

CELEBRATING  
**sh** 30  
SUZANNE HOWE  
COMMUNICATIONS  
YEARS



“

Our expertise in *Food*

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[suzannehowe.com](http://suzannehowe.com)



**“Our clients value our broad thinking and our experienced hand-picked team of experts.”**



**Suzanne Howe Communications is a Certified B Corporation™**

**Founded by experienced PR professional Suzanne Howe in 1996, Suzanne Howe Communications (SHC) is widely recognised as a specialist trade PR and marketing agency.**

SHC operates in three specialist sectors – food, packaging, and cleaning & FM. The talented SHC team also has experience in sustainability communications.

SHC includes a hand-picked team of professionals delivering PR, social media management, marketing strategy and content generation.

Clients have direct access to its combined knowledge and skills, and can be assured that the senior team give business direction and support at the level clients require.

SHC works with experienced marketing partners, offering clients integrated and creative PR and marketing campaigns, website design, exhibitions and digital marketing.

# How can SHC benefit your business?

## *Positive impact*

SHC is motivated by excellence, enthusiasm and broad thinking. Working in partnership with clients, SHC creates solutions which have a positive impact on a business.

## *Relationships with the media*

SHC specialises in the food, packaging, cleaning and FM industries and has developed a wealth of experience and has unrivalled relationships with key trade and consumer media.

## *Experienced consultants*

The business model for SHC is based around using only experienced consultants, including journalists, PR consultants and social media specialists.

The team has many years of experience across its key sectors, working for clients such as: Dina Foods, Natural Selection Foods, Unicorn Ingredients, Future Food Awards, and many more.

## *In-depth knowledge*

SHC constantly researches each industry we serve, monitoring trends, innovations and legislation.

## *Campaign planning*

The SHC campaign planning process includes setting a communications strategy, objectives and tactics that aim to support business and marketing objectives.

## *Coverage reporting*

SHC provides regular coverage reporting in co-operation with Ace Media, measuring audience reach across print and digital, domain authority, and brand mentions.

## *Account management*

SHC has an account management process that ensures a planned and measured activity calendar with regular strategy reviews and evaluations of activity.



PR



SOCIAL  
MEDIA



EVENTS



DIGITAL  
MARKETING



DESIGN



PHOTOGRAPHY

## Our clients

Over the past 30 years, Suzanne Howe Communications has worked with many different companies within the food and drink sector, helping raise brand awareness and launch an impressive variety of delicious and on-trend solutions for today's demanding consumers.



# Dina

*Mediterranean food at its best...*

## Nutri Butter

*Nuts that do more*

## unicorn

INGREDIENTS

# Knotty's

EAT WONDERFUL

## FUTURE FOOD AWARDS





## “ What our clients say... ”

“ It is great to have you onboard and we have been thoroughly impressed with the service and output so far. ”

“ You get us into the right places and sometimes when we are not expecting it. ”

“ SHC has been instrumental in putting together a comprehensive launch for our latest product range, working expertly to get it off to the best start. ”

“ The added value that SHC brings in terms of contacts / ideas is much welcomed. ”

“ The review meetings are very detailed, so we know where we are and where we are going. ”

“ We have been very happy with the service we have received so far. ”

“ Informative, engaging, helpful, supportive and know your stuff. ”

“ You are our 'go to' PR company. ”



“ We need to have a voice in the industry and our relationship with SHC does that over and over. ”

# Key Trends

To ensure we always offer up-to-date and accurate advice, SHC constantly researches news feeds for each industry we serve.



## *The changing food landscape*

From satisfying the ever-growing trends of flexitarian, vegetarian and vegan diets, to the explosion of free-from aisles in supermarkets, the food industry is evolving at an unprecedented pace.

Shopping habits are changing, and while the cost of living crisis has made many consumers seek cheaper food choices, the move towards seasonal eating and buying from local producers remains.

While taste and originality continue to influence new product development, healthier eating is top of mind, and the consumer is faced with more information to help them make more informed choices.

*SHC regularly monitors and reports on trends, innovations and legislation via regular bulletins which are shared with our clients.*

## *Healthy eating*

The Food Standards Agency's "Eating Well Choosing Better Tracking Survey", showing that consumer's perceived understanding of what is healthy and what is less healthy was high at 94%.

Two thirds (67%) said that they actively seek out healthier options when food shopping, while only one third (33%) stated that they actively seek out healthier options when eating outside the home. This suggests there are opportunities to encourage consumers to seek out healthier options when eating out and to further encourage and support food businesses to make healthier options appealing to consumers.

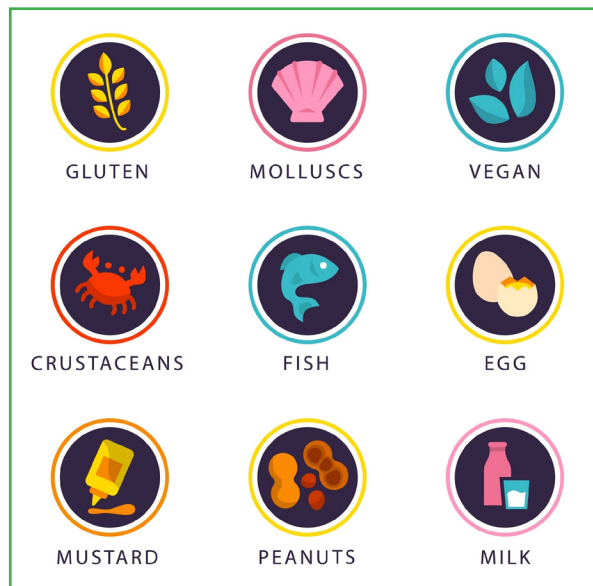


## Free-from

From dairy to gluten and nuts, the free-from category is growing rapidly, with dedicated aisles in many supermarkets and an ever-expanding range of options.

While there is no official definition, free-from foods are simply foods made without specific ingredients such as gluten, dairy, or nuts. This then makes the product suitable for those who suffer allergies, intolerances, or other health requirements that require them to avoid certain food components.

About 2.3 million people in the UK have either a food allergy or intolerance, or



coeliac disease, an autoimmune disorder that leaves people unable to eat gluten.

In July 2024 The Grocer published recent research by Kantar WorldPanel, showing that the annual UK market for free-from foods is now worth £3.9bn. Branded products boast a share value of 67.5%, up from 67.1% in the previous year, with year-on-year growth of branded (13%) exceeding that of private label (10.8%), which it said had been driven by trip frequency, average price and more people entering the category.

Meanwhile, The Guardian reported that those with food allergies and health conditions affecting the digestive system are increasingly unable to afford supermarket 'free-from' products.

To stay well, many have to buy free-from food, which costs much more than other produce. A report by the Food Standards Agency in 2022 calculated that adults with a food allergy, intolerance or coeliac disease already spend up to 27% more on food than those without food hypersensitivities.

The latest Coeliac UK figures show that gluten-free staples are now typically 2.5 times more expensive than non-gluten-free products. A typical loaf of



## The rise of Sushi...

The popularity of sushi has been increasing for several years and continued to surge during the pandemic, driven by delivery services such as Just Eat, Deliveroo, and Uber Eats. In August 2023, Tesco announced that sushi had overtaken the traditional sandwich as the UK's fastest growing premium lunchtime main meal.

In 2024, **Sabert Corporation Europe** launched a full off-the-shelf range of Tray2Go – a fully recyclable packaging solution for sushi, other chilled food-to-go, confectionery and bakery products.

In November 2024, Tray2Go was the National Gold Winner in the Paper & Packaging Innovation category of the Green Apple Awards for Environmental Best Practice 2024, organised by The Green Organisation.



## Calorie Labelling

In April 2022, the UK government introduced new calorie labelling rules applying to large businesses such as takeaways, restaurants and cafés, designed to “improve the nation’s health”.

Calorie information is now required to be displayed on menus, online menus, third party apps, food delivery platforms and food labels at the point a customer is making their food and drink choices.

As well as listing the calories for each food item, menus and labels will also need to include daily recommended calorie needs. As part of its drive to improve the nation’s health and tackle obesity levels, the government also encouraged smaller businesses to adopt calorie labelling.

gluten-free bread is 4.4 times more expensive, while the cheapest gluten-free loaves are six times as expensive as their gluten-containing equivalents. Similarly for those with an allergy to cow’s milk, the cheapest oat milk typically costs £1.30 to £1.40 a litre, more than double the typical cost of cow’s milk.

## Vegetarian and Vegan

YouGov tracker data over the last two and a half years puts the size of the vegan population at about 2-3% and the vegetarian population at about 5-7%. The dedicated survey of vegans and vegetarians shows that most of Britain’s vegans are pretty new to the lifestyle, with 63% having started out only in the last five years. That being said, the overwhelming majority of Britain’s vegans (81%) graduated from vegetarianism, so many have been avoiding meat for much longer than this. There are plenty of newbie vegetarians as well, with 46% having cut all meat out of their diet in the last five years.

‘Meat-free Monday’ and Veganuary promote a change in eating habits, with many environmental organisations calling for a shift to more plant-based eating. Half of vegans (53%) and one third of vegetarians (32%) say their concerns for



the planet were a prompt for originally going vegan. The environmental factor sees the largest increase between how many set out originally because of environmental concerns and how many say it has become a motivation for continuing to do so (79% of vegans and 52% of vegetarians).

Health is also cited as a key reason by a quarter of vegans (27%) and one in eight vegetarians (13%) starting out on a meat-free diet. The same survey shows that seven in ten vegans and a third of vegetarians say their health has improved as a result of their diet, which could be part of the reason the number of people saying health is a current reason they practice veganism or vegetarianism has increased to 40% and 20% respectively.

According to the Good Food Nation survey 2024, despite growing conversations around plant-based diets, 19% of Brits still eat meat daily, and on average, people eat meat four days a week.



In August 2022, **SHC** gained considerable national trade coverage when **Natural Selection Foods** introduced its new Knotty's range of premium nut butters.



**SHC** gained national trade coverage when **Dina Foods** introduced smart QR codes on new look packaging for its Paninette® flatbreads range.



In November 2025, **SHC** shared the news that Mediterranean bakery, confectionery and savouries supplier **Dina Foods** has invested £1m over the last three years in an ongoing programme of manufacturing upgrades, as demand for its authentic foods grows.



**SHC** generated excellent public relations and boosted awareness of the **Future Food Awards** across the food and drink sector.

For more news from **SHC**, visit [www.suzannehowe.com](http://www.suzannehowe.com)

# Case study

## Sustainable food-to-go packaging from Sabert helps Superior Catering develop its brand



### Overview

With over 40 years of experience, **Superior Catering**, an independent family-owned business based in Widnes, has established itself as one of the North West's leading corporate catering providers.

Known for its high-quality food and exceptional service, the company has partnered closely with **Sabert Corporation Europe** to enhance its food presentation through innovative packaging solutions.

### Choosing the right packaging

"Superior Catering is one of the North West's largest and most well-known sandwich distributors, delivering thousands of high-quality sandwiches, pies and pastries to offices every day," says Superior Catering Operations Manager Dan Whitley.

"A major element of successfully delivering on-the-go and takeaway food is choosing the most appropriate packaging.

"We chose to work with Sabert, because they are a reliable supplier, and so easy to work with. Plus, they always seem



to be one step ahead of other suppliers and they're steadily introducing new packaging solutions which deliver great food presentation.

"We use a tremendous amount of sandwich platters and plates, plus bowls for salads and pastas. The Superior brand is very important to us, so the fact that the majority of Sabert's packaging can be printed is a real bonus.

"We're even now looking at getting our recyclable paper cutlery branded, as we take every opportunity to reinforce our image. First impressions count and this



is a very competitive market, so a high level of consistent branding gives us a definite edge.

“Packaging has been through a difficult time, with single-use plastic bans and taxes, and our customers are smart and are well informed about sustainability and ethical issues.

“Working with Sabert has ensured we have always stayed ahead of changing legislation and been able to offer our customers a consistently high-quality range of sustainable products.

“Operating in the most sustainable ways we can is a priority for Superior Catering and alongside choosing packaging which has material provenance – such as being FSC® approved – and ensuring that it can be either recycled or commercially composted, we have begun to focus on reducing food waste.

“Our food and its presentation – which very much includes the packaging – consistently receives great feedback from our customers, so we are also beginning to think about ways to involve them more in our sustainability story. So that’s another benefit of being able to print messages as well as branding on our packaging.

“Choosing the correct packaging is an operational necessity for all food service businesses. Food preparation and our whole back-of-house operation is where so much time can be saved. Sabert supplies practical, functional, stackable, nestable, easy-to-use packaging, which makes food look great and gives the consumer a positive experience, which is essential. Alongside the branding benefits I mentioned earlier that kind of sums up what packaging from Sabert delivers for us.”



# Meet our core Food and Drink team

SHC's business model is based around using only experienced consultants, including journalists and social media specialists.



## **Suzanne Howe**

Founder and Managing Director

Suzanne started SHC in 1996. Prior to this, she worked in three top London PR agencies across a broad range of clients in the food and packaging sectors.

Over the last 28 years, Suzanne has developed a network of highly talented specialists, including PR consultants, social media experts, designers, journalists and photographers.

In her spare time, she enjoys cooking, socialising, dog walking and going to the gym.



## **Vicky Huxford**

Account Director

A veteran of the London agency scene, Vicky has a diverse background working in PR and events for both blue chip companies and smaller brands. A passionate foodie (with a diploma in Nutrition, no less), she has great media contacts and loves working in the food industry.

## **Ana Radhanauth**

### **Influencer expert**

Ana is a versatile and experienced professional in the food, drink, travel, health, and lifestyle sectors, with a proven track record with many top-tier brands. Highly skilled in influencer marketing, Ana has a strong ability to identify and collaborate with the right influencers to align with any brand's vision.



## **Bill Bruce**

### **Senior Consultant**

With 40 years' experience, Bill is an all-rounder who started his career as a graphic designer, before moving into marketing, PR and journalism. For the past 20 years his main focus has been the food and beverage industry with a particular interest in packaging and environmental sustainability.

## **Aimée Bull**

### **Digital Marketer**

A passionate, results-driven digital marketer with a strong background in the food & beverage and lifestyle sectors. With extensive experience in social media, email marketing, and copywriting, Aimee excels at creating compelling content that resonates with target audiences to drive business success.



## **Wendy Roberts**

### **Social Media Consultant**

Wendy has more than 20 years' experience in the private and not-for-profit sectors. She was at the vanguard of driving digital communications within her former companies and now specialises in helping organisations achieve their business goals through social media strategy and training.

# Want to start a conversation?

We are *passionate* about building communications strategies and adding value to clients, from *local start-ups* to *global corporations*.

SHC can provide clients with a *broad range of skills*, from marketing to events planning, to meet the needs of a rapidly evolving communications environment.

- We know you're always looking for ways to improve your business.
- Have you thought about getting more expert help to share your messages more effectively?
- We will help take your business to the next level.

*Let's talk!*

FOLLOW US!

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