

## From small beginnings Rob Amar, managing director, writes:



Later on in this edition of Fine Food News you can read about my first olive production – a journey that started by chance, but was ultimately rewarding, and reminded me of a few things of professional and personal value along the way:

1. **Carpe diem** – When I bought my olive trees nine years ago, I never intended for them to be anything other than ornamental. But then in 2016, they started flowering and developed a few olives. And in 2017 they flowered some more – so I saw an opportunity to try something different. Sometimes great things come from places you least expect.
2. **Resilience and agility** – Olive trees weren't engineered to grow in the UK. Especially when over the years they've had to endure regular frosts, high winds, the odd snowfall, and periods of neglect. But I discovered mine are a variety from Vigo in Northern Spain, developed to withstand colder climates. If you want to survive (and thrive), you have to keep evolving.
3. **Find your passion** – Those who know me well know I am not green-fingered, and gardening is something I am very happy to delegate to others. But when I saw those first olives appear, it sparked my interest. Now I'm already thinking about how I can produce a bigger crop this year.
4. **Small pleasures** – My trees may have only yielded enough olives to fill a small jar, but the whole experience has been a lot of fun, and I enjoyed sharing the fruits of my labour (literal and figurative) with family and colleagues.

So while I won't be causing Mediterranean olive growers to lose sleep, who knows, in a few years' time maybe there'll be enough volume to bring some delicious, organic Buckinghamshire olives to a grocery shelf near you!

## RH Amar secures M&S deal for Ella's Kitchen

RH Amar has signed terms to supply a 19-strong range of Ella's Kitchen baby food to 250 Marks & Spencer grocery stores nationwide, replacing the retailer's Tiny Taste Buds own label range.

The switch to branded baby food marks a major departure for Marks & Spencer, which is known for its strong focus on own label. Branded food and household goods make up "around 1% of total lines across the store", according to its website.

Marks & Spencer said it made the decision to replace own label because "we felt our customers would prefer a renowned, specialist baby food brand like Ella's Kitchen".

RH Amar marketing director, Simon Fry, explains: "This is a great deal for Ella's Kitchen and Marks & Spencer. Both are well-loved brands, and Ella's Kitchen is the baby food brand that parents most want to see irrespective of whether they are shopping in grocery or convenience."



Lewis Jackson, Marks & Spencer homecare and international brands buyer, adds: "We are very selective about the brands we work with. Ella's Kitchen will be a great addition to our offering for parents, whether making planned or impulse purchases of baby food."

## Paul's latest achievements for Norwood



Paul with Nick Ivil, who has autism and rides tandem behind a dedicated rider

Paul Tuhim, our finance director, has been raising funds for Norwood for 25 years since its inaugural international bike ride in 1992. The £300,000 raised then was used to help young children with very severe learning difficulties and help their families cope with the emotional and social challenges they face every day.

25 years and 17 countries later, Paul was instrumental in organising three bike rides and a trek in October 2017, all of which converged to end at the same destination at the same time. It was a huge logistical feat, but 200 people took part and raised £1 million for the very vulnerable in our society.

What sets Norwood apart is that it was the first UK charity to embark on international challenges of this type and to take the very vulnerable with them to ride tandem or to be towed behind their lead rider.

**"The women must work as well as the men"**  
**W.S. Churchill - 1940**  
**Henry Amar,**  
**chairman, writes:**



I hope every reader of Fine Food News has seen RH Amar's attractive 2018 catalogue. When it was shown to a senior member of the Amar family, she wrote to us praising our excellent range of products, but making one very pertinent comment. Inside the catalogue's front cover there is a series of photographs depicting the firm's 73-year history. There are photographs of my father, myself, and both my sons – in short, all four men in the family who have worked in the business. What, our correspondent asked, about the four Amar ladies who have been part of the company's history? A good question, and time to set the record straight.

When my father started the business in 1945 he received huge support and encouragement from my mother, Essie Amar. The early years were difficult for the business and for the family, but my mother never complained and remained steadfast in her belief that the firm would eventually prosper. Her faith was vindicated, and when my father died in 1983, the first thing I did was to invite my mother to become chairman of RH Amar. She accepted and became a central figure in the company, providing sound advice, attending all company events, and never missing a Board Meeting until her death in 1995.



Essie Amar at IFE on the company's 40th anniversary

Both my sisters have been involved in the business. Maureen joined the company in 1996, fulfilling a number of roles, including heading our customer service department. Today she is a member of the company's Family Board and editor of Fine Food News. Jane worked as secretary to my father and myself in the 1960s, supporting the rigours of our Dickensian offices at No. 6 Holborn Viaduct, and being part of the firm's steady growth in that decade.

My wife, Ruth, joined the company in 1982. Shortly afterwards the business was computerised and I relied on Ruth to explain the mysteries of our system. This led to a widening of her responsibilities, and today she is a member of our Family Board, looks after our payroll, and organises the company's main social events.

The company owes a great deal to these family members and to the many ladies who currently work for RH Amar, and looking ahead it is worth mentioning that of my father's seven great-grandchildren, five are girls. Watch this space.

## Desobry's new ranges for independents



Desobry is a family owned and run business founded in 1947 by Leon Desobry. It is the fourth largest biscuit producer in Belgium, producing 5.500 tons of biscuits per annum.

Its latest offerings include the Perle range - a unique inspiration between a biscuit and a Belgian praline with delicious dark, milk or white chocolate. The Perle Praline is a subtle balance between roasted hazelnuts and Belgian milk chocolate. The Perle Noire is the perfect treat for dark chocolate lovers. The Petites Gourmandises is a mini assortment of seven biscuits and makes the perfect indulgent treat.

There is also a snacking range, with shelf-ready packaging containing 16 snack packs, each with three Perles.

Desobry is proud of its provenance and only uses pure Belgian chocolate made from its own unique traditional gourmet recipe, with no added vegetable fats – only 100% cocoa.

In addition there are no artificial colours, flavours or preservatives. The biscuits are free of trans fats, are GMO-free and only free-range eggs are used.



## RANGE EX

## Kühne 's three latest launches

Made for Meat is a flavoursome range of table sauces containing crunchy vegetable pieces. These versatile sauces are perfect for cooking, pouring and marinating, and can be used on meat, fish or vegetables. They are free from flavour enhancers, preservatives and colourings.

The range includes Chipotle Burger-Style, Black Garlic, Smoked Pepper BBQ, Siracha Hot Chilli, Aji Panca Chilli, Cranberry BBQ, and Indian Curry.

The RSP is £1.69 for the 235ml size or £2.99 for the 375ml.

The Gin and Whiskey Cornichons reflect current trends for flavouring food with the taste of spirits.



Tasty juniper and fresh citrus notes provide a fruity sharp finish to the Gin Cornichons, whilst a shot of mild American Bourbon Whiskey reveals fine honey and vanilla notes in the Whiskey Cornichons.

Both are perfect for the BBQ season, or for snacking.

The RSP is £2.99 for 370ml.

Beermug Mustard is perfect for all seasons, including summer BBQs, the World Cup, or the Oktoberfest. The medium hot mustard is a good accompaniment for eggs at breakfast; it can be used in salads, with barbecued meat, or with roast dinners – and the glass beer mug can be kept for ever!

The RSP is £1.50 for 250ml.



## RH Amar wins Kraft Heinz brand



Kraft Heinz is calling on RH Amar to grow the footprint of Planters nuts in the UK within the impulse, convenience and foodservice channels. Planters already has growing distribution in multiple grocery, making it a brand that people will recognise, trust and want to buy.

Snacking remains one of the most exciting areas of growth in these channels and consumers are always looking for inspiration and choice. Planters has a key role play in providing shoppers with a tasty and healthy alternative to other bagged snacks

The range will be available in 60g single serve packs (PMP is also available) and larger sharing packs. Each pack size is available with old favourites such as Peanuts,



Dry Roasted and Honey Roasted Nuts, as well as others including Chilli & Lime, Nut & Choc, Energy Mix (with chocolate honeycomb) and Protein Mix (with almonds and cashews).



## EXTENSIONS

### Going for Gold with Del Monte®

Del Monte®, the UK's No.1 canned fruit brand<sup>1</sup>, is bringing innovation to the canned fruit category with the launch of two new Gold Pineapple products.

Available in either Slices in Juice or Chunks in Juice, this new variety of pineapple – the MD-2 – has a much sweeter taste than the traditional Smooth Cayenne variety, despite having no added sugar.

The flesh has a deep golden colour with a soft, mouth-watering texture, and it boasts four times the amount of vitamin C compared to other pineapple varieties.

The distinctive black and gold label guarantees genuine shelf standout.

Benchmarking tests found that 76% of consumers preferred the look and taste of Gold Pineapple over the standard product, with 93% either “very likely” or “quite likely” to buy<sup>2</sup>.



<sup>1</sup>Source: Nielsen Scantrack – Total Market, 52 weeks, w/e 27.01.18

<sup>2</sup>Source: WDG Research, 2016

### RH Amar's CCTV cameras are upgraded



The RH Amar despatch team has had its CCTV security and monitoring cameras upgraded to new HD sharp focus cameras. These film every pallet despatched from three different angles. One of the main benefits is that our accounts team can now quickly verify and process much faster the occasional claims we receive for wrongly picked or missing items on a customer's order.

## Our hero brands Kikkoman

The iconic bottle of Kikkoman Soy Sauce is a familiar sight all over the world.

It was an important moment for RH Amar when, in 2013, we were appointed to distribute Kikkoman Japanese Soy and Teriyaki Sauces in the United Kingdom. We are proud that our company has been in the same family ownership for 73 years, so imagine the admiration and respect we feel for Kikkoman, a brand that has been owned by the same family for 300 years.

Over three centuries the recipe for Kikkoman Naturally Brewed Soy Sauce has never changed. The same four ingredients (water, soybeans, wheat and salt) are still used – absolutely no chemicals. Nor has the brewing process ever changed. It takes many months and produces a flavour which delights consumers and chefs alike.

In the United Kingdom, Kikkoman achieved record sales in 2017, winning Good Housekeeping and Great Taste awards in the process. Britain is a key market for Kikkoman, so the brand is supported by television advertising and many other marketing initiatives.

In every respect Kikkoman products fit perfectly into RH Amar's portfolio – provenance, authenticity and matchless quality.



## Mary Berry's goes on the road

Following the success of the last two years, Mary Berry's is on the road again for the Home of Good Taste Tour. Visitors to food festivals this summer will be offered the chance to taste and buy the Mary Berry's Foods range. The tour starts at the BBC Good Food Show in Birmingham (14th–17th June), and proceeds to Hampshire for Car Fest South (24th–26th August).



Ahead of the shows, Mary Berry's will partner with Olive Magazine by sponsoring e-newsletters, featuring on homepages and creating brand awareness for all visitors of the site.

Mary Berry's will also be part of National Vegetarian Week in May. It will feature on its website showcasing the versatility of the Mango, Lime and Chili dressing and providing recipe ideas and inspiration.

With Mary Berry herself back on TV with Classic Mary Berry, and later this year with her new show to find Britain's Best Home Cook, 2018 is sure to be a good year for Mary Berry's Foods.

## Rob's olive production



It took nine years for Rob's two ornamental olive trees to yield a crop of 70 – 80 olives last summer. Once harvested in November and with the help of our technical manager, Markus Endt, he processed them organically, placing them in brine for some months, and then rinsing them. The 100g of small but perfectly formed olives were marinated with thyme, chilli and olive oil, and shared with colleagues and family.

Rob hopes this year's crop will allow supply to keep up with what is set to be a burgeoning demand for Buckinghamshire olives!



## Cooks&Co partners with BBC Good Food and Olive Magazine

Cooks&Co has set up an online partnership with both BBC Good Food and Olive Magazine giving the brand visibility across several key web pages and the opportunity to reach new consumers.



Sponsorship of the Olive e-newsletter will ensure Cooks&Co is front of mind with its 25,000 subscribers. There will be good visibility across BBC Good Food's Italian and Spanish Recipe Collection pages during April and May – useful for consumers who are looking for culinary inspiration.

The brand will also be visible on BBC Good Food's "Add to Basket" feature which allows users to buy all the ingredients straight from the recipe pages they visit. Thus Cooks&Co will be front of mind from planning to purchase.

## Mission accomplished



In the January issue of Fine Food News, we reported that our shipping agent, Transitex, was raising money to help a couple in their 60s who had lost their house, crops and livestock in the forest fire which devastated the Portuguese village of Vinhó.

RH Amar was happy to support Transitex's fundraising efforts. The money raised plus donations of construction materials, furniture and household appliances, meant that Transitex was able to deliver the "new" house to the couple on 6th January.

# PRODUCT NEWS



## Mary Berry's Lemon & Thyme Sauce in new format

Mary Berry's Lemon & Thyme sauce moves into a new format of 235ml. This sauce is perfect with chicken, fish or steak and has great versatility as a pour-over sauce, a topping, or as a marinade or baste. It works very

well with pasta too - the possibilities are endless!

The sauce is Vegetarian Society approved.

## Del Monte® teams up with LTA



Del Monte® is proud to announce it is the official fruit of British tennis, having agreed a sponsorship deal with the Lawn Tennis Association (LTA) for 2018.

Promoting the benefits of fruit as part of a healthy and active lifestyle, Del Monte® will be a named sponsor at four major ATP tour events. This will guarantee 12 days of BBC and syndicated Eurosport TV coverage, reaching 18 million viewers over 300 hours.

There will also be sampling opportunities over this period, as well as social media coverage and competitions running throughout the summer.