

Appendix 8: London Sourcing Strategy.



World Foods:

- Emerging markets; South American, African.
- Existing growth areas; Far East, East Euro.



Quality & Upmarket:

- Indulgence & comforting foods. (Cheeses, soul foods)
- Scratch cooking from quality ingredients to entertain.
- High quality small production.



Foodie & on trend:

- Innovative takes on old favourites.
- Pioneering ingredients; Chick Pea etc.
- Grain replacement.
- Alcohol infused.



Food to go / on the move:

- Urban street foods
- Super foods on the go.
- On the go meal solutions.



Health & Wellbeing:

- Super foods.
- High protein.
- Nutritional value / good for your gut.
- Healthy Kids.
- Low or no alcohol.



Local provenance:

- "London Made" artisan bakery, BWS, coffee blends etc.
- "Proud to be British". British classics, seasonal products, regionally farmed.



Dietary Requirement:

- Vegan.
- Gluten Free.
- Dairy & Lactose intolerant.
- Low Sugar.



Ethical:

- Fair Trade.
- Sustainably produced & sourced
- Organic.
- Bio degradable / recyclable packaging.