

ISSUE 14: Q4 2025

Quarterly

delicious ideas BAKERY

New treats proudly
using regen oats &
wheat from



FARMING FOR NATURE

WILDFARMED

pages 12-13

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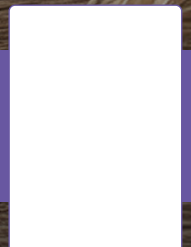
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CHRISTMAS RANGE
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DELICIOUS IDEAS GRAB 'N' GO
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A decorative illustration of holly leaves and red berries. The leaves are green with pointed tips and serrated edges. The berries are bright red and round. The illustration is positioned in the top right corner of the page.

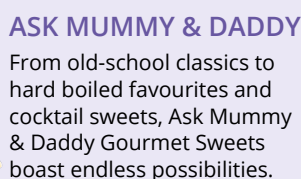
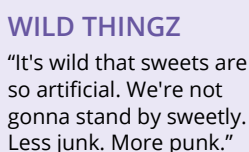
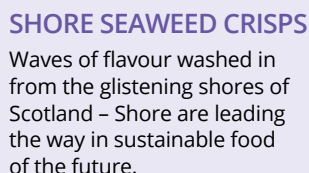
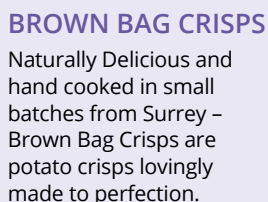
gence –
with **Walloo**

Pages 12 & 13

Seasons greetings to you all, we hope you enjoy Delicious Ideas Quarterly Magazine - Issue 14: Q4 2025. See you in 2026!

Co-founders and family

delicious  **ideas**
food group





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

Christmas Range 2025



BO184



XMAS105



XMAS102



XMAS100



XMAS104



XMAS106



XMAS001



H003



XMAS101



B0045



B00012



XMAS103



NOMO3



NOMO2



PS125



X100



X104



X1548



X107

XMAS105

Jelly Elves

1 x 3kg

XMAS103

Jelly Candy Canes

1 x 3kg

XMAS102

Blue & White Snow Flakes

1 x 3kg

XMAS101

Jolly Jelly Santa Heads

1 x 3kg

XMAS100

Jelly Christmas Trees

1 x 3kg

XMAS104

Jolly Santa MalloWS

1 x 1kg

XMAS106

Snowman MalloWS

1 x 1kg

XMAS001

Christmas Classics Pre-Pack

20 x 100g

H003

Milk Chocolate Gold Coins

30 x 50g

B0045

Mini Candy Canes

250 x 5g

B00012

Candy Canes

60 x 20g

X104

Lindt Mini Chocolate Reindeer

67 x 10g

X107

Lindt Mini Chocolate Bears

100 x 10g

X1548

Lindt Mini Chocolate Santas

67 x 10g

X109

Lindt Chocolate Reindeer

100g

X291

Lindt Lindor Milk Chocolate Treat Bars

24 x 38g

X290

Lindt Lindor Salted Caramel Treat Bars

24 x 38g

X204

Lindt Milk Hazelnut Choco Wafers

20 x 30g

X100

Lindt Chocolate Gift Boxes

14 x 37g

BO184

Ferrero Rocher Chocolate 2 Pack

42 x 25g

NOMO2

Nomo Cookie Dough Reindeer

25 x 25g

NOMO3

Nomo Sticky Toffee

25 x 25g

PS125

Popcorn Shed Christmas Pudding

16 x 24g

delicious ideas



01733 239003



Sales@delicious-ideas.com



@deliciousideas_



delicious-ideas.com/shop

Merry Christmas from all the Delicious Family!



Even More Bakery Coming Soon!

THE *Delicious* TEAM ON THE Road



Aramark's UK Education & Healthcare Roadshow

A true delight to all the new and returning students as the summer months draw to a close – Aramark visit sites across the UK to showcase new food concepts and the latest culinary innovations. Becci assisted them on the road, highlighting the latest in the world of snacking that we can offer (including our new Grab 'n' Go snacks, find out more on pages 8-9).

Spotlight

Senior National Account Manager Becci Mears

Our incredible team here at Delicious Ideas are always darting across the UK to visit anyone and everyone.

The astonishing Senior National Account Manager Becci Mears takes centre stage this issue, having had a jam-packed adventure of late! Here's just a few of the exciting excursions she's undertaken:

Legoland & Alchemy: A Matcha Made in Heaven

Unfortunately, Becci had no time to enjoy all the fun that Legoland has to offer. Instead, she worked behind the scenes to bring the new Alchemy Matcha syrups to the park. Not just a delight to the taste buds, these matcha drinks are syrup based rather than powder, allowing for an increased speed of serve so no one misses out!



The SSAFA 13 Bridges Challenge 2025

A truly stand out event of the summer; SSAFA's 13 Bridges Challenge is an annual ten-mile trek through central London to raise vital support for all members of the Armed Forces family, ensuring no one ever struggles alone. Becci was there in support of both SSAFA and Aramark on the day, providing much needed sweet & savoury snacks to attendees and aiding the efforts to raise funds for an incredible cause. The work between Delicious Ideas and SSAFA has some exciting new developments coming soon, so watch this space!



Avendra & Holiday Inn

As the 30°C heat and sunshine greeted more than 500 guests at Holiday Inn Corby's annual Open Day Event, Becci was standing ready to keep everyone refreshed with crisp cold cans of Virtue Drinks, Karma, and Cans UK, as well as tasty treats to keep everyone going.

Supported by Avendra International, the day promised fun for everyone, christening the new Iron Pit Woods Adventure. The event was a true delight for the local community and a brilliant family day out.

If you'd like to sit down with Becci, or anyone else from the Delicious team, we would love to see you!

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

VIBRANT NEW LOOK



SAME GREAT TASTE

delicious ideas
GRAB 'N' GO

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 COMPLETE RANGE



GG2503
GENTLY DRIED
MANGO PIECES

GG2501
DRY ROASTED
PEANUTS



GG2502
SIZZLING BBQ
CRACKERS

GG2504
FIZZY VEGAN
GUMMY BEARS



GG2508
HOT & SPICY NUT
& CORN MIX

GG2514
COLLAGEN
GUMMY SWEETS



GG2505
DARK CHOC &
YOGHURT
CRANBERRIES

GG2513
SPECKLED
WHITE CHOC
MALT BALLS

PLASTIC FREE OPTIONS



GG2507
CHOCOLATE
RAISIN &
HONEYCOMB

GG2506
GOURMET
JELLY BEANS



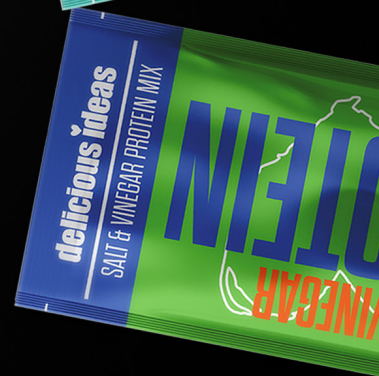
GG2512
CARAMEL
PRETZEL &
PEANUT MIX

GG2511
VEGAN
WILD BERRY
GUMMY MIX



GG2509
LUXURY
FRUIT &
NUT MIX

GG2510
SALT &
VINEGAR
PROTEIN MIX



ORDER YOUR NEW FAVOURITE SNACKS NOW

01733 239003

SALES@DELICIOUS-IDEAS.COM

Carbon Neutral RECERTIFICATION 2025



Sustainability is core to the Delicious Ideas ethos
– we diligently work toward raising the standard
of our environmental impact.

A fundamental touchstone of our environmental effort is our Carbon Neutral status. Since 2022 we are consistently taking steps to reduce and offset our climate impact. In 2025, we are delighted to announce that we have once again achieved Carbon Neutral status with Carbon Neutral Britain!

For our emissions offsetting this year, we collaborated with the incredible minds at Carbon Neutral Britain, auditing all emissions upstream and downstream of our supply chain. With this data Carbon Neutral Britain were able to produce a robust carbon emissions report of our Scope 1, 2, and 3 emissions (found on our website too – delicious-ideas.com/wp-content/uploads/2025/09/Carbon-Neutral-Britain-Carbon-Emissions-Report-Sweet-Ideas-Limited.pdf)

We were subsequently able to offset these emissions via internationally certified carbon offsetting projects under the Carbon Neutral Britain Climate Fund™. These projects are based on where

they can have the most impact around the world such as providing household solar lighting in Zambia to additionally support children's education, and providing employment opportunities such as with the Cambodia Rice Husk Power project.

At Delicious Ideas, the positive impact we can provide to those near and far is a core part of our ethos. Carbon Neutral Britain is a platform that allows us to have positive impact both socially and environmentally.

This positive impact extends to you. All our own brand products such as the new Grab 'n' Go range (found on pages 8-9), are Carbon Neutral Certified allowing you to offer Carbon Neutral products!

We will continue to expand upon our ongoing commitment to being a force for good, both environmentally and socially.



**Free from all 14
declared allergens**

**Sustainable 100%
paper packaging**

**Low calorie
Non HFSS**

NATURAL ENERGY BOOSTERS

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



MEET THE FUTURE OF FARMING

WILDFARMED

We sat down with the wonderful folks at **WILDFARMED** to find out more about their incredible voyage to revolutionise farming.

"WILDFARMED is the leading regenerative farming and food business."

"WILDFARMED is the food and farming business on a mission to accelerate the world's transition to regenerative agriculture and make regeneratively-farmed food accessible to everyone.

Founded in 2018 by Andy Cato, George Lamb and Edd Lees, Wildfarmed has built a network of farmers, businesses and consumers who are all working together to fix our broken food system.

Unlike conventional farming methods, Wildfarmed grows wheat, oats and barley in a way that actively supports nature — in healthy, living soil, as part of regenerative farming systems. As a result, our farms are helping to increase biodiversity, improve soil health, minimise water pollution, and reduce carbon.

Wildfarmed is passionate about increasing peoples' awareness of how the food we eat is grown and improving our collective understanding of the impact it has on the environment. We believe that the food choices each of us make every day play a key role in helping move us towards a more resilient future."

Why did WILDFARMED choose to partner with Delicious Ideas?

"Part of our mission is to make regeneratively-farmed foods accessible to everyone. Partnering with Delicious Ideas - who supply many different businesses across the UK - means that these foods can reach a wide variety of customers up and down the country.

We want to give people the option of choosing food that can help them be part of the climate solution rather than the climate problem and be part of transforming the food system for the better - whether its enjoying a loaf of bread at home or grabbing a snack on the go - the more food grown in nature-rich landscapes can be accessible, the more of a positive impact we will be able to have on restoring ecosystems."

What is *REGENERATIVE* agriculture & how are most wheat and oats farmed today?

"Today's conventional farming methods typically rely on monocultures and the heavy use of chemicals and machinery in order to grow crops successfully. Over time this way of farming has stripped the soil of vital nutrients and reduced biodiversity, agricultural productivity and soil health.

Our approach to regenerative farming, flips this completely on its head and instead focuses on using farming methods that put nature first. Regeneration, simply put, is about returning something that has been lost. And the vast majority of British fields (as well as those all over the world) have lost their life and soul. Nature loves a party - with a diverse range of plants and animals thriving together as part of one ecosystem - and regenerative farming aims to bring back this party and create a system where nature and food production can exist hand in hand."

Why should a catering manager, chef, or ops manager care about *REGENERATIVE* ingredients? What difference does it make in their day-to-day decisions?

"Sustainable sourcing isn't just an opportunity to help the planet - it's a chance for operators to connect with eco-conscious consumers.

Research shows that consumers are increasingly favouring businesses that align with their values. A 2024 PWC survey found consumers will spend 9.7% extra on sustainable goods, even in tough times. Wildfarmed's own 2024 Brand Impact Survey also revealed that 87% of people expect businesses to improve sustainability which would indicate consumers are demanding more.

By using regenerative products like Wildfarmed, operators can stand out, connect with consumers, and build loyalty with the environmentally conscious.

The more products made with regenerative ingredients that become available to consumers - be that from bakeries, supermarkets, pubs or restaurants - the more of a positive impact we will be able to have on the environment. It's all about giving people an agency of choice - to support environmental restoration and farmers alike - whilst at the same time enjoying the food they love."

What kind of future do you see if more of the food industry shifts to *REGENERATIVE* farming?

"Our Wildfarmed community is continuing to expand which means we are able to transform more landscapes and put more regeneratively-farmed food on plates. If the UK is to meet its nature restoration and carbon targets whilst ensuring a resilient food supply, we need to rapidly and sustainably scale the transition to this means of food production. Healthy soil and thriving ecosystems are not just "nice to haves" but are the only way we can continue to reliably produce food in a changing climate.

Regeneration needs to be a high-street choice for customers and a practical choice for farmers. Awareness of regenerative agriculture is continuing to build, but for those people who haven't heard of the it - or say it's something they're not interested in - you can probably guarantee that they will be interested in rivers they can swim in, in water that's safe to drink and being part of the climate solution rather than the problem. These things are what regenerative agriculture can be."

Find out more
about **WILDFARMED**
with our full
interview here:



delicious ideas BAKERY

OAT & BERRY
COOKIE



LUXURY
CHOCOLATE
BROWNIE

SHORTBREAD
TWIN PACK

CRUNCHY
GRANOLA BAR



FARMING FOR NATURE

WILDFARMED

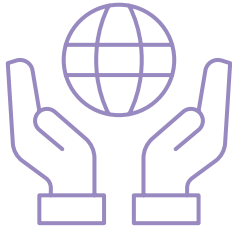
We are proud to use Wildfarmed
REGENERATIVE OATS AND FLOUR.

Wildfarmed growers farm
in a *NATURE FRIENDLY WAY*
which means every mouthful
brings life back to fields.
TASTES GREAT, DOESN'T IT?

COMING SOON

Awareness Days

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



22nd September-5th October – Fairtrade Fortnight

FW010: Flower & White Chocolate Coated Salted Caramel Mallow 15 x 30g

KD004: Karma Organic Soda Orangeade 24 x 250ml

MM001: Mallow & Marsh Raspberry Marshmallow Bar 12 x 35g

MFINE02: Mighty Fine milk Chocolate Honeycomb Bar 15 x 30g

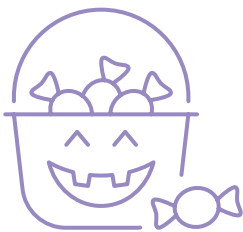


1st-31st October – Black History Month

REV01: Revibed Superfood infusions – Raspberry & Acai Berry 12 x 250ml

RAISE01: Raise Snacks, Caramel Sea Salt, Clusters of Nuts and Seeds 12 x 35g

POR01: Porij Maple Syrup Porridge Pot 8 x 60g



31st October – Halloween

You can find our Coeliac Halloween 2025 Flyer and many more on the Delicious Ideas Annual Calendar 2025. Ask your sales representative to find out more today!



1st-30th November – World Vegan Month

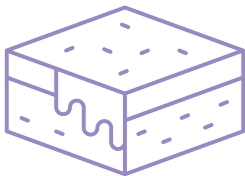
GG2504: Grab n Go Vegan Fizzy Bears (find out more on page 8) 40 x 40g

BLEND11: Blendsmiths Flow Vegan Chocolate 1 x 1kg

BIO8: Bio&Me Toffee Apple Gut-Loving Oat Bar 18 x 38g

CL16: Classic Vegan Fizzy Giant Strawberries 24 x 112g

GB004: Get Buzzing Nut & Gluten Free Vegan Wowbutter Bar 20 x 62g



8th December – Chocolate Brownie Day

WFARM02: DIFG Bakery – WILDFARMED Brownie 1 x 36g **Coming Soon!**

FUEL015: FUEL10K Fudge Brownie Breakfast Drink (HIGH PROTEIN 25G) 8 x 330ml

MF05: Misfits Plant-Based Brownie Batter Protein Bar 15 x 50g

HUEL17: Huel Choc Fudge Brownie Complete Nutrition Bar 12 x 55g



25th December – Christmas Day

You can find our Christmas Range 2025 on pages 4 & 5!

CANS

Lightly sparkling alpine spring water
with a drop of real fruit

No sugar

No sweeteners

No regrets



**Feels
Better**



HFSS



Calories



Recycles

  [CANS.CO.UK](https://www.cans.co.uk)



Sweets that pass the parent test



- ✓ Half the sugar*
- ✓ No artificials
- ✓ Plant-based
- ✓ Organic

*comparing average sugar per 100g of the UK's top 6 selling sweets brands