



Trading Insight

September 2025

Inside:

New supplier focus

Student staff at Salford get social

Students' Union UCL raises a toast

Meal Deal: Great value. Your way.



THE AU VODKA STORY

FOUNDED BY FRIENDS

FOUNDED BY CHARLIE & JACKSON IN 2015, THEY IDENTIFIED A GAP IN THE PREMIUM VODKA MARKET FOR A BOLD, STANDOUT VODKA BRAND.

AU VODKA ORIGINAL

FIVE-TIMES DISTILLED, AWARD WINNING VODKA, THAT QUICKLY BECAME A LOCAL SYMBOL OF SUCCESS.

A DM THAT CHANGED EVERYTHING

A SINGLE MESSAGE TO LEGENDARY DJ CHARLIE SLOTH TURNED INTO A GAME-CHANGING PARTNERSHIP.

FLAVOURED INNOVATION

THE TEAM BET BIG ON FLAVOURED VODKA AN UNTAPPED NICHE AND WON.

EXPLOSIVE GROWTH

FROM £700K IN 2020, TO £86.5M IN 2024, AU BECAME THE FASTEST GROWING VODKA BRAND

GLOBAL DOMINATION, THE MISSION CONTINUES...

EXPANDING RAPIDLY IN EUROPE AND ROW, OVER A MILLION BOTTLES EXPORTED WORLDWIDE.





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TO REQUEST AN INSTALL*

*1 POS KIT PER INSTALL. 10 INSTALL KIT DEALS AVAILABLE. POS ITEMS INCLUDE 2 X 12 PINT GLASSES, 2 X BAR RUNNERS, 1 X PACK T-SHIRTS, 1 X MENU HOLDER, 1 X TAP HANGER, 1 X CHALKBOARD, 1 X PACK OF COASTERS. 1 DEAL PER CUSTOMER. PLEASE CONTACT YOUR BEAVERTOWN REPRESENTATIVE FOR MORE DETAILS.

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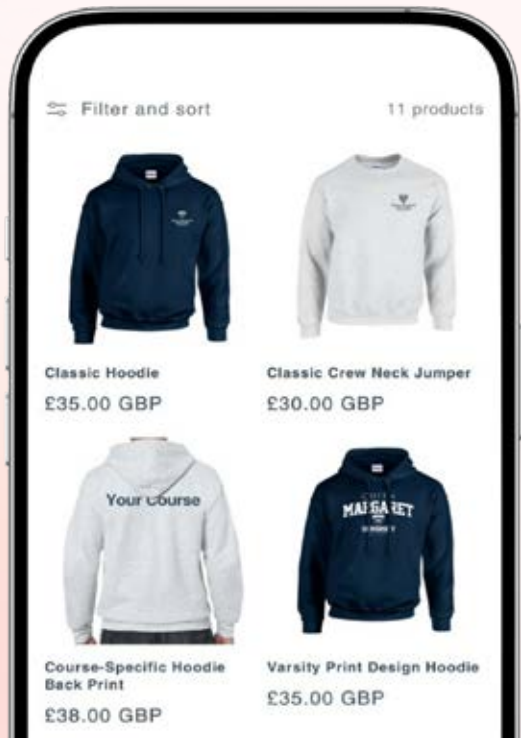
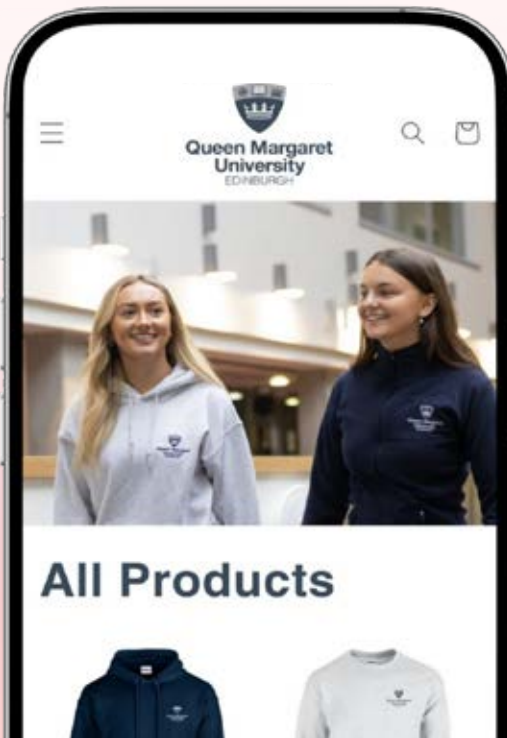
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FIX8 KOMBUCHA AND FIBE

Gut Health, Great Taste – Meet Fix8 Kombucha & Fibe Prebiotic Soda!

We're passionate about helping you feel good from the inside out. We believe that taking care of your gut health shouldn't mean sacrificing flavour. In fact, it should be something you genuinely look forward to.



Fix8 Kombucha was founded by Freya, who first discovered kombucha while studying in Shanghai. Inspired by its centuries-old benefits for gut health, she began brewing her own in London in 2014. After learning from fermentation experts across the globe and honing her craft in a leading California lab, she launched Fix8 in 2018. Today, we brew small-batch kombucha in Devon, always prioritising flavour, functionality, and sustainability.

Fibe Prebiotic Soda was created with the same mission: to support your gut health every day, but with a lighter, sparkling twist. Each can contains a 5g daily dose of prebiotic fibre, helping to nourish the good bacteria in your gut while delivering refreshingly bold flavours you'll actually crave.

Our ethos & ethics: Both Fix8 and Fibe are committed to:

Science-backed functionality - Every sip is rich in gut-friendly goodness, whether that's live cultures, organic acids, added Vitamin C, or prebiotic fibre.

Better-for-you choices - All our drinks are low in sugar, made with natural ingredients, and free from artificial nasties.

Sustainable production - Brewed and canned in Devon with recyclable packaging and a low-impact ethos.

Female-founded and purpose driven - We're Buy Women Built and Champion Women's health.

What's on offer for NUS members? We're excited to bring you a selection of our most-loved drinks:

From Fibe Prebiotic Soda: Fruit Punch, Zesty Orange and Lush Limeonade.

From Fix8 Kombucha: Sicilian Citrus, Strawberry Basil and Ginger Turmeric.

Why choose us? Whether you're reaching for a kombucha or a prebiotic soda, you're choosing more than just a drink. You're choosing a small daily step towards better gut health, greater wellbeing, and a planet-friendly future.

We can't wait for you to crack open a can and taste the difference. Here's to feeling good from the inside out, and cheers to your gut!

We can offer sampling pop-ups and POS material. Email poppy@fix8.com to arrange.





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Student staff get social at Salford!

Venue Manager, Kieran Lloyd shares the secret to success at Salford Students' Union bar: Atmosphere.

Tell us a bit about the bar space and design at Atmosphere...

The bar space is nothing special, but it's all about using the space that you've got to have the biggest impact! We've got three areas in our bar, each offering something a little different. First up is the main bar - where the party's always in full swing! Then there's the lounge - perfect for a quieter moment or friendly game of darts in our darts lane. And finally, the games room - a brilliant spot for socialising that's become really popular over the past few years. Any bits of refurb have slowly been done over the past three years, this way it's been cost effective and as the works been done, we've seen customer numbers increase.

We've heard your student bar staff manage your social media?

Yes...All our social media content is created by our student bar staff, with guidance from the in-house management team.

It's a setup that works brilliantly because the students know what resonates with their peers and what's trending. Thanks to their creativity and hard work, we've seen a huge boost in engagement across our social channels recently!

Has competitive socialising increased footfall for your venue?

The games room has been a huge hit with students. Our main goal is to help reduce loneliness amongst the student community. It's been amazing to see students

arriving on their own and finding friends whilst playing games. We regularly host mini tournaments that again help support our

goal as people often sign up solo and leave having made new friends!

Some days I'm in at 9am and often have students coming in just to play pool before the bar opens at 11am - it's absolutely buzzing!

"Getting a job at the SU helped me so much, it's like joining a big family"

cial at

What works well?

One of the things that works really well for us is the trust we place in our student staff. In fact, every member of our current management team started out as a student staff member - testament to the value of investing and believing in the team. The fact our staff actually love coming in shows we've made it a great working environment for them!

"Atmosphere for a student is the best. It's a normal bar, but you get the student prices. You don't even need to go into town!"

Another thing we do differently is our approach to events. Rather than overwhelming students with constant weekly activities, we focus on hosting one big event every six weeks or so. These events often sell out within an hour, and in my view, keeping them spaced out and high-impact, maintains excitement and keeps things fresh. It's a strategy that

keeps people coming back for more!

Any exciting plans for Freshers or the future term?

Freshers is really early for us - it starts on 6th September! We've got plenty of events lined up but my favourite one is the new Atmosphere Run Club. It's nothing particularly unique, but we're doing it to try help that goal to eradicate loneliness. Since we've posted about the launch, we've had massive traction so we're super excited to see it evolve.

What's your top tip?

Anything's possible. If you have an idea...Try it...It's never going to harm, and if it doesn't work, at least you've tried it!

Follow Salford on insta at:
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Please Drink Responsibly 18+.

WHITE CLAW®

THE RTD CHANGING THE GAME

White Claw isn't just another drink on the shelf - it's the brand that defined a whole new category and continues to lead it. In the UK, White Claw is the number one Hard Seltzer, holding an incredible 98% share of the market and still growing in double digits, even while the wider ready-to-drink (RTD) category is in decline (CGA). That momentum has pushed White Claw into the top five best-selling RTDs in the on-trade, with the second-highest rate of sale across the category (CGA) - proof that when it's on the menu, people choose it.

Part of White Claw's success comes from how naturally it connects with the student and young adult audience. It's light, refreshing, and easy to drink, fitting perfectly with the way people want to enjoy nights out now. With just 95 calories per can, gluten free, and made with nothing more than triple-distilled spirit, sparkling water and natural fruit flavours, it's a "better for you" option without compromise. The taste is crisp, the branding is clean, and the vibe is all about good times with none of the heaviness.

That same appeal has made White Claw a festival favourite. Every year, it sells out at Glastonbury, and at some festivals it's even outsold beer - a sign of just how strongly it resonates with a new generation of drinkers looking for something lighter, cooler, and more refreshing. Festivals are about freedom, fun, and community, and White Claw has become part of that culture.

Online, the brand's reach keeps building. With a growing blueprint on social media and strong engagement across platforms, White Claw stays close to its audience - fuelling the hype, setting trends, and showing up where conversations are happening.

For venues and bar owners, that all adds up to one thing: demand. Stocking White Claw means giving students and young adults what they're already asking for - the drink that's changing how people think about RTDs, delivering volume, and creating excitement. Light, refreshing, and unmistakably cool, White Claw has become more than a drink. It's a brand people want to be seen with, and it's only just getting started.





PADDY & SCOTT'S®
fuelling ambition

A cup of coffee is more than just a drink; it's fuel for ambition. We believe that a simple cup of coffee can be a powerful force for good, for coffee farmers, people and the planet. We pay fair prices, invest in communities, and push for a more sustainable future. This isn't charity, it's empowerment. We are unashamedly different. We're not interested in being suppliers to every company in the UK. Make no mistake we sell coffee to help us change lives. Our model delivers an incredible customer experience and increases sales – often by 30-40%.

Our Coffee. We work directly with the farmers and roast with the most energy-efficient machines on the planet, and it tastes incredible.

Delivery and Training. We turn your team into coffee heroes, full of passion, skill, and sales energy.

Storytelling. We'll help your team tell powerful stories that connect every cup to the farmers who grew it and the lives it's changing.

Activation. We kit you out with educational and entertaining marketing that supports your internal branding, boosting your coffee sales.

Loyalty. We'll help you brew customer loyalty with simple, effective incentives that keep them coming back for more.

Social Media and Culture. We have 1000s of followers and friends that we'd look to leverage for you. Fundamentally it's about creating a new culture that drives coffee sales through a feeling of wanting to do good.

We stock many different blends of Coffee Beans, Decaf Beans, Nespresso compatible pods, Brew Bags, Hot Choc, 100% compostable takeaway cups, Tea, Syrups, cleaning materials etc

Contact is Shaun Winney Head of Sales if you'd like to learn more about Paddy & Scott's at: shaun@paddyandscotts.co.uk or 07359322175.



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*Nielsen 27/03/24

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We're calling on **Student Unions** to make a stand for sustainability, style, and solidarity. By stocking just **one metre of Fairtrade clothing**, you'll be joining a movement that empowers farmers, supports ethical fashion, and gives students a real choice to wear their values. Fairtrade isn't just a label – it's a celebration of fairness, creativity, and community.

Together, we can turn one metre into a movement.

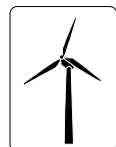
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Over 100 styles with 30 colours
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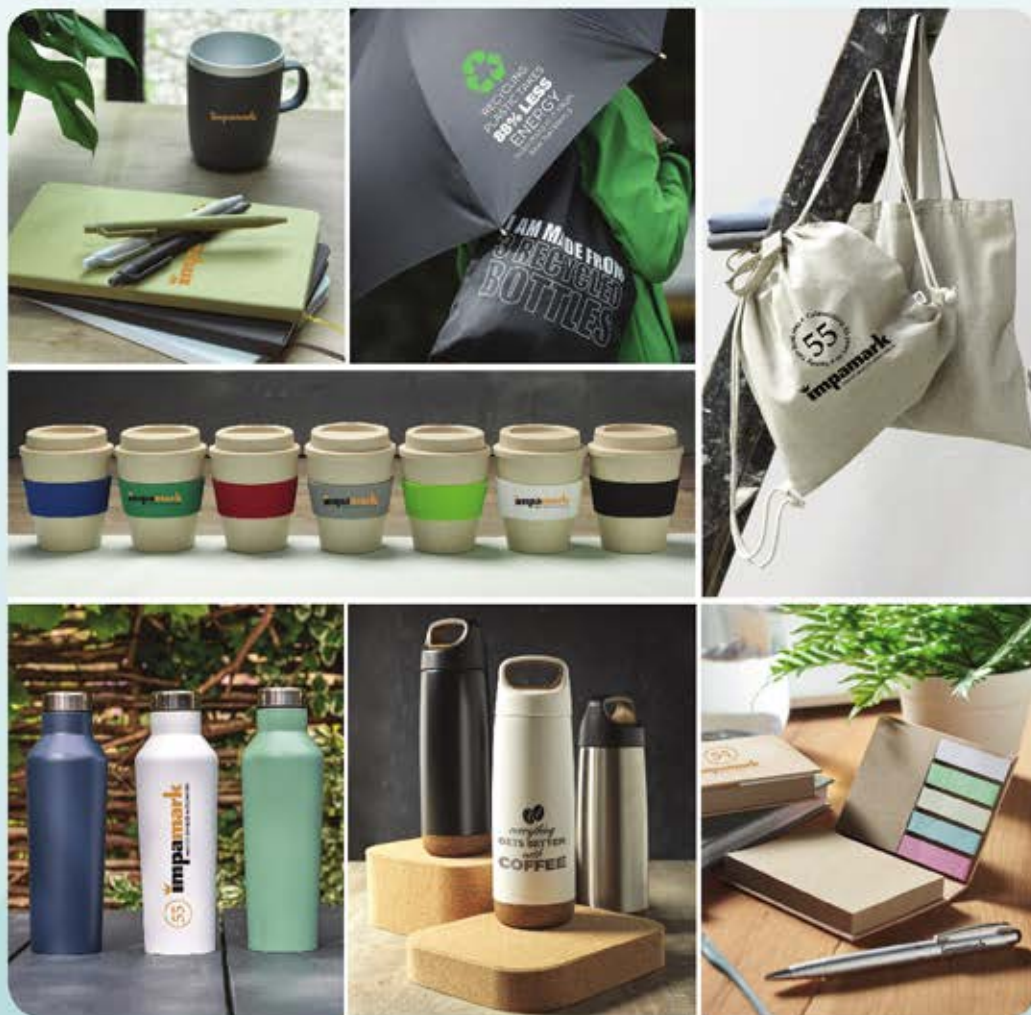


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exceptional customer service, creative thinking & building
strong, lasting relationships**



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Impamark is a trusted, family-run business with over 55 years of experience supplying high-quality branded merchandise.

We specialise in helping students' unions across the UK amplify their message, energise their campaigns, and create a lasting impression both on and off campus.

We understand the unique needs of SUs - your tight deadlines, varied events, and ever-changing student audience. Whether you're preparing for Freshers' Week, planning an election campaign, running wellbeing initiatives, supporting student societies, or sourcing branded items for your retail shop, we know what it takes to help you stand out. Our experienced team works closely with you to recommend the right products to meet your goals, budget, and timelines.

At Impamark, we're passionate about delivering more than just merchandise - we're committed to doing it the right way. As proud members of the British Promotional Merchandise Association (BPMA), we uphold high standards in both quality and ethics. We work exclusively with trusted suppliers to ensure every item is produced responsibly. Sustainability is a core part of our ethos, and we're proud to offer a growing range of environmentally conscious products that allow you to promote your brand without compromising your values.

Our product range includes:

Sustainable Merchandise - Ocean bound plastic notebooks, recycled newspaper pencils, ethically sourced Fair Trade bags
Event & Campaign Items - Stickers, badges, banners, wristbands

Student Essentials - Notebooks, stationery sets, water bottles, mugs
Tech & Lifestyle - USBs, wireless chargers, phone holders, speakers

All our products can be fully customised with your Union's logo, campaign message, or event branding, helping you build a strong and consistent identity across all your activities. Whether you already have artwork ready to go or need a bit of help bringing your ideas to life, our friendly in-house team is here to support you. We can advise on layout, formatting, and design tweaks to make sure your branding looks sharp, professional, and impactful on every item.

What truly sets Impamark apart is our personal, hands-on service. Every Student Union we work with is assigned a dedicated account manager who guides you through the entire process - from product selection and design to print and delivery. We take the time to understand your needs, offer honest advice, and ensure everything runs smoothly from start to finish.

We'd love to hear from you and discuss how we can help.

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Visit our website: www.impamark-promotional-merchandise.co.uk
Call us: 01621 783550

Let Impamark help your SU create branded merchandise that's meaningful, memorable, and made to last.

Capri-Sun 330 ml Orange & Cherry — Fresh Flavour Meets Sustainable Choice

Capri-Sun's story began with a simple vision — to create delicious, all-natural drinks made with real fruit juice and water, free from artificial colours, flavours, or preservatives. This commitment to quality and simplicity still defines the brand today. Building on that trusted taste, Capri-Sun now leads the way in sustainability by offering 100% recyclable PP mono-material pouches. These innovative pouches significantly reduce plastic use and carbon emissions, perfectly aligning with the environmentally conscious values of Gen Z students.

The Capri-Sun pouch is an icon, instantly recognisable and loved across generations. Our modern 330 ml “Big Pouch” takes that legacy further, featuring a resealable tethered cap that keeps drinks fresh and spill-free — an essential for busy, on-the-go lifestyles. Whether students are rushing between lectures, hitting the gym, or grabbing a quick refreshment on campus, Capri-Sun fits effortlessly into their day.

For students' unions, Capri-Sun's 15-pack format is designed with ease and efficiency in mind. These packs are ideal for chilled fridges and ambient displays, making them a flexible choice across retail environments. They encourage impulse purchases, and offer excellent value, helping outlets to meet student demand while simplifying stock management.

Lightweight packaging weighing just 8.07 grams - significantly less than traditional cartons - contributes to a lower carbon footprint. Certified by Cyclos, OPRL, and Recoup, our pouches reduce CO₂ emissions by up to 32% compared to PET bottles and 25% compared to Tetra Pak alternatives. With 94% of truckload weight made up of beverage (rather than packaging), distribution is more efficient and environmentally friendly.

Range Summary:

- 330 ml Orange: A bright, zesty classic made with real fruit juice. Tangy and refreshing, it's perfect for everyday hydration and loved by students looking for a natural, tasty boost.
- 330 ml Cherry: A sweet-and-tart favourite with bold flavour. This vibrant option offers a fun twist while maintaining the same clean-label credentials.

Both flavours contain just 4.4 grams of sugar per 100 ml, with no artificial ingredients - delivering the clean-label reassurance Gen Z actively seeks in their food and drinks.

Ultimately, Capri-Sun 330 ml Orange and Cherry provide a winning combination for both students and SUs. Students enjoy a tasty, natural drink that fits their fast-paced, eco-conscious lifestyle. Meanwhile, SUs gain an easy-to-stock, sustainable product that supports environmental goals and drives campus sales.

With complimentary POS materials available to support visibility and promotions, Capri-Sun is more than just a refreshing drink — it's a smart retail choice that meets the flavour, health, and sustainability expectations of today's students. Contact Email: Andrew.ford@capri-sun.com or Olivia.evans@capri-sun.com

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MEMORIES IN
THE MAKING.**



Capri-Sun

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New Dry Mixes

Brakes is bringing a fresh
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*CGA by NIQ - volume sales of the top 10 craft beer brands for a period of 12 months up to 31st March 2025

Certified



Corporation

200° COFFEE

200 Degrees is a hospitality business powered by people. We started in Nottingham in 2012, and over the last 13 years, our business has experienced some impressive caffeine-powered growth. From the humble beginnings of an old roaster in a garage, we now run 20+ shops across the UK, and roast over 200 tonnes of coffee a year in our state-of-the-art roast house.

We care about coffee beans, and human beings. Providing coffee services is a core part of the food and drink industry, and we succeed because we put people at the heart of what we do. From the farmers and importers to our own employees, hospitality clients or shop customers, we know great coffee is the essentially the by-product of great relationships.

We sell direct to customers online, and carefully manage over 500+ Wholesale clients, from small independent cafes and high-end restaurants to university campuses and corporate offices. Our expertise is second to none and we support the development of coffee education through our seven barista training schools. We've learnt a lot by pushing boundaries, actively seeking new opportunities, and believing everything is better when you're drinking better coffee.

We've got plenty of coffee nerds on our payroll, and we could talk about origins and altitudes and compare taste notes all day long. But what most people want is a good quality coffee that tastes like... well, coffee. That's why our signature blend, Brazilian Love Affair, is such a crowd pleaser. With taste notes of chocolate and hazelnut and caramel, it works as a latte, a long black, a cortado or a straight-up espresso with no complaints.

For those who want to try something a bit different, our Guest range brings back the best beans from around the globe – from the misty mountains of Mexico, to the lush green rainforests of Sumatra. Each coffee has an interesting story to tell, and 200 Degrees is proud to help share them with coffee drinkers across the UK.

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Baby Beers

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Y1 Custom – Official NUS Partner

At Y1 Custom, we're more than a clothing supplier. We're the UK's leading provider of fully customisable university and business apparel, trusted by 1,000+ student clubs, societies, and institutions nationwide. Last year alone, we sold over 32,000 units of our iconic Retro ¼ Zip Fleece alone.

Our Ethos & Ethics

Our mission is simple: Deliver premium, personalised apparel that students and staff are proud to wear, while producing it ethically and sustainably. We're carbon-neutral and a SEDEX-approved brand, ensuring every garment is made under ethical working conditions. We prioritise eco-conscious materials, reduce waste in our supply chain, and produce clothing built to last, aligning with what students really want.

Some added extras (what makes us the best?) We're redefining the custom clothing experience through technology:

- 3D Kit Builder – A cutting edge design tool allowing instant visualisation of products, colours, and logos, giving complete creative control.
- Online Club Shops – Universities can host a branded shop where students order directly, reducing admin while boosting sales.
- Purchase Windows – Exclusive ordering periods that maximise engagement and streamline production. Think Freshers week.

Products available to NUS members: We offer 100+ variations across more than 30 colours, with full embroidery, print, and application options.

We're the market leader in custom university apparel, with proven demand and unmatched quality. Our flexible service suits everything from small society runs to full university shops, and you keep full creative control over exclusive designs. We also help universities turn official merchandise into a revenue stream – all through a hassle-free process where we handle design, production, and delivery. We're Y1 Custom. Your one-stop shop for standout, sustainable, and student-approved apparel.

Contact us: ✉ chloe@y1sport.com
y1custom.com





Kokoa Collection – Single Origin Hot Chocolate

Here's a quick introduction to who we are and what makes Kokoa Collection hot chocolate so special. It's the perfect option for delicious hot chocolate, mochas and iced drinks for your establishment. Available as real chocolate portion tablets or chocolate powders.

Kokoa Collection has been redefining the way we enjoy hot chocolate since 2011. We became the first brand on the UK's coffee scene to melt solid chocolate, creating a richer more authentic drinking experience and engaging customer's curiosity. Our mission is simple, to celebrate the diversity of cocoa by curating single origin chocolates from around the world – hence the name "Kokoa Collection".

We believe every cup of hot chocolate should tell a story, not just of flavour, but of people, places and sustainable practices. Over the past decade we've built relationships with farmers and co-operatives across cocoa-growing countries, ensuring traceability and transparency at every step.

We're proud of our ethical values - many of our chocolates are certified Organic by the Soil Association, registered with the Vegan Society, and all our powders are Fairtrade. Sustainability is also at the heart of our innovation. We have fully recyclable packaging across all our ranges. Our refill tins reduce waste and we continue to explore ways to offset our carbon footprint.

We've also embraced regenerative organic farming with our newest powder from Sierra Leone - a climate positive step forward

in cocoa farming.

Sierra Leone Fairtrade Powder

By choosing our hot chocolate you're supporting smallholder farmers, protecting forests and promoting ethical and sustainable cocoa production. Each sip is a taste of Sierra Leone's vibrant landscapes. Hardworking communities and commitment to a better future.

Beyond flavour, our cocoa suppliers in Sierra Leone are leading a remarkable transformation. They track each farm using GPS mapping, ensuring that the cocoa remains deforestation-free. The farmers can improve the yield of their cocoa plantations which helps eliminate the incentive to clear forest for new plots. Moreover, a well-developed system will boost carbon sequestration and help combat climate change.

In addition to sustainability, ethical sourcing is a priority. Our suppliers have implemented a Child Protection Program in collaboration with ChildFund, establishing Village Savings and Loan Associations that provide financial support to farming families. Many participants are women, strengthening financial independence, promoting gender equality and ensuring children stay in school rather than working on farms.

Get in touch

To discuss your needs, explore our range or for marketing support, please contact me at paul@kokoacollection.co.uk or www.kokoacollection.co.uk



★ single origin hot chocolate ★

The perfect option for delicious hot chocolate, mochas and iced drinks in busy cafés

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Fairtrade Certified
Vegan Registered
Ethically Traded



Choose solid chocolate portion tablets or chocolate powder

**Marketing Support
available**



Keep in touch @kokoacollection

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Your sporting ambitions demand kit that performs when pressure peaks. For over 150 years, we've kitted out athletes across Britain with premium sportswear engineered for excellence. Whether you're stepping onto the pitch for your first match or competing at elite level, your kit shapes how you feel and perform.

Why Universities Choose Us (And Keep Choosing Us)

We've earned our place through delivery. Since 1867, we've evolved from cricket specialists to leading suppliers of innovative sportswear across more than 60 sports. We hold more central university contracts than any other brand, with partnerships including Bristol, Manchester, and Bath proving that student sport deserves the same precision and performance as professional athletics.

Kit That Works When It Matters

We design in-house and manufacture our own products, controlling quality from start to finish—no third parties, no compromises, no excuses.

Advanced moisture-management systems keep you dry when it counts. Precision-engineered seams move with your body, not against it. Fabric technology tested across thousands of matches in real conditions delivers performance you can feel.

More Than a Kit Supplier

Your success becomes our success. That's why 9 out of 10 customers renew with us year after year—we invest in your long-term performance, not short-term gains.

You get bespoke designs with fast turnaround and exceptional support throughout. Sustainable kit options are available too, because your sporting future depends on protecting our planet. Custom designs that reflect your team's identity and ambition.

Pressure-Tested, Student-Approved

We take your sporting goals as seriously as you do. From grassroots to elite level, we understand that passion and pride remain exactly the same. Your kit will arrive on schedule and perform under pressure. That's not a hollow promise—it's what 150 years of delivery guarantees.

Ready to experience a performance partnership that delivers? For more information or to order, email Danny@surridgesport.com



Raising a Toast to Sustainability: How Students' Union UCL Bars Are Leading the Way



At the Students' Union UCL, one of their four core promises to students is simple but powerful: We put planet before profit. This ethos underpins everything they do - from being one of the founding members of the Sustainable SU's Charter right through to the choice of suppliers in their café and bars.

One of their standout sustainability success stories this year has been a partnership with Toast Brewing, the beer that's brewed with surplus bakery bread and donates all profits to environmental charities. Since launching in 2016, Toast has rescued over 4.1 million slices of bread and donated £127,000 to nature charities. This proved to be a perfect partnership match for Students' Union UCL who launched Toast in its two busiest bars in May 2024. Since then Toast has since become more than just a drink. It's a symbol of how purposeful procurement and creative marketing can genuinely drive sustainable change.

How Students' Union UCL embedded Toast

Before Toast hit student lips, the internal teams needed to be on board. Toast visited campus for tastings including a session at the annual all-staff training day, and subsequently featured in internal staff communications including the CEO's staff round-up too. . These early efforts meant Toast was adopted as part of the culture, not just another product for sale.

During Welcome Week last year, one of the biggest events in the student calendar to engage with students and Toast had a strong presence including sponsoring popular bar events, inclusion in prize draw hampers and attending the Sustainability Takeover Fair. It was a great chance to show new students that sustainable choices can be fun, social, and delicious.

Fast forward to January 2025 and to kick off the new year, Students' Union UCL became the first students union in the country to launch Toast on draught. The Institute Bar installed Toast's striking living fount - a bar tap covered with live moss that's a nod to Toast's bigger mission to protect nature - and began pouring Toast's Grassroots Pale Ale.

To celebrate, the Union and Toast worked hand-in-hand to throw a launch event for students and staff which included - sampling, giveaways and an informal 'Meet the Brewer' event. This was the culmination of a marketing campaign that included emails to the 22k-strong subscriber newsletter, digital screens and a social media campaign co-created with students and Sabbatical Officers. One of the best-performing posts of the year featured UCL's student union President playing "Guess the Secret Ingredient". Spoiler: it's bread.

Toast is now a regular fixture in the Union's bars messaging, including featuring in B-Corp Month promotions (Toast is the longest-standing B Corp beer company in the UK), student daily deals, social competitions and more. The message is always the same: sustainable choices can be fun, accessible, and part of everyday student life.



What's next?

In June, Toast's CEO, Rob Wilson, joined us at Trade Convention to present on the collaborative journey so far and encouraged other SUs to join us in collectively rescuing 1 million slices. Thanks to this call to action, and inspired by the Union's lead, six other SU bars are already on board!

Toast co-founder Tristram Stuart will be speaking during Welcome Week at The Institute Bar on 22nd September. His talk on sustainable food systems will give students the opportunity to try Toast and embed sustainability into the student experience from day one.

The relationship between Students' Union UCL and Toast shows the power of partnership. When a team, the students, and the suppliers are aligned around a shared vision, sustainable change isn't just possible, it's popular.

For other SU bars looking to bring Toast into your offer, please [get in touch](#) and let's raise a Toast to planet Earth.

AT CREED, WE'RE MORE THAN JUST A FOODSERVICE PROVIDER.

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HAVE YOU SEEN OUR **KITCHEN '72** RANGE?

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- Sticky BBQ Sauce
- Peri Peri Sauce
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Kitchen '72
Sweet Chilli Sauce



SHOP THE RANGE ONLINE

**Flavour
you feel**

NEW



Subject to availability.
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Shaken Udder is a premium milkshake brand founded by husband-and-wife duo Jodie and Andrew Howie in 2004.

After partying at V festival, Jodie & Howie noticed that amongst the array of food stalls, very little was available when it came to milk. Together they had a 'what if' moment. What if there was a stall selling ice cold creamy milkshakes – the best ones in Britain?

The duo went on a flavour blending mission and tried hundreds of combinations and came up with the name Shaken Udder.

Shaken Udder milkshakes are made using real ingredients such as Belgian chocolate and Madagascan Vanilla and they contain no artificial colours, flavours or sweeteners. They are also a good source of calcium, protein and contain B12. They are HFSS compliant and contain less than 5% added sugar.

For more info,
email:

louise@shakenudder.com

SIMPLY

For over 30 years, SIMPLY has been creating and supplying quality foodservice products that help businesses stand out. Today, we're proud to be the UK's leading manufacturer of flavoured syrups, purees, toppings, and more – trusted by cafés, restaurants, and hospitality operators nationwide.

Who we are

At SIMPLY, flavour is what we do best. From coffee syrups and hot chocolate powders to bubble tea products, cocktail purees, luxury sauces, coolers and winter warmers – we've built a range that makes it easy for you to create exciting drinks and desserts all year round.

We're here to support businesses of every size, whether you're looking to add a seasonal twist to your menu, introduce something totally new, or develop a bespoke product tailored to your exact needs.

Always innovating

Trends move fast, and we make sure you stay ahead of them. Our dedicated team is constantly working on new product development, reviewing market insights, and launching flavours before they hit the mainstream. From swicy combinations to desert-inspired lattes, we keep your menu fresh, relevant, and profitable.

And we don't just follow trends – we create affordable innovations that help you expand your menu without stretching your budget. With portion-controlled packaging and products designed for maximum shelf life (up to one year opened, three years unopened), you'll cut waste while keeping costs under control.

Why SIMPLY works for you

- 70+ syrup flavours (plus 40+ sugar-free options) – perfect for hot and cold drinks
- Luxury hot chocolate & frappe powders – indulgent and versatile
- Popping boba – a must-have for bubble tea menus
- Coolers & iced tea syrups – quick-serve, refreshing, summer favourites
- Topping sauces & purees – add flair to drinks, desserts, and bakery items

Everything is competitively priced, works seamlessly together, and is designed to help you serve customers quickly and consistently.

More than just products

Our ethos is simple: we grow as our customers grow. That means offering more than just products – we're your partner in building menus that excite your customers and drive repeat visits.

With SIMPLY, you'll benefit from:

- Dedicated customer support – responsive, reliable, and always on hand
- Dependable supply chain – making sure deliveries arrive on time, every time
- Recipe inspiration & marketing support – from our resource library of ideas, POS, and seasonal materials

We understand the pressures businesses face – from rising costs to customer expectations – and we're here to make things easier. By helping you create signature drinks and affordable limited-time specials, we give you the tools to charge more, stand out from competitors, and keep customers coming back.

The SIMPLY difference at NUS

Our range is built to inspire. From everyday essentials like syrups and hot chocolate powders to on-trend innovations like popping boba, our goal is to make it simple for you to bring big flavour and creativity to your menu.

Because when your menu succeeds, so do we.

Contact amber.darby@ibcsimply.com for more info.



£4.99

PREMIUM DEAL



£3.99

MEAL DEAL



Get the Meal Deal

Following the success of last year's Meal Deal refresh, we're excited to roll out the latest version - designed to be even more flexible, visually appealing, and value-driven.

Feedback-Driven Improvements

Last year's changes were met with great feedback. You loved the simplified structure and flexibility, and it was clear you wanted this approach to continue, so you can still choose the price points and tailor the products that sell well in your outlet meaning greater control over the margins.

Editable POS

We've made a few tweaks to the Point of Sale (POS). When you sign up, you'll be sent links to a Canva folder and image library where you can drop in the products you want to promote under each price point. There's also space to add in your SU logo.

Shout About It!

This year, we're putting a real emphasis on digital and social media marketing. We're encouraging all stores to shout about their Meal Deal - whether that's through Instagram stories, TikTok reels, or digital signage. The more visibility, the better!

£4.99

PREMIUM DEAL



MAIN + SNACK + DRINK

GLUTEN FREE, VEGAN, HALAL & VEGETARIAN OPTIONS
AVAILABLE

£2.99

VALUE MEAL DEAL



SANDWICH + SNACK + DRINK

Value That Stands Out

With high street Meal Deal prices continuing to rise, our offer stands out as the best value around. Depending on your selected price point, you could be offering the cheapest Meal Deal in town - a powerful message to share with your students.

New Lines & Best Sellers

Check out the Meal Deal Checker Sheet for new product lines - look in the last tab marked "Comments." If you'd prefer a curated list, just [let us know](#) and we'll send one over.

Top Tips for Success

- **Refresh your POS:** Remove any outdated materials, especially those with incorrect price points or product images.
- **Watch for pack size changes:** Many crisp lines have shifted to grab bags so make sure your visuals match the actual products.
- **Keep up-to-date:** Use the editable Canva templates to keep your displays fresh and relevant.

[Sign up](#) to sell the Meal Deal today!

Tofka Toffee Vodka: Driving the Next Wave of Shot Culture in SU Bars

In the ever-competitive bar scene, standing out is about more than price point - it's about experience. Students today aren't just looking for a drink; they're looking for a moment to share, capture, and repeat. That's where Tofka Toffee Vodka comes in. With its golden shimmer, smooth toffee flavour, and eye-catching serve, Tofka isn't just another spirit on the shelf - it's a catalyst for energy, theatre, and margin growth.

Born from the Slopes

Tofka's story begins in the après-ski culture of Europe's mountains, where ice, snow, and celebration collide. It was created as the perfect drink for high-energy nights after long days on the slopes - indulgent, warming, and made for sharing. That same spirit of togetherness and fun translates perfectly to SU bars, where students crave both flavour and occasion. From mountain chalets to students' unions, Tofka carries with it a heritage of camaraderie and unforgettable nights.

A Shot That Shines

The UK's shot category is booming, with double-digit growth across student venues. Shots aren't an afterthought anymore; they're often the centrepiece of a night out. Tofka is perfectly positioned to capitalise on this trend with its shimmering golden liquid lighting up the bar, creating anticipation, and making the serve itself part of the theatre. In student bars, where social media moments can amplify brand impact, this is a built-in marketing tool that works every night.

Versatility Beyond the Shot

While the shot ritual is Tofka's beating heart, its versatility extends across serves. Over ice, it delivers a premium sipping experience with a sweet finish. In long serves, Tofka mixes effortlessly with Appletiser (Toffee Apple), lemonade, or even ginger ale - broadening its appeal to those who want something lighter and sessionable. For venues, this means Tofka isn't locked into one category - it's a spirit that drives sales across multiple occasions, from quick celebratory rounds to longer, more relaxed drinking moments.

Cocktails are another area where Tofka shines. Think of it as a flavour enhancer: adding depth to espresso martinis, indulgence to dessert cocktails, and a playful twist to student favourites. With one SKU, bars can deliver a range of serves without complicating back-bar logistics.

Occasion is Everything

Tofka fits seamlessly into the student drinking calendar. From Freshers' Week through to end-of-term grad balls, the brand adds sparkle to group moments. Its approachable ABV and indulgent flavour profile encourage group participation - whether it's celebratory rounds at the bar, or a themed Tofka night. In a market where novelty drives sales, Tofka offers a consistent yet exciting ritual that keeps students coming back.

Commercial Advantage for Bars

Tofka is proven to deliver incremental sales by unlocking the shot occasion in a way few spirits can. Its cross-serve versatility reduces wastage, while its standout presence on the bar encourages upsell opportunities. With category growth on its side, stocking Tofka positions your venue at the forefront of the UK's evolving shot culture.

By bringing Tofka into your bar, you're not just adding another spirit to the lineup; you're investing in an experience that students will seek out, share, and repeat.

NEW

tofka



TOFFEE VODKA

SPIRIT DRINK

**Dont MISS out
on this years
biggest TREND**



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