

## IGD works with industry to ensure continued supply of essentials to foodbanks

IGD has been working with the food and consumer goods industry, food surplus charity FareShare, and other charitable food redistributors, to safeguard a consistent supply of food to one of the most vulnerable sectors of society in the UK, in the wake of the coronavirus (COVID-19) pandemic.

"With the support of Defra, we pulled organisations together from our industry to ensure the continued supply of products into foodbanks to help feed a vulnerable section of society," said Susan Barratt (pictured), CEO of IGD.

"I am delighted to say that some 40 companies have stepped forward, with more coming through every day, to offer their support by donating product and funds now and in the coming weeks. It's a fantastic example of our industry working together to ensure that food can continue to be supplied and distributed through the FareShare, and other charitable food redistributors' networks.

Together we are serving the needs of those who rely so heavily on foodbanks for their daily food essentials.

"FareShare, and the charity food redistributors, are well set up to continue to manage the distribution of food out into the community. IGD is delighted to be able to work closely with these charities to support the coordination of donations in what is a hugely challenging environment for us all."

Lindsay Boswell, CEO of FareShare, added: "The response from the food industry working together through IGD has yet again showed its values and character in the same way it has responded to the pandemic in fields, factories, distribution warehouses and supermarkets.

"The generosity of these donations and the compassion for those vulnerable and in need is a massive credit to both the food industry and the IGD. FareShare will now coordinate these

offers, not just for its own national redistribution network, but also to foodbanks and other charity food redistributors. We have seen more than 500 new charities and community groups register for food in just the last week alone. On behalf of everyone involved in reaching out to those in need in our local communities a massive thank you."



For companies still wishing to make a pledge, please contact [donations@igd.com](mailto:donations@igd.com).

## Dina Foods rises to the Coronavirus challenge

LONDON-based supplier Dina Foods reports that it has been seeing high order volumes from its retailer customers as the COVID-19 pandemic continues, there having been a very significant increase in orders for its staple bakery products (its convenient two-layered Paninette® flatbread particularly in demand).

A spike in orders on the bakery side of the business has been offset by a drop on the foodservice side, and for savoury products, they add, with production staff having been moved from savoury production to the busier bakery production lines accordingly.

Dina Foods has a stable and loyal workforce of around 150 staff, and everyone is pulling together to keep the business running smoothly, reports assistant general manager and project director, Wilda Haddad. "We are pushing full steam ahead and we would like to thank our staff for everything they are doing at this

difficult time. Many are managing different roles in new areas or covering for colleagues. We would also like to thank our suppliers," she said.

Dina Foods' procurement teams are speaking to suppliers regularly to ensure that they are up to date with current availability and aware of any alternatives if it becomes necessary to substitute ingredients required for production of its ranges, the family-run company taking every day as it comes in the current COVID-19 crisis, and with the safety of its staff prioritised.

While non-operational staff are working from home, the vast majority are required on the premises in order to keep production lines running smoothly, and Dina Foods says that it is safeguarding these staff with a range of measures including stepping up the rigorous hygiene procedures already in place, and ensuring all cooking, disinfection and staff hygiene

processes are being rigorously followed. They have also applied the two-metre distancing measures as far as possible and increased the PPE for staff in the production areas.

They are also keeping staff up to date with the latest information from the UK government and World Health Organisation, using posters around the premises, they point out. New systems implemented include temperature checks of all staff on entry to the premises daily. The company say that they have also enhanced measures to restrict visitor access with only crucial visits from contractors allowed and have implemented a heightened programme on return to work controls.

"These are difficult times for everyone, and we will continue to do all we can to ensure that we keep our systems running smoothly, thanks to the support of our staff, suppliers and our customers," said Wilda Haddad.



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# Standing out from the crowd

Gone are the days of the traditional breakfast. Time poor, on the move customers, mean that operators need to be able to offer tasty, as well as healthy and, where possible, portable, breakfast fayre across the day parts.

## EXPAND AND UPDATE

"The way that the UK approaches breakfast has changed," says Anna Nafalska-Veillat, shopper, foodservice & e-commerce marketing manager at Mission Foods. "Where once you had your cereal, toast or even a Full English to 'kick start the day', the modern, busier world means that many of us - 38%, according to *Kantar Research Express Survey* data - do not have the time. So how can operators get customers through the door, when they are so time poor?"

It starts with the menu, feel Mission Foods, and rather than have a menu with what are seen as traditional breakfast

fare, there needs to be something that will make customers stop and think, they advise. In short, you need to stand out from the crowd.

"This means that operators need to have access to a versatile range of products and ingredients to provide consumers with a wide selection of options to choose from. Mission Foods, manufacturer of the world's number one tortilla, supports operators who are looking to expand and update their current menus with more exciting options in a bid to stand out in a crowded marketplace," adds Anna Nafalska-Veillat.

"With an in-depth range of Plain, Bar-Marked and Flavoured Tortilla Wraps there's a product to suit any recipe or breakfast adaptation. Why not add a spicy chorizo sausage wrap for those on the go?"

Aside from wraps, Mission also offers pittas, which can elevate a breakfast dish, such as topping them with Welsh Rarebit and fried eggs, they suggest. "Customers are going to want to make time for options such as these," says Anna Nafalska-Veillat. "With a vast library of recipes and in-depth channel knowledge, along with access to our business

development chef, Kim Hartley, we support operators in getting the most from their menus and to help to create stand out breakfast and brunches, suitable for any lifestyle.

"The breakfast and brunch world is a competitive place, and operators that play it safe are going to struggle. By offering alternative and exciting options on your menu you are more likely to entice those who wouldn't normally stop for breakfast. An ambitious business will therefore require a range of solutions. From frozen to long-life ambient products, low fat and flavoured options, we feel that we have a range of breakfast solutions for those outlets seeking to rise above the competition."

Originally founded in 1949 by Don Roberto Gonzalez Barrera, Mission revolutionised how tortillas were produced across Mexico. In the 1970s, they expanded to Costa Rica and the US before entering the European foodservice market in 2000. They have since become renowned for producing premium quality tortillas and flatbreads and are the biggest tortilla manufacturer in the world, as well as the number one branded manufacturer in the UK, claim the company.

## POPULAR

Mediterranean foods supplier, Dina Foods, reports that demand is growing for its versatile flatbreads and other authentic confectionery and savouries in the breakfast market, as operators seek to update their breakfast ranges. The modern breakfast has become

the most flexible of eating occasions, with sweet and savoury snacks, exotic indulgent and novelty options all occupying menu space together, the company observe.

For example, Burrito style breakfast wraps are becoming increasingly popular as a convenient option, and can include fillings such as cheeses, sliced meats, omelettes, sausage or sweet options such as jams or chocolate spread.

Dina Foods' artisan wholemeal, white and seeded flatbreads, including its unique Paninette® two-layered flatbread, which can be used as a wrap, are perfect breakfast carriers, says Dina Foods' managing director, Suheil Haddad. The flatbreads can also be filled with Dina's authentic falafel, they suggest. The bestselling sweet potato version, the fresh beetroot falafel and the green pea falafel are all popular as customers increasingly seek out healthy vegetarian breakfast options, they report.

"The versatility of our ranges means that we stand in good stead to cater for all the mealtime options, including breakfast," says Suheil Haddad.

"Many people like something sweet to tide them over at breakfast time and our baklava, for instance, is popular as a breakfast treat alongside a coffee or tea. These authentic crunchy baklawas - traditionally offered to friends and family at times of celebration - are proving to be a big trend in the café sector in particular."

Dina Foods is also seeing growing demand for its premium Medjoul

dates. Sold in sealed trays, including its pioneering "half dip" dates in chocolate, cafés catering for breakfast snackers are retailing this product successfully, Dina Foods report. The Medjoul date, often called the King of Dates, has a rich, almost caramel-like taste and a soft, chewy texture, and is rich in fibre and nutrients, including B vitamins, magnesium, and calcium, and is said to offer many health benefits.



## 'BRUNCHIFICATION'

The appetite for out of home and grab-and-go breakfast and brunch options continues to be big, so now may be a good time to turn to Scandinavia for some inspiration when it comes to breakfast menus, suggests Jenny Jeppsson, concept manager at Swedish flatbread company Polarbröd.

"No longer just a morning option, breakfast and brunch-style meals are being served throughout the day - something that's known as brunchification," says Jenny Jeppsson.

"We're also seeing an increase in grazing, with snacking and smaller meals throughout the day, rather than the traditional three-meals-a-day pattern. This provides a great opportunity to offer breakfast-inspired options during all day parts so why not look a bit further afield for inspiration?"

"Swedish breads are becoming more popular and well known in the UK now. Breakfast or brunch wraps, sandwiches and rolls using Scandi thinbreads and flatbreads would be a great way to introduce something new and different to a breakfast or brunch menu.

"Rolls, sandwiches and wraps can be filled or topped with egg, bacon, cheese or salad for a tasty and easy-to-

