charges	4
How to Order	4
How to Order via Our Website	5
Meet the Team	6
Private Label, Fulfilment, Storage & Distribution Division	8-12
Corporate Social Impact	13-14
Healthyideas, Deliciousideas & Snackideas	15-22
Delicious Delights Bakery & Indulgent Treats	23-40
Breakfast Range	41-44
Drinks	45-70
Crisps & Snacks	71-90
Nut & Fruit Bars	91-104
Chocolate, Confectionery & Gum	105-135

Allergen
Key:

V Vegetarian **V** Vegan **GF** Gluten Free

PRIVATE LABEL, FULFILMENT, STORAGE AND DISTRIBUTION *Division*



CREATE YOUR OWN *Snack Brand!*



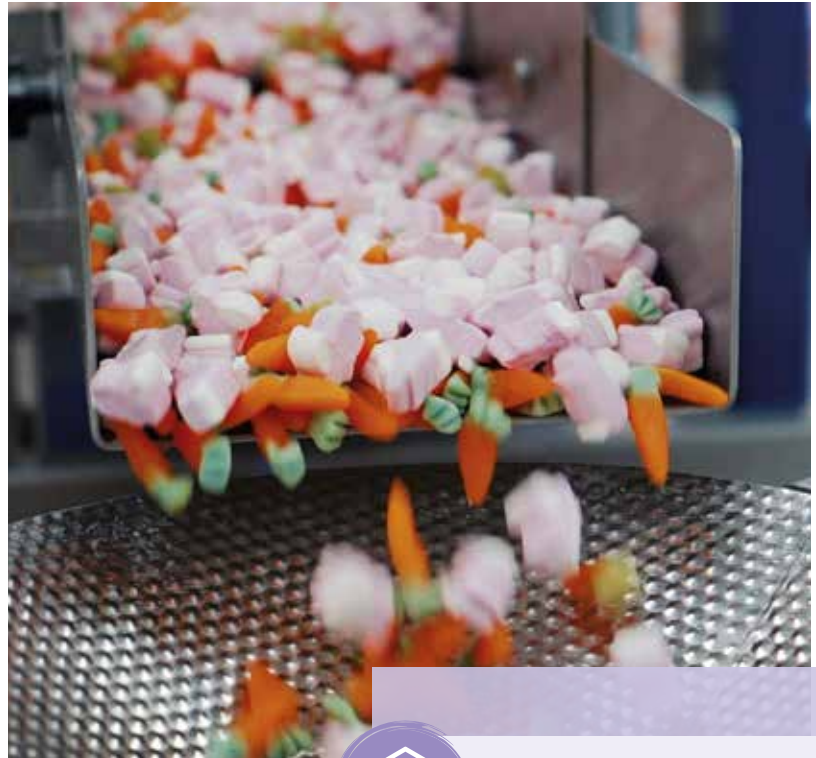
NPD, product development, white label & contract packing

Did you know that Delicious Ideas Food Group has a private label packing division?

Brimming with creative packaging possibilities, DIFG Private Label has the capability and capacity to turn your ideas into attractive, eye catching products for your market place.

So if you're a brand with a burning ambition to develop new own-label products, whether confectionery, nut and seed mixes or just about anything else that you can dream up, why not let DIFG private label take care of it?

A true end-to-end solution, we can source the raw ingredients you want and transform your ideas into tasty sweets or snacks in visually striking packaging that looks great on the shelves.



Packaging design & packing styles

- > **Choose from our huge selection** of exotic produce to create mouthwatering seed, nut and fruit mixes.
- > **Tap into the high demand** for high protein, low fat and free-from snack products with your own on-trend branded products.
- > **Increase visibility and sales** with your own-label sweets.
- > **Transforming your vision** into great products that stand out on hanging racks or on shelf.





ADD NEW LAYERS OF *Brand Awareness* AND *Profit* TO YOUR BUSINESS



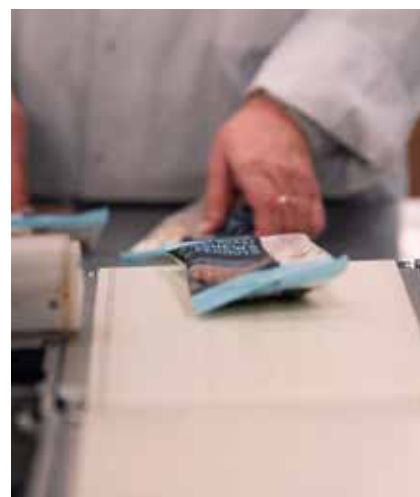
Packing – ambient snacking, nuts, seeds, cereals, grains, dried fruits, confectionery, popcorn, pasta...

Whether it's a healthy, ambient snacking product you're after or indulgent confectionery, we have all of the tools that will help you realise your vision.

With BRC AA status and a 50-strong team plus a fully functioning packing division and extensive new warehousing and distribution facilities, making DIFG Private Label your contract packer of choice makes perfect sense!

From ideation to our state-of-the-art packing machines managed by our highly trained and professional team, all the way through to distribution and sales support, we've got every aspect covered.

With everything under one roof, when it comes to creating your own snacks, DIFG will save you time, energy and money. We really are your ultimate end-to-end solution. We have the ingredients and the packaging power to make your vision a reality, so call us to speak to one of our friendly team members today.



WHAT'S ON OFFER FOR YOU WITH DIFG

Private Label

- > **4 state of the art custom built packing lines** including vertical form feed and hand packing.
- > **750,000 unit capacity** – per week!
- > **In house consultancy** and design team to help bring your vision to life.
- > **Nuts, dried fruit, seeds, popcorn, pasta and confectionery**...we can pack it all.
- > **BRC AA** accreditation.
- > **Technical team** to advise upon and execute your product plan.
- > **30 years' experience** in the snack sector.
- > **End-to-end delivery** giving you the most competitive prices.
- > **Margins** to make you smile.



Hand packing / secondary packing

A wide range of both primary and secondary packing options to suit every clients needs.

- > **Primary:**
Hand packing of gift jars, ribbon tie bags and pouch packs.
- > **Secondary:**
Hamper packing, box assembling and re-labelling.

So...whether you're a brand, a charity, a contract caterer, retailer, or any other business, for a headache-free solution to your own label confectionery or snacking product call or email us and speak to one of our friendly team members today.



Whether you are outgrowing your existing storage/fulfilment partner or spending time on fulfilment rather than business development, we can help!



Storage

Storage:

- > Complete stock storage and management.
- > Import/export – container loading and unloading.
- > Fully racked ambient storage facility.
- > Flexible storage options for both our warehousing, shipping and fulfilment services.



Fulfilment

Fulfilment:

- > Ranging from individual cases to full pallets, to both commercial and home addresses across the UK.
- > Quick and reliable service.
- > Convenient central location.
- > Full integration of all WooCommerce platforms ensuring orders are fulfilled as quickly and conveniently as possible.
- > A wide range of haulier partners to reach your every need.

Globally Recognised
BRC AA* accreditation



BRC

Food Safety

CERTIFICATED

Corporate SOCIAL IMPACT

At Delicious Ideas we go beyond business as usual by participating in positively impactful activities to make our world a better place. Over the last 12 months, we've been able to uplift those in need locally and beyond. We want to sincerely thank all of you that have supported these causes and look forward to your support with future projects!

Carbon Neutral Britain

As part of our sustainability ethos, since 2022 we have actively taken steps to reduce and offset our climate impact. In 2024, we collaborated with Carbon Neutral Britain to create a robust carbon emissions report of our Scope 1, 2, and 3 emissions. We then offset all of our emissions via the Carbon Neutral Britain Climate Fund™ through internationally certified carbon offsetting projects. This has resulted in us once again obtaining Carbon Neutral Status. We are also actively working and close to attaining B-Corp certification – so watch this space!



Contract Catering Awards 2024 – CSR Award Sponsorship

In March, we had the privilege of shining a spotlight on those that have made the greatest positive social and environmental impact by headline sponsoring the Contract Catering Awards 2024's Corporate Social Responsibility (CSR) Award.

Recognising all the nominees for a category so close to our core company values was a privilege. The winners, CH&CO, truly earned their 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 delivery high social value by 2040. All staff are being brought into this CSR framework, with Clare Clark (Head of Sustainability) heading their "Be The Change" programme to support the business both strategically and operationally while fostering a culture of sustainability.



Spirit of Hospitality

Hospitality Action helps those in need get back on their feet and prepare them for the next chapter in their lives, whether they work in hotels, restaurants, pubs, bars or cafes, schools, hospitals, or event venues.

Robbie and Chris of Genuine Dining came to us with their incredible fundraising voyage for Hospitality Action across the Atlantic known as "the world's toughest row", and asked whether we would like to sponsor this amazing cause. Of course, we said YES! We aided their journey financially and donated enough snacks, sweets, and goodies to keep them fuelled on their journey.



Tough Mudder & Prader-Willi Syndrome Association UK



September 22nd saw our very own Andy Vatavu take on Tough Mudder – a series of gruelling obstacle courses and mud runs – all in the name of raising awareness and support for Prader-Willi Syndrome Association UK. Prader-Willi Syndrome (PWS) is a rare, complex genetic disorder that affects both males and females throughout their lives.



Little Miracles

Since the summer of 2020, we've showed our ongoing commitment to supporting Little Miracles, an incredible charity that supports families with children that have additional needs, disabilities, and life limiting conditions, by donating vanloads of stock. Jill Bedward-Jones, Family Support & Emergency Supply Co-ordinator, and her team's work have been able to provide over 65,000 food parcels to under-privileged families in the local Peterborough area.



Jill tells us "With the help of supermarket chains Lidl and Marks & Spencer, we are able to provide our thousands of families in need with a range of fresh and frozen food which is truly incredible. However, the treats that DIFG supply us are luxuries that our families are just not used to, and by providing these to our families, we are truly able to lift their spirits and really make their day".

Made Blue & World Water Day 2024

Made Blue Foundation are a charity founded in 2014 in the Netherlands; since inception they've generated over 10 billion litres of clean water in developing countries, on behalf of 400+ companies supporting the mission.



For World Water Day 2024, we once again partnered up with Bottle Up and the Made Blue Foundation, donating 200 litres of water for every Bottle Up bottle sold in March. This culminated in a staggering 1,152,000 litres of clean drinking water donated to countries with severe water scarcity.

World Ocean Day – River Clean 2024

In support of the Marine Conservation Society (MCS) and World Ocean Day in June, the Delicious Ideas team headed out to clean the surrounding litter round the River Nene and help collect invaluable data on the types of litter present. Over 2000 organisations and more than 150 countries participate each year by hosting local events, fundraisers or shouting about the importance of ocean conservation.



To further support World Ocean Day and the MCS, our plastic free brands took centre stage on Friday June 7th with exclusive discounts and all profits on the day donated to MSC. From sales of Seed & Bean, Peppersmith, Flower & White, and Tony's Chocolonely as well as our plastic free ranges, Plastic Free Grab 'n' Go and Pan Asian Kitchen, we raised over £500 on the day!

Healthyideas, Deliciousideas & Snackideas



SEEDS, NUTS, FRUITS AND MORE!



Lots of lovely pocket and grazing snacks for
customers who look for a healthier option.

PAGES 15-22

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 | delicious-ideas.com

FIND US

Deliciousideas_
 Deliciousideas_
 @DeliciousIdeasFoodGroup
 @DeliciousIdeasFoodGroup



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

PLASTIC FREE 'Grab n Go' RANGE

Great for use within offices, hospitality & meeting rooms.
A perfect impulse range for your deli, coffee shop or retail space.



Cherry Berry Nut & Seed Burst **V** 40 x 40g

GG002



Raw Protein Nut Mix **V** 40 x 30g

GG006



Fruit & Nut Selection **V** 40 x 40g

GG001



Chocolate Raisins & Honeycomb Bites 40 x 40g

GG005



Hot & Spicy Nut & Corn Mix **V** 40 x 35g

GG004



Smoky BBQ Corn **V** 40 x 30g

GG009



Gourmet Jelly Beans **V** 40 x 45g

GG003



Salted Pretzel Pearls **V** 40 x 20g

GG008

A VARIETY OF *Display Options*

Perfect for making your products stand out



Floorstand

W52 x H163 x D40cm



Wire Counter Stand

W36 x H55 x D34cm



Wooden Tray

W35 x H8 x D24cm

FSDU

W40 x H148 x D23cm



Please call our office on
01733 239003 or email
sales@delicious-ideas.com
for more details

Healthyideas are our best-selling range of products within The Delicious Ideas Food Group portfolio, selling over 2 million packs last year alone!

Our objective has been to offer a clearer message to our consumers, whilst still maintaining a wide selection of products!

We've split the range into 3 categories;

Healthyideas®

Low saturated fats, high fibre, low sugar content and lower calories per portion.

Code	Description	Pack Size
HB08	Luxury Fruit & Nut Mix V V	24 x 90g

Snackideas

Nutty and Fruity savoury snacks.

Code	Description	Pack Size
HB03	Mexican Chilli Cashews & Peanuts V V	24 x 65g
HB04	Honey Roasted Cashew & Peanuts V	24 x 80g
HB05	Honey Chilli Peanuts V	24 x 90g
HB06	Salted Cashews & Peanuts V V	24 x 65g

Deliciousideas®

Milk chocolate, dark chocolate and yoghurt coated favourites.

Code	Description	Pack Size
HB09	Dark Chocolate Peanuts & Raisins	24 x 90g
HB10	Milk Chocolate & Yog Banana Chips	24 x 90g
HB11	Yoghurt Raisins	24 x 100g
HB12	Milk Chocolate & Yog Peanuts	24 x 100g
HB13	Milk Chocolate Raisins	24 x 90g



WELCOME TO OUR *#Snackboost range...*

A portion control pack, perfect for vending, impulse and with it's innovative design great for on-the-go snacking. The range hits CQUIN guidelines, Government Buying Standards and many other nutritional categories such as Vegetarian, High Protein, RAW Nuts & Beans, and Sugar/Gluten/Dairy Free options.

USP's;

- 3 SKU's suitable for Vegans
- 1 Sugar Free Sweet Option
- Raw Nut Options
- Fun eye-catching Packaging
- CQUIN & GBS Compliant SKU's
- Ideal for Vending
- Low RSP

CQUIN and
Government
Buying Standards
compliant

Code	Description	Pack Size
F016	Crazy Cranberries	48 x 25g
F020	Natures Nibbles V V	48 x 25g
F006	Sugar Free Gummy Bears	48 x 20g
F015	When Yoghurt Met Raisins	48 x 25g
F023	Jelly Beans	48 x 30g



For our **POINT OF sale**
See page 18



HEALTHYIDEAS *Bulk Snacks*

Featuring products which can be served as breakfast toppings, used in baking or decanted into Kilner jars. Our bulk items can also be used as a 'healthier' alternative/addition to confectionery pick n mix offerings.



Dark Chocolate
Cranberries 1 x 3kg

B0229



Dark Chocolate Peanuts
1 x 3kg

A123



Dark Chocolate Raisins
1 x 3kg

A127



Yoghurt Banana Chips
1 x 3kg

A233



Yoghurt Cranberries
1 x 3kg

B0228



Yoghurt Peanuts
1 x 3kg

A237



Yoghurt Raisins
1 x 3kg

A0012



Japanese Rice Crackers
1 x 7.5kg

F004291



Pretzel Pearls
1 x 10kg

B002



Chilli Crackers
V V 1 x 5kg

B0212



Honey Chilli Peanuts
V 1 x 12.5kg

B029



Mexican Chilli Peanuts
V V 1 x 12.5kg

B0319

HEALTHYIDEAS *Bulk Snacks*



Salted Cashews
V V 1 x 12.5kg

B02051



Salted Peanuts
V V 1 x 12.5kg

B02053



Honey Roasted Cashews
V 1 x 12.5kg

B0260



Honey Roasted Peanuts
V 1 x 12.5kg

B2008



Mexican Chilli Cashews
V V 1 x 12.5kg

B0250



Popcorn – Sea Salt
V 2 x 1.5kg

BA004



Popcorn – Sweet & Salt
V 2 x 2kg

BA002



Popcorn – Sweet
V 2 x 2kg

BA003

SUNDRIES



Clear Glass Bags 1 x 100

S0014



Gift Raffia Ribbon 1 x 91m

S0112



Impulse Gift Boxes 1 x 250

S00019

Delicious Delights Bakery & Indulgent Treats



THE TASTE YOU KNOW AND LOVE



Choose our popular range of high quality
cakes and sweet treats for an easy
upsell to hungry customers.

PAGES 23-40

delicious ideas

food group



FOR THE LOVE OF



Healthy Treats & Delicious Delights



Product	Code	Case size
Mixed Muffins	F000301	1 x 24
Case contains 6 each of Blueberry, Cherry, Chocolate Chip & Double Chocolate		

ORDER TODAY 01733 239003

sales@delicious-ideas.com | delicious-ideas.com

FIND US Deliciousideas_ Deliciousideas_

MIXED MEGA TOPPED *Muffins*



Cherry Bakewell
Flavour Muffin ✓



Rainbow
Muffin



Toffee
Muffin ✓



Double Chocolate
Flavour Muffin

F000300 | Mixed Mega Topped Muffins – Case contains 6 each of Cherry Bakewell, Rainbow, Toffee, & Double Chocolate | 1 x 24

MIXED UNTOPPED *Muffins*



Blueberry
Muffin ✓



Chocolate Flavour
Chip Muffin ✓



Cherry
Muffin ✓



Double Chocolate Flavour
Muffin ✓ ✓

F000301 | Mixed Muffins – Case contains 6 each of Blueberry, Chocolate Chip, Cherry, & Double Chocolate | 1 x 24

MIXED SPONGE *Cake Bars*



Chocolate Cake Slice ✓



Almond Cake Slice ✓



Lemon Cake Slice ✓



Toffee Cake Slice ✓

F00089 | Mixed Sponge Cake Slices – Case contains 6 each of Chocolate, Almond, Lemon and Toffee | 1 x 24

delicious ideas

food group



FOR THE LOVE OF

Healthy Treats & Delicious Delights

Product	Code	Case size
Mega Mixed Topped Muffins	F000300	1 x 24
Case contains 6 each of Cherry Bakewell, Double Chocolate, Rainbow & Toffee		

ORDER TODAY 01733 239003

sales@delicious-ideas.com | delicious-ideas.com

FIND US  Deliciousideas_  Deliciousideas_

delicious ideas
food group



FOR THE LOVE OF

♥ *Healthy Treats & Delicious Delights* ♥

Product	Code	Case size
Mixed Farmhouse Cake Slices	F00050	1 x 24
Case contains 6 each of Cherry Madeira, Fruity Cake, Zesty Lemon & Chocco.		

ORDER TODAY 01733 239003

sales@delicious-ideas.com | delicious-ideas.com

FIND US [Twitter](#) Deliciousideas_ [Instagram](#) Deliciousideas_

MIXED GIANT *Cookies*



Double Chocolate Chunk Cookie ✓



White Chocolate Chunk Cookie ✓



Rainbow Cookie

F00088 | Mixed Giant Cookies – Case contains 8 each of Double Chocolate, White Chocolate and Rainbow | 1 x 24

LUXURY *Bars*



Luxury Chocolate Brownie ✓ 1 x 30



Luxury Caramel Shortbread ✓ 1 x 30



Luxury Rocky Road 1 x 30

F000313

F000314

F000315

SQUARE *Treats*



Lemon Drizzle Square
40 x 40g

FT00103



Belgian Chocolate Brownie Square
40 x 40g

FT00102



Butter Flapjack Square
40 x 40g

FT00104

delicious ideas
food group

Improved
Recipe



FOR THE LOVE OF

Healthy Treats & Delicious Delights

Product	Code	Case size
Luxury Chocolate Brownie Slice	F000313	1 x 30
Luxury Caramel Shortbread Slice	F000314	1 x 30
Luxury Rocky Road Slice	F000315	1 x 30

ORDER TODAY 01733 239003

sales@delicious-ideas.com | delicious-ideas.com

FIND US [Twitter](#) Deliciousideas_ [Instagram](#) Deliciousideas_

Flapjacks



Cherry & Sultana Flapjack V V 1 x 40

F000302



Bakewell Flapjack V 1 x 40

F000304



Chocolate Caramel Flapjack V 1 x 40

F000305



Chocolate Chip Flapjack V V 1 x 40

F000306



Original Oat Flapjack V V 1 x 40

F000307



Toffee Top Flapjack V 1 x 40

F000308

F000309 | Mixed Flapjacks – Case contains 8 each of Sultana & Cherry, Original Oat, Bakewell and Chocolate Caramel | 1 x 40

delicious ideas

food group



FOR THE LOVE OF

Healthy Treats & Delicious Delights

Product	Code	Case size
Mixed Flapjacks	F000309	1 x 40
Cherry & Sultana Flapjacks	F000302	1 x 40
Bakewell Flapjacks	F000304	1 x 40
Chocolate Caramel Flapjacks	F000305	1 x 40
Chocolate Chip Flapjacks	F000306	1 x 40
Original Oat Flapjacks	F000307	1 x 40
Toffee Flapjacks	F000308	1 x 40

ORDER TODAY 01733 239003

sales@delicious-ideas.com | delicious-ideas.com

FIND US  Deliciousideas_  Deliciousideas_

TRAY *Bakes*



Luxury Café Latte Traybake
V 2 x 15 Slices

FT0098



Luxury Double Chocolate Fudge Traybake V 2 x 15 Slices

FT0099



Luxury Sweet Caramel & Chocolate Traybake V 2 x 15 Slices

FT0100



Granola Tray Bake
V 2 x 15 Slices

FT00096



Luxury Caramel Shortbread Tray Bake V 2 x 15 Slices

FT00101



Luxury Belgian Chocolate Brownie Tray Bake V 2 x 15 Slices

FT00100



Luxury Rocky Road Tray Bake
2 x 15 Slices

FT00098



Luxury Seeded Love Flapjack Tray Bake V 2 x 15 Slices

FT00097



Luxury Yoghurt & Cranberry Tray Bake V 2 x 15 Slices

FT00099

FOR THE LOVE OF

Healthy Treats & Delicious Delights

Product	Code	Case size
Luxury Seeded Love Flapjack	F00097	2 x 15
Luxury Granola	F00096	2 x 15
Luxury Belgian Chocolate Brownie	F00100	2 x 15
Luxury Rocky Road	F00098	2 x 15
Luxury Caramel Shortbread	F00101	2 x 15
Cafe Latte Slice NEW RECIPE	F00098	2 x 15
Luxury Yoghurt & Cranberry	F00099	2 x 15
Sweet Caramel & Chocolate NEW RECIPE	F0100	2 x 15
Double Fudge NEW RECIPE	F0099	2 x 15



ORDER TODAY



01733 239003

sales@delicious-ideas.com

delicious-ideas.com

FIND US

  Delicious Ideas Food Group

 Deliciousideas_  Deliciousideas_

Brynmor

LOVINGLY BAKED FLAPJACKS



GLUTEN &
WHEAT FREE



SOURCE
OF FIBRE



VEGAN
OPTIONS



NO ARTIFICIAL
FLAVOURS OR COLOURS



MADE IN
THE UK



Summer Berry 20x80g F00311



Cashew & Coconut 20x80g A00030



Apricot & Almond 20x80g A00032



Dark Chocolate & Ginger 20x80g A00031



Caramel Fudge 20x80g A00029

LAZYDAY



Join in the joy

Irresistible Free-From and Vegan treats that everyone can enjoy.

- ✓ GLUTEN-FREE
- ✓ MILK & EGG FREE
- ✓ VEGAN
- ✓ BRC AA+ ACCREDITED BAKERY
- ✓ HAND BAKED IN A NUT FREE FACILITY



- LAZ01 - Lazy Day Foods Chocolate Tiffin 12 x 50g
- LAZ02 - Lazy Day Foods Rocky Road 12 x 50g
- LAZ03 - Lazy Day Foods Millionaire Shortbread 12 x 50g
- LAZ04 - Lazy Day Foods Scottish Shortbread 12 x 50g
- LAZ05 - Lazy Day Foods Fruit Cake Slice 12 x 50g
- LAZ06 - Lazy Day Foods Chocolate Orange 12 x 50g

lazydayfoods.com

Waffle, Wafer Bar AND Shortbread



Tregroes Toffee Waffle Snackpack
V 30 x 65g

F1043



Tregroes Milk Chocolate Caramel
Waffle V 42 x 45g

F1044



Highland Shortbread Snackpack
V 24 x 100g

F0241



WAF*FULLS Choco Hazelnut Waffulls
V 48 x 50g

TWC001



WAF*FULLS Strawberry Waffulls
V 48 x 50g

TWC002



Balocco Wafer – Snack Cacao
(chocolate) 30 x 45g

BAL001



Balocco Wafer – Snack Nocciola
(hazelnut) 30 x 45g

BAL002



Balocco Wafer – Snack Latte
(milk) 30 x 45g

BAL003

Lexi's

EVERYONE LOVES LEXI'S



155
CALORIES

HIGH
FIBRE

10g
PROTEIN

DAIRY
FREE

SKU	Description	Units
LEXI01	Lexi's Crispy Treats - Marshmallow Bliss (99 Calories)	12 x 30g
LEXI03	Lexi's Crispy Treats - Triple Chocolate (99 Calories)	12 x 30g
LEXI04	Lexi's Crispy Treats - Strawberries & White Chocolate (99 Calories)	12 x 25g
LEXI05	Lexi's Plant-Based Protein Bar - Blueberry & Vanilla	12 x 40g

LEXISTREATS.COM

UNDER 100 CALORIES PER PACK



B0111	Metcalfe's® Strawberry & Yoghurt Ricecakes	12 x 34g
B0161	Metcalfe's® Dark Chocolate Ricecakes	12 x 34g
B0162	Metcalfe's® Milk Chocolate Ricecakes	12 x 34g

VISIT KETTLEFOODS.CO.UK FOR FREE POS

**Pri
BAKES**

ONLY 5
INGREDIENTS



**HFSS
COMPLIANT**

ONLY 5 VEGAN & GLUTEN FREE INGREDIENTS:

Gluten free oats, nuts, naturally sweetened, low saturated fat butters and oils.

UP TO 75% LESS SUGAR
than marketing leading healthy snack bars.

ALWAYS OAT BASED:

All our products are made with a light, oaty-pastry. Gluten free, High fibre and Low GI.

RECYCLABLE PACKAGING
Wrapped in 100% recyclable packaging.



**The healthy and happy bakery
IS BOOGIEING YOUR WAY**

DELICIOUS IDEAS CODES

PRI001	OATY PIES - PECAN PIE 12X48G
PRI003	OATY PIES - CHOCO PIE 12X44G
PRI005	OATY POCKETS - RASPBERRY JAM 12X44G
PRI006	OATY POCKETS - CINNAMON 12X44G

Sustainable Snacking

From fully recyclable to compostable, these brands are doing their part for a more ecologically conscious future. Join them today and start stocking these scrumptious treats!

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!

Seed & Bean

- SD001 Sweet Orange & Thyme Dark Choc
- SD002 Extra Dark Choc
- SD003 Espresso Dark Choc
- SD004 Sea Salt & Lime Milk Choc
- SD006 Sea Salt & Ecuador 70% Dark Choc
- SD007 Hazelnut & Almond 37% Milk Choc

H!P Chocolate

- vHIP705 Salty Pretzel Oat Milk Choc
- HIP706 Smooth Oat Milk Choc

Two Farmers

- CO040 Hereford Hop Cheese & Onion
- CO041 Lightly Salted
- CO042 Salt & Cider Vinegar

Milliways

- MILL001 Mighty Mint
- MILL002 Peppermint Power
- MILL003 Watermelon Wonder

Plastic Free Grab 'n' Go

- GG001 Fruit & Nut Selection
- GG002 Cherry Berry Nut & Seed Burst
- GG003 Gourmet Jelly Beans
- GG004 Hot & Spicy Nut & Corn Mix
- GG005 Choc Raisin & Honeycomb
- GG006 Raw Protein Nut Mix
- GG008 Salted Pretzel Mix
- GG009 Smoky BBQ Corn

Fuel10K

- FUEL004 Choc Granola Pot
- FUEL005 Choc Porridge Pot
- FUEL007 Peanut Granola Pot
- FUEL008 Golden Syrup Porridge Pot

Tony's Chocolonely

- TONY02 Milk Chocolate
- TONY03 Milk Caramel Sea Salt
- TONY04 Dark Almond & Sea Salt

Flower & White

- FW001 Raspberry Crumble Meringue
- FW002 Lemon Meringue
- FW003 Salted Caramel
- FW006 Vegan Double Choc Meringue
- FW007 Vegan Choc Strawberry Meringue
- FW008 Mango & Passionfruit Mallow
- FW009 Strawberry & Banana Mallow
- FW010 Choc Coated Caramel Mallow
- FW011 Choc Coated Raspberry Mallow

Walleroo

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

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

delicious ideas
food group

Breakfast Range



WIN OVER YOUR CUSTOMERS FROM THE START OF THE DAY



Breakfast-on-the-go is one of the fastest rising trends in snacking currently!

PAGES 41-44

FUEL 10K®

DRINKS

STRAWBERRY

No Added Sugar

High Protein



FUEL FOR BUSY PEOPLE

We make FUEL for busy people. Our breakfast range will always taste great. It is packed full of nutritious goodness and is easy to eat wherever you are and whatever you are up to. We are proud of our products, but constantly seek to improve. A constant theme is to reduce the use of sugar in our products, and look for ways to use less plastics and to source other packaging and ingredients from the most sustainable sources available to us.



OAT BARS
SALTED CARAMEL

Perfect for a quick breakfast on the go. A delicious combo of oats and seeds. High fibre, high protein, gluten free and vegan!



GRANOLA
CHOCOLATE

Say goodbye to boring breakfasts. Protein boosted with added vitamins. A delicious way to power you through the morning.



PORRIDGE
GOLDEN SYRUP

Our delicious porridge is the perfect wholesome breakfast with 5 flavours to choose from. Keeps you FUELLED all morning.



COOKIES
CHOCOLATE

When you're short on time, but big on breakfast, FUEL up with our low in sugar, high in protein, delicious oat cookies.

TASTY. GUT. SCIENCE.



Founded by **THE GUT HEALTH DOCTOR**[®]

BIO01



BIO02



BIO06



BIO08



BIO07

CODE	NAME	UNIT
BIO01	BIO&ME SUPER SEEDY & NUTTY PORRIDGE POT	58g x 8
BIO02	BIO&ME APPLE & CINNAMON PORRIDGE POT	58g x 8
BIO08	BIO&ME TOFFEE APPLE OAT BAR	38g x 18
BIO07	BIO&ME SUPER BERRY OAT BAR	38g x 18
BIO06	BIO&ME COCOA HAZELNUT OAT BAR	38g x 18



*Granola contains oat grain fibre that contributes to an increase in faecal bulk.

**Bars contain calcium which contributes to the normal function of digestive enzymes.

By Dr Megan Rossi BSc PhD RD



ELEAT

HIGH PROTEIN

CEREAL



High Protein



High Fibre



Low Sugar



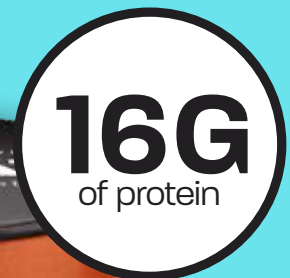
Gut Friendly



Vegan Friendly



Gluten Free



SKU: ELA01



SKU: ELA02

Drinks



DISTINCTIVE BRANDS WITH CUSTOMER APPEAL



Deliciously thirst quenching, our attractively packaged drinks have strong, niche USPs to connect with your customers.

PAGES 45-70

Irresistible Drinks

In the summer sun, there's no better feeling than that first sip of an ice cold drink to quench your thirst. Our selection of fresh drinks are the perfect range to satisfy your customers this summer!

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!

Something & Nothing

- CUC33012 Cucumber Seltzer
- YUZ33012 Yuzu Seltzer
- HIB33012 Hibiscus & Rose Seltzer

One Living Kombucha

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

Virtue Drinks

- HIP704 Tropical Yerba Mate
- HIP705 Peach & Raspberry Yerba Mate
- HIP706 Strawberry & Lime Yerba Mate

Califia Farms

- CAL01 Oat Milk Barista Blend

Marna Iced Tea

- MARNA01 Lemon
- MARNA02 Peach

Jamu Wild Water

- JW001 Sparkling Raspberry
- JW002 Sparkling Lemon
- JW003 Sparkling Blood Orange

Karma Drinks

- KD002 Gingerella
- KD003 Lemony
- KD004 Orangeade
- KD006 Razza

Flawsome!

- FLAW01 Sweet & Sour Apple
- FLAW09 Apple, Mango & Orange
- FLAW10 Sweet Apple
- FLAW11 Apple & Sour Cherry
- FLAW05 Immune Boost Cherry Shot

Soda Folk

- SODA01 Cream Soda
- SODA02 Root Beer
- SODA03 Cherry Soda
- SODA05 Blueberry Muffin

Hip Pop

- HP01 Strawberry & Pineapple Kombucha
- HP02 Blueberry & Ginger Kombucha
- HP03 Ginger & Yuzu Kombucha
- HP04 Apple & Elderflower Kombucha
- HP05 Tropical Peach Living Soda
- HP06 Pink Grapefruit Living Soda
- HP07 Ginger & Turmeric Living Soda

Glug!

- GLU01 100% Mango Juice
- GLU02 100% Watermelon Juice
- GLU03 100% Passionfruit Juice

Perfect Ted

- MADE01 Matcha Apple & Raspberry
- MADE02 Matcha Pear & Ginger
- MADE03 Matcha Pineapple & Yuzu

Bottle Up

- BOT002 Champagne Pink
- BOT004 London Red
- BOT005 Dark Blue

GET IN TOUCH & *Order Today*

01733 239003

@deliciousideas_

sales@delicious-ideas.com

delicious-ideas.com/shop



Pip Organic

- PIPORG01 Sparkling Apple
- PIPORG02 Blackcurrant, Raspberry & Apple
- PIPORG03 Orange Juice
- PIPORG04 Cloudy Apple Juice
- PIPORG05 Pineapple & Mango Smoothie

HUEL

- HUEL05 Chocolate
- HUEL06 Vanilla
- HUEL07 Berry
- HUEL08 Banana
- HUEL09 Cherry & Raspberry Daily A-Z
- HUEL10 Pineapple & Mango Daily A-Z
- HUEL11 Watermelon Daily A-Z
- HUEL14 Black Edition Chocolate
- HUEL15 Black Edition Vanilla

VIT HIT

- VIT06 Sparkling Mango & Pineapple
- VIT07 Sparkling Raspberry & Watermelon
- VIT08 Sparkling Pink Grapefruit & Lime

Fix8 Kombucha

- FIX801 Ginger & Turmeric
- FIX802 Sicilian Citrus

Fibe Prebiotic Soda

- FIX803 Fruit Punch
- FIX804 Zesty Orange

Mission Natural Energy

- MISS01 Lime & Yuzu
- MISS02 Lemon & Ginseng

FUEL10K Breakfast

- FUEL001 Strawberry
- FUEL002 Banana
- FUEL003 Chocolate

Dalston's

- DAL001 Elderflower
- DAL002 Cherry
- DAL003 Rhubarb

Jax Coco

- NB001 Coconut Water

Barebells

- VM001 Chocolate Protein
- VM002 Strawberry Protein
- VM007 Vanilla Protein

Brite

- BRITE01 Pineapple & Mango
- BRITE02 Raspberry & Mint

Happy Inside

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

VITAL

- VITAL01 Strawberry & Yuzu Vitamin Water
- VITAL02 Lemon & Lime Vitamin Water

Aquapax

- AQ001 Spring Water Carton

BRIO Yerba Mate

- BRI001 Mint & Lemon
- BRI002 Ginger

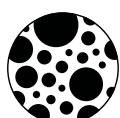
delicious ideas
food group

HIP POP®

STOCK UP ON TASTY SOFT DRINKS!



FREE FROM
SWEETENERS



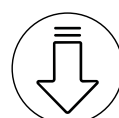
LIVE
CULTURES



100%
NATURAL



LOW
CALORIE



LOW
SUGAR



HFSS
COMPLIANT

ORDER YOUR KOMBUCHA & LIVING SODA NOW!

SKU	PRODUCT	FLAVOUR	CASE SIZE
HP05	HIP POP LIVING SODA	TROPICAL PEACH	12 x 330ML
HP06	HIP POP LIVING SODA	PINK GRAPEFRUIT	12 x 330ML
HP04	HIP POP KOMBUCHA	APPLE & ELDERFLOWER	12 x 330ML
HP01	HIP POP KOMBUCHA	STRAWBERRY & PINEAPPLE	12 x 330ML
HP03	HIP POP KOMBUCHA	GINGER & YUZU	12 x 330ML
HP02	HIP POP KOMBUCHA	BLUEBERRY & GINGER	12 x 330ML

The magic of our KOMBUCHA



SUGAR FREE

12x 250ml Can

KOM003	KOM002	KOM001
Passionfruit	Ginger	Raspberry
Sugar Free	Sugar Free	Sugar Free
Kombucha	Kombucha	Kombucha

ADAPTOGENIC

12x 250ml Can

KOM010	KOM008	KOM009
Focus	Immune	Calm
Kombucha	Kombucha	Kombucha
+ Adaptogen	+ Adaptogen	+ Adaptogen

HEALTH SHOT

10x 60ml Bottle

KOM007	KOM006
Blueberry,	Grapefruit,
Elderberry & Acai	Ginger & Lime
Gut & Brain Shot	Gut & Immune Shot



AUTHENTICALLY BREWED
raw & unpasteurised



LIVE CULTURES
to support gut health



100% NATURAL
awesome ingredients



MENTAL WELLBEING
vitamins & adaptogens



AWARD WINNING
amazing flavours

ONE LIVING

Drinks to take care of you
body so your body can take
care of your mind

ONE GIVING

Every drink directly
funds mental health
charities

ONE WELLBEING

Scan the drinks to access
free wellbeing activities
and content →



Feel at One

FOUNDER

Jonny Wilkinson

Got a question?

Email: hello@noliving.com

Follow: @nolivingdrinks

Certified



Corporation



CALIFIA
FARMS®

Let there be lattes.



- ✓ Perfectly complements coffee
- ✓ Froth and steam creamy dairy-free lattes
- ✓ Made with simple plant-based ingredients

Product	SKU Code	Case Size
Califia Oat Barista 1litre	CAL001	6 x 1litre

Natural **FOCUS+ ENERGY**



BOOST YOUR OFFICE'S PRODUCTIVITY



Focus, productivity & energy



No energy jitters or crashes



Reduced stress & anxiety



Goodbye coffee & energy drinks



0g added sugar
No sweeteners

Code	Description	Case size
BRITE01	Brite Pineapple Mango	24 x 330 ml
BRITE02	Brite Raspberry Mint	24 x 330 ml

hello@briedrinks.com



RE:WATER

100% RECYCLED ALUMINIUM

RE:WATER IS A GENUINE SOLUTION TO THE PROBLEM OF SINGLE USE.

WE ARE THE WORLD'S FIRST SPRING WATER SERVED IN A BOTTLE MADE FROM 100% RECYCLED ALUMINIUM. THE ALUMINIUM BOTTLE KEEPS WATER COOLER AND FRESHER FOR LONGER, AND ONCE FINISHED WITH YOU CAN SIMPLY REFILL, REUSE AND THEN RECYCLE.

OUR BOTTLE AND CAP ARE BOTH ALUMINIUM SO CAN BE RECYCLED WITH NO SEPERATION NEEDED AND ALUMINUM IS INFINITELY RECYCLABLE.

ENJOY THE FRESH, COOL TASTE OF BRITISH SPRING WATER SAFE IN THE KNOWLEDGE THAT YOU ARE HELPING THE ENVIRONMENT AND PROTECTING THE WORLD'S OCEANS FOR FUTURE GENERATIONS. THANK YOU!



ORDER NOW

BERRI01 Re:Water Berrington Pure Spring Water - Still 24x500ml
BERRI02 Re:Water Berrington Pure Spring Water - Sparkling 24x500ml



100% RECYCLED ALUMINIUM

This means it requires up to 95% less energy to produce it than standard aluminium bottles and cans.



INFINITELY RECYCLABLE

Aluminium is one of the most recycled materials in the world with 75% of all the aluminium ever produced still in circulation today.



BRITISH SPRING WATER

Filled with British Spring Water our water has a subtle blend of healthy minerals and a clear crisp taste.

NEW LOOK!
Just as wonky.
Just as delicious!



SKU	NAME	CASE SIZE
FLAW01	Sweet & Sour Apple Lightly Sparkling Juice Drink	24 x 250ml
FLAW03	Apple & Sour Cherry Lightly Sparkling Juice Drink	24 x 250ml
FLAW02	Apple & Rhubarb Lightly Sparkling Juice Drink	24 x 250ml
FLAW04	Apple & Strawberry Lightly Sparkling Juice Drink	24 x 250ml
FLAW06	Immunity Kick Ginger + Vit D Shot 12 x 60ml	12 x 60ml
FLAW05	Immune Boost Cherry Vit C Shot 12 x 60ml	12 x 60ml
FLAW08	Daily Defence Turmeric + Vit D Shot 12 x 60ml	12 x 60ml
FLAW07	Gut Health Strawberry + Prebiotic Shot	12 x 60ml
FLAW10	Sweet Apple Carton	27 x 200ml
FLAW11	Apple & Cherry Carton	27 x 200ml
FLAW09	Apple, Mango & Orange Carton	27 x 200ml

COLD-PRESSED
SAVE WONKY FRUIT
NO ADDED SUGAR



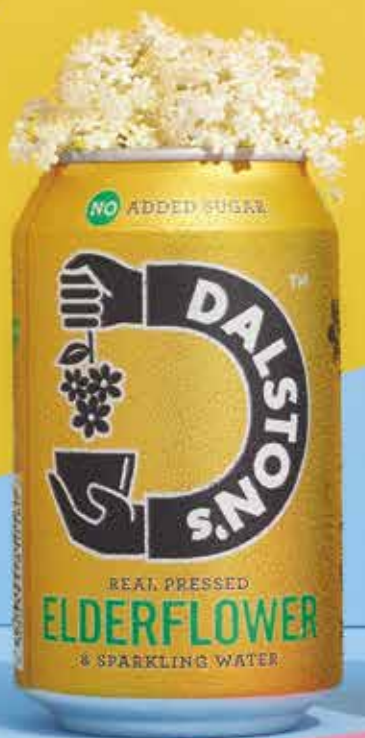
11 WINS

REAL FRUIT & NOTHING WEIRD



Rhubarb Soda

DALS03



Elderflower Soda

DALS01



Cherry Soda

DALS02

DALS01	Dalston's Elderflower Soda	24x330ml
DALS02	Dalston's Cherry Soda	24x330ml
DALS03	Dalston's Rhubarb Soda	24x330ml

MADE BY
CHEFS

NO ADDED
SUGAR

UNDER 50
CAL

NO ARTIFICIAL
SWEETENERS



SodaFolk.com

CHAMPIONS OF FLAVOUR



GLUTEN
FREE



HFSS
COMPLIANT



VEGAN
FRIENDLY

SODA01	Cream Soda	6 x 4 x 330ml
SODA02	Root Beer	6 x 4 x 330ml
SODA03	Cherry Soda	6 x 4 x 330ml
SODA05	Blueberry Soda	6 x 4 x 330ml

jax coco®

Made with single-origin coconuts sourced from
the volcanic regions of the Philippines.

- ✓ Hydrating fresh taste
- ✓ Naturally fat free & low in calories
- ✓ No added sugar
- ✓ Infinitely recyclable



Jax Coco Coconut Water
24 X 330mL
SKU Code: NB001



World's No.1 Complete Nutrition Brand



Ready-to-drink - 8 x 500ml

HUEL05	Chocolate
HUEL06	Vanilla
HUEL07	Berry
HUEL08	Banana
HUEL14	Black Edition Chocolate
HUEL15	Black Edition Vanilla

Daily A-Z Vitamins - 12 x 330ml

HUEL09	Watermelon
HUEL10	Pineapple & Mango
HUEL11	Cherry & Raspberry

Complete Nutrition Bar - 12 x 51g

HUEL12	Chocolate Caramel
HUEL13	Peanut Caramel

*Contains vitamin C to support immunity

Sustainable Summer... Drink Aquapax Water



AQ001 AQUAPAX 12 X 500ml
AQ002 AQUAPAX 24 X 330ml

EVERY DRINK DOES GOOD



KD003
Karma - Organic Lemony
Lemonade Can
24 x 250ml

KD004
Karma - Organic
Orangeade Can
24 x 250ml

KD002
Karma - Organic Gingerella
Ginger Ale Can
24 x 250ml

KD006
Karma - Organic Razza
Raspberry Lemonade Can
24 x 250ml



1% FROM EVERY KARMA DRINK SOLD SUPPORTS THE KARMA FOUNDATION AND THE FARMERS IN SIERRA LEONE WHO GROW OUR COLA. WITH YOUR HELP, WE FUND EDUCATION, INFRASTRUCTURE, RAINFOREST REHABILITATION, AND SO MUCH MORE. CALL IT KARMA.



bottle
up

**IF YOU CAN'T
REUSE IT,
REFUSE IT**



Champagne Pink - BOT002 - 6x500ml
Stone Blue - BOT005 - 6x500ml
London Red - BOT004 - 6x500ml

💧 pure british water ♻️ reusable 🌱 plant based bottle bottleup.com



MATCHA GREEN TEA

ENERGY DRINKS & POWDER



MADE02
12 X 250ML

MADE03
12 X 250ML

MADE01
12 X 250ML

MADE04
5 X 100G

FOR LONGER-LASTING ENERGY & IMPROVED FOCUS

**EQUAL
CAFFEINE
TO 1 COFFEE**

**NO JITTERS
OR CRASHES**

**100%
NATURAL**

**NO ADDED
SUGARS**

virtue

clean energy,
zero sugar, zero calories

 YERBA MATE

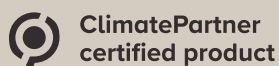


VIRT004
Virtue Clean Energy
Strawberry & Lime
(12 x 250ml)

VIRT002
Virtue Clean Energy
Tropical
(12 x 250ml)

VIRT003
Virtue Clean Energy
Peach & Raspberry
(12 x 250ml)

clean energy for your body, mind & soul



Barebells

Irresistible Protein



HIGH IN PROTEIN • NO ADDED SUGAR

CODE:	VM003 BAREBELLS PROTEIN BAR CARAMEL CASHEW	12 X 55g
CODE:	VM012 BAREBELLS PROTEIN BAR COOKIES & CARAMEL	12 X 55g
CODE:	VM001 BAREBELLS PROTEIN MILKSHAKE CHOCOLATE	8 X 330ml
CODE:	VM002 BAREBELLS PROTEIN MILKSHAKE STRAWBERRY	8 X 330ml
CODE:	VM007 BAREBELLS PROTEIN MILKSHAKE VANILLA	8 X 330ml
CODE:	VM011 BAREBELLS SOFT PROTEIN BAR CARAMEL CHOCO	12 X 55g
CODE:	VM013 BAREBELLS SOFT PROTEIN BAR PEANUT CARAMEL	12 X 55g

FUEL 10K

DRINKS

STRAWBERRY

No Added Sugar

High Protein



FUEL FOR BUSY PEOPLE

We make FUEL for busy people. Our breakfast range will always taste great. It is packed full of nutritious goodness and is easy to eat wherever you are and whatever you are up to. We are proud of our products, but constantly seek to improve. A constant theme is to reduce the use of sugar in our products, and look for ways to use less plastics and to source other packaging and ingredients from the most sustainable sources available to us.



OAT BARS
SALTED CARAMEL

Perfect for a quick breakfast on the go. A delicious combo of oats and seeds. High fibre, high protein, gluten free and vegan!



GRANOLA
CHOCOLATE

Say goodbye to boring breakfasts. Protein boosted with added vitamins. A delicious way to power you through the morning.



PORRIDGE
GOLDEN SYRUP

Our delicious porridge is the perfect wholesome breakfast with 5 flavours to choose from. Keeps you FUELLED all morning.



COOKIES
CHOCOLATE

When you're short on time, but big on breakfast, FUEL up with our low in sugar, high in protein, delicious oat cookies.



GUT-FRIENDLY SPARKLING WATER

FOR HEALTHIER HYDRATION



JW001	Jamu Wild Water Sparkling Raspberry 12 x 250ml
JW002	Jamu Wild Water Sparkling Lemon 12 x 250ml
JW003	Jamu Wild Water Sparkling Blood Orange 12 x 250ml



ALL-NATURAL • ZERO SUGAR • PREBIOTIC FIBRE • BOTANICALS • LOW CALORIES

PIPORG04



Pip Organic Kids
Cloudy Apple Juice
24 x 180ml

PIPORG03



Pip Organic Kids
Smooth Orange Juice
24 x 180ml

PIPORG06 | PIPORG07



Pip Organic Mango Pipstick |
Pip Organic Pineapple
& Mango Pipstick
24 x 18g

PIPORG05



Pip Organic Kids
Pineapple & Mango Smoothie
24 x 180ml

PIPORG02



Pip Organic Blackcurrant Raspberry
& Apple Juice with Spring Water
24 x 180ml

PIPORG01



Pip Organic
Sparkling Apple
24 x 250ml

pip
organic

**FROM FARM TO FAMILY
WE ONLY DO ORGANIC**





Something & Nothing

PREMIUM SODA

Better for you, better tasting



Our award winning Premium Sodas are made with the highest quality natural juices, extracts and botanicals. Crafted to pair perfectly with and enhance food, they're flavour-forward but won't overpower your meal.



CUCUMBER SODA

CUC33012:
Something & Nothing
Cucumber Premium Soda
12 x 330ml



YUZU SODA

YUZ33012:
Something & Nothing Yuzu
Premium Soda
12 x 330ml



HIBISCUS & ROSE SODA

HIB33012:
Something & Nothing Hibiscus
& Rose Premium Soda
12 x 330ml

@wearesomethingandnothing



somethingandnothing.co

NEW

Quenched®
FRUIT + SODA

**Say Hello to
LIPSMACKINGLY
REAL Soda!**



QUENCH03
Case of 24



QUENCH01
Case of 24



QUENCH02
Case of 24



AWARD WINNING TASTE!



**A TASTE OF SUMMER
ALL YEAR ROUND!**

**REFRESHINGLY SIMPLE
AND SIMPLY REFRESHING
FLAVOURS WHICH EVERYONE LOVES!**



**REAL BICARBONATE OF SODA
FOR A GREAT REFRESHING FINISH
- GOOD FOR YOU TOO!**

**QUENCHED
- INSTILLS A SENSE OF SATISFACTION!**



**'SOCIAL SODAS'
- LET'S GET SOCIAL AGAIN!**

330ML CANS

HFSS COMPLIANT

REAL
BICARBONATE
OF SODA

REAL FRUIT
JUICE

VEGAN &
VEGETARIAN
FRIENDLY

Less than
65 cals
per can

GLUTEN
FREE

100%
NATURAL

100%
RECYCLABLE

HFSS
COMPLIANT

www.quencheddrinks.co.uk



LET'S GET FIZZICAL!

LOW SUGAR • LOW CALORIES • 100% RDA 8 VITAMINS



PINK GRAPEFRUIT & LIME	VIT08	12 x 330ml
MANGO & PINEAPPLE	VIT06	12 x 330ml
RASPBERRY AND WATERMELON	VIT07	12 x 330ml

VITAL

Functional drinks...reimagined.



Contains 100% of vitamin groups

Zero sugar

Natural ingredients,
no artificial sweeteners

Zero kcal

100% British spring water

VITAL02 - Vitamin Water - Lemon & Lime - 12x330ml
VITAL01 - Vitamin Water - Strawberry & Yuzu - 12x330ml

One can =
One tree planted
AND maintained

Every time, all the time.



Our UK & USA registered
charity partner

Crisps & Snacks

♥ **STYLISH PACKAGING AND 'ON TREND' PRODUCTS** ♥

Meet customer demand for artisan crisps,
healthy eating options and new ideas.

PAGES 71-90



THE CURATORS

NOW HOME TO **CHEESIES**
JUST CHEESE. BAKED TIL CRUNCHY

HIGH PROTEIN SNACKS



10G
PROTEIN



VEGAN



ZERO
CARB

HIGH
PROTEIN

Cheesies Goat: **CHE001**

12 x 20g

Cheesies Cheddar: **CHEE02**

12 x 20g

Cheesies Red Leicester: **CHE004**

12 x 20g

The Curators Veggie Puffs - BBQ: **CF014**

12 x 30g

The Curators Veggie Puffs - Cheese: **CF015**

12 x 30g

Certified



Corporation



SAVOURSMITHS

A Better Breed of Snack to up your snacking game this year.

Try our delicious crisps in 40g bags. Ready for customers on the go.

Vegan & Vegetarian Options - Gluten Free - Non GMO -

Natural Ingredients - Recyclable Packaging -

Home Grown on our family farm - Zero Food Miles



SAV001 Savoursmiths Desert Salt & Vinegar 40g

SAV002 Savoursmiths Bubbly & Serrano Chilli 40g

SAV003 Savoursmiths Desert Salt 40g

SAV004 Savoursmiths Wagyu Beef with Honey Mustard 40g

SAV005 Savoursmiths Somerset Cheddar & Shallot 40g

SAV007 Savoursmiths Truffle & Rosemary English 40g

HELPING CRAFT YOUR PROFITS



PRODUCT DESCRIPTION	PRODUCT CODE	PACK SIZE
Burts Reaper Chilli Lime Ridges	B00300	20 x 50g
Burts Lightly Sea Salted	B00183	20 X 40g
Burts Mature Cheddar & Onion	B00184	20 X 40g
Burts Sea Salt & Malt Vinegar	B00185	20 X 40g
Burts Spicy Sweet Chilli	B00186	20 X 40g
Burts Prawn Cocktail	B00191	20 X 40g
Guinness	B0185	20 x 40g



Order Now!

BURTS®

Two Farmers

PROTECT OUR COUNTRYSIDE

STOCK TWO FARMERS CRISPS & SWITCH TO COMPOSTABLE PACKAGING.

SEAN

MARK

REASONS TO STOCK

- ✓ 100% COMPOSTABLE
- ✓ USES RENEWABLE ENERGY
- ✓ HOMEGROWN POTATOES
- ✓ LOW FOOD MILES
- ✓ LOCAL INGREDIENTS



CO040 Two Farmers Hereford Hop Cheese & Onion Hand Cooked Potato Crisps 24 x 40g
 CO041 Two Farmers Lightly Salted Hand Cooked Potato Crisps 24 x 40g
 CO042 Two Farmers Salt and Cider Vinegar Hand Cooked Potato Crisps 24 x 40g



Snacks done Properly

✓ VEGAN

✓ UNDER 100KCAL

✓ POWERED BY PULSES

Code Product

PCHIPS03	PROPERCHIPS BBQ 30 x 31g
PCHIPS02	PROPERCHIPS Ghost Chilli & Yuzu Chickpea Chips 30 x 31g
PCHIPS01	PROPERCHIPS Katsu Curry Chickpea Chips 30 x 30g
PCHIPS05	PROPERCHIPS Salt & Vinegar 30 x 31g
PCHIPS04	PROPERCHIPS Sea Salt 30x 31g



ER05
Eat Real
Salted Hummus
Chips
18x45g



ER01
Eat Real Lentil Chips
Chilli & Lemon
18x40g



ER03
Eat Real Sour Cream
& Chive Quinoa Chips
18x40g



ER04
Eat Real Tomato & Basil
Hummus Chips
18x45g



ER02
Eat Real Lentil Chips
Creamy Dill
18x40g



ER06
Eat Real Veggie Straws
18x45g

EAT REAL IS THE #1 FREE FROM SNACKS BRAND

✓ PLANT-BASED ✓ GLUTEN FREE ✓ 30% LESS FAT*

*than fried potato chips

ADD SOME LATIN SPIRIT TO YOUR SALES



MADE WITH HIGH QUALITY INGREDIENTS
GLUTEN FREE & VEGETARIAN

Nut-Free Range

Perfect for schools, hospitals and any other allergen-friendly sites - these tasty treats are all manufactured completely nut-free!

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!

Manomasa

- A0300 Manchego & Green Olive
- A0302 Chipotle & Lime
- A0303 Serrano Chilli & Yucatan Honey

Get Buzzing!

- GB003 Nut & Gluten Free Banana
- GB004 Nut & Gluten Free Vegan Wowbutter
- GB005 Nut & Gluten Free Choc Coconut
- GB006 Nut & Gluten Free Choc Fudge

Ollly's

- OL004 Original Salted Pretzel Thins
- OL005 Multiseed Sesame Pretzel Thins
- OL006 Oh So Cheesie Pretzel Thins
- OL007 Sour Cream & Onion Pretzel Thins
- OL008 Sweet Chilli Pretzel Thins
- OL009 Salt & Vinegar Lentil Crisps
- OL010 BBQ Lentil Crisps

Eat Real

- B0354 Hummus & Sea Salt
- B0361 Quinoa Sour Cream & Chive
- B0391 Hummus, Tomato & Basil

Tregroes

- F1043 Toffee Waffle Twin Pack
- F1044 Milk Choc Caramel Waffle

Lexi's

- LEXI01 Marshmallow Bliss
- LEXI03 Triple Choc Delight
- LEXI04 Strawberry & White Choc
- LEXI05 Blueberry & Vanilla Protein

Savourists

- SVR004 Sizzling BBQ Crunchits
- SVR005 Thai Chilli Crunchits
- SVR006 Teriyaki Crunchits

Flower & White

- FW001 Raspberry Crumble
- FW002 Lemon
- FW003 Salted Caramel
- FW006 Vegan Double M*lk Choc
- FW007 Vegan Choc Dipped Strawberry
- FW008 Mango & Passionfruit Mallow
- FW009 Strawberry & Banana Mallow
- FW010 Choc Coated Salted Caramel Mallow
- FW011 White Choc Raspberry Mallow

Metcalfe's

- B0111 Strawberry & Yoghurt Rice Cakes
- B0161 Dark Choc Rice Cakes
- B0162 Milk Choc Rice Cakes
- B0461 Sweet n' Salt Popcorn
- B0463 Sea Salt Popcorn
- B0464 Cinema Sweet Popcorn

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

delicious ideas
food group

OLLY'S

FEED YOUR FEEL GOOD!

NEW!

OLIVES!

2 MAGICAL MARINADES



GLORIOUS GREEK OLIVES
DRESSED IN MAGICAL
MARINADES, SERVED IN
HASSLE-FREE SNACK
POUCHES!



LENTIL CRISPS!

2 SENSATIONAL SEASONINGS!



A NEW LENTIL LEGEND IS BORN!
BIG FLAVOUR, MORE PROTEIN,
MORE FIBRE, FEWER CALORIES
& UNBEATABLE CRISPINESS!
EXCEPTION-OLLY MOREISH!



PRETZEL THINS!

5 SENSATIONAL SEASONINGS!



THE PLANET'S THINNEST,
CRISPIEST & TASTIEST
PRETZELS! OVEN-BAKED, LIGHT
& CRISPY. LESS FAT & FEWER
CALS THAN CRISPS. :)



SKUs	CASE SIZE	PRODUCT CODE
LENTIL CRISPS - SALT & VINEGAR	24 x 20g	OL009
LENTIL CRISPS - BARBECUE	24 x 20g	OL010
PRETZEL THINS - SALTED ORIGINAL	10 x 35g	OL004
PRETZEL THINS - SOUR CREAM & ONION	10 x 35g	OL007
PRETZEL THINS - SWEET CHILLI	10 x 35g	OL008
PRETZEL THINS - OH SO CHEESY	10 x 35g	OL006
PRETZEL THINS - MULTI-SEED SESAME	10 x 35g	OL005
OLIVES - GARLIC & BASIL	12 x 50g	OL002
OLIVES - CHILLI & ROSEMARY	12 x 50g	OL003

WELCOME TO THE FAM-OLLY!





CHIKO5
CHIKA'S CHILLI
PLANTAINS 12X35G



CHIKO4
CHIKA'S LIGHTLY SALTED
PLANTAINS 12X35G



CHIK14
CHIKAS SWEET CHILLI
POPPED CHIPS 21 X 22G



GLUTEN FREE



VEGAN



100% NATURAL



BAKED

BRAVE™

Crunchy Chickpeas

Part snack, Part life hack.



**Delivering
on all major
trends**

**High
Protein**

**High
Fibre**

**Lower/
No Sugar***

**Recyclable
Packaging**

**HFSS
Compliant****

PEAS01 Sea Salt Crunchy Chickpeas (12 x 35g)
PEAS02 Sweet Chilli Crunchy Chickpeas (12 x 35g)
PEAS03 Dark Chocolate Crunchy Chickpeas (12 x 30g)

PEAS07 Cookies & Cream Crunchy Chickpeas (12 x 30g)
PEAS08 Sea Salt & Vinegar Crunchy Chickpeas (12 x 35g)
PEAS09 Smoky Barbecue Crunchy Chickpeas (12 x 35g)

*No added sugar **Savoury range only



INSANELY DELICIOUS & NUTRITIOUS CRISPS

Backed by England football captain, Harry Kane (move over Lineker!)



Up to 50% less fat*



Good for your gut



Fewer calories*

SKU CODE:	PRODUCT:	UNITS PER CASE
IG009	Insane Grain - Truffle & Cheese 24g	16
IG007	Insane Grain - Cheese 24g	16
IG11	Insane Kane - Strikin' Hot 24g	16
IG10	Insane Kane - Salt & Vinegoaaa 24g	16
IG12	Insane Kane - A Pitch of Salt 24g	16

*than average crisps

WELL & TRULY™

& 40% LESS FAT
& NO ADDED SUGAR
& GLUTEN FREE
& ALL NATURAL
INGREDIENTS



WAT001 Well & Truly Crunchy Cheese Sticks 10x30g



WAT002 Well & Truly Banging BBQ 10x30g



WAT005 Well & Truly Sour Cream 10x30g



WAT003 Well & Truly Salt & Vinegar 10x30g

NAUGHTY FLAVOUR + NICE INGREDIENTS

BOLD FLAVOUR
BANGING CRUNCH
REAL NUTRITION



FIERI CHILLI
RUGGED RICE CLUSTERS
 "EAT 'EM BY THE FISTFUL"



STICKY TERIYAKI
RUGGED RICE CLUSTERS
 "EAT 'EM BY THE FISTFUL"

"EAT 'EM BY THE FISTFUL"



SVR004 - Sizzling BBQ Crunchhits . 12 x 25g
 SVR005 - Thai Chilli Crunchhits 12 x 25g
 SVR006 - Sticky Teriyaki Crunchhits 12 x 25g

25g impulse

KOOKY
PRETTY UNIQUE FRUIT

**BUY
WOMEN
BUILT**

Certified
B
Corporation

GENTLY DRIED FRUIT

Soft & Chewy

great
taste
★
2024



NOTHING
ARTIFICIAL

FREE FROM
MAJOR ALLERGENS

GREAT FOR
DIGESTION

HIGH IN
FIBRE



GENTLY DRIED BANANA

KOOK01

25g pack

12pk case

GENTLY DRIED DRAGON FRUIT

KOOK02

20g pack

12pk case

GENTLY DRIED MANGO

KOOK03

25g pack

12pk case

BOUNDLESS[®]

GUT HAPPY SNACKING



100% ACTIVATED



FULL OF FIBRE



PACKED WITH FLAVOUR



IT'S GOOD MOOD FOOD.



PROPPADOMS

Poppadoms Done Proper!

TASTY CRISPY MINI DELIGHTS
ALL UNDER 110 CALORIES PER BAG

PROP 03
PROPPADOMS
GARLIC & RED CHILLI
12 X 25G



PROP 02
PROPPADOMS
SRIRACHA
12 X 25G



PROP 04
PROPPADOMS
TURMERIC, CHILLI
& GINGER
12 X 25G



PROP 05
PROPPADOMS
DUCK & PLUM
12 X 25G



PROP 01
PROPPADOMS
ORIGINAL
12 X 25G



PROP 06
PROPPADOMS
JALAPENO
12 X 25G



RAISE®



Caramel Sea Salt - Product Code: RAISE01 (12 units per case)

_____ Raise snacks - caramel sea salt clusters of nuts and seeds

Maple Pecan - Product Code: RAISE02 (12 units per case)

_____ Raise snacks - maple pecan clusters of nuts and seeds

Dark Choc and Sea Salt - Product Code: RAISE03 (12 units per case)

_____ Raise snacks - dark chocolate and sea salt clusters of nuts and seeds

**GLUTEN
FREE**

**NATURAL
INGREDIENTS**

**PALM OIL
FREE**

**VEGAN
FRIENDLY**

*Caramel Sea Salt Not Vegan Friendly



**CLEAN
SNACKING**

***EVERY DAY
LOW PRICE**

No waiting around for promotions!

ORDER CODE

- WALL01 - Organic Gently Dried Mango Slices 10x30g
- WALL02 - Organic Gently Dried Pineapple Chunks 10x30g
- WALL03 - Organic Toasted Coconut Chips 10x30g
- WALL04 - Roasted Fava Bean Pieces -Sea Salt 10x30g
- WALL05 - Organic Gently Dried Whole Apricots 10x35g

Find out more about how Wallaroo is doing things differently at
www.wallaroofoods.com





Nut & Fruit Bars

♥ INCLUDES VEGAN AND PLANT BASED SNACKING ♥

Take advantage of the fast growing trend for
alternatives to traditional chocolate bars.

PAGES 91-104



GET BUZZING!



Getbuzzing Bars are **100% Natural, Nut and Gluten Free** delicious Oat Bars. All of our bars have been carefully **handmade in the UK** combining only the finest natural ingredients with **zero additives, preservatives and colourings** - just a delicious, natural treat. Our bars taste amazing, they are completely natural, **approved by the Vegetarian and Vegan Society**.

getbuzzing
www.getbuzzing.co.uk

CODE	DESCRIPTION	SIZE
GB003	GET BUZZING NUT & GLUTEN FREE BANANA BAR	20 X 62G
GB004	GET BUZZING NUT & GLUTEN FREE VEGAN WOWBUTTER BAR	20 X 62G
GB006	NUT AND GLUTEN FREE HIGH PROTEIN CHOCOLATE FUDGE OAT BAR	12 X 55G
GB005	NUT AND GLUTEN FREE HIGH PROTEIN CHOCOLATE COCONUT OAT BAR	12 X 55G

Rheal

ENERGY

As much caffeine as an espresso

GLUTEN FREE · PLANT BASED
SIMPLE INGREDIENTS

Natural Caffeine From Guarana • One Bar = One Espresso



RH009 Banana Bread Bar 12x40g
RH010 Blueberry Muffin Bar 12x40g

RH011 Hazelnut Cacao Bar 12x40g
RH012 Peanut Butter Bar 12x40g

Barebells

Irresistible Protein



HIGH IN PROTEIN • NO ADDED SUGAR

CODE:	VM003 BAREBELLS PROTEIN BAR CARAMEL CASHEW	12 X 55g
CODE:	VM012 BAREBELLS PROTEIN BAR COOKIES & CARAMEL	12 X 55g
CODE:	VM001 BAREBELLS PROTEIN MILKSHAKE CHOCOLATE	8 X 330ml
CODE:	VM002 BAREBELLS PROTEIN MILKSHAKE STRAWBERRY	8 X 330ml
CODE:	VM007 BAREBELLS PROTEIN MILKSHAKE VANILLA	8 X 330ml
CODE:	VM011 BAREBELLS SOFT PROTEIN BAR CARAMEL CHOCO	12 X 55g
CODE:	VM013 BAREBELLS SOFT PROTEIN BAR PEANUT CARAMEL	12 X 55g



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.



grow **sales** naturally



F146 - Eat Natural F&N Blueberry & Cashews 1 x 12

F126 – Eat Natural Yoghurt, Almond & Apricot 1 x 12

F130 – Eat Natural Almond, Sultana with Peanuts and Apricots 1 x 12

F1068 – Eat Natural Cranberry, Macadamia & Dark Choc 1 x12

F122 – Eat Natural Assorted Fruit & Nut Bars 1 x 28 pack

FULFIL

VITAMIN & PROTEIN BAR

SNACK SMART



F258 - Fulfil Peanut Butter Vitamin & Protein Bar 15 x 40g

F255 - Fulfil Chocolate Salted Caramel Vitamin & Protein Bar 15 x 40g

F259 - Fulfil Hazelnut Whip Vitamin & Protein Bar 15 x 40g

F257 - Fulfil Chocolate Brownie Vitamin & Protein Bar 15 x 40g

F236 - Fulfil White Chocolate Cookies & Cream 15 x 40g

— LIFE'S WONDERFUEL —



POWERED BY NATURE



PLANT-BASED PROTEIN



NO ARTIFICIAL INGREDIENTS

CODE	DESCRIPTION	SIZE	CODE	DESCRIPTION	SIZE
A00114	TREK Cocoa Oat Flapjack	16 x 50g	B001726	TREK Power Peanut Butter Crunch	16 x 55g
B001724	TREK Salted Caramel Flapjack	16 x 50g	B001725	TREK Power Millionaire Shortbread	16 x 55g
B001723	TREK White Choc & Raspberry Flapjack	16 x 50g	A0015	TREK Power Biscoff	16 x 55g



GET NOW!



Code	Description	Size
B00172	Nakd Cocoa Orange	18 x 35g
B00175	Nakd Blueberry Muffin	18 x 35g
B00169	Nakd Salted Caramel	18 x 35g
A1234	Nakd Peanut Delight	18 x 35g

Code	Description	Size
B001712	Nakd Berry Delight	18 x 35g
B00174	Nakd Bakewell Tart	18 x 35g
B00171	Nakd Cashew Cookie	18 x 35g
B00161	Nakd Lemon Drizzle	18 x 35g



NAUGHTY



BY NATURE



NATURAL



VEGAN



GLUTEN FREE



GMO FREE



PALM OIL FREE

CODE

DESCRIPTION

SIZE

VIVE01	Orange Obsession (Choc Orange)	15X40G
VIVE02	Cherry Bakewell	15X40G
VIVE03	Berry Bliss (Choc Berry)	15X40G
VIVE04	Creamy Coconut (Coconut Cashew)	15X40G
VIVE05	Jammy Cherry	20X35G
VIVE06	Jaffa Orange	20X35G



BALLS

TO BORING SNACKS



PB01



PB02



PB03



PB04



PB05



PB06



PB07



PB01	PB02	PB03	PB04	PB05	PB06	PB07
Peanut Butter	Coconut & Macadamia	Salted Caramel	Choc Chip Muffin	Keto Double Choc	Keto Peanut Butter	Keto Salted Caramel
10 x 45g	10 x 45g	10 x 45g	10 x 45g	20 x 25g	20 x 25g	20 x 25g

MISFITS

NEW & SOFTER

🍌 15G Protein 🍪 1G Sugar 🍷 <200 Calories 🌱 Plant-Based



MF05
15 x 50g

MF06
15 x 50g



MF07
15 x 50g

MF08
15 x 50g



MF09
15 x 50g

Nut AND Sesame Bars



Sesame Snaps – Chocolate V GF 24 x 30g

B0157



Sesame Snaps – Plain V V GF 24 x 30g

B0082



Sesame Snaps – Yoghurt V GF 24 x 30g

B0156

CAN YOU SAY "HFSS?"

Tricky, right? And it doesn't stop at pronunciation.

The regulations provide restrictions on the promotions and placement in retail stores and their online equivalents of certain foods and drinks that are high in fat, salt or sugar (HFSS) or 'less healthy'.

A product is "non-HFSS" or "HFSS-compliant" after passing a score – the lower, the better, the healthier, and you can display it anywhere!

Which is why we have a range of products that are non-HFSS or HFSS-compliant, just for you!

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!

Karma

- KD002 Karma Gingerella
- KD003 Karma Lemon
- KD004 Karma Orangeade
- KD006 Karma Razza

Brave

- PEA509 Brave Roasted Chickpeas BBQ
- PEA508 Brave Roasted Chickpeas Salt & Vinegar
- PEA502 Brave Roasted Chickpeas Sweet Chilli
- PEA501 Brave Roasted Chickpeas Sea Salt

Fulfil

- F258 Fulfil Chocolate Peanut Butter Vitamin & Protein Bar
- F259 Fulfil Chocolate Hazelnut Whip Vitamin & Protein Bar

Eat Real

- ER01 Eat Real Lentil Chilli & Lemon
- ER05 Eat Real Hummus Sea Salt
- ER04 Eat Real Hummus Tomato & Basil

Boundless

- BL002 Boundless Sea Salt & Cider Vinegar Chips
- BL001 Boundless Chipotle & Lime Chips

Plastic Free Grab'n'Go

- GG001 Raw Nuts & Juicy Fruit Selection
- GG002 Cherry Berry Nuts & Seeds
- GG006 Raw Protein Power Nut Mix

Insane Grain

- IG007 Cheese Knobbly Sticks
- IG008 Salt & Vinegar Knobbly Sticks
- IG009 Truffle & Cheese Knobbly Sticks

Proppadoms

- PROP01 Original
- PROP02 Sriracha
- PROP03 Garlic & Red Chilli
- PROP04 Turmeric, Chilli & Ginger
- PROP05 Duck & Plum
- PROP06 Jalapeno

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

delicious ideas
food group

Chocolate, Confectionery & Gum



TOP SELLING CUSTOMER FAVOURITES



New flavours and eye-catching ideas
to attract your customer's attention.

PAGES 105-135

GET READY FOR A SWEETER GROOVE

By **delicious ideas**
food group



RECYCLABLE | ECO FRIENDLY
REDUCED PACKAGING | NEW INNOVATIVE DESIGNS



ALSO AVAILABLE IN SEASONAL VARIANT

CLASSIC *Sweets*

Give your customers a nostalgic trip down memory lane with our retro sweet packs!



Classic Cola Fizz
24 x 115g

CL01



Watermelon Slices
24 x 105g

CL14



Fizzy Peaches
24 x 105g

CL05



Fizzy Dummies
24 x 115g

CL04



Fizzy Strawberry Pencils
24 x 115g

CL06



Jelly Mix
24 x 105g

CL11



Gummy Bears
24 x 100kg

CL03



Strawberry & Cream Dreams
24 x 95kg

CL08



Jelly Babies
24 x 120g

CL09

CLASSIC *Sweets*



Wine Gums
24 x 120g

CL15



Fruit Pastilles
24 x 120g

CL07



Dolly Mix
24 x 110g

CL02



Rhubarb & Custard
24 x 100g

CL12

SEASONAL *Sweets*



Classic Xmas Pre-Pack Mix
24 x 100g

XMAS001



Halloween Pre-Pack Mix
24 x 100g

HAL001



Wire Counter Stand
12 facing – Classic

S00053

VEGAN *Sweets*



VEGAN Fizzy Giant Strawberries
V V 24 x 112kg

CL16



Jelly Beans
V V 24 x 120g

CL10

Seed and Bean

TREAT YOURSELF TO A TASTE ADVENTURE



FLAVOUR	SKU	UNITS
ORANGE & THYME	SD001	30 X 25g
DARK ESPRESSO	SD003	30 X 25g
SEA SALT & TANGY LIME	SD004	30 X 25g
72% DARK CACAO	SD002	30 X 25g





Discover the
Lindt treating range
from the **No.1** premium
confectionery manufacturer*



*Circana, 52 w/e 11.05.24, Total Market

Lindt 

MASTER CHOCOLATIER
SINCE 1845

No.2
Confectionery
Manufacturer
at Christmas!

No.1
Novelties
Brand!



X104 - Mini Reindeer 10g - 67x10g Drum

X1548 - Mini Santa 10g - 67x10g Drum

X107 - Mixed Jumper Teddy 10g - 100x10g CDU



Lindt Master Chocolatier since 1845

IRI, Total Market, 52 w/e 31st Dec, 2022

NOW AVAILABLE IN 35 GRAMS



Code	Description	Case Size
TONY02	Tony's Chocolonely Impulse Bar Milk 35g	35 x 35g
TONY03	Tony's Chocolonely Impulse Bar Milk Caramel Sea Salt 35g	35 x 35g
TONY04	Tony's Chocolonely Impulse Bar Dark Almond Sea Salt 35g	35 x 35g



delicious **ideas**
food group



Mighty Fine

HANDCRAFTED HEAVENLY HONEYCOMB



SKU
MFINE01
MFINE02

Description
Mighty Fine Salted Caramel Honeycomb Bar
Mighty Fine Milk Chocolate Honeycomb Bar

Units
12 x 30g
12 x 30g

WWW.MIGHTYFINE.CO



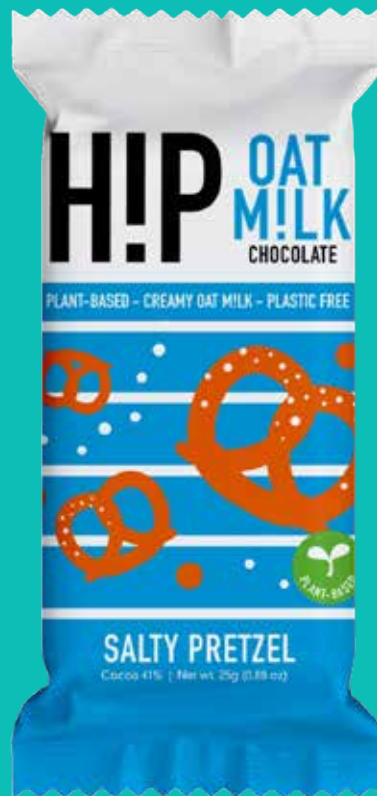
H!P OAT M!LK CHOCOLATE



30% LESS SUGAR THAN DAIRY MILK CHOCOLATE



SALTED CAREMAL
HIP704
24x25G



SALTY PRETZEL
HIP705
24x25G



PLANT-BASED
INGREDIENTS



PLASTIC-FREE
FILM



LOWERCARBON
FOOTPRINT



VEGAN-FRIENDLY
INGREDIENTS



LESS SUGAR,
MORE COCOA



ETHICAL &
SUSTAINABLE

*30% less sugar per 100g vs Cadbury Dairy Milk Bar

Mummy Meegz®

Milk Chocolate

New!

M'z Gems: our Vegan swaps for M&M's are now here...

Roasted Peanuts in Creamy Milk Chocolate with a Crunchy Sugar Shell



Creamy Milk Chocolate with a Crunchy Sugar Shell



Choccy Balls: our Vegan swap for Lindt Balls are here...

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

Creamy Dat Milk Chocolate with a Silky Smooth Centre



PRODUCT NAME	CASE QUANTITY	PRODUCT CODE
M'z Gems Peanut	12 x 80g	
M'z Gems Chocolate	12 x 80g	
Choccy Balls	22 x 36g	





LIGHT AND INDULGENT DOESN'T
GET MUCH BETTER THAN THIS...



@flowerandwhite



flowerandwhite.co.uk

MALLOW & MARSH

PAUSEWORTHY PLEASURE



Premium
Belgian
Chocolate



Proudly
Whisked in
Yorkshire, UK



Responsibly
Sourced
Cocoa



Palm
Oil
Free

SKU	Description	Units
MM001	Dark Chocolate over Raspberry Mallow Bar	12 x 35g
MM002	Milk Chocolate over Vanilla Mallow Bar	12 x 35g
MM004	Milk Chocolate over Chocolate Mallow Bar	12 x 35g
MM05	Milk Chocolate over Vanilla Mallows Pouch	6 x 100g
MM06	Dark Chocolate over Raspberry Mallows Pouch	6 x 100g



Peppersmith®

REFRESHINGLY GOOD TREATS



PEPP01 - PEPPERSMITH EXTRA STRONG MINTS 12 X 15G
PEPP02 - PEPPERSMITH PEPPERMINT MINTS 12 X 15G

PEPP04 - PEPPERSMITH PEPPERMINT GUM 12 X 15G
PEPP03 - PEPPERSMITH LEMON MINTS 12 X 15G

MOST GUM IS MADE FROM CHEWY PLASTIC

MILLIWAYS ISN'T!



MILL001	Milliways Super Natural Gum - Mighty Mint 12 x 19g
MILL002	Milliways Super Natural Gum - Peppermint Power 12 x 19g
MILL003	Milliways Super Natural Gum - Watermelon Wonder 12 x 19g

PLASTIC FREE ♦ PLANT POWERED ♦ FRESH BREATH

 milliwaysfood.com

 hello@milliwaysfood.com

 [@milliways](https://www.instagram.com/milliways)

award-winning premium popcorn.



VEGAN

GLUTEN
FREEHIGH
FIBRE100%
NATURALNO GM
INGREDIENTSPALM OIL
FREERECYCLABLE
PACKAGING

Code	Description	Case Size
BA011	Sea Salted	18x20g
BA009	Sweet	18x27g
BA010	Sweet & Salt	18x27g
BA006	Cinnamon	18x28g
BA007	Smoky Maple	18x28g



@barepopcorn

barepopcorn.co.uk

hello@baresnacks.co.uk

METCALFE'S®



B0464
20x24g



B0461
20x24g



B0463
17x24g

GLUTEN FREE



B0162
12x34g



B0111
12x34g



B0161
12x34g

POPCORN SHED

Delicious & Handcrafted Gourmet Popcorn!

Rainbow
LESS THAN 120 CALORIES
GOURMET POPCORN
ALL NATURAL INGREDIENTS
GLUTEN FREE
great taste 2021

Salted Caramel
LESS THAN 120 CALORIES
GOURMET POPCORN
ALL NATURAL INGREDIENTS
GLUTEN FREE
great taste 2017

Butterscotch
LESS THAN 120 CALORIES
GOURMET POPCORN
ALL NATURAL INGREDIENTS
GLUTEN FREE
great taste 2019

Merchandise in a branded shelf ready display case!

100% All Natural, High Quality Ingredients

100% Family Owned, Made in Britain

Started in a Garden Shed

VGF Vegan and Gluten Free Options

PS110	Popcorn Shed Ltd	Salted Caramel Popcorn Snack Pack	16 x 24g
PS111	Popcorn Shed Ltd	Rainbow Popcorn Snack Pack	16 x 24g
PS117	Popcorn Shed Ltd	Butterscotch Popcorn Snack Pack	16 x 24g

CANDY KITTENS®



PLANT
VEGAN
RECIPE
POWER



Welcome to Plant Power

LG01	Candy Kittens Eton Mess 12 x 54g
LG02	Candy Kittens Sour Watermelon 12 x 54g
LG03	Candy Kittens Wild Strawberry 12 x 54g
LG04	Candy Kittens Loves 10 x 140g

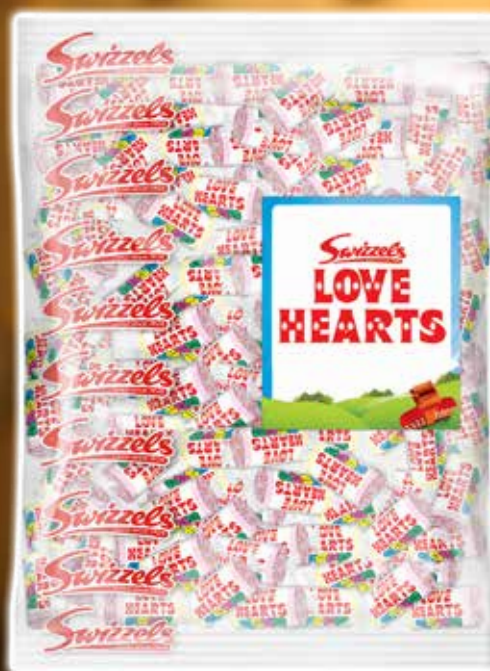




A00585



A00566



A00801



A00802



A00800

A00585 SWIZZELS RETRO MINI MIX 3KG
 A00801 SWIZZELS REFRESHERS STICKPACK 36 X 43G
 A00800 SWIZZELS REFRESHERS CHEW BAR ORIGINAL 60 X 18G
 A00566 SWIZZELS LOVE HEARTS 3KG
 A00802 SWIZZELS DRUMSTICK STICKPACK 36 X 43G

Meet the **jellyatrics**™

Mister Miser



You're never too old to have fun!



Original
18 x 150g
JE790



Sours
18 x 150g
JE794

Benny Dorm



Frau Zimmer



Bill Bird



Pearl Stitch



PICK 'N' MIX *Bulk Range*

Over 60 lines to choose from!



American Hard Gums
V GF 1 x 3kg

A0003



Candy Shrimps
GF 1 x 2kg

A0038



Candy Bananas
GF 1 x 2kg

A00779



Cola Bottles
1 x 3kg

A00371



Cola Fizz
GF 1 x 3kg

A0051



Dolly Mixture
GF 1 x 3kg

A0040



Fizzy Blue Bottles
GF 1 x 3kg

A00561



Fizzy Cherry Cola
GF 1 x 3kg

A00841



Fizzy Dummies
GF 1 x 3kg

A0052



Fizzy Peach Hearts
GF 1 x 3kg

A00520

Easy to decant



Fried Eggs
1 x 3kg

A00530



Fruit Pastilles
GF 1 x 3kg

A0054



Giant Jelly Snakes
GF 1 x 3kg

A0134



Giant Strawberries
GF 1 x 3kg

A00590



Gummy Bears
2 x 2kg

A00556



Twist Hearts
6 x 1kg

VID002



Jelly Babies dusted
1 x 3kg

A0062



Jelly Beans
V V GF 1 x 5kg

A0063



Jelly Fruits
V V GF 1 x 3kg

A0064



Jelly Mix
GF 2 x 2.5kg

PM006

Ranging from 2kg to 5kg bags



Jelly Meerkats
V V 1 x 2.25kg

A00562



Liquorice Allsorts
1 x 3kg

A0077



Milk Chocolate Banana
Chips V GF 1 x 3kg

A234



Milk Chocolate Beans
1 x 3kg

A0086



Milk Chocolate Eclairs
V 1 x 3kg

A0092



Milk Chocolate Mini Speckled Eggs
GF 1 x 3kg

A0089



Milk Chocolate Honeycombe Bites
V GF 1 x 2.5kg

A0604



Milk Chocolate Peanuts
V GF 1 x 3kg

A0090



Milk Chocolate Raisins
V GF 1 x 3kg

A0091



Mini Marshmallows
GF 1 x 1kg

A00189



Mini Fizzy Strawberry Pencils
1 x 3kg

A01171



Chewy Strawberry Bonbons
GF 1 x 3kg

A0116



Strawberry Mini Pencils
1 x 3kg

A00125



Triple Hearts
2 x 1.5kg

A03



Watermelon Slices
V V GF 1 x 3kg

A00599



Wine Gums
GF 1 x 3kg

A0136

VEGAN PICK 'N' MIX *Bulk Range*



Vegan Fizzy Giant Strawberries
V 3 x 1kg

A0128



Vegan Mallows
V 6 x 1kg

V001



Sugar Free Teddy Bears
GF 1 x 3kg

A00586

SUGAR FREE *Range*

RETRO WRAPPED *Bulk Range*



Assorted Toffees

V 1 x 2.75kg

A0010



Rhubarb & Custard

V 1 x 12kg

A330



Sherbet Lemons

V 1 x 12kg

A325



Soft Centre Humbugs

V 1 x 12kg

A328



Vanilla Fudge

V GF 1 x 3kg

A002911



Mini Hospitality Fruits

V 1 x 4kg

A0170



Mini Hospitality Mints

V 1 x 4kg

A0171

RETRO SWEET *Range*



Assorted Fruit Lollies

V V GF 1 x 50

G02500



Tongue Painter Lollies

V V GF 1 x 150g

G02501



Strawberry Fizz Wizz

V GF 50 x 5g

G268



Candy Floss (Bucket)

V GF 6 x 50g

C006210

Packaging



Pick n Mix Paper Bags
1 x 500

A000



Clear Gift Bags
1 x 100

SW0014



Gift Red Ribbon
1 x 100

S0112



Compostable Impulse
Gift Box 1 x 500

BNB001



Small Pick n Mix Cups (8oz)
1 x 200

S00161



Small Pick n Mix Lids (8oz)
1 x 200

S0013



Medium & Large
Pick n Mix Lids 1 x 200

S0029



Retro Victorian Plastic
Sweet Jar 1 x 3L

G01382



Medium Pick n Mix Cups
(12oz) 1 x 200

S0026



Large Pick n Mix Cups
(16oz) 1 x 200

S0015



Pick n Mix Scoops
1 x 200

S0004

Pop up Sweet Cart

Perfect for your summer events
Create a pop up retro sweet shop

Can be
customised
with your
own logo
or image

Personalised
canopy



delicious ideas
food group

01733 239003
sales@delicious-ideas.com
www.delicious-ideas.com

 @deliciousideas_
 @deliciousideas_

Delicious Ideas Food Group would like to thank all our long standing and recent suppliers in contributing to our latest catalogue. Due to your enthusiasm, creativeness and ambition we believe the UK is a driving force for challenger brand innovation in the global drinks & snacking channel and long may it continue

♥ **THANK YOU FROM ALL OF US HERE AT DIFG** ♥





delicious  **ideas**
food group

2, The Links, Bakewell Road, Orton Southgate, Peterborough PE2 6BJ

t: 01733 239003 e: sales@delicious-ideas.com w: delicious-ideas.com

FIND US   Delicious Ideas Food Group  Deliciousideas_  Deliciousideas_

