

TUCO Midlands Regional Meeting Tuesday 16th April 2024 at 10:30 am via Teams

MINUTES

Attendees:	Stuart Ruty [Chair]	Wolverhampton
	Rob Bean	Leicester
	Rachel Bradley	Nottingham Trent
	Dan Brazill	Loughborough
	Louise Chatfield	Staffordshire
	Matt Drew	Warwick
	Hayley Hall	Loughborough
	Kevin Herbert	Wolverhampton
	Judith Hoyle	TUCO
	Johnn Jordan	Extra Care
	Gagan Kapoor	Loughborough
	Sarah McLoughlin	TUCO Academy
	Hannah Myton-Wright	TUCO Category Manager
	David Nuttall	Harper Adams
	Amanda Pettingill	Nottingham
	Richard Plummer	Leicester College
Clive Singleton	Warwick	
Matthew Thorpe	Harper Adams	
Khamsin Wager	Warwick	
Apologies:	Vicky Boyd	Warwick
	Gavin Brown	Leicester
	Einita Sunam	Birmingham
	Lynn Woods	Oxfordshire County Council

1. Apologies for Absence

Apologies as listed above. Stuart welcomed everyone to the meeting.

2. Minutes of the Last Meeting

These were taken as agreed.

3. Presentation by Nick Baverstock of Blockhead.

A copy of this presentation is attached with the Minutes.

4. TUCO Board Update (Amanda)

The Board have decided that travel expenses to Regional Meetings will not be paid. We have had a number of new members come on board but these are mainly LEAs. We have recently had three new authorities in the North East come on board.

This is good news as their spend is quite high. University of Salford were with Chartwells but have come back in-house and De Montfort in Leicester are also getting rid of Chartwells, so we are hoping that they are going to come back in-house. The TUCO Foundation has been launched for such things as Learning and Development and Study Tours etc. for which there will be bursary places. This will also provide tax benefits. This will enable us to provide more member benefits.

Summer Conference will be held in Exeter from 29th to 31st July.

Winter Conference will be held in Manchester on 14th January 2025.

Chefs' Competitions returned for the first time in 5 years and was a great success.

The Audit and Governance Committee met in February and will meet again in June. Amanda will be stepping down as Chair of this when she takes over as Chair of TUCO in summer so Gavin Brown will take over as Chair of the Audit Committee.

5. Framework Update

The UKUPC Impact Document and TUCO Intelligence Q1 are now available. The spend & saving reports for Oct-Dec 23 were sent out at the end of March. Hannah advised the group to check their reports as Nottingham had recently queried some missing spend for a supplier that identified £1.9m of undeclared spend (worth £26k in admin fees).

Several new frameworks have gone live since our last meeting.

Hot Beverages (ingredients, equipment and associated coffee shop products) went live on 1st March with 5 separate lots.

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

15 suppliers are on the new framework agreement – 7 of which are new ones. If anyone is looking to call off, please let Category Manager Nicola Mellor know.

Alcohol framework commenced on 15th March and comprises of 6 lots as per the previous agreement (draught, packaged, spirits, wines, OSS and independent brewers). There are several new suppliers that have made it on. 11 of the 13 suppliers can supply to the Midlands region.

Greenhouse Gas Calculator – This new DPS agreement started on 1st March 24 and provides members access to various Greenhouse Gas Calculating and Reporting solutions in relation to FOOD & DRINK. If you need more information about this DPS please contact Li Davies.

Digital Menus Award made to Ten Kites (Nutritics) for a 2 + 2-year contract. TUCO Online members have access to one base module (i.e. web menu template or allergen page) + implementation paid for by TUCO (regardless of how sites). 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.



The University Caterers Organisation

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.

Several frameworks are in the process of being retendered.

Convenience Retail – the tender is now live with returns due back by 17th April. The new agreement is due to go live on 1st July.

For DipChem Strategy document in progress, spend data gathered, pricing schedules being worked on. New agreement to start 16th July 2024. The current disposables and chemicals framework has been extended and will now expire on July 15th 2024.

Framework & Supplier updates. Please refer to the updated TUCO framework agreement document for all updates but some new challenges to note which are already or are set to impact supply chains.

Border controls on UK imports have been updated which has resulted in potential delays due to the admin process. Categories most likely to be impacted by this are:

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

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.

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 require health certificates issued by UK Vets who do not work on weekends, there could be some impact.

Red Sea Crisis. Since November, shipping vessels have been re-routing from the Red Sea, where Houthi militants have been attacking vessels in response to the war in the Gaza strip. For products shipped from the East, we have been advised that our suppliers are expecting delayed shipping lead times of 2-3 weeks as ships are diverted to alternate routes. Suppliers within the Disposables and Equipment categories have been asked to keep us updated with the details of any product lines that will be affected by this. Expect short term supply shortages on Black Tea due to these disruptions.

Suppliers have reported that this has subsided, and everything is back to normal. Buyers have anticipated issues and bought ahead and there are very few out of stocks.

Catering equipment stock with manufacturers has been consistent and within standard lead times.

Since Covid a lot of manufacturers have been proactively keeping stock to counter any issues brought on by worldwide disruption. Many of them have dual sources as a minimum on key product lines to mitigate any supply issues.

Pricing summary. Food inflation is down from 9.2% to 7%. Coffee, Tea and Cocoa prices are the largest contributors with pricing up by 12.5%. Flour has continued to rise at around 14% and sugar by 10%. Salmon prices are predicted to remain high for this year and are now around 40% more expensive than they were this time last year due to on-going issues with poor fish health and demand. Avian Flu cases are still occurring.

The Vending DPS expires in September.

Temporary Staff Suppliers have updated their rate sheets to include the Government changes from 1st April

GFC Scheduled price reviews have taken place with new pricing from 1st May

Contract Review Meetings Five meetings have been held. Milk and Bread, Meat and Poultry, Sandwiches, Fresh Fish and Food Waste Management. The minutes of all the meetings are available on the TUCO website.

Brand Owner Updates McCain have de-listed a number of lines due to unavailability of some potato products. 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 order samples free of charge.

MSC – Hannah asked if anyone in the group was independently certified rather than via the TUCO MSC Chain of Custody scheme. Harper Adams University and Nottingham Trent University continue to use the TUCO scheme.

6. TUCO Academy Update

We run our KPIs annually from April to March and, by the end of this year will have run about 96 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. 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:



The University Caterers Organisation

- 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 went live on 1st April and the website went 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 14 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 with Karlene from Reading to get our members started on the Principles and an online portal where we can share best practice. We had our first meeting to discuss MoC in February.

Sarah has had volunteers for the NVQ content and we are working with City and Guilds to help create their new national standard. 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 was 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.

7. Forum Activity

Content recently has included free student meals – with a limited menu to reduce costs and franchised operations.

8. TUCO Online Update by Josh Baines (The Access Group)

Josh gave a demonstration of the online ordering portal. Hayley asked if her staff would have to be re-trained on the new system.

9. Member Updates

Loughborough

They are currently looking at staff costs as they have increased recently. They did have plans for investment but these are on hold. The number of international students is not as high as it has been. They are currently trialing a new vending machine, which has had good feedback. Hayley has been working with Nicola at Nottingham on the core prices.

Staffordshire

They have seen a huge amount of job losses so Louise has lost six members of staff. They are looking at their food offers through to September. They have a bistro on site with a fine dining experience. Student numbers are low. They are looking at re-doing their student accommodation. Even though they have made some savings, they are still losing money. They are having problems with their vending so have a meeting with Selecta but are still experiencing problems. Harper Adams and Loughborough also reported having problems with Selecta as well. Hannah will feed this back to the relevant Category Manager.

Harper Adams

David reported that on the Vending side they went out to tender about four years ago and only got one supplier interested. They have just hosted the Beekeepers Convention there. They are 20% up on year-on-year sales and most of the teaching is back face-to-face. However, the cost of staff is proving a problem.

Matthew added that delivery services are busy at the moment. He will be going on the upcoming Coffee Study Tour to Colombia.

Leicester College

They are ahead of pre-COVID levels with income but working on a new EPOS system and they have gone with MCR for the new system starting in summer.

Wolverhampton Operations

Sales are increasing but food GP is struggling and costs have gone through the roof. Recruitment is OK but staff wages need addressing. They are using the new ProcureWizard system which is working well but they need more training.

Stuart added that they had recently suffered a cyber-attack, along with Cambridge University, which had had a massive impact.

Warwick

Amanda asked Khamsin about the new structure there.

Nottingham Trent

Rachel announced that they have opened a new retail outlet in a new building called The Belgrave Centre. However, conferencing is crammed into a small space.

Nottingham

They are £1 million ahead on sales but not on profit. They are also 500 down in the Halls of Residence this year. They have closed quite a few units this year. They have 14 Halls which individually cater but are going to narrow these down to 5 to make it break even. On Delivered Catering they only have £5 menus which will save the university £300K. They are moving 700 beds on Jubilee Campus from catered to self-catered.

10. Any Other Business

Members were invited to submit any ideas for future meeting presentations.

Louise at Staffordshire is looking for a catering consultant and asked about Litmus Partnership as a possibility.

At the recent Regional Chairs meeting it was also felt to be a good idea to appoint a Deputy Chair for each region.

11. Date of Next Meeting

Tuesday 2nd July 2024 – venue/format to be confirmed.

BLOCKHEAD

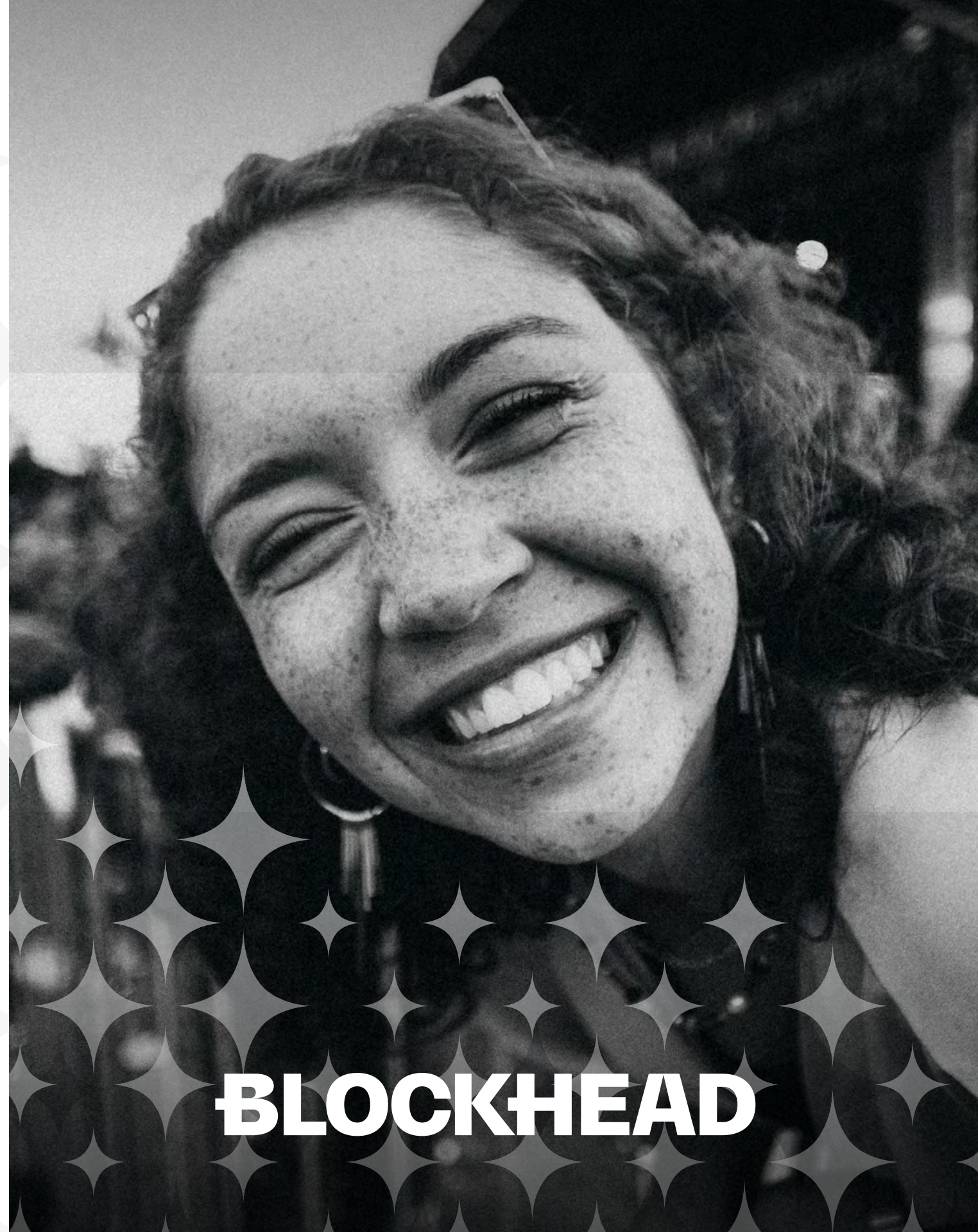
MORE THAN GUM

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*

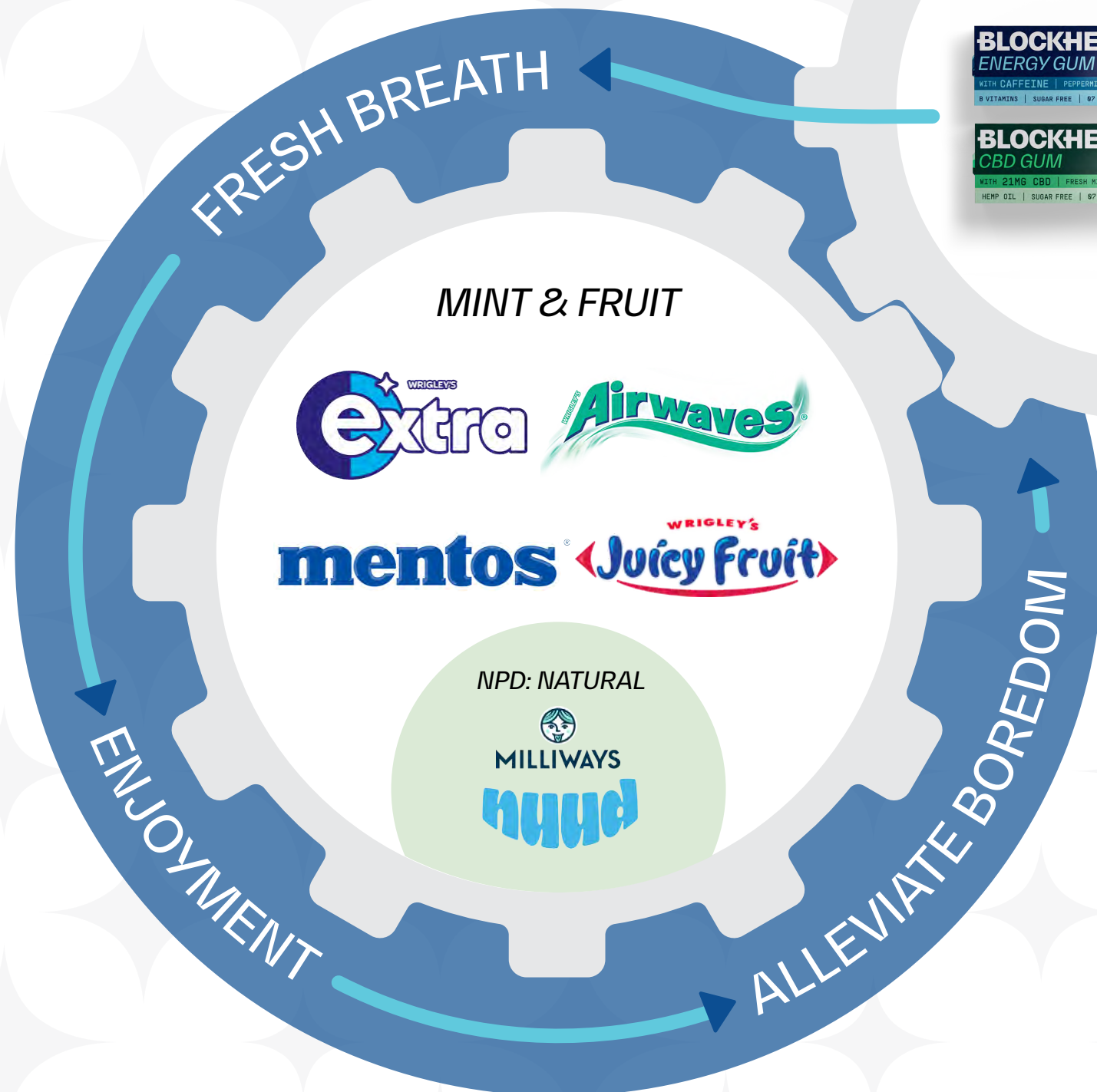
*VEGAN &
GLUTEN FREE*

*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

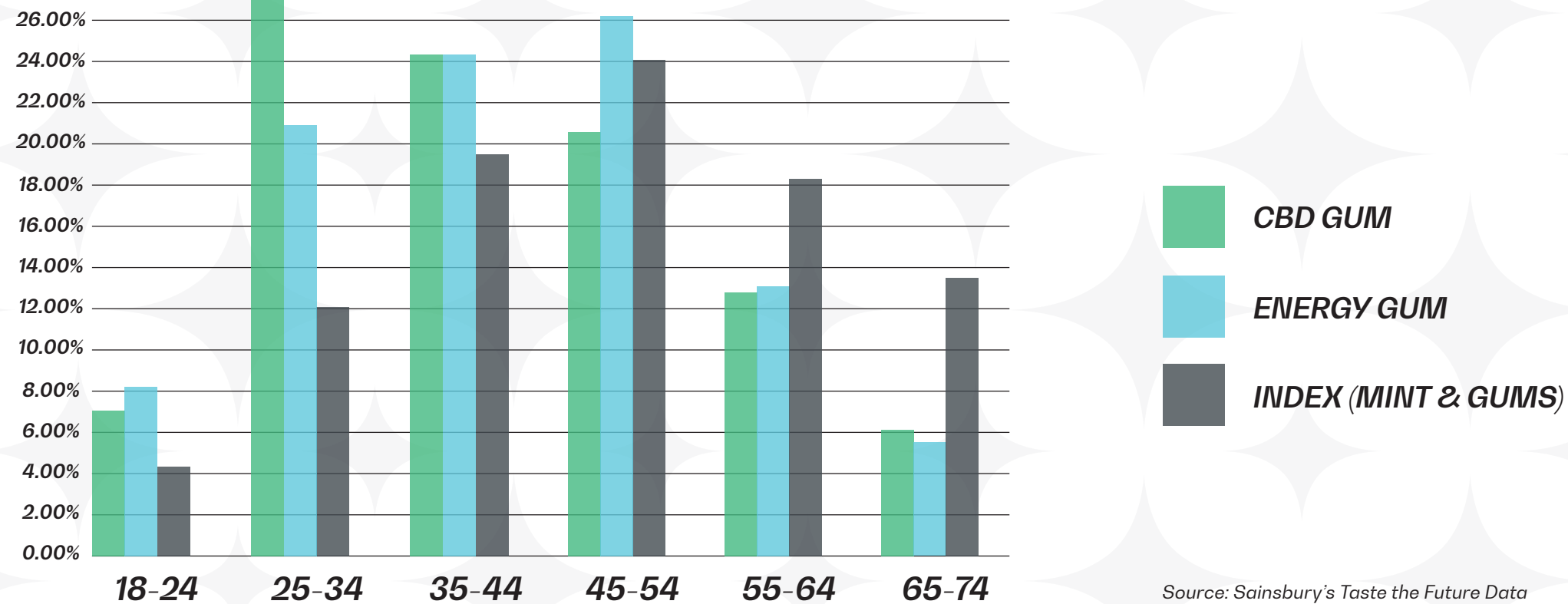
Range EPOS shows BLOCKHEAD yields 77%-112% more revenue per unit sold vs other Challenger Brands.*

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

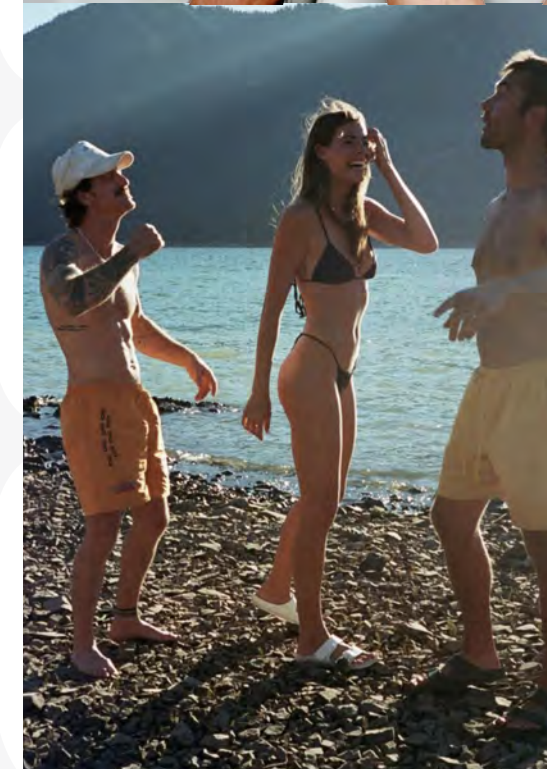
BLOCKHEAD PURCHASERS ARE CATEGORY ENERGISERS

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



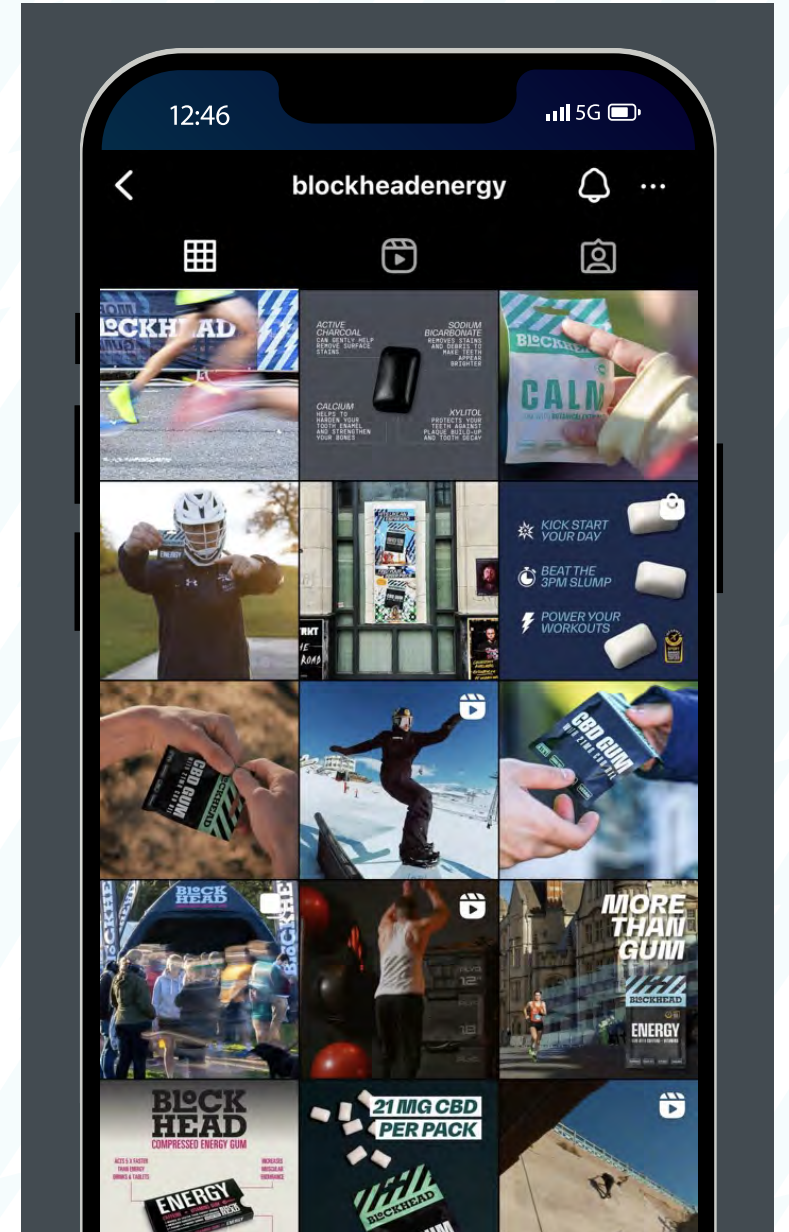
REGULAR SAMPLING



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

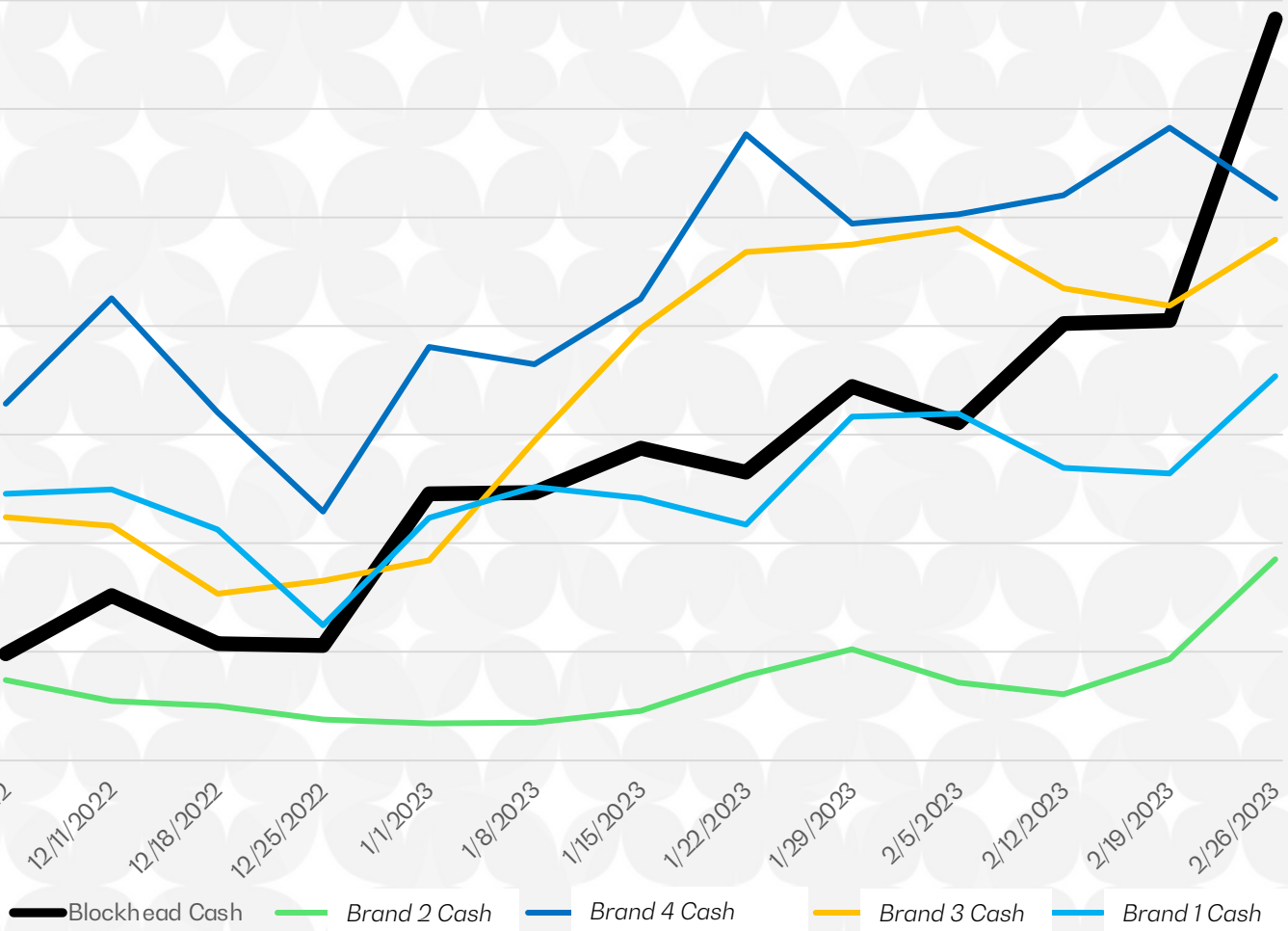
THANK YOU

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)

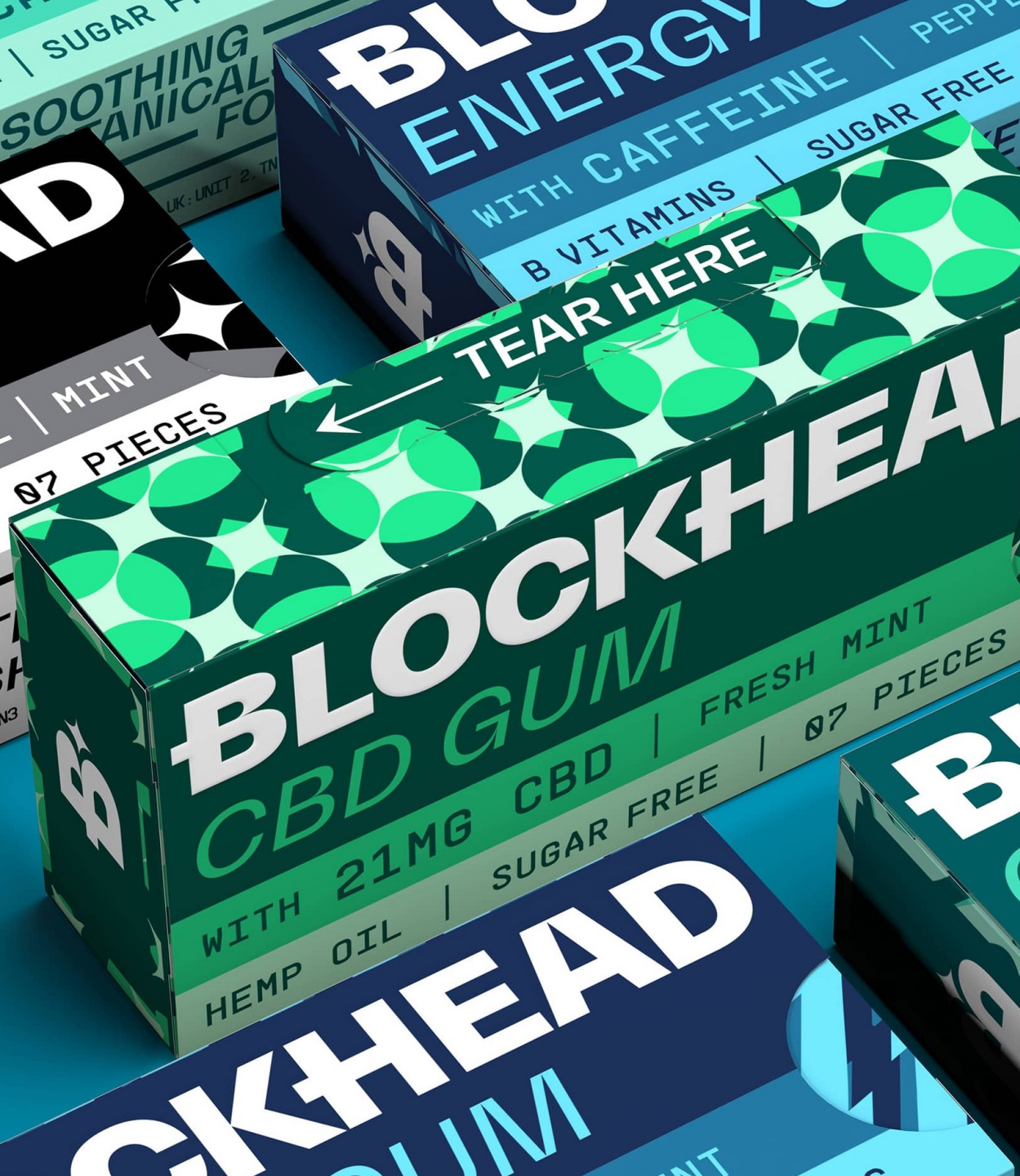
*Results were achieved with simple placement on-shelf only. No marketing support, no awareness drive.

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

