



## Trend Trail: Private Label

Use me to guide you through the show and discover some of the innovative Private Label products being showcased at IFE 2017.

Pick  
me up

### Gavin Hands, Director of B2B at Bidfood, gives his insights into the market for Private Label products and discusses what operators consider when choosing Private Label...



"Private label brands are well established in the wholesale market and provide caterers an alternative choice to leading brands, but **what do operators consider when choosing to use a private label** and what do they look for in the private labels they buy?"

For many caterers, part-prepared or fully prepared items for their menu provide a **convenient solution to save preparation time** or to help get around skill and resource challenges in the kitchen and where facilities lack space or equipment. Whilst most private label ranges include ingredients for scratch cooking, by far the most active product development area in private label is around **ready to use or part-prepared items that deliver convenience** and, most importantly, improved value for the caterer.

With many operators facing the largest rise in costs for more than six years, it is expected that **demand for private label products will continue to grow steadily**. Those private labels that are most closely aligned to customer needs will enjoy the most attention and for both manufacturers and buyers of private labels, a robust understanding of the ever changing needs and demands of the end consumer is now, more than ever, paramount.

For example, the **UK market is inundated with exciting new world flavours** from America, the Middle East and Asia; operators are likely to look for private labels that support the delivery of these flavours on their menus, to keep up with consumer demand. In addition, they will look for **private labels that satisfy the growing consumer passion to "back Britain"**, for example locally grown or locally produced products with a high composition of British ingredients.

**With health and wellbeing in the spotlight**, no private label range would be complete without a good choice of products that support healthier options or the need to cater for specialist dietary requirements. This would include a choice of products with reduced salt, fat or sugar for those customers who need them, as well as gluten free options. **Transparent ingredient labelling is key to allowing customers to make informed choices**. 'Good' private labels will avoid genetically modified ingredients, hydrogenated fats, added trans fats, aspartame and artificial flavour enhancers like MSG.

But all things considered, we can learn from the old saying "**the proof of the pudding is in the eating**" - the best private label products that are most frequently purchased simply taste better than anything offered by anyone else!"



Gavin Hands  
Director of B2B  
Bidfood



# Floor Plan

Plan your route



Exhibitor	Stand	Pavilion (if applicable)	Sector
DB Foods Ltd	S2439		Meat & Seafood
QuickLemon	S2504/g	Spain (FIAB)	Grocery
Conservas Del Noroeste	S2504/h	Spain (FIAB)	Grocery
Olives and Pickles SL	S2504/k	Spain (FIAB)	Grocery
Heaco - Hijos de Eustaquio Abad Y Cia SL	S2520/a	Spain (FIAB)	Grocery
Conservas Emperatriz	S2639		Grocery
DO.DA.CO. s.r.l.	S2670/k	Italian Trade Commission	Grocery
Moellerup Brands A/S	S2804/c	Food From Denmark	Grocery
Planets Pride	S2804/k	Food From Denmark	Grocery
Best Foods Ltd	S2850		Grocery
Tenuta Pozzi	S2909		Grocery
Cook Inov	S3009		Grocery
ADT Isle of Cyprus - Olive Oil Ltd.	S3104/d	Suricom Consultants Ltd.	Grocery
Olio Luglio	S3204/e	Organizzazione Vittorio Caselli Srl	Grocery
Lepore Mare SpA	S3220/e	Organizzazione Vittorio Caselli Srl	Grocery
Mersin Seker Tarim Urn. Nak. San. Tic. AS	S3370/b	Selten Ulus Fuar Ve Aks Tic Ltd Sti	Grocery
Orkla Foods Denmark	S3410/a	Orkla	Grocery
Pauwels Sauces	S3540		Grocery
Mumtaz Foods	S3739		Grocery
MAES HONEY INT., S.L.	S3819		Grocery
Huilerie Loued	S4515/c	Tunisian Olive Oil	Grocery
Solley's Dairy Ice Cream	N3104		Great British & Irish Food
Perry Court Farm	N3038		Great British & Irish Food
Loughnanes of Galway	N3003		Great British & Irish Food
Plas Farm Ltd	N2830/j	Welsh Government	Great British & Irish Food
Oaklands Farm Eggs Ltd	N2820/f	Welsh Government	Great British & Irish Food
Samosaco	N2820/h	Welsh Government	Great British & Irish Food
EcoBags	N2708		Great British & Irish Food
Naughty THE ice cream with alcohol	N2362		Artisan Market
Kernow Chocolate/ Macondo Chocolate Co	N2356		Artisan Market
Adesso Deli	N2355		Artisan Market
Castle Dairies Ltd	N2633		Cheese and Dairy
Vivera BV	N2204		Health & Wellbeing
McCarter Juice Innovator	N2202		Drinks
Aceites Junio SL	N2137/a	Creekson International Trade/ Ron Veleiro	Drinks
Joseph Company International Inc.	N2006		Drinks
The Ultimate Food Company	N1849		Bakery
Tommy Tucker	N1631		Snacks and Confectionery
Food Connections Ltd	N1537		Snacks and Confectionery
Fini Sweets UK ltd	N1438		Snacks and Confectionery
Dasa Cocos	N1400		Ingredients