



## ON A WINNING STREAK

Within the last month Steelite International has had a lot to celebrate. With the recent wins at the National Business Awards, the Growing Business Awards and the Bronze Accreditation from Investors in People, our achievements stem from the people we employ. The icing on the cake was our win at the Caterer 2014 Product Excellence Awards last week. Our amazing Craft range scooped the award within the Crockery, Cutlery, Glassware and Tabletop category.

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## Welcome

Welcome to the second issue of 'Seasons'. Since our first issue back in July we've seen an explosion of recent trends taking hold such as artisan coffee and tea alongside craft beer. There are also lots of new concepts opening around the world. An Israeli concept serving Middle Eastern food in London is being hyped as the next big thing in eating out.

In this issue we catch up with Andrew Klimecki, Steelite International's Creative Director to find out more about his views on some of the emerging food trends. As we head into a busy trade show season and the launch of new product, we take a look at the products soon to be available from Steelite and events where they can be seen.

Creative Voice with Andrew Klimecki



## PROFITABLE TRENDS:

# Artisan Coffee, Afternoon Tea & Cake fever

The profile of baking in the UK has risen considerably over the past few years and coffee and tea enthusiasts are becoming more demanding of the quality of all things baked. This is very evident on any high street with the coming together of artisan bakeries and the highest-quality coffee and tea.

According to Allegra Strategies – after 15 years of growth, the coffee shop sector continues to be one of the most successful in the UK economy. Costa Coffee – 1670 outlets, Starbucks Coffee Company – 790, Caffe Nero – 560. These three remain the UK's leading brands with 54% branded chain market outlet share.

Over the sea in America speciality coffee is also booming. The market share of speciality cups is 51% compared to just 31% in 2011. The US coffee shop industry includes about 22,000 stores with combined annual revenue of about \$12 billion.

One country that's in the midst of a coffee revolution is South Korea. With 50% of its population surrounding the metropolitan area of Seoul (the third largest metropolitan area in the world, behind Tokyo and Delhi), investors and entrepreneurs have identified the potential market for new coffee shops and the rate of expansion in the coffee industry has been staggering over the last couple of years. The rise has been so sudden that South Korea is now the 11th largest coffee market in the world.

At present it has 12,300 coffee shops and the capital, Seoul, has more outlets of Starbucks than any other city in the world, even New York.

The demand for afternoon tea is still very much on the increase. It doesn't matter what kind of establishment you run, there's money to be made from putting on a tea service.

Click here to download Steelite International's Afternoon Tea brochure



Afternoon tea has proven to be a real footfall driver during traditional off-peak times during the day. Following the lunchtime rush there is often a lull in trade before the dinner crowd.



Andrew comments

"Creating an eclectic presentation using various colours, textures and materials will deliver a memorable experience and lasting impression on diners. This can result in valued custom and repeat business, resulting in good profit margins".







Dinosaur Bar-B-Que

## EMERGING TREND:

### Barbecue

When you say the word barbecue you envisage outside cooking on a lovely summer day. But that's all changed. This year barbecues and smoked foods have risen and set to rise even further.

The likes of Ember Yard, a charcuterie bar and grill in London create tapas dishes, taking inspiration from Spanish and Italian methods of cooking over charcoal. Another hot London concept that everyone is talking about is Smokehouse. Chef Neil Rankin, the man behind Pitt Cue Co has launched his latest venture in Islington. Using wood fired, authentic cooking, and thanks to an eclectic range of global flavours and carefully-sourced, full flavoured meat and fish, there is a lot to like at Smokehouse. One of their speciality dishes is beef and eggs.

In the US, Dinosaur Bar-B-Que has been named one of the best barbecue concepts in the nation by several US media outlets. Dinosaur Bar-B-Que offers a range of house smoked barbecue fare in a biker themed, honky-tonk setting. Menus feature barbecue options like St. Louis-style all natural pork ribs, apple-brined all natural half chicken and slow-smoked, hand sliced brisket.

Authentic regional interpretations of slow-cooked barbecue have broad appeal, but a rising trend is the application of barbecue sauces and flavours to handheld offerings such as sandwiches and pizza, often with barbecue pulled pork as the core protein.



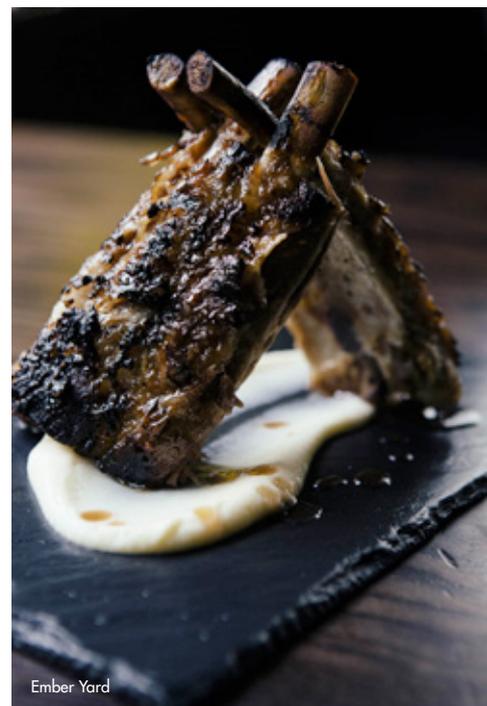
Ember Yard



Smokehouse



Smokehouse



Ember Yard

# New Products

## Stage

In September we launched our first collection of woodware pieces into the market. Stage is a range of wooden serving pieces, designed to provide the perfect platform for operators to play with the theatre and presentation to the table.

Stage is stylish, versatile and provides an innovative approach to service by enhancing visual impact and creating space and service solutions.

Designed by Steelite, these items take a wide range of Steelite products including LiV bowls, Taste Squares & Rectangles and FreeStyle. All Stage items are double sided, offering multiple uses and cross selling opportunities.



Stage

## Zest, Scoop & Sheer

Some new items soon to be available include three bowl shapes in melamine. If you're familiar with our products you'll notice that all three shapes are based around existing ceramic shapes – Taste Zest platters, Taste Scoop bowls and the Sheer bowl from Distinction.

Drawing on our strengths from these popular shapes, we will be able to offer larger sizes in melamine that will be suitable for buffet and counter serve environments. They will also be available in black and white.



Stage

## Gastronorm

Further exciting additions to our portfolio collection include some melamine gastronorm platters. Due to increasing demand for gastronorm size platters we will be introducing three ranges of platter based on our popular Driftwood, Slate, also a plain white version. Availability for this collection will be February 2015.



Sheer - Scoop



Gastronorm



Zest

# 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.

## Factoids:

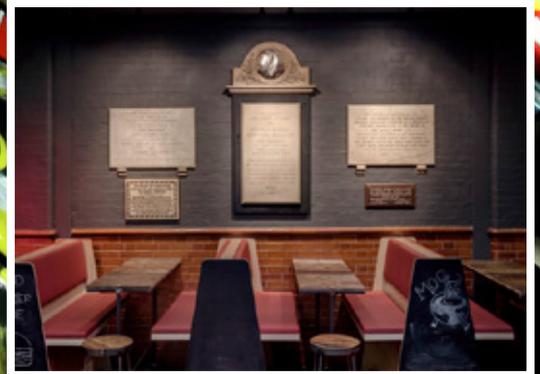
British consumers spend the highest proportion of their disposable income, followed by France. Russians spend the least the Germans are also keen savers which has a direct effect on the frequency of eating out per market and restaurant choice.

## Population changes:

The UK is predicted to grow by 11% to 71 million overtaking France. Germany will decline by 3% and Russia is forecasted to shrink by 6% by 2030.

Research also shows that premium food offered in informal settings is increasingly very important. Consumers nowadays expect value from every channel and experience.

images: Meat Mission



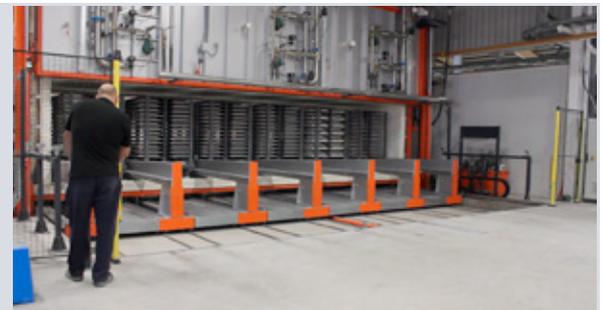
Spotlight  
on

## Head Office, UK

In the last issue of Season's we touched on the investment and development of additional factory space at our head office site in Stoke-on-Trent.

We are pleased to announce that our 22,000sq ft Dish Cell extension is now operational and producing product innovation. It is vital that we continually support our customer base with product innovation and invest money to make sure we meet market place demand.

Reinvestment within the plant creates new jobs and secures jobs for a local workforce in Stoke on Trent - investing in Made In England.



# PR and Press Round Up

**THE CATERER** NEWS JOBS PRODUCTS CHEF PROPERTY BUS

## 2014 Product Excellence Awards winners announced

Written by: Lisa Jenkins, Wednesday, December 3rd 2014, 8:41

Awards, Products, Food & Beverage, Supplies/products, and Cooking Equipment.

Innovation in product development has been recognised at the 2014 Product Excellence Awards.

Twenty-nine winners were recognised at a celebration last night at Westminster Kingsway College, London.

The awards which recognise excellence and innovation in food, drink and equipment products within the hospitality sector, represent the very best examples of product development in the industry.

With product sourcing vital to business success, the innovations on show are a product of rising expectations in the market and fierce competition among operators.

SMALL PLATES AND SHARING PLATTERS

Food styling can make a great alternative menu choice.

All and sundry can be done with small sharing portions.

Portions are made with style and character in mind.

## A LITTLE OF EVERYTHING

As informal dining becomes more popular, having smaller, simpler options on the menu can broaden your overall appeal to customers.

People's eating styles are changing, with many preferring to grab throughout the day rather than sticking to the three traditional meals. This does not spell the end of the formal three course meal, but instead extends the potential menu where operators can be selling food and making profit.

More encouraging customers to order a course that can share after a meal, by providing them with a snack during the day or ordering wine they are not drinking and securing with friends, the provision of smaller plates and food that can be shared is a great way to operate to open up further dining opportunities, increase overall revenue and increase turnover. For any chef, but as interest in using fresh and locally sourced ingredients grows, there's nothing formal or fancy more popular and profitable for operators to work. Service and ingredients growing.

**BOUTIQUE HOTELIER** MULTIMEDIA

INDUSTRY HOTEL MANAGEMENT RESEARCH SUPPLIERS OPINION DESTI

HOTELYMPIA 2014 COVERAGE BHPSS AWARDS

HOME / RESTAURANTS COULD DO BETTER IN THE TABLETOP STYLE STAKES

## Restaurants could do better in the tabletop style stakes

Article Reader Comments

Jul 25, 2014

Facebook

Steelite International is well aware of the importance of presentation having commissioned research by OnePoll.



Related S...  
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restaurants...  
the bank.

CHAMBER NEWS

## STEELITE INTERNATIONAL WINS EMPLOYER OF THE YEAR AWARD

14 November

Steelite International is today celebrating its success in winning the prestigious award and equally coveted title of 'Employer of the Year' at The National Business Awards 2014.

The judges called Steelite International an 'outstanding employer' whose 'practices reach beyond the workplace', its 'holistic approach is transforming traditional industry, giving it a fresh image, and improving lives in a highly challenging environment.'

BUSINESS INTELLIGENCE FOR THE CATERING EQUIPMENT INDUSTRY

# Catering INSIGHT

NEWS IN-DEPTH OPINION PEOPLE PHOTOS VIDEO RESEARCH

HOT TOPICS » HOTELYMPIA 2014 CATERING INSIGHT HOT 100

HOME / NEWS / STEELITE PRODUCES AN OPERA IN PORCELAIN

## Steelite produces an opera in porcelain

Article Reader Comments

Jul 28, 2014

A striking range of tableware comes in from Steelite International.

"The Opera collection of presentation bowls draw their inspiration from the iconic Sydney Opera House in Australia."



# TableWare INTERNATIONAL

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## Celebrate Afternoon Tea Week with Steelite

In celebration of this very British tradition, British tableware brand Steelite International reveals some quirky facts about the practice

With Afternoon Tea Week upon us (11-17 August) the typically British tradition of afternoon tea has made a comeback with a bang. Steelite International has created a new brochure that showcases all the tableware available to make the Afternoon Tea the perfect experience.

Afternoon Tea is a very easy way to add a premium product to your menu and its current popularity is sure to make it a best seller. As well as the delicious cakes and perfectly made tea of course an Afternoon Tea has to be beautifully presented.

Steelite International has a variety of tableware ranges to choose from that are perfect for Afternoon Tea including the new elegant Rocco range, Spyro and Craft White.



**Striking Steelite**

Steelite International has launched a new wooden serving range that enhances table presentation, and is ideal for sharing or leaving menus.

Marketing director Heather Lovatt says: "The cleverly designed 'Starg' range includes two double-sided serving platters in two sizes, a riser and riser platter. The four components, made from sustainable, stained acacia wood, can be dotted together and used as a striking set or can equally be used separately.

"The collection has been made to be compatible with a wide selection of other Steelite products, including pieces from the Craft, UV and freestyle collections. This unique concept can be used for a wide variety of dining scenarios, from afternoon tea to formal dining.

"The flexibility and stylish elegance of the range means that it is really unique and eye-catching. It allows our customers to add an element of drama to the dining experience, while remaining practical and easy to use and allows space to be saved on the table too."

Established in its current form in 1983, Steelite International has industry roots going back more than 100 years. It is a privately owned company employing more than 3000 people in the UK as well as more than 100 overseas.

www.steelite.com  
01782 821000

## International doctorate for Steelite CEO

Written by: Lisa Jenkins, Wednesday, July 23rd 2014, 15:46

Kevin Oakes, chief executive of UK ceramics company Steelite International, has received an honorary doctorate from Staffordshire University.

The award of Honorary Doctor of the University has been bestowed upon Oakes in recognition of his career with Steelite International and his championing of the ceramics industry and UK manufacturing.

The doctorate acknowledges his investment in staff development, his work with the university on a new foundation degree in leadership and management, and his founding of the Steelite Study Bursary.



To view the full articles please visit our website: [www.steelite.com/news](http://www.steelite.com/news)

# Our Literature

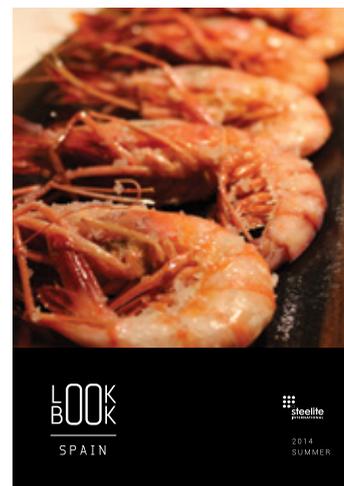
Our new website [www.steelite.com](http://www.steelite.com) houses all of our product literature and brochures.

From the website you can easily download pdf's or send them on to a friend.

## Check out some of our latest brochures -

- Afternoon Tea
- Look Book
- Frequently Asked Questions and our
- Tabletop Care Guidelines.

A screenshot of a contact form on the Steelite website. The form includes fields for 'Your First Name', 'Your Last Name', 'Colleague's First Name', 'Colleague's Last Name', and 'Colleague's Email Address'. There is a 'Security Code' field and a 'Send to Colleague' button. The Steelite logo is visible at the bottom of the form.



# Sponsoring English National Team at Culinary World Cup

Steelite International were chosen as an official sponsor of the English Senior and Junior Culinary World Cup teams for this year. We will provide tableware for use by the teams throughout the prestigious competition.

The Culinary World Cup 2014 saw 45 national teams from around the world compete for the title of the best culinary nation. The five day competition, held in Luxemburg in November, tested even the most skilled of chefs and is the second largest culinary event for chefs in the world.

The English team - Michelin star chef Simon Hulstone, and Simon Webb, winner of the BCF Chef of the Year as well as eleven other highly experienced chefs took part. After a tough competition the English team were delighted to come away with a Silver in the International Buffet and Bronze in the Restaurant of Nations. The English Junior team is made of promising trainee chefs showing off the very best of the UK's young talent.



# Events

The last quarter of 2014 is the beginning of a busy period exhibiting across Europe and the Middle East.

One of the first of the shows that Steelite exhibited at was Equip 'Hotel in Paris from 16th-20th November. This four day event brought together hotel and restaurant suppliers, demonstrating the latest design innovations and trends.



Equip 'Hotel

## Trade Shows

- Horecava - Amsterdam, Holland  
12th-15th January 2015  
Hall 1.323
- Ambiente - Frankfurt, Germany  
13th-17th February 2015  
Hall 4.2 G81
- Catex - Dublin, Ireland  
17th-19th February 2015  
G16
- Gulfood - Dubai  
8th-12th February 2015

More events can be found on our website [www.steelite.com](http://www.steelite.com)



Equip 'Hotel

## Masterpieces / Dubai

Over in Dubai Steelite International hosted a 'Masterpieces' event at The Emirates Hospitality Academy on 30th November. Award winning head chef Ryan Clift and his team from the Tippling Club in Singapore delighted diners with an 11 course pairing menu whilst explaining the contents and inspiration behind each dish before serving. The event was a culinary highlight in the MEAAP market's calendar.



Ryan Clift

## Hospitality Exchange / Ireland



In Ireland Steelite International recently sponsored a dinner at Hospitality Exchange. The two day event in Belfast attracted visitors from all areas of the hospitality industry. Inspirational speakers, informative workshops and innovative new products were all on offer throughout the event. Aiden Byrne from Manchester House was this year's Hospitality Exchange guest chef. At a dinner on the Monday 13th October, Aiden presented a dinner to dinners on all Steelite International tableware.



Aiden Byrne

# Bright Ideas

## Innovative ice cream flavours driving demand

Increasingly diners are moving away from the traditional ice cream flavours in favour of 'weird and wonderful' varieties, according to new research from Amore di Gelato.

During a study, operators and chiefs from hotels, gastropubs and restaurants were interviewed to gain insights into the perceptions and sales of ice cream in the high-end out-of-home market. High quality vanilla remained a top seller in a number of hotels and restaurants, suggesting a demand for classics in some establishments. The research also identified an increasing 'maturation' of ice cream consumption, with high end operators increasing ice cream sales by offering alcohol-based flavours, ranging from stout to amaretto.



Some of the most popular ice cream flavours in hotels, restaurants and gastropubs included:

- Beetroot
- Almond milk
- Honey
- Chocolate
- Pistachio
- Praline
- Ginger
- Mint
- Cinnamon
- Lavender
- Salted Caramel

## Eclectic mixture of textures and styles

One of the most "enduring" trends in restaurant interiors is blending rustic, industrial finishes with the clean lines of modern design. In these restaurant interiors, there is a wonderful mixture of a variety of styles and textures. An exposed brick wall serves as a backdrop for softer lines of furnitures and accessories.



Venus