

Costa Coffee franchisees plan to open Pita Pit in Manchester

COSTA Coffee franchisees Simon and Tracy Vardy are to open the first British branch of Pita Pit in Manchester city centre this October.

The couple already operate 17 Costa Coffee franchises through their Altrincham-based Sim Trava business, which employs 140 people.

Pita Pit was founded in Canada in 1995 and there are now 430 outlets in North America, Australia, New Zealand, South Korea, Trinidad and Tobago, France and Brazil.

The Vardy's have signed-up to launch a total of 10 branches over the next five years, then 15 more the following five, as well as a further five Costa sites by 2015.

They anticipate the addition of the coffee shops will take their annual sales from £7m to £9m, while their Pita Pit plans have the potential to increase revenues by up to £10m a year once the roll-out is complete.

The chain's motto is 'Fresh Thinking and Healthy Eating' and supplies made-to-order pit wraps that are low in salt, carbohydrates and calories.

According to the website, customers order their sandwiches based on the main ingredient (offerings include Philly cheesesteak, falafel and chicken souvlaki, with the exception of their "garden pita") and then the customer specifies the other ingredients they would like to be added from a selection of cheeses, (offerings include feta, cheddar, and Swiss), a salad bar (offerings include alfalfa sprouts, jalapeño, and pineapple), and a selection of sauces and spreads (including tzatziki, Caesar salad dressing, and honey mustard).

Chapati Man trialled at select Waitrose stores

A number of Chapati Man products from the Indian wrap and snacks supplier, are being trialled in around 35 Waitrose convenience and food to go stores from this month.

Products include a large Chicken Tikka Samosa (100g), a Bhaji Selection snack pack, with a mango chutney (110g) and an Aloo Tikki snack pack, with a tomato dip (110g).

Its three wrap flavours are still selling in Morrisons stores across London and the South East (around 80 stores).

"This is an exciting coup for Chapati



Man, as Waitrose's food-to-go fixture is predominantly own-label, so to obtain this listing is a great achievement," say founders Chris and Andrea Rai.

The company won a BSA Sandwich Designer of the Year category in 2011.

New sandwich shop in Heanor

A new sandwich shop has opened in Heanor, Derbyshire, a new departure for owner Marc Scarborough, who has been in the building trade for most of his life and continues to work as a maintenance engineer.

The shop, which recently received a five star hygiene rating, offers breakfast cobs, cold cobs, jacket potatoes with home-made fillings like bolognese or curry, paninis, home-made scotch eggs and cakes, salad boxes, crisps and pop. In the winter time Marc plans to offer

warm food like Shepherd's Pie and lasagne.

Marc, 38, of Loscoe, said: "This is all new to me. My partner Holly has given me some tips and pointers. She is on maternity leave at the moment but will be returning to her job in a restaurant."

Holly also provided the inspiration for the shop's name and gave the premises a cinematic theme which is illustrated by the pictures of stars like Marilyn Monroe, Elvis Presley and James Dean inside.

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