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GROCEER AND WINE & SPIRIT MERCHANTS
WAITROSE LIMITED, BRACKNELL

BY APPOINTMENT TO
HER ROYAL HIGHNESS THE PRINCE OF WALES
GROCEER AND WINE & SPIRIT MERCHANTS
WAITROSE LIMITED, BRACKNELL

WAITROSE
& PARTNERS

FREE
9 May 2019

WEEKEND

OFFERS

Save 20% on Waitrose 1
Icelandic Cod Loin
p47



PAUL MERTON

The comedian on the
serious business of
being funny
p10



UP IN THE AIR

Magical treehouse
retreats
p32



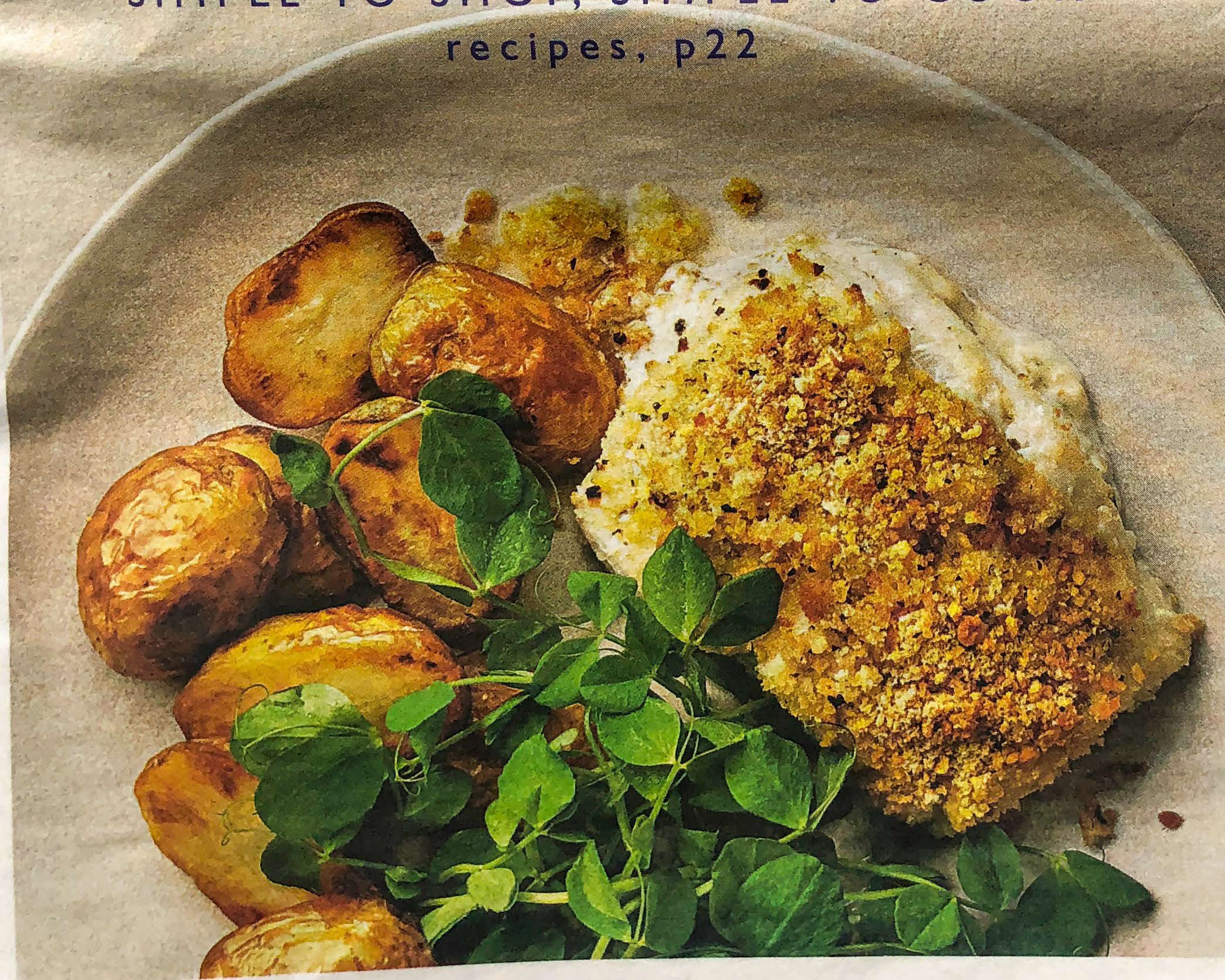
JERSEY ROYALS

Recipes to make the
most of the season
p18



BEAUTIFULLY SIMPLE

SIMPLE TO SHOP, SIMPLE TO COOK
recipes, p22



We're cooking
from scratch – but
it has to be fast

More than half of home cooks rustle up meals from scratch at least four times a week – often opting for super-simple meals that can be made quickly, research has revealed.

Weekday dinners usually take just half an hour or less to prepare, according to 47% of those surveyed.

The results of the poll by Waitrose & Partners explain the popularity of the supermarket's Beautifully Simple recipe collection. Ingredients for the dishes are located in one place, and the recipes are straightforward to make – summed up with the slogan: 'Simple to shop, simple to cook.'

'It's clear we've become a food-loving nation but shoppers want to make meals in a way that's practical for everyday life, even when they're cooking from scratch,' says Martin George, Partner and customer director at Waitrose & Partners. 'So recipes must be inspiring but simple and it's got to be super-easy to find all the ingredients.'

Almost three-quarters of people want to add more dishes to their cooking repertoire but often find new recipes too complicated or time-consuming. Meanwhile, more than a fifth say they lack confidence in trying out new meals, according to the research.

Using pre-chopped or pre-mixed ingredients is more common in the week, which is when more than half of those polled take a shortcut. But that figure falls to 36% at the weekend and 30% when preparing food for guests.

Shortcuts include using frozen or tinned vegetables, readymade pastry and pre-chopped vegetables such as onions or carrots.

The latest Beautifully Simple recipes, which are in store now, include lemon pepper cod with baby potatoes and pea shoots (left) and pulled beef salad with mint and avocado.

Lucy Allen

'We know certain foods and tastes can instantly transport us down memory lane, helping us reminisce.'

JONATHAN MOORE

Partner and executive chef on the nostalgic flavours in the Waitrose & Partners Scrumptious Summer range



Brie-like cheese inspired by the English countryside

They say you can't eat the view, and while that is true, it can provide food inspiration. That's what happened in the case of Rose Grimond who, motivated by the Champagne-like terroir of her south Oxfordshire family farm, made a Brie-like cheese.

Two years later, in 2018, her creation, Bix, won best soft white cheese at the British Cheese Awards. 'We were wondering what cheese to make and we have this beautiful view from our window of the south Chilterns,' she tells Weekend. 'A lot of landowners around us grow vines because we're on the right latitude and have the right soil alkalinity [for English sparkling wine]. The soft cheese of the Champagne region is Chaource so we thought we would make one that similarly complements the terroir of this area.'

Bix is named after the village where Rose's family herd of 170 organic cattle graze. She



DEAR DAIRY
Nettlebed Creamery owner Rose Grimond

set up Nettlebed Creamery in early 2015, having left her job representing Orkney producers in London for a new life on the farm with her husband and baby.

'My family have had a dairy farm for a long time and were talking about diversification. There's a saying in farming: "You get big, you get different or you get out,"' she explains.

With help from a 'very supportive' cheesemaking community and the firm's chief scientist Patrick Heathcoat Amory, Bix has flourished. It launched into 68 Waitrose & Partners stores last October and goes into another 30 this month.

Bix is a mould-ripened triple cream cheese with a fresh zing that takes 10 days to make and has a super-creamy flavour. Despite 'neverending challenges,' Rose says cheesemaking is a rewarding endeavour. 'It's a very honest thing. Cheese is nothing other than milk, so it would be hard for the terroir and seasonality of the milk not to be expressed.' **Anna-Marie Julian**

Bix, £5/100g, selected stores



SEEN AND HERD Bix is a Brie-like super-creamy cheese with a fresh zing

Squid's in as cooks search for seafood recipes

If you enjoyed calamari rather than roast lamb at Easter, you weren't the only one. Inspired by warm weather over the long weekend, large numbers of home cooks searched for squid recipes on waitrose.com.

Online searches for 'fresh calamari' and 'chilli squid' more than trebled compared to the same time last year. Cooks also looked for 'squid rings' and 'baby squid', with those searches up 100% and 88% respectively.

'Squid dishes are often associated with eating out, but more people are starting to recognise its versatility in home cooking,' says Jeremy Ryland Langley, Partner and the supermarket's agriculture and fisheries manager.

As well as being fried and grilled, squid can be slow-cooked. 'The best way to cook a squid is either one minute or one hour – and nothing in between,'

the chef Raymond Blanc advises on his BBC show, How To Cook Well.

Other lesser-known seafood in demand at Waitrose & Partners include basa, turbot, eel, gurnard, monkfish, razor clams, cuttlefish and megrim sole.

'We recognise the important role we have in protecting and preserving our oceans,' adds Jeremy. 'As part of this, we encourage our customers to incorporate a variety of seafood in their diets, which could help stabilise global fish stocks.' The grocer sources seafood from fisheries or aquaculture farms that are fully traceable and responsibly managed. **Daniel Tapper**

Waitrose & Partners
Squid, £10.99/kg, from the fish counter

'VERSATILE'
Recipe searches for squid have risen



PERFECT PASTRY
Lime pie croissant filled with kalamansi curd and topped with scorched Italian meringue

THE WATCH LIST



THE HEALING POWER OF PLANTS

by Fran Bailey

Can houseplants do more than prettify our homes? Yes, says horticulturalist Fran Bailey, who highlights 80 varieties that could help us breathe cleaner air, get a good night's sleep and boost our brain power.



BAKE OFF: THE PROFESSIONALS

Channel 4,
Tuesday, 8pm

It's chocolate week, and contestants face a tough challenge: a masked ball-themed confectionery creation including dozens of filled and moulded chocolates and a moving part. Yikes.



TALKING TASTEBUDS

Venetia Falconer's weekly podcast features all manner of interesting guests, from vegan footballer Chris Smalling to nutritionist Laura Thomas, author of Just Eat It.



GLUTEN FREE CUPPA TEA

When doctors told baking fan Becky Excell to give up gluten, she vowed not to quit her hobby. Recipes on her free-from blog include giant chocolate chip muffins, millionaire's shortbread and Yorkshire puddings.

Food recipes

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GLUTEN FREE CUPPA TEA

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co.uk*

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