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WELCOME TO THE WINTER EDITION OF OUR SEASONAL MARKET GUIDE FOR SMART FOOD BUYERS AND CATERERS. HERE YOU'LL FIND HANDY INFORMATION THAT HELPS YOU BUY BETTER AND EMBRACE OPPORTUNITIES.

The election result has brought with it some early confidence for the New Year. Whilst we are still to understand exactly what the now seemingly inevitable Brexit will mean for our industry, businesses appear happy to have clarity about our country's direction of travel - and if the sharp increase in the value of

the Pound is anything to go by, then it should bring us all many opportunities.

Time will tell but we remain in regular contact with all of our wonderful growers and suppliers and will bring you all the information you need for prudent purchasing. Our brilliant chefs

are busy concocting some amazing recipes that you will be keen to create for your customers so all in all, we think 2020 will be fantastic for us all.

Merry Christmas and all of us here at My Purchasing Partner wish you a safe, prosperous and sustainable New Year.

My Purchasing Partner will source the **high quality goods and services** that *you* need to exceed your customer's procurement expectations - and to maintain profitable margins. **Call us on 0800 121 6440**

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THE BIG PICTURE

The economy

As we moved into winter, food prices were fairly stable apart from the increased price of pork caused by Swine Fever in Asia, and the reduced supply of fruit juice and fish pushing up prices.

Subsequently, the GBP has surged against the USD and euro since the

Conservatives won a convincing majority in the December election and experts believe these gains will be sustained. This political stability, at least for now, should bring some much needed benefits for imports into the UK. One area to watch, however, is the interest rate. A split decision by The Bank of

England's Monetary Policy Committee to keep interest rates stable at 0.75%, could mean that we see movement here during 2020. This shouldn't have much impact on the value of Sterling but a rate cut may bring increased consumer spending - more good news for our industry.

GPB-EU: EXCHANGE RATE

1.1968 +0.0140 +1.18%



GPB-USD: EXCHANGE RATE

1.3385 +0.0224 +1.70%



Source: Bloomberg

The tastes of 2020

In restaurants and cafes across the United Kingdom, the tastes of 2020 are being revealed. These are the food trends that experts expect that you'll find in demand throughout the coming year. Even the most traditional diners may enjoy a twist on their standard fare - so read on for our top 7 flavours for 2020.



1. Keep it simple with pared down puddings - no mousses, creams or doughs and certainly no added sugars to complicate flavours: go natural.
2. Add botanicals such as edible flowers or wild sorrel or juniper to naturally flavour and add sweetness to a dish.
3. Traditional cooking techniques such as wood-fire grills will add popular smoked flavours over this coming year.
4. Sour foods are trending as we move away from sugar. Use vinegar, tamarind, and other ingredients that provide a distinct tartness.
5. Inspired by street food, consumers are embracing Vietnamese cuisine like bún bò hu - a popular soup made with rice vermicelli and beef - and egg coffee - prepared with egg yolks and condensed milk for a creamy flavour.
6. Add strong, traditional indigenous ingredients from some of the oldest civilizations such as cucuaco, cassava, bijao leaves, cocona, acai, aguaje, and maracuya from South America.
7. Be creative with butters - yes, we love nut butters as an alternative to dairy, but also consider chickpea, macadamia and seed butters such as watermelon and pumpkin.

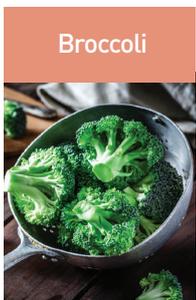
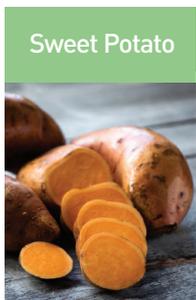
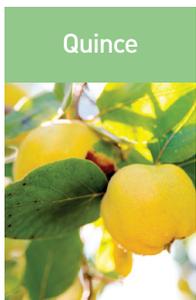
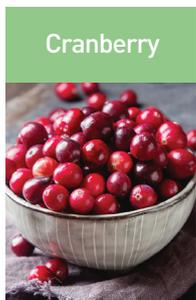
Let us know about what trends you see emerging in your sector and how you are embracing them. Of course, if you need any support, just reach out and ask us!

IN THE MARKETS

Great British Seasonal Produce

TOP 5 CHOICES

SAY GOODBYE TO...



Did you know?

Sweet potatoes are rich in fibre, vitamins A, C and B6, and an excellent source of carbohydrates. The orange-fleshed variety are also rich in betacarotene. Traditionally baked, roasted or mashed, they can also be added to risotto, pasta or curry.

SPROUTS

Not just for Christmas! High quality sprouts from Belgium and Holland are now available but did you know quite how many vitamins A and C, folic acid and dietary fibres are contained within these little green baubles? An 80g serving of sprouts contains four times more vitamin C than an orange, and a cup of cooked Brussels sprouts contains only about 60 calories. Serve roasted, boiled, shaved and pan fried, this versatile ingredient is perfect with bacon or served with figs.

FIGS

A great source of soluble fibre, figs are full of vitamins A&K, and minerals including potassium, calcium, magnesium, iron and copper. This versatile fruit may be dried or fresh. Try baking them or serving them fresh in salads or as a cheese board accompaniment. This time of year, figs are imported into the UK from Israel, Turkey and Brazil - try roasting them as part of a vegetarian or side dish, or serve alongside lamb as an indulgent treat.

FISH

Fish is growing in popularity again, due to falling prices and because it's seen as a healthy option. The Marine Conservation Society is encouraging us all to switch to more sustainable options. The big five (salmon, cod, prawns, haddock and tuna) still account for three-quarters of sales but widen your offering to include lesser known and more sustainable options, such as sea bass, gurnard, megrim sole, whiting and pouting.

In a nutshell...

The weather and economic uncertainty continue to impact the cost of many food and non-food products. Here are a few key areas to watch out for:

Dairy

Prices are currently stable and all things being equal, are expected to remain so for the foreseeable future.

DID YOU KNOW: The average person in the UK drinks 144 pints of milk a year.

Meat

Lamb prices are falling as UK production increases - pork continues to be expensive and in relative short supply. Experts are predicting lower beef prices post-Brexit as imports will come from outside the EU.

Fish

Good picks at the moment include trout, squid, clams, oysters and smoked haddock.

Vegetables

Hurricanes and torrential rain have hit harvests hard. Watch out for increasing prices of imported pears and tomatoes from Italy and sweet potatoes from the US.

Packaging

Packaging prices continue to remain high.

Wages

Wages continue to increase across the economy by an average of 1.7% in real terms, between July to November, including in the wholesale and retail, hotels and restaurants category.

HEADS UP ON 2019

Vegan diets are here to stay

Around 13% of people now identify as vegetarian or vegan, and a fifth are "flexitarian." Last year, 250,000 signed up to register for Veganuary (to go vegan throughout the month of January). Meet this demand, food outlets need to offer high quality meatless or dairy-free dishes.

Reports from delivery companies, such as Deliveroo, are responding to this trend, stating that vegan food orders have increased by 200% over the past two years, with Monday and Tuesdays being the most popular days for part-time vegans.

Showcase your local area and heritage

As inbound tourist numbers continue to increase, travellers are now looking for unique local experiences with custom itineraries based on the locale becoming popular as is local food. Consider offering traditional recipes that use local, fresh produce and

wholesome ingredients or pay homage to local cuisine by holding food events or culinary tours, or offering cooking classes or demonstrations. It will be interesting to see how many hotels drop their generic menus and offer more authentic local dishes instead.

There's a value in being sustainable

Consumers expect far greater social responsibility today than in the past. Many businesses in the restaurant sector are looking at how they can offer a more sustainable offer, including reviewing food miles and reducing waste - we now have the UK's first zero waste restaurant. Although consumers are driving this trend, there are clear business benefits, including reduced costs, financial and physical waste.

Currently, the UK ranks 24th in the world for global food sustainability, according to research from the

Sustainable Restaurant Association (SRA). Given that Britain has the fifth largest economy in the world in GDP terms, we could be doing better. And our customers may demand it from us during 2020.



Rethinking the kids menu

The demand for a choice of a wide range of healthy food and drinks is gaining momentum. This means offering more fresh, local, organic, non-GMO, and gluten-free foods and creating dishes formed from ingredients that our grandparents knew as beneficial from preventing or treating a range of illnesses. As part of this, it will become relevant to review children's menus,

reinvigorating them with a range of ingredients and flavours - and removing the oft-staple chips, nuggets and fizzy drinks. Remember that by 2026, 80% of millennials will have children, and it's likely many of them will have introduced more adventurous foods to their family and determined to either reduce or remove sugar, salt and other traditional fare from their children's diet.

Promotional Weeks Winter 2019

**JANUARY
VEGANUARY**

**25TH JANUARY
BURNS NIGHT
CHINESE NEW YEAR**

**2ND FEBRUARY
YORKSHIRE PUDDING DAY**

**22ND FEBRUARY - 1ST MARCH
CORNISH PASTY WEEK**

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LONDON**

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Helping you buy better

My Purchasing Partner works hard to source the products that you demand. We closely analyse the markets and negotiate with suppliers to alleviate volatile pricing impacts on our customers. Be assured that whilst we cannot control the future, we can be smart and transparent about what is happening.

We pledge to keep you abreast of developments and give you the information and tools necessary to support your strategic business planning. Look out for our next market report as we head towards Autumn and visit our new website for the very latest information. In the meantime, if you have any questions, feel free to contact us on :

**info@mypurchasingpartner.co.uk
or 0800 121 6440**

Thank you for your continued support.