

STREET FOOD UNWRAPPED



THE
BRITISH
SI, FOOD
ANNUAL AWARDS.


steelite
INTERNATIONAL

WHY YOU NEED TO KNOW ABOUT STREET FOOD

Street food is an unstoppable trend, making an impact on consumers at markets, pop-ups and festivals. It ticks the boxes for the typical consumer – authenticity, convenience, low ticket price and high quality. Street food isn't just a meal occasion – it's an event, dishing up plenty of theatre along with helpings of bánh mì and pulled pork to the spectators.

And the phenomenon isn't restricted to London and the south – this year the British Street Food Awards launched a street food heat in Northern Ireland for the first time. Street food is happening up and down the country, and foodservice is taking notice.

When it comes to street food hits, word travels fast, and chain restaurants have been quick to bring the trends in house. At Wetherspoon's Mexican Mondays you can pick up a burrito, while All Bar One offer a pad thai. By diversifying their menus, restaurants can meet consumer demand for new tastes and experiences, in the comfort of their dining space.

And street food is making its mark at the top, blurring the line between fine dining and street dining. Street food is often about perfecting one superb idea, and the time invested reaps big rewards. With two stalls in Singapore being awarded Michelin stars in 2016, street food is being recognised at the very highest level.

Street food is a runaway success, and no foodservice operator can afford to ignore it. As the British Street Food Awards sponsors, Steelite International hasn't missed a beat in observing the trend that's changing the casual dining landscape. So for the Awards' highlights, the winners, the insights, and our take on where street food is headed next, read on...

“Street food is where it's at – it's what everyone wants. It makes food an event – people eat it, enjoy it and go home loving it. Restaurants and chains need to think, 'how can we recreate that feeling in what we do?' ”

Lee Desanges, Baked in Brick, 'Best Main' and 'Best of the Best' winner, British Street Food Awards 2016

40%

of street food customers say that they would visit restaurants and pubs more if they introduced a street food menu.*



Street food and mobile vans are the second fastest growing out of home eating market segment this year, with turnover growth of 15.5% and outlet growth of 8% predicted.*

*MCA Eating Out Report 2016

STREET FOOD CORNERS FOODSERVICE

“Street food is at the centre of the evolution of Birmingham as a foodie city.”

Richard Johnson, British Street Food Awards founder

As street food reclaims our high streets and outdoor spaces, restaurants could be at risk of being left behind. But consumers aren't done with the dining room quite yet – in fact, street food has had a revitalising effect on all parts of the eating out market.

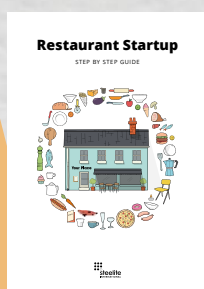
Today's casual dining landscape is populated with new, disruptive, fast growing small brands, appealing to adventurous consumers looking for a new experience. The biggest breakthroughs frequently began life in a street food van.

The food businesses going from street to seat include burger kingpins MEATLiquor – that now has 10 outlets with more to follow. Having tested their concept on the street food scene, Neapolitan style pizza champs Pizza Pilgrims opened 2 outlets, with the van still out on the rounds to draw transient customers to the brand. Burger joint Patty & Bun started out in a truck – and has since set up shop in six London premises.

For street food vendors not considering going into bricks and mortar permanently, the pop-up residency and 'pub takeover' offers a tempting half way house. The Kings at Islington and The Hillgrove in Bristol have both hosted street food vendors.

Existing restaurants and hotels are responding with adapted menus and casual, flexible dining experiences. Sociability and accessibility are the ingredients of street food's success – qualities that the foodservice sector can emulate.

Our Restaurant Startup Guide is a free step by step resource, ideal for street food vendors moving into bricks and mortar. With advice and pointers on logistics, staffing, design, branding, and tableware, it's invaluable for restaurant and foodservice startups. www.steelite.com/restaurantguide





THE STORY SO FAR

“When you visit somewhere new, street food is where you find the soul of the country.”

Xanthe Clay, The Daily Telegraph, British Street Food Awards judge

At its heart, street food is democratic eating. Cultures worldwide have a history of offering up cheap, nutritious street food that fuels the masses.

As migrating groups took food traditions with them, methods and recipes spread throughout regions. Ancient street food roots are often lost to time, with many nationalities staking a claim – falafel is a staple of the Levant, and could've originated from any part of it, and Hainanese rice followed migrants across southeast Asia, perhaps from China but it is now a draw of Singapore's hawker markets.

Today's resurgent street food interest is part of a wider behaviour shift. Consumers are embracing an eating ethos that casts aside formality and structure – snacking and food sharing trends are breaking down the tradition of three square meals.

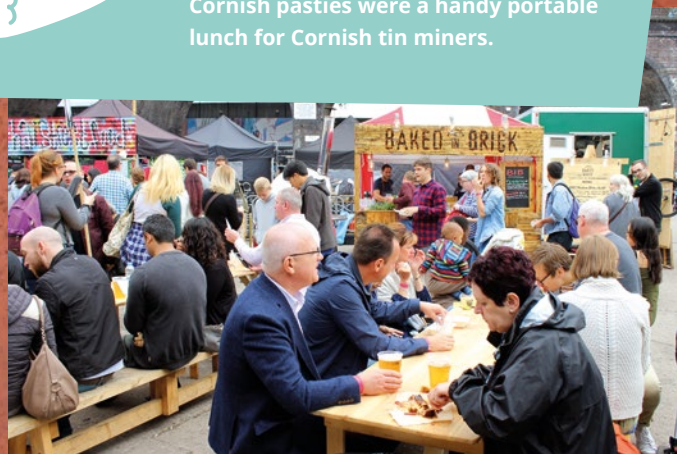
Authenticity and spontaneity are the order of the day, and restaurants are responding with customisable menus, relaxed plate presentation, and flexible service times. And it's no coincidence that interest in street food coincides with an increase in lower spend snacking visits, with consumers looking for good food that's kind on their wallets – street food is still the most egalitarian of foods.



STREET FOOD AND JOINING OF CULTURES
Currywurst was an innovation of post-war Berlin to tempt British soldiers.



STREET FOOD AND LOCAL INDUSTRY
Cornish pasties were a handy portable lunch for Cornish tin miners.



THE BRITISH STREET FOOD AWARDS

The British Street Food Awards were launched in 2009 by Richard Johnson, food journalist, broadcaster and one of London's Power 1000, to champion the food innovations, flavours and cuisines coming from the streets. The Awards have seen street food grow up, and the opportunities for entrants has sky rocketed – winners have gone on to win roadshow pitches, business sit-downs, and even a gig at the London Olympics.

The 2016 Awards pitched up in Digbeth, Birmingham, hosted by two time 'Best Street Food Event' winner, Digbeth Dining Club, for weekend of tasting and entertainment. The finalists plated up their dishes on Steelite tableware to present for judging. Richard was joined on the judging panel by Michelin-starred chefs Simon Hulstone, Nathan Eades and Brad Carter, and *Daily Telegraph* food columnist Xanthe Clay, while the finalists also competed for the festival goers' votes to be named 'People's Choice'.

The weekend unfolded with a party atmosphere – live music and street artists entertained the crowds – and Steelite was there for the triumphs, the tastes and the trends.

Steelite were proud supporters of the British Street Food Awards, sponsoring the 'Best Main' category. As leading innovators in tableware Steelite has unique insight into the move from street to seat.



“Street food in the UK used to be bad burger vans and fish and chips. Now we have dishes with good provenance, sustainability and quality ingredients.”

Simon Hulstone, chef proprietor, The Elephant restaurant



“There's a lot of to-ing and fro-ing between Michelin star and street food – there's is a lot of blending going on.”

Richard Johnson



The annual revenue from street food in the UK is over £600 million the movement is growing 20% per year.





THE FUTURE OF STREET FOOD

The buzz of the crowds at the British Street Food Awards was a heady reminder that street food isn't going anywhere soon. With bags of talent in the street food trading ranks, the future looks very bright.

And street food has come of age – this year's festival featured the world's first street food craft beer from Ubrew, specially created to match street food flavours. So coming your way soon – street food with a drinks pairing list.

The experts agree that the street food scene is much more than a passing fad. At a British Street Food Awards panel discussion on 'The Future of Food', the judges discussed how street food provided the spark for a bigger flavour revolution, paving the way for new trends, flavours and cuisines.

The signature dishes of the finalists show the food themes and trending flavours that get punters queuing. The premium burger is still a crowd pleasing sizzler, but also a blank canvas in the hands of the finalists catering for tastes from chipotle mayo to Kentish blue cheese. And world cuisine is topping the popularity charts too – the winding queues at the hatch of Buddha Belly meant that it was no surprise when they won the 'People's Choice Award' for their Thai curry with black and white jasmine rice.

Ones to watch:

- Ethically sourced kid and veal
- Regional and authentic Asian cuisine, like baos from Taiwan
- 'Fine casual' – the street food scene is seeing traders with Michelin star restaurant pedigree
- The smoky rise of barbecue

Millennials buy street food more frequently than other age groups. However, street food isn't just a Millennials' pursuit – in the first 3 months of 2016 versus the same period in 2015, street food vendors enjoyed channel share growth across all age groups, except the 50+ bracket, which held steady.*

*MCA Eating Out Report 2016

BEST OF THE BEST

Baked in Brick

Lee Desanges's Baked in Brick is a street food fairytale. Although he's been cheffing since the age of 16, with a stint lecturing on the catering course at University College Birmingham, two years ago his own street food business was still a dream. One weekend at the British Street Food Awards in Leeds as a customer, and a chat with Richard Johnson later, Lee was sold on street food – and knew that his goal was to compete in the Awards, and make award winning street food. Fast forward two years, and Lee's trusty converted Mini, with its wood fired oven where a chassis should be, and its barbecue under the bonnet, is on the road with Lee and his team – that includes some of his old UCB students. And to top it all, Lee's beautiful beef shin ragu calzone has been declared the British Street Food Awards 'Best Main' (sponsored by Steelite) and the judges' 'Best of the Best' across all categories.



BEST OF THE BEST
Baked in Brick



BEST MAIN DISH
Baked in Brick

For Lee, his recognition at the British Street Food Awards is

“like winning a Michelin star – the best award I could've possibly won.”

And he believes this is only the beginning for street food. “Street food has really found its place now in the leisure and eating out, casual dining sector. People love street food because it's cool and interesting, but also because they know what they'll pay, they know that their favourites will be there, and they know that they'll get something special because the traders have spent a lot of time perfecting what they do.”



PEOPLE'S CHOICE
Buddha Belly



BEST BURGER
Cheeky Burger



BEST SANDWICH
Le Bao



BEST SNACK
Broughgammon Farm



BEST VEGETARIAN
Dosa Deli



BEST DESSERT
Man Meat Fire



THE WORD ON THE STREET

"Street food is changing the way we eat out"

"Our food is made with love and passion"

Baked in Brick

"The idea that you can try a taste of whatever continent, species or cooking style without committing to a whole evening and a hole in your wallet has huge appeal"

David Mulcahy, Craft and Food Development Director, Sodexo



"A LOT OF LOVE HAS GONE INTO THIS CHOCOLATE CAKE"

Man Meat Fire

"It represents who we are and what we are about"

Cheeky Burger

"I love street food – you know it's totally fresh and you can see the love going into it"

"It's easy to eat – there's no fuss and the portion sizes are good"

"If they've got a long queue, you can see that it's going to be worth it"

Simon Hulstone

"ITS PERSONAL AND CUSTOMISED"

"What excited me was the atmosphere and buzz attached to food, the bigger the buzz the better"

Simon Xavier, The Restaurant Group

"We're coming full circle - lots of us came from restaurants, and now restaurants are drawing inspiration from street food"

Shoot the Bull

"When I travel to other countries I like to try out all of the street food before I go to any other restaurant"

Xanthe Clay