

delicious ideas

food group

FOR THE LOVE OF

Healthy Treats & Delicious Delights

Autumn/Winter 2025 Product Catalogue | Issue 33



delicious [♥]ideas

CORE VALUES

MISSION STATEMENT:

"A family business, inspiring & energising the nation with innovative and delicious, healthy and sustainably sourced snacks and drinks"

FAMILY



As a family-run business, a close bond between staff has always been cherished - everyone in the Delicious family looks after each other.

INTEGRITY



Integrity goes deeper than just being honest. We take pride in every aspect of our work so that everyone can rely on each other.

ACCOUNTABILITY



We believe it is vital to take responsibility of our work. We take the initiative and recognise we have the power to resolve any issues that we may cause.

COMMUNICATION



We all aspire to work in harmony with each other - productivity is best when everyone is on the same page. This harmony can only be built through clear communication.

POSITIVITY



No matter what, we all work through adversity with our heads held high - any challenge is best faced with a smile.

COOPERATION



Cooperation in the workplace is vital for productivity. Collaborating with diverse perspectives is the key to solving any problem.

Dear Delicious Readers

As we look forward to 2026, we're proud to share some of the exciting developments happening at Delicious Ideas. This past year has been one of growth, progress, and laying the foundations for the future.

We've welcomed new colleagues into the business across commercial, sales, marketing, and operations, each of them adding skills and energy that will strengthen our team and help us serve our customers even better. But our evolution isn't only about people - it's also about the tools and systems that underpin everything we do.

One of the most significant steps we're taking is the rollout of a **new cloud-based CRM and data system**. This investment is designed to bring even greater efficiency, accuracy, and transparency to how we operate. From smarter reporting and more reliable stock management to a smoother supply chain process, this upgrade will give both our team and our customers confidence in the information they rely on as well as faster processing.

Paired with this development comes our **new website**, which will be fully integrated with the new data platform. For our customers, this means easier access to accurate product information, tailored ranges, and real-time pricing. It also means contract caterers will be able to browse and interact with their product lists in a way that is simpler, clearer, and more user-friendly than ever before. These improvements are all part of our commitment to making it as easy and reliable as possible to do business with us.

Beyond systems, we remain committed to agility and innovation in the market. Delicious Ideas has built a reputation as one of the fastest wholesalers to respond

to customer needs, particularly when it comes to **niche and bespoke product requirements**. We understand that customer demands are constantly evolving, and we take pride in being able to source and deliver solutions quickly and effectively. Over the past year, we have **nearly doubled the number of brands and suppliers we work with**, giving us one of the widest selections of healthy, challenger, and exclusive snacks available in the market today.

We're excited about what these changes mean for the year ahead. More than just upgrades, they represent our determination to keep moving forward, to provide value, and to remain a trusted partner for all our customers and suppliers. Every improvement we make whether it's adding new talent or developing smarter tools, it is committed to our vision to energise the nation with innovative, healthy and sustainably-sourced snacks and beverages.

As always, none of this would be possible without the support of our incredible customers, suppliers, and colleagues. We're grateful for the relationships we've built and the trust placed in us, and we look forward to continuing the journey together. Here's to a successful 2026: a year of innovation, collaboration, and growth.

Jonathan Potter & Emma Smith

CEO & Founders

and all the DIFG team



DELIVERY *Charges*

Phone **01733 239003**

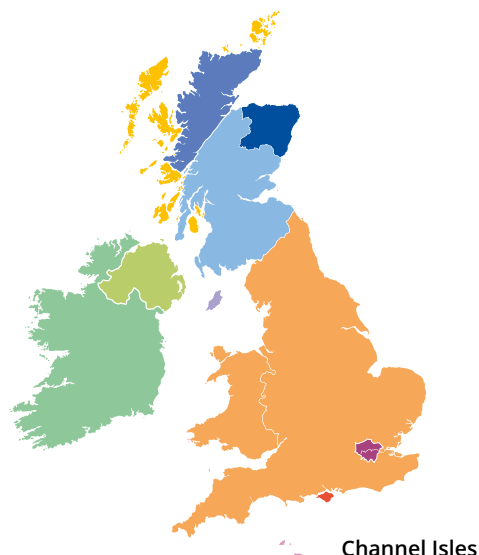
Email **Sales@delicious-ideas.com**

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**

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.



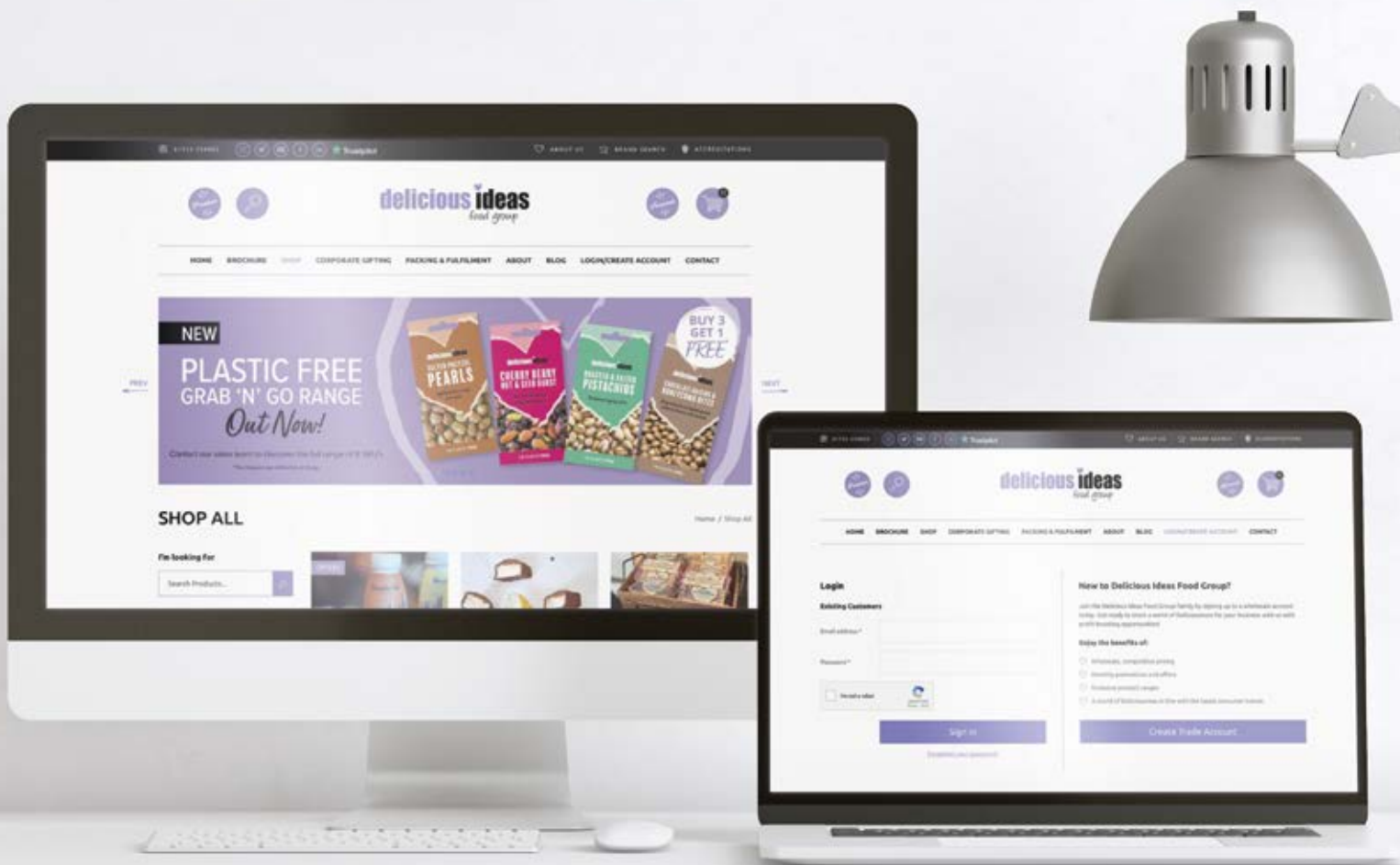
Customer Support Team committed to satisfaction through service and proactive assistance.



BRC AA accreditation for 7 years in a row.



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'

Sign up for
an online
account



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!

View our
online
shop



4

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

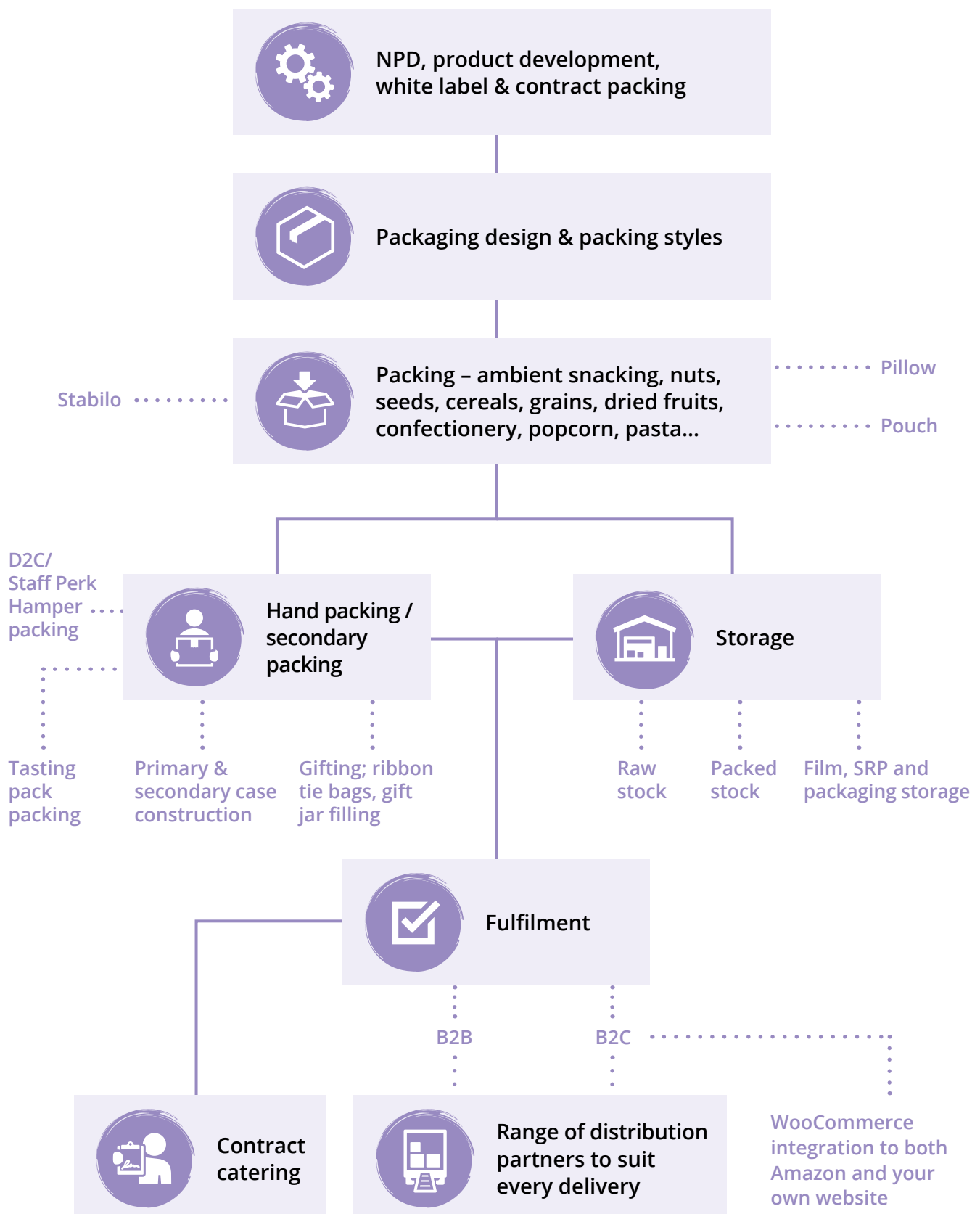
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Allergen
Key:

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

PRIVATE LABEL, FULFILMENT, STORAGE AND DISTRIBUTION *Division*



CREATE YOUR OWN *Snack Brand!*



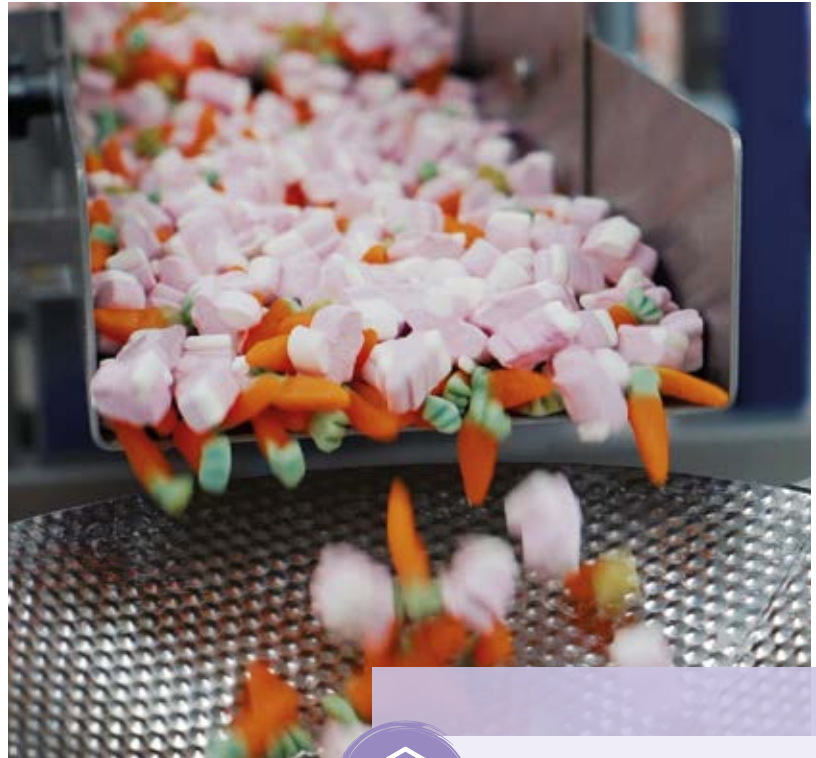
NPD, product development, white label & contract packing

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

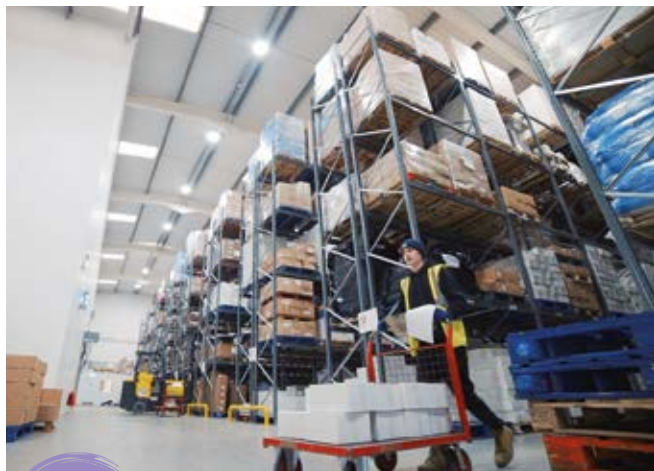
A wide range of both primary and secondary packing options to suit every clients needs.

- > **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. This year we once again collaborated with Carbon Neutral Britain to create a robust carbon emissions report of our Scope 1, 2, and 3 emissions (you can find our emissions report on our website). This emissions report is the perfect tool for us to analyse where we can further reduce our impact on the planet. 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.



Made Blue & World Water Day 2025

The Made Blue Foundation, founded in 2014 in the Netherlands, provide vital drinking water to countries with severe water scarcity. To date, Made Blue have provided those in need with over 10 billion litres of clean water in developing countries, on behalf of 400+ companies supporting the mission.

For World Water Day 2025, 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. A staggering success, we managed to build upon our previous donation of 1.15 million litres to provide 1.4 million this year!



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 van loads 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".

Peterborough Soup Kitchen

Over the festive period of 2024, we worked closely with Peterborough Soup Kitchen, a cornerstone of our local community that's been tirelessly aiding homeless and disadvantaged people since 1983. We donated van loads of stock to their food banks, with a varied range of products from Proper Chips to Wallaroo, to provide a varied and balanced diet to those in need.



WHAT CAUSES SHOULD SUPPORT IN *2026* *Delicious Ideas*

Delicious Ideas is devoted to making a positive impact and supporting both local and global causes. Historically we have worked with and supported causes such as:

Red Cross Ukraine Appeal: Raised over £2000 through Ukraine Jellybeans sales aiding the 16.9 million affected.

Spirit of hospitality: Supported a transatlantic charity row and Hospitality Action (Our logo was on a boat that sailed across the Atlantic!!)

Beach Clean: Partnered with Marine Conservation Society for a Norfolk Beach cleanup and a local Peterborough Ferry Meadows river/lake cleanup. Donated Plastic-Free Grab'N'Go profits for World Ocean Day.

Huntingdonshire Cricket Club: Sponsored Women's Section, facilitating a new kit and match expenses.

We aim for our efforts to reflect our ongoing dedication to impactful humanitarian, environmental, and community-focused actions. Supporting Hospitality Action taught us further how impactful the relationship between Corporate Social Responsibility and the Food Service world is. As such we would like to work closer together with you, our readers and customers. What makes you tick?



Tell us what cause do you believe in?

What drives your spirit? What is our next aim?

Send us your thoughts to andy@delicious-ideas.com and let's make it happen!

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
GRAB 'N' GO

JUST ONE MORE BITE



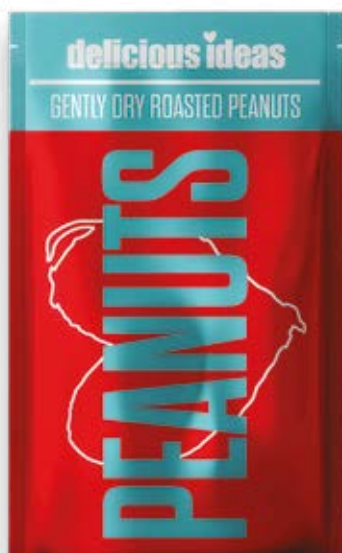
CREATED FOR
CONTRACT CATERERS

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.

'Grab n Go' RANGE

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



Dry Roasted Peanuts
V 40 x 30g

GG2501



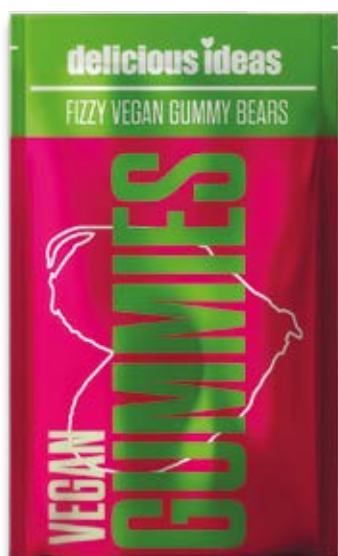
BBQ Crackers
V 40 x 20g

GG2502



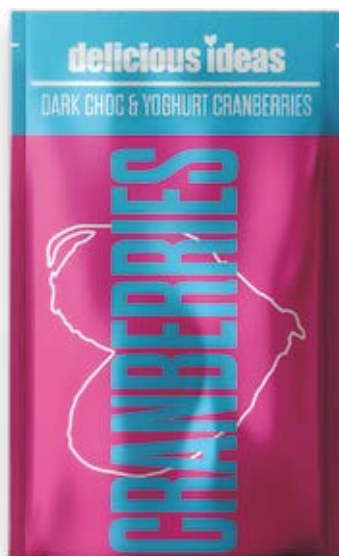
Mango
V 40 x 30g

GG2503



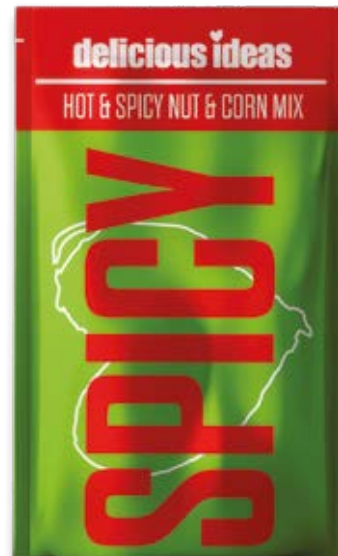
Vegan Bears
V 40 x 40g

GG2504



Yoghurt & Dark Choc
Cranberries 40 x 40g

GG2505



Hot & Spicy Nut &
Corn Mix 40 x 35g

GG2508

PLASTIC FREE *'Grab n Go'* RANGE

Shiny new packaging, now plastic free to help you hit your sustainability KPIs.
Delicious AND environmentally conscious!



Gourmet Jelly Beans
40 x 40g

GG2506



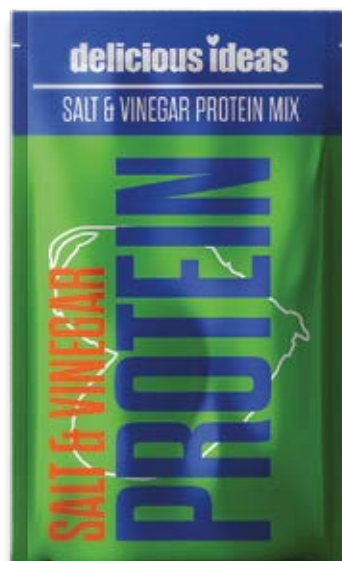
Chocolate Raisin and
Honeycomb 40 x 35g

GG2507



Luxury Fruit and Nut
v 40 x 40g

GG2509



Salt & Vinegar Protein Mix
v 40 x 20g

GG2510



Wild berry Gummy Mix
v 40 x 30g

GG2511



Chocolate Caramel Pretzel Mix
40 x 25g

GG2512

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
HB14	Spicy Peanut & Corn Mix	24 x 80g
HB15	Chilli Rice Crackers	24 x 60g

Deliciousideas®

Milk chocolate, dark chocolate and yoghurt coated favourites.

Code	Description	Pack Size
HB11	Yoghurt Raisins	24 x 100g
HB12	Milk Chocolate & Yog Peanuts	24 x 100g
HB16	Caramel Pretzel Mix	24 x 65g
HB17	Milk Chocolate and Yoghurt Honeycomb Bites	24 x 100g



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



Milk Choc Honeycomb
1 x 2.5kg

F004291



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



Salted Cashews
V V 1 x 12.5kg

B02051

HEALTHYIDEAS *Bulk Snacks*



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

PS0261



Mexican Chilli Cashews
V V 1 x 12.5kg

B0250



Popcorn – Sea Salt
V V 2 x 1.5kg

BA004



Popcorn – Sweet & Salt
V V 2 x 2kg

BA002



Popcorn – Sweet
V 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.

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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		

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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

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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		

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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.		

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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

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

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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



Peanut Butter Flapjack 1 x 40

F000316

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

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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

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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



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  Delicious Ideas Food Group

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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
- 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

**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



Fuel10K

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

Flower & White

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

GRAB 'N' GO - PLASTIC FREE

- GG2506 Gourmet Jelly Beans
- GG2507 Choc Raisin & Honeycomb
- GG2509 Luxury Fruit & Nut
- GG2510 Salt & Vinegar Protein Mix
- GG2511 Vegan Wild Berry Gummy Mix

Milliways

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

Two Farmers

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

Bio & Me

- BIO1 Porridge+ Original Seed & Nut
- BIO2 Porridge+ Apple & Cinnamon
- BIO6 Hazelnut Gut-Loving Oat Bar
- BIO7 Super Berry Gut-Loving Oat Bar
- BIO8 Toffee Apple Gut-Loving Oat Bar

Walleroo

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

Order Today



01733 239003



sales@delicious-ideas.com



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delicious-ideas.com/shop

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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 39-42

TASTY FUEL HIGH IN PROTEIN

FUEL 10K

FUEL005



FUEL004



FUEL008



FUEL007



FUEL009



FUEL001



FUEL002



FUEL003

FUEL014



FUEL010



FUEL001	FUEL10K Strawberry Breakfast Drink 8 x 330ml
FUEL002	FUEL10K Banana Breakfast Drink 8 x 330ml
FUEL003	FUEL10K Chocolate Breakfast Drink 8 x 330ml
FUEL004	FUEL10K Chocolate Granola Pot 8 x 70g
FUEL005	FUEL10K Chocolate Porridge Pot 8 x 70g
FUEL007	FUEL10K Peanut Granola Pot 8 x 70g
FUEL008	FUEL10K Golden Syrup Porridge Pot 8 x 70g
FUEL009	FUEL10K Chocolate Oat Cookie 12 x 50g
FUEL010	FUEL10K Peanut Butter Oat Bar 16 x 45g
FUEL014	FUEL10K Salted Caramel Oat Bar 16 x 45g

SNACK'd®

Multi-Award Winning Fibre Flapjacks



✓ **HIGH FIBRE**

✓ **GLUTEN FREE**

✓ **100% NATURAL**

✓ **ALLERGEN FREE**

✓ **DELICIOUSLY CHEWY**

✓ **THE ONLY MULTI-AWARD WINNING BAR**



SNA01	SNACK'd Double Cacao & Orange Fibre Flapjack	16 x 42g
SNA02	SNACK'd Apple & Raisin Fibre Flapjack	16 x 42g



TASTY. GUT. SCIENCE.

Bio & Me®

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



Drinks



DISTINCTIVE BRANDS WITH CUSTOMER APPEAL



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

PAGES 43-76

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

Calina Farms

- CAL01 Oat Milk Barista Blend

Jamu Wild Water

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

Karina 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

Flaw Some!

- 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**



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delicious-ideas.com/shop



Pip Organic

- PIPOR02 Blackcurrant, Raspberry & Apple
PIPOR03 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 & Turmeric
FIX802 Sicilian Citrus

Ribe Probiotic Soda

- FIX803 Fruit Punch
FIX804 Zesty Orange

Mission Natural Energy

- MISS01 Lime & Yuzu
MISS02 Lemon & Ginseng

FUEL0K Breakfast

- FUEL001 Strawberry
FUEL002 Banana
FUEL003 Chocolate

Daisies

- DAL001 Elderflower
DAL002 Cherry
DAL003 Rhubarb

Brio Yurba Mate

- BRIO01 Mint & Lemon
BRIO02 Ginger

Jax Coco

- NB001 Coconut Water

Harbelle's

- 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)

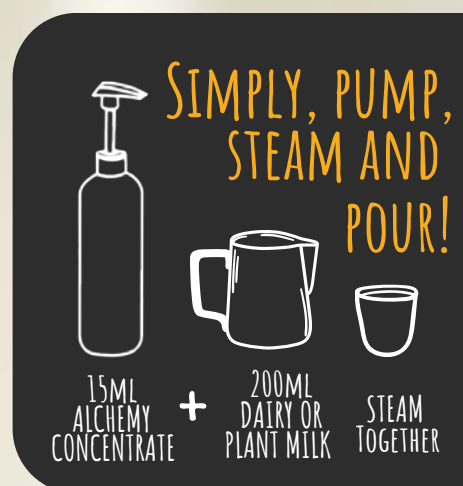
XOXO

- XOX01 Watermelon
XOX02 Tropical
XOX03 Ginger & Lemon

delicious ideas
food group



DELICIOUSLY SIMPLE,
NATURALLY FLAVOURED,
SUPERFOOD LATTES.



ALCH01 Alchemy Golden Turmeric Elixir
ALCH02 Alchemy Organic Mumbai Chai Elixir
ALCH03 Alchemy Maho Matcha Elixir
ALCH04 Alchemy Beetroot Elixir
Sold in cartons of 6 x 750ml bottles per flavour



blendsmiths



15 DELICIOUS
BLENDS



RESPONSIBLY
SOURCED



VEGAN
FRIENDLY



SEASONAL
BLENDS

CODE	PRODUCT	SIZE
BLEND03	Pink Chai	1KG
BLEND02	Golden Chai	1KG
BLEND01	House Chai	1KG
BLEND04	Pumpkin Spice	1KG
BLEND05	House Chocolate	1KG
BLEND06	Dark Chocolate	1KG
BLEND07	White Chocolate	1KG
BLEND08	Japanese Matcha	1KG
BLEND09	Wakaba Matcha	100G



Made with real ingredients and bold flavours, FLOW delivers barista-level quality every time. Perfectly formulated and rigorously tested for automated machines, FLOW delivers a consistently excellent drinking experience.



SIMPLE. CONSISTENT. DELICIOUS.

CODE	PRODUCT	SIZE
BLEND10	FLOW Chocolate	2KG
BLEND12	FLOW Matcha	1KG
BLEND11	FLOW Vegan Chocolate	2KG
BLEND13	FLOW Chai	1KG

BRIOLLIANT NATURAL ENERGY



BRIO Organic Energy
Drink Mint & Lemon

12 X 250ML

BRI01



BRIO Organic Energy
Drink Ginger

12 X 250ML

BRI02

EXPERIENCE NATURAL ENERGY WITH YERBA MATE FOR LONG-LASTING EFFECTS AND GREATER CONCENTRATION. NO JITTERS OR CRASHES. 100% NATURAL & 100% BOLD FLAVOURS.

NEED SAMPLES? SALES@BRIO-ENERGYDRINK.COM



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



**LOCALLY MADE, GUT-FRIENDLY,
AWARD WINNING, DELICIOUS SOFT
DRINKS! TRY NOW!**



FIX801



FIX802



FIX804



FIX803



SKU NAME	SKU CODE	CASE SIZE
Fix8 Kombucha Ginger and Turmeric	FIX801	12 X 250ML
Fix8 Kombucha Sicilian Citrus	FIX802	12 X 250ML
Fibe Prebiotic Soda Fruit Punch	FIX803	12 X 250ML
Fibe Prebiotic Soda Zesty Orange	FIX804	12 X 250ML

GROUND^{ED}®

PLANT-BASED PROTEIN M*LKSHAKES



20g

NATURAL PROTEIN



100% NATURAL



DAIRY FREE

GROUND^{ED}SHAKES.COM @GROUND^{ED}SHAKES

delicious ideas
food group

PRODUCT CODE:	PRODUCT DESCRIPTION:	PACK SIZE:
GROUND01	CHOCOLATE PROTEIN M*LKSHAKE	12X490ML
GROUND02	MINT CHOC PROTEIN M*LKSHAKE	12X490ML

MISSION | Fuel your extraordinary



No Sugars
No Sweeteners



100% Natural
Ingredients



Slow-Release,
Light Caffeine

Mission Natural Energy Lime & Yuzu	12x250ml	MISS01
Mission Natural Energy Lemon & Ginseng	12x250ml	MISS02

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

Hot Ginger Beer	LOD01
Sicilian Citrus Crush	LOD02
Sicilian Lemonade	LOD03
Elderflower Bubbly	LOD04

get back — — on track

WITH
punchy hydration



- ELECTROLYTES & MINERALS
- VITAMINS C & D
- CAFFEINE FREE
- LOW CALORIE
- AIDS MUSCLE FUNCTION
- SUPPORTS IMMUNITY
- REAL FRUIT



BLUEBERRY HYDRATION	PUNCH02	12 X 330ML
MANGO HYDRATION	PUNCH01	12 X 330ML
MEXICAN LIME HYDRATION	PUNCH03	12 X 330ML

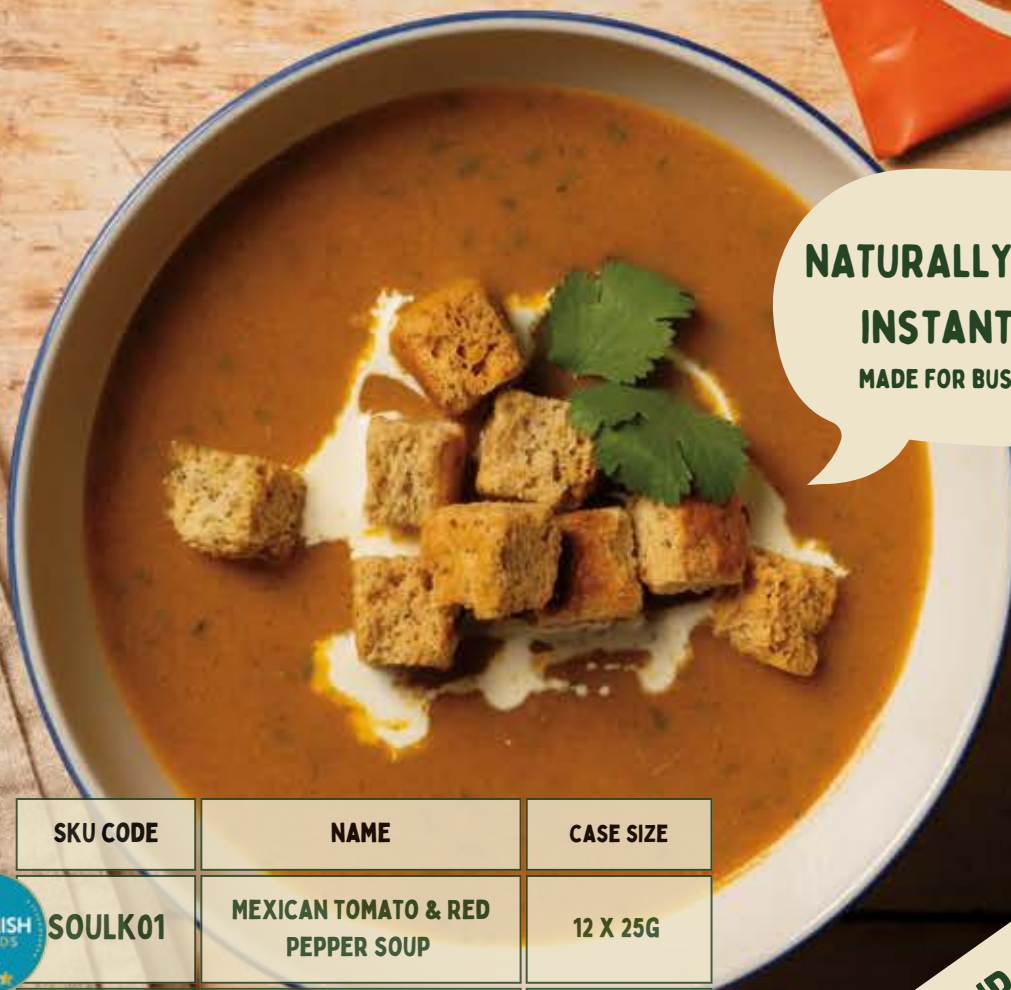


1 OF YOUR 5 A DAY | MADE WITH REAL VEG

JUST
ADD
HOT
WATER

NO ARTIFICIAL
FLAVOURS,
PRESERVATIVES,
ADDED SUGAR OR
PALM OIL

VEGAN &
GLUTEN-FREE



NATURALLY DELICIOUS
INSTANT SOUPS
MADE FOR BUSY LIFESTYLES



SKU CODE	NAME	CASE SIZE
SOULK01	MEXICAN TOMATO & RED PEPPER SOUP	12 X 25G
SOULK02	CURRIED SWEET POTATO & PUMPKIN SOUP	12 X 25G

PACKET SOUP. RE-INVENTED.



✓ 30% Fruit Juice



✓ 10% Popping Boba



✓ Green Tea



✓ 100% Joyful Taste!



**NEW
ARRIVAL**



TeaJoy RTD Bubble Tea - grab, shake, sip!
Authentic flavour, no prep needed.
Perfect for **on-the-go sales!**



✓ 8 Products in 1 !

①

✓ TeaJoy Quality < 1 Min



✓ Great Tasting



✓ Just Add Water & Ice



✓ High Margin up to 67%



Kits include Tea, Boba, Cups, Lids, Straws, How to Make & POS

Product

- Passionfruit & Strawberry RTD Cans 330mlx12
- Peach & Mango RTD Cans 330mlx12
- Passionfruit & Strawberry Fruit Tea 20x4 Drinks Kit
- Mango & Passionfruit Fruit Tea 20x4 Drinks Kit
- Strawberry & Mango Fruit Tea 20x4 Drinks Kit
- Classic Milk Tea & Tapioca 10x4 Drinks Kit

Codes

TEAJ21
TEAJ22
TEAJ17
TEAJ18
TEAJ19

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

YOU GET **ONE** SHOT AT **LIVING**...TAKE IT.



KOM015
Immunity

KOM016
Energy

KOM014
Gut

NEW 20+ SUPER INGREDIENT HEALTH SHOT
8x 100ml Shot Bottle

KOM013
Beauty

KOM017
Brain



Certified
(B)
Corporation

**"The magic of One Living drinks helps you
reset your balance and reward your body"**

FOUNDER

Jonny Wilkinson



AUTHENTIC KOMBUCHA

12x 250ml Can | Sugar Free

KOM002
Ginger

KOM001
Raspberry

KOM003
Passionfruit



COLD PRESSED CBD

12x 250ml Can | Sugar Free

KOM012
Mint & Lime

KOM011
Wild Berry



ADAPTOGENIC KOMBUCHA

12x 250ml Can | Sugar Free

KOM008
Immune

KOM009
Calm

KOM010
Focus



CALIFIA
FARMS®

The Barista Blends Your Coffee Deserves



- ✓ Subtle sweetness that perfectly complements coffee
- ✓ Steams remarkably for creamy plant-based coffee
- ✓ Lowest sugar and calorie count per serving among the market leading Barista products
- ✓ Trusted by the UK's leading specialty coffee outlets



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

For more information or to find out how to stock our products, please contact uk@califiafarms.com

Natural **FOCUS+ ENERGY**

What if energy was healthy?
Now it is.

**NO ADDED SUGAR.
NO SWEETENER.**

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





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 ALUMINUM 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.

Turning *Wonky* Fruit into Naturally Delicious Drinks



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	Ginger + Vit D Shot 12 x 60ml	12 x 60ml
FLAW05	Cherry Immunity + Vit C Shot 12 x 60ml	12 x 60ml
FLAW08	Turmeric + Vit D Shot 12 x 60ml	12 x 60ml
FLAW07	Strawberry Gut Health + Calcium Shot	12 x 60ml
FLAW10	Sweet Apple Carton	27 x 200ml
FLAW09	Apple, Mango & Orange Carton	27 x 200ml



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



Shortcut your *nutrition.*



Product:	Code:
Huel Ready-to-drink - Chocolate	HUEL05
Huel Ready-to-drink - Vanilla	HUEL06
Huel Ready-to-drink - Berry	HUEL07
Huel Ready-to-drink - Banana	HUEL08
Huel Daily A-Z Vitamin Drink - Watermelon	HUEL09
Huel Daily A-Z Vitamin Drink - Pineapple & Mango	HUEL10
Huel Daily A-Z Vitamin Drink - Cherry & Raspberry	HUEL11
Huel Black Edition Ready-to-drink - Chocolate	HUEL14
Huel Black Edition Ready-to-drink - Vanilla	HUEL15



**GOOD KARMA,
TASTES GREAT**

KD002



**Karma
Gingerella**
24 X 250ml

KD003



**Karma
Lemony**
24 X 250ml

KD006



**Karma
Razza**
24 X 250ml

KD004



**Karma
Oranageade**
24 X 250ml

**Drinking Karma gives back to our growers and the land
our ingredients are grown.**



bottle
up

IF YOU CAN'T REUSE IT, REFUSE IT

join the reusable revolution,
stock up on bottle up



reusable, plant-based, pure



Product Code	Product description
BOT002	Bottle UP Champagne Pink 6x 500ml
BOT005	Bottle UP Dark Blue 6x 500ml
BOT004	Bottle UP London Red 6x 500ml

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



ClimatePartner
certified product

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 & CAMEL	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
CODE:	VM014 BAREBELLS SOFT PROTEIN BAR ROCKY ROAD	12 X 55g

TASTY FUEL HIGH IN PROTEIN

FUEL 10K

FUEL005



FUEL004



FUEL008



FUEL007



FUEL009



FUEL001



FUEL002



FUEL003

FUEL014



FUEL010



FUEL001	FUEL10K Strawberry Breakfast Drink 8 x 330ml
FUEL002	FUEL10K Banana Breakfast Drink 8 x 330ml
FUEL003	FUEL10K Chocolate Breakfast Drink 8 x 330ml
FUEL004	FUEL10K Chocolate Granola Pot 8 x 70g
FUEL005	FUEL10K Chocolate Porridge Pot 8 x 70g
FUEL007	FUEL10K Peanut Granola Pot 8 x 70g
FUEL008	FUEL10K Golden Syrup Porridge Pot 8 x 70g
FUEL009	FUEL10K Chocolate Oat Cookie 12 x 50g
FUEL010	FUEL10K Peanut Butter Oat Bar 16 x 45g
FUEL014	FUEL10K Salted Caramel Oat Bar 16 x 45g

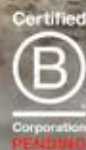


GUT-FRIENDLY SPARKLING WATER

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

VITAL

the easy way to
keep your spark alive

vitamin range

contains 100%
of vitamin groups



0 kcal

gut health range

contains BILLIONS
of live cultures

low calories



100% of your daily
vitamin C and D

high in prebiotic fibre

energy range

all the B vitamins
+ vitamins C&D

0 kcal



natural and
clean energy

✓ no artificial sweeteners

✓ no sugar

✓ British spring water

✓ people promise

✓ 100% natural ingredients

✓ environmental promise

Vital Still Strawberry & Yuzu - VITAL01
Vital Still Lemon & Lime - VITAL02

Vital Spark Raspberry Gut Health Soda - VITAL05

Vital Spark Tropical Clean Energy - VITAL06

stay strong
stay balanced
stay sharp
stay **VITAL**

"I'm proud to support
VITAL's journey and
help bring the benefits
of functional drinks to
even more people!"

Harry Kane
England Men's Football Captain



SWISH

EXQUISITE COCKTAILS

CLASSIC COCKTAILS WITH A TWIST

ABOUT US

SWISH is a British-born brand of premium ready-to-drink cocktails and mocktails, rooted in the timeless elegance of the classics and reimagined with a modern twist. Crafted with world-renowned mixologist Rich Woods (@the_cocktailguy), founder Elena Breeze proves that convenience and quality can go hand in hand.

Each flavour is made with 100% natural, vegan-friendly ingredients and comes in a beautifully illustrated can, blending neoclassical charm with bold, modern flair. Think indulgence, heritage, and a splash of playful sophistication.



Gluten Free



Lactose Free



Vegan Friendly



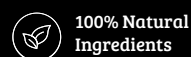
Ready to Drink



Nothing Artificial



No Preservatives



100% Natural Ingredients

ZERO RANGE

NON ALCOHOLIC COCKTAILS
0% ALC VOL



SKU CODE : SWISH06

Breakfast Fizz

Blended with Premium Alcohol-Free Bitter Orange Tipple, Distillate of Toast, Clarified Pink Grapefruit & Orange Juice & the Happy Memory of Marmalade on Toast.

(ZERO, 0% ABV)
250 ml x 12



SKU CODE : SWISH04

Pina Colada Spritz

Blended with Premium Alcohol-Free Spiced Quencher, Clarified Pineapple Juice, Toasted Coconut Distillate & the Dreams of Yacht Sailing Under Blue Sky.

(ZERO, 0% ABV)
250 ml x 12



SKU CODE : SWISH05

Key Lime Pie Mojito Fizz

Blended with Premium Alcohol-Free Spiced Quencher, Fresh Garden Mint, Squeezed Lime Juice, White Chocolate & Butter Biscuits Distillate, Finessed with a Magical Infusion of Florida Key Lime Pie.

(ZERO, 0% ABV)
250 ml x 12

GG
PREBIOTIC FIBRE PER CAN

BETTER FOR YOU SODA

LOW SUGAR

PREBIOTIC FIBRE

LOW CALORIE

PLANT BASED

SPARKLING WATERMELON

SPARKLING GINGER & LEMON

SPARKLING TROPICAL FRUITS

SHOW YOURSELF SOME LOVE

LOW CALORIE

SELF LOVE IN A CAN

XOXO WATERMELON - XOXO1
XOXO TROPICAL - XOXO2
XOXO GINGER & LEMON - XOXO3

**SELF LOVE, CANNED. THE WORLD'S
BEST LOW SUGAR, LOW CALORIE
PREBIOTIC SODA.**

Crisps & Snacks

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

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

PAGES 77-96

PROTEIN PACKED SUPER SNACKS

THE CURATORS



CF017
**SMOKEY BACON
PORK PUFFS**
(20 X 25G)



CF016
**THE CURATORS
BEEF BILTONG**
(12 X 25G)

CF020
**THAI SWEET CHILI
PROTEIN CHIPS**
(20 X 35G)



CF018
**SALTED
PORK PUFFS**
(20 X 25G)



CF019
**TANGY CHEESE
PROTEIN CHIPS**
(20 X 35G)



CHEESIES

JUST CHEESE. BAKED TIL CRUNCHY

NO CARBS
NO SUGAR
NO JUNK

100%
CHEESE

HIGH
PROTEIN



CHE001
CHEESIES GOAT
(12 X 20G)



CHE002
CHEESIES CHEDDAR
(12 X 20G)



CHE004
CHEESIES RED LEICESTER
(12 X 20G)

ZERO
CARBS

VEGETARIAN
FRIENDLY



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



BURTS®



Made with Care

NOW MADE WITH 55% RECYCLED PLASTIC PACKAGING*



B00317

Burts Herb Roasted Chicken Hand cooked crisps
20 x40g

B00318

Burts Ridges Beef & Mustard
20 x40g

B00184

Burts Cheddar & Spring Onion Hand Cooked Crisps
20 x40g

B00186

Burts Spicy Sweet Chilli Hand Cooked Crisps
20 x40g

B00185

Burts Sea Salt & Malt Vinegar Hand Cooked crisps
20 x40g

B00183

Burts Sea Salted Hand Cooked crisps
20 x40g

**TRUSTED BY CUSTOMERS, LOVED BY SNACKERS.
STOCK BURTS TODAY**

burtschips.com

*Burts has a wide range of sustainability initiatives, including measures to reduce the impact of our packaging. As part of that, our crisp packaging is now made with 55% post-consumer recycled plastic. ISCC mass balance certified. Visit our website for more information.



Two Farmers

PROTECT OUR COUNTRYSIDE

STOCK TWO FARMERS CRISPS & CHAMPION 100% HOME COMPOSTABLE PACKAGING.

SEAN

MARK

REASONS TO STOCK

- ✓ 100% COMPOSTABLE
- ✓ PACKAGING MADE FROM PLANTS
- ✓ USES RENEWABLE ENERGY
- ✓ HOMEGROWN POTATOES
- ✓ LOW FOOD MILES
- ✓ LOCAL INGREDIENTS
- ✓ 6 GREAT FLAVOURS



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

UK'S FASTEST GROWING SNACK BRAND



✓ VEGAN

✓ GLUTEN FREE

✓ NO PALM OIL

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 30 x 31g

Eat real.

THE UK'S FASTEST SELLING FREE FROM SNACK BRAND*

GLUTEN FREE
PLANT
BASED
GLUTEN FREE



CHILLI & LEMON
LENTIL CHIPS



CREAMY DILL
LENTIL CHIPS



SEA SALT
HUMMUS CHIPS



SOUR CREAM & CHIVE
QUINOA CHIPS



TOMATO & BASIL
HUMMUS CHIPS



TOMATO, KALE & SPINACH
VEGGIE STRAWS

*Total Impulse: Nielsen 52wks w.e. 5.10.24

PRODUCT CODE	BASE + FLAVOUR	CASE SIZE
ER01	Chilli & Lemon Lentil Chips	18 x 40g
ER02	Creamy Dill Lentil Chips	18 x 40g
ER05	Sea Salt Hummus Chips	18 x 45g
ER03	Sour Cream & Chive Quinoa Chips	18 x 40g
ER04	Tomato & Basil Hummus Chips	18 x 45g
ER06	Tomato, Kale & Spinach Veggie Straws	18 x 45g

Love food? *Eat Real.*

ADD SOME LATIN SPIRIT TO YOUR SALES



A0303
40G X 16

A0300
40G X 16

A0302
35G X 16

MADE WITH HIGH QUALITY INGREDIENTS
GLUTEN FREE & VEGETARIAN



WHO COULD RESIST THESE NUT-FREE TREATS



DELIGHTFULLY NUT-FREE



Olly's

- OL002 Basil & Garlic Green Olives
- OL003 Chilli & Rosemary Green Olives
- 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

CURATORS

- CF016 Original Beef Biltong
- CF017 Smoky Bacon Pork Puffs
- CF018 Original Salted Pork Puffs
- CF019 Cheese Protein Tortilla
- CF020 Thai Sweet Chilli Protein Tortilla

Eat Real

- ER01 Chilli & Lemon Lentil Crisps
- ER02 Creamy Dill Lentil Crisps
- ER03 Sour Cream & Chive Quinoa Crisps
- ER04 Tomato & Basil Hummus Crisps
- ER05 Sea Salt Hummus Crisps
- ER06 Veggie Straws

Metcalfe's

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

Lazy Day Foods

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

Get Buzzing!

- GB003 Gluten Free Banana
- GB004 Gluten Free Wowbutter
- GB005 Gluten Free Coconut Oat
- GB006 Gluten Free Choc Fudge Oat

Tregroes

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

ORDER TODAY

delicious ideas



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@deliciousideas_



delicious-ideas.com/shop



01733 239003



SNACKS THAT FEED YOUR **FEEL GOOD!**

THE PLANET'S THINNEST, CRISPIEST &
TASTIEST OVEN-BAKED **PRETZEL THINS!**

GLORIOUS GREEK **OLIVES** IN MAGICAL
MARINADES & HASSLE-FREE POUCHES!



OVEN-BAKED



LIGHT & CRISPY



SUPER SEASONING



I'M VEGAN



SOURCE OF FIBRE



NO STONES



NO MESSY OILS



I'M VEGAN



OL004	SALTED ORIGINAL PRETZEL THINS	10 X 35G
OL007	SOUR CREAM & ONION PRETZEL THINS	10 X 35G
OL008	SWEET CHILLI PRETZEL THINS	10 X 35G
OL006	OH SO CHEESY PRETZEL THINS	10 X 35G
OL005	MULTI-SEED SESAME PRETZEL THINS	10 X 35G
OL002	GARLIC & BASIL OLIVES	12 X 50G
OL003	CHILLI & ROSEMARY OLIVES	12 X 50G

mega crunch mega flavour

A ridiculously moreish snack mix made of roasted favas, chickpeas, peas & crunchy noodles



Crunchy Chickpeas

Part snack,
Part life hack.



High Protein

High Fibre

HFSS Compliant**



BRAVE™

PEAS01 Sea Salt Crunchy Chickpeas (12 × 35g)

PEAS02 Sweet Chilli Crunchy Chickpeas (12 × 35g)

PEAS03 Dark Chocolate Crunchy Chickpeas (12 × 30g)

PEAS08 Sea Salt & Vinegar Crunchy Chickpeas (12 × 35g)

BRAVE01 Sea Salt & Vinegar Mega Mix (12 × 26g)

BRAVE02 BBQ Mega Mix (12 × 26g)

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

KOOKY®

PRETTY UNIQUE FRUIT

1%
FOR THE
PLANET

BUY
WOMEN
BUILT

Certified
B
Corporation



3 GENTLY DRIED FRUIT

Soft & Chewy



GENTLY DRIED BANANA

KOOK01

GENTLY DRIED DRAGON FRUIT

KOOK02

GENTLY DRIED MANGO

KOOK03



3 FREEZE DRIED FRUIT

Crunchy & Light

FREEZE DRIED PINEAPPLE

KOOK04

FREEZE DRIED MANGOSTEEN

KOOK05

FREEZE DRIED MANGO

KOOK06



Gently dried mango is the only product sweetened for consistent flavour with a hint of natural sugarcane, all other skus are 100% fruit

BOUNDLESS[®] GUT HAPPY SNACKING



100% ACTIVATED



FULL OF FIBRE



PACKED WITH FLAVOUR



THE UK'S **1** GUT HEALTH NUMBER BAGGED SNACK



16x25g

BLO06

SALT &
CHILI PEPPER



16x25g

BLO03

SWEET
CHILLI



16x25g

BLO05

ORANGE &
MAPLE SYRUP



24x23g

BLO01

CHIPOTLE
& LIME



24x23g

BLO02

SEA SALT &
CIDER VINEGAR



24x23g

BLO08

SMOKY
BACON



24x23g

BLO07

SOUR CREAM
& ONION

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





Mr Filbert's
NATURALLY DELICIOUS



**Deliciously tasty snacks
your customers will love**



Product Name	Code	Case Size
Simply Sea Salt Mixed Nuts	MRF015	20x40g
Dry Roasted Peanuts	PDR411	20x40g
Salt Crust Peanuts	PSC411	20x40g
Salt & Pepper Cashews	PSP412	20x40g



For POS contact
sam@filbertsfinefoods.co.uk for details

Chicp



NOW WITH
GLUTEN-FREE CORN CHIPS!



FRIDGELESS ON-THE-GO SNACKING
12 MONTH SHELF LIFE • PLANT-BASED • 100% NATURAL
PACKED WITH GLUTEN-FREE CORN CHIPS

CHICP07	CHICP AMBIENT BASIL HUMMUS SNACKPOT WITH CORN CHIPS	12 UNITS/CASE
CHICP09	CHICP AMBIENT TRUFFLE HUMMUS SNACKPOT WITH CORN CHIPS	12 UNITS/CASE
CHICP08	CHICP AMBIENT HUMMUS SNACKPOT WITH CORN CHIPS	12 UNITS/CASE

@CHICPFOODS
WWW.CHICP.CO.UK

MADE IN THE UK • BCorp CERTIFIED • 100% NATURAL • SUPPORTING BRITISH FARMERS

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

NO.1 AWARD WINNING CAULIFLOWER CRISP IN UK.

Tasty
Naturally...

Nudie



NUDIE01	NUDIE CAULIFLOWER SEA SALT CRISPS	24X20G
NUDIE02	NUDIE CAULIFLOWER KATSU CURRY CRISPS	24X20G
NUDIE03	NUDIE CAULIFLOWER CHEESE & CARAMELISED ONION CRISPS	24X20G



**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 97-112



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
GB005	NUT AND GLUTEN FREE HIGH PROTEIN CHOCOLATE COCONUT OAT BAR	12 X 55G
GB006	NUT AND GLUTEN FREE HIGH PROTEIN CHOCOLATE FUDGE OAT BAR	12 X 55G

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 & CARMEL	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
CODE:	VM014 BAREBELLS SOFT PROTEIN BAR ROCKY ROAD	12 X 55g

stock
KIND®
today

*all the
flavour.*

*nothing
to hide.*



Code	Product	Weight
B0363	KIND Dark Chocolate Nuts & Sea Salt Bar	12 x 40g
B0366	KIND Peanut Butter & Dark Chocolate Bar	12 x 40g
B0364	KIND Caramel, Almond & Sea Salt Bar	12 x 40g
B0398	KIND Crunchy Peanut Butter Protein	12 x 50g
B0397	KIND White Chocolate Raspberry	12 x 40g

12g of fibre
per bar



Supplied in
Shelf Ready
Packaging



NOURISH

grow. cook. enjoy.

**NEW, Choc Coconut Brownies, healthy,
indulgent AND good for your gut!**



**SOURCE
OF PROTEIN**



**PLANT
BASED**



**GLUTEN
FREE**



**SUPPORTS
GUT HEALTH**

CODES

NOUR02
Nourish The Nutty One

NOUR03
Nourish The Berry One

NOUR04
Nourish The Orange One

All 14x50g

www.nourish-growcookenjoy.com



nourish.growcookenjoy

SNACK'd®

Multi-Award Winning Fibre Flapjacks



✓ **HIGH FIBRE**

✓ **GLUTEN FREE**

✓ **100% NATURAL**

✓ **ALLERGEN FREE**

✓ **DELICIOUSLY CHEWY**

✓ **THE ONLY MULTI-AWARD WINNING BAR**



SNA01	SNACK'd Double Cacao & Orange Fibre Flapjack	16 x 42g
SNA02	SNACK'd Apple & Raisin Fibre Flapjack	16 x 42g





FEATURES & BENEFITS

NATURAL AND SIMPLE

11 or less ingredients you can pronounce!

AMAZING NUTRITION

More protein and less calories than other natural bars. High fibre contributing to gut health.

UNBEATABLE TASTE

Indulgent flavours which taste amazing

IRISH INGREDIENTS

We source locally wherever possible; grass-fed milk protein from Co. Kerry and Irish Atlantic Sea Salt.



Code	Product	Unit
AR100	All Real Mini Peanut Choc Chip Protein Bar	16 x 25g
AR101	All Real Mini Choc Sea Salt Protein Bar	16 x 25g

The *ultimate* all-in-one snack

26
vitamins &
minerals

Low
sugar

Formulated
by nutritionists



Product:	Code:
Huel Complete Nutrition Bar - Cookie Dough	HUEL16
Huel Complete Nutrition Bar - Chocolate Brownie	HUEL17



#1 NPD IN THE CATEGORY



CODE	DESCRIPTION	SIZE
B001728	TREK Biscoff® Flapjack	16x50g
B001727	TREK Cocoa Oat Flapjack	16x50g
B001723	TREK White Chocolate & Raspberry Flapjack	16x50g
B001724	TREK Salted Caramel Flapjack	16x50g
A00114	TREK Cocoa Coconut Flapjack	16x50g

CIRCANA, MAJOR MULTS, L12WKS TO 22.02.25

nākd.[®]

FRUIT. TICK. NUTS. TICK. GREAT SALES. TICK.



CODE	DESCRIPTION
B00161	nākd. Lemon Drizzle Nudies 18 x 35g Bars
B00172	nākd. Cocoa Orange Nudies 18 x 35g Bars
B00171	nākd. Cashew Cookie Nudies 18 x 35g Bars
A1234	nākd. Peanut Delight Nudies 18 x 35g Bars
B00169	nākd. Salted Caramel Nudies 18 x 35g Bars
B001712	nākd. Berry Delight Nudies 18 x 35g Bars
B00174	nākd. Bakewell Tart Nudies 18 x 35g Bars
B00175	nākd. Blueberry Muffin 18 x 35g Bars
B00192	nākd. Protein Cocoa Hazelnut 16 x 45g

NAUGHTY



BY NATURE



NATURAL



VEGAN



GLUTEN FREE



GMO FREE



PALM OIL FREE

CODE

DESCRIPTION

SIZE

VIVE01	Better Brownie Orange Obsession	15X40G
VIVE02	Better Brownie Cherry Bakewell	15X40G
VIVE03	Better Brownie Berry Bliss	15X40G
VIVE04	Better Brownie Creamy Coconut	15X40G
VIVE05	FruityNutta Jammy Cherry	20X35G
VIVE06	FruityNutta Jaffa Orange	20X35G
VIVE07	Natural Protein Bar Salted Caramel	12X49G



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

SNACK SMARTER

💪 15G Protein 🍪 1G Sugar ⚖️ <200 Calories 🌱 Plant-Based



CODE	DESCRIPTION	PACK SIZE
MF05	Brownie Batter Protein Bar	15×50g
MF06	Caramel Fudge Protein Bar	15×50g
MF07	Cookie Butter Protein Bar	15×50g
MF08	Peanut Butter Fudge Protein Bar	15×50g

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

Tastes Good, Feels Great!

H F S S

COMPLIANT BRANDS



→ One Living ←

Raspberry & Pomegranate	KOM001
Ginger & Turmeric	KOM002
Passionfruit	KOM003

→ Master Café ←

Iced Coffee - Latte	MASTERC01
Iced Coffee - Vanilla	MASTERC02
Iced Coffee - Mocha	MASTERC03

→ HUEL ←

Nutrition Bars	
Chocolate Caramel	HUEL12
Peanut Caramel	HUEL13
Cookie Dough	HUEL16
Chocolate Fudge Brownie	HUEL17
Meal Replacement Drinks	
Chocolate	HUEL05
Vanilla	HUEL06
Banana	HUEL08

→ Karma Drinks ←

Ginger Ale	KD002
Lemonade	KD003
Orangeade	KD004
Raspberry Lemonade	KD006

→ RARE Popcorn ←

Cinnamon	BA006
Sweet	BA009
Sweet & Salt	BA010
Sea Salted	BA011

→ Boundless ←

Chipotle & Lime Crisps	BL001
Sea Salt & Cider Vinegar Crisps	BL002
Sour Cream & Onion Crisps	BL007
Smoky Bacon Crisps	BL008

→ What a Date ←

Pistachio	WAD01
Pecan	WAD02
Orange Peel	WAD03

→ Eat Real ←

Tomato & Basil Hummus Crisps	ER04
Sea Salt Hummus Crisps	ER05

Order Now!

✉ sales@delicious-ideas.com

🌐 delicious-ideas.com/shop

✕ @deliciousideas_

☎ 01733 239003

delicious ideas
food group

for the love of gut, up your fibre



gluten free



vegan



high fibre

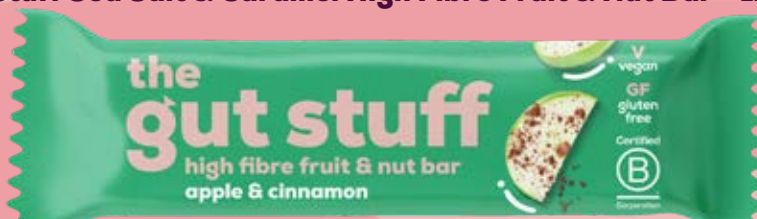
1/3 of your
daily fibre
intake



The Gut Stuff Peanut Butter High Fibre Fruit & Nut Bar - 12 x 35g - TGS3



The Gut Stuff Sea Salt & Caramel High Fibre Fruit & Nut Bar - 12 x 35g - TGS2



The Gut Stuff Apple & Cinnamon High Fibre Fruit & Nut Bar - 12 x 35g - TGS1

9/10 of us don't get enough fibre* but fibre is one of our key pillars for good gut health, our gut bugs love it which is why we created our High Fibre Bars with a whole third of your daily fibre fix**!

the gut stuff



Chocolate, Confectionery & Gum



TOP SELLING CUSTOMER FAVOURITES



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

PAGES 113-142

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 Beans
24 x 120g

CL10



Strawberry & Cream
Dreams 24 x 95g

CL08



Jelly Mix
24 x 105g

CL11



Jelly Babies
24 x 120g

CL09

VEGAN *Sweets*



Vegan Gummy Bears
V V 24 x 100g

CL03



Vegan Fizzy Apples
24 x 8g

CL23

CLASSIC *Sweets*



Wine Gums
24 x 120g

CL15



Fruit Pastilles
24 x 120g

CL07



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



Pride Gummy Hearts
24 x 90g

CL18



Wire Counter Stand 12 facing – Classic

S00053

N!CK'S



NICK01



NICK02



NICK03



NICK04



NICK05

NICK01	Nicks Oat bar chocolate fudge 12 x 35g
NICK02	Nicks Oat bar blueberry cinnamon 12 x 35g
NICK03	Nicks Protein wafer chocolate 24 x 40g
NICK04	Nicks Protein wafer vanilla 24 x 40g
NICK05	Nicks Protein wafer hazelnut 24 x 40g

Lily O'Brien's

Crafted to impress and designed for sharing, each box is filled with something special. We are passionate about beautifully balanced flavours and unique textures.

Add the perfect touch of luxury to your hospitality settings, events, and foodservice.



LOB01	Milk Chocolate Truffles Individually twist wrapped	700 truffles 9.1kg per case
LOB02	Vanilla Truffles Individually twist wrapped	700 truffles 9.1kg per case
LOB03	Salted Caramel Truffles Individually twist wrapped	700 truffles 9.1kg per case
LOB04	Petit Fours Catering Box Milk, dark, and white chocolates	140 chocolates 1.26kg per case



BUTTERMILK

treat yourself better

BM102



BM103



BM100



BM101



BM104



BM100	Buttermilk Caramel Nougat Mini	25g x 98
BM101	Buttermilk Choccy Coconut	45g x 24
BM102	Buttermilk Choccy Wafer Bar	38g x 18
BM103	Buttermilk Caramel Nougat Bar	50g x 24
BM104	Buttermilk Peanut Nougat Bar	50g x 24



Seed and Bean

100% ETHICAL AND
ORGANIC IN ALL WE DO

UNIQUE AND EXCITING
FLAVOURS

75G BARS
(10 units/case)



25G BARS
(30 units/case)

SMALL BATCH
PRODUCTION

100% ETHICAL AND ORGANIC IN ALL WE DO

www.seedandbean.co.uk



Stock up with the
No.1 premium countline



X291



X290

Explore our full range



X204



X100

Circana, 52 w/e 10.05.25, Total Market, Value Sales

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



delicious [♥]ideas
food group



Mighty Fine

HANDCRAFTED HEAVENLY HONEYCOMB



SKU	Description	Units
MFINE01	Mighty Fine Salted Caramel Honeycomb Bar	12 x 30g
MFINE02	Mighty Fine Milk Chocolate Honeycomb Bar	12 x 30g

WWW.MIGHTYFINE.CO

FLOWER & WHITE

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



@flowerandwhite



flowerandwhite.co.uk

MALLOW & MARSH

PAUSEWORTHY PLEASURE

STOCK
UP NOW



MM001 Mallow & Marsh
Dark Chocolate over
Raspberry Mallow

MM002 Mallow & Marsh
Milk Chocolate over
Vanilla Mallow



Proudly
whisked in
Yorkshire, UK



Responsibly
Sourced
Cocoa



Premium
Belgian
Chocolate



Palm
Oil
Free





Peppersmith®

FOR HEALTHY TEETH



PEPP01 - EXTRA STRONG MINTS
PEPP02 - PEPPERMINT MINTS

PEPP03 - LEMON MINTS
PEPP04 - PEPPERMINT GUM

MILLIWAYS

**MOST GUM *IS* MADE
FROM CHEWY PLASTIC**
WE'RE PLASTIC FREE!



PLASTIC FREE GUM



BIODEGRADABLE



PLANT POWERED







WITH XYLITOL



SUGAR FREE



ASPARTAME FREE

 MILLO01	Milliways Super Natural Gum - Mighty Mint 12 x 19g
 MILLO02	Milliways Super Natural Gum - Peppermint Power 12 x 19g
 MILLO03	Milliways Super Natural Gum - Watermelon Wonder 12 x 19g
 MILLO05	Milliways Super Natural Gum - Spearmint 12 x 19g



milliwaysfood.com



hello@milliwaysfood.com



@milliways



THE SNACK YOU CAN FEEL GOOD EATING.

HIGH IN FIBRE. BIG ON TASTE.



VEGAN



HAND
MADE



HIGH
FIBRE



GLUTEN
FREE



SMALL
BATCH



PALM OIL
FREE



100%
NATURAL

BA011 SEA SALTED • BA009 SWEET • BA010 SWEET & SALT
BA006 CINNAMON • BA007 SMOKY MAPLE

**UNDER 100
CALORIES
PER PACK**



B0463	Metcalfe's® Sea Salt Popcorn	24 x 17g
B0461	Metcalfe's® Sweet n Salt Popcorn	24 x 20g
B0464	Metcalfe's® Cinema Sweet Popcorn	24 x 20g

VISIT KETTLEFOODS.CO.UK FOR FREE POS

POPCORN SHED

Delicious & Handcrafted Gourmet Popcorn



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

HIGH QUALITY INGREDIENTS | VEGAN & GLUTEN FREE OPTIONS
FAMILY OWNED, MADE IN BRITAIN | STARTED IN A GARDEN SHED



CANDY KITTENS



- 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
1 x 3kg

A0051



Dolly Mixture
1 x 3kg

A0040



Fizzy Blue Bottles
1 x 3kg

A00561



Fizzy Cherry Cola
1 x 3kg

A00841



Fizzy Dummies
1 x 3kg

A0052



Fizzy Peach Hearts
1 x 3kg

A00520

Easy to decant



Fried Eggs
1 x 3kg

A00530



Fruit Pastilles
GF 1 x 3kg

A0054



Giant Jelly Snakes
1 x 3kg

A0134



Giant Strawberries
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
1 x 5kg

A0063



Jelly Fruits
V V GF 1 x 3kg

A0064



Jelly Mix
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 1 x 3kg

A234



Milk Chocolate Beans
1 x 3kg

A0086



Milk Chocolate Eclairs
V 1 x 3kg

A0092



Milk Chocolate Mini Speckled Eggs
1 x 3kg

A0089



Milk Chocolate Honeycombe Bites
1 x 2.5kg

A0604



Milk Chocolate Peanuts
1 x 3kg

A0090



Milk Chocolate Raisins
1 x 3kg

A0091



Mini Marshmallows
GF 1 x 1kg

A00189



Mini Fizzy Strawberry Pencils
1 x 3kg

A01171



Chewy Strawberry Bonbons
1 x 3kg

A0116



Strawberry Mini Pencils
1 x 3kg

A00125



Triple Hearts
2 x 1.5kg

A03



Watermelon Slices
1 x 3kg

A00599



Wine Gums
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

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 V 1 x 4kg

A0170



Mini Hospitality Mints
V 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



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

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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





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