



Tomatoes: Trends towards 2020

# The use of tomatoes in the foodservice industry: Past evolutions and future trends





Reynolds is a 4<sup>th</sup> generation family-run greengrocer with over 70 years of industry experience.

We have grown organically from a market stall...





....to a leading national fresh produce supplier to the foodservice industry.



We supply UK-wide from our National Distribution Centre and six strategically located depots.







strong, highly experienced technical  
QC team take care of food safety



Produce is fully traceable and food safe ensuring peace of mind



**GLOBALG.A.P.**  
The Global Partnership for Good Agricultural Practice



**Contracted grower base ensures  
consistent availability for our customers**





# Expectations of the foodservice industry towards tomato production

- Tomatoes are a commodity product
  - Price is still ‘king’
- Now flavour, quality and colour are starting to be increasingly important



# Expectations of the foodservice industry towards tomato production

Demand of imports vs. UK grown tomatoes

- Overall demand is driven by the retail market

Benefits of imports:

- UK only offers 6 month season only
- Yield vs. labour costs
- Currency

But what about taste?

- Varietal developments is key for meeting future demand





# Expectations of the foodservice industry towards tomato production

Consistent volumes, summer or winter, unlike retail

Utilisation of all crop size, quality, varieties and trials

Long-term contracted supply base

Working with growers on R&D

- Mixed heirloom tomato
- Loose cherry (3kg)
- On vine specialities



# Retail and Foodservice

## **Retail: Consumers have a voice**

- Returning customers are key to retail strategy
- They will look for the best price offer, with the highest quality
- Retail consumers are increasingly promiscuous
- Where and how often they buy is changing

## **Foodservice**

- Price is generally 'King'
- Consistency of product is a given for full nationwide coverage
- Other factors are becoming more important to differentiate:

*NPD / QUALITY / TASTE / PROVENANCE / COLOUR / COMPETITION*

**Our food development team are key drivers of change within our sector.**



# Reynolds: our varieties

We provide 21 products at Reynolds.

The variety must be fit for purpose:

- Sandwiches: intense (less juice)
- Salads: smaller cocktail varieties
- Flavour: Datterini / Marzanino
- Green: chutneys
- Kumato
- Tomatillo (diversification to the Central American tomato)



# Foodservice varieties/Trends

- Generic round tomato sales are morphing from 3 sizes to only 1 size
- On the vine categories are growing
- Most of our growth is predominantly centred around cocktail varieties
- Organics:  
Little demand, but increasing from a very low base.  
Driven by industry accreditation (Food for Life, SRA)
- Beef tomato is growing
- Plum tomato stable





# How the tomato business can evolve

- Class 2?
- Sizing is key (case and product) – up scaling makes sense
- Increased pack sizes equals additional sales
- We receive some customer requests:
  - But we need to make customers aware and push demand
  - Use trials as a platform to develop sales
  - Customers expect options: seasonal, flavour, etc
  - Innovate or die!













**Thank you for listening**  
**Do you have any questions?**

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