



# Set Fair for London

Cornucopia is a great word. Strictly speaking, it means a horn of plenty in a work of art – an actual animal horn overflowing with fruit and vegetables. By extension, people also use it to talk about an abundance of good stuff or, more unusually, a horn-shaped container. The word derives from later Latin, a time when people talked of the horns of the mythical goat Amalthea placed in heaven as an emblem of fruitfulness. At Fine Food Fair 98, no-one is making promises about art, artefacts, mythical goats or Latin scholars. But cornucopia? Ladies and gentlemen, food-wise there's more cornucopia than you could shake a stick at. So loosen your corsets, kick off your shoes and put on some rousing music, because here comes the low-down on the showdown between the UK's retailers and the most excellent fine food products in the trade.

## Norwegian good

First up, let's look at something new, fascinating and very, very different. From the clear Arctic waters round islands over 100km off the coast of Norway, Seagreens harvests nutritious wild wrack seaweeds. This is done with environmental considerations in mind – only mature plants are cut – so the end product is benign in those terms. Seagreens is part of an Anglo-Scandinavian seaweed processing group and from the raw materials it has just made available Seagreens Table Condiment and Seagreens Culinary Ingredient. The Table Condiment grinds like pepper and enhances flavour like salt, but with only 3.5 per cent sodium has less of this element than 'low-salt' products. The Culinary Ingredient is ready-granulated for baking and cooking and there's an extra dimension when it's mixed with herbs. Packs contain recipes, cookbook offers and nutritional information – the Table Condiment has an RRP of £3.99, the Culinary Ingredient £2.99. Seagreens is offering full retailer support for the new launch in the shape of shelf talkers, leaflets and dispensers, so pay the firm a visit at the Fair. For those unhappy few who won't be in London on 14 and 15 September, call 0171 723 5968 for more details.

**A taste of the sea (weed) from Seagreens.**

## Vanilla ice

And now for something completely different. It's been praised to the skies, Good Food Retailing contributors have sampled the wares and gone weak at the knees – the product can be none other than premium ice cream from Hill Station. These wonderful concoctions have been on the scene for a year now and have gone from strength to strength. A family-owned, Wiltshire-based concern, Hill Station made a conscious decision to go for the adult market which means less sugar, no stabilisers or emulsifiers and a real smoothness (rather than lingerie and sultry adverts). The flavours are a long way from American wackiness or farmhouse rusticity too as Stem Ginger, Cardamom or Strong Vanilla Bean will testify. The biggest step for the company over the last year has been the introduction of single-serve tubs. Co-owner Charles Hall says: "Our stockists, our distributors and our customers kept urging us to supply mini-tubs, so that ice cream lovers could enjoy our sophisticated and less sweet product away from home." So now they can. Hill Station ice creams come in 500ml tubs that retail around £3.95, 125ml mini-tubs retailing around £1.20 and 4 litre catering packs. More details from Charles or Gina Hall on 01249 816596.