

DIRECTORS SCOOP

I recently spoke at a Women's Entrepreneur Conference in London about Marketing a Start Up. It was a very different world when Artizian first started up 21 years ago - we didn't have a web site let alone social media presence. Imagine today, you would not even think about starting a company without these platforms – they're our shop windows, assuring customers we exist and encouraging engagement.

I enjoyed sharing my learnings and introducing Simon Sinek's Golden Circle: every single organisation on the planet knows 100% what they do; some know how they do it, but few organisations know why they do what they do. His analysis of the great companies showed they all start with the why because they know people don't buy what you do but why you do it!

Alison Frith - Managing Director

FOODOLOGY®

Sourcing, cooking & serving the best fresh food for our customers that is nutritionally led & chef inspired!

The Artizian Foodology® team, Richard Skinner, Catherine Atfield & myself took to the streets to see what's hot. Visiting a combination of established high street restaurants & new, up & coming, street food vendors. The trends became pretty clear, quite quickly.

1. Very little in the way of grab & go desserts being offered
2. The rise of veganism
3. Create your own combo's everywhere

The good news is that we are ahead of the game! Having replaced our dessert pot range with healthier snacks like our chia parfait & fruit based snacks during 2018, Artizian recognised the demise of the dessert pot many months ago. Peoples attitude to eating meat every day of the week has also changed recently. With our introduction of "Plant Power" during 2018, we have been encouraging our customers not to become vegans or vegetarians, but to just increase the amount of vegetables they eat throughout the week. If that means laying off the meat for a day...all the better. Customisation is a big thing on the high street, from 'choose your own salad items' to 'create your own poke bowl'. Artizian has always encouraged, where possible, creating an interactive experience for customers to choose what combinations they'd like in their lunch. Not only does it offer the customer a larger choice, but the customer engagement & interaction is invaluable from a service providers point of view.

Rob Kurz - Foodologist®

Apples

- Nutritional reasons to buy:**
- Rich source of pectin to slow down digestion
 - Fibre provider for digestive health
 - Rich in cell-protecting polyphenols

Nutrition Know-How:

- BRAEBURN** apples have 1.5 x more polyphenols than Fuji apples
- REDDER** apples have more anthocyanins = more nutrient dense
- HALF** of all the fibre in apples is found in the skin

ONE PORTION OF YOUR FIVE A DAY
1 large apple

Plant Power

PERFECT PIES



Signature

The Artizian 'Signature' range showcases the best possible ingredients that we can source with total emphasis on seasonality, flavour and quality

of the month... a selection of perfect pies

taste of Autumn #Gathering #Harvest

BRUSSELS SPROUT & BUTTERNUT SQUASH SLAW WITH BURNT AUBERGINE YOGHURT (V)

Ingredients

- | | |
|-----------------------|--------------------------|
| Salad | Roasted chickpeas |
| 1 butternut squash | 300g chickpeas |
| 1 fennel | 20ml olive oil |
| 2 red onions | pinch of sea salt |
| 600g Brussels sprouts | 1tsp ground cumin |
| 600g red cabbage | ¼ tsp turmeric |
| 60g button mushrooms | ¼ tsp chilli powder |
| 300g edamame | |
| ¼ bunch of mint | Dressing |
| ¼ bunch of parsley | 1 aubergine |
| | 200ml natural yoghurt |
| Garnish | 1 tsp tahini |
| 1 packet mung sprouts | 1 lemon |
| 75g dukkha | |

Method - Dressing

Place the aubergine directly on to a solid top, griddle to 'char' the skin. Turn the aubergine occasionally & place in the oven at 210c for 15 mins or until soft. Scoop out the soft flesh & blend with the yoghurt, tahini & lemon juice adding a little bit of the charred skin to add a slightly smoky flavour.

Salad

Finely shred the red cabbage, onions, Brussels sprouts, fennel & butternut squash. Work the shredded vegetables with a touch of salt vigorously to soften slightly. Add the sliced mushrooms, edamame beans & chopped herbs & mix with the aubergine dressing.

Chickpeas

Drain the chickpeas & toss in a little oil with the salt & spices. Roast in the oven at 190c for 15 minutes until they are crispy. Garnish the salad with the chickpeas, dukkah & mung sprouts.

Serves 10





What's Next for 2019?

It's at this time of year that we (Nutrition & Wellbeing, Foodology® & Marketing, aka Catherine Atfield, Richard Skinner, Rob Kurz & Ria Pereira) focus not on planning Christmas (that was done way back in May!) but on what food innovations we will be delivering to our customers in 2019. This involves a lot of energy to carry out an awful lot of desktop research as well as walking the streets of London to discover the next **NEW** food trends we can develop for our ever-discerning customers.

Here's a sneak preview of a few food trends in health & wellbeing that we are currently focusing on that will inspire our new product development for Mood Food® & Nutrition Bites Live themes for 2019.

GUT HEALTH & NATURAL HEALTH REMEDIES

After watching the generation before them inherit preventable diseases through lack of nutrition education, Gen X-ers will be actively searching for natural remedies for

things like gut health, skin & bone health & general nutrition in 2019. The key trending ingredients include:

- Kombucha
- Kefir
- Garlic (sorry Alison)
- Turmeric
- Flaxseed

We will be using all of these in creative ways in 2019.

KETO DIET, WHOLE 30 & PALEO DIETS

These 'diets' or ways of eating, will be popular with Gen X & Gen Z employees & are already incredibly popular on social media. The key trending ingredients include:

- Sweet potato toast
- Cauliflower rice
- Anything coconut
- Ghee in place of butter
- Avocado as a healthy fat
- Cashew as a milk & cheese

NOT YOUR GRANDMA'S SALAD

While junk food will remain popular amongst younger Gen Z-ers, over-the-top salads with colourful ingredients & plant proteins will

be a major trend in 2019. The key trending ingredients include:

- Quinoa
- Edamame
- Beets
- Rocket
- Turmeric
- Sriracha Sauce
- Chickpeas
- Radishes
- Citrus
- Curry
- Ginger
- Hot Peppers

These will feature in many of the **NEW** Mood Food® High 5 Salads for 2019.

And finally, Millennials (the biggest spending generation) will increasingly look to chefs & trusted influencers for "what to eat" inspiration. The key **CHEF-INSPIRED** trending meal types include:

- Soups & Stews
- Pastas
- Cakes & Pies

It's going to be fun creating lots of new concepts & recipes in the coming months using all the inspiration we have gleaned.

Catherine Atfield
Head of Nutrition & Wellbeing

OUR PEOPLE ARE OUR BEST INGREDIENTS

July's People's Champion - Susan



Following an unexpected Team Player leaver, this site had a busy closing shift left unstaffed. Susan was so supportive & unphased & stepped in to ensure the business operation continued as normal by swapping shifts & working additional hours to help out. Susan utilises her time so efficiently, if she's not busy serving customers, then she's preparing items for the Chop Salad & helping the kitchen with the following day's production. It is the random jobs that get forgotten that Susan never needs reminding to do like topping up the salt & pepper mills, potting up all the fruit pots for sale & restocking sauces for the salad bar.

When a Team Player hands in their notice, we are always in a challenging position prior to appointing a new starter. Whilst looking for a replacement, Susan offered to help cover some of the hours so that business was never compromised. Susan was happy to learn from the existing staff and then once the new Team Player was in situ - to guide and train them in their new role. . Susan is supportive, patient & thorough in her training, always making the individual feel comfortable.

Susan was approached with very short notice & never said no, working in all areas of the business over the busy periods of the day & always helping out wherever needed. Susan is a great asset & embodies every aspect of being a Team Player. Thank you

CSR

Once again, Artizian are supporting the Barnardo's Christmas Toy Appeal in aid of vulnerable children. This appeal aims to give disadvantaged children a Christmas present of their own. For the many children & families with whom Barnardo's work with, Christmas is a particularly difficult time. It can be a big struggle & a stark reminder of their exclusion from the generosity & joy around them.

Ideally, gifts should be new with practical gifts of pyjamas, socks, slippers & dressing-gowns being particularly well received. The most popular gifts however are footballs, Lynx toiletries, vouchers for places like JD Sports & Argos, make-up sets, shin pads (medium/large), goalie gloves (medium/large), Sharpie pens, perfume/after shave, Lego sets, remote control cars/helicopters, portable speakers, headphones/earbuds.

It would be great if all team players could support this amazing charity. Please bring any unwrapped gifts in & your Operations Manger will collect & deliver them back to Head Office for collection in December.

Family Fun Day



August saw the BBQ season in full swing, & none more so than our client in leafy Surrey who are very fortunate to have superb grounds in which to hold events. This year's Family Fun Day was blessed not only by the wonderful BBQ but also by the fabulous summer we've been experiencing. The obligatory bouncy castles, train rides, animal petting farm & a mini crazy golf course ensured fun was had by all!

Roy McGranaghan, Manager - Operations & Business Support

