



PARAMOUNT®
the taste of good business

LOVE TO EAT

ONTREND
ISSUE 07

QUALITY, INNOVATION & SUSTAINABILITY

THREE DECADES OF EXPERTISE...

Paramount has become a trusted name in the food manufacturing industry, renowned for our unwavering commitment to quality, innovation, and sustainability. Sustainability is at the heart of everything we do, ensuring that our practices not only delight today's customers but also protect the planet for generations to come.

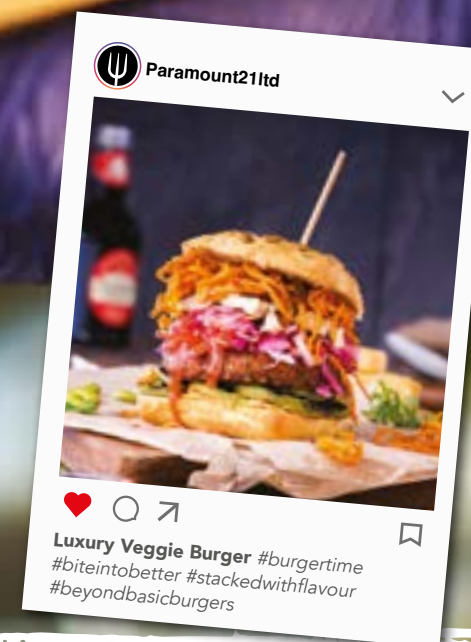
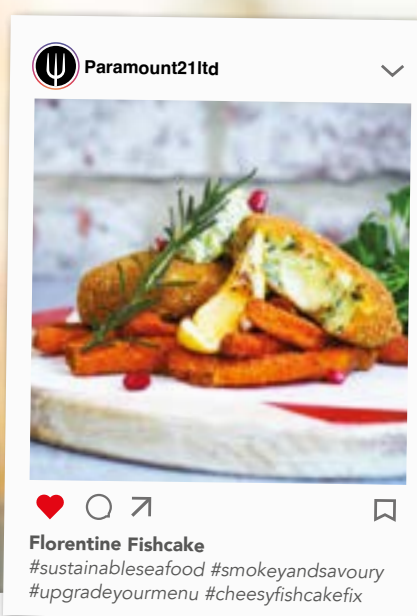
Ali - founder of Paramount

THE LOW DOWN

The UK food scene is buzzing with exciting trends, and at Paramount we're perfectly positioned to bring them to life. Plant-based dining continues to thrive, with Vegan and Vegetarian options now a must-have for any menu – a space where our innovative products truly shine.

Sustainable seafood remains a priority, and our MSC-certified range ensures you can serve responsibly sourced dishes without compromise. Street food-inspired, grab-and-go meals are also in the spotlight, offering bold, global flavours that cater to fast-paced lifestyles – a trend we embrace with our vibrant, ready-to-serve options. From health-conscious choices to adventurous eating, Paramount keeps your menu ahead of the curve while delivering on quality and sustainability.

Ali



WHAT'S ON THE MENU?

The UK food scene is evolving faster than ever, driven by shifting consumer preferences, sustainability concerns, and the power of social media. At Paramount, we stay ahead of the curve, helping you bring the latest trends to life with innovative, high-quality products that deliver on taste, convenience, and sustainability. Whether it's plant-based innovation, bold world flavours, or allergen-friendly options, we've got the solutions to keep your menu fresh, exciting, and relevant.

FEELING

Growing importance and recognition of gut health and the role that food plays in physical and mental wellbeing – in a world where 'Feeling' is more important than ever.

FUTURE FOOD TREND FOR THE NEXT FIVE YEARS

THE 5F's

(A)FFORDABLE

With rising economic pressures, affordable food and drink will become even more important in 2025, as value-focused dining grows and mid-range options lose ground.

FILMED

Staying connected to key influencers and creators is essential, with engaging filmed content now vital across all platforms to reach today's consumers.

FAR-FLUNG

Building on previous 'Worldly' trends, cuisines are being brought to UK consumers from further afield and are being sought out by 'Foodies' and well-travelled and educated consumers, also driven by the UK's growing multi-cultural community.

FINE EATING

Moving on from the idea of Fine Dining, we see chefs concentrating on providing Fine Eating by elevating the food, but in a casual setting, something that has been described as 'Luxe Casual'

The UK's food scene is vibrant and diverse, with a strong emphasis on sustainability and innovation.

Food trends are being shaped faster than ever by the power of social media, where visually stunning dishes and bold flavours reign supreme.

Health-conscious diners are increasingly seeking allergen aware and nutritious choices.

Global comfort foods are trending and street food inspired, grab & go meals are also in the spotlight, offering bold, global flavours that cater to fast paced lifestyles.



Photo by Joana Godinho on Unsplash

Sustainability remains a priority and our MSC certified seafood range ensures you can serve responsibly sourced dishes without compromise.

Our range is perfect for casual dining, seamlessly blending convenience with quality, offering health-conscious choices to adventurous eating.

Special thanks go to Simon Stenning of Future Foodservice, a prominent foodservice analyst who has provided the following insights into the future of the UK Foodservice industry over the next 5 years.

THE TOP TRENDS SHAPING FOOD TODAY

- Social media
- Health
- Global flavours
- Casual dining
- Visible veg
- Sustainability
- Grab & go
- Competitive socialising
- Spicy & hot
- Value



Photo by Paula Vermeulen on Unsplash

THE RISE OF THE AIR FRYER!

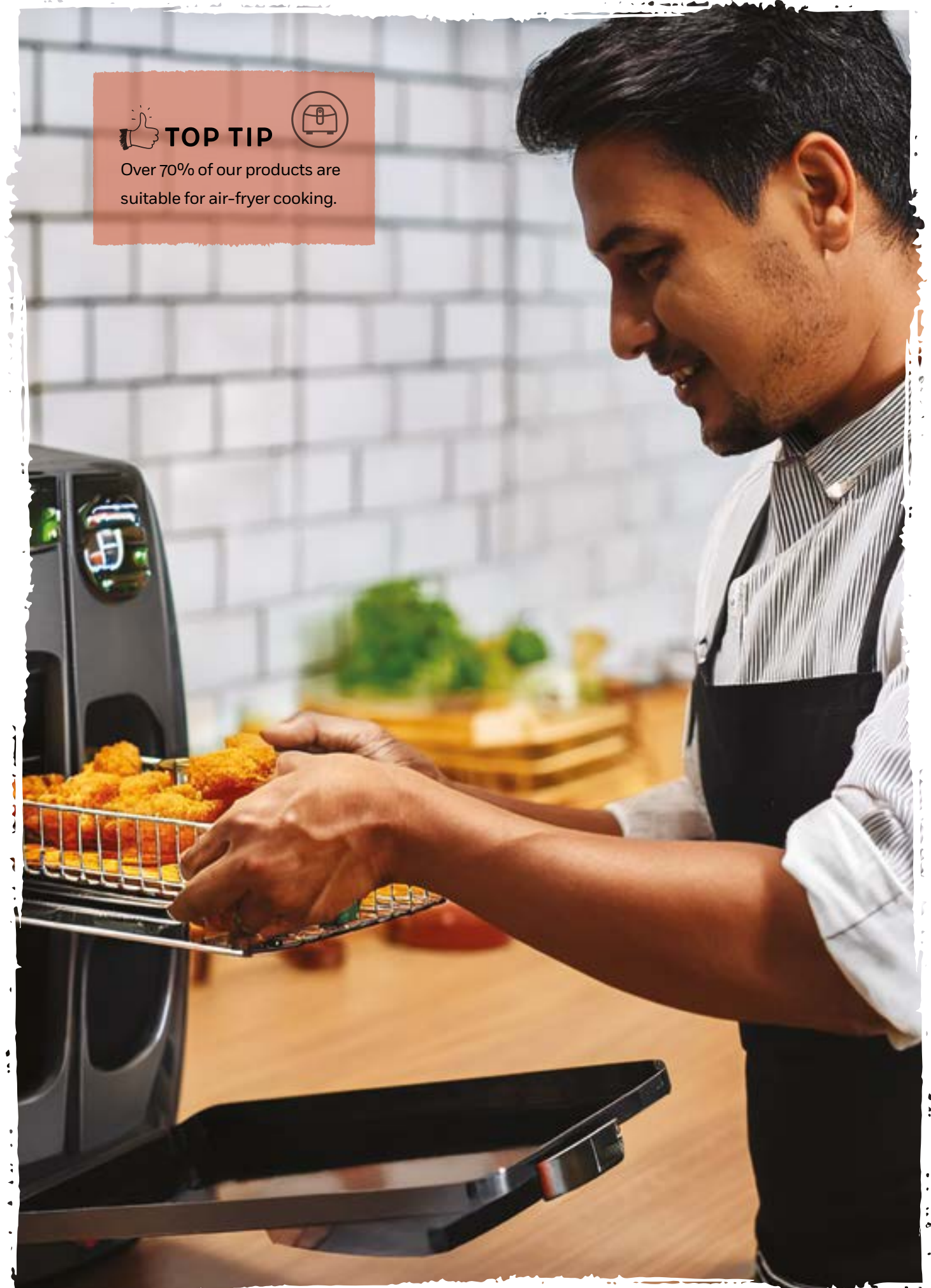
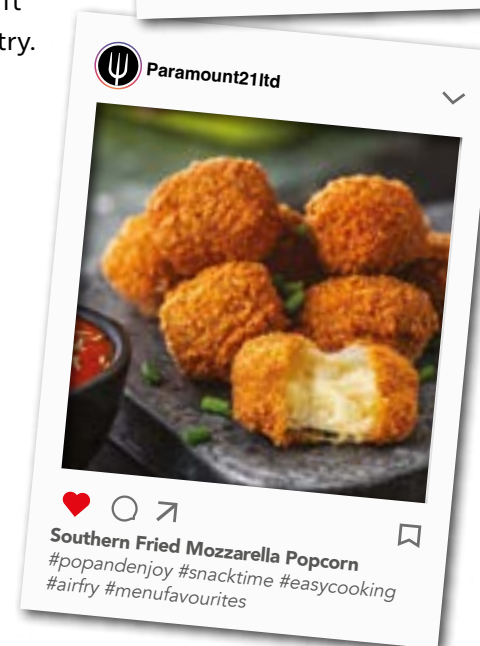
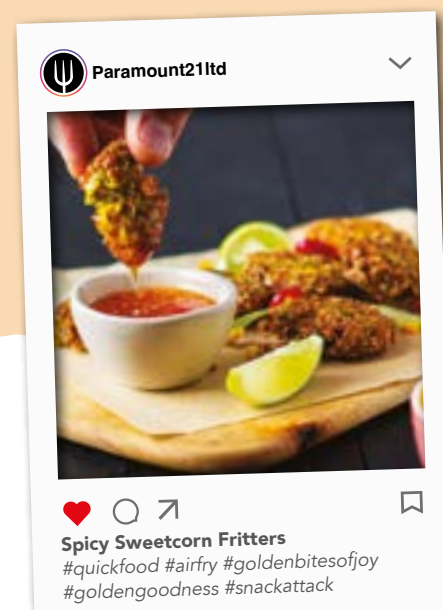
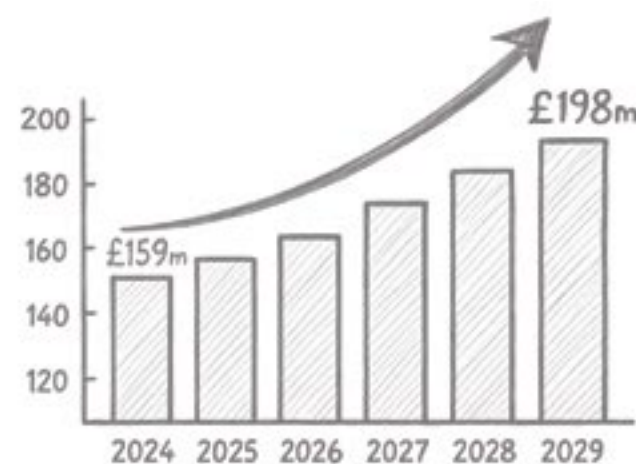


THE HOTTEST THING SINCE SLICED BREAD?

Over the past two years, air fryers have experienced a remarkable surge in popularity across the United Kingdom. As of September 2024, 58% of UK households now own an air fryer, making it the third most-used kitchen appliance after toasters and microwaves.

This trend is not confined to home kitchens; restaurants are also recognising the benefits of air fryers. The value of the UK market 2024 £159mil with projections indicating by 2029 will reach £198mil, reflecting a 4.8% compound annual growth from 2025 to 2029.

Establishments are incorporating air fryers to offer healthier menu options and improve energy efficiency, reflecting a broader shift towards innovative cooking technologies in the culinary industry.



TOP TIP
Over 70% of our products are suitable for air-fryer cooking.

THE ART OF CASUAL DINING

SHARING is CARING

Casual dining remains the dominant sector in the UK food industry with changing consumer preferences, economic conditions and lifestyle shifts.

It's all about affordable indulgence, bold flavours and sustainability.



With rising costs, people want quality meals at reasonable prices, leading to the popularity of meal deals, small plates and sharing concepts.

From elevated pub classics to globally inspired street food, casual dining is evolving to meet the demands of the adventurous yet cost conscious audience.



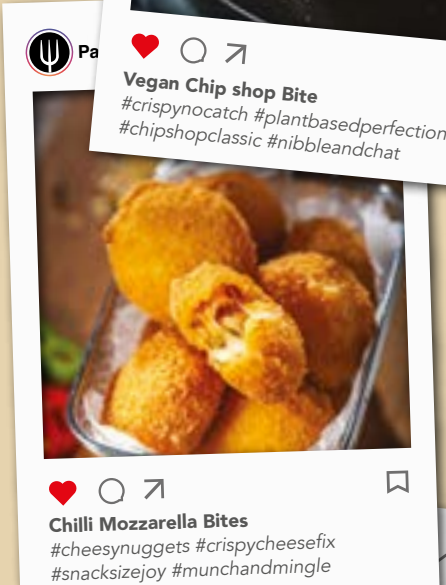
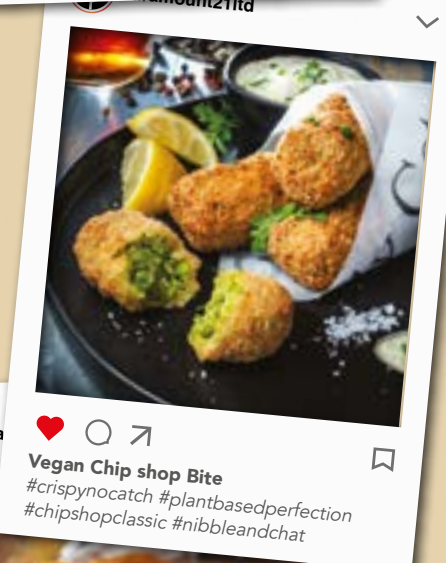
DID YOU KNOW?

Diners are seeking experience over formality, with high quality food in a relaxed, informal setting without the rigid structure of fine dining.

Our range offers versatile options ideal for tapas style menus, small plates and sharing platters. Whether it's a quick bite or feast to share



SMALL DISHES GO FAR





This trend isn't just about the food, it's all about bringing people together, sparking conversations and creating lasting memories, so whether its family get togethers, corporate events, friendly gatherings or special occasions, grazing tables turn casual dining into something truly spectacular.

It's a great way for pubs and restaurants to boost engagement, increase spend per head and attract social diners.

Think overflowing platters, vibrant colours and layers of textures that are Insta-worthy and irresistible.

For hosts and chefs alike, grazing tables offer the ultimate canvas for creativity. The art of grazing is all about balance. Our chefs have developed a range of versatile, bite sized products to meet this demand.

- 🍏 Build a feast that caters for every palate, incorporate world flavours, culinary trends, and traditional flavours that satisfy modern preferences.
- 🧀 Don't forget the vegetarians, vegans, pescatarians and dietary needs, include gluten-free, dairy free choices to appeal to wider audiences.
- 🍏 Start with a foundation of various bites, varying in flavour profiles and texture.
- 🧀 Add products such as artisan breads, fries, or rustic crackers to dip and scoop.
- 🍏 Add pops of colour with seasonal fruits, salad garnish or crisp vegetables.
- 🧀 Add interesting chutneys, relishes and dips that compliment your products
- 🍏 Fill the gaps with smaller items like fresh herbs, olives and nuts, to ensure your table looks full
- 🧀 Use boards, bowls and serving trays at different levels to create depth and interest
- 🍏 Get creative making different combinations with just a few products that also feature elsewhere in your menu.



HOW TO CREATE THE ULTIMATE GRAZING TABLE WITH PARAMOUNT

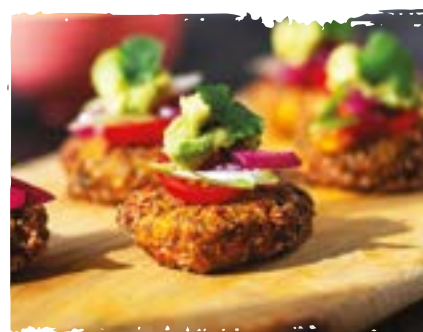
Create a showstopping grazing table with Paramount's premium range. From tasty crab cakes to vibrant vegan crunchy bites, we provide everything you need to craft a feast that wows!

STEP 2 Choose Your Star Products

Pick your Paramount products to be the centrepiece, these will be the showstoppers of your grazing table. Bake or Air fry the items fresh and serve them warm for maximum impact.



Seafood Selection: Seafood Selection – Bring a coastal adventure with rich flavoured crab cakes or other crisp golden starters from the sea.



Vegan and Vegetarian Choices: Showcase plant-based bites like Sweetcorn Fritters or Vegan Chip Shop Bites to cater to diverse dietary needs.



Street Food Favourites: Include globally-inspired products like Pop-a-loumi or Southern Fried Mozz Popcorn for bold flavours and texture variety.

STEP 3



Add Complementary Sides

Surround your Paramount products with complementary flavours and textures:

Cheeses: A mix of soft (brie, goat cheese) and hard cheeses (cheddar, manchego).

Dips: Hummus, aioli, salsa, or spicy chutneys work beautifully with seafood and plant-based options.

Breads and Crackers: Include artisan breads, flatbreads, and rustic crackers to scoop and dip.

STEP 1



Plan Your Table Layout

Choose a large surface – a rustic wooden table or board works beautifully – and decide on the style. Whether it's intimate or abundant, map out space for key sections: proteins, cheeses, fruits, dips, and bread. Use different heights with platters, boards, and serving bowls to create visual interest and layers.

STEP 4



Incorporate Fresh and Vibrant Elements

Add colorful touches with fresh and dried fruit (grapes, figs, pomegranates) and crisp vegetables like cherry tomatoes, radishes, and cucumber ribbons. Scatter nuts and seeds for texture, and use fresh herbs like rosemary or thyme to enhance the presentation.

STEP 5



Arrange for Maximum Visual Appeal

Layer and Group: Place Paramount products in focal areas, grouping similar items together to create impact.

Fill the Gaps: Use smaller items like olives, nuts, or berries to fill spaces and ensure the table looks full.

Play with Heights: Use boards, bowls, and serving trays at different levels to create depth and interest.

STEP 6



Add the Finishing Touches to make it Memorable

Drizzle olive oil over cheeses, add edible flowers for elegance, and garnish seafood or vegan options with lemon wedges and fresh herbs. These little details elevate the table and make it even more Instagrammable.

STEP 7

Serve and Enjoy

Invite your guests to dive in, snap photos, and share! Grazing tables are all about encouraging people to interact, taste, and enjoy the variety on offer. With Paramount's high-quality, flavourful products at the heart of your table, every bite will leave a lasting impression.





GRAB & GO

WHY QUICK BITES ARE NOW BIG BUSINESS

Quick Service Restaurants (QSRs) are booming, reshaping the way people eat with a focus on speed, convenience, and quality. As busy lifestyles drive demand for food on the go, takeaway and home delivery have never been more popular. From classic favourites to globally inspired street food, QSRs are evolving to offer fast yet flavourful meals that meet changing consumer expectations.



Jumbo Cod Fish Finger

The fast-food and takeaway market is projected to experience significant growth over the next 5 years. According to industry reports the market size in 2024 was estimated at £34 billion and is expected to reach £44 billion by 2029, reflecting a 5.25% compound annual growth rate, driven by the growing appetite for quick, yet high quality dining options.

To stay ahead operators should consider; -

High Quality, Convenient Food – Balance speed with fresh, great tasting options that don't compromise on quality.

Health-Focused & Plant Based Choices – Cater to demand for nutritious, high-protein and vegan and vegetarian choice.

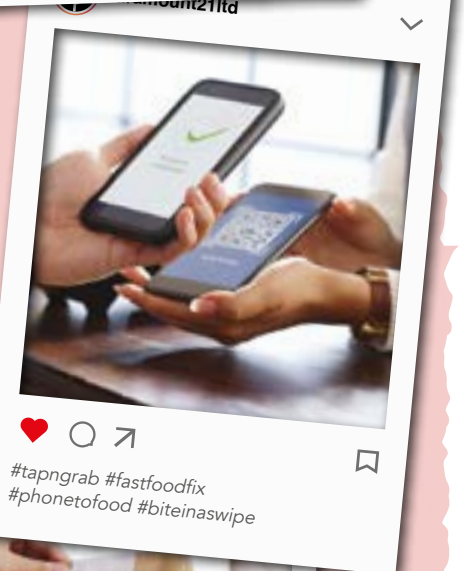
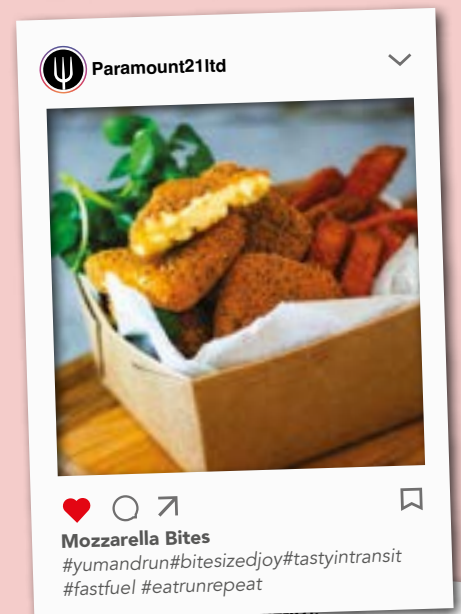
Bold Flavours & Global Influence – Stand out with innovative, internationally inspired dishes.

Customizable & Flexible Menus – Allow customers to personalize their meals with different toppings, bases or sides.

Tech-Driven Convenience – Enable seamless digital ordering, click-and-collect and contactless payment.

Sustainable Practices – Use eco-friendly packaging, reduce food waste and source responsibly.

Seasonal & Limited – Edition Specials – Create excitement and encourage repeat visits with fresh, changing menus.



THE NEW CULINARY FRONTIER

EXPLORING THE SURGE IN HOME DINING POST PANDEMIC

Home dining has surged across the UK, driven by shifting habits post-COVID and the rise of food delivery apps like Deliveroo, Just Eat, and Uber Eats. No longer just a city trend, these services are expanding into rural areas, making restaurant-quality meals more accessible than ever. As more people opt for convenience, restaurants must rethink how their food travels, ensuring meals arrive fresh, hot, and visually appealing.



TOP TIP

For restaurants venturing into delivery, investing in high-quality, sustainable packaging can enhance the dining experience by preserving food integrity and appealing to environmentally conscious consumers.

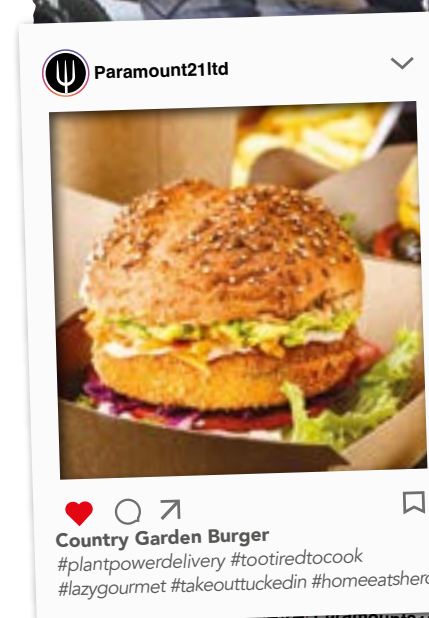
The significant growth has been influenced by several key factors.

Convenience – Busy lifestyles and the desire for hassle free meal options have led to an increase in consumers opting for food delivery services.

Technological Advancements – User friendly apps and platforms have made food ordering online more accessible and efficient.

Diverse Culinary Choices – access to a wide range of cuisines and dishes encourages consumers to explore new flavours from the comfort of their own home

Promotions and Discounts – Attractive deals and loyalty programs by delivery platforms incentivize frequent use.



As the UK food delivery market continues to expand, frozen food is playing a crucial role in meeting demand for quality, convenience and sustainability. We specialize in developing premium frozen solutions that help food service operators maintain consistency, reduce waste and streamline operations.

With extended shelf life, minimal food waste and guaranteed freshness our products are designed to meet the fast-paced needs of modern delivery service.

DID YOU KNOW?

Looking forward, the UK food delivery market is expected to maintain robust growth. The market is forecasted to grow at a CAGR of 8.49% from 2024 to 2028, with the total market volume reaching £63.75 billion by 2029 (Source Statista)

TRADITIONAL BRITISH WITH A TWIST

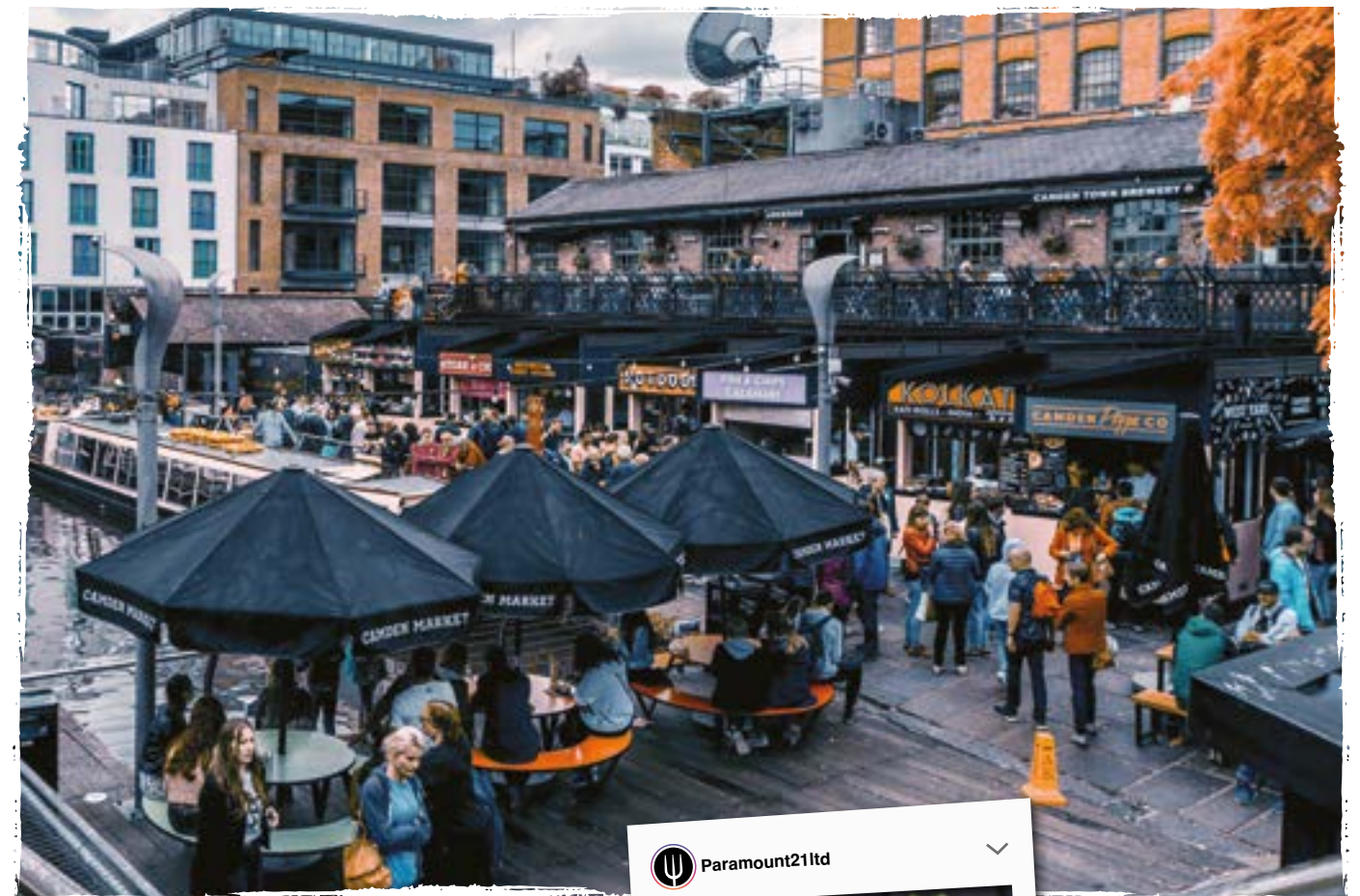
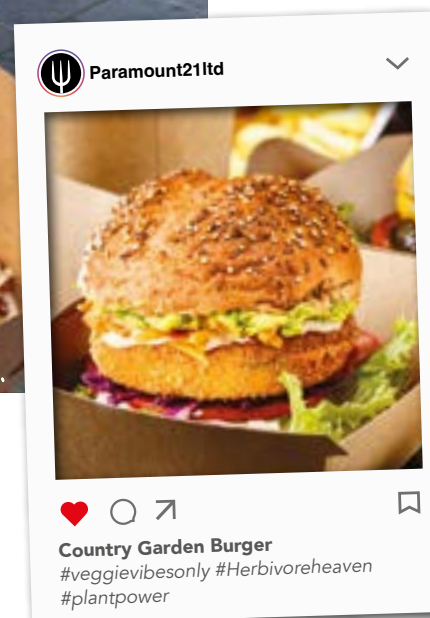
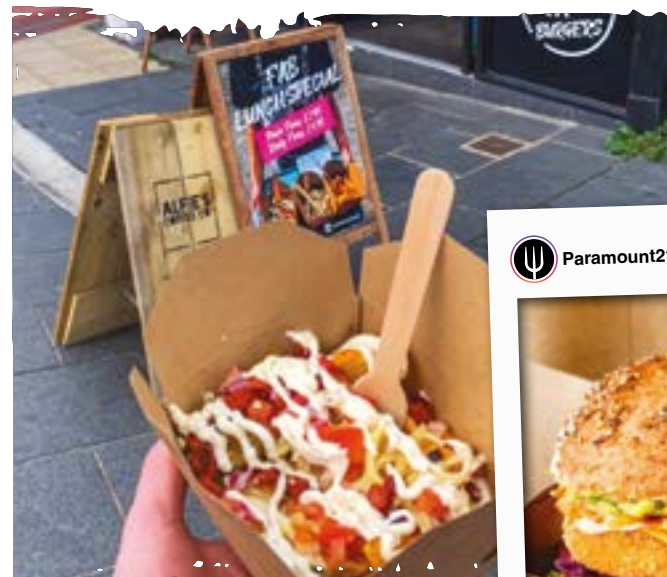
The trend for British classics with a twist is taking menus by storm, blending nostalgia with innovation to give traditional favourites a modern makeover. From reinvented pies to elevated fish and chips, chefs are finding creative ways to put a fresh spin on well-loved dishes.



The culinary scene in the UK is embracing a trend of reimagining British dishes where chefs are blending classic formats such as pies, roasts, breakfasts and puddings with elevated flavours and creative presentation.

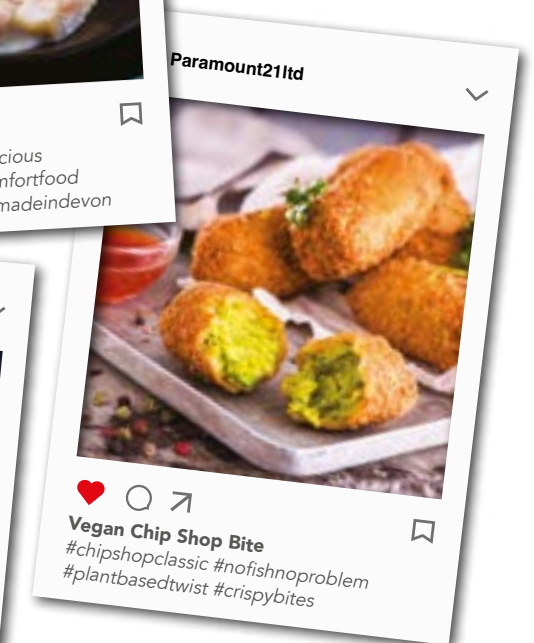
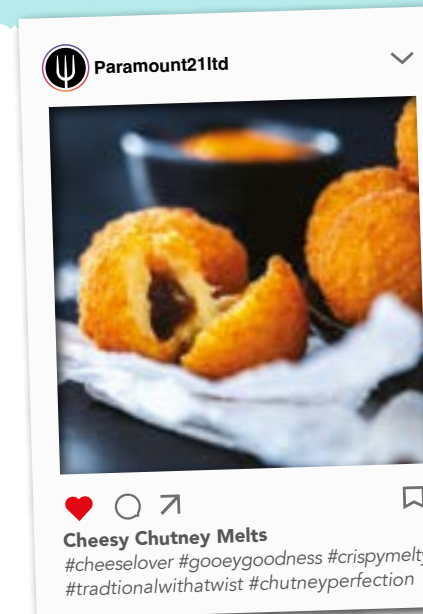
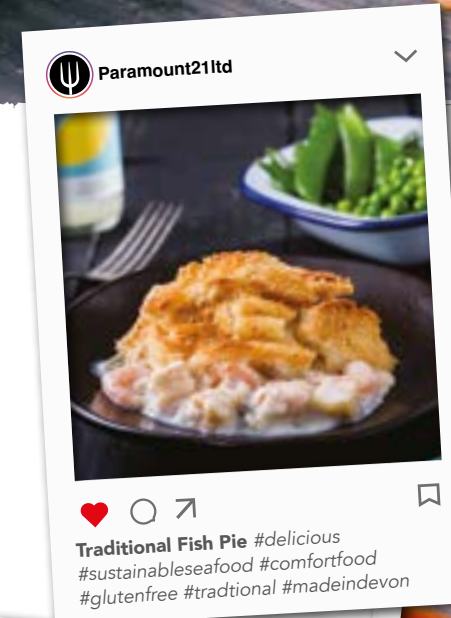
The **British Fusion** trend allows diners to experience familiar comfort foods with innovative twists, appealing to a sense of adventure while maintain a connection to heritage.

This trend is set to grow over the next few years. Paramount is perfectly placed to meet this demand, offering high quality, versatile products that allow operators to deliver classic dishes with an exciting on trend twist.



TOP TIP

Create a buzz with rotating specials that put a fresh twist on British favourites, such as shepherd's pie enhanced with Mediterranean ingredients, traditional roast dinner featuring Asian spices, or a classic fish pie updated with unique additions such as miso paste



VEGGIE, VEGAN AND THE IMITATION GAME

PLANT-POWERED PLATES

The world of vegan and vegetarian food has undergone a major shift. While early innovation focused heavily on meat mimics, consumers today are demanding more whole-food, nutrient rich and minimally processed plant-based options. At Paramount we have always believed the best plant-based dishes are vegetable-forward plates, letting the vegetables take center stage.



TOP TIP

Go beyond meat mimics. Highlight natural flavours—let vegetables shine instead of relying solely on meat substitutes. Fresh, vibrant, and seasonal ingredients make the best plant-based dishes.

Our vegan and vegetarian products are globally certified by the Vegetarian Society



The next wave of plant-based innovation is **moving beyond replication** and towards a more diverse, globally inspired approach. Expect to see **vegetable-first menus** that stand out on their own delivering flavour, texture and innovation without compromise.

It's about making plant-based eating a celebration of the garden – clean ingredients, full of natural nutrients and alive with taste, offering diners an honest, delicious and satisfying experience.

Paramount is leading the way with to a greener more flavourful future with products that highlight the best of vegetables.



DID YOU KNOW?

Flexitarian demand is driving change

The biggest shift isn't just from vegans but from flexitarians – diners looking to reduce meat consumption. These guests seek creative plant-based options rather than processed meat alternatives, pushing chefs to craft nutritionally balanced and flavoursome vegetarian dishes to appeal to all.



SPRING

Celebrate fresh, green flavours with vibrant dishes featuring asparagus, peas, wild garlic, and tender greens. Light salads, herb-infused grains, and seasonal soups bring out the best of the new season.

SUMMER

Bright, bold, and refreshing—summer calls for grilled vegetables, juicy tomatoes, courgettes, and fresh basil. Think Mediterranean-inspired dishes, chilled gazpachos, and vibrant plant-based barbecue options.



AUTUMN

Rich, earthy flavours take centre stage with pumpkins, squash, mushrooms, and root vegetables. Warm curries, hearty stews, and spiced roasted veg make for comforting, nourishing meals.

WINTER

Deep, slow-cooked flavours shine with ingredients like parsnips, beetroot, kale, and brassicas. Think warming soups, nutty grains, and festive plant-based feasts perfect for colder days.

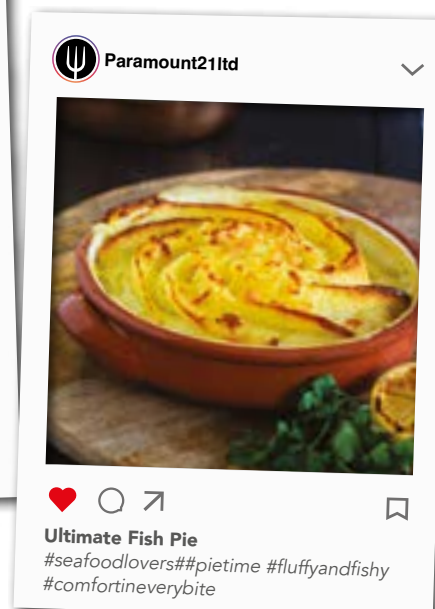




OUR OCEAN PROMISE

WHY SUSTAINABLE SEAFOOD MATTERS MORE THAN EVER

At Paramount, we believe sustainability isn't just a choice—it's a responsibility. By sourcing MSC-certified seafood, we ensure that every dish we serve supports healthy fish stocks, thriving marine ecosystems, and a future where seafood remains abundant for generations to come. Choosing responsibly sourced seafood isn't just good for the planet; it's good for business, reassuring customers that their meals come from ethical, ocean-friendly sources.



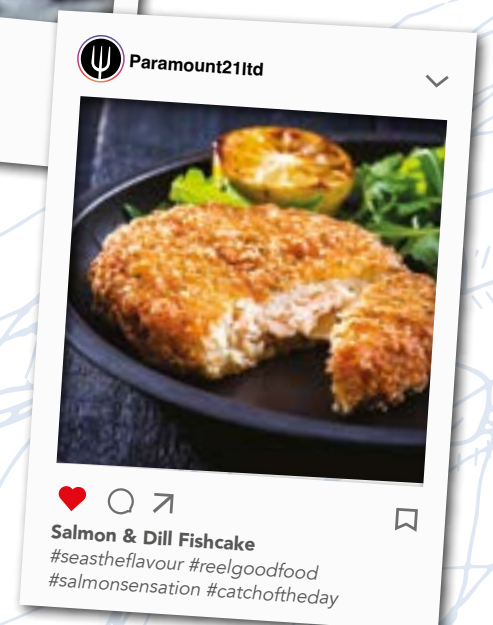
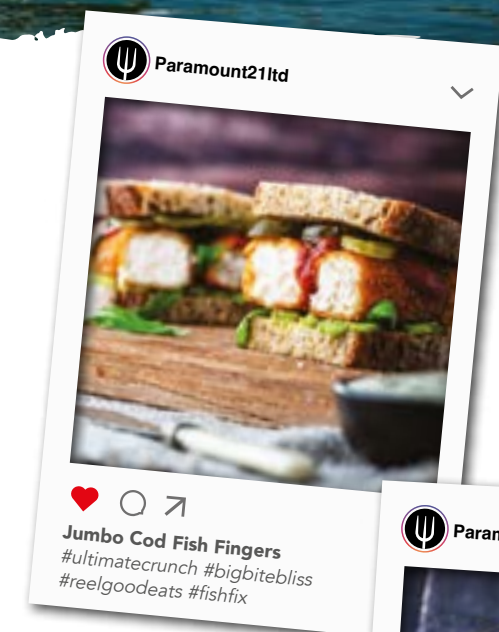
The oceans are at tipping point. Overfishing climate change and habitat destruction threaten marine life and the communities that depend on it.

Choosing sustainable seafood isn't just about protecting fish populations, it's about preserving entire ecosystems. The MSC blue ecolabel guarantees that seafood comes from fisheries that meet the highest environmental standards



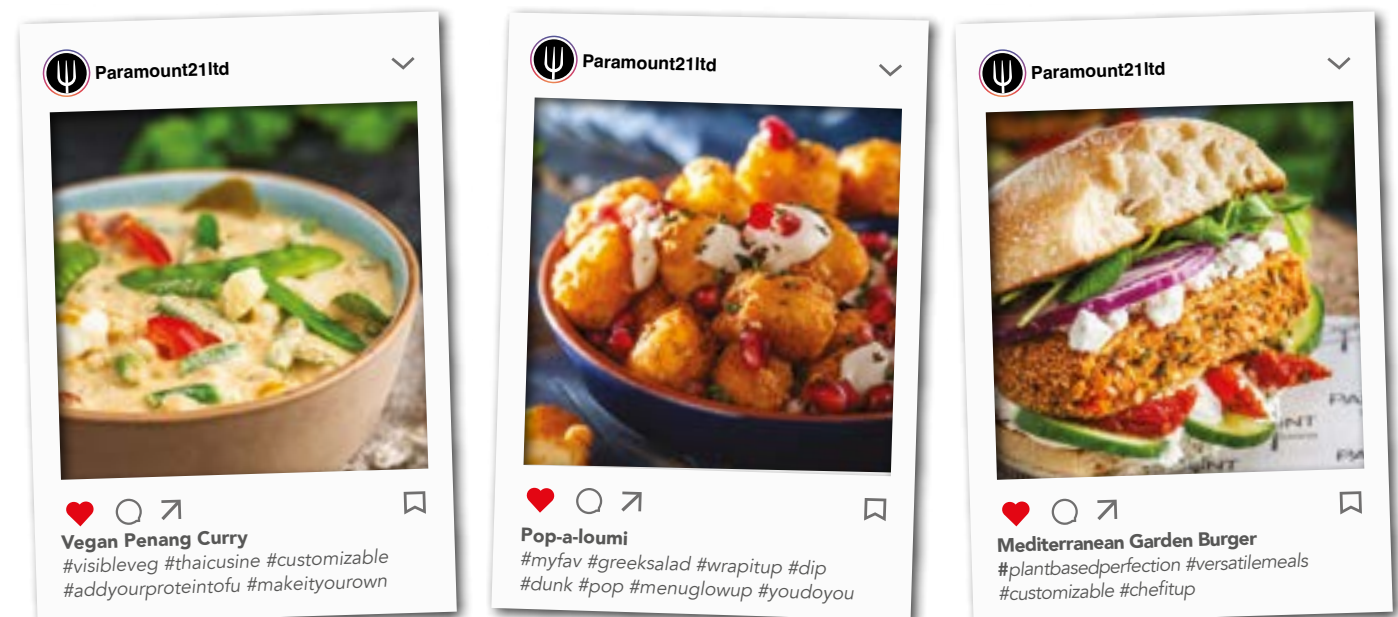
Consumers, chefs and businesses all have a role to play. By sourcing seafood from well managed fisheries and farms, we can reduce pressure on wild stocks, promote biodiversity and protect coastal economies.

Every sustainable choice we make today has a lasting impact on the future of our oceans. By prioritising MSC-certified seafood, we're encouraging the entire industry to adopt better practices. Consumers are increasingly looking for brands that align with their values, and businesses that embrace sustainability are gaining trust and loyalty.



MAKE IT YOUR OWN!

HOW PARAMOUNT HELPS YOU ELEVATE EVERY PLATE



In a world where diners crave unique experiences and memorable flavours, customisation and premiumisation are key to setting your menu apart. At Paramount our products are designed to give you the flexibility and quality you need to deliver dishes that impress, whether you're offering an affordable crowd-pleaser, a mid-range favourite, or a premium showstopper.

Our range offers the perfect starting point for creativity in the kitchen. Designed for versatility, they allow you to add your own flavours, textures and finishing touches to create unique dishes that suit your menu. Whether elevating a classic favourite or experimenting with something new, our high quality, convenient, cost-efficient products make it easy to deliver stand out dishes with minimal effort



TOP TIP

Elevate your dishes with seasonal ingredients and premium touches. A simple garnish, a well-chosen sauce, or an artisanal side can transform even the most familiar dish into a showstopper.



Photo by Sebastian Coman Photography on Unsplash

Creating the future of food together, from concept to commercialization, our collaborative approach ensures products that are not only delicious but also commercially viable. Our dedicated team of expert chefs work closely with our customers to create bespoke solutions that align with their vision and market demands.

Our Approach:

Collaborative Innovation: We believe the best culinary creations emerge from synergy. Our chefs work hand in hand with customers, transforming ideas into realities.

Bespoke Solutions: Understanding that each client is unique, we customize our offerings to align with your specific needs, ensuring products resonate with your brand.

Quality & Consistency: With a commitment to excellence, we maintain the highest standards in sourcing, preparation and delivery, ensuring consistency in every bite.



TOP TIP

To make innovation work for you, balance creativity with consistency—introducing bold new ideas while ensuring seamless kitchen execution. The best new products are those that inspire but also fit effortlessly into your existing operation.

WHERE TRENDS

SMART, SUSTAINABLE, AND MARKET-READY INNOVATION

At Paramount innovation is at the heart of everything we do. Our New Product Development (NPD) process combines passion, professionalism, and a relentless drive to create products that stand out in an ever-evolving market.

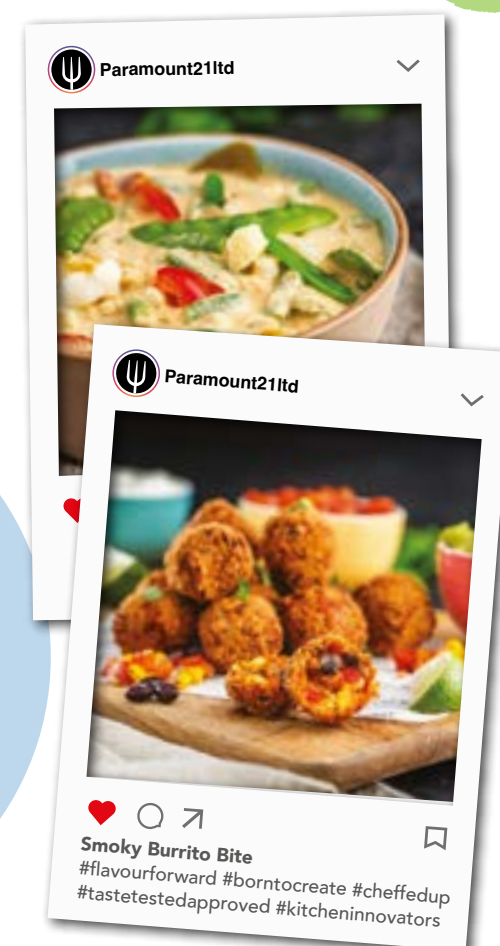
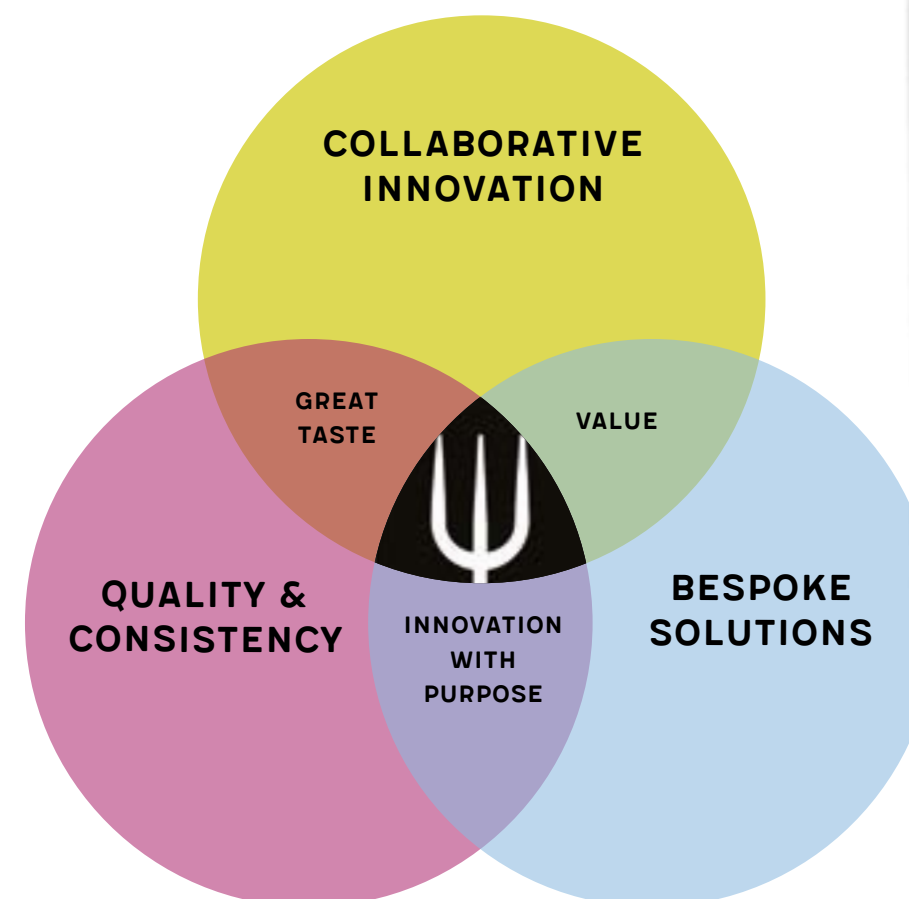


A Creative Spark: Our team thrives on creativity, blending bold ideas with culinary expertise to craft products that excite and inspire.

Trend-Driven Solutions: We stay ahead of the curve, using insights from emerging food trends, global cuisines, and consumer demands to develop dishes that truly resonate.

Quality at Every Step: From concept to creation, our rigorous process ensures every product not only meets but exceeds expectations in taste, texture, and performance.

BECOME REALITY



QUALITY, CONSISTENCY, AND VALUE

WHY FROZEN WINS EVERY TIME

Fresh or frozen? It's a question that has shaped food conversations for years. But when it comes to quality, efficiency, and value, frozen food isn't just an alternative—it's an advantage. With locked-in freshness, reduced waste, and greater menu flexibility, frozen is helping businesses stay ahead in an industry where consistency and cost-efficiency are key.



TOP TIP

Use frozen ingredients strategically to balance quality and efficiency. Incorporate frozen produce in dishes where consistency matters most, such as soups, sauces, and ready-to-cook proteins.



BENEFITS OF FROZEN

Longer Shelf Life

Frozen foods last much longer than chilled food, reducing waste and saving money.

No Need for Preservatives

Unlike chilled food, frozen food doesn't require artificial preservatives to stay fresh.

Convenience

Ready to cook frozen products save time and effort

Easier Transport & Storage

Frozen food is less sensitive to short-term temperature fluctuations compared to chilled.

Locks in Freshness

Freezing preserves nutrients, taste and texture better than refrigeration.

Consistent Quality

Unlike chilled products that degrade over time, frozen food maintains consistent quality until used.

Reduce food Waste

Use only what you need and keep the rest for later.



DID YOU KNOW?

Freezing locks in up to 98% of nutrients, making frozen food as nutritious—if not more so—than fresh. It also eliminates the pressure to use ingredients before they expire, helping businesses operate more efficiently.

EVERYONE AT THE TABLE

SOLUTIONS FOR ALLERGY-AWARE, GLUTEN-FREE MENUS



At Paramount, creating safe, inclusive food is about trust, confidence, and quality. Our certified gluten-free range, backed by Coeliac Society accreditation, is crafted to exceed expectations. With a strong focus on allergen awareness, every product is made with care—safe, satisfying, and full of flavour. From coeliac diners to those with sensitivities, we help you serve bold, reliable dishes that meet modern dietary needs and keep customers coming back.

Transparency is key. Our products are clearly labelled with detailed allergen information, making it easier for you to manage dietary requests and reduce risk. With Paramount, you can be confident that what's on the label is exactly what's on the plate.

Customers with dietary restrictions often dictate where groups eat—meaning allergen-aware menus can influence buying decisions far beyond individual diners. By offering safe, delicious options, you're not just accommodating special diets—you're attracting a wider customer base and building long-term loyalty.

Paramount21Ltd



Curried Veggie Bites
#spicetright #veggiewithedge
#spicesquad #veggieglow

Paramount21Ltd



Spicy Sweetcorn Fritters
#goldennibble #sweetcorncrush
#popofsweet #sunshineonaplate



Smoky Burrito Bite
#snackglobally #onebitewonder
#smallbutmighty #boldbite



TOP TIP

Clearly marking gluten-free dishes on your menu and ensuring cross-contamination controls are in place can enhance customer confidence and set you apart as a trusted venue for gluten-free dining.



DID YOU KNOW?

- Over 1 in 100 people in the UK have coeliac disease, and many more avoid gluten due to sensitivities or lifestyle choices. Over 2 million people in the UK are diagnosed with a food allergy, with millions more avoiding allergens due to intolerances or dietary choices.
- Cross-contamination is one of the biggest risks in food service—dedicated preparation areas and clear labelling are essential.
- Offering allergen-friendly dishes isn't just about safety—it's about inclusivity, trust, and ensuring no customer feels left out.
- Restaurants with strong gluten-free options attract a wider customer base and build trust with diners who rely on safe, certified food.

With Paramount's allergen-aware range, you can confidently serve delicious food that meets today's evolving dietary needs—without compromising on flavour, quality, or creativity. Because great food should be for everyone.

PARAMOUNT®
the taste of good business

LET'S TALK TASTE...

CHAT WITH US - THE FIRST INGREDIENT TO SUCCESS



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