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Welcome

Over the past few months we've been pretty busy sharing our latest new product innovations at various show platforms and looking at new trends.

Our 'trends' focus sees our creative director Andrew Klimecki share his thoughts on interior trends, and we explore the emerging trends of Latin American food and the latest burger news. With sales of gin soaring, we've taken a closer look at this extremely popular tippale and also the popularity of cider within the casual dining sector. Check out our latest new product introductions and also our new literature too www.steelite.com/new-products.html

Trade Show Season Success



Exhibiting at trade shows across the globe is our window to the world. It allows us to show our products to a wide audience and demonstrate our design capabilities.



February/March has seen us exhibit on three major show platforms – Ambiente in Frankfurt, Gulfood in Dubai and Hotelympia in London.

The Ambiente trade fair is where the world meets up. With the latest design and trend innovations, and more than 4,800 exhibitors, Ambiente has everything under one roof.

Gulfood in Dubai is the largest gathering of food, beverage and hospitality suppliers in the region. For industry professionals looking for that next big trend or latest innovative product, Gulfood is simply the place to visit if you're in the Middle East.

Stuart Wilkinson, VP Middle East, Africa and Asia Pacific commented

"The Gulfood show this year was extremely well visited, resulting in some strong leads and orders. The stand looked fantastic, and our latest innovations were all well received."

There are a number of shows we'll be exhibiting at throughout the rest of 2016. Come and see us at any of the following:

FHA, Singapore:

April 12th – 15th

Gastronord, Stockholm:

April 26th – 29th

NRA, Chicago:

May 21st – 24th

Hotel Equip, Paris:

November 6th – 10th

HORECA, Ghent:

November 20th – 24th





Our UK stage was Hotelympia at the Excel Centre in London. Hotelympia is the UK's largest foodservice and hospitality event and the most important event for any professional wanting to gain access to the latest products and thinking.

This year Steelite built a house of brands where we created a number of application based hotel/restaurant sets depicting the various aspects of our business. With lots of new imagery, graphics and furniture we were able to create something completely different, allowing us to display our core tableware product with that of our partner suppliers - glassware, cutlery, melamine, wood, porcelain and bone china.

From the minute the show opened on the Monday morning the stand was busy with customers exploring the different areas of the stand and talking with staff members about not only our latest new product innovations, but product that we've been offering for a number of years.



During the show Steelite International sponsored The Staff Canteen Live Skillery with tableware for 17 Michelin Star Chefs.

Over the course of the four days all chefs prepared stunning dishes in front of a live audience and then presented on Steelite tableware.



Creative Voice with Andrew Klimecki



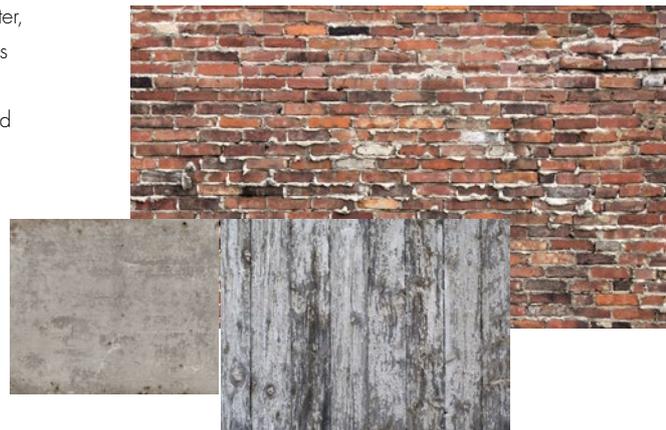
Although the food should be the star of the show when visiting a restaurant, there's no denying that interior design has a big impact on the dining experience.

Exposed brickwork, concrete, steel – the industrial/urban interior design trend that has been huge for the last few years shows no sign of dying out. Popular with Millennials, the raw, unfussy look signals authenticity and focus on the quality of food served. However, this could be the year we start seeing a shift towards softer, more luxurious restaurant interiors, with an increased use of colour, patterns and soft furnishings.

Many of the biggest interior trends we're seeing coming through this year can quite easily be incorporated into an industrial interior, giving it a softer, more welcoming edge. This year's nature trend works especially well for this purpose – weathered wood, green plants, stone, living walls and botanical printed fabrics.

The colour palette of 2016 also takes inspiration from nature, with mossy greens and calming blues expected to be seen everywhere. To add to the glamorous feel, feminine colours like peach and dusky pink are also set to be huge this year, with Pantone naming Rose Quartz, a chalky pink, their colour of the year.

2016 is the year nature is brought inside, and restaurant interiors get a warmer, more sophisticated look. But don't rush to re-decorate your restaurant according to all the latest trends, as it is a recipe for looking dated quickly. Instead, keep your interior design up to date by incorporating a few well-chosen trends that fit with your brand and concept, and you're on to a winner.



Emerging Trends



Street Food – Latin America Focus

The Ones to Watch survey published by Horizons shows that Mexican brands continue to be the second strongest growth area, making their appearance on the high streets, shopping centres and transport hubs in guise of burritos, tacos and nachos. Brands such as Barburrito, Benito's Hat Mexican Kitchen, Chilango and Chipotle Mexican Grill make up a sector that has seen growth of 146% over the past three years.



Chip Toppings

Pub & Bar Magazine recently reported that one emerging trend that was hitting the pub sector is chip toppings. Chris Beckley, Managing Director of KFF said "Gone are the days when the only topping available would be grated cheese or gravy; now operators can add a further dimension with a wide array of different additions inspired by cuisines from around the world."



Over the last few months we're seeing Mexican cuisine take the UK by storm, with numerous foodservice outlets popping up all over the place. The introduction and the outstanding success of the street food scene has cemented it firmly in the

British public's hearts. With its vibrant colours and fresh tasting flavours and a wide range of choices – from hand-held snacks suitable for lunchtime bites, or sizzling platters to suit a main course, Mexican food is an extremely popular choice.

Classic Mexican dishes such as burritos, fajitas and nachos are now a staple item on menus both in an out of the home. Dishes such as empanadas and churros are also more commonplace too.

Brazil will be hosting the 2016 Summer Olympics, which provides the perfect opportunity to get customers interested in Latin cuisine. What's great about Latin cuisine is that not only does it have a mass following, but it can be served morning, noon or night. Whether a regular on the menu or part of a themed evening, operators should make the most of this burgeoning market.



The Elephant - Torquay

Healthy Options on Menus

Healthy foods and the increasing media attention that sugar is receiving, we're starting to see healthier meals on menus.

Healthier eating will drive the increase use of plant based food and drink with meat and fish becoming less important. Within health we are also expecting to see a subtle transition from the current low saturated fat, low calorie "healthy" foods to wholesome, natural, no preservatives, and "better for me" foods. This will result in a number of traditional processed foods manufacturers having to reassess their products to eliminate man-made ingredients and proactively highlight free from.



Trends

Newest ingredients include superfoods

Menu Trends has revealed that some of the newest ingredients appearing on UK high street menus include the wheat free superfood quinoa, the use of which has doubled since 2014. South American seeds such as amaranth and chai seeds, which have a delicate nutty flavour and a high nutritional value, are also making a more regular appearance, satisfying those looking for a healthier option.

Burgers

The burger boom is showing no signs of slowing with sales at quick service restaurants reaching £4.2bn in 2015. NPD predicts this figure will continue to rise to £4.4bn in 2016 and £4.6bn in 2017 as restaurants such as McDonalds switch to serving premium burgers.

According to new burger insight from Kerrymaid, gourmet burger eating occasions have increased by 12% across the UK. This new insight revealed that burger seasonings, toppings and buns will be evolving into taste experiences from around the world, as flavours from Japan, Korea and the US hit the burger market in the UK.

Burger seasonings will see a clear shift away from more traditional flavours, and instead ethnic influences will appear on menus. While smoked flavours such as barbecue will remain on trend, hot and spicy seasonings will come in to their own, with sriracha and harissa pastes complementing consumer demand for spicy seasoned burgers.

Asian Influence

Asian food is already a huge part of the UK's restaurant scene; however, the world's largest continent has more to offer with less familiar cuisines set to make a bigger impact. Analysts have predicted a rise in demand for Asian concepts over the coming years with greater focus on cuisine such as Korean, Sri Lankan, Singaporean and Taiwanese restaurants all recently opening in London's West End.



New Products



Terramesa Squares & Rectangles •

The Terramesa range is full of colour and rustic style. The addition of our new square, rectangle and oval plates gives the range the added benefit of an alternative presentation. Terramesa is perfect for any casual dining concept, also anyone looking for a rustic look tableware. The new items are available in all four Terramesa colourways.



Stage Ovals •

A suite of three oval wooden platters have been added to our Stage collection. Made from acacia wood and finished with a food safe wood treatment oil, these platters are stylish, versatile and provide a new approach to service.

Gastronorm •

Due to increasing demand for gastronorm size platters, we've introduced a collection of platters that are perfect for buffet or counter serve environments. Available in five designs, from Driftwood and Craft to a plain white version, these melamine platters offer alternative display solutions.

Cortland Silversmith Steak Knives •

Introducing the Cortland Silversmith steak knife collection. Available in various handle options and either sharpened or serrated round or pointed blades Cortland steak knives add that "something extra" to tabletop presentations.



New Products



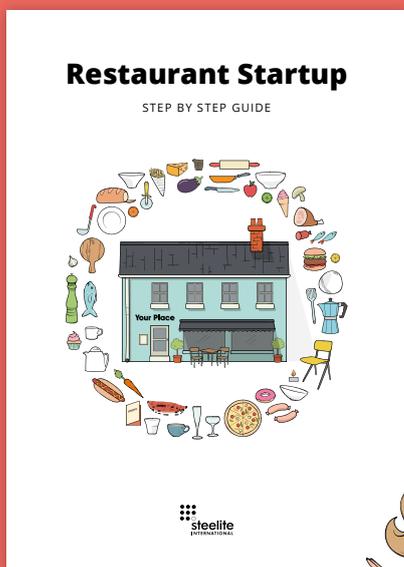
Bodum •

With a collection of hand chosen beverage items, Steelite International now offer tea and coffee presses, thermal jugs and double wall glasses for the hospitality sector.

Drinique •

Our new drinkware collection Drinique is made from extraordinary Tritan Copolyester, a very clear and durable plastic material. Drinique is practically indestructible making it a perfect match for the hospitality industry.

Stay up to date with our 2016 literature



You can never plan enough when opening a restaurant - there is so much involved that even with experience behind you, it isn't easy.

Get all the info about our step by step guide by visiting the link below.

www.steelite.com/restaurantguide



Download our 2016 brochures here

www.steelite.com/literature



Drinks Focus

Gin sales to hit £1bn in 2017

According to the Wine and Spirit Trade Association gin sales in restaurants, pubs and bars are expected to exceed £1bn next year.

Sales of the drink topped half a billion pounds in the hospitality sector last year with a record-breaking 49 new distilleries opening across the UK.

In pubs alone gin was the best-selling spirit of the last five years, with sales rising 35 per cent since 2010. The boom has been linked to gin's growing popularity with younger drinkers.

And it's not just in the UK that has a taste for a gin and tonic. UK government figures reveal that almost 140m bottles of gin made in the UK are now exported to 139 countries worldwide every year. International sales have risen 37 per cent in the past five years to £1.79bn.

Our new Perfect Serve range from Spiegelau, a collection of crystal glasses designed for the modern bar is perfect for gin and tonic. This collection of glasses is highly resistant to scratches and breakage, and dishwasher safe. The Perfect Serve collection has been developed in conjunction with internationally awarded bar expert Stephan Hinz.



Casual diners love Cider

Cider continues to be enjoyed by countless casual diners, boasting strong heritage and extensive, industry-changing movements within product innovation.

Alcoholic drinks' best attributes come alive with food, and when enjoyed in social situations – making cider in restaurants an ideal pairing.

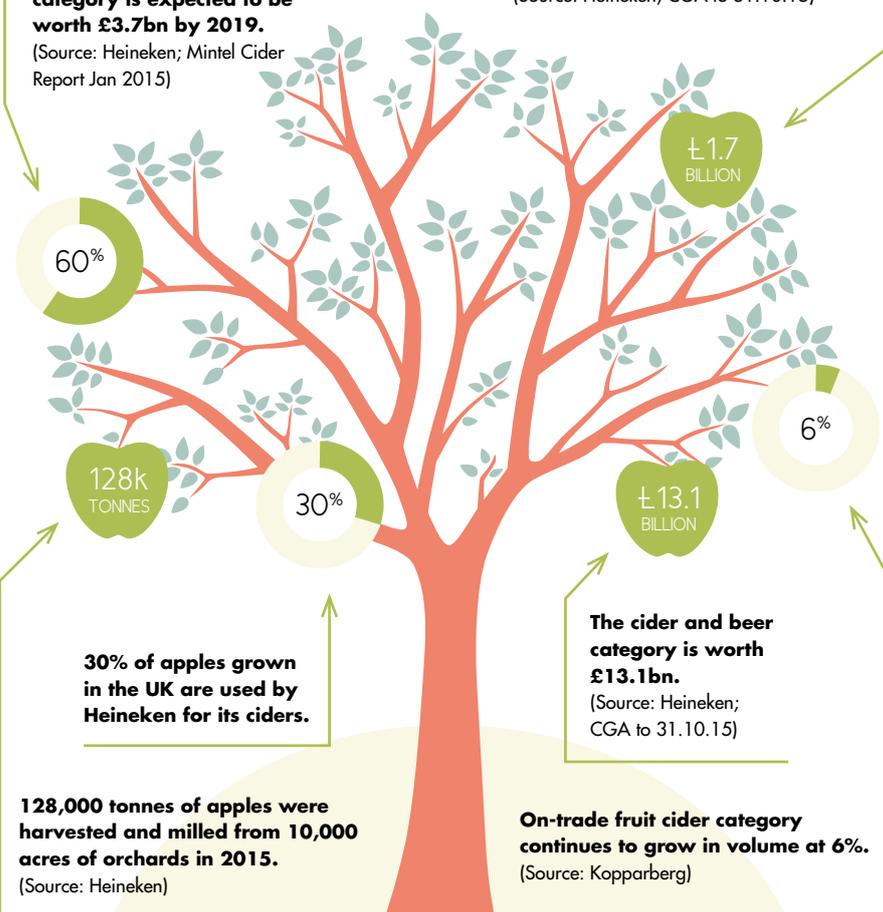
KEY STATS

60% of adults drink cider and this number is growing – the cider category is expected to be worth £3.7bn by 2019.

(Source: Heineken; Mintel Cider Report Jan 2015)

Cider is worth £1.7bn and growing, with 1.7% growth year-on-year.

(Source: Heineken; CGA to 31.10.15)



SPOTLIGHT ON



In this issue we've had a look at what's happening in the USA and the trends taking hold over the pond.

Washington DC (RestaurantNews.com) The National Restaurant Association (NRA) annually explores the top menu trends for the coming year. For this year's What's Hot culinary forecast, the NRA surveyed nearly 1,600 professional chefs – members of the American Culinary Federation (ACF) to find out which foods, beverages and culinary themes will be hot on restaurant menus in 2016.



Top 20 Food Trends for 2016

1. Locally sourced meats and seafood
2. Chef-driven fast-casual concepts
3. Locally grown produce
4. Hyper-local sourcing
5. Natural ingredients/minimally processed food
6. Environmental sustainability
7. Healthful kids meals
8. New cuts of meat
9. Sustainable seafood
10. House-made/artisan ice cream
11. Ethnic condiments/spices
12. Authentic ethnic cuisine
13. Farm/estate branded items
14. Artisan butchery
15. Ancient grains
16. Ethnic-inspired breakfast items
17. Fresh/house-made sausage
18. House-made/artisan pickles
19. Food waste reduction/management
20. Street food/food trucks

Time for Brunch!

In the US, weekend brunch has become a national pastime. Consumers are flocking to restaurants for fruity pancakes, Mexican-style eggs and Bloody Marys as a way to shrug off the past evening's revelries and hang out with friends and family.

According to Technomic's 2015 Breakfast Consumer Report, brunch has a distinctively cool status among young people who consider going out to breakfast and brunch as more of a destination than a quick and convenient eating occasion.



Ones to Watch



Lucky Chip

Ben Denner, founder of Lucky Chip, a burger stand in 2011 opened his first site at the end of January 2016. The new venue, Lucky Chip Burgers & Wine, adds to the two residencies that the brand has in Islington and Dalston. Burgers & Wine will serve the biggest range of Lucky Chip burgers yet, paired 100+ wines, alongside steaks, starters and seafood.

www.lucky-chip.co.uk

Base + Barley

Base + Barley is a new sourdough pizza and craft beer concept in Exeter, founded by Joe Hill, who operates espresso and wine bar group Artigano. The plan is to expand Base + Barley in the same manner as Artigano through a joint venture partnership model. Two hundred trading locations are planned within a ten year period.

www.baseandbarley.com



London Union

After successfully raising their target funds of £3.5m of investment to "change London's food landscape" Leon's Henry Dimbleby and entrepreneur Jonathan Downey will be using London Union funds to construct a flagship street food market in central London, alongside 12 local markets across the city.

www.londonunion.com

Awesome Sauce (Forza Win)

Awesome sauce is a mid-week offer of a bowl of pasta and a glass of wine for £10. Bash Redford has plans to "grow and grow and grow in permanent sites" through the Awesome Sauce concept. Watch this space!

www.forzawin.com