



Trading in the UK

Food and Beverage Specialist
Paul Wilkins



Outline of Food and Beverage trade for the UK

- Introduction Paul Wilkins
- The UK and the marketplace
- How can I help?
- Export changes how I can help
- Trends
- Drinks and trends within the UK
- Questions



Paul Wilkins

Creation, development and delivery of disruptive brands

Board level management

- **Highly experienced with Grocery, retail and wholesale**
- **Marketing, experiential events**
- **Social media campaigns and data analysis**
- **Restaurant and food service, QSR**

Business strategy and Sales development, working alongside international conglomerates to deliver sales and growth across the board

Chilled and frozen meats, Plant based meat alternatives,

Processed food products

Food service, wholesale and retail (convenience and major)

Nonfood, Fats and Oils


Organic goods

Manufacturing and logistics.



Background

- Working with artisan producers to produce a ready for market product meeting UK requirements.
- Development of brand sales for food service into distribution networks such as Brake's Bidfood, Sodexo, Compass.
- National links with UK pub chains for food and beverages
- International links and contacts for different regions.
- Company sales pipeline structuring and business development for new opportunities.
- Retail contacts for F&B with every major retailer in UK
- Distribution knowledge and expertise for Food service, QSR and retail
- Major clients such as Ocado, Tesco, Asda, Sainsburys Waitrose, Hilton, Morrisons ,Pret, Yo-Sushi, Ministry of sound
- Products and companies such as Metcalf's popcorn, Tyrells crisps, Future Farm, VFC, St Marcus fine foods, House of CaVino.
- Key Brand activations for BBC, Pernod Richard, Time warner, Nike, Grey Goose, Peroni, Sol



How can I
help you?

How can we help ?

- We are here to guide and assist you within the UK market.
- Assistance with customs and logistic requirements
- Getting match fit! We will work with you offering support and guidance to deliver 5* products that are ready for the UK Market.
- We will reach out to buyers from across the UK Foodservice and retailers
- Arrange trade visits to CZ for high level interested buyers
- Certification and Audit requirements
- Marketing and labelling, Specifications and development of products.
- Help to create long lasting relationships with UK importers and buying groups.
- London Embassy Wine and Beer export promotional events.
- We deal with all matters helping you to export into the UK.
- If you have a Question, just ask uktrade@mze.cz

The UK

- Population 68.5 million
- London Birmingham, Manchester, Liverpool, Leeds, Glasgow, Edinburgh, Belfast, Cardiff
- Trade £ UKP € Euro \$ USD
- 16 Roll on Roll off Ports – trucks driven onto and off of ferries
- Main ports for EU : Chanel Tunnel, Dover, Portsmouth, Purfleet, Plymouth
- 1900 miles from CZ to UK
- 42% of household expenditure is spent on food



According to data from the Office of National Statistics, the average UK household spends **£3,312 on groceries** and **£1,716 on restaurants and takeaways** every year.



Analysis of data from the Office for National Statistics based on average caloric needs



UK Trade Imports of food from EU

- EU dominate the imports of food and drink, and will remain a key trade partner, due to geographical proximity, short shelf life and just-in-time supply chain
- Top 10 imported products have all grown since 2021 – exceed pre pandemic levels.
- Sterling depreciation is driving increase. A 29% increase in the value of wine imports equates only to an 8% rise in imported volume.
- 2022 seen increase to 19.2bn
- 2019 -2022 + 21.8%
- 2021-2022 + 41.5%
- H1 2022 Fruits 2.3 bn Wine 1.9bn Vegetable 1.7bn
- Chicken 1.4 bn (70.8% increase 21-22)
- Soft Drinks 757mil (75% increase 21-22)

▼ UK Trade post Brexit – (covid)

- UK demand for specialist food has seen considerable demand increase, EU citizens demand for artisan products increased by 138%
- Lockdown has increased the demand for artisan products, quality foods and regional UK, European, Indian and Asian
- Increase in Online sales and increase in Local shop purchasing
- Innovation is leading trends for 2022
- Increase in small batch original products production high demand.
- Restaurant chains and food service are still struggling with challenges with transport, staffing delivery.

* ARTISAN = food or drink made in a traditional or non-mechanized way using high-quality ingredients



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Trends



ARE YOU READY ?



What we require from you

Are you ready to grow your business and export to UK?

It is very common for business having difficulties to know what to ask and where to start therefore we have prepared a

Readiness Self - Assessment Questioner

To help you to understand how ready your business is to start exporting to UK.

- What we require
- Assessment Questioner Form
- Product Catalogue and supportive samples where applicable
- Product Price list
- Any additional information you feel is relevant for your product or service

FOOD AS MEDICINE

- Substantial increase in food attachment to wellness and health
- Products to help treat conditions and ease common afflictions
- Stomach and gut effects on health
- Increased energy and reduction of fatigue
- Happiness and positivity
- Weightless and weight management
- Superfoods and detoxing

- Ginger, turmeric, probiotics, plant-based cream/milk



FOOD IS FUEL.



FOOD IS MEDICINE.



ALTERNATIVE FORMULAS

- Reconfiguring of original formula for current trends or positive correction
- Reduction in sugar and Salt (UK regs)
- Reduction in Carbohydrate
- Gluten free
- Egg free
- Allergen Free
- Organic
- Vegetarian / Vegan



Children's Products

- Increase in children's products as home school and isolation have driven new interest in foods.
- Parents looking for healthy food and snack options.
- Snacks meals
- Smoothies
- Organic's
- Additive free
- Healthy
- Low salt low sugar lower fat



ADULT SNACKS

- With increased time at home and a new trend of eating less and more often, snacking has become more popular with the UK
- Pubs and bars are looking for new innovative products that retain customers within the premises.
 - Healthy
 - Tasty
 - Spicy
 - Strong flavours
 - New flavours
 - Clean Label
 - Lower fat
 - Ethical



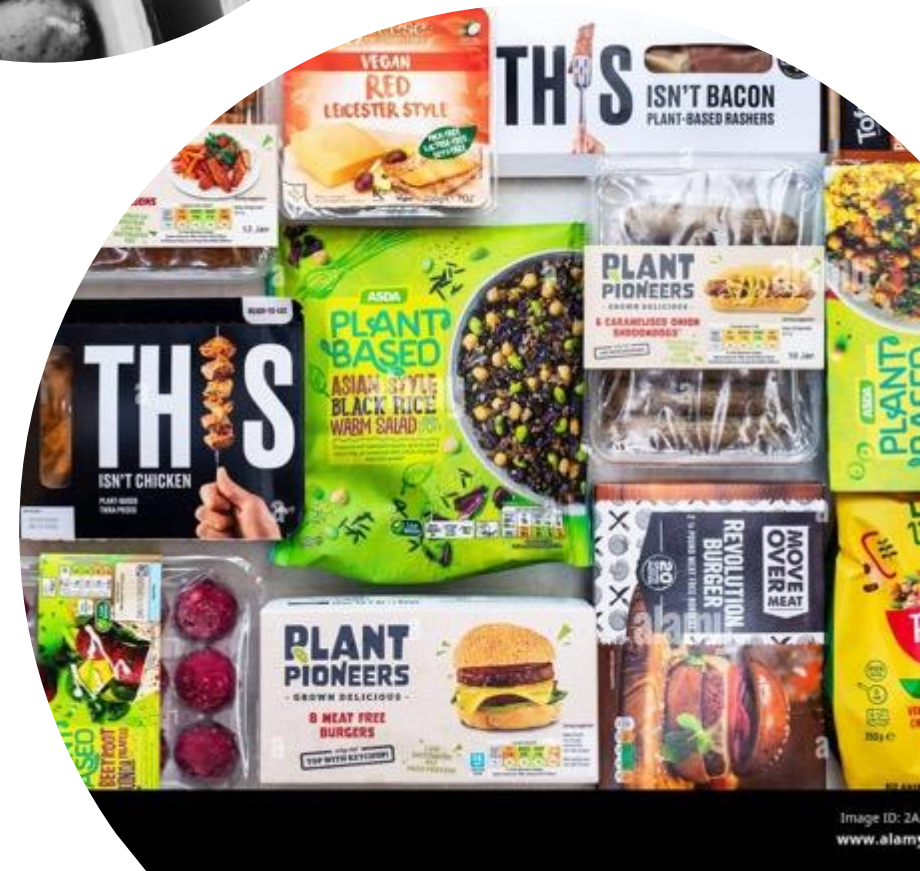
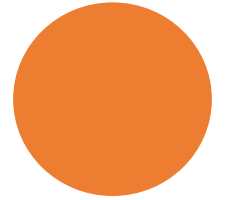
GLOBAL MODIFICATIONS

- Increase in purchasing of Global/World Foods
- Producers are looking for reduction in costs and manufacturing of Private label products with the EU as well as expansions of current retail offers .
- Asian Korean Chinese
- Regional Variations of Indian foods
- Sri-lankan
- Noodles and easy prep
- Meal prep services
- Baking at home products French, Italian European products



PLANT BASED PRODUCTS

- Biggest increasing trend of new purchasers
- 300% increase in sales from 2019
- Vegan Junk Food
- Plant based organic snacks
- Milk, cheese and dairy alternatives
- Meat replacement products.
- Ice creams and desserts
- Alteration in current offerings to create Veg/Vegan



Meal preparation

- Considerable increase in meal prep products, and restaurant prepped boxes for cooking at home
- Meal prep covers meals that require purchase of ingredients or complete meals
- Ready prepped meals
- Styles ready to cook, Italian, seafood
- Keto
- Organic
- Vegetarian
- Subscriptions
- BBQ, and meat trends for beef, sheep and chicken will increase as of March and changing of UK weather
- Prepped BBQ boxes and slow products are sort after





Dairy and Cheese

- On-the-go packaging and easy-to-use formats
- Bold and convenient cheese formats are trending
- Prepacked, shredded convenience cheese
- Falling demand within milk products
- Sustainability for farmers
- Organic certified
- Raw and specialist milks
- Lactose free milk products
- Premium over quantity
- Dairy mixes with probiotics
- Whey protein, high demand, sports, ingredients. Prepacked products.



Cheese

Specialty Cheese increases sales

- Artisan Cheese is a **specialty cheese that is produced primarily by hand in small batches.** Particular attention is paid to the age-old traditions of the cheese maker, and the use of mechanization is avoided as much as possible during the production of the cheese.
- Either by producing milk themselves or by nurturing relationships with select dairy producers, many artisan cheesemakers encourage production models that involve **more expenses** than those of conventional, high-volume fluid milk—including humane treatment of animals, high-quality, natural feed, and sometimes even better





What are the new trends in meat industry?

- New challenges include: **hyper flexible automation, more accurate and faster measurement systems** and meeting special consumer demands already at the production line.
- Systems for optimal animal welfare will be even more important and sustainability is no longer a consumer trend but a license to operate.
- Charcuterie leading sales, retail and online.
- Artisanal products driving growth and trends, Q2 and Q3 expected highest growth
- Artisan meat and cheese online sales

NEW! MEAT PACKS TO GO

MEAT MARKET

- Reduction in demand post Christmas Brexit has driving costs upwards
- Burgers, high quality sausages are still in demand
- Artisan charcuterie leading sales
- Halal meat sales still strong
- Sustainability of animal, locations, welfare, organic
- Organic certified
- Premium over quantity
- Mail order and delivery of general & specialist products
- BBQ box sets 2022
- Reduced Pork consumption
- Blended meat/ Plant proteins
- Pet food increase



Pet foods and treats

- With the considerable increase in pest from through lockdown the demand has been extremely high for products that was initially met by India and China.
- European producers are now taking advantage of the transport issues from overseas as the demand for products are extremely high and orders are not being fulfilled.
- By products of Meat trade, meat processing, snacks industry, and small independents.
 - Healthy snacks
 - Dental
 - Vitamins
 - Allergen and grain free
 - Artisanal production
 - Blended products produced for individual pets
 - Natural products



Beverages
Mixers
Beer
Wine
Non-alcoholic



Soft drinks and Mixers

- There has been a resurgence in modern soft drink offerings for retail and On trade businesses
 - Modern flavor combinations for mixers
 - Kombucha
 - Light tonics, low sugar
 - Canned and bottled
 - Fruit juice and smoothie drinks
 - Alternative plant-based milk
 - Cold coffee
 - Mocktails ready to serve



Canned and prepacked Lower alcohol Non-Alcohol

- Significant rise in trend for 2022 for lower and nonalcoholic offerings.
- Cocktails, Gin, larger, beer and wine
- Canned sparkling wine
- Canned cocktails
- Hard seltzer
- G&T
- Alcopops
- Recyclable packaging



Craft Ale

Craft Lager

Pilsner

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- There has been an explosion of interest over the past 8 years in craft ales and larger.
 - This is still very prevalent and is growing.]Food pairing and lower quantities being consumed has driven up prices by 20% +
 - The trend show that people are willing to purchase less, but at a premium.
 - Importers are looking for new products
 - premium tasting but cost effective for transport.
 - High quality pilsner back in fashion
 - Innovative packaging and designs
 - Small volume purchases for craft for the On trade.
 - Hamper and subscription services



Wine

- Market show the continuation of premiumization of wine products.
- New wines and experiences over lockdown, balance between price and quality.
- BAG-IN-BOX and Wine on Tap (ontrade). Highest growth format.
- New consumers entering the market Q2 onwards.
 - -Fruit Flavours
 - -Sparkling
 - -Light and Iced
 - -Less affluent, marketing/package driven
 - -Mindful drinking; Lower ABV, Organic, Vegan



Trends for 2022

- Rose wine Pink Spritzers light and lower ABV (medium and dry)
- Hard seltzers
- Local and new spirits
- High end Dark spirits
- Premium and Niche wines ***
- Colorful Aperitifs and blends
- Canned products
- Low/Non alcohol
- Hot drinks
- Health drinks and cognitive improvements
- Fitness drinks including supplements, protein caffeine creatine

PINOT NOIR



MERLOT



GRENACHE



ANY
QUESTIONS?





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