What's Trending at Speciality & Fine Food Fair 2015? Free From, Tea and Superfoods - Exciting and Innovative New Trends at SFFF 2015

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Over 750 suppliers are set to showcase their fine and artisan food and drink products at this year's Speciality & Fine Food Fair. With the doors opening in just under two weeks, the Fair is *the* place to discover new products and trends in the fine food sector.

Superfood Superstars
Chia seeds, lingonberries, beetroot and kale - with more and more people looking to lead a healthier lifestyle, this year's products are jam packed with immune boosting, vitamin enriching ingredients. Amongst the superfood heroes exhibiting are Arctic Power Berries, Chia Bia and Pulsin'.

Arctic Power Berries - Stand 3245 -www.arcticpowerberries.com
Showcasing a range of 100 per cent pure and natural berry powders, created using wild handpicked berries from Finland. Available in Cranberry, Blueberry, Blackcurrant and Lingonberry - superb sprinkled over porridge, yoghurt or smoothies!

Flying the Free From Flag
With the boom in the Free From market showing no signs of slowing down, producers are keeping up with the demand from those with food allergies, as well as those who are opting for free from products as a lifestyle choice. Yumsh Snacks are the creators of Ten Acre (**Stand 1311**), a range of crisps and popcorn which are gluten, dairy and MSG free as well as vegan, halal and kosher. Tony Goodman, CEO said, "*This is a fast moving category and as it grows further - so does NPD. As a result of this, more and more Free From products are coming into the market, raising awareness of this once specialist category. This is helping Free From move away from the predominantly specialist aisles and into mainstream".* Others exhibiting their free from fare include Nana Nice Cream, Ombar, Chika's Foods Ltd and Langford's The Welsh Sausage Company.

Ombar - Stand 3324 - www.ombar.co.uk
Ombar are the creators of 100% natural, dairy free and vegan friendly chocolate bars. Available in exotic flavours including Goji Berry and Cranberry & Mandarin, they are launching a range of 'centres' at the Fair - two new bars with creamy soft centres.

Crazy for Coconut
From water and flour to oil and sugar - the coconut continues to be popular. The do-it-all ingredient can be used sprinkled over desserts, as a healthy oil for cooking - even as a nourishing hair conditioner! Exhibitors showcasing their coconut inspired produce this year include; Cocofina, Rude Health and Suma.

Rude Health - **Stand 1849** - www.rudehealth.com
Rude Health produce a range of quality granolas, mueslis, porridges, light cereal snacks and drinks. They will be showcasing their new gluten free, Coconut & Chia Granola - packed with nutrients; the coconut provides all the fat that this granola needs, no oil in sight! The chia seeds add extra bite to the crisp, nutty spelt flakes.

Time for Tea?
Green, herbal, infused, even sparkling tea - an explosion of innovation is helping the tea category enjoy a considerable revolution. A notable new entrant into the tea category is t plus drinks. Founder, James Dawson has combined a green tea with vitamin supplements. James, a recent winner of £50,000 investment and a place on The Grocery Accelerator programme said; *"Tea is undergoing a definite revolution in the UK. The new generation of tea drinkers are now looking to the function and health benefits of speciality, green and herbal/fruit teas.After a long time in coffee's 'trendy' shadow, it is clear that tea and the new army of tea drinkers, have an exciting future."* Teaforia, Balcony Tea, TG Green Teas and Ocha & Co are amongst those exhibiting their tempting teas this year.

Teaforia - Stand 4616 - *www.teaforia.co.uk*
A range of gourmet ground tea blends which can be enjoyed both hot and iced. Available in four unique flavours, Citrus Zen, Ginga Ninja, Ky? Matcha Latte and Latika Chai Latte.

Water, but not as you know it...

Water is enjoying a refreshing renaissance with exhibitors such as TÅPPED, Sibberi, Buddha Water and Treevitalise; all showcasing their diverse range of drinks at this year's Fair. Birch, coconut and maple water are receiving recognition due to their health benefits and unusual flavours. Food futurologist Dr Morgaine Gaye said; "*Water is a big trend and will grow over the next few years. Birch, maple and coconut - all waters…some of which may not maintain or increase in popularity…but water as a macro trend will."*

TÅPPED - Stand V113 - www.tapped.co.uk
100 per cent, organic birch water sourced from the forests of Finland, where tapping trees is a springtime ritual. Available in three varieties, Organic Birch Water, Organic Birch Water with Bilberry & Lingonberry and Organic Birch Water with Apple & Root Ginger.

Soraya Gadelrab, Events Director, said: *"Speciality & Fine Food Fair showcases the very best of what the fine food sector has to offer, making it the place to discover the latest innovation in food and drink. Each year, the Fair sets the pace for new and exciting products, not only embracing current trends but creating new ones. When the doors open in two weeks time, visitors and buyers can look forward to discovering the next big thing our diverse industry has to offer!"*

ENDS

Editor's Notes

News on products, people, speakers and businesses will be regularly updated via social media - @Speciality_Food and @SpecialityChoc #SFFF15 #SCF15 #FoodHero Speciality & Fine Food Fair takes place at Olympia National, London, opening on September 6th - 10.00 until 17.30 and September 7th and 8th from 9.30 until 17.00 - www.specialityandfinefoodfairs.co.uk. and www.specialitychocolatefair.co.uk Find exhibitors on the following stands: Chia Bia (Stand 1725), Pulsin' (Stand 2103/c), Nana Nice Cream (Stand 3240), Chika's Foods Ltd (Stand 2103/b), Langford's The Welsh Sausage Company (Stand 1731), Cocofina (Stand 1252), Suma (Stand 2331), Balcony Tea (Stand V93),Ocha & Co (Stand 2147/I),TG Green Teas (Stand 4468), Sibberi (Stand 4822), T Plus Drinks (Stand3245) Buddha Water (Stand V20), Treevitalise (Stand 3750) Registration online is free for trade visitors. Register today to avoid the £20 on-the-door fee: www.specialityandfinefoodfairs.co.uk

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