



New lines mark the start of a Fairfields 'deli' range

Fairfields Farm expands into veg crisps

Crisps supplier Fairfields Farm has launched two new vegetable lines.

The Essex-based business's Parsnip and Sweet Potato with Chilli & Lime crisps come in transparent bags with cardboard sleeves to set them apart from rivals. With an rsp of £1.29 for 40g, they were produced using local veg and were the first lines in a new 'deli' range, said the company.

"The initial response from customers has been encouraging," said sales manager Alan Balm.

New awards launched to recognise the finest UK speciality retailers

Vince Bamford

Britain has been called a nation of shopkeepers – and here's a chance to show just how good we are at it.

The Farm Shop & Deli of the Year Awards – a collaboration between The Grocer publisher William Reed Business Media and fine foods supplier Olives Et Al – has been launched to recognise the highest standards in speciality food and drink retailing.

The awards will crown a Champion retailer from each of 12 categories, including bakery, green-grocery, cheesemongers, farm shops, online and food halls. In addition, 10 Regional Champions will be named, one of which



Barden (left) with Giles Henschel of Olives Et Al

will be given the title of Retailer of the Year.

"It's a fabulous initiative and offers the best way to recognise and reward excellence for the UK's local, artisan and high street speciality retailers," said food expert and TV & radio presenter Nigel Barden, who will chair a panel of judges that includes retailers and key industry

figures. The first stage will decide category and regional champions based on consumer feedback, business statistics, training, community involvement and NPD.

The second stage will include mystery visits to decide Retailer of the Year, the winner of which will be announced alongside the others at the Farm Shop & Deli Show next March at Birmingham's NEC.

The awards are an expansion of the Deli Of The Year competition launched by Olives Et Al founder Giles Henschel three years ago. Entry is free and opens in June. Register at www.farmshopanddelishow.co.uk/Awards.

news in brief

● **Joe and Seph's in Waitrose:** Joe and Seph's popcorn has won listings in Waitrose for its salted caramel, honey & hazelnut, and goats cheese & black pepper popcorn.

● **Amelia Rope white choc bars:** Chocolatier Amelia Rope has rolled out a range of three flavoured white chocolate bars: plain; Maldon sea salt; and salt with a layer of pistachio (rsp: £5.60/100g).

● **David Oliver pasta sauces:** David Oliver Fine Foods has moved into pasta sauces with two variants: British wild boar, red wine & smoked bacon; and British venison, red wine, bay & juniper (rsp: £2.69/300g).

● **New Dip Society flavours:** The Dip Society has introduced two new flavours to its range: Artichoke and thyme (rsp: £2.49/150g) and Super-doooper hummus made from olive oil (rsp: £2.49/200g).

G'Nosh gets listed by Co-op and Waitrose

Dips brand G'Nosh has won its first national supermarket listings.

The brand, which is already sold through retailers including Ocado, is rolling out its dips to 150 Co-ops and its Dippables snack range – packs of dips and breadsticks – to 35 Waitroses.

The launches will be supported with a digital campaign, while G'Nosh has also created meal deals with "like-minded brands". From this week, G'Nosh products will be part of a "Big Night In for two for £10"



G'Nosh: "Incremental sales added to the dips sector"

deal in Ocado, along with Scratch ready meals and The Collective yoghurts.

Founder Charlotte Knight said her sales data showed G'Nosh was adding incremental sales to the own label-dominated dips market.

Frozen kefir dessert hits Harvey Nicks

A frozen dessert version of dairy drink kefir has been launched in the UK.

Now in Harvey Nichols, Frozen Kefir – described as a cross between a yoghurt and a smoothie – comes in vanilla, raspberry, strawberry and mango flavours.

The dessert, which is said to contain three times the live probiotic cultures of yoghurt, is gluten and lactose-free and contains just 90 calories. The brand was launched two years ago in the US by Lifeway Foods.

Rocks Organic offers blend of fruit & veg

Cordials supplier Rocks Drinks is launching a ready-to-drink fruit and veg blend into the indie and health food market.

Fruusions, a mix of water, fruit and veg juice, comes in apple & ginger, beetroot & blackcurrant,



Four Fruusions lines have been developed by Rocks

tomato & cherry and carrot & orange (rsp: £3.49/735ml).

The launch comes as another fruit & veg drink, Vegesentials, goes into Planet Organic and selected Waitroses (rsp: £1.99/250ml).

Vegesentials was launched last June and is stocked by Ocado, Whole Foods Market and John Lewis Food Hall.

● Soft drink brand Gusto Organic (rsp: £1.99/250ml) has a revamped recipe and branding to reposition it as a mixer and energy product.