

# SALSA BITES

Seasonal Newsletter | Spring 2023



Edition 06

#SafeFoodSells

Welcome to the latest edition of SALSA Bites!

Spring is officially here, despite the rain and occasional frost! In this issue, we are thrilled to announce the launch of our 'Routes to Retail Guide' to help you navigate the complex world of retail sales. We have been out and about in the past few months attending The Ice Cream Expo, the National Food Summit, BeerX and IFE and you can read our event reports below.

We spoke to Salcombe Brewery to find out why they chose SALSA *plus* Beer certification for their business and how it has benefitted them. We also encourage our approved members to download the SALSA logo pack and proudly display it to differentiate themselves in the busy marketplace.

As always, we aim to support our members and help them succeed in the competitive world of food and drink production. We hope you find this issue informative and useful.

The SALSA Team

## Working with FareShare

During Food Waste Week in March we launched our partnership with FareShare, the UK's largest food redistribution charity, fighting hunger and food waste. They help frontline charities and community groups to support vulnerable people in over 1,500 towns and cities, providing food for over 36.7 million meals a year, reaching 772,000 people every week.

If you hold a valid SALSA Certificate, you can reduce food waste by working with FareShare to redistribute excess stock. FareShare can utilise chilled, frozen or ambient goods, including bulk ingredients, fruit & vegetables, baked goods, confectionery or canned/ambient goods which are further processed.

With over 30 regional depots and a wide network of national distributors, they can usually offer a next-day pick-up from any UK location. The product can be transported on pallets (whole or part), crates, bins or non-returnable packaging. If your business has a valid SALSA Certificate, you can offer food to FareShare by contacting the FareShare Food Coordination team via [foodoffers@fareshare.org.uk](mailto:foodoffers@fareshare.org.uk) or 020 7064 8911 (Mon – Fri 9-5).



#SafeFoodSells  
[www.salsafood.co.uk](http://www.salsafood.co.uk)

# Routes to Retail -

## Your Guide to Working with UK Retailers



Small food and drink producers in the UK face many challenges when getting their products into large retailers. Many have unique and high-quality products but need more knowledge and resources to navigate the complex and often overwhelming retail landscape. We have worked with DEFRA and Ocado to create a 'Routes to Retail' guide to help small producers succeed in the retail sector.

This helpful guide provides practical advice to small food and drinks producers looking to get their products into different-sized UK retailers. It covers everything from understanding the different types of retailers and their requirements to developing a winning sales pitch, negotiating with buyers and managing supply chains.

One of the main aims of the guide is to help small producers understand the requirements of different types of retailers. For example, a small producer looking to get their products into a major supermarket chain must understand the retailer's expectations around pricing, packaging, and product volumes. Alternatively, a small producer looking to get their products into an independent delicatessen may need to focus on building personal relationships and demonstrating the unique qualities of their products.

The guide features case studies from Keltex Brewery, Farrington Oils and Calyx Drinks - all SALSA members who share their experiences working with retailers. Their knowledge provides valuable insight into pitching to retailers and successfully managing relationships with buyers.

The 'Routes to Retail' guide is a valuable resource for small food and drink UK producers looking to grow their businesses and get their products into larger retailers. The guide is available to download for free [here](#), or use the QR code below.



# SALSA Logo

As a small food and drink company, it can be challenging to establish your brand and gain recognition in a competitive market. One effective way to boost your brand visibility is by displaying the SALSA logo on your digital and written materials. Displaying the SALSA Logo can:

**Build trust:** The SALSA logo is recognised as a mark of safety within the food and drink industry. By displaying the logo on your marketing materials and website, you can show your customers that your products have been independently audited and meet high food safety standards.

**Increase visibility:** The SALSA logo is a recognisable symbol that can help your product stand out from competitors, especially in crowded marketplaces. It makes it easier for buyers to find your products when searching for suppliers who meet specific standards.

**Attract new business:** Many retailers and food service providers require their suppliers to hold SALSA certification, so having the SALSA logo on your marketing and business materials can help you to win new contracts. We encourage you to proudly display the logo on your website, presentations, company literature, and social media to demonstrate your commitment to food safety.

The SALSA logo pack is available to members who have been approved by SALSA and hold a valid certificate. To request the logo pack, please email [info@salsafood.co.uk](mailto:info@salsafood.co.uk) or visit our [website](https://www.salsafood.co.uk).



# SALSA Star

Salcombe Brewery has been a SALSA plus Beer Approved member since 2018. This year they successfully undertook the Plus Beer & BFBi dual audit. We talked to Head Brewer Sam Beaman about their journey with SALSA.

"We had ambitions to sell our beer in supermarkets both locally and nationally, a goal that we have now achieved and are working hard to grow. Gaining SALSA certification has been fundamental to this achievement and is a mark of the inherent safety and quality of our products that gives retailers, big and small the confidence to stock our products.

We had already taken steps towards formal certification in food safety and quality in the form of the SIBA FSQ. This gave us a base to work from when we began the SALSA plus Beer audit process. The step up was significant and the implementation was challenging but we were looking to take our food safety to the next level and welcomed the changes to our working culture. The SALSA Interpretation Guide and Tools & Tips were a great help when initially implementing the standard and preparing for the annual audits.

My experience of the audit process has always been a positive one. Although you are very aware it is an audit, it doesn't feel like a negative process to highlight your shortcomings. It feels more like a mentoring process to guide you through your journey of continuous improvement. There are of course expectations that must be met, but the audit provides the opportunity to discuss and evaluate your current processes and discuss improvements you have made or plan to make in the future."



# Defra National Food Summit



Last month we attended the Defra National Food and Drink Summit. The event brought together food and drink producers and organisations supporting the British food industry. We saw lots of our members, many of whom were there to pitch to ASDA in the 'Meet the Buyer' session. With third-party food safety certification a requirement to attend the session, we're confident the SALSAS Approved members will be stocked on ASDA's shelves soon!

A highlight of the Summit was launching our 'Routes to Retail' Guide with the team from Ocado. As one of the leading online grocery retailers in the UK, they have a strong interest in supporting the British food industry. It was encouraging to see their enthusiasm for SALSAS and their desire to work with small and micro-producers to bring their products to a broader audience.

## International Food Event - IFE

At the International Food Event (IFE), we were part of the Certification Clinic, where we provided food safety certification advice to producers from across the food and drink industry. The event provided an excellent platform for us to share the benefits of the SALSAS Scheme and encourage the production of Safe Food.

Attending these events is a fantastic opportunity to connect with our members. We were thrilled to catch up with St Ewe's Eggs, Truffle Hunter, Lizzie's Bakery, Capreolus, Stag Bakeries, Hackney Gelato, Mr Dips and Vanilla Bazaar - all SALSAS Approved members doing great things! We look forward to continuing to support our members as they grow and develop their businesses.



# Interview With an Auditor

## We caught up with Crawford Sibbald - SALSA Auditor & Mentor (and self-confessed beer geek)



**Food Heaven?**  
Can I say beer?  
**Food Hell?**  
Not sure on that but I'm not a fan of salmon.

### How long have you worked in the food industry?

I think it must be around 20 years or so now that I have worked in the food industry in some shape or form.

### What was your first food job?

My first proper food job was a placement with Tennent Caledonian Breweries in Glasgow when I was studying for the BSc in Brewing and Distilling at Heriot-Watt University in Edinburgh in 2001.

### What is the most important advice you can give a Supplier preparing for an audit?

For new businesses to the Scheme, I would always strongly advocate to fully utilise the SALSA Tools and Tips, as those that do, from my experience, seem to get it spot on. For existing businesses, continue to make use of the SALSA online resources and make sure you complete the SALSA Self Assessment Checklist in good time prior to the audit, in order to ensure you have implemented any identified actions.

### What do you enjoy most about SALSA auditing and mentoring?

Being a bit of a beer geek with an avid interest in the drinks industry, I find that having the opportunity to visit and play a part in helping so many excellent breweries, distilleries, and other drinks producers across the country extremely rewarding and enjoyable. I consider it a privilege to have worked with some of Scotland's finest drinks producers helping them achieve compliance.

### What is a key issue facing British food producers in 2023?

Almost undoubtedly increasing costs for energy, raw materials, and supplies. Sadly, the brewing industry has seen a number of excellent breweries having to finish up over the past year due to the challenges of increasing costs, however, hopefully, things will improve in the near future. Another challenge, particularly for drinks producers in Scotland is (dare I say it) the Deposit Return Scheme which is due to start in August this year.

## SIBA BeerX

BeerX UK is the UK's most extensive beer and brewing trade event, and we were so pleased to be there this year with Cask Marque and some of our Auditors & Mentors. The event brought together breweries from across the UK and beyond, and we were impressed by the range of innovative and exciting products on offer.

We were pleased to see many of our members exhibiting at the event and were delighted to catch up with them to hear about their latest developments.

This huge industry trade show featured many of our member breweries, and many displayed their SALSA Approved logo and certificate, helping them stand out in the busy crowd.



#SafeFoodSells  
www.salsafood.co.uk