

The Grocer

www.thegrocer.co.uk

17 March 2012 | £3.00



SPECIAL ISSUE

What does flying the flag for UK food mean in 2012?



38 OLYMPIC FOODFEST

How London 2012 will celebrate British food and drink

4 RESPONSIBILITY Industry calls for a time-out

5 JOBS I Morrisons workforce falls by 860 – despite 37 new stores

14 CARREFOUR What's gone wrong on planet Carrefour?

18 PRAWN I Stormy year ahead for prawn prices

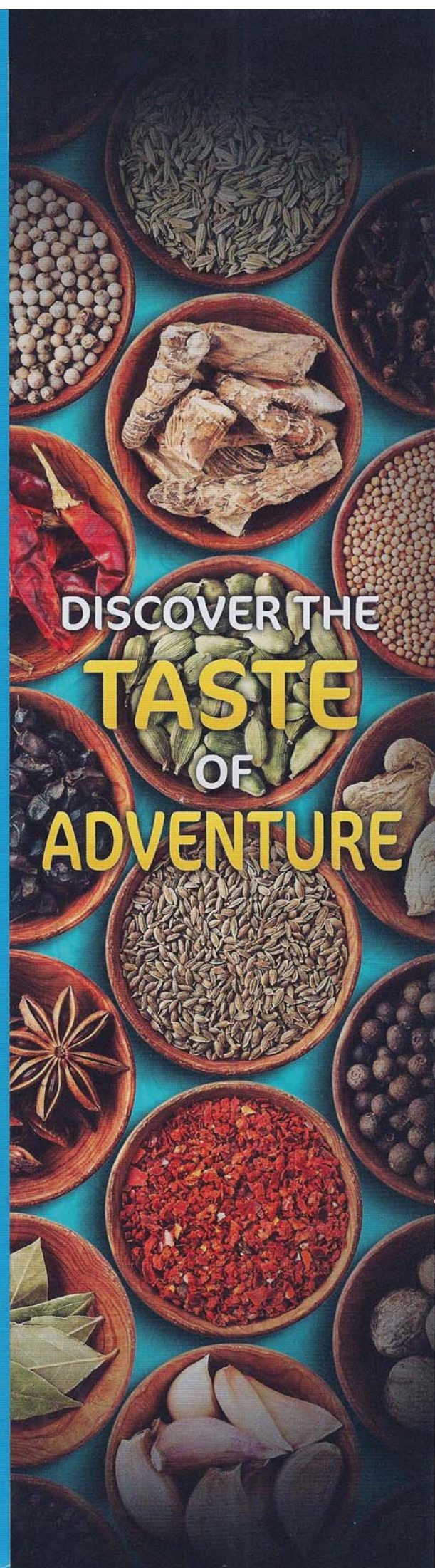
24 TOBACCO Plain packaging could signal death knell for our local shops, warns P&H boss

30 PRAWN II Is the world ready for Linda McCartney's fish-free prawns?

71 EXPO How to think big, with help from Levi Roots & friends

78 JOBS II New boss appointed at Nestlé Cereal Partners

Job of the week: JTI is seeking tactical trade marketers in independent retail sector p83



DISCOVER THE TASTE OF ADVENTURE



Almdudler includes a blend of 32 natural Alpine herbs

Alpine drink Almdudler to target Britain

Alpine herbal lemonade Almdudler is hoping to win over British shoppers this year.

The soft drink – which includes a blend of 32 natural Alpine herbs – currently exports to Germany, Hungary, Switzerland and the Benelux. The range includes Almdudler Classic as well as a sugar-free variant, a spritzer with soda, and a non-carbonated product.

The focus for the UK launch will be Almdudler Classic, which the company intends to launch later this year.

Linda McCartney to offer Britain's veggies the prawn-free prawn

Vince Bamford

We've seen plenty of meat-free meat – and even fish-free fish – now it's the turn of the prawn-free prawn.

Vegetarian-friendly king prawns – the latest innovation from the Linda McCartney brand – are made from whey protein, potato starch and natural colourings and flavourings.

Rolling out next month, they were “very similar” in texture to real prawns, and were high in protein and a good source of fibre, claimed the company.

The first two lines to be launched would be plain Fish Free King Prawns (rsp: £2.50) and Fish Free King Prawn & Vegetable



The prawns have a “very similar” texture to real ones

Stir Fry (rsp: £1.89), but the company said it was already looking at further ways to use the prawns and that other products were in the pipeline for launch later this year.

“We believe there is a huge market for Fish Free King Prawns and expect year-one sales to reach £1m,” said brand manager Roberta Herd.

Linda McCartney owner Hain Daniels Group – formed when Hain Celestial acquired Daniels last year for £144m – has unveiled ambitious plans to become a major force in the UK fresh and frozen foods market.

Last month, the company said it would broaden the Linda McCartney offering with lighter products and take on rival veggie brand Quorn in chilled.

Last year, Quorn launched a range of chilled and frozen fish substitutes including fish-less fingers and tuna style & sweetcorn crisp-bakes. Two of the crisp-bake lines were delisted by Tesco late last year.



The range consists of three meals (rsp: £2.89 each)

Junior's Pantry offers children something new

A kids' ready meal brand founded by a Cordon Bleu-trained chef has secured an Ocado listing.

The Junior's Pantry portfolio consists of chicken & prawn paella, chicken with pesto pasta and beef ragu with spaghetti (rsp: £2.89 each). Targeted at children aged from four to eight years old, each meal contains at least one of the recommended five-a-day.

The meals would appeal to parents wanting to “broaden their kids' exposure to different dishes”, said company founder Kate Finch.

Discovery rolls up its tortillas to save space

Discovery Foods is saving packaging and space by rolling up the tortillas in its meal kits rather than packing them flat.

The company claimed the upright design of its new range of four Perfect Mexican kits (rsp: £3.19)



The revamped Mexican Kits now use 15% less cardboard

used 15% less cardboard than the fajita and enchilada kits it was replacing. Each kit contains seasoning mix, a condiment and eight tortillas.

“NPD is key to helping drive consumer buy-in to the meal kit market,” said Discovery Foods marketing manager Craig Sammells.

The kits roll out to Tesco stores this week, Sainsbury's in April and Morrisons in May.

Sharwood's expanded into meal kits last month with the launch of Indian and Chinese products.

Aunt Bessie's launches ice cream desserts

Aunt Bessie's has launched a range of single-serve ice cream desserts topped with crumble.

The Ice Cream Crumbles range, which has been rolled out exclusively to Tesco, comprises strawberry, cherry and toffee apple variants (rsp: £1.49/100g pot).

It was part of Aunt Bessie's strategy to grab a bigger slice of cold desserts, said brand owner William Jackson Food Group, and follows the launch of a cheesecake range last October.

Umami paste is given a new veggie variant

Cookery writer Laura Santtini has teamed up with Japanese restaurateur and chef Nobu Matsuhisa to launch a veggie umami paste.

Santtini's original Taste #5 paste was launched in 2009 and



Santtini originally launched Taste #5 paste in 2009

has gone on to sell about half a million tubes. It uses ingredients including tomato, Parmesan and porcini mushrooms to impart umami, the so-called fifth basic taste.

Santtini is hoping to hit one million tubes with the launch of a vegetarian version. The garlic-based purée (rsp: £2.99) features ingredients high in umami, including miso, shiitake mushrooms and green tea.

It launched into Selfridges last week and is due to hit Waitrose at the end of April.