

TUCO South-East Regional Catering Group Meeting Thursday 28th March 2024 10:00 am – 12:00 pm Online via Teams

| | | |
|-------------------|------------------------|-------------------------------|
| Attendees: | Manish Shah [Chair] | King's College |
| | Jacqui Beazley | LSE |
| | Graeme Collie | King's College |
| | Lisa Connellan | King's College |
| | Darren Coventry | Royal Holloway |
| | Edina Dudas | Birkbeck |
| | Scott Grocott | Murray Edwards College |
| | Judith Hoyle | TUCO Secretary |
| | Sarah McLoughlin | TUCO Academy |
| | Nicola Mellor | TUCO Category Manager |
| | Mark Slater | Magdalene College |
| | Jonny Stevens | TUCO Online |
| Apologies: | Elisa Aylott | Essex |
| | Martin Batt | Reading |
| | Susie Cullen | Anglia Ruskin |
| | Mark Reed | Kent |
| | Matt Tebbit | Reading |
| | Bernardo Larrea Ugarte | Queen Mary University, London |
| | Wendy Wenborn | Anglia Ruskin |
| | Matthew White | Reading |

1. Apologies for Absence and Welcome

Apologies as listed above. Manish welcomed everyone online.

2. Presentation by Nick Baverstock of Blockhead

Nick's presentation is included with these Minutes.

3. Minutes of the Last Meeting

These were agreed by the Members.

4. Chefs' Forum

Graeme explained that this was started at this regional meeting about a year ago. Graeme meets four times per year with the Regional Culinary Leads. Five Project Leads give information to the Regional Chefs. They have five strategic aims and the challenges they face include:

- Staffing
- Accreditation
- Academy training for chefs

He explained that for Menus of Change you do not need to buy into all 24 principles. They are building robust employment pipelines and identifying business partners, ie the Burnt Chef project. He asked how we communicate this across to our chefs? We need to be promoting the quality of our food but we do not always attract the level of staff that we want to and it is difficult to attract people into the sector.

Graeme has been talking to Westminster College about getting people in from there. TUCO have also produced a flyer giving more information on the Forum. The Forum plans to meet four times a year – three online and once in person at Summer Conference. Manish asked what are the barriers to people not signing up for this? Graeme feels that we need better communication and getting the word out there.

5. Board Update

Manish reported that the new TUCO Foundation is a wholly owned charitable foundation which will provide Learning and Development for Hospitality.

Chefs' Competitions are back after a gap of 5 years.

Summer Conference 2024 will take place in Exeter with all keynote speakers and no breakout sessions.

We have several new members including a new full member in University of Salford. People appear to be leaving Pelican.

On the HR side, Andrew Forrester has joined us as Travel Manager for the new Foundation. Regarding the Board, Matt Tebbit from Reading has joined this year. Phil Rees-Jones will be stepping down as Chair in summer and Amanda Pettingill from Nottingham will be taking over.

Our Winter Conference will be held in Manchester on 14th January 2025. This will allow a lot more people to attend and the post-Conference study tour will take in the Manchester street-food offering.

On the Finance side, cost of living increases have pushed our Gross Profit up to £1.464 million. Projected profit is just over £300K and all profits will be donated to the Foundation.

6. Framework Report

The next UKUPC Impact Document is out along with the Quarterly Spend Report and TUCO Intelligence Q1.

The Hot Beverage new framework went live on 1st March with 5 separate lots.

- Halls of Residence
- Retail
- Delivered Hospitality
- Speciality Coffee
- One Stop Shop

If anyone is looking to call off on this please let Nicola know: Nicola.mellor@tuc.ac.uk

We have some new suppliers on there as well. Some previous suppliers who did not get a lot of business decided not to re-tender.

Alcohol framework commenced on 15th March with some new suppliers on there.

Digital Menus Hannah and Jonny Stevens are currently finalizing the Digital Menus framework. Members will have access to the base module. New items will include allergens and nutrition etc.

We are just finalising the terms of the contract, development work and KPIs with Ten Kites and will be making the final award in the next week or so. Once live, TUCO Online members will have access to one base module (i.e. web menu or allergen matrix) + implementation paid for by TUCO (regardless of how many venues). There is already an active integration with Procure Wizard which powers TUCO Online which means Ten Kites will consume the API and automatically build new Menu items using the recipe data received.

Each member will be supplied with their own unique portal linked directly to their instance of TUCO Online. The API from TUCO Online will give Ten Kites access to menu items, their allergenic and nutritional properties ready for enriching with guest friendly names, descriptions, and pricing, added to menus and then published to whichever venue needs to display them, in either a web menu, allergen matrix or both.

Jonny will do a demo of the system so if this is something you'd be interested in having then let us know.

Convenience Retail is currently out to tender and due to go live on 1st July

For DipChem we are working on the strategy documents for the agreement to commence in July. The current agreement will expire on 15th July with the new one due to start on the 16th.

Border controls on UK imports have been updated which has resulted in potential delays due to the admin process.

Fresh Fruit and Veg TUCO suppliers mitigating delays and supply issues as much as possible.

Meat & Poultry Most meat & poultry suppliers have advised they will not be impacted by the introduction of border checks and the requirement health certificates. However, it has been highlighted that if certain products are requiring health certificates issued by UK Vets who do not work on weekends, there could be some impact.

Fresh Fish and Seafood: Physical border checks start to take place at the end of April. The UK seafood industry is not expecting the long-delayed introduction of border checks on documentation accompanying products entering the UK to have much impact on businesses, *at least in the very short term*. However, there is much more uncertainty surrounding what happens when physical border checks take effect on April 30.

The Vending DPS expires in September.

Sandwiches and Food Waste Management- Contract Review meetings have been held . McCain have de-listed a number of lines due to unavailability of some potato products.

Greenhouse Gas Calculator – a new DPS agreement went live in March. This provides members with GHG Reporting Solutions

Supplies Issues

There has been delays on deliveries via the Red Sea due to the war situation along with additional costs for the extra nautical miles. This has resulted in a 2-3 week delay due to the diversions.

Inflation is down from 9.2% to 7%. Coffee, Tea and Cocoa prices are 12.5% up. The weather has affected the supply of vegetables. Salmon prices have gone up by 40%. Avian Flu cases are still occurring in Yorkshire.

Tender Working Party We are looking for people to be on the Tender Working Party for the Vending framework and Lisa Connellan kindly volunteered.

Contract Review Meetings Five of the meetings have been carried out on Milk and Bread, Meat and Poultry, Sandwiches, Fruit and Veg and Food Waste Management.

Brand Owner Updates McCains have taken off some of their les as there are issues with the size of their potatoes. Please contact Nicola Mellor if you require further detail or the McCain Business Manager Jules Robinson on 07834 500141 juliet.robinson@mccain.co.uk

New Product Development: The NPD section of the TUCO website showcases new products which are available for members to orders samples free of charge.

Nicola has a potential supplier of high-end hot chocolate which is made from beans and flakes. If anyone would be interested in this, please let Nicola know.

MSC – Nicola asked if anyone is independently certified rather than through TUCO as it is cheaper to do this through TUCO.

7. Academy Update

We run our KPIs annually from April to March and, by the end of this year will have run about 97 courses with just under 1,000 attendees which is almost double last year 2022-23 (58 and 510 people) which will increase with the extra funding from the Foundation.

To date we have delivered 1,800 qualifications in compliance / legislative content since 2018 as a Highfields Awarding Body Centre. Other courses run include Presentation Skills, Report Writing and Time Planning, which is open to anyone in the university not just the hospitality and catering depts. We can deliver courses either via webinar or in person but the Customer Services is Face-to-Face only. The Events Management course is being run in conjunction with David Kerr from Strathclyde and is a two-day course. This will be delivered by a lecturer from the University of West London. The first day will be online on 22nd May and the second day will be in person in Strathclyde. There will also be an additional day held in Cardiff in June. We will also be running a Food Photography course in Bury, Manchester.

Graeme added that AHDB are running a course on current trends in butchery which is completely free of charge. We are also looking at barbecuing as a trend.

We are continuing with Development Days including Visual Merchandising in London, Manchester, Leeds and also in Scotland.

Other days planned include:

- Sushi Making
- Vegan Cookery School
- Indian Cooking with Cyrus Todiwala
- Flygerians on West African/Nigerian

Study Tours include:

- Bologna Barista
- Food To Go – London and Frankfurt
- Culinary Olympics in Stuttgart
- Studentwerke in Normandy in June
- Culinary World Cup in Luxembourg in 2026
- Colombia Coffee
- World Pizza Championships in Parma
- CIA Conference 9th to 15th June
- LWC Italian Tour to visit tasting of Peroni, Prosecco and olive oil
- Food To Go in Dublin
- NACUFS on 22nd July in Louisville, Kentucky

The Academy will be running a webinar around Nudging and Menu Engineering in the next few months. We also have a new Travel Manager, Andrew Forrester, who started in March who will be looking after the study tours and will be employed by the new TUCO Foundation.

We are also in talks with Oxford Cultural Collective and Ulster University to start running a Masters Degree in association with them. Or you can do just the modules and go out with a PG Diploma or a PG Certificate.

The Winter Conference this year will actually be held on 14th January 2025 at the University of Manchester with the networking dinner and overnight stay to be held in the evening following the Conference. The theme is Health and Wellbeing in the Workplace. This will be followed by a study tour of the Manchester food markets.

The new TUCO Foundation will go live on 1st April and the website will be live on the same day. The Foundation are doing some research on student eating habits along with work on Food Waste with Harper Adams. We are also looking at dietetics.

We have held our second Steering Group Meeting and are looking at supporting Chefs' Skills with a bespoke qualification with City and Guilds.

Menus of Change

We now have 15 pledges to deliver the 24 principles including Reading and KCL and have our study tour planned in June to visit Harvard and Yale along with a trip to Worlds of Flavor again in November. We are also looking at doing podcasts to get our members started on the Principles. We had our first meeting to discuss MoC in February. We looked at online modules as to how recipes can be produced at scale and have produced a flyer as a quick start guide which will be available at Competitions. The Leadership Conference will be held on 9th to 15th June in New York. The Worlds of Flavor trip will include a visit to Stanford and another university in San Francisco.

8. TUCO Online

Jonny Stevens gave a presentation on this. There has been some speed issues which are now being addressed by Access Group. There was also a demonstration of the new ordering portal.

Jonny and Hannah are working with Ten Kites on the digital menus. Jonny explained that the carbon footprint is a separate solution. If you do not have the carbon figure than you can input this yourself, but at the moment it does not have the facility to automatically do that. Both Lisa and Darren had questions for Jonny on this.

9. Member Update

LSE

Catering outlets and new builds have grown and income is up by £2 million on any previous years. Year To Date income is up by 12% and Hospitality up by 32%. Jacqui is finding recruitment difficult so is relying on agency staff. They recently re-tendered their Equipment Maintenance through TUCO. They are working on a new Korean concept in a new outlet. Jacqui announced that she will be retiring in summer.

King's Retail

Lisa has been nominated for an award at Public Sector Catering. She is doing some benchmarking as to how much cheaper than the High Street they are. High Street prices have gone up by 30%. They are still doing the Cost of Living offers but people are still chasing the more premium options. They are also currently doing an EPOS tender which is due to go out imminently.

King's Food

They are about to launch their new menu which has been looked at by a Health and Nutrition advisor. This is in a 4-week rotation which has been nutritionally analysed. They are currently writing their September menus. Graeme is working with the Mayor's Apprenticeship Scheme in conjunction with Westminster Kingsway College. They recently held a plant-based demo at West London College. They are also about to launch their MSC Accreditation through TUCO during April.

Royal Holloway

Darren reported that they have a problem with sales as they are heavily down as people seem to be bringing in their own food. He had placed a question on the Forum as they are having to review all their food offerings. Labour costs have been high due to them using agency staff but they have re-graded and now seen a better calibre of chefs coming through. He would be interested in receiving feedback as to other members' food offerings.

10. Any Other Business

As there was no further business, the meeting was duly closed.

11. Proposed Dates for Next Meetings

The next meeting will be held on Tuesday 25th June – format to be confirmed.

BLOCKHEAD

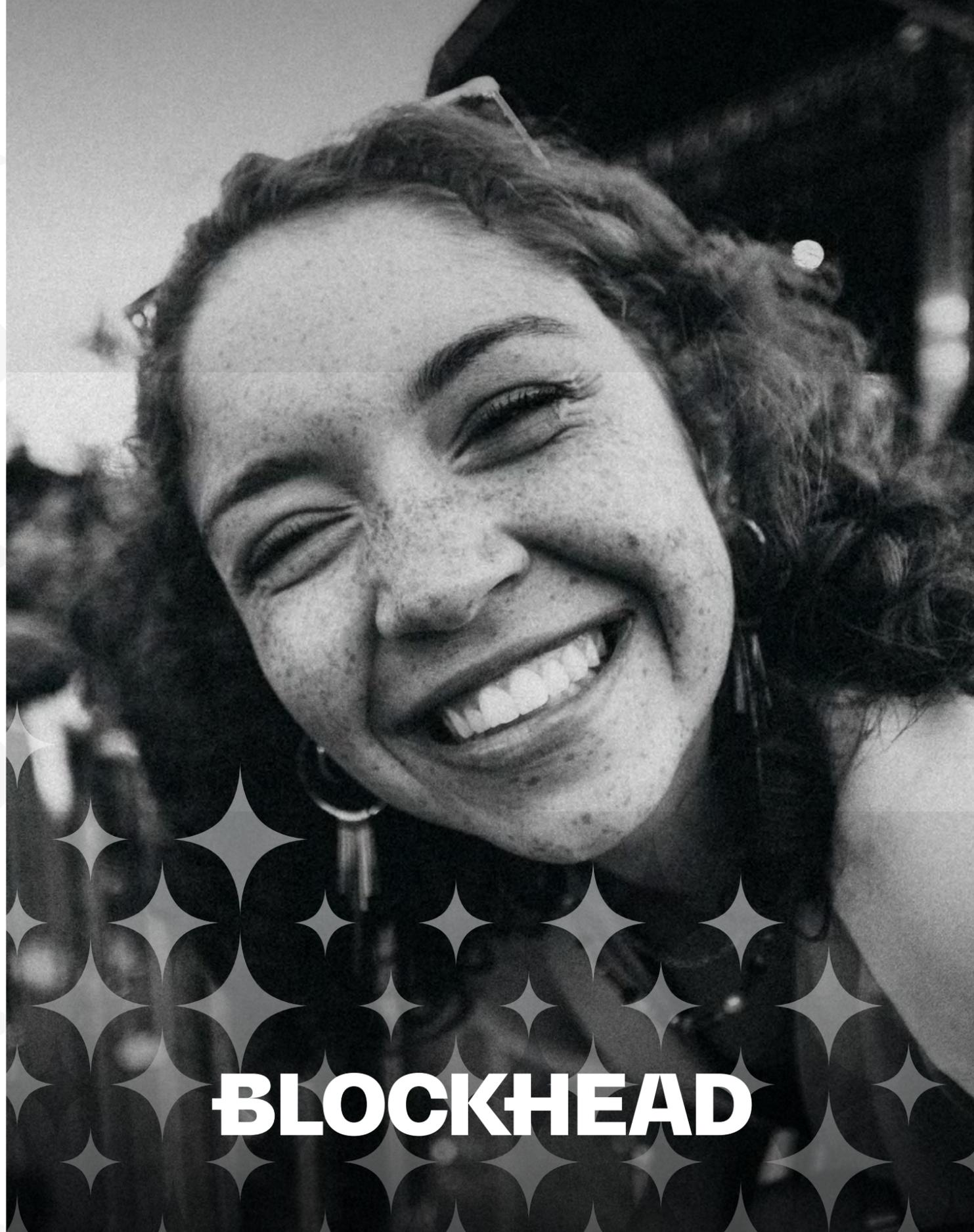
MORE THAN GUM

WE ARE THE
FUNCTIONAL
CONFECTIONARY
BRAND.

BLOCKHEAD *combines the impulsive, enjoyable and convenient nature of gum with the lucrative and rapidly growing functional benefit market.*

B

BLOCKHEAD



THE CHEWING GUM CATEGORY IS DRIVEN BY *THREE MAIN* *REASONS TO CHEW:*

- FRESH BREATH
- ENJOYMENT
- ALLEVIATE BOREDOM

CONSUMERS TRADE AROUND, WITHIN THE CATEGORY.



A LUCRATIVE, **FOURTH** REASON TO CHEW..



FUNCTION



THE FUNCTIONAL MARKET IS BOOMING



ENERGY DRINK
MARKET VALUE:

£2.2 Bn

Growing at a
phenomenal 20% YOY*



CBD
MARKET VALUE:

£0.7 Bn

Forecasted Value of
£1Bn by 2025*



DIETARY
SUPPLEMENTS
MARKET VALUE:

£1.8 Bn

Forecasted Value of
£2.6Bn by 2028*

IF THE CHEWING GUM CATEGORY TOOK JUST 1% OF THE
£4.7BN FUNCTIONAL MARKETS, IT WOULD GROW SUBSTANTIALLY.



HITS LIKE AN ESPRESSO, BUT FASTER.

1 ESPRESSO WORTH OF CAFFEINE
WORKS IN 5 MINUTES



FRESH ENERGY,
ON THE GO



REFRESH YOUR BODY AND MIND.

21MG OF HIGH QUALITY CBD
NOVEL FOODS VALIDATED



A FRESH WAY
TO TAKE CBD



SMILE BRIGHTER.

ACTIVATED CHARCOAL
SODIUM BICARBONATE + CALCIUM



FRESHENS BREATH.
SHINES TEETH



CHEW YOUR WAY TO CALM.

CALMING BOTANICAL EXTRACTS
BIODEGRADABLE GUM & PACKAGING



FRESH BOTANICALS GIVE
A SENSE OF CALM

GUM IS BETTER PLACED TO DELIVER *FUNCTIONALITY*:



*ACTS FASTER
THAN DRINKS,
TABLETS &
DISSOLVABLES*

*DELIVERS
A
PRECISE
DOSE*

*CAN BE TAKEN
ANYWHERE,
ANYTIME,
WITHOUT WATER*

*HEALTHY,
SUGAR-FREE
& GOOD
FOR TEETH*

*PLASTIC-FREE
PACKAGING*

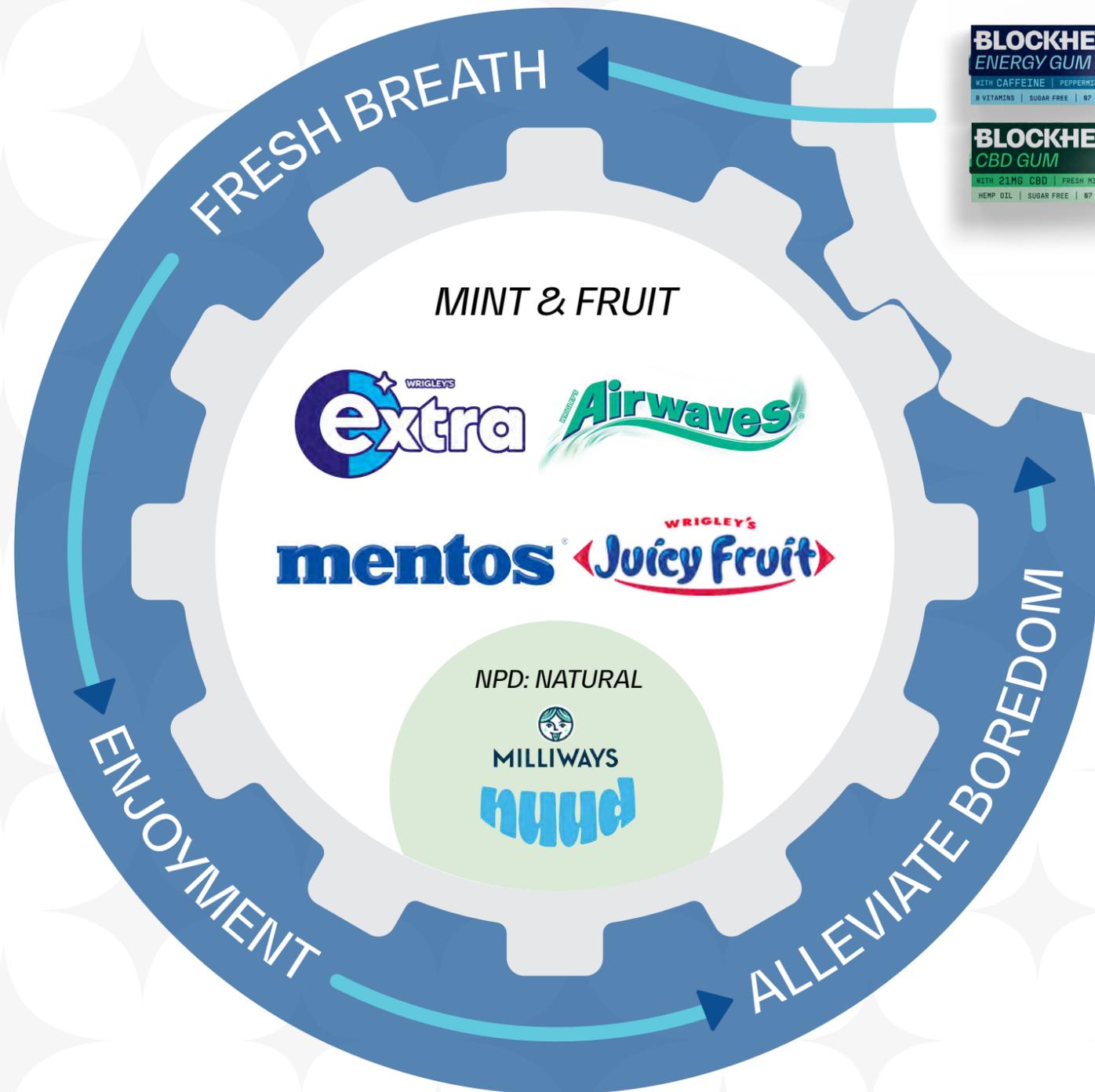
*VEGAN &
GLUTEN FREE*

*HFSS
COMPLIANT*

*INFORMED
SPORT
CERTIFIED*

BLOCKHEAD

DRIVES NON-CANNIBALISING GROWTH



NPD: FUNCTION



Not enough growth NPD is entering the chewing gum category. Recent new launches only cannibalise the existing range.

BLOCKHEAD attracts new, unique customers by providing more reasons to chew - from a quick energy boost, to a moment of clarity.

23%

of **BLOCKHEAD** purchasers are new to category.

Natural/Plastic-Free Gum is bought with the main purchase drivers as traditional gum, but with a plastic-free proposition. It therefore doesn't increase recruitment to the category.

BLOCKHEAD'S INCREMENTAL CUSTOMERS ARE HIGH VALUE.

Functional F&B innovation commands a premium, with customers willing to pay more for products that deliver needstate solutions.



**BLOCKHEAD
PROVIDES _____**

57%

**ADDITIONAL REVENUE VS
A STANDARD STICK OF GUM**

**BLOCKHEAD
CREATES _____
REVENUE, PER CM OF SHELF SPACE.**

MORE

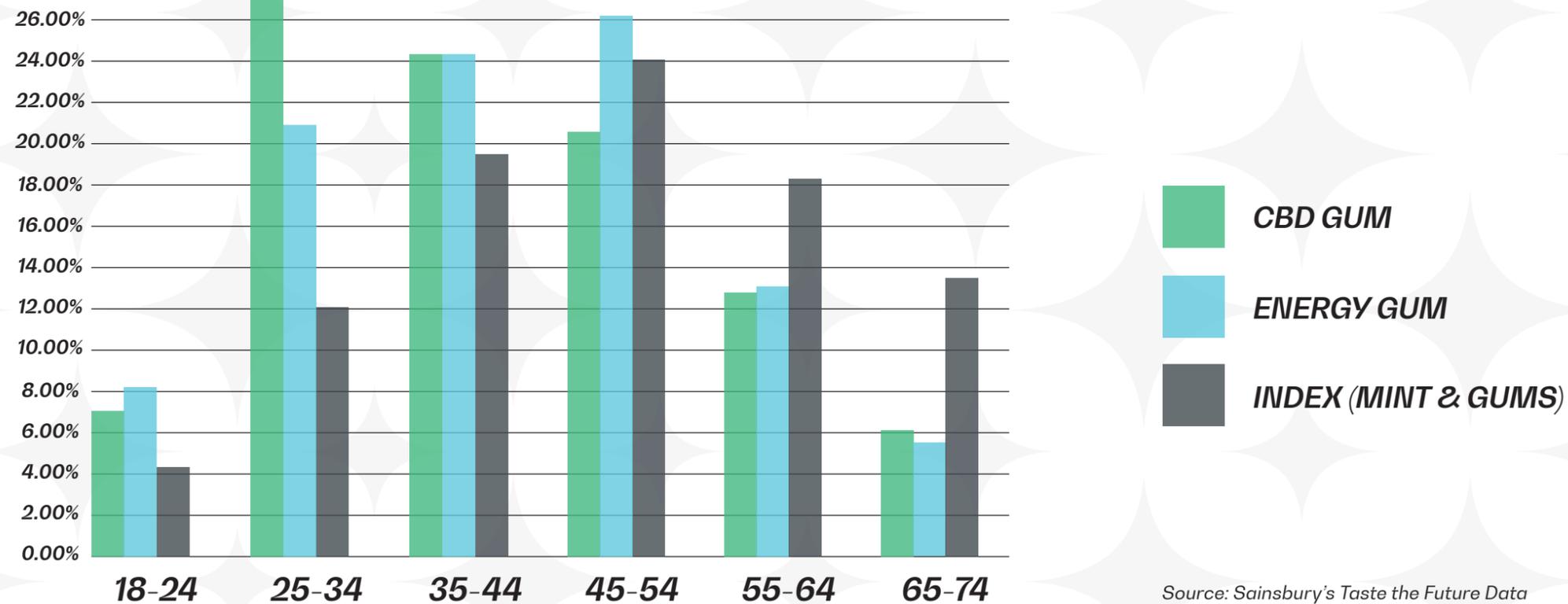
Range EPOS shows BLOCKHEAD yields 77%-112% more revenue per unit sold vs other Challenger Brands.*

*Based on Ocado EPOS Jan 2024 : Blockhead weekly range revenue (2 SKUs) vs Milliways (3 SKUs) & Nuud (2 SKUs)

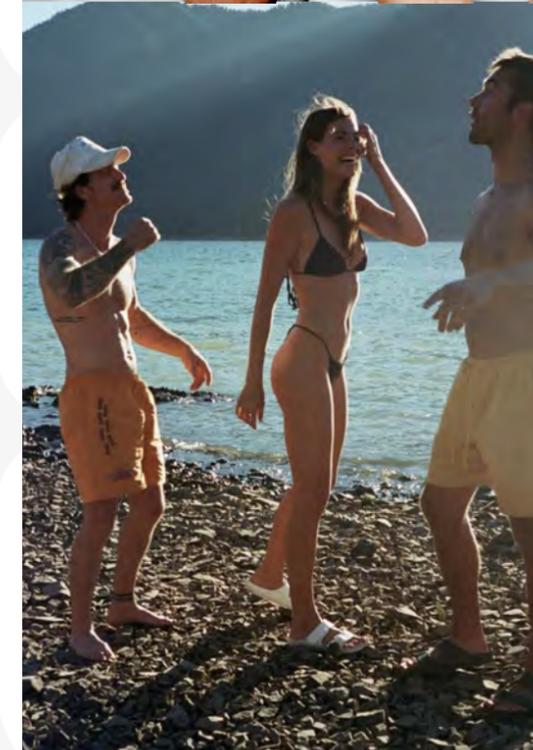
BLOCKHEAD PURCHASERS ARE CATEGORY ENERGISERS

Traditional gum brands are mostly bought by 35-54 year olds which do not contribute very strongly to organic category growth.

BLOCKHEAD 's largest age segment is 25-44, and we also significantly over index for 18-24 year olds.



Source: Sainsbury's Taste the Future Data



AMBITIOUS PIONEERS

- 19-35 years old
- City based
- Confident & Active
- Social

BLOCKHEAD'S 2023 IN NUMBERS

TRIPLE-DIGIT GROWTH SINCE 2021

451% Increase in Store Numbers

270% Increase in Sales Revenue VS **20%***

9,300kg+ of BLOCKHEAD sold or sampled

OUTPERFORMING THE CATEGORY YOY

BLOCKHEAD IS THE UK's #1 FUNCTIONAL GUM BRAND – STOCKED BY:

Sainsbury's



Superdrug[☆]



WH Smith



central COOP

amazon



UNNU



roadchef

a.f. blakemore
.....& son ltd



VIBRANT & ENGAGING MARKETING



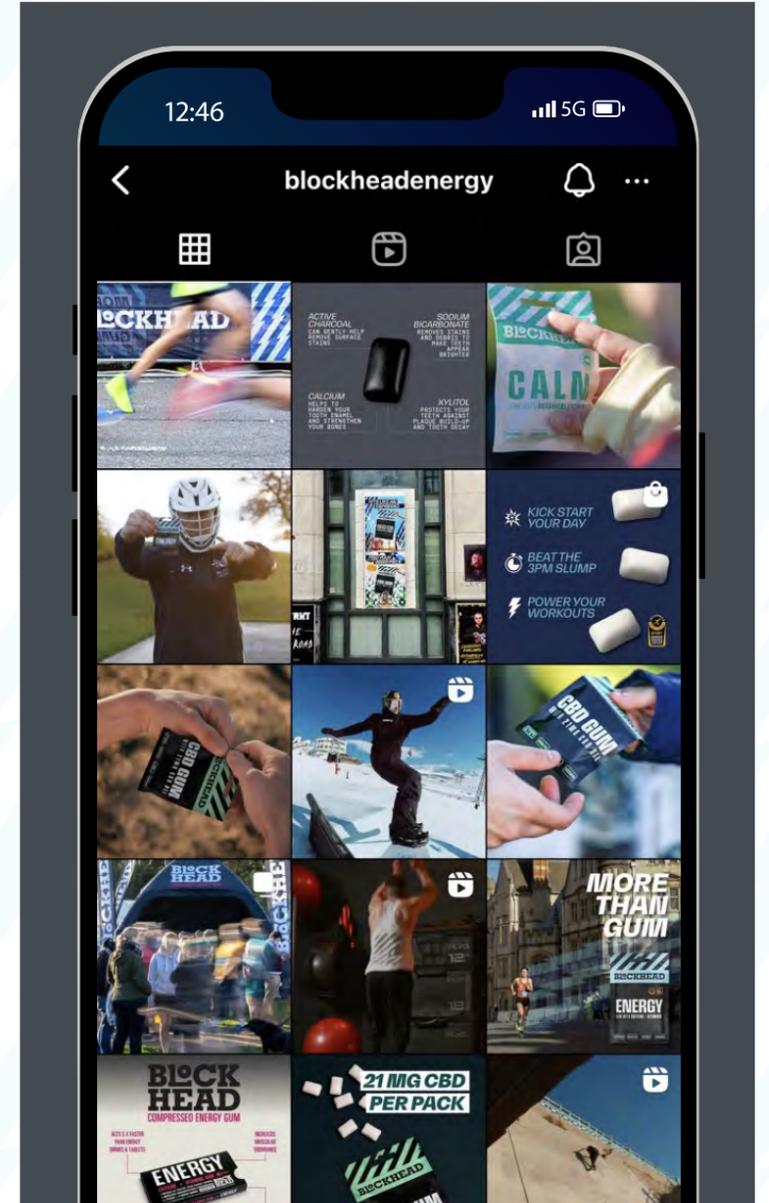
REGULAR SAMPLING



OOH CAMPAIGNS



EVENT SPONSORSHIP



BUZZING SOCIAL MEDIA

BRANDING THAT STANDS OUT FROM THE CROWD

We design and supply impactful and intriguing POS to drive impulse purchase. An ownable identity all around the store.



BLOCKHEAD

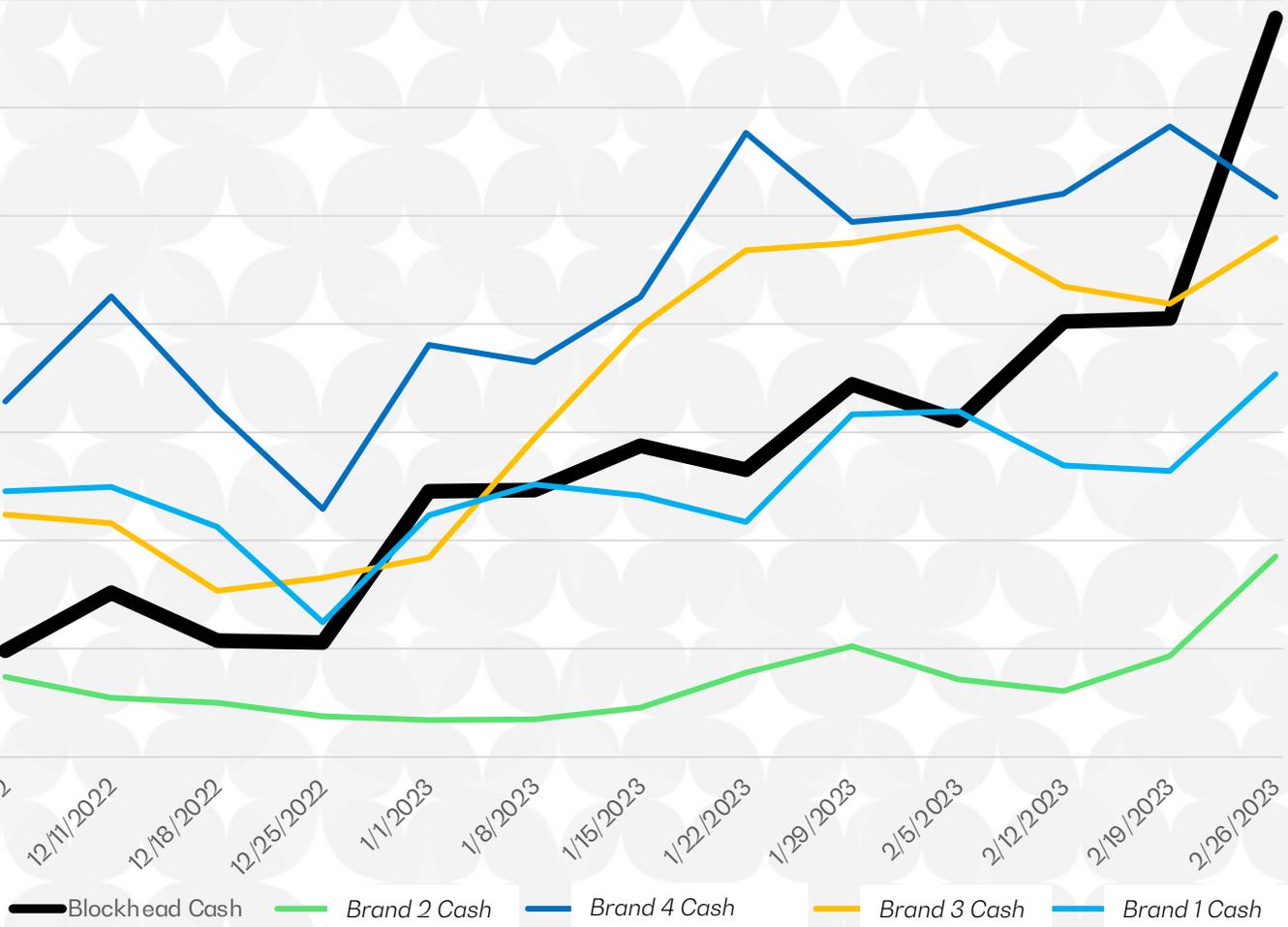
THANK YOU

BLOCKHEAD

— SALES & CUSTOMER BEHAVIOUR —

QUARTERLY PERFORMANCE VS COMPETITORS

Average Weekly Sales Revenue per SKU



Blockhead's function proposition wins over "Natural/Plastic-free" NPD

- 3M Growth:**
 Blockhead: **595%**
 Brand 2: **150%** ("plastic free" niche)
 Brand 1: **60%** ("plastic free" niche)
 Brand 4: **52%** (mainstream)
 Brand 3: **3%** (mainstream)

*Our promotions perform better...
 See final week's sales where Brand 1 & 2 offer straight discounts vs Blockhead on coupon (seen by less people) -analysis on next page*

And we're challenging established brands: Mentos, P'smith & Wrigley's

Data sourced from Total weekly EPOS by range divided by SKU count: Blockhead: 2, Brand 1: 2, Brand 3: 6 Brand 4: 4.

STRONGER PROMO PERFORMANCE VS COMPETITORS

Our recent couponing activity outcompetes Wrigley's for repurchasing



6.4%

Unit Repurchase rate

Customers were more likely to repurchase Blockhead than Wrigley's.

Results show a clear desire for exciting NPD over the mainstream.



3.6%

Unit Repurchase rate

Our repurchase rate was even higher than established confectionary brands such as Skittles & Cadbury's.

OUR RETAIL PERFORMANCE TRANSLATES TO FORECOURTS



| BRAND | GROWTH (UNITS) |
|------------------|-----------------------|
| <i>Blockhead</i> | 76% |
| <i>Mentos</i> | -49% |
| <i>Wrigleys</i> | 11% |
| <i>Gum Total</i> | 7% |

**AT BP, BLOCKHEAD ROS IS HIGHER THAN MENTOS
& GROWTH IS HIGHEST IN THE CATEGORY.**

OTHER YTD RESULTS

B ✦ *New launches:*



B ✦ *Rolled out to 2,600 convenience stores in major UK cities.*

B ✦ *Due to success of the initial 2,600 rollout, the project will pick up a further 19,000 stores in 2024 leading into enormous brand awareness.*

B ✦ *Student union distribution has begun via TUCO & repeat orders have started!*

AND WE'VE UNLOCKED £2.2m OF INVESTMENT!

BLOCKHEAD

— PACKAGING REDESIGN RESULTS —

BLOCKHEAD PACKAGING HAS BEEN TRANSFORMED

Our redesign has created a unique, ownable identity that challenges the category and maximises shelf compliance to increase rate of sale.

Confectionary shelf friendly: fits everywhere

Fully recyclable cardboard “slider” box

Ownable structure & design, uniquely Blockhead

Available in both SRP & Clip-strip format

A separate, emotive design conveys each format



FUNCTIONALITY-ALIGNED DESIGN RECRUITS UNIQUE, PREMIUM CUSTOMERS

At one of our major customers, Blockhead shoppers add products from the following categories to their baskets:

- Shots – Health Drinks
- Energy & Stimulation
- Functional Drinks
- Health Drinks
- Sports Nutrition
- CBD Products

At this retailer, no other ranged chewing gum competitor had affinity with these items. Those shoppers only bought “everyday grocery items”.

Our unique product affinity is a proof-point for growth potential and explains why 23% of our shoppers are new to category.



NEW FORMAT HAS ACCELERATED ROS

As part of the redesign, we ran a 4 week trial in various UK stores over January with the help of Red Bull & Fulfil's distributor.

| AV. | HIGH |
|-----|------|
| 7* | 12* |

(per sku per week)

*Results were achieved with simple placement on-shelf only. No marketing support, no awareness drive.

In areas of higher awareness, we achieve ROS of between 16 and 35.

This rate of sale is comparable with Wrigley's Airwaves and fruit SKUs.

An exciting result that shows blockhead's potential in the market.





AND WE'RE PICKING UP AWARDS!



WORLD BRAND
DESIGN SOCIETY
SILVER AWARD

*Silver award for
Sustainable Development*

*Commended for
Innovation Development*



THANK YOU

