

Big branding makes a mark

Cauldron, the meat-free convenience food manufacturer, has seen double-digit growth over the last few years but its long established branding was fast reaching the end of its useful life.

Now a replacement for the old dated design is being unveiled ready for the launch over the next few months of further new lines and range extensions.

There is a new big and bold Cauldron logo and a new pack design featuring recipe photography. The revamp comes at a time when the £12m turnover company is looking to capitalise on the appetite for no-



Cauldron general manager David Arrow with staff at Portishead.

meat products among meat reducers, as well as its heartland vegetarian customers.

Market testing of the design during the evolution process ensured that it would appeal to existing loyalists as well as the potential new Cauldron consumers, said general manager David Arrow.

"With over 20 years experience, we are well placed to maximise the opportunities that exist with new and current consumers by ensuring that meat-free food is recognised as an attractive proposition in terms of looks, taste delivery and healthy eating, rather than a compromise alternative," he said. Another major investment has been a £6m new factory build and an upgrade of the existing one at Portishead near Bristol which had been running out of space.

Cauldron now employs 175 people at its head office and two production plants.

watch this shelf space...



Steve Carter is senior fresh food trading controller at Budgens overseeing buying of all fresh and frozen foods for the company. His team has just listed the White and Wild Organic milk (the 2-litre size) from which 2p per litre goes to the UK's Wildlife Trusts and 3p per litre to the Ayrshire farmers who produce the milk to fund conservation work on their farms...

"We have listed White and Wild in about 30 of our primary stores. The reason we have taken it on is first that it is organic and we wanted another organic milk – we already stock Rachel's Dairy.

"There's a bit of a point of difference with White and Wild. We think it is something that customers will pick up because of The Wildlife Trusts

connection and will be happy to pay a little extra premium for because it is for a good cause."



Live and kicking

Bottle conditioned organic Scotch Ale, from The Black Isle Brewery of Munloch is brewed with peated malt and some wild highland Bog Myrtle to give a lightly smoked, toasted flavour and herbal aroma.

It is part of a range of six organic beers from the Scottish brewery, which was set up five years ago to revive a local brewing tradition in the Inverness and Cromarty area. Brand new are Blonde, a continental style

lager made with Hallertau and Hersbruck hops, along with Porter, brewed with dark roasted malts to produce a rich medium dry ruby black beer. Both are bottle conditioned.

A new cold filtered unpasteurised golden bitter, Yellowhammer is another newcomer.

There is also a semi-cloudy Belgian-style Wheat Beer and an amber ale, Red Kite.

Extremely minty

CJ's Extreme Mints are a new organic line from Community Foods. They come in both click and roll packs and in three flavours, wintergreen, peppermint and cinnamon.

Natural selection

Biofa natural paint from Villa Natura was the choice of Sushi bar Moshi Moshi when it redecorated its Brighton restaurant.

Seaweed partnerships

Seagreens, the organic seaweed condiment and health supplement company, has created a number of partnerships with a range of companies who want to use the high-nutrient product in their own foods.

"We already supply Artisan Bread, Bart Spices, Fiddes Payne, Yarrah petfoods, Whole Earth and others," says Seagreens MD Simon Ranger.

These manufacturing brand partners can use the Seagreens brand name and information about the product on-pack.

Seagreens has recently obtained Demeter as well as Soil Association certification and is endorsed by various organisations, including the British Association of Holistic Nutrition.

A new venture later this year will be the launch of the

company's first bodycare products, soaps and a Seagreen Bath Purée.



Norway's remote arctic Lofoten Islands, where Seagreens seaweed is harvested under a sustainable system.