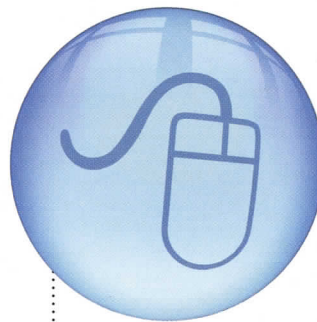


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Management buy-out for Wholebake

Snack makers Wholebake has secured funding to allow a management buy-out of its founder.

Managing Director Mark Gould, and Operations Director Richard Shaw used the £750,000 debt and equity investment from Finance Wales to buy out Steve Jones, who decided to retire after 25 years with Wholebake, which makes the 9Bar brand.

Both Gould and Shaw have

been involved for five years and say they will now build on the company's growth.

"Our markets are growing and we have exciting plans to capitalise on them profitably," commented Gould. "This investment has not only helped us to do the MBO, but has also provided us with the financial backing to grow the company by continuing to improve our efficiency and introducing some new products."

Price hikes envisaged by shoppers

UK consumers are expecting to see food prices increase in the year ahead.

That's according to new research from IGD Shopper Track, which found that some nine out of 10 people are expecting a rise in spending.

Furthermore, 29 per cent say they intend to do more discount shopping in the next 12 months, with the rate being higher among those with children of secondary school age.

However, there were some positives. Some 49 per cent of shoppers say they will continue supporting local or British products and eight out of 10 say they will pay for premium products every now and then.

IGD Chief Executive,



Joanne Deney-Finch, commented: "The vast majority of shoppers believe that food inflation is set to increase over the next 12 months. They are not taking it lying down and instead are prepared to sacrifice some of their time by shopping around at different retail formats, from discounters to frozen food stores, to get the best deals."

Bio-Kult joins NAHS

Probiotic brand Bio-Kult has become the latest supporter of the National Association of Health Stores.

Bio-Kult is now an associate supporter, with the brand's Head of Marketing, Lizzie Hardy, commenting: "We want to help build upon the fantastic work the NAHS is already doing to support health food stores and develop the health food store community. Every independent health food store should join the growing community at the NAHS."

Seagreens selected as research partner

Research Councils UK has selected Seaweed supplier Seagreens as a partner for a project investigating natural salt replacement.

After reviewing the past five years of scientific study, Research Councils UK chose Seagreens to represent the healthy living section of a 115-page book, *Big Ideas for the Future*.

It's not the first time that Seagreens has been praised for its efforts when it comes to scientific study. In 2010, the company,

founded by Simon Ranger, won an Alpro Foundation Masters Award for its obesity research and this year set up the Seaweed Health Foundation.

Ranger commented: "When I set up Seagreens in 1997, I gave the business two missions; its product mission, to get at least a gram a day of the best seaweed into the human diet, and the corporate mission is 'sustainable performance without compromise'. We work hard at Seagreens because



we are doing something worthwhile, but it is thanks to the people who use Seagreens every day that together we can make it happen.

"There is much to do because the foundation of health is as big as all our relationships put together. The secret, it seems to me, is how we treat each other and the world we inhabit."

New concept for As Nature Intended in major shopping centre

Health food retailer As Nature Intended will be opening a new concept store in Europe's largest shopping centre.

The new Westfield Stratford City will span some 1.9m sq ft, and include a mixture of over 300 brands. One of those will be As Nature Intended,

which announced it is opening a concept store there – 'Optimal Wellbeing' – which, it says, is for those seeking to improve their vitality and overall health.

Optimal Wellbeing, the chain explained, is to prepare your body for life, maintaining optimal

health with the essential daily nutrition that your body needs. The store aims to offer products specially selected to improve your overall wellbeing. This range encompasses natural skincare, supplements, superfoods, nuts, seeds, fruits and cereals.

Men's health a cause for concern

Men's health in Europe is a serious concern, a new report from the European Commission has found.

Research, led by Leeds Metropolitan University's Professor of Men's Health, Alan White, was carried out with the intention of informing health professionals, policy makers and academics about the current health challenges facing men in Europe.

The report found that over 50 per cent of premature deaths in men are avoidable, yet men are less likely than women to engage in routine or preventative health checks.

Cardiovascular disease remains one of the biggest health risks to men, while prostate cancer has become the most diagnosed of



cancers among men in Europe. Testicular cancer is the biggest cause of death.

It was concluded that the high level of preventable illness and death in men could be addressed with targeted action.