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Welcome

Welcome to the third issue of our 'Seasons' newsletter. Summer is fast approaching and we're starting to enjoy outdoor drinking and dining. Let's hope that it continues and we can all maximise from it.

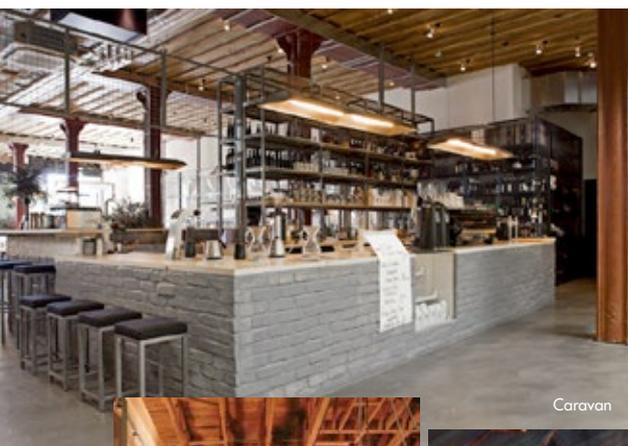
Our 'trends' focus in this issue looks at colour and shares insights from the Pantone Colour Institute, plus our own findings on interior and tableware trends in the form of three mini 'Look Books'. There are four concepts we've highlighted as 'the ones to watch during 2015' - information shared by Allegra Foodservice. Check them out and see what you think!

Creative Voice with Andrew Klimecki

PANTONE
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TRENDS: Colour & Dining



We're living in a highly visual world where colour can make all the difference in product purchase decisions, and where colour is being used in highly inventive ways and in highly unique combinations.

At the 2015 International Home & Houseware Show in Chicago recently, Leatrice (Lee) Eiseman – executive director of the Pantone Colour Institute shared her insights on colour and design trends.

Colour influences are coming from many directions including women's and men's clothing, shoes, handbags, jewellery, the entertainment and food industry, which is a new development. Colour and design trends on the rise are the use of pastels and the use of crowns as a traditional motif. In terms of materials, popular items, or the appearance of concrete and marble are big.

Getting more attention is metallic. Brass still remains a popular choice, but copper is going to be ever popular as we run ahead in to 2016. Other colour and design trends include industrial-looking hardware, unique usages of reclaimed materials, concentric shapes and woven applications.



TRENDS:

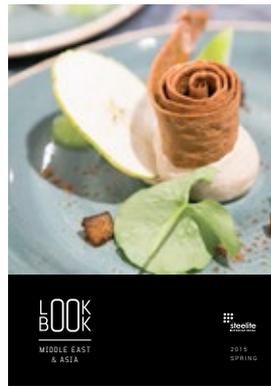
Colour & Dining

Over the last 12-24 months at Steelite we've seen the requests for coloured tableware increase too. And as we design and develop new and exciting tabletop solutions we increasingly hear requests for not only colour, but different material types that will complement the changes in interior trends.

Today's discerning customer is noticing and critiquing everything from the food to the service and the style of presentation. With this in mind, the choice of tableware is just as important as the interior and décor of the establishment.

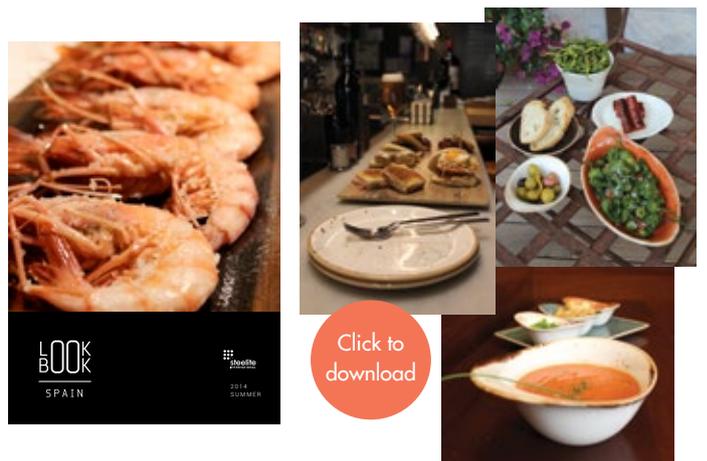
To see how interiors and tableware work in different countries we've spent some time looking at how tableware can be used in different environments and created three mini 'Look Books'.

Not far from our head office in Staffordshire is a lovely bar and grill called The Orange Tree.



Our Middle East & Asia look book focuses on Ryan Clift from The Tippling Club, Singapore and a special event that Ryan did for Steelite at The Emirates Academy of Hospitality in Abu Dhabi.

Over in Alicante, Spain we visited four handpicked restaurants all using Steelite product.



Concepts to Watch 2015

According to Allegra Foodservice here are a few concepts to watch during 2015:



Grind

- Latest Coffee concept to offer all day dining
- Built on success of Shoreditch site (opened in 2013)
- New site will be best example of their capabilities



Beech House

- Bar Restaurant brand run by Oakmans Inns
- 2 sites at present – Beaconside and St Albans
- Excellent delivery of BBQ using sophisticated cooking methods



Fred's Food Construction

- Tesco's latest foodservice offer
- Developed by Paul Goodale, the guy behind Pizzaluxe
- 2 sites in London with scope in mind



Red's True Barbecue

- Comprehensive BBQ offer in a casual environment
- First site opened in Leeds in September 2015
- Demonstrates growing trend of BBQ cuisine in UK
- Aggressive expansion plans in UK, with sites planned after their recent opening (4th site) in Nottingham



It's clear that the BBQ trend is not going away any time soon, there's still lots of demand for this type of cuisine.



EMERGING TRENDS:

Pubbelly

Fusion

In the early 90's Asian fusion was the culinary movement of its time, defined by its East-meets-West mash-up of ingredients and techniques. By the late 90's fusion had become a byword for confusion and over-work.

But fusions back and beginning to influence menus across the US and UK. Today's chefs would never describe what they're doing as fusion (still a dirty word), rather its 'modern' cooking. In the US it can be seen all over the fast-casual end of the market, here in the UK at street food level, start-up independents, hip eateries and with the Michelin group, but not yet in the middle ground.

Away from street food in the UK we're seeing a number of manifestations. Notable operators include Anna Hansen's The Modern Pantry whose globally inspired menu includes signature dishes such as tamarind miso onget steak and sugar-cured prawn omelette with smoked chilli sambal. Others include Caravan in Kings Cross and the new Hoi Polloi in Shoreditch.

In the US it's a little more entrenched. Operators such as Miami's Pubbelly mash up foie gras lollipops alongside Korean kimchee chicken wings and pastrami and sauerkraut dumplings. In the US the Korean taco is still the dish-du-moment of hybrid food trend.

Source: www.lostincatering.com

Fast Fine

We've heard of "fast casual" – restaurants serving up fast food but with better quality ingredients and less of that conveyor belt atmosphere. "Fast-fine" is the next step on that journey.

Prized by the millennials who are ever hungry for a "food event", it offers all the plusses of fine dining – delicious, creative food – without the long reservations and turnaround times, high price tags and haughty waiters! And for chefs, it's a chance to flex that creative muscle with a menu that's likely to change several times a week to reflect local sourcing and seasonality.

The trend is already taking off, with chefs seeing an opportunity to reach the masses. In London we're seeing "posh kebab" restaurants featuring such things as veal and halloumi, pop up hot dog restaurants appearing in front of Michelin-starred joints and bistros offering home delivery.



The Modern Pantry



Caravan



Pubbelly



Budsara Thai Bistro

New Products



Frame •

An exciting range of square and rectangle rimmed plates. The rim profile is proportioned to perfectly balance plating area against rim. The pieces allow Chef to "Frame" their presentations.



FreeStyle •

Our FreeStyle range is creative and functional. Designed to present menus in an exciting and contemporary way, the addition of two stunning new bowls will add further style to any casual dining environment.



Taste Tulip Bowls •

Our popular Taste range adds style to any casual dining concept. A collection of bowls – Tulip bowls have been designed to offer a softer, curvy yet clean line, which emphasises the external pedestal style profile.



Simplicity Ovals •

To enhance our Simplicity range we've introduced two sizes of Oval plate. Perfect for the casual dining sector, these oval additions are staple pieces to this workhorse collection. Perfect for ribs, racks or any sauce based dishes as the deep well keeps the presentation together.

What's Coming

Research conducted recently by Allegra Foodservice consultants on behalf of Steelite International has given greater insight into the hospitality industry and what we will see in terms of trends and habits in the coming months.

The research looked at all areas of foodservice and regions, confirming that there is lots of potential growth within the industry. Look out for more news coming your way on this and how we can help add value to your business taking on board some of our findings.

Pub & Bar Growth

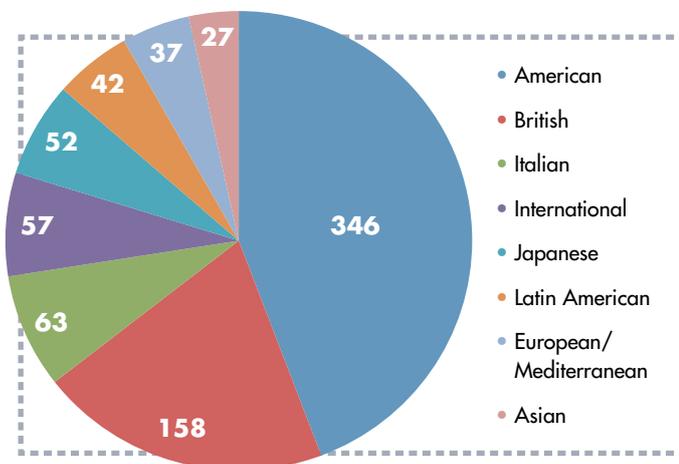
Pubs and bars are set to enjoy a 'golden' period of impressive comparable store growth during 2014-2017, as the confluence of strengthening food focus, greater capitalisation on all-day trading capabilities, improving management disciplines and enduring value for money appeal combines to produce a highly favourable trading outlook.

International Factoids

International restaurant companies are expanding in Russia. Both the American chains and independent outlets prevail on the Russian chained food market, followed by Italian and English companies.

France has a leading position in tourism, attracting 83 million visitors each year, with 27 million visiting Paris. The number of international arrivals in France is expected to increase at CAGR 2% until 2017, reaching 89.7 million.

In January 2015 Allegra Foodservice delivered a UK Foodservice market debrief. An area highlighted was outlet growth by Cuisine from December 2014 to December 2015.



American food will account for 44% of all openings.



The Cocktail Market Lightens Up

High-alcohol cocktails are being replaced in drinkers' affections by more indulgent drinks, elaborate combinations and lighter versions. These are the findings from The Mixed Drinks Report, the annual survey of the market by CGA Strategy.

It reveals sophisticated and lower strength drinks like Pornstar and Espresso Martini have risen in popularity among consumers over the last six months, whilst other more established serves including the Long Island Iced Tea have fallen slightly out of favour.

The report also highlights the rising popularity of 'skinny' and light mixed drinks, with a fifth (20%) of frequent cocktail drinkers now saying they always prefer to order one. Both trends are likely to continue through this summer – the peak trading season for cocktails.

Key stats:

The mojito remains the UK's favourite cocktail.

Vodka is the most commonly used spirit in cocktails.

Cocktails are more popular among women – but men enjoy them too.

Source: Peach Report

Spotlight on

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

Sharing Culture

The sharing culture has gained popularity in the region thanks to the growing number of younger, more affluent diners, who eat out numerous times a week and place a strong emphasis on informality. This has led to restaurants introducing tasting menus, chef's tables and sharing platters, and a more gastropub like ambiance at some restaurants



Round is the New Square

It seems like restaurants are inching back to basics, albeit with an unwavering focus on food. In the last few years square and unusual shapes rise to be the dominant choice when it comes to plates; however the tide seems to be changing course and going back to the traditional path. In 2015, round looks like it is set to be the theme for plates – for entrees and appetisers, to mains and desserts. Decorated rims and smaller alternatives for “small bites” such as sushi and tapas are also becoming popular.



BOOK

MIDDLE EAST & ASIA

steelite

2015 SPRING

PR and Press Round Up

New Additions To Steelite's Buffet Range Offer A Feast For The Eyes

STEELITE HAS started the New Year with a buffet bonanza, adding to its innovative Melamine range. The tableware manufacturer has extended the collection in response to an increased demand for new and distinctive ways to present buffet food.

New additions include a range of large gastronomy platters, suitable for both hot and cold foods. These multifunctional trays offer a myriad of display options as they can be used for wet foods with dressings such as coleslaw thanks to their clever spill-proof design. They are available in three finishes: including, slate, driftwood and traditional white.

A new range of large scoop, zest and sheer bowls have also been added to the melamine collection.



These pieces have been inspired by some of Steelite's most popular ceramic shapes, made larger for buffet presentation. Perfect for anything from salads to bread selections, these bowls are versatile and offer a variety of buffet-styling options for hotels or deli counters.

Heather Lovatt, head of marketing at Steelite International, said: "These additions to our Melamine collection have come about due to an increased demand from our customers for creative ways to present buffet food. By mixing different sized bowls and platters with risers, customers can build their buffet offering into a unique 3D display and increase visual interest to buffet selections whilst maximising on space."

For more information on these new ranges and the all of Steelite's tableware ranges, please visit www.steelite.com or call 01782 821000.

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Steelite keeps it casual

With the casual dining sector rapidly growing, Steelite launches new casual Tulip bowl collection

The casual dining sector is rapidly growing, with an increase in customers of 11.7% in 2014, according to the Restaurant and Casual Dining Insight Report(1). The rapid growth in this area has increased the demand for tableware catering to this market. As a result, Steelite International has extended its Taste range to include a collection of multi-functional stacking bowls, ideal for busy, casual dining environments.



Steelite's Tulip Bowls are stylish and available in five different sizes. The larger bowls are perfect for a wide range of dishes, from pasta to curry and soup or desserts. The smaller bowls are great for dips or for side dishes and are ideal for presenting the increasingly popular concept of sharing menus, allowing customers to add their own seasonings and toppings.

Heather Lovatt, head of marketing at Steelite International, said: "We developed this range to cater for a huge demand from our customers for stylish bowls for the casual dining sector. These bowls are a great and versatile addition to any casual dining restaurant, as there are endless ways that they can be utilised for any style of food, from Indian curries to Mexican street-style food."

The elegant bowls have a curved design and soft edges which fit Taste range and can also be mixed and matched with Steelite's L

As with all of Steelite's ranges, these bowls are also extremely robust establishments where crockery can easily become damaged. All guarantee, meaning that if any of their tableware does become damaged in the long run.

To find out more about the new Tulip bowls and the performance of Steelite

British manufacturer rings up £94m sales

STEELITE POSTS RECORD-BREAKING SET OF RESULTS

British tableware manufacturer Steelite International has released a record-breaking set of results for a fifth year in a row.

The Stoke-based outfit revealed that it raked in sales of £94m in 2014, up 4% from the £90m it made the previous year. The company said it "performed well" in all its global markets including Europe, North America, the Middle East and the UK. The growth in sales comes off the back of a year in which the business has invested in new jobs and an extended product roadmap.

Kevin Oakes, chief executive of Steelite, said that he was delighted with the performance. "This is a well-deserved result for the skill, effort and investment that has been put into the business over the last few years. The commitment and passion of the teams in Stoke, at Royal Crown Derby and overseas has been a real driver for this growth. We sell into more than 140 countries and I have no doubt that that our success is due to the high quality and design of our products manufactured here in the UK, with our overseas customers really valuing the 'Made in England' back stamp."



Scooped by Dave Haden onto Stoke-on-Trent & North Staffordshire

14th April: Steelite International reports record sales of £94 million



From www.stokeinternational.co.uk • April 14, 6:00 PM
TABLEWARE manufacturer Steelite International has reconfirmed its commitment to producing goods in Stoke-on-Trent as it celebrates record sales. The Longport company turned over £94 million in 2014, up from £89.6 million the previous year.

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FOODSERVICE EQUIPMENT

3 HOME EQUIPMENT OPERATORS PROJECTS INNOVATION BUSINESS MARKET REC

Tableware firm helps buyers turn dishes into art

Start Article February 16, 2015



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Steelite International has unveiled a collection of square and rectangular plates that it says will allow chefs to 'frame' their dishes like works of art.

The tableware specialist has launched the range in response to the growing trend of "multi-sensory gastronomy", whereby dishes aim to entice and invigorate all of the senses, not just the taste buds.

Heather Lovatt, head of marketing at Steelite International, says the sense of sight has never been such an important aspect and with plating considered by many to be an art form, tableware provides a backdrop for the dish.

She commented: "These plates have been designed to enhance the visual impact of a dish. Chefs can use these plates as a canvas for their food creations, incorporating the architecture of the plate into their food styling. They are versatile and stylish and would be a great option for any fine dining establishment."

Steelite International is leading manufacturer and supplier of tabletop ranges that has been operating since 1983.

The company's core chinaware products are manufactured at its factory in Stoke-on-Trent, where up to half a million pieces of ware are made every week.

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Steelite sails away with tableware offering

British tableware manufacturer Steelite International receives seal of approval aboard the cruise ship Britannia

Steelite International received the royal seal of approval aboard the P&O cruise liner Britannia, named by the Queen in Southampton yesterday. The British tableware manufacturer has provided tableware for all of the sit-down restaurants aboard ship, the largest cruise liner designed for the British market.

Heather Lovatt, head of marketing at Steelite International, said: "We were excited to see our tableware on board the Britannia as the vessel was named by the Queen."



With products ranging from the Optic range from our core collection and Chelsea patterned platters from Royal Crown Derby to our melamine range for outside areas, we have a substantial tableware presence on the ship. We were able to offer the liner everything that it needed in terms of its tableware for its sit-down restaurants."

For more information on all of Steelite's tableware collections, please visit <http://www.steelite.com>

Trade Events

We've had a very busy few months promoting and exhibiting Steelite and Royal Crown Derby product at various trade shows across the world.

The first of our year began with Horecava in Amsterdam. Look out for us at Host in Milan 23rd - 27th October and Horecava in Gent 15th - 19th November 2015.



Horecava, Amsterdam



Gulfood, Dubai



Maison et Objet, Paris



Ambiente, Frankfurt

