

delicious ideas

01733 239003

delicious-ideas.com

ISSUE 15: Q1 2026

Quarterly

PAN
ASIAN
KITCHEN

A FLAVOUR JOURNEY
ACROSS ASIA



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Welcome

Happy New Year to you all! Before we give you a sneak peek at the bold plans we have in store, it's the perfect time to reflect on just how impactful 2025 was.

The year was transformative in more ways than one for Delicious Ideas – we've welcomed several talented people into the Delicious family, upgraded our internal systems to better serve you, plus launched & revamped a whole array of own-brand exclusive snacks to cater to your every need.

It is our pleasure to introduce you to Rufus Harper, the Chief of Commercial & Operations at Delicious Ideas who joined our team in September 2025. Rufus has been paving the way for growth in the new year by strengthening our internal processes and building relationships with our suppliers and customers. Outside of work, he cycles 7000km yearly and – a critical prerequisite – he loves snacks!

In 2025 we yet again achieved BRC AA accreditation and Carbon Neutral Britain status, offsetting our scope 1, 2, and 3 emissions. We continued to support the causes near and dear to our hearts – we visited and donated to Peterborough Soup Kitchen, partnered with Bottle Up to raise money for Made Blue Foundation, and gave stock to Little Miracles & Second Helpings to name a few.

We continued our endeavour to bring you the best challenger brands from across the land – innovation came in flavour and form – from naturally tasty Nudie cauliflower crisps to the exotic Kooky fruit range. We now even collaborate with WILDFARMED to infuse their innovative method of regenerative farming into a whole range of our bakery products!

We can't wait for you to join us on our snacking voyage into 2026 – the year promises to build upon everything we've achieved together in 2025! The delicious family will welcome even more up-and-coming challenger brands and work tirelessly to bring you the latest delicious innovations in all things snacking.

Wishing you all the very best in 2026

Jonathan & Emma

Co-founders and family

And all the DIFG team x



Pages 6-7

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New Brands & Products



eauYES

"A New Era of Hydration Has Begun". Naturally delicious mineral water with no sugar.



NEUTONIC

Hydrate with productivity drink formulated to support focus and reduce tiredness & fatigue.



PAN ASIAN KITCHEN

Travel by taste – no passport required. Find out more on pages 6 & 7.



SHAKEN UDDER

Delicious tasting milkshakes made with real ingredients.



REVIBED

100% natural, zero sugar, infused superfoods with an exceptionally refreshing taste.



DIFG BAKERY – WILDFARMED

"Better for you and for the planet". All the goodness of our bakery is enhanced with the wonders of regenerative oats and flour.

Water with Minerals



No Sugar or Sweetener



2 Ingredients Only



Natural Minerals & Electrolytes



YES01



YES02



YES03

Sparkling Mineral Water
eauyeswater.com

Available at:

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www.delicious-ideas.com

delicious ideas BAKERY

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?



FARMING FOR NATURE

WILDFARMED

**SHORTBREAD
TWIN PACK**



**LUXURY
CHOCOLATE
BROWNIE**



**OAT & BERRY
COOKIE**



**CRUNCHY
GRANOLA BAR**



- WFARM01 - DIFG Bakery - **WILDFARMED** Crunchy Granola Bars 1x36
- WFARM02 - DIFG Bakery - **WILDFARMED** Luxury Chocolate Brownie 1x36
- WFARM03 - DIFG Bakery - **WILDFARMED** Oat & Berry Cookie 1x36
- WFARM04 - DIFG Bakery - **WILDFARMED** Shortbread Twin Pack 1x20

ORDER NOW
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LOVE VEGAN

NEW & RETURNING FAVOURITES FOR 2026



ORDER
NOW

TRIBE

Raspberry Protein Flapjack	B0613
Choco Peanut Protein Flapjack	B0614
Apple & Raspberry WILDFARMED Flapjack	B0619
Blueberry & Almond WILDFARMED Flapjack	B0620

BIO & ME

Original Seed & Nut Porridge Pot	BIO1
Apple & Cinnamon Porridge Pot	BIO2
Cocoa & Hazelnut Oat Bar	BIO6
Berry Boost Oat Bar	BIO7
Toffee Apple Oat Bar	BIO8

CANDY KITTENS

Eton Mess	LG01
Sour Watermelon	LG02
Wild Strawberry	LG03
Candy Kittens Loves	LG04

DELICIOUS IDEAS GRAB 'N' GO

Dry Roasted Peanuts	GG2501
Sizzling BBQ Rice Crackers	GG2502
Gently Dried Mango Pieces	GG2503
Vegan Fizzy Gummy Bears	GG2504
Luxury Fruit & Nut Mix	GG2509
Vegan Wild Berry Gummy Mix	GG2511

NUDIE

Sea Salt Cauliflower Crisps	NUDIE01
Katsu Curry Cauliflower Crisps	NUDIE02
Cheese & Caramelised Onion Cauliflower Crisps	NUDIE03

OLLY'S

Original Salted Pretzel Thins	OL004
Multiseed Sesame Pretzel Thins	OL005
Oh So Cheesy Pretzel Thins	OL005
Basil & Garlic Green Olives	OL002
Chilli & Rosemary Green Olives	OL003

KOOKY

Gently Dried Banana	KOOK01
Gently Dried Dragon Fruit	KOOK02
Gently Dried Mango	KOOK03
Freeze Dried Pineapple	KOOK04
Freeze Dried Mangosteen	KOOK05



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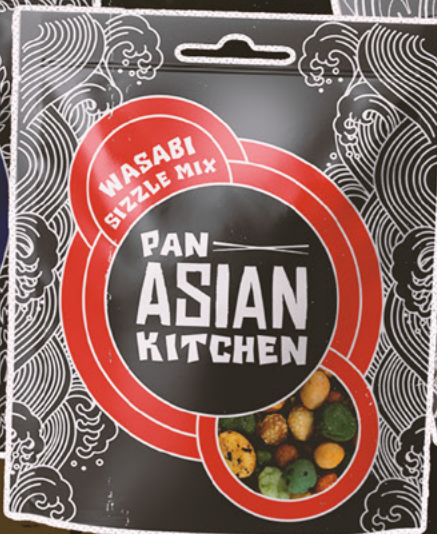


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PAN ASIAN KITCHEN



PAN3 - BALI
INSPIRED
NUT BURST



PAN2 - WASABI
SIZZLE MIX



PAN1 - THAI
CURRY
CRACKERS

authentic **STREET** snacking



Pan Asian Kitchen was born from the streets - from the sound of sizzling oil, the scent of spice clouds, and the joy of sharing food on the move.

Inspired by the vibrant streets of Tokyo, the sizzling woks of Seoul and Bangkok, and the rich spice trails of Thailand - we've infused an intercontinental adventure in each bite.

Exclusive to Delicious Ideas, we've taken Asia's favourite street flavours and condensed them into the perfect impulse-sized pouch.



Elevate your offerings with premium snacks that stand out from the norm, delivering pure street-food energy in every crunch.

Travel by taste - no passport required.



**EMBARK ON YOUR
FLAVOUR JOURNEY
TODAY**

**SALES@
DELICIOUS-IDEAS.COM**

**01733
239003**

NEW

STOCK THE ONLY PROTEIN FLAPJACK

with


Biscoff®



9G

PLANT
PROTEIN



NATURAL
INGREDIENTS



SOURCE OF
FIBRE


**THE FASTEST
GROWING BRAND
IN THE CATEGORY**

Source : Circana (IRI) Retail Sales Data L12w/e to 25.01.25

#1 NPD
**CATEGORY LEADER
TWO YEARS
STRAIGHT**

Source : Leading Retailer X Loyalty Card Data w/e 02.02.2025

Email holly.mansell@naturalbalancefoods.co.uk to book in a sampling session

PROTEIN PACKED SUPER SNACKS

THE CURATORS



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



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



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



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



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

NO CARBS
NO SUGAR
NO JUNK

100%
CHEESE

HIGH
PROTEIN

CHEESIES

JUST CHEESE, BAKED TIL CRUNCHY

ZERO
CARBS

VEGETARIAN
FRIENDLY



CHE001
CHEESIES GOAT
(12 X 20G)



CHE002
CHEESIES CHEDDAR
(12 X 20G)



CHE004
CHEESIES RED LEICESTER
(12 X 20G)

THE *Delicious* TEAM ON THE Road



The Inaugural Houston & Hawkes Foodie Social

"We had the absolute pleasure of joining Houston & Hawkes for their very first *Foodie Social* – and wow, what a night! Picture this: festive vibes, incredible food, amazing people, and a sprinkle of innovation from the brands we proudly supply.

From wellness goodies to Christmas sweet treats, our fabulous bakery delights, and even our plastic-free grab & go range (a total crowd favourite!), we brought retail innovation, colour and the fun."

Spotlight

Business Development Manager Seth Weir

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

For this issue, we catch up with our tirelessly dedicated **Business Development Manager – Seth Weir**. He's not only been showcasing our latest and greatest innovations in the wonderful world of snacking, but he's also been passionately working with some exciting businesses to provide them with their own bespoke innovations.

Here's just a few of the areas he's been working on:

BaxterStorey's Super Patch Meeting

In partnership with us, BaxterStorey held their Super Patch Meeting – a gathering of leading figures throughout their business as well as a selection of standout brands to consolidate and innovate their current crop of products.

The BaxterStorey team shared incredible feedback & the managers loved our products. They were highly impressed by the showcase from the Delicious Ideas team and the participating brands: Teajoy, Peppersmiths, One Living, Lilly O'Brien and Blendsmith.



A Sports Snacking Revolution

After delivering custom sweet solutions to a select number of football clubs in 2024, Seth and the DIFG team have spent the summer – and the months beyond – expanding our reach, providing premium bespoke snacking options to even more giants of the sporting world.

Thanks to Seth's dedication, dozens of sports clubs, including his beloved Arsenal, now partner with us to ensure every snacking need is perfectly met on match day.

We can't wait to provide our private label solutions to even more businesses that need them, not only sports clubs.

Whether you've always wanted to offer your clients snacks with a premium and personal touch, or you're planning your next event, big or small – we are here to make the magic happen!

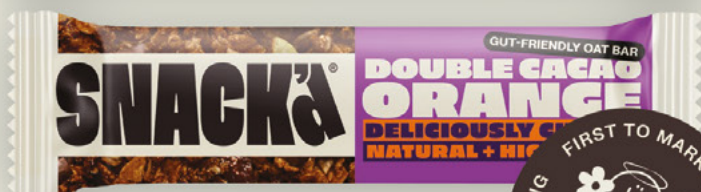
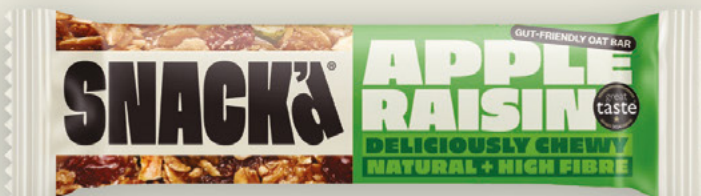
**Get in touch with us at:
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MAKE IT COUNT GET SNACK'D®



MULTI-AWARD-WINNING

- HIGH FIBRE
- 100% NATURAL
- DELICIOUSLY CHEWY
- GLUTEN-FREE



SNA01	SNACK'D DOUBLE CACAO & ORANGE FIBRE FLAPJACK	16 X 42G
SNA02	SNACK'D APPLE & RAISIN FIBRE FLAPJACK	16 X 42G

ORDER FROM **delicious ideas** TODAY!
food group

HAPPY 20 Easter 26



Branded

Lindt Milk Treat Bar (24x38g)	X291
Lindt Salted Caramel Treat Bar (24x38g)	X290
Lindt Chocolate Gift Box (14x37g)	X100
Lindt Milk Choc Bunnies (100x10g)	J00060
Lindt Milk Choc Eggs (48x28g)	X292
Lindt Salted Caramel Eggs (48x28g)	X293
Ferrero Rocher Twin Pack (Case of 42)	B0184
Popcorn Shed Choc Trio Bunny Mix (16x24g)	PS122
Nomo Choc Fudge Easter Bunny (25x25g)	NOM01
Ask Mummy & Daddy Bunny Poo (16x50g)	MD120
Ask Mummy & Daddy Fizzy Carrots (16x50g)	MD121



Bakery & Bulk

Carrot & Orange Mini Loaf (1x20)	X1132
Milk Choc Mini Eggs (3kg)	A0089
Fried Eggs (3kg)	A00530
Fizzy Bunnies & Carrots (1kg)	BA32

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Now!



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