



**WELCOME TO YOUR  
NEWSLETTER MAY 2009  
EDITION**



## **WELCOME**

Dear all,

Welcome to the May edition of our newsletter, due to popular demand this month's issue has been devoted to the importance of food hygiene in your business.

We look forward to receiving your feedback and recommendations for future topics of interest.

Enjoy!

## **Croydon Food Group**

With the Croydon Food Festival 2009 coming up, we are planning to make it a bigger and better event than last year. We would like to encourage all our members to attend our Festival Marketing event on 18<sup>th</sup> June 2009 as it will provide an opportunity for your views and ideas to be heard.

You can now stay in touch with us and see our progress on Facebook. The Croydon Food Group can be found by searching under groups in Facebook.

All suggestions by members are welcome and can be sent to [info@croydonfoodgroup.com](mailto:info@croydonfoodgroup.com) or 020 7624 0533.

## **Members News**

We would like to congratulate Mr Aziz Ahmad of Europa Fried Chicken for receiving a 4 Star 'Scores on the doors' rating.

Furthermore, Boomfields Ltd has been awarded a Croydon Enterprise Test Trading Grant to launch a new range of products.

## **What is new in Croydon**

### **National vegetarian week**

National Vegetarian Week 2009 ran from Monday 18 May until Sunday 24 May.

The National Vegetarian Week is a celebration of delicious food and fresh ingredients. It has been running for many years and is a well established event in the British Culinary calendar.

National Vegetarian Week has proved to be a great opportunity to look at food and its impact on the environment, animals and health. The Week wasn't just about food though, it offered great business opportunities through launches, special offers, sampling sessions and getting into the media spotlight.

Nearer home, Croydon Vegetarians have been in existence since 1886 and boast an active group raising awareness of vegetarianism at stalls and events throughout Croydon.

Please contact Ms Helen Buckland on 0208 688 6325 or [www.croydonvegetarians.makesense.co.uk](http://www.croydonvegetarians.makesense.co.uk) for further information.

Mr Celestine Agbo, the owner of Pepperton's and the Chairman of the Croydon Food Group hosted an Art Exhibition featuring vegetarian artists. This was a unique event which offered a selection of wines and dairy free cheese boards.

The event was a great success and we welcome such events as they provide our members with an opportunity to showcase their products and provide the public with exciting and innovative products.

#### Croydon Summer Festival

This year's Croydon Summer Festival is to be held in Lloyd Park, Coombe Road, Croydon CR0 5RD on Saturday 1<sup>st</sup> and Sunday 2<sup>nd</sup> August 2009. Saturday will be themed as a World Party with performances and sounds from around the world and on Sunday the Croydon Mela will take place.

The Croydon Food Group has been asked by Croydon Business to identify food businesses interested in participating and supporting the event.

For further information please contact the Croydon Food Group at [info@croydonfoodgroup.com](mailto:info@croydonfoodgroup.com) or 020 7624 0533.



## **Q&A BOARD**

### **Development of the Croydon Food Festival in 2008/2009**

#### Croydon Food Festival 2008

In the year 08/09, the Croydon Food Group helped some 9 Croydon Food Businesses to engage with the Croydon Food Festival, in the form of :

- Restaurant Packages- promotion/voucher scheme throughout the festival voucher scheme
- Black History Food Fair- celebrating Black History Month
- Chocolate Village- celebrating Chocolate Week
- Demonstration Slots in the The Whitgift Kitchen

The businesses were grateful to the Croydon Business for sponsoring their participation at the various events. The majority of the participants enthusiastically availed the opportunity to showcase and market both their businesses and their products to such a diverse audience.

Many of the businesses had a realisation as to the importance of focused marketing in generating sales. The preparatory support provided and skills imparted as part of an informal food cluster were well received in building their confidence.

Many of the businesses had never taken part in demonstration kitchens or had direct intervention with audiences/members of the public. The informal networking of the participants during collective preparatory sessions and events was also deemed useful. The businesses involved were telephoned to capture responses about the benefits of involvement in the Croydon

Food Festival. Feedback indicated that a number of the businesses quickly gained new customers whilst others thought that it would bring new business in the longer term.

#### Croydon Food Festival 19<sup>th</sup> September - 4<sup>th</sup> October 2009

Although the Food Festival will not take place until September, it would be beneficial for businesses to take advantage of this longer lead time to the Festival.

We believe that we can help to develop the profile of businesses at both ends of the spectrum, by hosting events that will be beneficial to both smaller specialist businesses and higher profile ones. We will also be able to help smaller businesses to develop their brand identities for inclusion in the Festival brochure.

Some ideas for specialist events that have been put forward are as follows:

- Specialist food market/ethnic food market with sampling/tasting opportunities
- Demonstration kitchens
- Junior Chef of the year competition – judged by some of the leading chefs of Croydon
- Croydon Food Festival brochure with promotional vouchers
- Local cluster demonstration days
- Sugar Craft, chocolate manufacturing and cake decorating for school kids
- Healthier food kitchen for school children
- Themed restaurant event

- A day at the Chocolate Academy with Paul Wayne Gregory

The Croydon Food Group is looking for other suggestions and is also recruiting participants for the event. Please contact Mr Vinod Bhandari for further information.

## **EVENTS FOR YOUR DIARY**

### **The essentials of marketing your products**

**Date:** Thursday 18<sup>th</sup> June 2009

**Time:** 15.30pm for 16.00pm start until 18.00pm

**Venue:** Casablanca Cafe, 124 Cherry Orchard Road, CR0 6BB

**Transport:** East Croydon Station

### **Background to event:**

With the Croydon Festival 2009 coming in September, a need arises to address the practical aspects of marketing and showcasing your products.

This workshop will deal with marketing tactics and techniques you can employ to drive revenues without any reliance on mass media advertising. The food industry is becoming more competitive and the most effective strategy is to differentiate your business from others. Smart marketing is the best achieved through non-traditional techniques.

So, we will be going back to the basics of good public relations to coming up with publicity stunts. These can include fundraisers, cook off challenges or letting your products speak for themselves by sampling! If you have a successful public and media relations program, you will get increased exposure and prestige without investing heavily.

Not only is this a great opportunity to create new promotional ideas but also to discuss what you would like to see at the festival this year. This workshop will be followed by a Q&A session so we can chart the way forward.

Places are strictly limited so please RSVP to:  
[info@croydonfoodgroup.com](mailto:info@croydonfoodgroup.com) Tel: 020 7624 0533



## **THE IMPORTANCE OF FOOD HYGIENE IN YOUR BUSINESS**

In a time where Food Businesses are trying to cut down on costs, the first thing to suffer is usually hygiene and cleanliness. However these are the most essential elements in the hospitality industry that are not only good practice but most importantly are required by law.

Maintaining and promoting good hygiene and cleaning standards is beneficial to businesses and helps reduce the risk of food contamination, improve customer satisfaction and may even help the business obtain a 5 star rating for “Scores on the doors”.

Scores on the doors is a national public information service where the consumer can find out the official local authority hygiene rating for food businesses. By making this information available, the scoring system empowers the consumer to make an informed decision. This rating system has increased consumer awareness thereby encouraging more food businesses to improve their standards. Businesses are strongly advised to put a food safety management procedure in place to ensure that they are not left behind in the “rat race”.

### **How do you create food safety management procedures?**

In the UK, food safety regulations can be found under:

- Regulation (EC) No. 852/2004 on the hygiene of foodstuffs; and
- The Food Hygiene (England) (No 2) Regulations 2005 (and equivalent regulations in Scotland, Wales and Northern Ireland).

These regulations set out the basic hygiene requirements for all aspects of food businesses from details of premises and facilities to the personal hygiene of employees. The most important addition to the law in 2006 is the need for food businesses to document the steps that they take to ensure that the food they manufacture or distribute is safe for public consumption.

A business should base its food safety management procedures on the principle of Hazard Analysis Critical Control Point (HACCP). HACCP is a method of identifying the hazards involved in relation to the food being handled and specifying the procedures required to eliminate all risks. This system is internationally recognised as the most effective way to ensure the safe production of food.

The Food Standards Agency has developed a pack based on HACCP called ‘Safer food, better business’, which is recommended for use by small catering businesses, restaurants, takeaways and retailers. This pack enables businesses to comply with the law by putting in place food hygiene procedures. These packs are very simple and cater to the needs of individual businesses. Furthermore, specific packs have been created for ethnic foods and are available in multiple languages.

<http://www.food.gov.uk/foodindustry/regulation/hygleg/hyglegresources/sfbb/>

It is important when considering hygiene to take the following into account:

- Contamination
- Cleaning

- Chilling
- Cooking

For the purposes of this article we will be focusing on contamination control and cleaning premises.

### **Contamination**

Contamination is the presence or introduction of a hazard making it unsafe for the consumer to eat the food product .

The 4 hazards associated with food are:

- Microbiological – e.g. bacteria, viruses, moulds, yeasts , parasites
- Chemical – e.g. pesticides, cleaning chemicals
- Physical – e.g. foreign articles such as glass, wood splinters, metal screws, jewelry
- Allergens – e.g. peanuts, hazelnuts, sesame seeds

Although these hazards can be eliminated by simple preventative measures, food handlers should be aware of these potential hazards when dealing with specific foods.

### **Microbiological contamination**

Microbiological contamination can result in food poisoning, so it is essential that great precaution is taken when handling food, especially those that are categorized as high risk. Sources of contamination are through people, raw foods, water, pests and pets, refuse and unfit foods.

Cross contamination can occur in various ways, the main reason is when bacteria from contaminated foods are transferred to high risk foods. This can occur when raw meat

is stored incorrectly and is not segregated in the chiller from cooked and dairy products. The raw meat may come in direct contact or drip on to the high risk foods.

A more common method of transferring bacteria is by the food handlers themselves. Touching raw meat products and handling cooked foods or not washing hands or disinfecting equipment between uses. Accordingly, it is essential that all food handlers are trained or supervised whilst preparing and handling food. If protective clothing such as gloves or aprons are used it is essential that they are changed regularly as bacteria can transfer from the skin, open wounds, touching or sneezing. An effective method to reduce cross contamination is the use of a colour coded system whereby equipment used for meat and vegetable products is different (e.g. red for meat and green for vegetables).

Bacteria are known to grow in conditions where there is moisture, food, warmth and time. It is essential that all foods are stored at the right temperatures, for example, dairy and meat products must be stored in a chiller below 8 degrees Celsius. Furthermore, some bacteria are resistant to heat and are not destroyed even when cooked at high temperatures, so it is essential that temperatures of cooked and chilled products are controlled using temperature probes or in the case of chillers and refrigerators monitored daily.

Although it is not a legal requirement for all food handlers to have formal qualifications in food safety, it is recommended that all food handlers should take the Food Safety Level 2 course as this will improve their knowledge and understanding of the risks involved in preparing and serving food.

It is important to use a reputable supplier who can guarantee that products are free from parasites that grow in meats and fish or bacteria such as salmonella in eggs. It is beneficial for businesses to discern where their products come from and how safe they are to have quality assurance. The further the businesses can trace up the supply chain the better it is for them.

It is of utmost importance to remember that if any food is unsafe for human consumption it must be discarded in an appropriate manner. Failure to do so would not only be breaking the law but would also put customers and the business at risk.

#### Chemical contamination

Chemical contamination can occur from the use of pesticides, cleaning products or pest control products. It is recommended that all chemicals should be kept in a separate storage area from food preparatory or storage areas. It is imperative to avoid chemical contamination of foods as these can be fatal. It is advised that all chemical deliveries should take place on alternate days to that of food deliveries.

It is important for a business to use a reliable and reputable supplier and to be familiar with the pesticides or growth promotents that their supplier may be using on their food products.

#### Physical Contamination

Physical contamination can occur very easily and the best method of prevention is visual inspection of products at all times. Also taking precautions such as the regular

maintenance of equipment, a no jewellery policy (except wedding rings) or special overalls (without buttons) for cooking areas are all useful methods of reducing contamination. These may sound like basic and simple measures but they have proven to be effective in the long term.

#### Allergen Contamination

Consumers may be severely allergic to certain foods, so it is essential that any products, for example those containing nuts be clearly labelled. Food handlers must also take extra precautions to ensure that no contamination occurs by washing hands after the use of allergenic products, disinfecting equipment and using separate preparation areas. It is also important for all staff to be aware of basic first aid and how to deal with anaphylactic shocks which can be fatal.

#### **CLEANING**

A cleaning schedule is essential as this prevents bacterial growth, provides a good environment to work in and complies with the law. It is better to clean using a sanitizer as it acts as a disinfectant and a detergent combined. Also the use of hot water approximately 82 degrees Celsius is recommended along with the use of clean cloths. All chemicals used for cleaning must be food safe otherwise there could be a risk of chemical contamination in the food.

The following must be cleaned and maintained:

- Ceiling
- Walls
- Floors
- Windows



- Doors
- Surfaces
- Washing equipment and food
- Vehicles or containers used to transport food
- All equipment and fittings food touches

As well as keeping the premises clean, all waste must be disposed in closed containers so that it is not a source of direct or indirect contamination, this is unless the business has other authorised methods of disposal approved by the local authority. Furthermore all waste must be disposed of in a hygienic and environmentally friendly way, in accordance with EC legislation. The rules governing the methods by which food must be collected and disposed can be obtained from local authorities.

### **ON A FINAL NOTE**

All food businesses must follow good hygiene practices and procedures in order to provide safe food, as it is not only beneficial to the consumer but also the reputation of a business.

Non compliance with the law can carry heavy penalties and the Environmental Health Service (EHS) can serve businesses with a Hygiene Improvement Notice or a Hygiene Emergency Prohibition Notice forbidding the use of equipment or premises. In very serious cases, failure to comply has led to prosecution with the payment of large fines and even imprisonment.

FSA food hygiene – a guide for businesses

<http://www.food.gov.uk/multimedia/pdfs/hygienebusinessguide.pdf>



## **MEMBER PROFILE OF THE MONTH**



Celestine and Bula Agbo are the owners of Pepperton's Restaurant and are active members of the Croydon Food Group.

Pepperton's has been trading in its current location for six years. They believe that they have gained the reputation for their range of bespoke cuisines, thereby bridging many cultural

and political beliefs surrounding eating habits. Pepperton's has been described as "one of the best eating and nurturing restaurants in London", and has a nationally and internationally well reputed contemporary art gallery.

Bula and Celestine continue to drive home the benefits of non aggressive and non violent food. Although not formally a CIC or registered Charity, Pepperton's, 'The free from' food company has been actively facilitating free healthy living cookery sessions for people in Croydon. Pepperton's have also engaged in other socially inclusive health food programmes.

Pepperton's commitments and endeavours to education and environmental issues has earned it the Best of Borough Award for Social and Corporate Responsibilities. Pepperton's passion for excellent service and client care has also awarded it the best commitment to Customer Care award.

As Chair of the Croydon Food Group, Celestine aims to promote healthy eating and is pleased that the Croydon Food Group has been able to support him in facilitating a healthier future for children.

Pepperton's is currently working with the Raft and the Croydon Food Group in the development of the brand of Pepperton's Free From Ready Meals, and continues to work in promoting healthy cooking and eating habits with children, schools and families.

We would like to wish Bula and Celestine the best of luck for the future and hope that they fulfil their dream of a Pepperton's Restaurant "on the corner of every town in Britain".

## **CROYDON FOOD GROUP MEMBERS LIST**

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<b>COMPANY NAME</b>			
<b>1</b>	Albert's Table	<b>21</b>	Halal School Foods
<b>2</b>	Armadillo Training	<b>22</b>	Health is your wealth
<b>3</b>	Ash Bala	<b>23</b>	Inspired Creations
<b>4</b>	Atlantico Ltd	<b>24</b>	Kato Enterprises Ltd
<b>5</b>	Bake me a cake	<b>25</b>	La Baguette
<b>6</b>	Blue Jay Café	<b>26</b>	La Fille Bantu
<b>7</b>	Boomfields Ltd	<b>27</b>	Mary Jane's Popcorn
<b>8</b>	Buffalo Catering	<b>28</b>	New Wok's Cooking
<b>9</b>	Carr Foods Ltd	<b>29</b>	Norma's Cakes
<b>10</b>	Casablanca Café	<b>30</b>	Paul Wayne Gregory Ltd
<b>11</b>	CoCo Mama Food Supplies Ltd	<b>31</b>	Pepperton's
<b>12</b>	Community Music Skills	<b>32</b>	Perry's Bakery
<b>13</b>	Crown Bakery	<b>33</b>	Rameses
<b>14</b>	Dos Santos Foods Ltd	<b>34</b>	Roti Masters
<b>15</b>	Europa Fried Chicken	<b>35</b>	Santok Maa's Bhel Phoori House
<b>16</b>	Express Pizza	<b>36</b>	Sucre Sale
<b>17</b>	FB Bakery	<b>37</b>	Tarts and Tease
<b>18</b>	Flavaz First	<b>38</b>	The Glamorgan Gastro Pub
<b>19</b>	Food 4 Chefs	<b>39</b>	The Orchard Pub
<b>20</b>	Good Food Matters	<b>40</b>	Unc Snacks

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\* Members contact details available on request

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