

# Organic cake for kids

Organic bakery Honeyrose launched two new ranges at Caffè Culture last week – Honeyrose Kids and Honeyrose Minis. MD Lisa Rose said the bakery saw a gap in the market for the ranges. "It is the first organic cake range developed specifically for kids, that we are aware of in the market. We tried them on our kids and got a big thumbs-up!"

The Minis range caters to customer demand for the company's existing range in smaller formats. Rose says they are suited to the foodservice and catering markets, as well as retail. Both ranges are launching initially with eight products, including 25g cupcakes for children. The Kids range also features gingerbread men, jammy dodgers and chocolate meringue bears, whereas the Minis range includes muffins, flapjacks, cookies and cakes. The products will feature the new Honeyrose branding, which is to be rolled out across its entire portfolio later this summer.

[www.honeyrosebakery.com](http://www.honeyrosebakery.com)



## Caffè Culture snapshot

### Some show highlights

#### Artisan style

Artisan Biscuits trialled its new cookie concept at Caffè Culture. Under The Fine Cookie Co brand the American-style chewy cookies will be available in Rainbow Nation, Blueberry Hill, Butterscotch On The Rocks, Big Apple and Chocolate Box Brownie varieties. The firm hopes they will fill the cookie jars in coffee shops and cafés when they launch in October.

#### Cancer support

Dragon's Den star Deborah Meaden spoke at Caffè Culture about the benefits of taking part in Macmillan Cancer Support's fundraising coffee morning on 5 September. Any business can take part and there is no investment needed. You will be

provided with all the necessary merchandise and sales materials and it could help increase sales and brand awareness, as well as raising money. For more details, visit [www.macmillan.org.uk](http://www.macmillan.org.uk).

#### It's a wrap

Love Joes launched its own pre-made wraps in four globally inspired flavours. The firm, which supplies chicken products to foodservice, is aiming its new Wrappe product at cafés, forecourts, stadia and pubs. Available in Chicken Fajita, Chicken Tikka, Pepperoni Pizza and Margherita flavours, the Wrappe is available frozen, and can be heated in its wrapper in the oven in 25-35 minutes.

## Marshfield focuses on impulse buys



Wiltshire-based Marshfield Bakery launched its new mini display box at the recent Caffè Culture show.

Containing 50 individually wrapped mini bars, the box contains a mix of 12 different varieties, including Caramel Shortbread and Traditional Flapjack through to Honeycomb Tiffin and Strawberry Shortbread.

"Cafés and shops could see the benefit of placing these on

the counter-top or close to the till to tempt customers into the impulse purchase," explained sales director Ben White.

"We are trying to get the retailers to offer a 30p each or four-for-£1 offering to tempt the multi-buy. From the feedback we have received, this seems to be working well."

[www.marshfieldbakery.co.uk](http://www.marshfieldbakery.co.uk)

## Lotus biscuits add twin-pack appeal

The Lotus Original Caramelised Biscuit from Belgian firm Lotus Bakeries has been launched as a twin-pack.

The biscuits boast over 75 years of café heritage and the

new premium twin-pack can be used to add sales or provide premium add-on to original purchase of snacks or drinks.

The bright red and white

packaging is designed to stimulate impulse purchases and a handy dispenser suits all counter-tops.

[www.lotusbakeries.com](http://www.lotusbakeries.com)

## Lavazza delivers the 'perfect' espresso

Lavazza Coffee has launched a capsule system called Lavazza Blue. Guaranteed by the company to deliver "the perfect Italian espresso every time with no compromise on flavour or body", Lavazza Blue claims

to turn every user into a real cappuccinatore.

The system comprises a Lavazza Blue machine and coffee capsules. The user manually loads the capsules. There is a choice of espressos, from

medium to strong, with all coffees coming from Rainforest Alliance sources. The espresso is ready in seconds and the capsule is thrown away.

[www.lavazza.com](http://www.lavazza.com)