

Summer 2013

Tasteology

TRENDS, PRODUCTS AND MORE FROM NEWLY WEDS® FOODS

UK

Special points of interest:

- * NWF's digital marketing
- * Flexitarians
- * Butchers revival
- * Restaurant review
- * Forgotten meat cuts in street food recipe
- * Upcoming food shows

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Getting connected...

Globally, 46% of consumers use social media to help make purchase decisions. Connected devices, such as computers, mobile phones and tablets have become a way of life for many but shoppers are digitally engaged to varying degrees depending on the products they buy. With a nation of consumers that are suffering a time famine, electronic devices that help them order products on-line or pre-order their meals at restaurant outlets are on the increase. Major QSR's such as KFC, McDonalds and Dominos have all recently launched apps or electronic interfaces to

streamline the purchasing processes for their consumers. In particular, digital and social

blog. Our chefs will have access to our website via a RSS feed and will be able to upload information

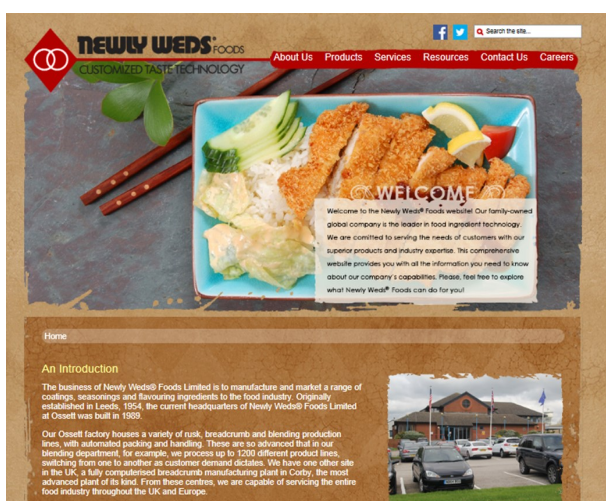
from their mobile devices. Content will include; featured recipes, restaurant reviews, new products and solutions to processing queries all from mobile devices. To complement our digital marketing strategy we will be exploring the world of SMS and email marketing. A low cost

method of communication that can be highly effective in generating loyalty and keeping in touch with our customers.

Watch this Space...

Morrisons will also be joining the digital world by January 2014 with the move to partner with the online grocery company Ocado. Morrisons will join the majority of other retail stores who already have this feature due to consumer demand in convenience shopping.

media interfaces are a relatively low cost route to mass communication that can help to build brand awareness, enhance a company's profile as well as create customer loyalty. We are about to exploit the huge opportunities that exists and raise our profile by joining the digital revolution! This will commence with the European website which is to go live on the 31st May 2013. We will be a truly integrated business, connecting the US and Asia Pacific websites to Europe. Facebook & Twitter links will also feature and will hopefully encourage our target audience to engage in conversation with us. Our indefatigable passion for food will manifest itself in our chef's



Super premium!

In the UK, consumer expenditure on premium foods was predicted to increase by 27% between 2003 and 2008. (Datamonitor). A good example is the gourmet chocolate trend, but you can find premium expressions of even the most mundane everyday food items.



£9.60

Did you know that?

In the UK, we waste 7.2 million tons of food & drink every year which costs £12bn.



The Snacking Corner

Made with signature Pizza Hut Pan Pizza dough, these mega mini pizzas come nine to a box for \$10 or three for \$5 and are all about customisation. Customers can choose up to three different recipe combos with up to three toppings each. This product was launched to coincide with the US Super Bowl earlier this year.



Stir crazy!

Are noodles the new pasta? According to Euromonitor, the instant noodle category saw a value growth of 16% in 2012, whereas non flavoured saw a decline of 7%. The market leader is Unilever with Pot Noodles, while other brands such as Premier have rebranded Bachelor's Supernoodles to Deli Box Noodles in a New York style take away pot. There is a great emphasis on packaging; reference to health and nutritional value, as well as actual format. An influx of flavours from



Japan, India, Malaysia, Korea, Indonesia, Thailand, Vietnam and China seem to be on everyone's lips. Why are these ethnic cuisines so hot? A number of reasons;

most people are bored of eating the same type of food everyday and want a change. Equally, these foods are perceived as healthier, quick to prepare and have a

rather exotic flavour. This in turn is driving interest in hotter spices and exotic ingredients like chilli, ginger, coriander and coconut milk.

Knowing your P's from your Q's....

Germany—don't mistake

European customs

animated gestures and loud voices for temper; this is showing great interest!



France—be punctual for every appointment. Two or three minutes late is insulting.

Nordic countries—the two things they deplore are bribery/corruption (dishonest) and tardiness (disrespectful).

Eastern Europe & the Balkans—bribing is common place and people are suspicious of you if you do not participate!

News Flash: so hungry you could eat the wrapper?

Do not worry...it is possible!

Brazilian burger chain Bob's have launched their edible packing that allow customers to munch straight through! Despite the



novelty, scientists have been researching edible packaging in an effort to reduce the tons of waste every year! One such scientist is

Dr Kamal Badiani who is developing an invisible film that can be used to coat meat and poultry. The cooking methods would be as normal and what's more it has a completely neutral taste to compliment the food inside!

Growing Trend: Are you a Flexitarian?

Now it may just sound like another one of those niche "foodie" terms but the "Flexitarian" is on the rise! The UK market for meat-free is valued at £786.5m, up 7.7% from five years earlier and is expected to increase a further 10.3% over the next five years [Key Note]. "Flexitarianism" is a middle ground for vegetarians as "Flexi's" still eat meat but rather opt for meat-free options. Why may you ask? It's not just for

ethical or environmental reasons that lay behind vegetarianism but "Flexi's" are largely swayed by the added health benefits and reduced cost that comes with going meat-free. In fact, meat-free meals are 60% cheaper than those containing meat! (*The Telegraph January 2013*).

With health and value for money at the top of the list for consumers in

2013, the meat-free market is growing and it has only been enhanced with the "Horse Meat Scandal" which doubled Quorn's sales in the second half of February. (*The Guardian March 2013*).

"Flexitarians" are bubbling under and are definitely a consumer group on the up!



Butcher revival

It is thought that 13.5 tonnes of processed food has already been binned this year in the wake of the recent fraudulent activities regarding mis-use of meat labelling. (*The Telegraph May 2013*).

This in turn has had a positive effect on people's eating habits and consumers are turning to healthier ways of creating meals as well as sourcing local products.

Supermarket meat is often pre-packaged and offers a quick, cost effective and convenient way of sourcing meat.

However, consumer trust has been damaged shoppers re-

look at more traditional ways of obtaining local sourced and quality meat products. The Q Guild - which represents 110 of the "highest quality butchers in the UK" report that freshly made beef burger sales have increased by

up to 30%. It is not uncommon to see queues on a Saturday morning at the local butcher. This supports the idea that ready meals have had a knock back due to the scandal which is still rocking the EU food industry from when it first broke earlier this year. (*BBC February 2013*).

Butchery is a skill in its own right and has been declining. Not only are shoppers re entering this market to give it a boost but also restaurants are also offering lessons to re-educate the



consumer in the art of meat cutting and going back to basics.

Changing habits thanks to 'Horsegate'

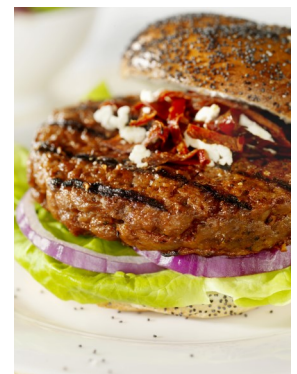
Kantar's The Futures Company say they would expect to see a changing attitude towards processed meat in the short term. Some people find it hard to trust processed meat, unless they really know where it has come from. A level of transparency is a challenge for processed meat product



manufacturers versus fresh meat produce. Around 36% of consumers will avoid buying processed meats, according to a recent poll by The Guardian newspaper.

The horsemeat scandal has not only prompted consumers and retailers to change sourcing

habits but has also spilled over into the foodservice industry. McDonald's being the quickest to react and promising to source all pork from British RSPCA certified farms. This translates that the McMuffin sausage meat will be made from happier pigs who have been reared with natural light and space to move around in. (*Word of Mouth blog—The Guardian 2013*)



Looking at loyalty in different ways

Retailers are finding innovative methods to interact with consumers and build on customer loyalty as well as enlightenment. When visiting Hysan Place's supermarket in Hong Kong, shoppers can catch butterflies on the interactive screen by using body movement in collaboration with Microsoft Xbox 360 Kinect to unlock QR codes and reveal special offers

of the day. (*IGD May 2013*). At Westfield mall, UK, shoppers are being enticed to learn more about pork products by being able to feed pigs virtually. A special



URL is sent to smart phones which activate machines that scatter pig feed on the Buckinghamshire farm. There is also a live web cam linked up to broadcast directly into the supermarket to show all the

action. This campaign is to create public awareness of improving pig welfare in the EU. (*The Grocer May 2013*).

Chef Pat Clifford scopes out Cornish delights...

NATHAN OUTLAW

As one of the UK's foremost seafood chefs, Nathan Outlaw aims to impress with serious intention, innovation and technical accomplishments. He sources carefully, using only Cornish seafood and keeping a sharp eye on the calendar. With two Michelin stars under his belt, his nine-course tasting menu makes for a powerfully impressive experience. He delivers an array of thrilling bijou dishes full of modish accents and dazzling flavours, these range from: cured brill with blood orange and tarragon; squid with mint and coriander; lemon sole with crispy oyster and Jerusalem artichoke. Monkfish wrapped in bacon with a wild garlic dressing is a Springtime signature dish and the cheese course (note, no

supplement) is a fantastic tribute to the region's artisan producers. Desserts hardly rest on their laurels. How about a passion fruit and coconut ice-cream 'sandwich'. The restaurant itself is understated and elegant, run by well-drilled, gracious staff for whom nothing is too much trouble.

Address:

St Enodoc Hotel
Rock, Cornwall
PL27 6LA

Telephone:

01208 863394

Price: £65.00

Wine: £20.00

Champagne: £65.00

Pat Clifford
EU

P. R. Clifford

Corporate Culinary Chef
BBC Good Food Show, Birmingham,

Forthcoming food events

UK 12-16 June 2013

Good Food in Birmingham will host the UK's most popular food programmes The Great British Bake Off, Saturday Kitchen, MasterChef: The Professionals and much more.

www.bbcgoodfoodshowsummer.com

Taste, London, UK, 20-23 June 2013

Menus from 40 of the city's best restaurants will serve up the ultimate alfresco feast located in foodie wonderland, Regents Park.

www.tastefestivals.com

Speciality Food Show, Harrogate, UK 23-24 June 2013

Located at the Yorkshire Event Centre, housing the best local, regional, national and international producers & suppliers under one roof.

www.specialityfoodshow.co.uk

Ingredients Turkey, Istanbul, Turkey 05-8 September 2013

Food ingredients, additives and flavourings.

www.ingredients-turkey.com

Specialty & Fine Food, London, UK 08-10 September 2013

Meet delis, farm shops, independent retailers, restaurants, hotels, caterers & wholesalers who are all looking to source fine food.

www.specialityandfinefoodfairs.co.uk

Street food talk with chef Pat Clifford

- Charred beef skirt steak with homemade pickled vegetables -

Inspired by the South Korean street food movement utilising cheaper forgotten cuts of meat often reserved for the butcher himself.

Beef Marinade:

Ingredients

1 kg of beef skirt steak
400 ml of apple juice
5 tsp of soy sauce
1 sliced onion
3 cloves of sliced garlic
A chunk of sliced ginger
Half a tsp of chilli powder
A pinch of ground black pepper



Method:

Cut the steak into 4 evenly sized pieces approximately 250g in weight. Combine all the other ingredients and mix thoroughly. Place the beef steaks into a large bowl and cover with the apple juice marinade. Place in refrigerator and leave to marinate for a minimum of 1 hour or

preferably overnight.

Remove the steaks from the marinade and pat dry. Pre-heat a non stick frying pan.

Sear steaks in the hot pan and cook to medium rare.

Allow to rest and then slice across the grain.

Serve on top of the pickled vegetables (see recipe below) with crispy iceberg lettuce.

Pickled Vegetables:

Ingredients

2 carrots sliced lengthways
Half a cucumber sliced (de-seeded)
1 radish sliced lengthways
50 ml of rice vinegar
1 tsp of sugar
1 tsp of salt



Method:

Combine all ingredients and leave to strain in a colander for 30 minutes and serve as above.