



YOUR PARTNER IN FOOD SINCE 1902

Lupa Foods is a UK based full-service B2B partner to the food industry.

With a global and domestic sourcing footprint, we provide a selection of more than 600 bespoke and commodity products, combined with services that include NPD, technical, procurement, logistics and business.

Innovation and a customer centric approach is at the forefront of everything we do, and our 120 years' experience the foundation we build our customers' success on.





Consumers are demanding convenient meals that deliver on protein, satiety, and balanced nutrition without compromising on taste.

Theme: Health & satiety

Drivers: Active lifestyles, weight management, demand for functional nutrition

Key Ingredients:

Chicken, beef, salmon, eggs, lentils*, soy, high-protein pasta*

Example Applications:

Macro-counted trays, lentil Bolognese, protein-rich ready meals

Consumers are embracing gut-friendly formulations that combine high-fibre ingredients with natural fermentation and bold, umami-rich flavour.

Theme: Digestive wellness, flavour depth & functional appeal

Drivers: Rising awareness of gut health, fibre deficiency in Western diets, demand for natural functional benefits.

Key Ingredients:

Chickpeas*, oats*, barley*, inulin, fermented veg (kimchi, sauerkraut*)

Example Applications:

Fibre-enriched bowls, gut-health grain mixes, prebiotic slaws.

DIGESTIVE WELLNESS & FUNCTIONAL FLAVOUR



Shoppers are increasingly seeking products with recognisable, minimal ingredients and avoiding ultra-processed formulations.

Theme: Ingredient transparency

Drivers: Media scrutiny of ultra-processed foods (UPFs), trust in "real food"

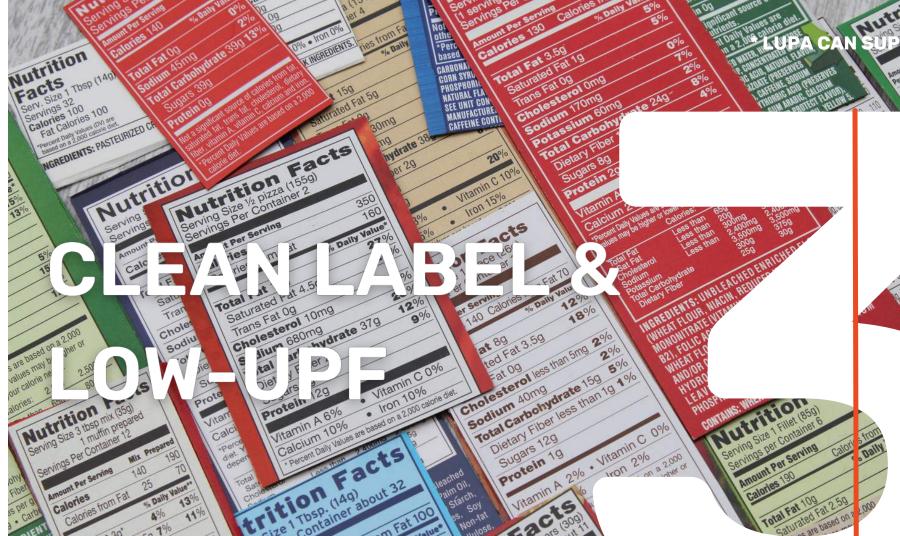
Key Ingredients:

Tomato*, garlic, olive oil*, herbs, lemon*, sea salt and "whole" ingredients

Example Applications:

5-ingredient sauces, no-additive traybakes, "homemade-style" meals





Plant-forward meals are evolving to feature whole ingredients like pulses, mushrooms and tofu, rather than imitation meats.

Theme: Sustainable flexitarianism

Drivers: Shift from meat substitutes to natural plant-forward meals

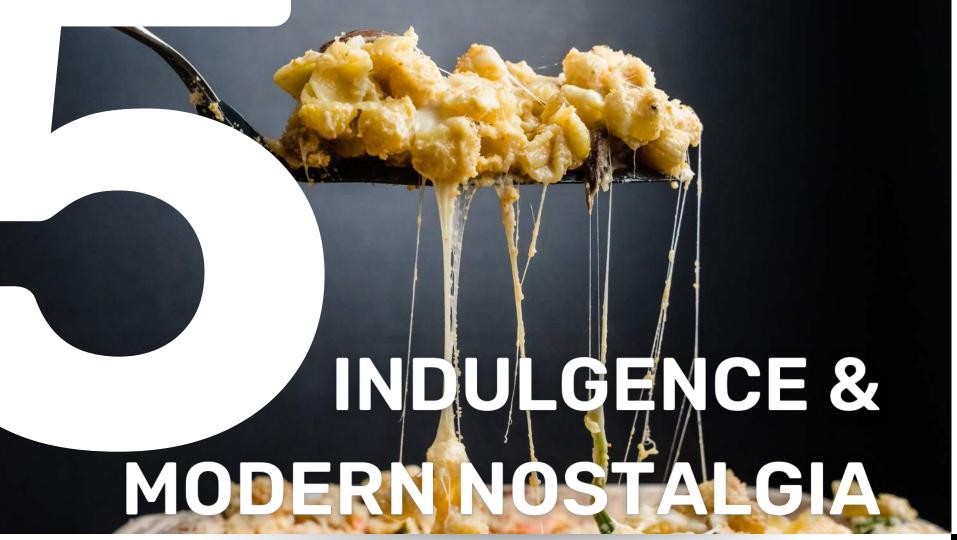
Key Ingredients:

Mushrooms, jackfruit, pulses*, tofu, tempeh, seaweed

Example Applications:

Veg-led curries, jackfruit stews, tofu stir-fries, mushroom ragù





Busy lifestyles are fuelling demand for fast, nutritious, and high-quality meal solutions in easy-to-prepare formats.

Theme: Effortless eating

Drivers: Time pressure, solo dining, growing reliance on meal kits

Key Ingredients:

Cooked grains*, air-fryer-ready coatings, quick-cook noodles*

Example Applications:

3-minute noodle pots, one-pan kits, microwaveable global trays

Consumers are finding comfort in elevated classics, blending familiarity with indulgent twists and premium touches.

Theme: Comfort food, updated classics

Drivers: Emotional eating, affordable treats, elevated everyday dishes

Key Ingredients:

Cream*, cheese, pasta*, chocolate, sponge, jam, savoury fillings

Example Applications:

Sticky toffee desserts, mac & cheese bakes, heritage pies with twists



Brands are embracing sustainability through upcycled ingredients and waste-conscious formulations that resonate with eco-aware consumers.

Theme: Eco-conscious innovation

Drivers: Climate impact, food waste reduction, ESG priorities

Key Ingredients:

Cacao pulp, surplus veg, okara, spent grain flour

Example Applications:

Zero-waste soups, bakery with food-waste narratives, upcycled snack pots





Next-generation ingredients like cultivated meat and precision-fermented dairy are signalling the future of protein innovation and climate resilience.

Theme: Innovation & sustainability

Drivers: Next-gen nutrition, climate resilience, supply chain efficiency

Key Ingredients:

Cultivated meat, precision-fermented dairy, algae, air protein

Example Applications:

Pilot products, hybrid tech-plant meals, lab-protein sauces



GLOBAL CUISINES DRIVING DEMAND

Authentic and bold international flavours from Korean and West African to Greek and Argentinian are redefining everyday comfort food.

Theme: Culinary discovery, bold flavour, cross-cultural comfort

Drivers: Interest in authentic world flavours, social media influence, fusion formats, street food appear

Key Ingredients:

Greek: Feta, oregano, lemon*, orzo*, olive oil*

Turkish: Sumac, köfte, pomegranate molasses, bulgur*

Argentinian: Chimichurri, flank steak, black beans*

Portuguese: Piri-piri, sardines, bay leaf, rice*

Southern US: Cajun spice, cornbread, smoked meats

Swiss: Raclette, rösti, nutmeg, Alpine herbs

Korean: Gochujang, kimchi, sesame oil*, glass noodles*

West African: Jollof spice blends, cassava, groundnut, plantain

Middle Eastern: Za'atar, freekeh, chickpeas*, tahini*

Southeast Asian: Lemongrass, galangal, coconut milk*, rice noodles*

Italian (Regional): Nduja, fennel, durum wheat pasta (various shapes)*

Sichuan Chinese: Fermented black beans*, chilli oil*, Szechuan pepper

Example Applications:

Globally inspired ready meals, pasta/noodle kits, curry pots, street food trays/





WHY LUPA FOODS?

We aim to be an integral partner to the food industry for quality ingredients.

To be a leader in the development, supply and production of sustainable, high quality and innovative products. We earn the respect and loyalty of customers through consistency and product excellence, and by focusing on customer service.

We care for the environment, striving to continuously reduce our impact on the planet, ensuring a better future for all that calls it home.







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