

# Food & Drink

Autumn Snapshot 2014

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# Noticeboard

## Feeling brave...



It's that time of the year again when jungle fever sweeps the whole nation. To 'celebrate', Iceland has launched a range of topical, tropical products. But it's not just Iceland, Fortnum & Mason are also stocking a range of 'Bush Tucker' trial essentials.

## The future is frozen...

It's not often a new grocery category is created, but we think Kiddie Cubes - a portion-controlled, frozen organic baby food has done just that.



## Well done to local businesses...

Congratulations Bath Ales and Pukka Herbs. The Bristol based companies have leapt into a league table of the UK's 50 fastest-growing food and drink firms.



Source: The Grocer Fast 50

## New branding for our favourite fast food...

Pizza Hut US and Ben & Jerry's have recently unveiled smart new branding. We love the ice-cream ingredient stack and now it's sooooo much easier to find your favourite flavour. As well as a re-brand, Pizza Hut's menu transformation has more than doubled the amount of flavours and ingredients! We can't wait for it to cross the Atlantic...



We LOVE this!

At last, your tricky presents prayers have been answered - Selfridges are selling personalised Nutella! For £3.99, the packs can be printed with any name - even your own!

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# Food & Drink Trend spot

## Drink Local

We've become devotees of super-fresh, local food ingredients, yet still ordering big branded drinks to go with a meal. From beer to whisky and vodka, look out for micro-breweries and local brands making inroads in 2015.



## Bitter Flavours

As we get older, our ability to shovel down sugar declines. So, it's generally thought that the demographic of our ageing population is the main reason for the growing popularity of more refined bitter tastes such as bitter chocolate, bitter greens and bitter coffee.

## The year of the Cauliflower

Kale is sooo 2014 - for 2015, the humble cauliflower will take centre stage. Mashed, boiled, grilled, cut into steaks and barbecued (popular in the US) or made into a healthy pizza base, it's versatility is unrivalled.



## EATING IN RETAIL STORES...

Increasingly, clothing retailers are realising that they need to provide an in-store experience to reflect their brands and compete with the internet. That's why there are so many excellent restaurants and coffee shops popping up in the likes of Ralph Lauren, Armani, Urban Outfitters etc. Now we can combine fine clothing with fine dining.



Ralph Lauren



Armani



Urban Outfitters

According to the [Food Manufacturer.co.uk](http://FoodManufacturer.co.uk)

### The top 5 trends in the food industry are:

1. From clean to clear label
2. Convenience for foodies
3. Marketing to the Millennials
4. Snacks rise to the occasion
5. Good fats, good carbs

Visit the website for more information

# Packaging Trend spot

Here are some packaging trends for 2015...



## Colour-washed

Calm, relaxed and happy, splashes of water-colour and stunning watercolour based illustrations make this trend visually striking, warm and personable.

## Transparency



This trend reflects the increasing consumer quest for provenance and information on the origins of their food.

White typography printed on transparent substrates is the ultimate execution of the trend showing the product inside and little else.



## HIGH CONTRAST

The ultimate attention grabber, high contrast black and white packaging is a tried and trusted solution that really shouts out on-shelf.

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# weird & Wonderful...



Yolkfish Egg Separator  
peleg-design.com

**Candwich**  
CAN YOUR HUNGER



Candwich  
by Mark One Foods



Hisakuni-Sen Do fried Maple leaves  
are a tasty autumn snack in Japan



Instant Soda / Beer Stein Can  
Grip Handle by KegWorks



Vegetabrella: The umbrella  
inspired by the head of a lettuce

Officina Del Cioccolato  
Chocolate Tools from Ostun, Italy



Mojo Electric  
Light Water

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# The zero waste concept...



 original  
unverpackt

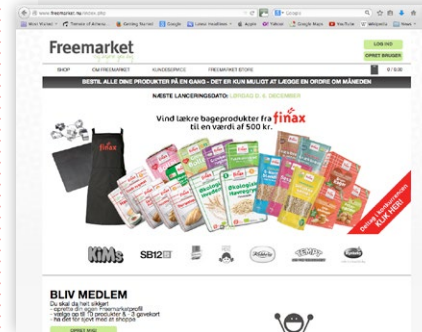
Polystyrene packed peppers are a thing of the past at Original Unverpackt - a new German concept store that sells groceries without packaging. Started by 2 ex-students disillusioned with the amount of plastic involved in big supermarket shopping it sells food largely sourced from local suppliers as a means of reducing transportation costs and pollution. The products are then sold in bulk using gravity bins and customers will bring their own containers to take the produce away, borrow reusable containers from the store or use bags made from recycled paper. Every step of the supply chain is guided by the team's "Zero Waste" philosophy.



NEW  
store  
formats



## The world's first FREE supermarket....



Freemarket has just opened in Copenhagen and everything is Free! The idea is to create a cashless supermarket space where consumers sign up online, pay a nominal monthly subscription (around £2) and get 10 free products every month. The shopper gets an online profile and in exchange they must share their experience by writing a review (within a deadline).

The concept is based on 'Tryvertising' - marketing product by giving them away (in a slightly more sophisticated way than just dishing out samples). Freemarket describes itself as a 'marketing channel' and says the aim is to create dialogue between consumers and producers. It may sound more like a mega market research but the aim is to "influence what is going on the shelves of supermarkets of the future" and as we know consumer reviews are powerful stuff these days.

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# FARM STOP!

British motorway service stations have never exactly been a prime destination for the committed foodie in search of tasty, locally sourced produce.

But now hungry motorists will be able to pull into a new service area on the M5 and stock up on supplies such as homemade cakes, hand-baked pies, lovingly crafted regional cheeses, wild boar sausage rolls (prepared on a farm a few miles away) and sushi created by a local fishmonger.



Best Practice...



Gloucester Services is promising that it will host no chain coffee shops, fast-food joints, gambling machines and definitely no driving video games!

The service station, owned and operated by a family firm will be working with 130 suppliers based within 30 miles of the site and another 70 from the wider south-west of England. If not a gastronomic destination in itself, it will at least be a place where the fan of good food will not be horrified by soggy chips, mass-produced coffee and chain-store sandwiches.

Sarah Churchill, who supplies homemade jam thinks that Britain's motorway travellers deserve more than what is

provided at most services. "I remember holidays in France where you would be wide-eyed at the food on display at service stations. It's very different in general here."

The chance to supply the service station is a huge boost for many local suppliers such as Cinderhill Farm who are supplying sausage rolls and pasties. They have taken on new workers to meet demand and there has been a knock-on effect for their suppliers.

Good for the motorist, good for the local environment, we're hoping some of the other service stations will pick up a few tips!

# Winning POS...

Here's a few of our favourites that won Gold, Silver or Bronze at the POPAI UK & Ireland Awards...



Inspiring  
POS

## A bright future...

"LED technology will be a big part of our focus on the POS market and we believe the use of digital solutions especially touch screen will become a larger part of everyday life as they provide a much deeper engagement with the customer."

Chris Holmes, Spandex



Le.Drink.Lab

Moët & Chandon – In-Store Mini Boutique features interactive touch screens and videos to educate and engage the shopper.

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# A Sparkling outlook for UK vineyards



Sam Lindo from the Camel Valley Vineyard in Nanstallon, Cornwall Photo: SWNS.COM



Sales of English sparkling wine have grown by 15% to reach £541 million. This equates to an extra £70 million or 5 million bottles with 40% of shoppers buying it in the past year. The research also showed that shoppers are trading up from Cava to Prosecco to Champagne.

Cava's growth is flat whereas Prosecco has enjoyed a 75% increase driving the growth of the sparkling wine category. It's also eroding the popularity of cheap own label champagne.

Rosie Davenport (editor of Off Licence News magazine) said "Italian fizz has become a more sophisticated option and moved away from the very sweet styles into an everyday drink that's fashionable, but also a fun and sociable option" Riding the crest of this sparkling wine-wave, are English vineyards. The 2010 harvest marked the first time that sparkling wine production exceeded still and the sparkling section continues to grow year on year. Last years production rose to nearly 4.5 million bottles and it's estimated that in 2015 it will be over 5 million (approximately 12% of the volume of Champagne imports).

**What's more, in the last 15 years, English sparkling wines have won 8 trophies for best international sparkling wine and 4 trophies for best sparkling Rosé in Global competitions - no other country has achieved this!**

Source Kantar Worldwide panel 12 m/e July 2014

## One to watch



### Prosecco vs Champagne: What's the difference?

The taste profile of Prosecco is slightly different to champagne. There are many styles available, however typically Prosecco is sweeter and lighter, which has helped its broader appeal.

The production methods in Champagne and Prosecco are different as is the ageing process and the length of time it has been matured, which effects the taste.

by Rosie Davenport  
Editor of Off Licence  
News magazine.



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# MAILLE - A NEW BOUTIQUE!

We're always very impressed by shops that create a fabulous brand experience, so when we came across the new Maille store in Piccadilly we were very excited!

## Case Study



The Tasting Bar



Sleek and smart in tones of mustard (unsurprisingly!) and black, the store's interior was reminiscent of a Nespresso boutique with walls displaying jars of various mustards instead of coffee. Customers are encouraged to sample the different mustards with an upstairs tasting bar, an infinite supply of mini bread sticks and friendly, knowledgeable staff who are only too willing to tell you all about the product. Purchasing is fun and easy - simply select a box-size and fill with the mustards of your choice. The luxurious black boxes are tied with ribbon and placed in silk handled carrier bags

that are worthy of the most upmarket boutique. They even popped in a free wooden mustard tasting spoon and complimentary recipe cards - perfect! You can of course, 'join the club' to hear the latest news and repeat order in the future.

The store is a triumph in consumer engagement. The Maille 'brand story' is brilliantly communicated through the store format, graphics and the enthusiastic Maille team. We both agreed that we will think very differently about the brand next time we see in on the shelves in Sainsburys.



We particularly like the Maille Mustard pumps!

# ASIAN Invasion...

Asian food has been right up there at the top menu for years but the world's most dynamic continent can always deliver something new. For 2015, it's predicted that Korean food will take the limelight and break out of the generic 'Asian' category.



## One to watch

Seaweed is transitioning from sushi to all kinds of other recipes, from sauces, salads and seasonings to seaweed butter.

We'll also see Vietnamese cuisine becoming mainstream and the upscaling of Ramen noodles. The marked rise in the number of Vietnamese and Korean food outlets in the UK are testimony to this as we become more adventurous with hotter and spicier flavours.



# BANH SHOP

Fast-food giant Yum Brands, the parent company of KFC, Pizza Hut and Taco Bell have recently opened a Bahn - a banh mi concept outlet in the US. Banh mi - a type of Vietnamese sandwich has been growing steadily in popularity and early reviews of the menu have been very positive.



*Oriental ingredients such as Yuzu, Wakame and Daikon are going solo and no longer part of 'fusion' dishes.*

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Let us know what you would like to see next time...

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