

ULSTER GROCCER

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The voice of independent retailing



ADD SOME ENERGY TO YOUR BOTTOM LINE

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500ML ENERGY DRINK

— NO HALF MEASURES —

ENERGY • STAMINA • FOCUS • DRIVE

io is the all-round solution for nibblers

Gem Pack Foods is now offering consumers a choice to ditch fattening chocolate bars and tired oatmeal snacks with an exciting new option that's good for lunch, supper, in-betweens and afters.

A part of the company's Clever Foods range, io is a snack which is good for you on the inside and out.

The io range uniquely selects and combines real foods to cater for snacking, lunching and indulging – all to help you feel good all over without the hassle.

Healthy, tasty and extremely convenient – it's exactly what people with busy lifestyles need to keep them going.

Clever Foods to nibble on for a daily lift...

Contact: Gem Pack Foods on 00353 1 811 9466.



Another new snack range from Craigs

Craig Foods, one of Northern Ireland's premier distributors of baked goods, is celebrating its innovative food-to-go range under the business's hugely successful 'Craigs' brand.

The new Craigs 'just one!' range sees the expansion of the business's existing bestselling lines of buns, muffins, biscuits and tray bakes to include individually wrapped items. This new range offers a variety of customer favourites such as individual muffins, flapjacks and shortbread as well as the more unique individual cookies and cake slices.

The Raedaltown-based business, which offers a variety of quality, long-life baked goods under the value 'Craigs' and luxury 'Jemish' brands, have been delighted with the response they have received since launching their exciting new snack range 'just one!'

Craig Foods take great pride in providing great quality, flavoursome baked treats for their customers and are thrilled to now extend this to the food service and convenience retail sectors. The 'just one!' range has convenient individually wrapped products ideal for lunch boxes, snacks on the run and delicious treats.

If you would like to find out more about the Craigs 'just one!' range, contact sales manager David Brown on 07855-454 226 or visit www.craigfoods.com.



All hail a British tradition...

Seabrook is a British classic. Established in 1945, it's one of the UK's oldest and most popular crisp brands, and it's proud to still be a family-owned business.

Seabrook's delicious crisps have always been made in Yorkshire and are the naturally better crisp choice. They are crinkle-cut straight from the potato, cooked in pure sunflower oil and sprinkled with sea salt. The crisps are also MSG-free and suitable for vegetarians.

Seabrook, which is officially the fastest-growing crisp brand in the UK, is currently available in 16 flavours – from the more traditional Sea Salt & Vinegar and Cheese & Onion, to quirkier British favourites like Beefy and Cream Cheese & Chives. It has also recently introduced four mouth-tingling hot & spicy flavours to its range – Wasabi, 2 Chill, Mustard and Oriental.

Seabrook (www.seabrookcrisps.com) crisps are available in all supermarkets and many independent retailers and pubs throughout the UK.

Once tasted, loved forever.

Tasty, healthy snacking alternative from Jack Link's

Bagged meat snacking products provide the tasty alternative to traditional savoury snacks that many consumers are clamouring for – as well as a major new profit stream for retailers.

That's the view of Jack Link's, the world's largest ready-to-eat meat snacking brand, which is focusing on the UK as the heart of a major European expansion programme.

The news follows the appointment of sales, marketing and distribution specialist Pety Wood to spearhead its growth.

"Meat snacks offer high unit sales value and high cash margin for retailers," says Michael Ollerup, Jack Link's European managing director. "The caddy takes up a relatively small amount of shelf space and with our selection of dip strips, they can offer an entirely incremental sales and margin opportunity."

The company will be running a national PR and marketing programme throughout 2010, targeting people who lead an active lifestyle or those who simply want a substantial snack.

Jack Link's will be focusing its support on products launched into the UK this year. These include two varieties of Beef Jerky (Original and Sweet & Hot) and Beef Steak Bites (Original and Teriyaki). Both are available in 75g and 25g pack sizes.

Contact 01264 345 500 for further information.

