

Handheld Products



Handy profits

The UK spends more per capita on food consumption in transit than any other European country (Source: Datamonitor), so now's the time to capitalise on the demand for handheld snacks. Jackie Mitchell reports



TOP

Exotic Jamaican Patties from Caribbean Flava

ABOVE

Healthier breakfast muffins made from Bakels' premix

The original handheld product was probably the Cornish pasty. It started out as the staple meal for Cornish miners: the thick crimped edges were originally for holding the pasty while eating to avoid being poisoned by arsenic sometimes found on the fingers.

If there's no time to make pasties from scratch, there are several companies which supply them ready-made. Crantock Bakery provides a wide range of frozen, ready to bake traditional hand-crimped Cornish pasties. Its top five best sellers are Steak (available in giant, large and medium), Spicy Chicken, Beef & Stilton, Lamb & Mint and Cheese.

Proper Cornish has launched a new range of chilled, hand-made pasties. Varieties include Traditional Steak, Cheese & Onion, Vegetable, Beef, Chicken & Ham and Peppered Steak. Details about the local produce in each pasty is printed on the back of the packaging, which is a biodegradable flow-wrap.

Jus-Rol's frozen ingredient pastry range offers a quick way of preparing hand held pastry snacks. The Ready Rolled Sin puff pastry squares, for example, can be defrosted in minutes and topped with a variety of ingredients. Or you can

use them to make pastry wraps - just fill with ingredients such as cheese, tomato and bacon or sausage, onion and apple. For a twist on the traditional sausage roll, how about pork and apple roll?

Cosmopolitan

The new range of Traditional and Asian Mini Lattices from BakeMark UK are convenient handheld items. Traditional varieties are Chicken & Mushroom, Steak & Onion and Cheese & Pickle, while the Asian selection includes Chicken Tikka Masala, Thai Red Beef and Sweet & Sour Vegetable. Also appealing to those who want a more cosmopolitan snack are Jamaican patties from Caribbean Flava, which are Caribbean-style Cornish pasties. Available in three flavours - chicken, beef or vegetarian - each filling also contains sweet potato and spring onion, with marinades to complement the filling. They are made from scratch and supplied frozen and just require oven baking for 15 minutes.

Mini Salsa Chicken Fajitas and Mini Ham & Cheese Paninis are just a couple of the savoury handheld snacks from Brakes. There are also baked and unbaked →