

# Britain's changing food landscape and its culinary challenges



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# Agenda

- Who are Great British Chefs?
- The world of foodies
- How the world is changing
- Britain's relationship with fish and seafood

Founded in 2010, to engage  
and inspire foodies.

We felt that Britain had changed  
and that we should no longer be  
embarrassed by our cuisine.

Over the last 7 years the scale of  
the food revolution has gathered  
momentum.





August 2016

## Norway's finest

Pearlescent white, bursting with fresh flavour and a meaty, succulent texture – Norwegian cod truly is a cut above. Learn how to make the most of this [incredible fish](#) and use it to make a healthy, tasty dinner.



Great British Chefs

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Catch of the day! A snippet of our journey to the wind-whipped Norwegian coast with some of the UK's top chefs & [Seafood from Norway](#) to learn more about Skrei – a super-seasonal variety of cod. See which other top chefs went fishing in the full video>> [http://togbc.com/skrei\\_video](http://togbc.com/skrei_video)



91,611 people reached

View Results



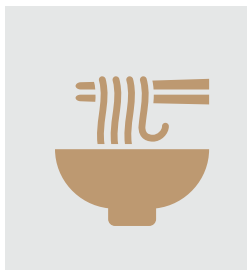
# Parallel research



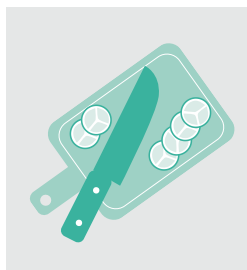
# The Survey

- **Timings:** fieldwork conducted in April 2017 and repeated in January 2018
- **Questions:** over 40 questions asked that included shopping habits, media consumption, restaurants habits, protein cooking, dietary specifics
- **Profile:** the responses have been segmented and also analysed based upon demographic profiles

# Key statements



**My friends expect me to know about the latest food trends**



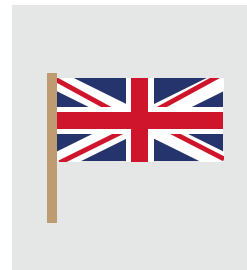
**I spend a lot of time preparing food**



**I enjoy talking about food and planning what I am going to eat'**



**I would describe myself as a 'Foodie'**



**I'm interested in where the ingredients I buy come from**



**I enjoy entertaining friends and family with meals at my home**



**I like to try out new recipes**



**I am happy to pay a bit extra for quality food products**



**I enjoy finding and buying unusual ingredients**

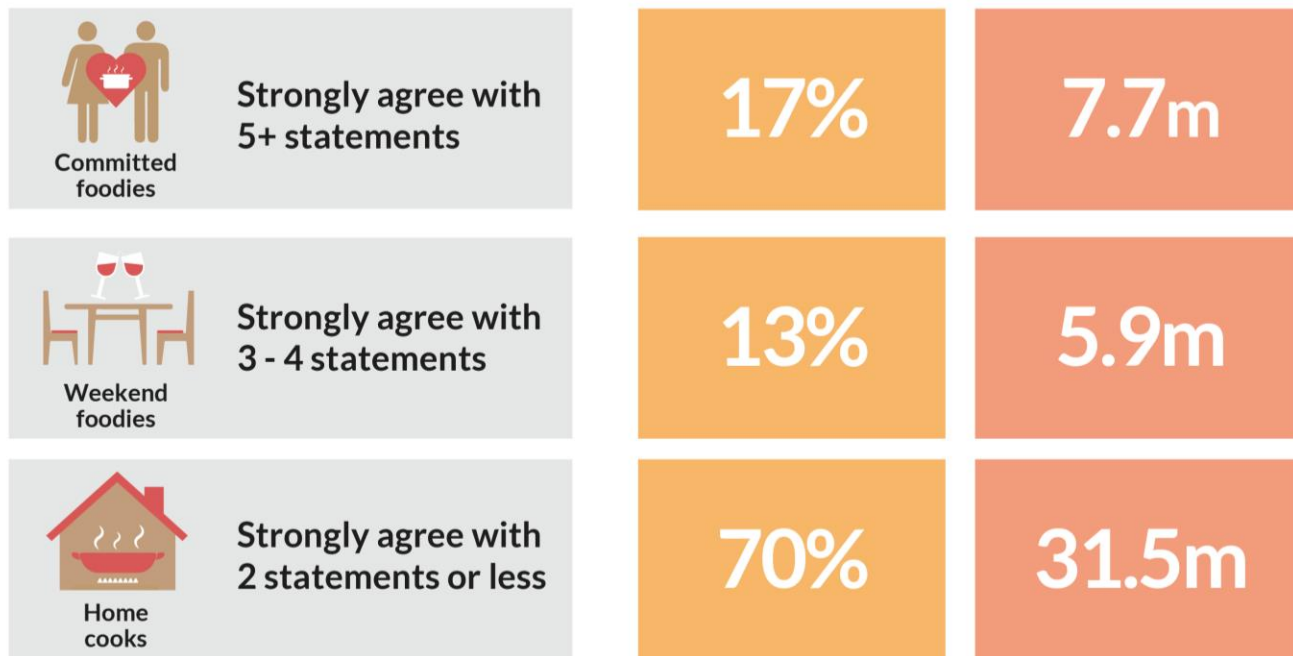


**I enjoy trying gourmet food in expensive restaurants**

# Almost 1/3<sup>rd</sup> UK are foodies



18-74 year olds





# Non cooks are alive and well



11% of the UK never chop vegetables

# Non cooks are alive and well



25% of the UK never chop herbs

# Non cooks are alive and well

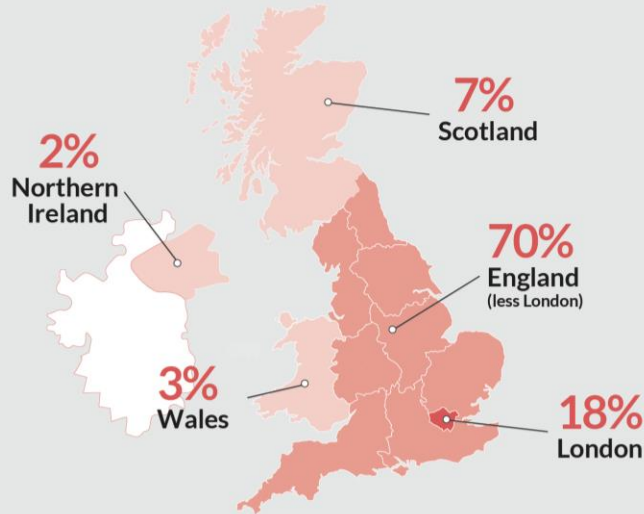


30% never make fresh soups

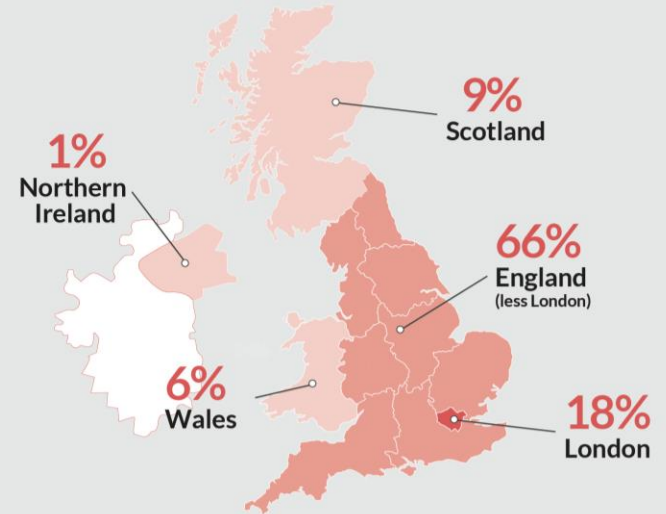
# Foodies and London



Committed  
Foodies



Weekend  
Foodies



London is a major foodie capital but foodies are based across Britain

# Foodies and money



Committed  
Foodies

Committed  
Foodies



- A** Higher managerial, administrative or professional
- B** Intermediate managerial, administrative or professional
- C1** Supervisory role; clerical; junior managerial, administrative



Weekend  
Foodies

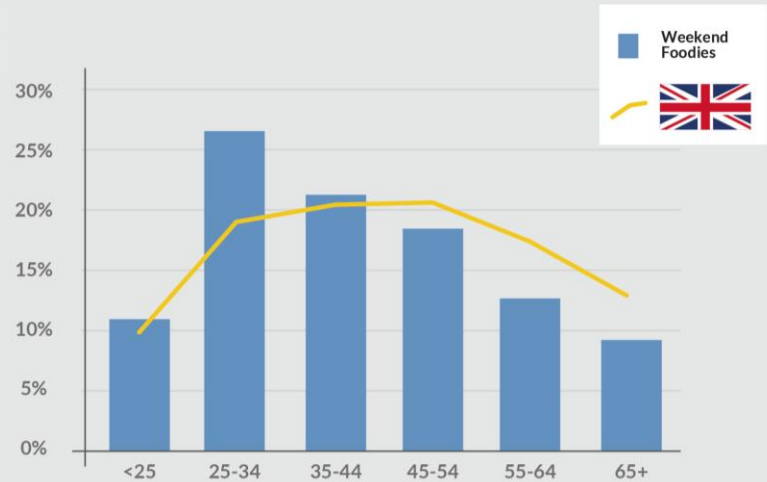
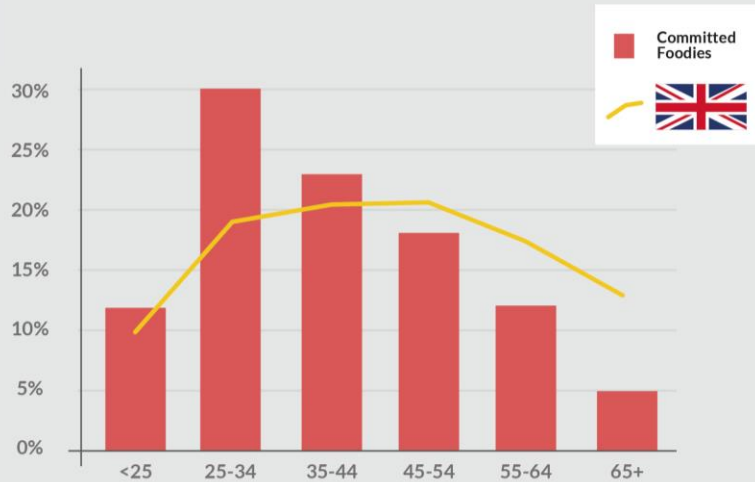
Weekend  
Foodies



- A** Higher managerial, administrative or professional
- B** Intermediate managerial, administrative or professional
- C1** Supervisory role; clerical; junior managerial, administrative

Foodies love food and are prepared to spend money on quality – just because you are an ABC doesn't mean you care about food

# Foodies and age



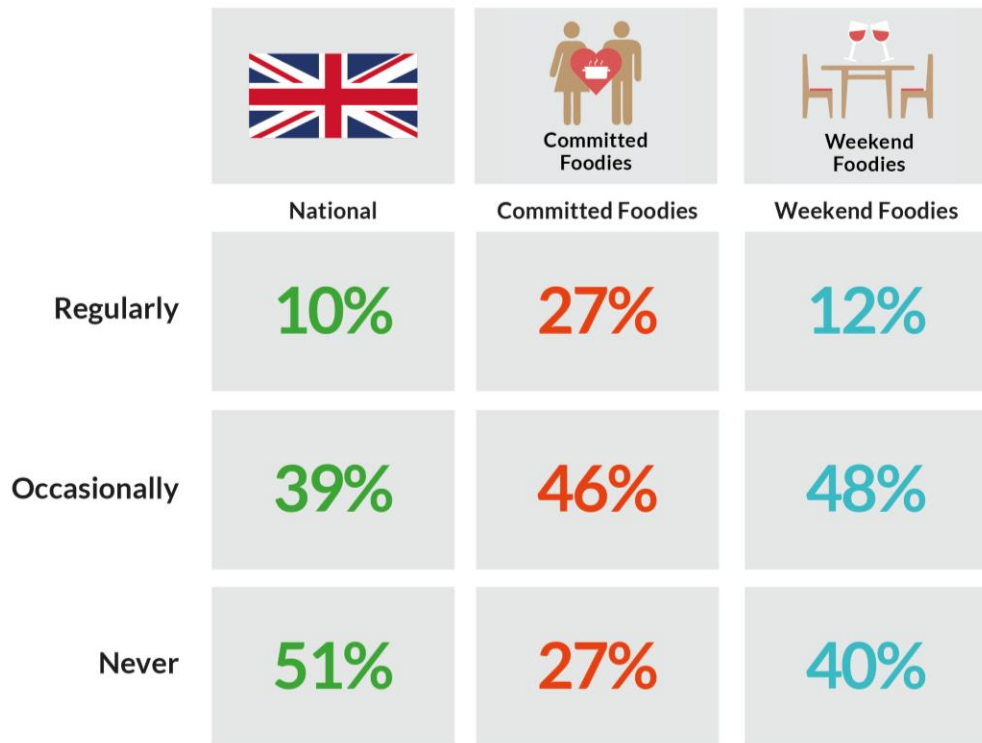
The young are cooking – despite what people say and think!



# Grocery shopping

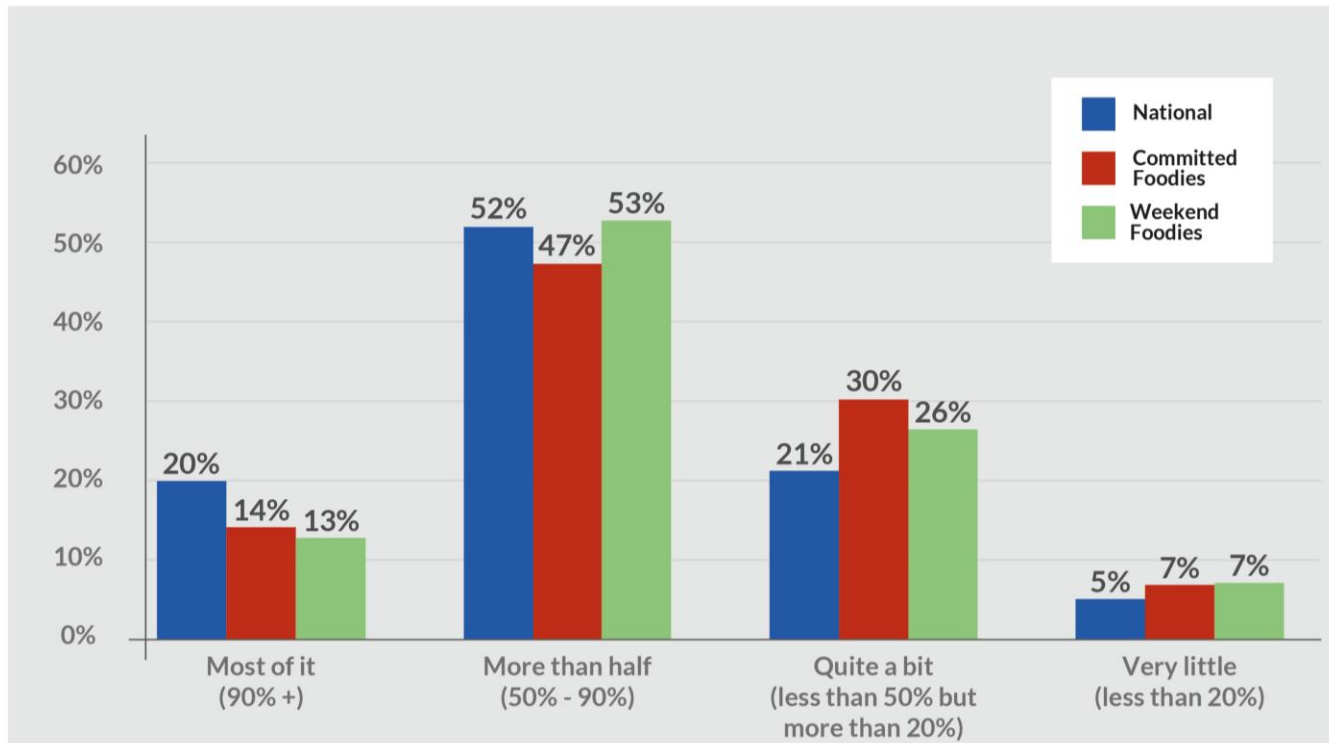


# Fish mongers are popular



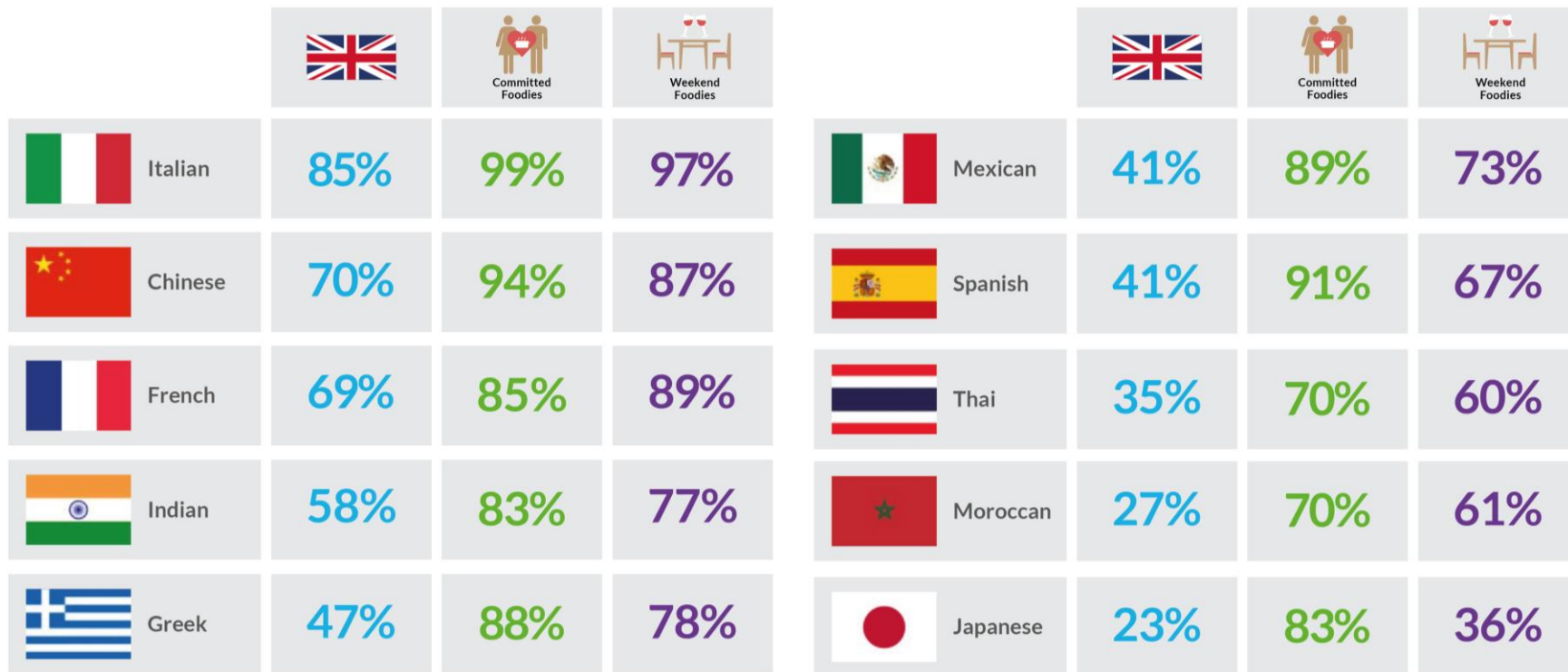
Question: How often do you shop at the following? - Fishmongers

# British cuisine



Question: How much of your home cooked food would you describe as 'British'?

# Global cooking



# The world is changing...

I am a vegan 5%



I am vegetarian 8%

I am trying to follow  
more of a plant based  
diet nowadays 25%

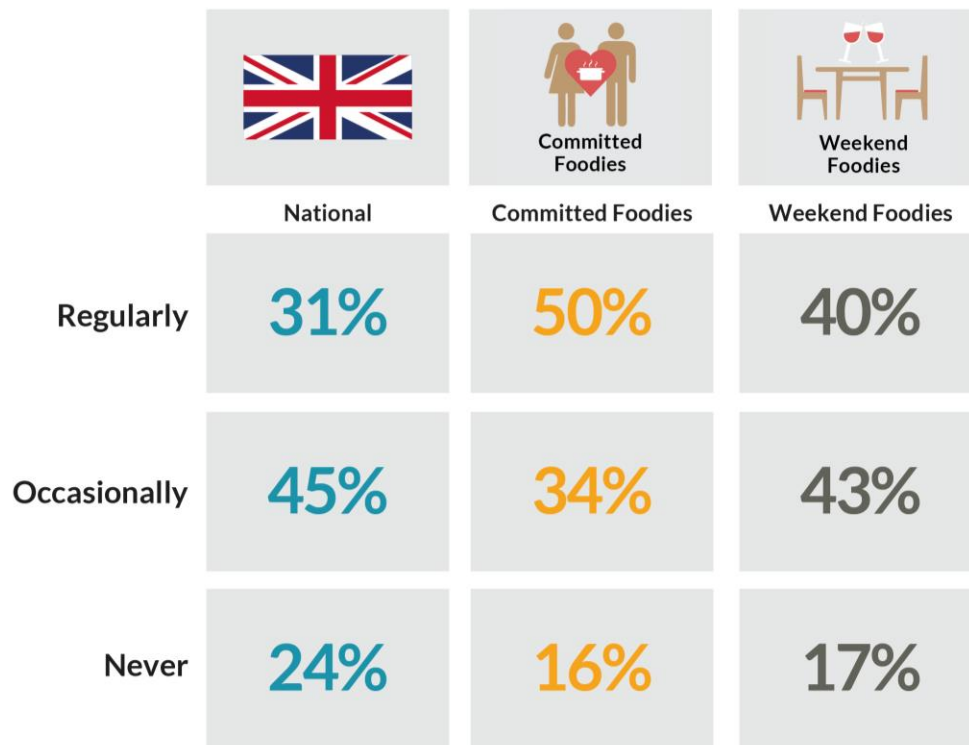
I am actively trying to  
eat less meat  
nowadays 34%

# Eating fish



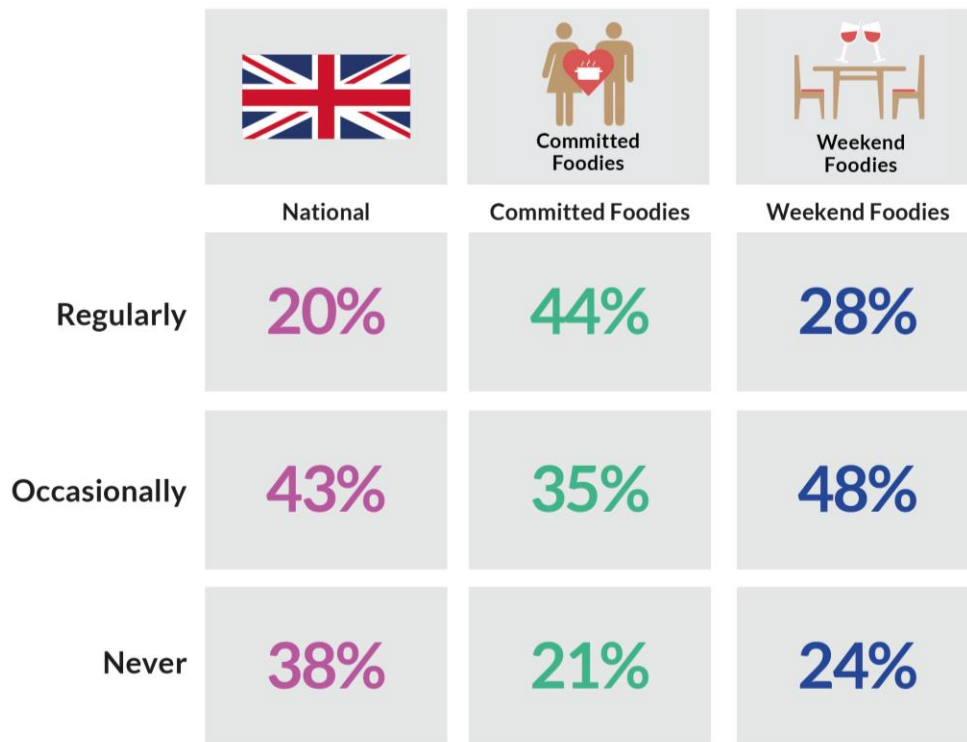
Question: Which of the following do you eat? - Fish

# Eating seafood



Question: Which of the following do you eat? - Seafood

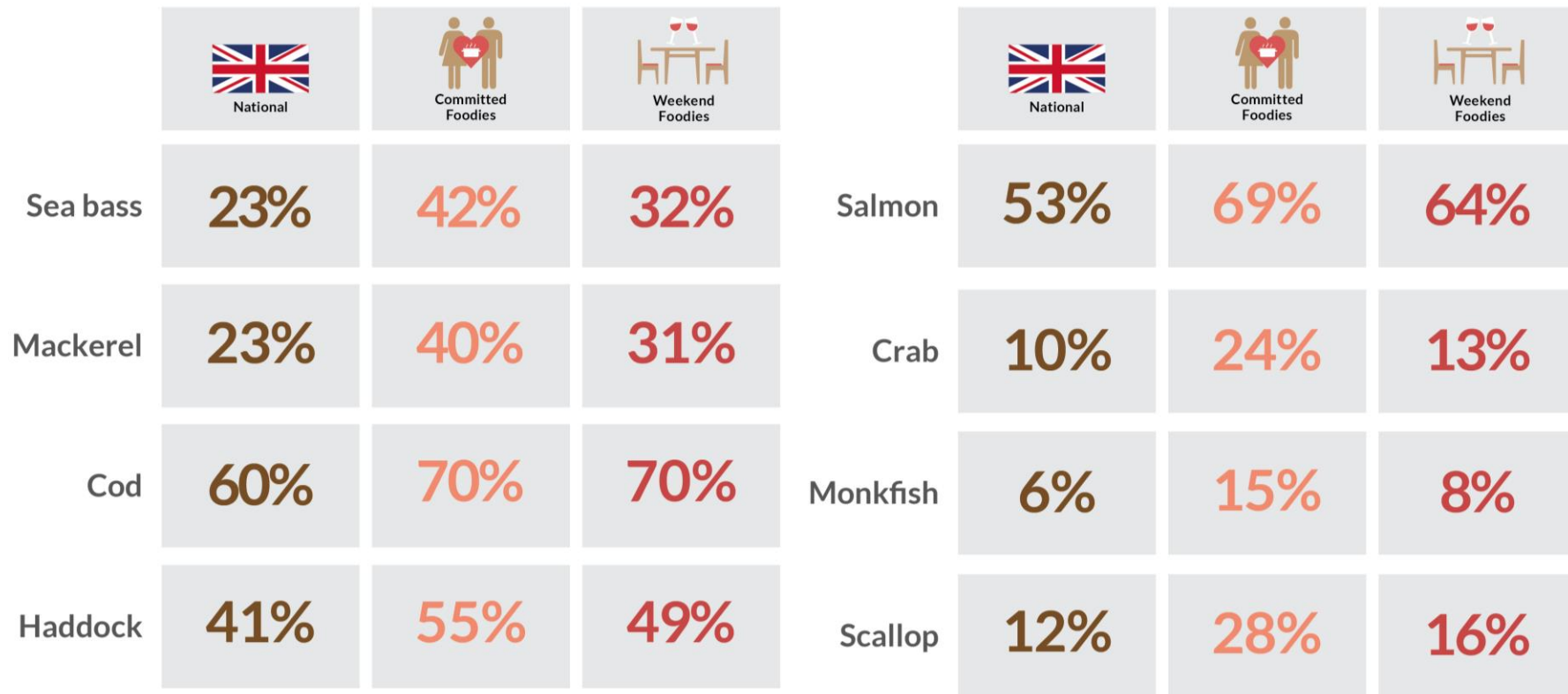
# Pan frying fish



Question: Which of the following do you prepare in your kitchen? - Pan fry fish



# Protein cooking



# Brexit and price



National

52%



Committed  
Foodies

Committed Foodies

71%



Weekend  
Foodies

Weekend Foodies

57%

I am worried that Brexit  
will cause a significant rise  
in food prices

# Government regulation



The government should  
do more to ensure food  
in the UK is safe

# Summary

- Fish where the fish are – foodies cook and eat fish
- Quality and provenance matter to foodies – ensure that the story you are telling is inspiring
- Foodies are open to new relevant things – inspire them
- But the world is changing and the health agenda is on the rise – use this to your advantage

# QUESTIONS...



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