

ISSUE 13: Q3 2025

Quarterly

IN THIS ISSUE

N!CKs

PAGE 3

Hip Pop

PAGE 9

Luscombe

PAGE 10

Other Foods

PAGE 11



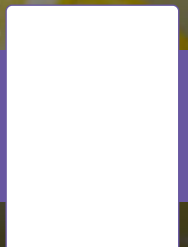
DELICIOUS
DRINKS
PAGES 4-5



DELICIOUS IDEAS
GRAB 'N' GO
PAGES 6-7



THE DELICIOUS
TEAM ON THE ROAD
PAGE 8



Welcome

Summer is here and we can't wait to share all-things-delicious with you in our latest issue of the DIFG Quarterly Magazine!

In this jam-packed issue, enjoy the summer sun in style as the spotlight shines on all of our incredibly refreshing drinks (See pages 4-5). You'll also find out what our National Account Managers have been up to across the UK.

We have an exciting new range specifically designed for food service; you won't want to miss out on your new favourite snack brand – Delicious Ideas Grab 'n' Go (pages 6-7).

Delicious Ideas Quarterly wouldn't be complete without our new and returning brand favourites. Get yummy with guilt-free tasty treats that don't need to compromise flavour for healthiness with our new favourite brand on the block – N!CK's. It's time to get real with Hip-Pop – real ingredients, real flavour, and real benefits. Naturally refreshing, gut healthy soft drinks with a fresh new look. If you're looking for something totally unique – mushroom snacks are where it's at. Other Foods are making a statement with the No.1 mushroom snack that's not only scrumptious; they're also perfect for reducing harmful cholesterol and maintaining heart health.

The delicious family is always welcoming the latest and greatest challenger brands that focus on the healthy, the sustainable, and the downright delicious side of the snacking world. See below for our newest brands!

Kick back, relax, and enjoy Delicious Ideas Quarterly Magazine – Issue 13: Q3 2025.
We will see you again soon!

Jonathan & Emma

Co-founders and family

And all the DIFG team x



Pages 6-7

delicious ideas
food group

New Brands & Products



NUDIE

Exciting free-from snacking with all-natural ingredients & flavours, including the taste-tingling Cauliflower crisps!



XOXO

A refreshing, mouthwatering soda, that not only tastes great, but gives your insides the love they deserve.



SWISH

Mixed from the finest ingredients, by the greatest mixologists, for the coolest crowds, SWISH offers ready-to-drink cocktails without compromise.



TRANQUILO

Ashwagandha drink celebrated for its adaptogenic properties. Stay calm, cool, and colorful. Stay Tranquilo!



GROUND

"Nothing Fake In Our Shake". GROUNDED saw all the artificial sweeteners, flavourings, and stabilisers and wanted to create the antidote – a shake with nothing fake.



WHAT A DATE

Your dream date is here. Small, but mighty and full of juiciness, What a date satisfy sweet cravings, while being a source of fibre too.

N!CK'S

let's get *yummy*

high
protein



Oat Bars

no
added
sugar



Protein Wafers

DELICIOUS DRINKS 2025

THE SUMMER IS FINALLY HERE



Something & Nothing

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

Virtue Drinks

- VIRT002 Tropical Yerba Mate
VIRT003 Peach & Raspberry Yerba Mate
VIRT004 Strawberry & Lime Yerba Mate

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

Perfect Tea

- MADE01 Matcha Apple & Raspberry
MADE02 Matcha Pear & Ginger
MADE03 Matcha Pineapple & Yuzu
MADE05 Matcha Juicy Peach

Calitia Farms

- CAL01 Oat Milk Barista Blend

Jamu Wild Water

- JW001 Sparkling Raspberry
JW002 Sparkling Lemon
JW003 Sparkling Blood Orange

Karma Drinks

- KD002 Gingerella
KD003 Lemony
KD004 Orangeade
KD006 Razza

Soda Folk

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

Bottle Up

- BOT002 Champagne Pink
BOT004 London Red
BOT005 Dark Blue

Punchy

- PUNCH01 Mango
PUNCH02 Blueberry
PUNCH03 Mexican Lime

Flawsome!

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

One Living Kombucha

- KOM001 Raspberry & Pomegranate
KOM002 Ginger & Turmeric
KOM003 Passionfruit
KOM008 Immune
KOM009 Calm
KOM010 Focus
KOM011 Wild Berry CBD
KOM012 Lime & Mint CBD

Grounded

- GROUND01 Mint Choc Protein Shake
GROUND02 Choc Protein Shake

Glug!

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

**ORDER
TODAY**



01733 239003



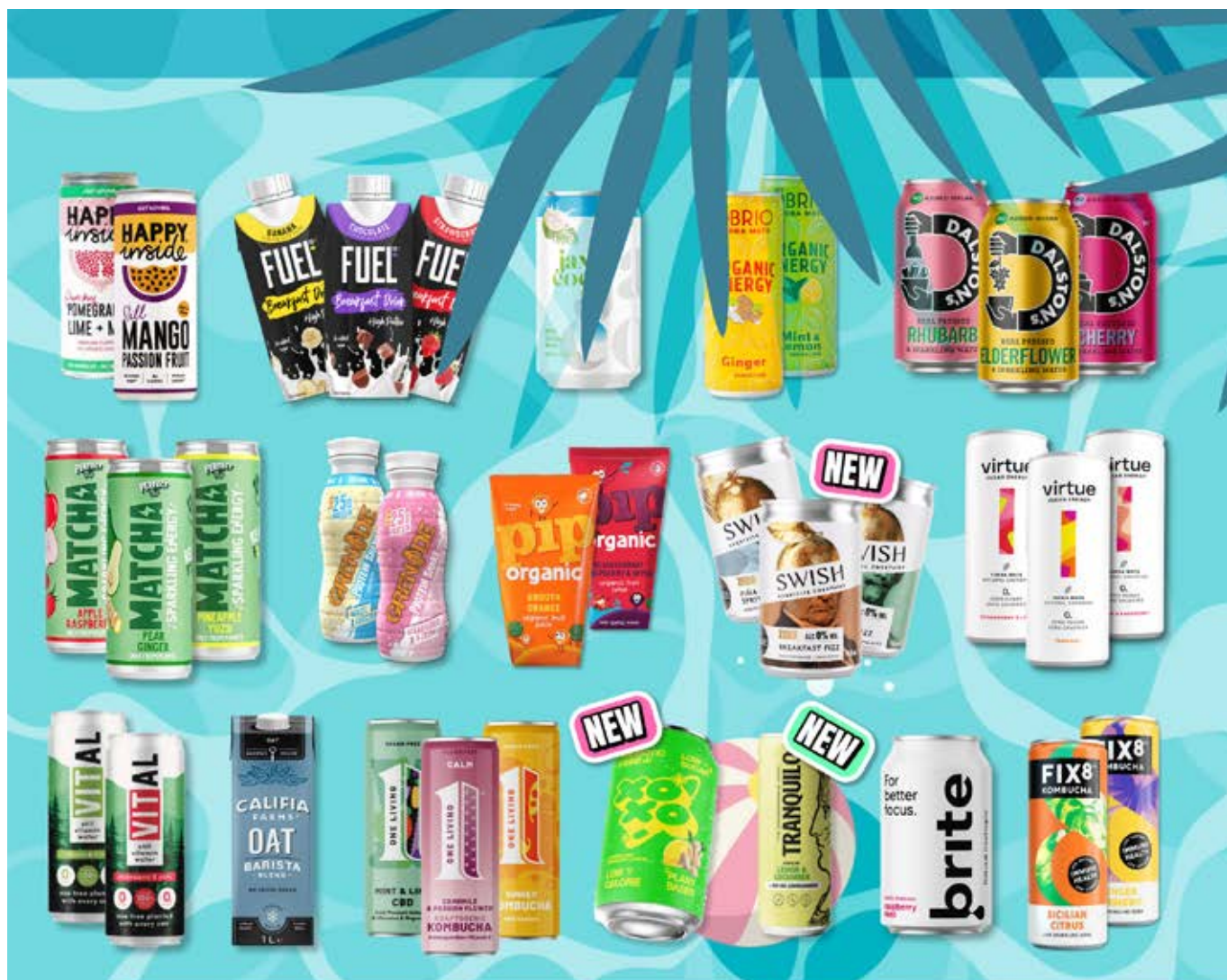
sales@delicious-ideas.com



@deliciousideas_



delicious-ideas.com/shop



Pip Organic

- PIPORG02 Blackcurrant, Raspberry & Apple
PIPORG03 Orange Juice

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

VIT HIT

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

VITAL

- VITAL01 Strawberry & Yuzu Vitamin Water
VITAL02 Lemon & Lime Vitamin Water
VITAL03 Peach Sparkling Vitamin Water
VITAL04 Orange Gut Health Soda

GRENADE

- G012 White Chocolate Protein Shake
G013 Strawbs & Cream Protein Shake

Fix8 Kombucha

- FIX801 Ginger & Tumeric
FIX802 Sicilian Citrus

Fibe Prebiotic Soda

- FIX803 Fruit Punch
FIX804 Zesty Orange

Mission Natural Energy

- MISS01 Lime & Yuzu
MISS02 Lemon & Ginseng

FUEL10X Breakfast

- FUEL001 Strawberry
FUEL002 Banana
FUEL003 Chocolate

Dalston's

- DAL001 Elderflower
DAL002 Cherry
DAL003 Rhubarb

Brio Yerba Mate

- BRIO01 Mint & Lemon
BRIO02 Ginger

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

Tranquilo Ashwagandha

- TRANQ01 Raspberry
TRANQ02 Lemon & Elderflower

SWISH

- SWISH04 Pina Colada Spritz (0% ABV)
SWISH05 Key Lime Pie Mojito (0% ABV)
SWISH06 Breakfast Fizz (0% ABV)

XOXO

- XOX01 Watermelon
XOX02 Tropical
XOX03 Ginger & Lemon

delicious ideas
food group

delicious ideas
GRAB 'N' GO

ONE MORE BITE



WHY WE CREATED YOUR NEW FAVOURITE SNACK BRAND

Delicious Ideas was born from a love of all things snacking, and **GRAB 'N' GO** is the ultimate proof.

A range of snacks with something for everyone - each bag delivers the coveted “ONE MORE BITE” feeling associated with your favourite treats.

CREATED FOR CONTRACT CATERERS

Exclusive to the food service industry, **GRAB 'N' GO** is a carefully curated range of snacks featuring a multitude of profit-boosting USPs that you and your clients care about.

From **PROTEIN**, and high in **FIBRE** to **VEGAN**, and **GLUTEN-FREE** options - **GRAB 'N' GO** helps you cater to any and every need at a **HIGH MARGIN**.

THE RANGE (SO FAR...)

GG2503
GENTLY DRIED
MANGO PIECES

GG2502
SIZZLING BBQ
CRACKERS

GG2501
DRY ROASTED
PEANUTS

GG2504
FIZZY VEGAN
GUMMY BEARS

GG2505
DARK CHOC &
YOGHURT
CRANBERRIES



ORDER YOUR NEW FAVOURITE SNACKS NOW

01733 239003

SALES@DELICIOUS-IDEAS.COM

THE *Delicious* TEAM ON THE *Road*



Bread & Jam Food Service Summit

Emma & our Co-Founder and CEO, Jonathan, went speed dating with exciting new brands! A wonderful time, we're told, being matched with the latest pioneers in treats & beverages. Watch this space as some of these brands will be coming to Delicious Ideas very soon!

Spotlight

Senior National Account Manager Emma Unwin

We are always darting across the country to attend the tastiest events while keeping up to date with the current snacking trends. Whether it's attending conferences or sitting down one-on-one with the biggest names in the industry, our number one priority is to bring you innovation. In recent months, our superstar **Emma Unwin** has been firing on all cylinders. Here's just a few of the fun she's been having:

Everyone Active Innovation Day

Emma then showcased to Everyone Active our latest additions of nutritious and delicious products, such as the dairy free protein super shakes from GROUNDED.



Levy Supplier Showcase

Sustainability was at the forefront of Emma's visit to Levy, spotlighting our ever-expanding catalogue of environmentally conscious products, with industry leading brands such as Tony's Chocolonely turning the heads of all attendees!



Foodbuy Supplier Conference

Networking with the Foodbuy family, our DIFG sweet cart took centre stage. Featuring our new GRAB 'N' GO range, suffice to say Emma had people coming back for seconds (and thirds)!



If you fancy a chat with Emma or us coming down with a pop-up, or anyone else from the Delicious team, we would love to see you!

Get in touch with us at: sales@delicious-ideas.com

HIP POP

THE FASTEST GROWING SOFT DRINK BRAND*



REAL FRUIT • NO SWEETENERS X LIVE CULTURES • GUT FRIENDLY

CODE

PRODUCT NAME

HPO1	Hip Pop Kombucha - Strawberry & Pineapple
HPO2	Hip Pop Kombucha - Blueberry & Ginger
HPO3	Hip Pop Kombucha - Ginger & Yuzu
HPO4	Hip Pop Kombucha - Apple & Elderflower
HPO5	Hip Pop Naturally Refreshing - Tropical Peach
HPO6	Hip Pop Naturally Refreshing - Pink Grapefruit

12x
330ml

*HIP POP GREW 255.2% VS YA, 52 W/E 28 DEC, 2024, CIRCANA

LUSCOMBE /



NOW AVAILABLE IN
12-PACK

DISTINCTIVE BY NATURE. REFRESHING FOR SUMMER.

At Luscombe, we're all about crafting drinks with real depth and character. Using the **finest ingredients** and taking care with every step, we create the **best tasting soft drinks**. With a distinctive style and a rich heritage, our drinks are made for those who appreciate something a little more grown-up.

ALL NATURAL - VEGAN - GLUTEN
FREE - 100 GREAT TASTE AWARDS



BY APPOINTMENT TO
HIS MAJESTY THE KING
MANUFACTURERS OF
APPLE JUICE & SOFT DRINKS
LUSCOMBE DRINKS
DEVON, ENGLAND



01364 643036
info@luscombe.co.uk
luscombe.co.uk

Same crunch,
fresh
new look!



THE FUTURE IS FUNGI

OTHER FOODS

MEET THE NEXT GEN CRISPS!



AOF03

AOF01

AOF02

World's 1st mushroom snack on the go brand

**ULTRA
HIGH
FIBRE**

**FREE FROM
GLUTEN
DAIRY & NUTS**

**BAKED
NOT
FRIED**

**LESS THAN
99 KCAL
PER SERVING**

**REAL
WHOLE
VEG**

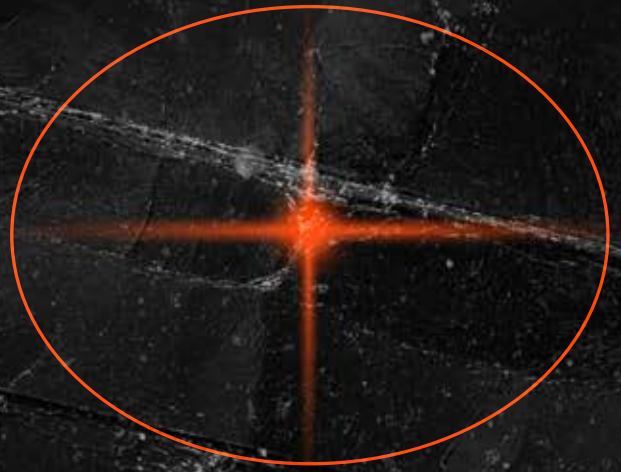
Available at
delicious-ideas.com
01733 239003

delicious ideas
food group

Product Name	Case Size	Product Code
Crunchy Shiitake Mushroom Black Truffle & Pink Salt	8x 40g	AOF01
Crunchy Shiitake Mushroom	8x 40g	AOF02
Crunchy Oyster Mushroom	8x 40g	AOF03

HALLOWEEN RANGE 2025

NO TRICKS, ONLY TREATS



HAL103	Gummy Pumpkins	1kg
HAL100	Jelly Vampire Teeth	1.5kg
HAL101	Jelly Filled Skulls	1kg
HAL104	Jelly Brains	1kg
HAL102	Jelly Bones	1kg
HAL106	Jelly Eyeballs	1kg
HAL105	Witches Heads	1.5kg
HAL111	Jelly Fizzy Dracula Teeth	3kg
HAL107	Ghost Mallows	1kg
HAL108	Pumpkin Mallows	1kg
HAL109	Jelly Monster Mix	6 x 1kg
HAL001	Halloween Pre -Packed Sweets	24 x 100g

GET IN TOUCH & ORDER TODAY

📞 01733 239003

✉ sales@delicious-ideas.com

📷 @deliciousideas_

🌐 delicious-ideas.com/shop

delicious ideas
food group