

ISSUE 18: Q4 2026

Quarterly



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Welcome

Season's greetings delicious readers! 'Tis the season to get cozy with a heart-warming drink by the fireplace (or closest equivalent) and immerse yourselves in a whole host of presents (features) under the Christmas tree (this issue)!

Still need to find stocking fillers for your customers? Don't fret, everything you need to get ready for the coming wonderful winter season can be found on our Christmas 2026 range (pages 10-11). Delicious Claus (Santa with a purple hat) has plenty more gifts under the tree for you – our Delicious/Snack/Healthy Ideas range is undergoing a mesmerising transformation in time for the New Year (find out more on the back page).

We aren't the only gift givers this festive season – **NICK'S** is giving the gift of irresistible protein wafers worth craving (look to your right), while **VIDAL** has brought an array of sweet treats straight from your childhood (page 8)! If the cold is getting to you, **Blanco Niño** are ready to bring the samba heat with their tortilla chips (page 4). And of course, all your gut health needs are covered with **Bio & Me** (page 9).

One final gift from our family to you – the latest and greatest challenger brands that focus on the healthy, sustainable, and downright delicious side of the snacking world. See below for our newest brands!

Season's greetings to you all, we hope you enjoy Delicious Ideas Quarterly Magazine – Issue 18: Q4 2025. See you in 2027!

Jonathan & Emma

Co-founders and family

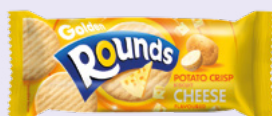
And all the DIFG team x



Pages 10 & 11

delicious ideas
food group

New Brands



GOLDEN ROUNDS

"We've perfected our potato biscuits to ensure that every bite is a golden moment of pure enjoyment".



SUGAR'D OUT

Snacking, made smarter. Always low sugar, packed with protein and, high in fibre – it's snackin' genius.



CREATIVE NATURE

With Creative Nature, you can enjoy vegan, 14 allergen free treats without compromising on taste!



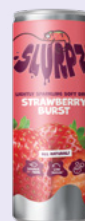
TEFFIE

Craving something better? Meet the naturally delicious teff snack. Packed with fibre, plant-based and free from 14 major allergens – sweet satisfaction for all.



JUCED

15g of protein packed with real fruit. No added sugars or artificial flavours. Refreshing. Clean.



SLURPZ

"Healthy doesn't have to be boring!" A drink parents can say YES to: low-sugar, all-natural, delicious drinks in exciting flavours.

N!CK'S

**Chocolate
Protein
Wafer**

**Vanilla
Protein
Wafer**

**Hazelnut
Protein
Wafer**

**Peanut Butter
Protein
Wafer**



NICK03

NICK04

NICK05

NICK06

NICK03	Nicks Protein Chocolate Wafer 24 x 40g
NICK04	Nicks Protein Vanilla Wafer 24 x 40g
NICK05	Nicks Protein Hazelnut Wafer 24 x 40g
NICK06	Nicks Protein Peanut Butter Wafer 24 x 40g

**high in
protein**

**gluten
free**

**no
added
sugar**

**finally, a protein bar
worth craving**

delicious  **ideas**
food group

Brand contact: lucyharrison@nicks.com
Contact: 01733 239 003

UK'S FASTEST GROWING TORTILLA CHIP BRAND

+57% YOY GROWTH



GLUTEN-FREE



TRADITIONALLY MADE



VEGAN

delicious ideas
food group

☎ 01733 239 003

THE *Delicious* TEAM ON THE *Road*



Welcome & Freshers Week's for Colleges & Universities

Becci has spearheaded a major effort from the DIFG family to support over 50 colleges and universities throughout September as they welcome new students ahead of the new educational year.

Becci worked tirelessly to coordinate half a dozen DIFG members and over 20 supporting brands provide samples and exciting activities all across the UK. Included in the list of wonderful brands that supported the welcome & freshers' weeks was Vidal, who saw glowing reception for their range of Halal sweets (find out more on page 8).

This has been a major undertaking to ensure our contract catering partners can spotlight to old and new students alike all the incredible innovative treats and drinks that await the term ahead!

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.

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

Ministry of Defence Roadshows

Another key focus in recent months for Becci has been supporting another area of the public sector – defence. Each year, the Ministry of Defence utilise major catering contractors to roll out innovative initiatives and products, and spotlight these at events across the country.

A focus for the ranges we brought to the industry events was health and fitness. Among those featured was the new Sugar'd Out with an indulgent spin on protein products, while Snack'd brought deliciously chewy high-in-fibre oat goodness. HUEL was a true roadshow favourite for many with RTD meal replacement drinks providing 26 essential nutrients on the go.



Exercise Army Sustainer 2026

Supporting our military services in recent months has certainly kept Becci busy, also supporting the annual Exercise Army Sustainer. Hosted by the 167 Regiment Royal Logistic Corps, it's the premier annual competition that brings military caterers and chefs from across the world together!

Partnering with Aramark, Becci was there to compliment the prodigious culinary talents on display with what can be expected back at the barracks – protein filled goodness from The Protein Ball Co, light refreshment with Jax Coco coconut water, and much more!



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

THE DELICIOUS TEAM TAKE ON



July saw 10 of our courageous, and possibly crazy, delicious team members take to Belvoir Castle for the Tough Mudder East Midlands, in collaboration with **GRENADE**.

The team pushed themselves to the limits - scaling 13ft slippery walls, crawling under barbed wire, plunging into icy cold water, and narrowly avoiding 10,000 volts (well, all but one of them). As a collective, they came through every challenge set before them with teamwork, camaraderie and plenty of mud.

The team returned to HQ, aching and bruised, but excited to do it all again next year!



GRENADE[®]

HIGH PROTEIN, LOW SUGAR

ORDER
NOW



PRODUCT [60G BAR]

CODE
12X60G

Grenade Choc Chip Cookie Dough	G007
Grenade White Choc Cookie	G005
Grenade Choc Chip Salted Caramel	G006
Grenade OREO Milk	G015
Grenade OREO White	G016

PRODUCT [330ML SHAKES]

CODE
8X330ML

Grenade Strawberries & Cream	G013
Grenade Fudge Brownie	G014
Grenade White Chocolate	G012

THE UK'S BEST-SELLING
PROTEIN BAR BRAND*

*NIQ data ending 52 w/e P4, 18th April 2026 - Total Protein Market

VIDAL®

The Sweetest Life®



VID012 Vidal Sour Rainbow Belts (14 x 90g)

VID013 Vidal Strawberry Pencils HALAL (14 x 90g)

VID021 Vidal Zoom Tongue Painter Lollies (1 x 50pcs)

VID019 Vidal Blue Raspberry Dipper Chew Bar (1 x 100pcs)

VID022 Vidal Rolla Belta Strawberry (1 x 24pcs)

VID016 Vidal Fried Eggs (14 x 90g)

VID017 Vidal Jelly Filled Pizzas HALAL (14 x 90g)

VID015 Vidal Sour Red Mix HALAL (14 x 90g)

VID018 Vidal Candy Bananas HALAL (14 x 90g)

VID023 Vidal Um Bongo Sharebag (10 x 140g)

vidalcandies.co.uk



GO WITH YOUR GUT IT'S GOT GREAT TASTE

PORRIDGE POTS



BIO11
8x65g



BIO1
8x65g

FIBRE + PROTEIN BARS GLUTEN-FREE



BIO10
18x40g



BIO9
18x40g



FANCY A POP-UP?
Email grace@bioandme.co.uk



*Our porridge pots and bars contain calcium, which contributes to the normal function of digestive enzymes.

FESTIVE BAKES



CHOCOLATE ORANGE LINZER
MH02 16 x 75g



CHRISTMAS FRUIT CAKE SLICE
X119 24 x 80g

WHY NOT ALSO TRY...



delicious ideas
TRAYBAKES

SALES@DELICIOUS-IDEAS.COM

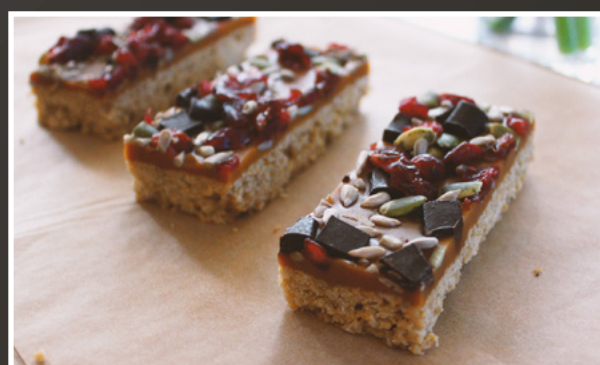
01733 239003



GINGERBREAD REINDEER
MH01 24 x 55g



CHRISTMAS BERRY CRUMBLE BAR
F00263 36 x 65g



CARAMEL JEWEL BAR
TB01 36 x 75g



SWEET TREATS



LINDT MINI CHOC BEARS	
X107	100x10g
LINDT MINI CHOC SANTAS	
X1548	67x10g
LINDT CHOC REINDEER	
X109	100g
LINDT CHOC GIFT BOXES	
X100	14x37g
FERRERO ROCHER 2 PACK	
B0184	42x25g
MILK CHOC GOLD COINS	
H003	30x50g
MINI CANDY CANES	
B0045	250x5g
CANDY CANES	
B00012	60x20g
JELLY CANDY CANES	
XMAS103	1x3kg
JELLY ELVES	
XMAS105	1x3kg
BLUE & WHITE SNOW FLAKES	
XMAS102	1x3kg
JOLLY JELLY SANTA HEADS	
XMAS101	1x3kg
JELLY XMAS TREES	
XMAS100	1x3kg
CLASSICS XMAS PRE-PACK	
XMAS001	24x100g

MERRY
CHRISTMAS

from

delicious ideas

Deliciously
Simple



SAME TASTE
FRESH START

COMING JANUARY 2027