



# MEVALCO

Inspiring customers with the highest quality products and new development and innovation is the driving force for Mevalco

## **Q What are your plans/priorities for foodservice in the coming 12 months?**

We will continue to innovate with new products that deliver stand-out appeal for our chefs and are of the utmost quality. Since the end of UK lockdowns, we have enjoyed a strong demand for our products as consumers enjoy the return to eating out and, in many cases, have upweighted their dining options. We continue to work closely with our hospitality partners and our chef development team remain at the forefront of menu development and continue to inspire our customers.

We'll be showcasing our products and continuing to bring new products to market. We are also maintaining an ambitious programme of promotion with local-to-local events, Spanish study tours, industry events and more.

## **Q After a tumultuous two years for foodservice, how has the market changed?**

Inflationary pressures are impacting on all, which brings unpredictability. There is now a real drive on the quality of products and ingredients and this is of vital importance in delivering differentiation and upsell. The quality of our products and ingredients is what is most important – simplicity is key.

Chefs are looking for product solutions that require minimum 'chef-ing' to get to the plate, hence why there is the need for the high quality of the products and ingredients.

## **Q Are there any stand-out trends that have emerged on the back of the pandemic?**

Our private clients are enjoying our products at home following the pandemic. Some of our customers continue to offer consumers meals to consume at home and certain trends have stuck even though we have the ability to dine out.

## **Q How has Natasha's Law affected the way the sector operates?**

Natasha Law doesn't affect us as much as other businesses, but we ensure that all labelling of ingredients and allergens information is up to date.

## **Q Is sustainability a key focus for your business in the next 12 months?**

It is a focus certainly and we have a number of priorities as sustainability remains important to the industry and to consumers.

**“** We innovate with new products that deliver stand-out appeal”