

# Mr Filbert's®

REALLY INTERESTING SNACKS

Spicy  
Crawling

Mr Filbert's  
REALLY INTERESTING SNACKS

Somerset  
Applewood  
Smoked  
MIXED NUTS

Mr Filbert's  
REALLY INTERESTING SNACKS

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OLIVE





## About Mr Filbert's

Created by Filbert's Fine Foods – an **award winning** West Country food manufacturer.

A small-batch, artisanal snack company.

Creating **premium snack recipes** from our BRC food accredited factory in the heart of Somerset.

Leaders in the premium snack market, with **over 60 management years** of fine food manufacturing experience.





## An Award Winning Brand

**Winners of over 40 taste awards, including:**

Gold Star Great Taste Awards

Gold Star Taste of the West Awards

Food & Beverage Best Brand

Best new business to Somerset



## Why?

Because we are passionate about creating the tastiest snacks, we only use **natural ingredients** in our recipes, to produce a range of high selling, really interesting snacks; flavours that are **authentic, healthier** and **tastier** than our competitors.





What makes Mr Filbert's so special?

### Our hand crafted snack recipes are:

- Slow oven roasted to perfection (not fried in oil!)
- Produced in small batches for freshness
- Tumbled in handmade fresh sauces with no artificial additives or flavours
- Working alongside the finest Greek producers of sun-ripened olives, marinated with fresh ingredients

Mr Filbert's **unique and authentic manufacturing methods** produce:

**Healthier snack alternatives** to traditional oil fried snacks.

Creative gourmet snacks with a **superior taste.**

Designed for the **discerning** food snacking customer.





What makes Mr Filbert's really interesting?

**Leaders in the premium snack sector, delivering:**

- ✓ Gluten Free
- ✓ Dairy Free
- ✓ Artificial additive Free
- ✓ High in Protein
- ✓ **Better-For-You-Snacking**





## Mr Filbert's market place

**Creatively** leading and building the **Better-For-You** snack trend.

A trend experiencing **9% annualised growth** in a £900+m snack sector.

Privately owned with a sustainable growth record of over **20% per annum**.

Investing in new, original snack ranges that are industry leading and **really interesting**.

Described by The Grocer Magazine as **"The Brand to Watch!"**

Described by Tony Turnbull of The Time - "For nuts, you won't find better than Mr Filbert's."





## Mr Filbert's market place (cont.)

Manufacturers and retailers alike are responding to customer demand for healthy food and better-for-you snacks.

Nut based snacks benefit especially from this growth, in part because they already have several health halos, among them

- ✓ plant based snacking,
- ✓ heart health,
- ✓ protein,
- ✓ fibre, and
- ✓ better-for-you snacking.

The trend for indulgent treats, exotic flavours and fusions also continues to grow with consumers choosing provenance, artisanal and locally sourced products.





## Mr Filbert's UK Partners and Brand Ambassadors







## Mr Filbert's market place

	Oven Roasted	Free From	Taste Awards	Sold in Supermarket	Made at Source	Average Selling Price	Price / 100g
Mr Filberts (50g)	✓	✓	35	N	Y	1.75	3.50
Cambrook (45g)	✓	✓	?	Y	Y	1.60	3.55
Quibbles (50g)	✓	✗	?	N	Y/N	1.20	4.00
Dormans (50g)	✓	✗	?	Y	Y/N	0.99	1.98
VIP (35g)		✗	?	Y	N	1.25	2.50
Nobby's (50g)	✗	✗	?	Y	N	0.80	1.60

As of January 2020





## Premium Snacks Crafted in Somerset

Located in the heart of Somerset, Filbert's Fine Foods was formed in 2010

Our operation is set within a 20,000 sq ft BRC A Grade facility in rural Somerset

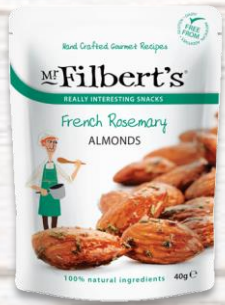
We are 25 minutes from the M5, 50 minutes from the M4, 30 minutes from Bristol Airport and 25 minutes from Castle Cary Train Station.





## Pocket Snacks

Convenience sized bags of roasted gourmet nuts - a perfect fit for your pocket  
[case size: 20 x 40g, 12 x 50g]



40g  
Rosemary  
Almonds



40g  
Dry Roasted  
Peanuts



40g  
Salt Crust  
Peanuts



40g  
Chilli & Lime  
Peanuts



40g  
Salt & Pepper  
Cashews



50g  
Simply Sea Salt  
Mixed Nuts



50g  
Sea Salt & Herb  
Mixed Nuts



50g  
Chilli & Fennel  
Mixed Nuts



50g  
Honey & Peppercorn  
Mixed Nuts

⊕ Pub and Bars

⊕ Mini-bars

⊕ On-The-Go

⊕ Travel Sector



## Flavours From Around The World

Original recipes inspired by flavours from around the world  
[case size: 10]



110g  
Dry Roasted  
Peanuts



110g  
Italian Herb  
Peanuts &  
Hazelnuts



110g  
Mexican  
Sweet Chilli  
Mixed Nuts



110g  
French  
Rosemary  
Almonds



110g  
Rosemary  
Sea Salt  
Peanuts



110g  
Spring Wild  
Garlic  
Mixed Nuts



110g  
Moroccan  
Spiced  
Almonds



110g  
Peruvian Pink  
Peppercorn  
Cashews & Peanuts



110g  
Simply Sea  
Salt  
Peanuts



110g  
Somerset  
Applewood  
Smoked  
Mixed Nuts



110g  
Marrakesh  
Spicy  
Peanuts



110g  
Adnams  
Ghost Ship  
Peanuts



## Indulgence and Partnership Snacking

Premium Chocolate & Nut Mixes and Perfect Partnerships



75g  
Cherry Berry  
Chocolate & Nut Mix



75g  
Salted Caramel  
Chocolate & Nut Mix

⊕ Cinema/Theatre

⊕ Travel Sector

⊕ Occasion



## Olive Snacks

Authentic Greek recipes – No oil, No stones, No mess.  
[case size: 8 x 65g; 20 x 30g]



30g  
Green Olives with  
Fennel & Coriander



30g  
Kalamata & Green Olives  
with Chilli & Basil



30g  
Kalamata Olives with  
Thyme & Basil



65g  
Halkidiki Green Olives  
with Lemon & Oregano



65g  
Kalamata Olives



65g  
Halkidiki Green Olives  
with Chilli & Black Pepper

⊕ Farmshop & Deli

⊕ Mini-bars

⊕ On-The-Go

⊕ Travel Sector



## Snacking Salami

Iberian pork, air cured and string tied to produce a high in protein salami snack  
[case size: 15 x 38g]



38g  
Chorizo  
(Spicy Paprika Salami)



+ Retail



+ On-The-Go

+ Pubs and bars



## Food Service

Our hand crafted snacks in easy to use catering packs.  
[case size: 1 x 2.8kg]

Marrakesh Spicy Peanuts	Dry Roasted Peanuts
Rosemary Sea Salt Peanuts	Sea Salt & Herb Peanuts
Chelsea Mix (mixed nuts, wasabi peas, rice crackers)	Simply Sea Salt Mixed Nuts
Wild Garlic Mixed Nuts	Somerset Applewood Smoked Mixed Nuts
Peruvian Pink Peppercorn Cashews & Peanuts	French Rosemary Almonds
Moroccan Spiced Almonds	Mexican Sweet Chilli Mixed Nuts
Sea Salt & Cider Vinegar Peanuts	Salt Crust Peanuts
Salted Caramel Chocolate & Nut Mix	Chilli & Lime Peanuts
Californian Salt Crust Almonds (Coming October)	American Ranch Almonds (Coming October)



Nut Free Bar Snack Essentials  
Case size: see below

Pretzels (salted)	1 x 1.5kg
Chilli Rice Crackers	2 x 1.5kg
Wasabi Peas	1 x 2.8kg
Pistachios	1 x 2.8kg

+ Restaurants

+ Pubs & Bars

+ Kitchens





# Christmas 2020

50g  
Indulgent Black Truffle  
Mixed Nuts  
[case size: 15 x 50g]



## Seasonal recipes capturing the flavours of Christmas



300g  
Chilli Rice Crackers  
[case size: 9 x 300g]

800g  
Rose Harissa Peanuts  
[case size: 9 x 800g]

800g  
Cranberry & Orange  
Fruit & Peanut Mix  
[case size: 9 x 800g]

50g & 190g  
Indulgent Black Truffle  
& Sea Salt Mixed Nuts  
[case size: 20 x 50g, 10 x 190g]

50g & 190g  
Roast Chestnut & Chive  
Peanuts & Hazels  
[case size: 20 x 50g, 10 x 190g]

⊕ Farmshop & Deli

⊕ Wholesale

⊕ Gift

⊕ Hamper



## New Launches



New products launching in October 2020



40g  
Barbecue spiced  
Almonds



40g  
Salt Crust Almonds  
with a twist of lemon



75g  
Café Espresso  
Chocolate & Nut Mix



100g  
Indonesian Pepper  
Inspired Cashews



100g  
American Ranch  
spiced Almonds



110g  
Californian Salt Crust  
Almonds with a  
twist of lemon



Pocket Snacks



Indulgence

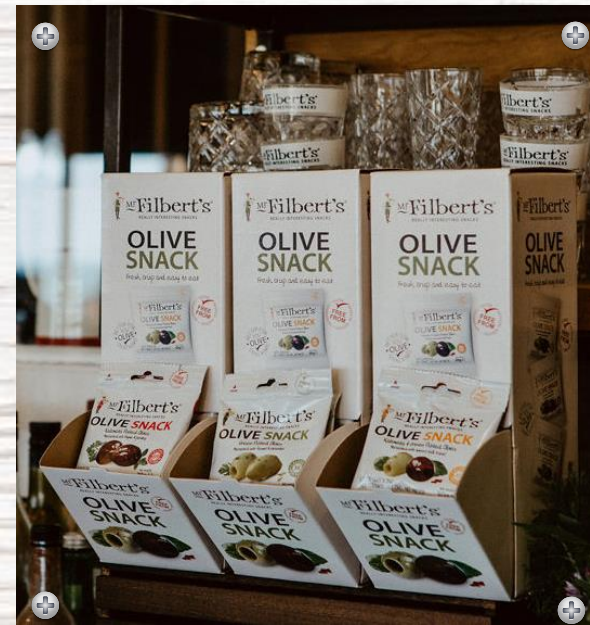


Tear and Share



## Point of Sale

Quality, bespoke Point of Sale



⊕ Display Jars & Serving Glasses

⊕ Wooden Crates

⊕ Counter SRPs

⊕ Utensils



## Keeping in Touch

### Contact:

Filbert's Fine Foods Limited  
Greens Barn  
Page Lane  
West Pennard  
Nr Glastonbury  
Somerset, UK  
BA6 8NX

01458 833 744  
sales@filbertsfinefoods.co.uk

### Find us online

@mrfilberts



@mrfilberts

@mrfilberts.fanclub



@mrfilberts

