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BUY IT! EXHIBITION PREVIEW

SAMPLING SOME SPECIALTIES

Speciality & Fine Food Fair 2009
 6-8 SEPTEMBER • LONDON OLYMPIA

Tim Payne samples a few of the new products this year's Speciality & Fine Food Fair has to offer



It's been 10 years since the first Speciality & Fine Food Fair (SFFF), and back in 1999 no one could have predicted the explosion in

popularity of British regional, local and artisan food that would take place over the subsequent years.

This year's exhibition takes place at London's Olympia on 6-8 September and more than one third of about 500 exhibitors are first-timers at the show, offering a unique opportunity for visitors to source a vast selection of high-quality produce that can add that all-important creative inspiration to their menus.

Long-time advocate of British food and head chef at Paradise by Way of Kensal Green, Tim Payne (pictured) gives *Buy It!* the lowdown on what's new in the fine food and drink world this year.

1. CHOCOLATE ORANGE MARMALADE

Auntie Vals (Stand 240)

This product is a take on the traditional breakfast marmalade and contains Cocoa Loco Organic Chocolate to give it a twist. It does not contain added sugar and is made from locally sourced produce. **Chef's comments:** This is a fantastic marmalade and isn't too chocolately. I was slightly concerned that by combining with chocolate, the product might lose the essence of a proper marmalade, but I needn't have worried as the flavour is there. As well as being a great breakfast spread, this would also

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be delicious with scones and clotted cream for afternoon tea.

2. PEPPERIDGE FARM COOKIES - WHITE CHOCOLATE AND MACADAMIA NUT

Bespoke Foods (Stand 904)

Pepperidge Farm is one of the best selling cookie brands in the USA. Baked with big chunks of rich chocolate, crunchy macadamia



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nuts, oatmeal, raisin or chewy caramel, the range comprises soft and crunchy varieties.

Chef's comments: Classic American cookies – the kind you really struggle to find here in the UK. The White Chocolate and Macadamia Nut is my favourite combination but the double chocolate ones were great too. They're really delicious – soft and crumbly with a lovely flavour.

3. GINGER BEER WITH CHILLI

Breckland Orchard (Stand 207/e)

Breckland Orchard drinks are made with Norfolk spring water and a base of real fruit juice. Gently carbonated, they are produced in small batches without any artificial colours or sweeteners and are sold in

250ml glass bottles that can be recycled. There are four flavours – Cranberry & Rosehip, Cloudy Lemonade, Blackcurrant and Raspberry and Ginger and Chilli. **Chef's comments:** I loved the ginger beer with chilli – a really refreshing take on the traditional recipe, making it the perfect tippie for summer. The addition of chilli is really more of a hint – and a dash more wouldn't go amiss in my opinion – but it is deliciously subtle and very gingery.

4. SPECIALITY TEA BLEND

Devonshire Tea (Stand 1054)

In an ideal world, the purveyors of the tea would love the product to be grown in Devon, but the climate in the UK is not conducive to growing tea in the requisite volumes. This product is a blend of selected leaves from four Fairtrade and 100%



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Rainforest Alliance-certified estates in Kenya and they now feel that the end product truly reflects a "taste of Devon".
Chef's comments: I'm very into my tea and coffee so was keen to try this new variety out and thought it was really tasty. It looked quite dark to start with but it was by no means too strong. Perfect for hotels, restaurants, bars, pubs and cafés.

5. BLACK CHERRY & AMARETTO PUDDING

Coles Traditional Foods (Stand 325)
 Coles Traditional Foods started out as a craft bakers in Saffron Walden some 30 years ago. The new Black Cherry & Amaretto twin-pack puddings are based on a contemporary recipe created using whole black cherries steeped in amaretto liqueur and topped with flaked almonds.
Chef's comments: It's much nicer than your traditional Christmas-style pudding, making it a perfect autumn/winter dessert. You could really taste the whole cherries and the sponge was really flavoursome and moist. I think it would go particularly nicely with some kirsch custard.

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6. CHOCOLATE BROWNIE MOONMUD

Cleopatras Cuisine (Stand 116)
 Noticing a gap in the fine dessert market for a unique and innovative indulgence, Moonmud creator Damlan Oracki took the plunge and decided to launch something a little bit different. Best described as a frozen combination of freshly baked cake with dairy ice-cream, the Chocolate Brownie Moonmud is poised to celebrate its launch in

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the same year that sees the 40th anniversary of the first moon landing. The Chocolate Brownie Moonmud combines plain Belgian chocolate brownies and plain Belgian chocolate ice-cream, is smooth frozen and covered in Belgian milk chocolate.
Chef's comments: A really interesting product, extremely tasty and the perfect portion size for cafés and restaurants. Once removed from the freezer, it needs a good five minutes or so to soften, but once it's ready it really is worth waiting for.

Creamery in Co Tyrone have been using the purest milk from herds that graze the lush pastures of the Clogher Valley to make distinctive dairy products.
Boilie Irish Goat's Cheese Pearls are hand-made and marinated in herbs and peppercorns in a garlic-infused oil that gently flavours the cheese.
Chef's comments: it's nicely mild with a subtle flavour and would be great in a ravioli or as the main ingredient in a summer salad.

8. HEMP SEED OIL

Yorkshire Hemp (Stand 1176)
 Edible hemp supports the healthy metabolism of all cells with its vital ingredients whilst strengthening the body's defences. Modern science reveals that it contains all the essential amino acids and essential fatty acids necessary for human life, as well as a rare protein that is very similar to the globulin found in human blood plasma.
Chef's comments: It has a pleasant nutty flavour that would be ideal for use in a goat's cheese salad, to drizzle over seasonal vegetables or even as a dip. The taste is great and the health benefits are a real bonus.

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7. BOILIE IRISH GOAT'S CHEESE PEARLS

Fivemiletown Creamery (Stand 1032)

For over 100 years, the master cheesemakers at Fivemiletown

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9. NATURAL ALMOND EXTRACT

Steenbergs Organic (Stand 921)
 Steenbergs Organic has recently extended its bakery range to include the brand new natural bitter almond extract. It has no added sugar and is as traditional an extract as you can get – made simply with



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water, alcohol and bitter almond oil.
Chef's comments: I knew just from smelling the intense flavour of the extract that it would be a really pure product. You only need a small amount to create a delicious range of bakery products – I'd recommend trying it out in muffins, croissants, macaroons, bakewell tarts and pastries.

unrefined, it does not contain any artificial additives.
 The Oaksmoked salt is a new addition and is smoked over fine oak chips for 72-96 hours, giving it an intense smoky flavour.
Chef's comments: This salt is delicious and would be perfect to season a chicken, pork or BBQ dish or even to sprinkle on a salad, giving it a slightly different dimension.

11. SALAD DRESSING
The Tracklement Company (Stand 749/e)
 Having made chutneys, relishes, mustards, vinaigrettes, ketchups, pickles and jellies to traditional recipes for 40 years, the Tracklement Company is launching a prepared salad dressing based on an authentic French dressing recipe. It has a light, delicate taste but the addition of Dijon mustard gives it a bit of a kick. Lactose, dairy, gluten, nut and wheat free, it can accompany any green salad for an instant light lunch.
Chef's comments: This sauce has a really garlicky taste to it which leaves you wanting more. Although chefs tend to make their own dressings, it would be great for caterers looking to add a fresh taste to a simple salad.