

News in Brief

Research conducted by Birra Moretti, the authentic Italian beer has revealed that more than a third of Londoners (35%) eat at the table only once a week or less with a massive “88% of the capital’s goggle-eyed inhabitants choosing to eat in-front of the TV”.

The research, which polled 1000 Londoners in early July also reveals that almost 1 in 10 Londoners never eat at the table (9%) with 3% risking a soggy supper by choosing to eat in the bath and 10% of indigestion-defying Londoners choosing to eat whilst walking or running!

Londoners Eating Habits - Key findings:

- Men have a greater appetite for eating at the table than women with 49% of men surveyed stating that they eat at the table every day, compared to 38% of women
- 17% of 45-54 year olds never eat at a table
- 13% of Londoners favour dinner under the duvet – choosing to eat in bed
- 27% of the capital’s residents prefer dining outdoors
- 14% of Londoners aged 25-34 choose to eat on either the bus or the train

Coppola Foods, a third generation Italian food family business from Salerno, in the South of Italy, is celebrating the news that its Coppola Torchietti pasta and Coppola legumes, Borlotti and Bianchi di Spagna, have wowed judges in the Great Taste 2013 by being awarded Golden Stars.

Ernesto Coppola, Managing Director of Coppola Foods, is pleased at the results: “I’m extremely delighted about such fantastic recognition our simple staple products received out of almost 10,000 products entered into Great Taste this year.

“Great Taste is the most prestigious and trusted independent accreditation scheme for speciality and fine food and drink and we were very excited to get in for the first time even with a small range of products submitted. We are now looking forward to the great opportunities ahead having gained extra credibility and support for our Coppola Gusto Italiano line.”

Student designs pioneering ice cube tea for UK market

University College Birmingham culinary arts student Sumaiyah Patel has pioneered an innovative type of tea for the UK foodservice and retail market, as part of a product development competition run by the British Frozen Food Federation

The BFFF competition challenged UK students to demonstrate the potential of frozen within the premium food category. It aimed to uncover a creative new frozen product which could be launched onto the UK market.

Said to be unlike other teas on the market, Sumaiyah’s new frozen tea cubes contain freshly frozen fruits and herbs. Four frozen tea variants have been developed; one inch square ice cubes that chefs and caterers can put directly into a tea cup, add hot water to, and drink.

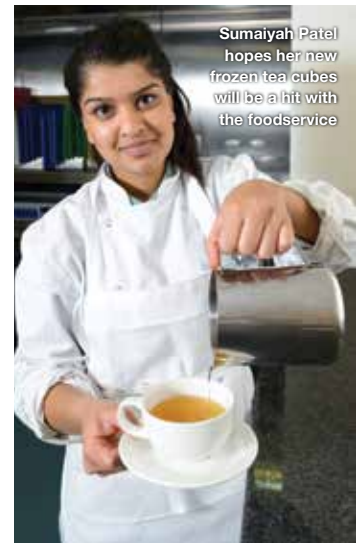
Sumaiyah says her product is designed for the premium end of the market and hopes that people, “who are into good food” and who “enjoy a cup of tea” will embrace the concept. With an ever-increasing focus on healthy food, it is estimated that the fresh and natural frozen tea

cube could be a big hit within the UK.

“I used to drink a lot of herbal teas and to be honest I thought that they were terrible,” said Sumaiyah. “You can’t get the flavour out of dried herbs and fruits. They are artificial and tasteless. My frozen tea cubes give a burst of flavour. They are a tastier and more natural product. Being frozen they not only lock the flavour in, but also stay fresher for longer.

“Current trends show that tea has become the new coffee. 60.2 billion cups are drunk every year. With different flavours becoming more prominent in the UK market, why hasn’t the idea of frozen tea been produced?”

Brian Young, Director General of British Frozen Food Federation, said: “Sumaiyah’s iced tea cubes are



pure genius. She has taken an old staid product which has existed for hundreds of years, and transformed it into a fresh and flavoursome concept.

“The process of freezing her fruit and herb tea cubes is acting as a natural preservative. It means that consumers will taste them at the peak of their ripeness and quality. This brilliance of flavour would be impossible with dried.

“We hope to see her premium teas in foodservice establishments and on retailer shelves very shortly.”

Brakes helps customers to deliver ‘Christmas Your Way’

To help customers prepare for the busy Christmas period, Brakes has launched a complete Christmas guide and toolkit, together with a dedicated website and new product range

The new support package is said to help enable businesses to stand out from the competition and thrive over the festive months. Customers will be encouraged to think of the seasonal opportunities ahead and how to maximise the sales potential through a tailored approach for their specific audience, developed in conjunction with Brakes, harnessing the expertise that both partners can offer.

With Christmas being one of the most profitable periods for caterers, Brakes has developed a comprehensive ‘Christmas Your Way’ brochure which details ways operators can plan and prepare in advance, enabling them to capitalise fully on the Christmas sales opportunity.

A dedicated Christmas micro-site has gone live where operators can download the Brakes ‘Christmas Your Way’ guide and also have access to template marketing and promotional material, such as posters and menus, to help establishments promote their Christmas offering.

Neil Smith, Brakes’ Head of Food Marketing, said: “Christmas is one of the most important periods for caterers so it is critical that operators prepare now in

order to best utilise the opportunity so they don’t lose out to the competition.

“Planning from September enables operators to put themselves in the best place to drive a high footfall and in turn maximise profit. Our research shows that decisions about Christmas social events begin to be made as soon as summer is over, so it’s important to be ready. ‘Christmas Your Way’ is all about Brakes working with our customers to create menus that fit their specific business requirements.”

