

Food Concepts Guide

An insight into a selection of exciting food & drink concepts available through Genware catering products

Italian | Gourmet Coffee | South American | Gourmet Fast Food | Asian
High Tea | Corporate Beverage | Bar & Cocktail | Buffet

Create your own *Italian* range . . .

Italian food - especially pizza - has long maintained its love affair with the British food industry. whether it be a starter of garlic bread, a rustic artisan pizza, frutti di mar pasta or a hot frothy latté; British diners cant get enough if it.

Genware can provide a rich variety of products perfect for those looking to build an Italian themed range. Versatile pieces from a diverse range of materials - in a selection of shapes and sizes - combine allowing for the unique customisation of Italian themed presentation.



Pizza Boards

Olive Wood

Pasta Dishes

Latté Glass

Olive Oil
Sets

Pepper
Mills

Did you know . . .

The pizza market is expected to have grown by 22% by 2016. That's worth a mouth watering £1.85bn according to Mintel.

Pizza Hut serve over 97,000 pizzas and 171,000 customers a day at Pizza Hut UK. That's over 35 million pizzas a year!

In 2013, the Italian restaurant chain, Prezzo, posted profits of £17.3m.

Pizza Express has over 420 UK sites and has plans to open 200 new sites in the UK over the next 5 years.

The UK spends over £750m a year on pizza and pasta and boasts over 12,500 outlets that serve the Italian specialities.

The number of Italian restaurants (excluding takeaway pizza outlets) is around 5000 representing a 10% growth over the past 10 years.

Quality has also improved with several London restaurants currently holding a Michelin star.

The largest concentration of Italian restaurants are situated in London, Essex, Sussex, the Home Counties and Scotland.

Italian



Build your range from the below sections of the Genware brochure:

Fine China | Porcelain | Table Presentation | Cutlery | Table Service | Glassware | Cookware

Create your own **Gourmet Coffee** range . . .

Britain simply can't get enough of coffee it seems. The UK's independent coffee shop and café industry alone has seen a 15% rise in new businesses opening over the last two years with London, Glasgow and Liverpool the top growth spots. Britons are flocking to coffee shops in the thousands, whether to catch up with friends, to work remotely or to just enjoy a good book. Genware supply a comprehensive hot beverage range designed for the gourmet coffee industry; attractive ceramic cups and mugs, stylish contemporary glassware plus all the essentials every modern barista craves!



Coffee Stencils



Latté
Glass



Bowl Shaped
Cups



Cream
Whippers



Glass Coffee
Mugs



Conical Jugs

Did you know . . .

The total UK coffee shop market is estimated at over 16,500 outlets and continues to show strong sales growth of 6.4% on last year with £6.2bn total turnover.

A report shows that the UK is now a nation of great coffee drinkers. one in five coffee shop visitors visit coffee shops every day compared with one in nine in 2009, drinking an estimated 1.7 billion cups of coffee per year in coffee shops.

5,719 - The number of branded UK coffee shops at the end of 2013. Starbuck alone has over 700 stores.

The branded coffee chain segment recorded £2.6bn turnover across all outlets last year, delivering an impressive sales growth of 9.3%.

The branded coffee shop segment is forecast to exceed £4.1bn across 7,000 outlets by 2018 with outlets predicted to grow at 5.2% compound and revenue at 10% compound over the next five years.

It is estimated that the UK has the long-term potential to comfortably host more than 9,500 branded coffee shops.

Britain consumes 500g of coffee per person, per year.

Coffee is the 2nd most traded commodity on Earth after crude oil.

» Gourmet Coffee



Build your range from the below sections of the Genware brochure:

Porcelain | Glassware | Beverage | Cutlery | Table Presentation | Table Service | Buffet Display

Create your own **South American** range . . .

From rugged Patagonia to the foothills of the ancient empire of the Incas, the diverse and explosive flavours of South American cuisine have crossed the Atlantic and are firmly establishing themselves within the UK food service industry. Colourful and exciting dishes normally found on the streets of Rio De Janeiro, La Paz or Lima are now common place in UK cities such as London, Manchester and Liverpool, where increasing numbers of South American restaurants have opened. A part of the appeal to South American cuisine is how it brings people together through finger food, sharing plates and unique flavours certain to keep diners engaged with the experience. Genware have been developing a range of products that capture the spirit of this food experience, with unconventional shapes, an array of sizes and colourful dishes evoking the spirit of South America.



Sizzle Platter



Wavy Edge
Glass Ramekin



Rounded Square
Bowls



Rounded Square
Plates



Handled Glass
Bowls

Did you know . . .

South American food trends offer golden opportunities for UK food and drink manufacturers in the next few years, according to leading product development experts.

“Consumers have come to expect fresh and exciting new flavours, and South America has that.” - Steffan Cosser, Food Innovation Solutions (FIS).

The Football World Cup (2014) and Summer Olympics (2016) are both being held in Brazil, and as such, are helping to drive a sustained growth of interest in South American cuisine.

Several notable South American restaurants have opened in London, with Lima receiving a Michelin Star for its Peruvian cuisine.

“I don’t think it will take long until Latin American food rivals Chinese and Indian food in London. It’s starting to happen now.” - Marysol Sanchez, owner of Mexican restaurant, Mestizo, in north London.

The popularity of finger food and street food has contributed towards the growth of this market.

The Brazilian restaurant chain Las Iguanas now has over 33 sites across the UK.

The rise in Brazilian, Peruvian and Chilean themed restaurants appeal directly to those 60% of UK consumers who have not but would like to visit a South American restaurant.

South American

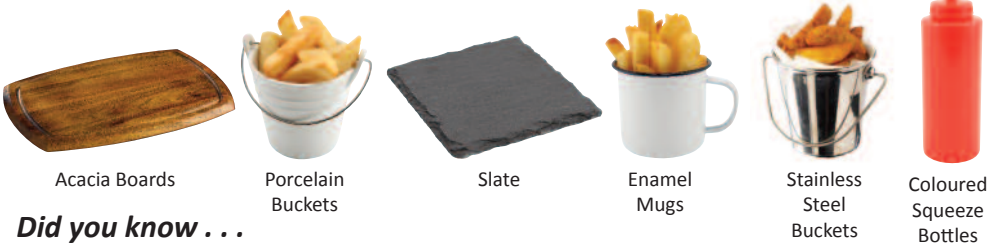


Build your range from the below sections of the Genware brochure:

Porcelain | Stoneware | Glassware | Cutlery | Table Presentation | Table Service

Create your own **Gourmet Burger & Hotdog** range . . .

For the first time ever, more than half of all food eaten out in Britain is from fast food restaurants. And whilst chains such as McDonalds still hold a dominant position in the UK burger market, there has been increasing demand for the next level up; Gourmet Fast Food. Restaurant chains such as GBK and Bryon have seen this market explode, with the UK burger bar market estimated at £2.79bn. But it's not just the humble burger that has gone deluxe - gourmet hot dog restaurants have opened across the UK with plaudits aplenty, including venues such as Dirty Bones, Soho Bar & Diner and Bubbledogs - where you can enjoy a sausage with champagne! Genware's varied mix of serving materials, shapes and sizes lend itself perfectly to this area, providing the platform to create food presentation brimming with appeal. Funky, robust and interchangeable!



Did you know . . .

The UK burger bar market was worth £2.79bn in 2013 with more than a quarter of all adults claiming to have visited a burger or a chicken bar at least once a fortnight or more (source: Mintel).

In London's West End, a dozen new gourmet burger restaurants have opened in the last year, among them Patty & Bun, BRGR.CO, Burger and Shake, and Honest Burger and Lucky Chip.

GBK (Gourmet Burger Kitchen) opened their first branch in London in 2001 in Battersea. There are now 58 branches across the country.

"Burgers have become fashionable again because they straddle a number of current food trends, including the rise of street food, the desire for affordable treats and the fascination for authentic US comfort food." - Tom Byng, founder of Byron.

The number of outlets listing burgers on their menus increased 17% from winter 2010 to winter 2012 and the number of meals eaten in burger restaurants is growing at about 20% a year. Sales through burger outlets in 2012 were worth £3.6bn, up 3.1% on 2010.

Burger chain Fast Guys which only entered the UK in July 2013, are planning on opening 20 - 30 new outlets this year.

The Gondola Group recently sold Byron to Hutton Collins Partners in a surprise £100m deal, demonstrating the value placed upon this sector of the food market.

Byron generated earnings before interest, taxes, depreciation, and amortisation of £6.9m in the year to March 31 (2013).

» Gourmet Fast Food



Build your range from the below sections of the Genware brochure:

Porcelain | Glassware | Cutlery | Table Presentation | Table Service

Create your own *Asian* range . . .

The distinct and often spicy flavours of Asia have been popular among Britons since the middle ages. Big on taste, relatively healthy and cheap to produce, Asian cuisine has a lot going for it. Already a significant power within all levels of the UK restaurant scene, it's considered a major growth area, in marked contrast to some European cuisines that are rapidly approaching saturation point in certain areas. Expansion in Asian Fusion cuisine and the rapid rise of Asian street food influenced menus have seen dishes from across the continent spring up on menus in both pubs and restaurants alike, all keen to be a part of this lucrative growth area. Genware's product offering slots perfectly into the area of Asian Fusion, with products ranging from bowls, plates and dipping dishes through to Asian style bowl food, great for sharing experiences and light bites.



Luna Wide
Rim Plates



Luna Round
Serving Bowls



Fine China
Tapered Bowls



Double Dish



Chinese
Spoon

Did you know . . .

Analysts have predicted a rise in demand for Asian food concepts over the coming years with 24% of restaurant executives citing Asian as the fastest growing cuisine type in the next three to five years (source: Allegra Strategies).

Pub and restaurant giant Mitchells & Butlers (Harvester, Sizzling Pubs, O'Neil's, Browns and All Bar One) have enjoyed success in the Asian sector's lucrative middle market with 'Asian Market' style short menus featuring dishes such as Malaysian Chargrilled Prawns in Tamarind Sauce, Vietnamese Pho (beef noodle soup) and Thai Jungle Curry.

Jumeirah Restaurants' UAE-based The Noodle House is coming to the UK. The south-east Asian street food inspired chain is looking to launch 27 sites across Britain. The chain was founded in Dubai and currently operates 16 sites in 13 countries.

There are now estimated to be over 2000 Thai restaurants in the UK with Trip Advisor listing over 360 in London alone.

According to research from the Federation of Specialist Restaurants, the top three dishes ordered in UK Chinese restaurants are Dim Sum (3), Sizzling Cantonese Beef (2) and Crispy Duck (1).

The first Japanese restaurant in Britain title is claimed by an establishment in Barrow-in-Furness. Dating from the early 1900s it was opened to cater to the Japanese seamen standing by the Japanese warships being built in the town.

Chinese culture considered using knives and forks unsuitable at the table due to fact that these instruments are regarded as weapons - hence the need for chopsticks.

Asian



Build your range from the below sections of the Genware brochure:

Fine China | Stoneware | Porcelain | Table Presentation | Table Service

11 Create your own **High Tea** range . . .

High tea - or afternoon tea - has been embedded into British culture for centuries. And despite its formal and traditionalist reputation, high tea has become a huge growth area within the UK food and drink sector. William Gorman, executive chairman of the UK Tea Council, said: "The event of afternoon tea is becoming fashionable again. It seems a younger generation is re-understanding the charm and elegance of the traditional English custom."

Genware have a concise range of products ideal for creating a unique high tea experience including cake stands, serving platters and china tea pots.



Slate Three Tier
Cake Stand



Slate Two Tier
Cake Stand



Fine China
Teapots



Fine China
Angled Cup



Fine China
Milk Jug

Did you know . . .

High tea - or afternoon tea - is becoming a popular event for corporate business meetings.

The UK Tea Council says that in 2013 the popularity in high tea grew by 20% and the spectrum of venues offering it widened.

Popular 1970's cakes such as mini rolls are seeing an upsurge in sales as a result of the growth in high tea.

High tea's popularity has coincided with a steady stream of royal events over recent years, including the Royal Engagement, Diamond Jubilee, Royal Wedding and the birth of Prince George.

Venues such as The Ritz (London) have a three to five month waiting list for their fashionable, formal afternoon tea service.

Downtown Abbey, the internationally acclaimed TV show, has been cited as an inspiration for the growth in high tea.

Approximately 40% of the UK's fluid intake is tea.

Tea is the most commonly consumed beverage in the world, after water.

High Tea



Build your range from the below sections of the Genware brochure:

Fine China | Cutlery | Table Presentation | Table Service | Trays

Create your own **Corporate Beverage** range . . .

Whether you have been an attendee at a training course, a delegate at a national seminar or have simply been part of a corporate business meeting, the chances are you would have partaken in corporate style hot beverage service. Coffee, teas - both English breakfast and herbal varieties - cakes and biscuits; these are all commonplace in such corporate style gatherings. The growing popularity in self-service corporate beverage stations are driven from the cost savings of reducing the need for catering staff and by the networking opportunities afforded to those in attendance. Genware offer a superb collection of corporate beverage serving products that can be brought together to create a professional and practical range.



Beverage Stations



Insulated Servers



Elegant Tilt Jug



Stacking Cups



Inscribed Stainless Steel Vacuum Jugs

Did you know . . .

Conferences and meetings are expected to be worth £21.8bn in 2015 with corporate hospitality predicted to be worth £1.2bn in 2015.

The 2012 London Olympics helped the corporate hospitality business grow 8% throughout 2012. This is positive news for the 2014 Commonwealth Games.

Conference and training centres (average of 528 events), academic venues (438 events) and hotels (416 events) typically hosted more events than other types of venue last year. In terms of market share, hotels staged 59% of all business events.

Hotels are a popular choice of venue for training seminars and corporate meetings, and despite the recession, the UK hotel industry has continued to expand with total investment topping £13bn in the past decade (source: the Institute of Hospitality).

There was an estimated 85.5m delegates attending events across multiple sectors in 2012.

Coffee can play an important role for business meetings – in a study by the Journal of Social Psychology, it was found that people who consumed caffeinated beverages were 35% more likely to be open to an opposing opinion.

Effects of coffee kick in after an average of five minutes and as a stimulant, helps you focus and execute ideas.

Corporate Beverage



Build your range from the below sections of the Genware brochure:

Fine China | Porcelain | Cutlery | Table Service | Beverage | Trays

Create your own **Bar & Cocktail** range . . .

Craft beer, hybrid drinks, savoury cocktails, Irish whiskey and champagne are some of the many bar trends predicted for growth within the UK over the next few years. The UK bar and pub sector have encountered difficulties in recent times but our interest in alcoholic beverages, both classic and experimental alike, shows no sign of letting up with rising popularity in micro-breweries and restaurant-bars among some of the success stories. Genware have developed a concise and stylish range of glassware to compliment our array of bar service lines such as cocktail shakers, bar mats and champagne buckets, ideal for a wide variety of bar service.



Champagne Buckets



Store & Pours



Cocktail Shakers



Martini Glass



Wine Glasses



Beer Glasses

Did you know . . .

Alcopops are predicted to make way for inventive new cocktails including carbonated, savoury and juiced varieties.

According to bartender.co.uk, the top three cocktails in the UK are: Cosmopolitan (3), Garden of Eden (2) and Mojito (1).

79.5% of all pubs and bars employ fewer than 10 people, with small businesses dominating the industry, suggesting that new operators can quite easily enter the market, according to recent reports.

National champagne volume sales are up 23%, while sparkling wine is up 17%.

The craft beer market grew 79% in 2013 and was worth £225m. This surge in growth is expected to continue throughout 2014 & 2015.

The popularity of rum cocktails has pushed vodka from the top spot for the first time since the 1960s, according to drinks firms.

Despite initially claiming it was 'difficult to be too positive' about pub trading conditions in 2013, Suffolk-based brewer, distiller and retailer Adnams reported a surge in pre-tax profits from £3.2m to £4.1m.

32% of pubs, bars and nightclubs employers reported that they expect their workforce to increase in the next 3-5 years (State of the Nation report).

Bar & Cocktail



Build your range from the below sections of the Genware brochure:

Glassware | Table Presentation | Table Service | Barware | Menus, Sign & Displays | Trays

Create your own **Buffet Display** range . . .

Let's face it, who doesn't love a buffet? Choice, volume and ease of service are words that could easily describe the benefits of this universally popular style of food service. Widely used in hotels and restaurants alike, buffet service lends itself to a wide variety of cuisine types, as demonstrated by large restaurant chains such as Red Hot World Buffet, which has several restaurants across the UK, serving a variety of food types including Asian, Tex-Mex and Italian to name but a few. Buffet service is also becoming the choice of breakfast service among hotels and guest houses that once lived and breathed by the traditional table service form of breakfast. Buffet service provides greater choice, reduces the need for additional staff to service tables and adds scope for more variation of food. Genware offers a range of contemporary buffet display products that provide interchangeable and diverse opportunities to present buffet style food service.



Tongs



Wicker Display
Baskets



Melamine
Buffet Bowls



Chrome Display
Baskets



Risers

Did you know . . .

The continued growth and success of multi-cuisine buffet restaurants shows no sign of abating.

Red Hot World Buffet, which opened its first site in 2004, is aiming to have 25 sites across the UK by 2015.

"The concept is here to stay" - Varun Singhm, General Manager of Za Za Bazzar, a 1,000-cover restaurant based in Bristol.

There are many growing food trends that fall within buffet including:

Street Foods - one of the hottest trends in catering is offering menus inspired from the ethnic fusion of street food. From Mexican churros to Spanish tapas and Chinese dim sum, the more international a menu, the better.

Mini Desserts - cupcakes, mini wedding cakes, bite-sized desserts are all hot trends

The self-service buffet is now replacing the traditional table service breakfast at independent hotels and guest houses.

Dating back to the 1500s in France, buffet dining is the easiest way to feed a large number of people at once.

» Buffet Display



Build your range from the below sections of the Genware brochure:

Oven-to-Tableware | Table Presentation | Table Service | Buffet Display | Kitchenware