

YOUR Afternoon Tea





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In the beginning

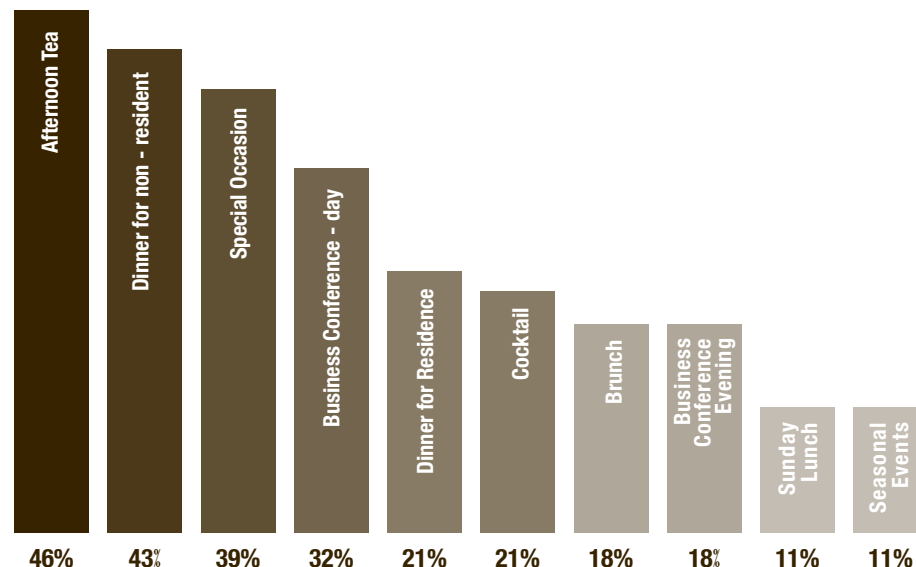
Afternoon tea was invented in 1840 when Anna, the 7th Duchess of Bedford, complained of a 'sinking feeling' in the late afternoon. At that time there was usually only two main meals a day; breakfast and a late dinner. So the Duchess would take a pot of tea and a light snack privately in her boudoir during the afternoon. This ritual has carried on as a great British tradition.

Tourists and Brits alike plan afternoon tea as a cultural activity or fun day out - it is seen as one of the most British things you can do.

Events such as the Chelsea Flower show, Wimbledon, Halloween and Christmas provide an excellent opportunity to serve something new and spice up a normal afternoon tea menu. Even the 'Great British Bake Off' has increased the interest in afternoon tea which has enticed a wider audience across more occasions such as birthdays, Mother's Day or weekends away.



Top 10 most important occasions contributing to growth in Catering / F&B sales*



*Source: MCA | UK Hotel Restaurants Market report 2016

Inspirations

Over the last ten years, afternoon tea has been reborn and the popularity just keeps growing. However it has definitely changed from when the Duchess and her friends enjoyed it! Now, chefs have the opportunity to be as creative as they like without losing sight of the afternoon tea concept.

The traditional afternoon tea offered by hotels, such as The Ritz, follow very much the same structure of the Duchess of Bedford's tea. This gives the customer the chance to experience high class tea, in the same way how the rich and royalty would have dined. This in itself is a popular concept. To help create the experience of a high quality tea serve the classic cuisines such as cucumber and cream cheese sandwiches and scones with jam and clotted cream

This year afternoon tea week is from the 14th-20th August! How will you celebrate?



On the other side, inventive afternoon tea is growing in a massive way. This offers a different approach to how afternoon tea is served that attracts those who may not have initially been interested.

An alternative approach can give your afternoon tea the platform to stand out and invite new customers in.

A perfect example of this is Sanderson's Mad Hatter's themed afternoon tea which offers The Queen of Hearts Oreo cookie soldier, Wonderlands magic marshmallow mushrooms and Curious carrot meringue, with the perfect 'drink me' bottles and bright funky plates to match the theme.

Afternoon Tea Awards 2016*

Best Traditional Afternoon Tea
Best Contemporary Afternoon Tea
Best Themed Afternoon Tea
Best Family Friendly Afternoon Tea

Claridge's
Mandarin Oriental Hyde Park
Mad Hatter's Sanderson London
Grosvenor House

*Foodwatching September report 2016

Little bites

Sandwiches are the first thing eaten at afternoon tea and need to be freshly made and dainty.

Traditional:
Cucumber and cream cheese is the sandwich most associated with a traditional afternoon tea, however the most popular afternoon tea sandwich is smoked salmon and cream cheese.*

- The other favourites are;
- Egg mayonnaise and cress
 - Ham and mustard
 - Beef and horseradish
 - Prawn mayonnaise
 - Cheese and chutney
 - Chicken mayonnaise

13599	Creamed Horseradish
17340	Beef Stroganoff Strips
12103	Long Clawson Red Tractor White Stilton And Apricot
52290	Arran Spiced Fruit Chutney
55214	Everyday Favourites Medium Cold Water Prawns
27644	Loscoe Sliced Roasted Chicken Strips
72672	Philadelphia Regular Cream Cheese
21364	Scottish Smokehouse Smoked Salmon
00994	Loscoe Sliced Wiltshire Ham
83630	Colmans English Mustard



Try something different...
Apart from the very traditional fillings, sandwiches can be anything to suit your theme. It doesn't just stop with the fillings either, switch up the bread to bring something new to your menu. Here are some quirky sandwiches that will work perfectly in a more modern menu:

- Feta, chargrilled pepper and sunkissed tomato mezzaluna
- Antipasti meat, rocket and pesto barbari
- Piri piri chicken, hummus, red cabbage and mint tortilla
- Avocado, mozzarella, jalapeño and salsa croisantwich

89768	Mevgal Greek Feta Block
80735	Sapori D'Italia Chargrilled Peppers
87538	Sapori D'Italia Sicilian Semi Dried Cherry Tomatoes
39071	Rocket Leaf Salad
71737	Fine Foods Sapori D'Italia Salsa Verde
73393	Mini Brochette - Piri Piri
13024	Zorba Delicacies Houmous
65447	Elm Farm Low Fat Plain Yogurt
02965	Santa Lucia Mozzarella Balls
08544	Fontinella Sliced Jalapenos
13028	Zorba Delicacies Salsa

Breads:	
22867	Delifrance Crois Sandwich
18466	Everyday favourite Plain Flour Tortilla
28873	Manoucher Sliced Barbaree Bread
19412	White Sandwich Bread Medium
19414	Malted Sandwich Bread Medium



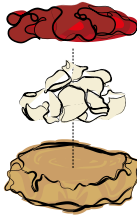
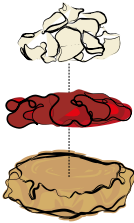
*Source: Afternoontea.co.uk survey

Scones or scones

Scones are a classic that never seem to lose their popularity. On the top list of bakes for the UK, scones rank at number one with 22% of the country baking them on a regular basis, Tea accompanied with a scone has had the highest spend, actually bringing up the average spend of tea in 2016.*
Having a scone with your tea creates added value and consumers are willing to pay more for this.

The great Devon or Cornwall method debate still rages on; cream or jam first?

Cornwall always put the jam on first and have the cream as an accompaniment - you can taste the cream more if it is on top!



Devon see the cream as the butter of the dish, so the cream goes on first then the jam - you can fit more cream on if you use it first!

It is impossible to imagine afternoon tea without scones, they are famously British and vital to complete the experience. Classically seen as the neutral food between the sandwiches and cakes but now a creamy sweet indulgence you can't go without.

Scones are always best freshly made. To make the perfect scone from scratch simply follow our recipe for plain scones or to make a slightly more juicy scone add sultanas!

42019	Everyday Favourites Self Raising Flour	200g
03481	Everyday Favourites Table Salt	½ tsp
04784	Everyday Favourites Premium Baking and Spreading	50g
96882	Tate & Lyle Caster Sugar	25g
19897	Everyday Favourites Sultanas	75g
18933	Everyday Favourites Medium Fresh Eggs Prepacked	1
06153	Red Tractor Full Fat Milk	75ml

Method

- Sift the flour and salt into a large bowl then rub in the cold margarine
- Gently mix the castor sugar (and sultanas) into the mixture
- Beat the egg and milk together and set aside 15ml for brushing the tops, add the rest to the mixture
- Mix lightly then knead carefully on a floured surface and roll to 1 ½ cm thick
- Cut into circles or triangles and place on a greased tray
- Brush the tops with the remaining egg and milk mixture and bake at 200°C or 12 minutes



However, if you are short on time, we also have some delicious scones ready to eat and the essential accompaniments needed for all scones.

56301	Handmade Cake Co. Sultana Scones
88070	Everyday Favourites Plain Scones
58957	Hartley's Best Strawberry Jam
58952	Hartley's Best Raspberry Jam
27051	AE Rodda and Sons Cornish Clotted Cream

*Source: Allegra Strategies Research and Analysis 2016

Indulge yourself

Small cakes have slowly gained popularity over the years. Dating back to the 19th century, when petits fours took hold. The French term literally translating across to ‘little ovens’ but meant ‘fancy cakes’. It allows the customer to try four or five small cakes and allows your chefs more opportunities to experiment and create new and wonderful cakes, to suit your afternoon tea theme.

Our love for cake has been rekindled by the Great British Bake Off. The increase in sales in bakery products all over the UK shows the eagerness to try the more difficult baking challenges shown on the program. The UK’s cakes have never been as adventurous, varied or as widely accepted. Artisanal cakes rose from £661.1m to £786.4m from 2009, the UK market for retail bakery products is growing at 2% per annum, but this rises to 5% for artisanal products.*

The cakes or sweet part of afternoon tea is the main food aspect, normally the ratio of cake to sandwiches is; two thirds cake and only one third sandwiches. All the cakes should look impressive and of course taste amazing too!

Traditional:

- 53233 DéliFrance Mile-Feuilles (Vanilla Slice)
- 17774 Tipiak French Macaroons
- 73294 Cooldelight Raspberry Mousse Slice
- 13857 Dark Chocolate Truffle Torte Cake
- 07814 Handmade Cake Co. Carrot Cake
- 55904 Handmade Cake Co. Classic Butter Shortcake
- 70577 Handmade Cake Co. Lemon Drizzle
- 58982 Handmade Cake Co. Buttercream Jam Sponge

Other Favourites:

- 18348 Premium Selection Hummingbird Cake
- 57307 Red Berry Blondie
- 71791 Belgian Chocolate Cake
- 57296 Orange and Poppy Seed Cake
- 17879 Handmade Cake Co. Toffee Cake
- 34567 Zucchini & Lime Cake
- 03221 Premium Madagascan Vanilla Baked Cheesecake



The UK's top 3 favourites cakes to eat



Our favourite cakes to bake




Not forgetting gluten free...

As the popularity and demand of gluten free products grow it would be a missed opportunity to not have your own gluten free menu available.



- 71543 Genius Gluten Free White Sliced Bread
- 71545 Genius Gluten Free Brown Sliced Bread
- 71774 DS Gluten Free Wholesome Seeded Loaf
- 94176 Gluten Free Scone
- 74218 Handmade Cake Co. Gluten Free Cappuccino Cake
- 74222 Handmade Cake Co. Gluten Free Chocolate Cake
- 73416 Handmade Cake Co. Gluten Free Victoria Sponge
- 23093 Sidoli Gluten Free Carrot Cake
- 23089 Sidoli Gluten Free New York Cheesecake
- 71636 Gluten Free Belgian Chocolate Cheesecake
- 71566 We Love Cake Individually Wrapped Gluten Free Chocolate & Orange Tart
- 71552 We Love Cake Individually Wrapped Gluten Free Raspberry & Almond Tart
- 71549 We Love Cake Individually Wrapped Gluten Free Pecan Tart

165 million cups of tea per day drunk in the UK*



Have a cuppa

There are various different versions of the origins of tea. The most well-known, being the Chinese story of Shen Nung, the emperor. He was boiling his water when the wind blew the leaves of a nearby tea tree into the water. He tasted the water and enjoyed it, thus the invention of tea.

We are a nation of tea drinking. Having a cup of tea is seen as a typically British thing to do, but it also means customers know what they like.

The traditional tea with milk is still the clear favourite with both men and women, 65% of males saying the last tea they consumed out of the home was tea with milk, and 59% of females saying the same. However, herbal and fruit teas are growing in popularity. Women and under 25s being most likely to drink them.




























































































































































- Traditional:**
 - 74721 Twinings Full English Pyramid
 - 98387 Twinings Darjeeling Envelope
 - 98390 Twinings Assam Envelope
 - 79495 Twinings Pure Green Tea
 - 26956 Twinings Loose tea Earl Grey
 - 85997 Teapigs Mao Feng Green Tea*
 - 85979 Teapigs Earl Grey Strong Tea
- Other Favourites:**
 - 98402 Twinings Redbush Envelope
 - 14723 Twinings Pure Peppermint
 - 14725 Twinings Lemon & Ginger
 - 14739 Twinings Cranberry, Raspberry & Elderflower
 - 98404 Twinings English Breakfast Decaf
 - 38357 Twinings Camomile
 - 72528 Twinings Jasmine Pearls



Teapigs Mao Feng Green Tea*

Get to know your tea...

	Strength	Flavour	Aroma	Brightness
Assam	     	         	         	         
Darjeeling	 	     	     	         
Full English	     	         	         	         
Pure Green Tea	 	     	    	         
Earl Grey	   	         	         	         

*<https://www.tea.co.uk/tea-faqs>



For everything you would want to know
about the art of tea,
see the Little Book of Tea available at...
www.bidfood.co.uk

The caffeine boost

Coffee may not seem the usual for afternoon tea, but as people's tastes have broadened so must what is offered to them.

As consumers start to want higher quality coffee, hotels can change their perception by offering premium coffee in afternoon tea.

79%
of the UK
consumers
drink coffee*



Approximately
55million
cups per day**

Coffee with other tastes infused within the beans are becoming the most popular choice for consumers. Combinations of chocolate, nutty and fruit flavours are particularly favoured by the under 25s to the original coffee beans that some of the younger consumers see as too bitter.

*<http://www.easier.com/104493-tea-d-off-brits-enjoy-a-coffee-more-than-a-cuppa.html>

**http://www.britishcoffeeassociation.org/about_coffee/coffee_facts/



*Black
+
White*
COFFEE CO.

Our Black + White coffee is blended first using the green beans and then slow-roasted; because each blend has only one roast the colour is more even and consistent. Slow roasting smaller volumes (240-275 degrees for 6 to 8 minutes) means the beans are cooked all the way through.

86701 Dark Roast Coffee Beans

A balanced blend of coffee bean origins, slow-roasted for an optimum length to give a rich & dark fuller bodied coffee, with a hint of mocha. Arabica 70%:30% Robusta.

86670 Medium Roast Coffee Beans

A unique blend of carefully selected coffee beans, slow roasted for a well-balanced, bright medium to full bodied coffee, with a citrus zesty taste. Arabica 70%:30% Robusta.

86666 Fairtrade Medium Roast Coffee Beans

A unique blend of carefully selected coffee beans from Brazil and Vietnam roasted to produce a bright, full bodied rich coffee, with a citrus zesty taste. Arabica 70%:30% Robusta.

86649 Costa Rican 100% Arabica Medium Roast Coffee Beans

Grown at over 1350m, the ideal altitude for the best balance of citrus acidity and a complex combination of fruit and smooth chocolate notes. 100% Arabica.



Bubbles and fizz

When asked which drink would be first choice for a special occasion, the top three choices are below

Top 3 Choice*

Sparkling wine

24%

Champagne

23%

Still wine

23%



New polling shows wine is now the most popular alcoholic drink for UK adults, across all ages and regions in the country.

More people are trying to cut down on the amount of alcohol they drink for health benefits, and of course some don't drink at all. Offering mocktails or alcohol free sparkling wine allows for the sense of luxury without the alcohol.

*Source: Alcoholic drinks review, Mintel

Sparkling wine

is becoming the 'affordable luxury'. Prosecco has grown hugely in popularity over the last few years with no signs of slowing down. It would fit in perfectly with afternoon tea and could be a preference over champagne for some younger consumers.

Champagne

is classically served at afternoon tea to complement the food, normally at an added cost. It brings the classy and luxurious aspect to afternoon tea. It is the drink associated with celebrations or special occasions.

Wine

has successfully made a bid for the most popular alcoholic drink in the UK, over taking beer for the first time in years. Typically more popular with women, men are now more partial to a glass of wine with their food. Rosé wine is particularly popular and is another alternative or addition to champagne.

Cocktails

shouldn't be ignored when it comes to afternoon tea. They can be a fruity alcoholic drink that might be preferred in the afternoon to stronger drinks. People are becoming more adventurous with the cocktails they are trying so think outside the box!

Traditional:

81795	Baron De Villeboerg Brut NV
30185	Champagne Veuve Delaroy Brut NV
30186	Champagne Veuve Delaroy Rose NV
81955	Baron De Villeboerg Rose NV
42069	Moet & Chandon Brut NV
30219	Veuve Clicquot Yellow Label Brut NV
98879	Louis Roederer Cristal NV
30218	Dom Perignon Brut
28368	Mumm Cordon Rouge
46651	Lanson Black Label NV
39039	Lanson White Label NV

Other favourites:

84551	Tosti Prosecco
73843	Dimora Prosecco
86954	Tosti Rosé (Moscato)
73843	Rivani Prosecco Frizzante
74370	Casso Cocktail Raspberry
74371	Casso Cocktail Appleini
74372	Casso Cocktail Coconut Mojito
74373	Casso Cocktail Apricot Mai Tai
74377	Casso Cocktail Grapefruit Sling
11687	Casso Cocktail Coconut Mojito Glass



Setting the scene

Tableware is key to the design and branding of your afternoon tea and is what makes it yours.

There are currently more than 180 million posts on Instagram tagged with 'food'. Social media and growing technology means every part of our lives are documented and the desire to show off what we are eating and where is growing. We have an extensive range of products that could be used for either a traditional or alternative afternoon tea.

Stands and Platters

- 10207 Oblong GN Platters White
- 10209 Oblong GN Platters Black
- 10228 Timber Melamine ½ GN Board
- 10230 Elm Footed Oval Platter
- 16768 2 Tier Glass Cake Stand
- 68829 Black Plain Stand
- 68830 Black Plate for Stand Slate Rectangle Tray, 2 Tier Stand and Iron Frame
- 38608 Retro 3 Tier Stand, Plates
- 38557 Stainless Steel Cake Stand and Three Acrylic Inserts
- 38605 Spare Acrylic Inserts for 38557
- 38558 Stainless Steel Cake Stand and Two Acrylic Inserts
- 38606 Spare Acrylic Inserts for 38558

Tea Pot

- 60250 Acrylic Champagne (black)
- 81479 Elia Ice Bucket
- 01267 Long Island Teapot 1L
- 00665 Academy Tea Pot
- 50397 Academy DPS Tea Pot 80CL
- 50399 Academy DPS Milk Jug 14CL
- 50400 Academy DPS Cream Jug 24CL
- 50393 Academy DPS Tea Cup 20CL
- 00666 Academy Tea Saucer
- 67289 Cream Sugar Set 3 Piece

It is important to remember afternoon tea is as much about style as it is about substance

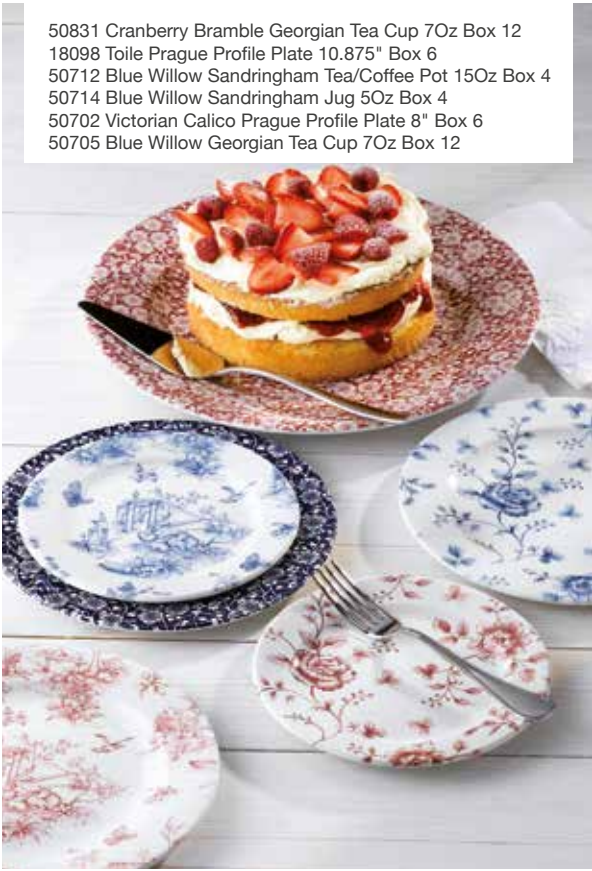
Napkins and Tealights

- 05009 Essential Supplies 33cm 1PLY White Lunch Napkin
- 05003 Essential Supplies 33cm 2PLY White Lunch Napkin
- 80957 Tork Lunch Napkins 2 ply 32cm White
- 09111 Tork Lunch Napkins 2 ply 32cm Black
- 36910 Tork Lunch Napkins 2 ply 32cm Bordeaux
- 91810 Tork Lunch Napkins 2 ply 32cm Dark Blue
- 79787 Tork Paper Slipcovers 90cm White
- 79584 Tork Linstyle Dinner Napkins 39cm White
- 92482 Tork Linstyle Dinner Napkins 39cm Black
- 14702 Tork Linstyle Dinner Napkins 39cm Burgundy
- 92767 Tork Linstyle Slipcovers 90cm Burgundy
- 52901 Evolin 110cm x 110cm Black Slipcover
- 71783 4 Hour Tealights
- 80250 Bolsius 8 hour Tealights
- 17995 Round Glass Tealight Holder 4 Ring
- 89193 Bolsius Ivory Pillar Candle 150mm Long 80mm wide

Cutlery

- 01452 Satina Teaspoon
- 01437 Satina Coffee Spoon
- 01443 Satina Fruit Knife
- 01449 Satina Fruit Fork
- 22974 Satina Cake Knife
- 51048 Satina Cake Server

- 50831 Cranberry Bramble Georgian Tea Cup 7Oz Box 12
- 18098 Toile Prague Profile Plate 10.875" Box 6
- 50712 Blue Willow Sandringham Tea/Coffee Pot 15Oz Box 4
- 50714 Blue Willow Sandringham Jug 5Oz Box 4
- 50702 Victorian Calico Prague Profile Plate 8" Box 6
- 50705 Blue Willow Georgian Tea Cup 7Oz Box 12



- 50706 Blue Willow Georgian Tea Saucer 5.5" Box 12
- 50715 Blue Willow Sandringham Sugar Bowl Box 12
- 50707 Blue Bramble Georgian Tea Cup 7Oz Box 12
- 50843 Cranberry Bramble Georgian Tea Saucer 5.5" Box 12
- 50709 Cranberry Willow Georgian Tea Cup 7Oz Box 12
- 50701 Toile Cranberry Profile Plate 8" Box 6



- 67281 Designer Tea/Coffee Pot 0.40L
- 67283 Designer Tea/Coffee Pot 1.20L
- 67285 Designer Teapot 0.4L
- 67287 Designer Teapot 1.2L

CONTACT US

Call your local depot, or register online with our easy to use website that works perfectly on whatever device you use.

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Mobile



Laptop



Tablet



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