



Mudivalls®  
— FOOD GROUP —



Buyer's Guide





# Welcome to the latest edition of the Mudwalls Food Group 'Buyer's Guide'!

At Mudwalls Food Group we act as the integral link between Producer and Retailer, using our knowledge and expertise to source, procure, consolidate and distribute only the best British, regionally sourced, food and drink products!

Experts in British food and drink sourcing, we work closely with, and support, a wide range of amazing regional British food producers, establishing effective, long-term relationships.

We professionally store, pick and consolidate at our Midlands based Facilitation Centre, adding value to the supply chain and maximising service level efficiencies. We operate our own fleet of temperature-controlled vehicles and utilise our many years of logistical expertise to minimise food miles between our food producers and retailers, offering a personalised and efficient service.

We work closely with, and support, brilliant independent customers, within the retail and hospitality sectors, who share our passion for great British food and drink. We pride ourselves on being honest about the food we source and supply, in conjunction with our collaborative Fresh Produce grower, and Fine Food producer relationships.

As always, existing customers can order online, via our dedicated e-commerce platform; [www.mudwallsfoodgroup.co.uk](http://www.mudwallsfoodgroup.co.uk), or direct, via our dedicated customer service department.

New customers can also access the same [www.mudwallsfoodgroup.co.uk](http://www.mudwallsfoodgroup.co.uk) e-commerce platform and apply to 'Become a Customer'. We offer all new customers 10% off their first order (\*subject to meeting minimum order criteria advertised).

If you have any questions, big or small, we're here to help and assist; please call our Customer Service team on; **01789 491078**, any time during our advertised office hours, or email us at; [enquiries@mudwallsfarm.co.uk](mailto:enquiries@mudwallsfarm.co.uk) and a member of the team will aim to respond as quickly as possible.

Kind Regards,

**Jonathan Lippett**  
Managing Director

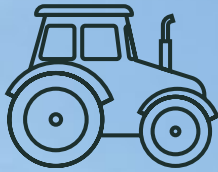


Jon and the team are here to help!

Mudwalls®

— FRESH PRODUCE —

*Supporting trusted British growers*



**-FARM TO-**

**STORE**

**WITHIN 24 HOURS**



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# Mudwalls®

## — FOOD GROUP —



**Established through our relationship with key retail partners, Mudwalls Food Group is our platform used to promote our evolving portfolio of fantastic fine food and drink producers, in addition to our own established brand of Mudwalls Fresh Produce.**

We supply high-quality, great-tasting fresh produce, fine foods and drinks, which includes a new growing category of beers, wines, and spirits.

We deliver direct to store, or depot, via our own fleet of temperature-controlled vehicles, and team of dedicated drivers.

We focus on trusted provenance and fairness throughout the supply chain, with an honest, sustainable and ethical approach to doing business.



# Why Choose Mudwalls Food Group?

**The Mudwalls Food Group philosophy is simple;**

## British, Regional, Seasonal and Complimentary.

Our unique product portfolio is built on a foundation of the highest quality fresh produce sourced from the best growers throughout the UK and further afield, coupled with an ever evolving offer of fine foods and drinks, carefully selected from some of the finest and most innovative producers. The products we offer are primarily sourced from within Great Britain, however, we can also source from further afield, where relevant, and the same unrivalled quality standards can be assured, to provide our retail customers with all year-round supply continuity.

Taskmasters for Best in Class, inevitably it is sometimes necessary to venture a little further afield to source and procure products when demand is high, local sources are unable supply, or the great British weather works against us, however we always aim to work with small, independent growers, producers and suppliers, providing them with simple and effective route-to-market solutions.



### **OUR PRODUCERS**

Experts in British food & drink sourcing, we work with & support a wide range of amazing regional food & drink producers, with quality at the forefront of what we do.



### **OPTIMISATION**

We professionally store, pick & consolidate at our Midlands based facilitation centre, adding value to the supply chain & maximising service level efficiencies.



### **ROUTE TO MARKET**

We operate our own fleet of temperature-controlled vehicles & utilise our many years of logistical expertise to minimise food miles between producer & retailer.



### **OUR CUSTOMERS**

We work closely with & support brilliant independent retailers who share our passion for great British food & drink, to provide a complimentary & point of difference food & drink offering.



# Testimonials

At Mudwalls Food Group, we believe in delivering the freshest, most sustainable and high-quality products to our customers. But don't just take our word for it—our customers and suppliers have shared their experiences, showcasing the heart and dedication that goes into everything we do.

Here you'll find inspiring testimonials that highlight how Mudwalls continues to make a difference—building strong relationships, supporting regional grower partners and carefully selected food and drink producers, bringing exceptional food and drink to retailers across the region.



*Mudwalls have been CopperNose's distributor for several years now and without fail they have offered a Best-in-Class service. They have engaged with us at every level, with the main drive of growing our business. They have become partners, more than just distributors.*

*They have proven exceptionally easy to work with and are open to generating ideas to drive growth and improve service. They offer a positive energy which is not often seen in companies today. They sincerely want you to be successful, as they realise that this will help improve their business as well.*

*If you're looking for a distributor, then you simply cannot go wrong with Mudwalls, a company that CopperNose highly recommends.*

**Dan Derry - CopperNose**

*'As a small independent convenience store retailer my customer base is very diverse where some customers are looking for value lower priced products, however there are also customers that are not so price conscious and are looking for quality local and sustainable produce. This is where Mudwalls fits in, I have been purchasing goods for three months and managed to place an order weekly online. My hero line is the CackleBean Eggs from Stow-on-the-Wold, once you've tried them you wouldn't look back. Mudwalls also supply a great range of sausages, bacon, pork pies, scotch eggs, etc,*

*from Kingleys, based in Alcester, only 8 miles away, which we point out to our regular customers who love to support local businesses. There are many more products locally sourced, just go on the website to view, the site is easy to navigate and order from, and there is always something new appearing, only this week an array of Christmas lines appeared. I am currently selling over £1000 a month of Mudwalls supplied lines with minimal waste and I would recommend other businesses to sign up, the secret though is talking to and knowing your customers, actively selling and sampling. Highly recommended.'*



**Steve - Premier, Evesham place stores.**



*'We have been working with Mudwalls for four years and I must say they really are a pleasure to work with! Professional and friendly, the team are always happy to work collaboratively to ensure that we can operate in the most effective manner together.'*

**Jenny - Cotswold Fudge Co**



*Mudwalls are a brilliant partner. Not only do they have expert knowledge on the world of fruit and vegetables, they know and nurture their growers. Always going the extra mile for us, we are so grateful for their expertise and commitment to us.*

**Hannah Anderson - 44Foods**



# Direct-to-Store Distribution Experts



At Mudwalls Food Group, we're committed to ensuring all our quality fine food and drink products reach our customers in the condition intended, and expected, wherever our customers are located, throughout England and Wales. We deliver to all UK counties highlighted on the map, ensuring exceptional service via our dedicated Mudwalls Food Group transport operation, or, for the counties currently outside of our geographical reach, through our trusted third-party logistics partners. No matter the distance, we're committed to ensuring that your order arrives on time, in full, and in perfect condition.

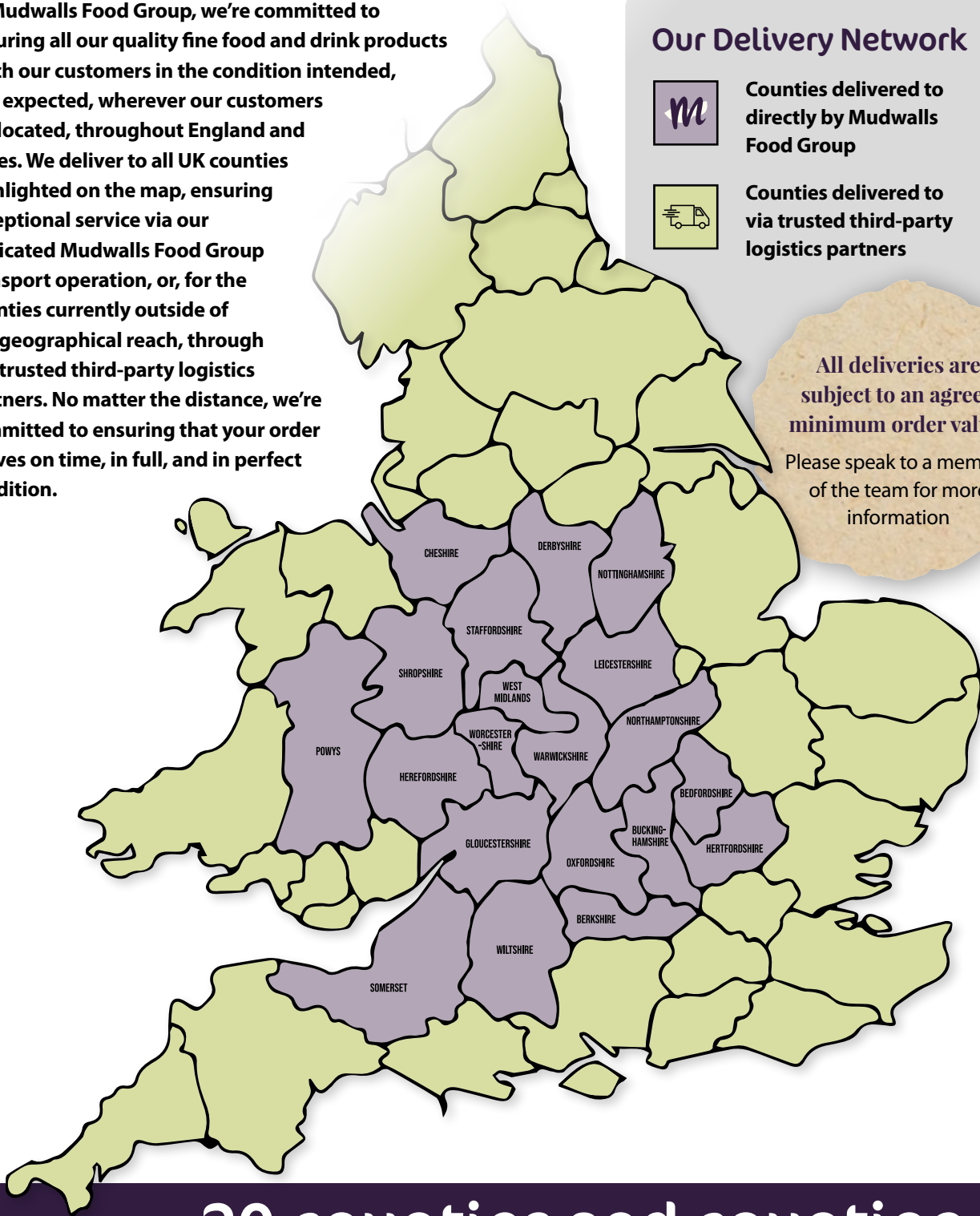
## Our Delivery Network



Counties delivered to directly by Mudwalls Food Group



Counties delivered to via trusted third-party logistics partners



All deliveries are subject to an agreed minimum order value.

Please speak to a member of the team for more information

...20 counties and counting

# Mudwalls®

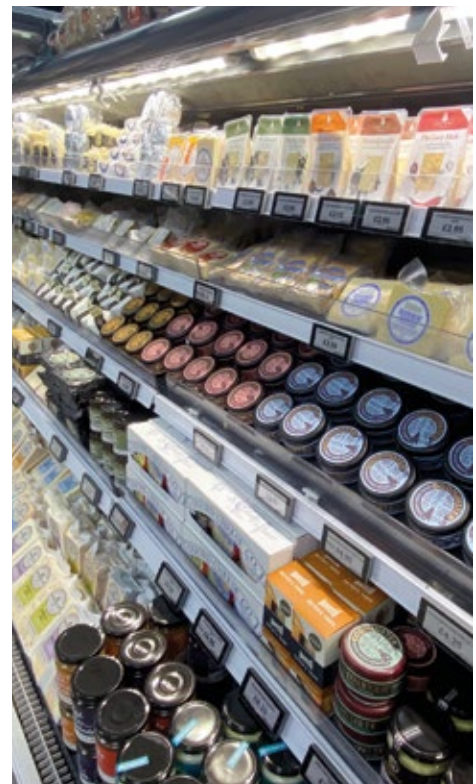
## FOOD GROUP

# Merchandising

**Mudwalls Food Group represents an evolving category of well-known and new to market products from some of the most exciting British based growers, producers and suppliers.**

Our aim is to source the finest foods from the counties we and our customers trade in. Sticking to the core principles of our Fresh Produce background, whether that is through tenant farms, local suppliers or small food producers, we want to keep our supply chain as local as possible.

At Mudwalls Food Group, we go beyond simply supplying high-quality products, we partner with our retailers to drive sales and enhance customer engagement. Leveraging our extensive experience in food retail, we provide hands-on, tailored support to optimise in-store performance. Our expert team offers guidance on proven merchandising strategies, category layout optimisation, and industry best practices designed to maximise visibility, boost sales, and improve the overall shopping experience. By combining our deep market knowledge with a proactive, results-driven approach, we help retailers stay ahead in an ever-evolving industry.





Our Fine Food partners supply us with a diverse range of products, from award winning Pork Pies to the freshest Organic Milk.

Buying regionally not only reduces food miles, but it also means that our customers and your customers know exactly where their food comes from and how it has been produced, providing peace of mind and assurance that it is of the highest quality as well as being sustainably sourced.

Mudwalls Food Group is passionate about regional food, how it is sourced and how far it has travelled. We take pride in being pioneers, exploring the 20 regional counties we cover on a direct-to-store service model, seeking out unique, exceptional fine food products made with care and integrity.

Showcasing new producers, providing a boost to fine food entrepreneurs across our region by sharing the benefit of our experience, and an opportunity to reach a wider customer base, are key elements of the Mudwalls Food Group added value service.

We believe this is an exciting time for independent, sustainable British producers and farmers resulting in a better customer experience for the great British public.

“We provide advice on giving hero lines a prime location in your store, which will draw customers in and capture their attention, in turn increasing the chances of purchase!”





# Who Are Our Customers?

Here at Mudwalls Food Group we are proud to serve and understand the unique needs of a wide and diverse range of customers. We are committed to helping them succeed by providing high-quality products and excellent customer service, understanding their individual needs. By partnering with Mudwalls, our customers can enhance their offerings, confidently catering to their audiences.



Our team work closely with our suppliers to help them reach new customers nationwide.



# Midcounties Co-operative

Midcounties Co-op consider Mudwalls to be a key strategic partner. By partnering with Mudwalls and working collaboratively, we know that we are supporting British farmers, local economies and communities. Years of Mudwalls experience brings together the best regional fresh produce and fine foods from accomplished growers and producers around the UK. Being a producer in their own right, Mudwalls understand the challenges that farmers and producers have to face and overcome.

Through our transparent relationship, Mudwalls have a deep understanding of the Midcounties Co-op business and can support in all elements of retailing, from senior commercial level to in store planning, merchandising and education. Open channels of communication are key to our successful partnership.

Strong customer service and communication skills are demonstrated via the Mudwalls team. Being available almost 24/7 is reassuring to know that a key supply partner to Midcounties Co-op are equally as committed to offering a great selection of food, drink and grocery products to all of our Food Market stores, Supermarkets and Convenience stores.

Mudwalls are a structured and forward-thinking business that supports the growth of Midcounties Co-op. Being reactive and nimble to overcome issues and support with solutions is of the utmost importance to our business.

Fast and flexible direct to store consolidated deliveries of our full range of directly sourced Fresh Produce and Fine Foods provides huge benefits to the Midcounties Co-op business and our stores, with Mudwalls fully understanding of the different trading environments relative to our different categories of stores. Minimising food miles and the time it takes for fresh products to get from grower or producer to our stores is key to maximising shelf life and product quality for the benefit of our consumers, whilst offering sustainable solutions.

The Mudwalls partnership greatly benefits the Midcounties stores by offering an added value and complimentary range, with a focus on freshness, flavour, and shelf-life, whilst standing out from the crowd with the introduction and ongoing development of innovative packaging solutions.

**Ryan Mumford**  
Trading Manager

## Midcounties Co-op are proud to be a part of your community!

They want to make sure they always have what you're looking for, whether you're popping in for milk or cooking for the whole family.

As Fairtrade supporters, Midcounties Co-op strive to ensure that everyone involved in production is treated and paid fairly. Not only that, our strict food policies mean that everything you buy will always be ethical, sustainable and top quality.

***Your Co-op; fresh food at its best.***



# Fresh Produce



**Mudwall's**<sup>®</sup>  
— FOOD GROUP —

Mudwalls®  
— FRESH PRODUCE —

Supporting trusted British growers

# Why Choose Mudwalls Fresh Produce?



## HONEST

We understand the importance of knowing where food comes from.



## SUSTAINABLE

We care about the land, driving our passion to protect the environment.



## ETHICAL

We balance the needs of retailers and growers to create a fair supply chain.



At Mudwalls Fresh Produce we procure, pack, and distribute great tasting Fresh Produce, sourced from accredited and carefully chosen growers, primarily within Great Britain.



### OUR QUALITY

Our brand is the mark of fresh, great-tasting and high-quality produce, sourced from highly-accredited growers and producers from Great Britain and further afield.



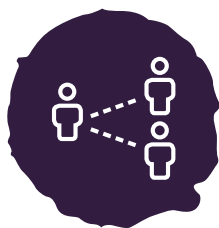
### OUR KNOWLEDGE

We understand the whole supply chain with valued qualification and experience all the way from seed to store. We provide solutions and add value at all stages of supply.



### OUR EXPERIENCE

We have the knowledge, resources and scale to select the best produce from growers and suppliers, who are robust and trusted to grow with us on our journey.



### OUR NETWORK

We partner with and support a wide network of trusted growers who mirror our values and passion for quality, reliability and innovation.



### OUR CONSISTENCY

We deliver consistently high-quality products and great service, and always maintain a focus on meeting our growers and customers' needs.

*We pride ourselves on quality, reliability and scalability - delivering fresh produce and fine foods efficiently, responsibly and sustainably.*



# British Grower Partner Showcase

## Chris Chinn at Cobrey Farms



Coming up to St George's Day in the Wye Valley, Herefordshire, fields of asparagus await the 23rd April – the official start date of the growing season. "It's a unique crop, a very unusual vegetable," says Chris Chinn at Cobrey Farms, which his family founded four generations back.

"We've been here a century now, since 1924," he says, while his brother Henry drives by on the same vintage Ford tractor that he first learned to drive on. "We still need to work out how we're going to celebrate." Chris walks us along the bushy green borders where green asparagus spears have been allowed to grow out into their full natural fernlike selves.

He explains how each one begins in hidden networks of root mass and bud clusters, buried about six centimetres below the soil. The tips start to emerge at this time of year, "as the first spring warmth gets to them". Seven to ten of those will soon be harvested from every plant, leaving roughly the same number behind, before the cutting then stops quite abruptly on midsummer's day, 21st June. "We can't just keep harvesting all summer," says Chris.

"We need to leave plenty in the ground to keep charging the root system over the winter, so that's why we've got such a short season. When it's gone it's gone."

**"We need to leave plenty in the ground to keep charging the root system over the winter. So that's why we've got such a short season. When it's gone it's gone."**

The green asparagus, he says, is the type "we know and love", and he's so primed for the coming crop as to manifest a kind of farmer's pride overlooking the field. "Exciting isn't it? A real seasonal treat."

White asparagus, meanwhile, never gets the sun and so never loses its subterranean pallor. The purple kind is purpose-bred for its pretty colour, tender texture and sweeter flavour. "It's so good for salads," says Chris. Both varieties have even shorter growing seasons than classic green, but the Chinn family business, Wye Valley Produce, has become "quite well known" for all three, as Chris puts it – a modest way of saying they're renowned, in fact, for their quality and consistency – despite only producing them since 2004.

In previous decades, much of their land was given over to growing new potatoes, but the farm suffered a large fire in 2002.

"Out of the ashes emerged this idea for a new crop. South Herefordshire is a big area for soft fruit-growing, but we didn't want to be the same as everyone else. Asparagus seemed to need some development, having been grown at small scale, in the same traditional manner, for 50 or 100 years."

"Our position is really fortunate in that we get the prevailing South-Westerly winds and the mid-Atlantic current, which bring heat from the Caribbean and carry

lots of rain, some of which is dropped on Wales before it reaches us. All of which makes our winters not too cold and our spring relatively warm, while the local topography is useful in angling our fields into the sun on the south-facing slopes, and away from the sun on the north-facing slopes." Exploiting those angles with judiciously placed polythene tunnels can help extend the season a little at either end.

The Chinnns of Cobrey Farms duly supply the asparagus that has become a kind of icon of English agriculture, with every shipment a delivery on that Mudwalls Fresh Produce promise.

And when it comes to the age-old question of whether to bend or snap the spears first, Chris Chinn thinks it's best to simply trim off the whiter sections, as they're likely to be toughest. All asparagus can be eaten raw, he reminds us, and cooking only softens it up. Nutritious as it is, he says that he eats "an unhealthy amount of asparagus", working so close to home that he'll often fry some up for his lunchtime bap.

"Sometimes it's just easier to boil it, as I quite often do myself, but to get more flavour you can grill it, barbecue it, braise it. Or just get a tray, bake it off, perhaps a bit of parmesan on top, and have it as a starter or a sharing dish. You can't do that with many other veg."



Chris Chinn in the asparagus greenhouse; the terroir of the Wye Valley makes it excellent for growing asparagus.



Written by **Tiffany Eslick & Stephen Phelan**; Photography by **Camilla Hylleberg**

# Fresh Produce Grower Partners



We work with all of our growers and suppliers – new and old – to make sure that they are accredited to our same high standards. In addition, we complete our own audits to guarantee that all of our suppliers are following strict food hygiene and safety requirements. Developing these great, collaborative partnerships with some of the finest growers and suppliers from Great Britain, as well as further afield, helps us create a scalable and evolving fresh produce portfolio.

## Richardsons – Jersey Royals

D. A. Richardson is one of Jersey's oldest farming families, with a history dating back to the early 1500s that has significantly contributed to shaping the island's farming heritage. Faced with increasing pressure on farming incomes, the family has demonstrated a determination not just to survive, but to thrive. This drive led to the creation of their own brand of Jersey Royals, which has gained remarkable success both in the Channel Islands and the UK. Grown and processed entirely in the field, these Jersey Royals are hand-picked, rinsed in fresh cold water, and coated with natural coir. This unique treatment protects and enhances their delicate skins, ensuring the fullest capture of their exquisite flavour.



## EVG – Tomatoes

EVG, established in 1978 by Paolo Bille in Badsey, began as a local produce trading operation for growers in the Vale of Evesham. Over the next two decades Paolo expanded the business, and in 1999 his brother, Pasquale, joined the team, contributing to further growth. The company developed its operations across the Blackminster site, its head office, and multiple farms in Worcestershire. Today, EVG employs over 600 colleagues and has supplied the retail market for nearly 40 years. Now farming over 4,500 acres, EVG is one of the largest farming businesses in the Midlands. The company produces nearly a fifth of the UK's tomato supply year-round and is the second-largest grower of spring onions in the country. Its vision remains rooted in its family-owned heritage, focused on sustainable and innovative farming practices to meet market demands.



## Garden of Elveden – Potatoes

Garden of Elveden specialises in one thing: Potatoes, and they are committed to doing it exceptionally well. Since launching their brand on November 5th, 2009—a date they proudly celebrate—they have focused on delivering the freshest British Potatoes. Partnering with expert growers and selecting the best varieties, the company offers a diverse range, including Baking Potatoes, Salad Potatoes, Maris Piper Potatoes, Chipping Potatoes, White Potatoes and Seasonal New Potatoes. Freshly packed in sizes from 750g to 25kg, Garden of Elveden has grown steadily, focusing on strong customer loyalty.

## Tom Houlbrooke – Strawberries

Tom Houlbrooke, a third-generation grower from Siddington Farm in Ledbury, Herefordshire, is renowned for producing exceptionally sweet and juicy strawberries. His family's dedication to quality spans generations, with a focus on sustainable and innovative farming practices.

The strawberries are grown in raised table-top beds, which enhance efficiency and provide pickers with easier access. After harvesting, the fruit is quickly cooled and packed in biodegradable punnets made from sugarcane pulp, extending shelf life while being environmentally friendly. Tom's expertise and commitment result in outstanding crop, praised by our customers as some of the best-tasting strawberries ever.

## Westlands – Petite Leaf

Rooted in its Dutch heritage, Westlands has been producing high-quality speciality produce in the Vale of Evesham for over 80 years. Committed to innovation and excellence, Westlands grow exceptional products.

Westlands' locally grown ranges include Micro Leaves, Edible Flowers, Inspired Leaves and Speciality Tomatoes. By using advanced growing techniques and a bespoke fertiliser mix, Westlands ensures year-round production and delivers produce in peak condition. Every product is handled minimally and kept cool from harvest to delivery, guaranteeing the freshness and quality that chefs rely on in kitchens across the UK.

## Sanders – Purple Sprouting Broccoli

Martin and Ted Sanders are a Father-Son duo at the heart of a small family business in the picturesque countryside of Worcestershire. Continuing a legacy that began in the 1960s, three generations ago, with a sheep and vegetable farm, they now steward 170 acres, specialising in the cultivation of Purple Sprouting Broccoli.

Their commitment to provenance is at the heart of their farming philosophy. The journey began in the 1960s when a seed, sown by the founder's grandfather, was carefully preserved and passed down through generations. This seed, perfectly adapted to the local climate, underpins their thriving Purple Sprouting Broccoli crop, grown from September to April. Each year, they enhance the quality and flavour of their produce by selecting and saving seeds from the finest plants.

Sustainability is integral to their practices, ensuring the land is nurtured and its future safeguarded. Their fields, alive with the hum of bees from four strategically placed hives, benefit from robust pollination cycles that contribute to vibrant and healthy crops. They also embrace the wisdom of crop rotation, working collaboratively with neighbours to allow fields to rest and rejuvenate during winter.



## Manor Farm – Raspberries

Manor Farm Fruits, located in the scenic village of Hints, Staffordshire, has been owned and operated by the Clarke family for three generations. As one of Staffordshire's longest-established soft fruit growers, the farm spans 55 acres, including 17 acres dedicated to a 'Pick-Your-Own' experience, featuring strawberries, raspberries, gooseberries, redcurrants, blackcurrants, and blackberries. They also offer ready-picked blueberries and rhubarb. Renowned for their commitment to quality, Manor Farm Fruits grows a variety of raspberries, celebrated for their unbeatable flavour and appearance which is why Mudwalls work closely with Manor Farm.

# Mudwalls®

## — FRESH PRODUCE —

**Mudwalls Fresh Produce originated from the basis of high-quality fruit and vegetables being grown on its own family farm; Mudwalls Farm, and the ethos derived from our origin as a passionate family farming community, based over several hundred acres in the heart of the Ragley Estate, Warwickshire, remains hugely prevalent in the Mudwalls Fresh Produce brand today. Back in 2010 our founder, George, realised his ambition of bringing a new and innovative Fresh Produce brand to the retail sector, which captured his core values of honesty, fairness and sustainability.**

From a history of growing Fruit & Vegetables on the Warwickshire farm, we have developed a team of foodies who are passionate about honest provenance, caring for local farmers & growers, artisan producers' and innovative suppliers.

We have historically grown a wide range of fruit and vegetables on the 250-acre farm in Warwickshire, as well as procuring from several highly accredited growers around Great Britain and Further Afield, where necessary. It is so vitally important to know where your Fresh Produce comes from, and to be assured that it's not only fresh, but has been grown to the highest quality standards.

Over the years, our dedication to our trade, and provenance, has assisted us in developing strong mutual grower partnerships across Great Britain, as well as Further Afield, for a more exotic and special range of products for our varied customer base.

We procure and distribute Mudwalls Fresh Produce throughout Great Britain, and internationally, to various retail, and other customers. Over the years, as Mudwalls Fresh Produce has gone from strength to strength, and the word about the quality, flavour and freshness of our Fresh Produce has spread across the industry, we have begun to procure a wider range of products for our customers.

At Mudwalls we act as the conduit between Producer and Retailer, using our knowledge and expertise to add value where appropriate. Initially focusing on sourcing seasonal British Fresh Produce, we have also expanded our capability to be able to provide year-round continuity of our core range, working closely with selected import partners, under our separate Mudwalls 'Further Afield' brand.

All Mudwalls Fresh Produce is packed in our purpose designed packhouse, or at source by our trusted grower partners, before being quality checked and dispatched from our distribution centre in Redditch, Worcestershire. This ensures all our Fresh Produce meets the strict Mudwalls standards.

Mudwalls Farm Limited is accredited to BRCGS Food Safety standards, and approved by the Organic Food Federation. We monitor all our suppliers to ensure they can meet our own high-quality standards, and we maintain up to date records of all Producer certifications.





With decades of experience and a passion for supplying high-quality fresh produce, our customers can always tell that our seasonal Mudwalls Fresh Produce ranges are fresh, sustainable, and delicious.

We are proud to work with some of the finest fresh produce growers in Great Britain to create an all-year-round, seasonal fresh produce portfolio.

Our relationships with fresh produce suppliers, who offer products not grown in Great Britain, or, products grown outside of the British season, allow us to cater for our customer's complete needs, by guaranteeing breadth of range, year-round consistency, and continuity.

Wherever our fresh produce is sourced, the Mudwalls label is always a sign to our customers, and consumers, that our that the product is completely fresh and full of flavour.

Mudwalls®  
— FRESH PRODUCE —

Scan here to  
find out more!





**Mudwalls**  
— FRESH PRODUCE —  
**Best of British Label**

We are proud that our 'Best of British' Mudwalls Fresh Produce brand is the mark of fresh, great-tasting, and high-quality fresh produce, sourced from highly accredited farms and growers within Great Britain – all with honest and traceable provenance.

Our 'Best of British' label has been designed to add value to the regionally sourced fresh produce we supply, by promoting the farm or grower who produced the product, and its honest provenance, whilst confirming that the product has passed our very high quality standards, providing our customers and consumers with confidence that the product is completely fresh and full of flavour. We further highlight our passion for sourcing from regional British farms and growers by using the union flag around the edge of our 'Best of British' label.





At Mudwalls Fresh Produce, as part of our comprehensive seasonal fresh produce ranges for retail supply, we are proud to offer a range of attractive, innovative, and sustainable packaging solutions.

Our core punnet range uses recycled sugar cane pulp cartons, available in a variety of sizes, and our branded card sleeves are fully recyclable. Where our experience and knowledge lends to products being packaged in plastic, to maximise product freshness and quality, we always endeavour to use and highlight recyclable materials.

Our in-house flow-wrap technology and labelling facilities enable quick and efficient prototyping of new bespoke formats to meet our individual customer specifications and unique requirements.

Mudwalls®

— FRESH PRODUCE —

Packaging

# Dairy





Cotswold Butter Co, home to the finest traditional Cotswold farmhouse butter. There are no additives, flavourings or colourings and the only other ingredient is a generous pinch of Welsh salt.

This results in a butter with a rich creamy taste. Perfect for cooking, baking and spreading on toast, fresh bread, crumpets, pancakes or whatever takes your fancy.

## Cotswold Butter Co

— Worcestershire —

Scan here to find out more!





## Cotteswold Dairy

— Gloucestershire —

Cotteswold Dairy, founded by Harry Workman in 1938, began as a small milk round built on values of quality, service, and cleanliness. The business grew rapidly, relocating to Tewkesbury in 1943 and to its current site in 1969. Harry's son, Roger, joined in 1962 and expanded the business through acquisitions, with his son George becoming Managing Director in 2010. Now operating from four UK depots, Cotteswold Dairy serves wholesalers, semi-retailers, independent milkmen, and traditional doorstep customers using electric milk floats.



Jess's Ladies Organic Farm Milk produces award-winning organic dairy products with exceptional freshness and flavour. Their small, well-cared-for herd lives longer than average dairy cows, with milk processed onsite within hours of milking. With no additives, their products celebrate the natural quality of the milk and reflect a commitment to animal welfare and sustainability.

## Jess's Ladies

— Gloucestershire —



## Netherend Farm

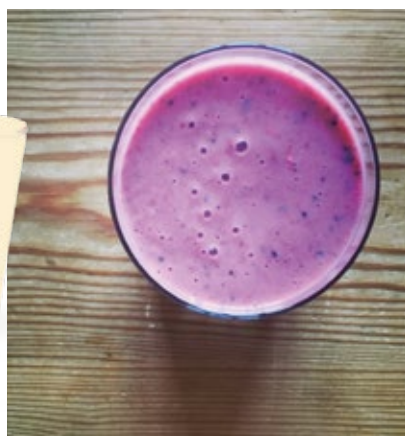
— Gloucestershire —



Scan here to find out more!

Netherend Farm, situated "betwixt the Severn & the Wye", produce butter with cream sourced daily from a local family dairy based, like themselves, in Gloucestershire.

The cream is churned traditionally in small batches resulting in a butter with a pure creamy taste and texture. The only added ingredient is salt in the salted range.



Tims Dairy is a family business located in Chalfont St Peter, Buckinghamshire, and is run by brothers, Chris, Peter, Bides and Tony Timotheou.

Every pot of yogurt is inspired by their Greek family recipe, using natural ingredients and gut friendly bio-live bacteria, stirred into fresh British milk.

Bringing you spoonfuls of amazing great taste, creamy texture and wholesome dairy goodness from the heart of the Chiltern Hills.

## Tims Dairy

— Buckinghamshire —

Scan here to find out more!



# Cheese







The Cheshire Cheese Company is based on Laurels Farm in Nantwich, Cheshire, where Cheshire Cheese has been produced by hand to time-honoured recipes since 1957.

Founded by Simon Spurrell, the Cheshire Cheese Company has used its now-famous cheese alchemy to create a unique range of traditional and blended cheese combinations, with their award-winning cheese made using only local Cheshire milk.

They make an amazing and unique range of waxed truckles of cheeses, chutneys and biscuits which has grown in popularity since the early days of local markets and shows.

## The Cheshire Cheese Co

Cheshire

Scan here to find out more!





## Croome Cuisine

— Worcestershire —



Scan here to find out more!

Croome Cuisine are a small family business based on the outskirts of Worcester, passionate about creating cheeses and relishes that reflect the iconic flavours of the region. They source local ingredients, introducing a wide range of flavours to cheese and smoking traditionally over oak logs.

Croome Cuisine's relishes are created to compliment their cheeses, keeping with the company ethos of using local ingredients (where possible), to make them a match made in heaven!



Ever since Richard Hollingbery bought Godminster Farm in 1993, he and his team have been pursuing an environmentally friendly and ethical approach to farming.

Richard made the first cheddar in 1999 as a thank you to friends and neighbours who had helped in the organic certification process, and once they tasted it, it soon became clear that cheese-making would be the way forward. The Vintage Organic Cheddar has gone from strength to strength winning numerous awards at prestigious cheese shows across the globe.

# Godminster

Somerset

Scan here to find out more!





## Godsell's

Gloucestershire



Scan here to find out more!

Godsell's Cheese are a small family run business, with a passion for cheese and dairy farming. They produce a range of handmade cheeses at Church Farm, in the Gloucestershire village of Leonard Stanley, using milk from their own herd of free range cows.

Their award winning cheeses include Double Gloucester, Holy Smoked, Three Virgins and Single Gloucester. Single Gloucester is unique to Gloucestershire and can only be made in the area, using milk from Gloucester cattle.



The Weavers have been farming in the Cotswolds for three generations, and in the South West of England since before 1570. Since 2005 they have been creating award-winning cheeses using truly organic milk from their own cows, on their own farm. Simon Weaver Organic make all of their cheese by hand, ensuring every product is brilliantly artisan. All of their cheese is pasteurised, vegetarian, and of course 100% organic.

## Simon Weaver Organic

— Gloucestershire —

Scan here to find out more!



# Eggs





To mirror the other high welfare products in their range, Adlington wanted to offer a truly free range egg with an amazing colour and taste. Adlington Eggs are sourced from their two free range farmers, both looking after very small flocks where the birds have more space and a life with less stress.

The hens are fed using the same feed recipe Rod uses for his Christmas turkeys, a traditional cereal based feed with no fillers or biscuit waste, and this comes through into the egg, both in taste and in yolk colour. Eggs can and should be different!

## Adlington Eggs

— Warwickshire —

Scan here to  
find out more!





## Billy's Woodland Eggs

— Gloucestershire —



Scan here to find out more!

Billy's Woodland Eggs provides delicious free-range woodland eggs, sourced directly from their farm near the picturesque town of Stow-on-the-Wold, in the heart of the Cotswold countryside. Committed to quality and sustainability, Billy's Woodland Eggs care for the natural environment of their woodland-raised hens, producing fresh eggs daily.





Cackleberry Farm is nestled at the foot of a hill just outside Stow-on-the-Wold. Run by Paddy and Steph Bourns, their rare breed flocks are entirely free range and live in traditional chicken houses on 12 acres of land, with lots of perches.

During the day the hens range free in lush green fields, which are sown with natural herbs for them to nibble. They roam in small flocks - the space and smaller numbers help to reduce stress, resulting in happier, healthier hens and the best quality eggs.

**CackleBean**

— Gloucestershire —

Scan here to find out more!





## Cotswold Eggs

— Oxfordshire —



Scan here to  
find out more!

Established in 1972, Cotswold Eggs was setup by the Plank family in a little village in the heart of the Cotswolds.

The premise was simple; deliver the best quality eggs procured and selected from local Cotswold farms and deliver to local people and businesses. Cotswold Eggs have been sourcing and distributing eggs from select independent farmers, located in and around the Cotswolds for almost half a century.



Country Flavours is situated in the beautiful and rural landscape of Herefordshire; based at Lower Bellamore Farm in Preston-On-Wye. David & Alice Hancorn proudly run this fresh from the farm egg business.

David & Alice started free-range egg production in 2006 and took over Country Flavours in January 2008. The noticeable difference in the taste of their fresh eggs and the support of local businesses has kept this business thriving.

## Country Flavours

— Herefordshire —

Scan here to find out more!



# Deli





ChicP was born to combat food waste. Their founder Hannah started making hummus using surplus vegetables from London wholesale markets, helping to tackle food waste and encourage people to eat a healthier, more sustainable diet. She wanted to create food that had a positive impact on her community, while also shaping health habits for the better, working with farmers to use their surplus produce in her products.

All of the ChicP products are vegan, sugar-free, natural and healthy. They are all high in fibre and protein, and full of healthy fats, as well as containing 30% vegetable content.

## ChicP

London

Scan here to  
find out more!





## Cinderhill Farm

— Gloucestershire —



Scan here to find out more!

Cinderhill Farm is a nationally recognised producer of outstanding quality, handmade, ready-to-eat foods, for the retail consumer and high value food service outlets. From small beginnings – Deborah learned her trade at the Coleford Country Market stall selling pies and rolls with other Forest of Dean micro producers. Cinderhill Farm animals have green grass under their feet and the open sky above them, cosy shelters to rest in, and fresh running water to drink. There's space for them to run, jump and play, and they have learned to trust people.



'Kingleys of Warwickshire' is an exciting deli brand, created jointly by the Downey family and Mudwalls Food Group to fill a gap in the market for a "good old-fashioned pie", with a brand name that stands for consistency, top quality, and taste. Crafted from hand-made pastry & the same high quality sustainably sourced Pork that goes into the Kingleys fresh meat range, the sensational Pork Pies have been crowned British Champion for consecutive years at the British Pie Awards. Building on the success, the Downey's, in conjunction with Mudwalls Food Group, have since expanded the Kingleys deli range to include a wide variety of savoury bakes, including Sausage Rolls, Scotch Eggs and Quiches, as well as a range of cooked hams.

**Kingleys**

Warwickshire



Scan here to find out more!



## Kit's Kitchen

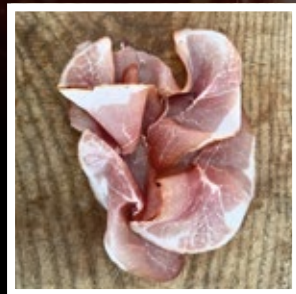
— Worcestershire —



Scan here to find out more!

Kit's Kitchen has a range of 11 products, with all but 3 of the products winning great taste and diamond awards. Kit's Kitchen tries to use local ingredients where possible, with the apples for the Apple & Onion chutney coming from the farm itself. All products are carefully handmade to ensure the best quality of each and every jar.





Trealy Farm Charcuterie, based in Monmouthshire, produces award-winning artisan charcuterie using ethically sourced British meats. Combining innovation with traditional methods, their range of over 40 products is free from allergens and nitrates, ensuring quality and sustainability.

## Trealy Farm Charcuterie

— Monmouthshire —

Scan here to  
find out more!





## The Real Cure

Dorset

The Real Cure, based at Hartgrove Farm in North Dorset, produces award-winning charcuterie using traditional methods like curing, fermenting, smoking and air drying. Their salami, chorizo, and air-dried hams are made from high-welfare, free-range and wild British meat, ensuring full traceability and exceptional quality. Combining innovative techniques with time-honoured practices, their skilled team crafts charcuterie in custom ageing rooms to achieve outstanding flavour and craftsmanship.



Deli

Founded in Bristol in 1998 by Karin Andersson and Ben Flight, The Real Olive Company specialises in organic, fresh olives and antipasti. Sourcing from trusted Mediterranean growers, they ensure every step from grove to table preserves natural goodness. Using traditional recipes and cold-pressed oils, they deliver authentic, flavourful olives while fostering sustainability and strong relationships with farmers, their team, and customers.

**The Real Olive Company**  
 ——— Bristol ———



# Fresh Meat



**Mudwall's**<sup>®</sup>  
— FOOD GROUP —



For three generations Adlington have been providing exemplary premium products for the British fine food market. Now headed up by Rod Adlington, they are specialists in offering outstanding quality turkey and poultry all year round to make your feasts with family and friends truly memorable.

Adlington's premium poultry brand, English Label, represents the culmination of their expertise and experience, resulting in a high welfare free range British chicken with impeccable taste and flavour.

# Adlington

— Warwickshire —

Scan here to find out more!





## Kingleys

— Warwickshire —



Scan here to find out more!

Kingleys is an exclusive brand within the Mudwalls Food Group family, where our shared passion for excellence is evident in every carefully selected product, across a fabulous range of fresh meat, predominantly focused on Sausages and Bacon. We are dedicated to sustainably sourcing the highest-quality British Pork, prioritising procurement, wherever possible, from the counties we and our customers trade in, aiming to keep our supply chain as local as possible.

Founded in 2012 by the Downey family, The Outdoor Pig Company began as a family-run catering business, supplying high-quality free-range Pork to the events scene. From the outset, Mudwalls Food Group has partnered closely with Rob, Sadie, and extended family, benefitting from their years of vast experience and expertise in the industry. Together, we created and established the retail brand 'Kingleys of Warwickshire', a nod to their long-standing base, at Kingley Farm, located on the renowned Ragley Estate in Warwickshire, Great Britain.



KINGLEYS  
— OF —  
WARWICKSHIRE

# THE FINEST PORK SAUSAGES

MADE WITH LOVE  
IN THE HEART OF WARWICKSHIRE





## Maynard's Farm

— Shropshire —

Founded by Rob & Fiona Cunningham in 2001, Maynard's Farm produce sides of bacon, or "fitches", using traditional methods, but with recipes to suit the modern palate.

Their award-winning bacon is made as it has been for generations and uses local pigs reared under the Red Tractor logo. Bacon as it should be - British Pork, home-cured in the old-fashioned way.



# Seafood



**Mudwalls**<sup>®</sup>  
— FOOD GROUP —



# Blue Earth

— Worcestershire —



Scan here to find out more!

Blue Earth provides premium seafood with a commitment to ethics, transparency and value. With full traceability from source to shelf, they ensure their seafood is sustainably sourced, responsibly farmed, and delivered in perfect condition to your plate.



Fin is dedicated to making exceptional seafood accessible to everyone. With a mission to simplify the enjoyment of delicious fish and shellfish, Fin offers a range of expertly sourced, fuss-free seafood dishes inspired by global flavours. Each dish features delectable sauces, designed to empower home cooks to prepare with confidence and ease.

**Fin**  
 ——— Worcestershire ———





## Ocean Fish

— Cornwall —

Ocean Fish, an independently owned fishing and processing business in Cornwall, boasts a fishing heritage dating back to 1740. Located near West Country fish markets, the company processes fish within 24 hours of catch, ensuring exceptional freshness. Their expertise, tradition, and commitment drive the quality of their fresh and frozen products



Severn & Wye Smokery, a family-run artisan business on the River Severn, produces award-winning smoked and fresh products supplied to top establishments like Harrods and The Ritz. Severn & Wye also feature a renowned fish counter and a delicatessen offering handmade pâtés, salads, and cured fish.

## Severn & Wye

— Gloucestershire —

Scan here to find out more!



# Convenience



Mudwall's®  
— FOOD GROUP —



Pegoty Hedge have been making Organic meals on their farm in Worcestershire since 2008, and over the past years have stayed true to their roots. Each meal is hand made in small batches, from fresh ingredients, from scratch, every time.

They source the best organic ingredients and take special care and pride in each and every meal – down to the ‘forked’ patterns on top of the Cottage Pie!

**Pegoty Hedge**

— Worcestershire —



## White Rabbit

Oxfordshire

White Rabbit are on a mission to create delicious Italian food that everyone can enjoy, whether you are following a plant-based diet, gluten-free or otherwise! The founders Teo and Nick met whilst working at the White Rabbit Pub in Oxford in 2013; Teo had worked in his family's pizzerias back in Italy and was now working his magic in the kitchens in Oxford.

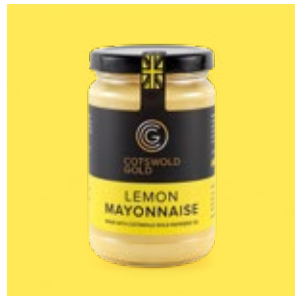
Soon the pub was being inundated with requests for free-from & vegan versions of Teo's pizzas. The idea for the White Rabbit Pizza Co was born, & four years later they were the first chilled vegan pizza brand to hit supermarket shelves.



# Condiments



**Mudwall's**<sup>®</sup>  
— FOOD GROUP —



## Cotswold Gold

— Worcestershire —



Scan here to find out more!

In 2010, Charlie Beldam set up Cotswold Gold as a diversification venture based around his family's arable farm near Broadway, Worcestershire. The farm was already producing high quality rapeseed and Charlie wanted see if this crop could be made into a quality end product that would inspire the food industry and promote British farming.

The result was an extra virgin cold-pressed Rapeseed oil, ideal for all applications, from dressings to high temperature frying, and Charlie has since expanded the Cotswold Gold range to include a variety of oil-based products.



From the kitchen table of its founder, Barbara Moinet, to distribution nationwide and overseas, Kitchen Garden has seen steady growth since its humble beginnings back in 1989.

Family Recipes, small batch production, high quality products and support of the independent retailer are all part of the original ethos set by Barbara all those years ago.

## Kitchen Garden

— Gloucestershire —

Scan here to find out more!





## The Wonky Food Co

Oxfordshire



Scan here to find out more!

The Wonky Food Co was started by a team of passionate foodies, committed to tackling food waste by creating great-tasting products that make use of imperfect and surplus fruit & veg.

Brother & Sister duo John & Ashley Cavers, aided by their neighbour and culinary expert Laura, launched the business initially as Wonky Fruit, and after some product development and a name change launched a range of chutneys that are as versatile as they are tasty.



Thursday Cottage began in a Somerset kitchen in 1963 and continues its tradition of crafting handmade curds, jams, and marmalades in small batches using the finest ingredients. Now based in Essex, it offers over 120 products, including organic and reduced-sugar options, as well as Christmas and gifting items. Supporting independent trade, Thursday Cottage supplies farm shops, delis, food halls, and garden centres across the UK and exports worldwide.

## Thursday Cottage

Essex



# Tracklements

Wiltshire



Scan here to find out more!

Tracklements is based in Wiltshire and makes over 50 products by hand, in small batches with traditional recipes. Founder William Tullberg was reading the 17th Century diary of John Evelyn in 1970 and found a recipe for wholegrain mustard. Interested in the mustard making process, William began experimenting in his home in Wiltshire. He adapted an industrial coffee mill to grind mustard seed and sold his jarred mustard to his local pub. Tracklements was then founded, with numerous Tracklements products now being recognised with multiple awards, most notably its Fresh Chilli Jam. Tracklements are committed to buying the best, local ingredients wherever possible and since 2007 have enlisted a local farmer to grow mustard for them.



What A Pickle! is a Shropshire-based brand that produces a range of Chilli Jam, Chutney and Egg-Free mayonnaise with a flavour for everyone. Everything is made in small batches, using fresh and local ingredients to ensure only the best tasting product arrives on your table at home.

**What A Pickle!**

— Shropshire —

Scan here to find out more!



# Home Cooking







BART has spent over 60 years perfecting vibrant, authentic flavours inspired by the ancient spice routes. They responsibly source high-quality herbs, spices and ingredients from trusted partners. Committed to uniting food lovers, passionate cooks and chefs, BART ensures culinary creations are both delicious and memorable.

# BART

Bristol



## Potts' Wiltshire

Potts' source fresh produce from highly accredited growers from around the UK, helping them to bring their produce to market. Their relationship with growers further afield, outside of the UK, allows them to cater for their customer's complete needs, by guaranteeing year-round consistency and continuity.



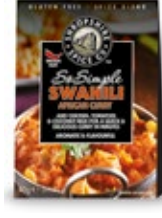
Scan here to find out more!



Ross & Ross Gifts are a multi award-winning fine food company based in the Cotswolds and specialise in British food gifts & grocery products. Their range of gifts are all intended to not just be a gift, but also offer an experience. The founder, Ross, wanted to create products that added some divine flavours to different types of food. Their range includes Curing Kits, BBQ, Roast, Veggie products and foodie hampers.

## Ross & Ross Gifts

— Worcestershire —



# Shropshire Spice Co

Shropshire



Scan here to find out more!

The Shropshire Spice Co is a family business based in the heart of the Shropshire Hills, in the village of Clun. Run by owners Robert and Fiona, they specialise in developing innovative foods which are wholesome and provide the perfect store cupboard staples.

Perhaps best known for their range of gourmet stuffings, Shropshire Spice have also developed the gluten free 'So Simple' Range, designed for quick & easy home cooking, with a range of recipes inspired by international flavours.



The idea for Tubby Tom's grew from a single batch of BBQ sauce, cooked up by founder and full-time foodie, Tom, in the summer of 2014. After a wild ride on the catering scene, Tom took a step back to work on his sauce game, and Tubby Tom's began to take shape. The range today encompasses a spectrum of lively BBQ & Hot sauces, and an arresting array of versatile spice mixes.

## Tubby Tom's

Gloucestershire

Scan here to find out more!





# Virtue

Warwickshire



Scan here to find out more!

Born out of a personal journey to improve gut health during the pandemic, Virtue's high-performance, long-fermentation, ready-made pizza dough balls and bases simplify service for busy catering kitchens and deliver a highly digestible and authentic eating experience. Virtue have a customer-centric approach, offering high-quality ready-made pizza dough balls and flatbread solutions that focus on healthier menus and consistency of service.

# Larder



Mudwall's<sup>®</sup>  
— FOOD GROUP —



## Artisan Biscuits

— Peak District —

Artisan Biscuits are a long-standing family bakery in the Derbyshire Peak District, a national park. They started over 100 years ago. In that time, the world has changed dramatically; but, in the bakery, the way they bake biscuits is barely any different.

Artisan, Artesano, Artigianale in any language means 'made with skill and care from quality ingredients'. They offer delicious biscuits made by real people, not robots.

Artisan make biscuits that they would want to eat themselves; and bake them with the best quality natural ingredients and a generous hand. They only use butter, non-hydrogenated oil or extra virgin olive oil and never use artificial additives or preservatives.





Cradoc's has been expertly baking crackers for 12 years, perfecting the craft with dedication. Made with wheat, whole wheat, oats, and a delightful mix of vegetables, fruits, flowers, seeds, herbs, and spices, Cradoc's Crackers are a luxurious yet effortless snack. Perfectly paired with your favourite dip, they bring a touch of indulgence to any occasion.

**Cradoc's**

— Brecon Beacons —



**Epicure**

Hampshire



Scan here to find out more!

Founded in 1891 by the Wood family, Epicure have been delivering quality ingredients for generations of cooks and food lovers. They have a passion for food and offer a wide range of products encompassing everything from confectionary to canned fish.



Fosse Way Honey was originally a honey production company built by John Home, who was based near the Fosse Way at Harbury, Warwickshire.

When John decided to retire, one of his former customers and deli owner Chris Atkins bought the business, with John staying on to teach him 'the ropes'. The honey is gathered using traditional beekeeping practises, from a number of small apiaries whose resident bees forage "free range" across the Cotswold Hills.

## Fosse Way Honey

— Oxfordshire —

Scan here to  
find out more!





## Peter's Yard

Hertfordshire



Scan here to find out more!

Peter's Yard combine Swedish tradition with British craft and natural, quality ingredients to create hand-baked sourdough crackers, crispbreads and bites. Each batch begins with their 45-year-old sourdough starter, which is fermented for 16 hours for a unique, subtle flavour.

Made in their craft bakery, every product in the Peter's Yard range is crafted without shortcuts or artificial ingredients for award-winning flavour and crunch.



Pimhill Farm is a family run farm in Shropshire, and was one of the first farms in the UK to be converted to organic farming methods in 1949. Seventy years on, under the Pimhill Farm brand, they produce an award-winning range of organic cereals and oat products, all grown and expertly milled on the farm.

# Pimhill Farm

— Shropshire —

Scan here to find out more!





# Simplyseedz

— Worcestershire —

Simplyseedz was founded by Cathryn, in her quest for healthier snacks and cereals. Frustrated by supermarket options filled with hidden sugars and salt, she began crafting her own cereals in her home kitchen, selling them at local markets. Since then, the brand has grown significantly, expanding its operations and even featuring on Dragons' Den.

# Home Baking



**Mudwall's**<sup>®</sup>  
— FOOD GROUP —



# Matthews Cotswold Flour

— Oxfordshire —



Scan here to  
find out more!

With a milling legacy spanning eight generations, Matthews Cotswold Flour is one of the UK's oldest family-run flour mills, trading grain and milling flour in the heart of the Cotswolds since the 1800s. Matthews believe passionately that their local farming partnerships, traditional milling methods and premium grain selection make for better baking.

Matthews offer premium quality Organic and Stoneground Wholegrain flour, using grain from local farmers and time-honoured milling techniques.



# Bakery



**Mudwall's**<sup>®</sup>  
— FOOD GROUP —



## Allison's Kitchen

– Worcestershire/Devon –



Scan here to find out more!

Allison's Kitchen is a family run business that started in 2010, specialising in making speciality handmade cakes and bakery items. They also have a catering range where they offer large sizes of all their cakes, loaves and tray bakes.

Allison's Kitchen have recently introduced their new range of vegan cakes, including lemon drizzle, chocolate fudge, orange drizzle and fruit tea loaf.



Hobbs House Bakery is a fifth-generation family business, established in the Cotswolds in the 1920's as Herbert's bakery. Masters of handmade bread, Hobbs House produce a wide range of artisanal breads, pastries and confectionery. Their sourdough breads are made using a multi award-winning, 64-year-old sourdough starter, which was given to the Herbert family by a German baker in 1985.

## Hobbs House Bakery

— Bristol —

# Desserts





At Cotswold Meringues, we bring a touch of luxury to every occasion with our handcrafted creations. Made with love and care using only the finest ingredients, our meringues honour the tradition of the original family recipe, passed down through generations. Perfectly light and crisp, they're wonderfully versatile, ideal for creating show-stopping desserts that are as elegant as they are effortless. Whether it's a pavlova topped with whipped cream and vibrant fruit or a creative twist for a special celebration, our meringues are crafted to bring joy to your table.

## Cotswold Handmade Meringues

— Shropshire —



## The Cotswold Pudding Company

— Gloucestershire —



Scan here to find out more!

The Cotswold Pudding Company, founded by Karen Laggett in 2007, produce a range of award winning, delicious sticky puddings and decadent caramel sauces.

Using just a handful of ingredients, sourced from suppliers in the West Country, all their puddings and sauces are 'gloriously handmade' using simple, traditional methods, from their dedicated kitchen in the lovely Cotswold village of Poulton, near Cirencester in Gloucestershire.



The Patisserie Box is renowned for its exquisite pastry creations, crafted with precision and passion by a team of skilled pâtissiers using only the finest ingredients. Led by visionary head chef Xavier, the patisserie blends innovation with artistry.

Xavier began his culinary journey at 14 as an apprentice in France. By 18, he had earned impressive qualifications and explored the world before settling in the Cotswolds in 2005. There, he founded The Patisserie Box, which has since flourished, attracting a loyal nationwide following for its exceptional patisserie.

## The Patisserie Box

— Gloucestershire —

# Biscuits







The Furniss Biscuits story began in Truro, Cornwall, where master baker John Cooper Furniss opened his teashop, crafting delicious gingerbread and Fairings. His commitment to quality ingredients and meticulous attention to detail quickly earned a reputation for the tastiest biscuits in town. Demand grew, and within a decade, Furniss biscuits became a staple in grocers across Cornwall.

**Furniss**

Cornwall



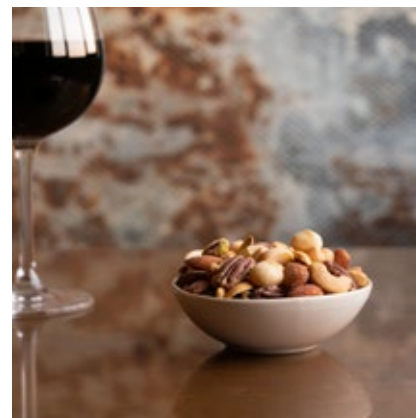
## Original Biscuit Bakers

— Shropshire —

It was in 1987, whilst having a successful bakery in Market Drayton, that founders, Tim and Sarah Hopcroft, first had the idea of decorating Gingerbread shapes. In 1989 a Christmas range was developed for BHS, which was the big break Original Biscuit Bakers was looking for. Today they are a leading manufacturer of gingerbread novelties, constantly working on product development to bring new and exciting products to the market. OBB's mission is to work alongside their customers to develop ideas unique for them whilst, still, maintaining a reputation of quality, service and creativity.

# Snacking





# Cambrook

Hampshire



Scan here to find out more!

In 2012, with a combined 30 years of experience in the nut world, Angus Cameron and Michael Brooks decided to start a business producing nuts just the way they like them.

After researching the techniques of Italian & Spanish artisan producers, Cambrook devised a unique method for caramelising nuts, gently tumbling them with honey and sugar in traditional continental roasting pans. Their savoury range is baked (not fried) and salted or seasoned with original recipes of spices and herbs.



**100%  
CHEESE  
(LITERALLY)**

Cheesies transforms off-cuts of high-quality cheese into a delicious, baked snack. By using surplus Cheddar, Chilli Cheddar, and Red Leicester sourced from a family-owned UK farm established in 1833, Cheesies reduces waste while supporting sustainable practices. Partnering with a 100% wind-powered factory, the brand combines the best of cheese and crisps into a guilt-free, mind-blowing snack experience, as envisioned by co-founder Craig.

## Cheesies

London

Scan here to  
find out more!





## CopperNose

— Gloucestershire —



Scan here to find out more!

Having grown up with American beef jerky, CopperNose was inspired to set a new standard in British craft beef jerky. Using only 100% grass fed, ethically sourced British silverside beef, CopperNose is able to track and trace each order back to the farm.

They pride themselves on using the same principles the pioneers of the New World used, bringing you the next generation of craft British beef jerky.



DELICIOUSLY CHOCOLATELY CRUNCHY MINI BARS

FRESHLY MADE WITH REAL BELGIAN CHOCOLATE

NO ARTIFICIAL INGREDIENTS

SILVER NOURISH AWARDS 2021



fitbakes 12 MINI BARS

belgian chocolate crunch

16g NET CARBS

64 CALORIES

64 CALORIES

KETO & ATKINS DIET 1 NET CARB PER BAR



LOW CARB LOW SUGAR DIABETIC FRIENDLY



DELICIOUSLY CHOCOLATELY CRUNCHY MINI BARS

FRESHLY MADE WITH REAL BELGIAN CHOCOLATE

NO ARTIFICIAL INGREDIENTS



fitbakes 12 MINI BARS

hazelnut chocolate crunch

16g NET CARBS

64 CALORIES

64 CALORIES

KETO & ATKINS DIET 1 NET CARB PER BAR



LOW CARB LOW SUGAR DIABETIC FRIENDLY



DELICIOUSLY CHOCOLATELY CRUNCHY MINI BARS

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LOW CARB LOW SUGAR DIABETIC FRIENDLY

Fitbakes believe that healthy eating doesn't have to be boring. They have found that using the best ingredients nature has to offer makes the best yummy indulgent snacks, including their crunch bars. Fitbakes focus on the nutritional numbers, so you don't have to think about that when you eat your snack.

Fitbakes

Worcestershire

Scan here to find out more!





## Gloucester Biltong Co

— Gloucestershire —



Scan here to find out more!

Gloucester Biltong Co started where all good things start, from the heart...not to mention founder Paul was a bit peckish at the time!

Paul and his team use 100% British silverside beef steaks, marinated in authentic South African herbs & spices. The meat is hung to cure in specially imported biltong dryers, before being sliced into juicy bite sized pieces, for a high-protein hand-crafted snack.





Howdah supply crunchy, spicy, and oh-so-delicious snacks which allow you to experience the taste of bombay in one vegan-friendly bite. Their one-snack-one-meal initiative aims to get more children into education through their food. Simply buying a pack helps to feed children who lack the means – but have the drive – to learn, helping to change their lives and those of their family forever. Howdah’s mantra is ‘taste a little India, make a big difference!’

**Howdah**

Cheshire

Scan here to find out more!





## Just Crisps

— Staffordshire —



Scan here to find out more!

Award Winning Just Crisps are 100% British farm produced. Their delicious potato crisps are hand cooked, flavoured, bagged and boxed on their farm in Staffordshire. Just Crisps home grown potatoes are batch cooked in Just Cold Pressed Rapeseed Oil which is grown, harvested and filtered on the farm. Very popular for their unique values, Just Crisps are brilliant for consumers with Sunflower allergies as they are cooked in 100% Cold-Pressed Rapeseed Oil.



Mr Filbert's gourmet nut & seed recipes are hand crafted using a unique process which involves roasting them in their own natural oils for a healthier and tastier alternative, while their olive snacks are marinated in fresh natural ingredients following traditional Greek recipes.

Filbert's Fine Foods has been tempting the taste buds of fine food aficionados far and wide since 2010, winning over 40 taste and food industry awards along the way.

Mr Filbert's

Somerset





## Mr Trotter's

— West Midlands —



Scan here to  
find out more!

Mr Trotter's was born in 2011 from the shared passion of three pork scratching aficionados – Tom Parker Bowles, Matthew Fort, Rupert Ponsonby – and innovative pork scratching producers, Graham Jebb and Karyn Walker from RayGray Snacks.

Mr Trotter's Triple Cooked Pork Crackling is triple-cooked, resulting in a crunchier, punchier, porkier crackling and a much lighter texture.



Nuud is a plastic-free, plant-based chewing gum made with sustainably harvested chicle, a natural tree sap. Staying true to how gum was originally made centuries ago, Nuud offers a biodegradable alternative to conventional gums, ensuring every ingredient in its recipes is transparent and eco-friendly.

## Nuud

— North Somerset —

Scan here to find out more!





# Simply Roasted.

Norfolk



Scan here to find out more!

Simply Roasted are here to change the crisps we eat for the better. They believe that they have found a better way to make crisps, with everything you want (taste, crunch and satisfaction) and less of what you don't want (calories, fat and salt). Simply Roasted use one-of-a-kind ovens to roast their crisps, rather than frying them in oil which is why you won't find anything else like Simply Roasted on the market.



Farmers Mark Green and Sean Mason are the founders of sustainable crisp brand Two Farmers using the UK's first biodegradable crisp packet.

With each Herefordshire-inspired flavour using local produce and production powered by waste from the farm, these two farmers have found a way for us to crunch with a conscience.

## Two Farmers

— Herefordshire —

Scan here to find out more!



# Confectionery



Mudwalls<sup>®</sup>  
— FOOD GROUP —





Since 2012, the Cotswold Fudge Co have been making their award winning hand-made fudge in a little factory deep in the Oxfordshire Cotswolds.

They now produce thousands of bags of fudge each week, yet still make and pack everything by hand, using old fashioned recipes and traditional methods.

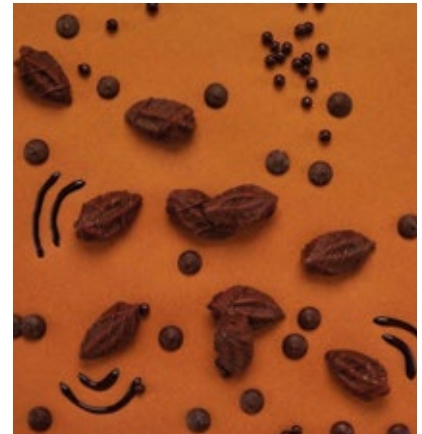
Recent additions to the range allows them to offer a broad choice of flavours and styles of fudge, including their best-selling traditional crumbly style fudges, smooth fudge, and increasingly popular vegan fudges.

## Cotswold Fudge Co

— Gloucestershire —

Scan here to find out more!





# Flower & White

Shropshire



Scan here to find out more!

Flower & White was founded in 2009 by husband and wife duo, Leanne and Brian Crowther. From the garden shed to creating over one million hand-crafted meringues a day, it's been some journey.

They now boast an exceptional range of award winning products, from their spectacular giant Meringue Clouds to their delightfully light, yet indulgent snacks. Propelled by their philosophy to Live Lightly and Brightly, Flower & White are committed to doing business the right way with products you can feel good about with every bite.



Joe & Seph's are a family business who launched in 2010 with a mission to produce the best tasting popcorn in the world.

Joe & Seph's produce over 50 flavours of popcorn & 10 caramel sauces, all handmade in London by a small team of pastry chefs, and they have won over 40 Great Taste Awards across the range.

**Joe & Seph's**

London



## Miss Macaroon

— Birmingham —

In 2011 Rosie Ginday, formerly a pastry chef at Michelin-starred Purnell's, set up Miss Macaroon to help young people build confidence and gain work experience in a professional pastry kitchen. Every penny of profit Miss Macaroon makes is also reinvested in helping young people gain skills that change their lives.

The macarons themselves are baked by Rosie and her team with high precision, and state of the art Pantone colour matching, to deliver that perfect egg-shell crack you expect from an amazing macaroon, in a wide array of stunning colours and flavours.

# Chocolate



Mudrialls®  
— FOOD GROUP —



## Café au Chocolat

— Gloucestershire —



Scan here to find out more!

Café au Chocolat launched their business in Tewkesbury, surrounded by a fantastic local community spirit. They are a friendly, independent specialist atelier of their own chocolates, with each bar lovingly handcrafted.

Café au Chocolat have a passion for chocolate and coffee, and love being at the heart of such a bustling local community. The Café au Chocolat range of exceptional products and flavours will delight chocolate lovers!



Cocoba is passionate about creating great quality chocolate products and drinks for you to eat, drink and love, searching the globe for the highest quality cocoa beans and best tasting chocolate. Cocoba's origins begin in Australia, where founder Darren Litton grew up sharing delicious hot chocolates with his grandfather that he made using real, premium chocolate. When Darren moved to the UK he couldn't find a chocolate drink that matched the one from his childhood, so he decided to create it. Today the same love and care his grandfather put in to his hot chocolate can be found in every one of Cocoba's chocolate products.

**Cocoba**

Kent



**GNAW**

Norwich

Gnaw's innovative range is proudly crafted at their UK headquarters in the picturesque city of Norwich. Committed to local manufacturing, they take pride in reducing environmental impact, while keeping their brand authentically British. Their delicious chocolate is thoughtfully packaged using premium sustainable materials, including biodegradable foil and home-compostable wrappers.





H!P are on a mission to prove that eating plant-based chocolate doesn't mean compromising on great taste. They only use the best quality single-origin Colombian cocoa in their chocolate and combine this with creamy oat milk to create the smooth, milky taste that you know and love. Happy people, happy planet - H!P is chocolate without compromise.

H!P prioritise people and planet at every step of the production process, but they also pride themselves on their fun flavours too. They want to drive change in the way we eat and make snacking sustainably as easy and delicious as it should be, so you get ethical, earth-friendly chocolate without any compromise. No dairy, no nasties, just creamy chocolate, addictive flavours and a clear conscience.

## H!P Chocolate

London

Scan here to find out more!



# Gifting



**Mudwall's**<sup>®</sup>  
— FOOD GROUP —



Joypots are dedicated to spreading happiness with their delightful range of confectionery. Combining classic favourites with a playful twist, each treat is crafted using the finest ingredients and joyfully hand-packed in the UK.

**Joypots**

Essex



# Holdsworth

— Peak District —

Handmade in Bakewell, in the heart of the Peak District, Holdsworth has been perfecting their process for generations. Their exquisite chocolates reflect a timeless dedication to quality and craftsmanship.

# Beverages





## Bottle Up

— Further Afield —



Scan here to find out more!

Bottle Up provides still water in a reusable, plant-based bottle - the number one solution to reducing plastic waste. Bottle Up created a bottle that's attractive enough to keep, durable enough to last, safe enough to refill, and just as convenient and refreshing as ordinary bottled water. Their mission is to eliminate single-use water bottles.



EA Coffee are committed to sourcing high quality speciality coffee, making a difference in coffee producing countries. They buy direct from the farm returning a much larger proportion of the price to the people who do the work to produce their great coffee. It fulfills two key beliefs EA Coffee hold - that ethical business does not have to compromise on quality, and doesn't have to be significantly more expensive for the consumer.

**EA Coffee**  
 — Gloucestershire —

Scan here to find out more!





# Luscombe

Devon




The Luscombe Estate, a farming hub since 1087 and featured in the Domesday Book, has been home to Luscombe Drinks since 1975. Crafting small-batch artisanal drinks, the business now produces over 9.5 million bottles annually while staying true to its principles and delivering innovative natural flavours.





Mudwalls work in close partnership with trusted British growers, who have been passionately growing and harvesting the tastiest Apples on British farms for several decades.

Choosing the very best varieties, Apples are selected when perfectly ripe. The Apples are pressed under the close supervision of the master juicer and carefully bottled, giving our Mudwalls Apple Juice a consistently fresh flavour.

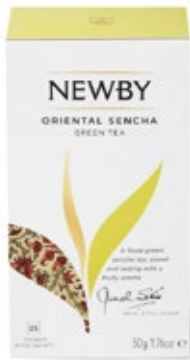
-  **Part of your 5 a day!**
-  **\*No colourings, no flavourings.**
-  **Available in 75cl glass bottles.**

## Mudwalls Apple Juice

— Worcestershire —

Scan here to  
find out more!





## Newby Teas

London



Scan here to find out more!

Newby, the world's most awarded luxury tea brand, was founded in London to revive a love for quality tea. Using only prime-season first and second flush leaves, Newby ensures exceptional flavour. Its state-of-the-art facility in India, near key tea-growing regions, preserves freshness, cementing Newby's leadership in the luxury tea industry.

# Beers, Wines & Spirits



**Mudwall's**<sup>®</sup>  
— FOOD GROUP —



# Au Vodka

Wales



Scan here to find out more!

Au Vodka is the Number 1 Ultra-Premium Vodka Brand in the UK, consistently outperforming legacy vodka brands year after year. Renowned for their iconic gold bottles, Au Vodka embodies an urban-driven ethos of success and individuality. Alongside their award-winning Original vodka, the diverse range of flavours has captivated a global audience. Au Vodka combine their British heritage and luxury ingredients together to create truly exceptional ultra-premium vodka. Inspired by gold, Au Vodka incorporates the periodic table where gold is a chemical element with the symbol Au and atomic number 79.



Discover Black Mountains Botanicals' exceptional range of spirits, crafted in the heart of Herefordshire beneath the rugged Black Mountains. Blessed with pure, clear streams and surrounded by lush fields and orchards, they create impeccably smooth spirits infused with the natural flavours of the countryside.

## Black Mountains Botanicals

— Herefordshire —



Scan here to find out more!





## Castle Brook

— Herefordshire —



Scan here to  
find out more!

Castle Brook Vineyard is run by the Chinn family, who are best known for producing Wye Valley Asparagus at Cobrey Farms in Herefordshire. Tucked away in the meandering Wye Valley of South Herefordshire, the Castlebrook vines were planted in 2004 on the site of an ancient Roman vineyard. Targeting to make the highest quality English sparkling wine, they grow 21 different clones of the three traditional Champagne grape varieties – Pinot Noir, Pinot Meunier, and Chardonnay – on three different rootstocks, which allows them to create really exciting blends. Castle Brook's range of three sparkling wines (Classic Cuvée, Rosé, Blanc de Blancs) are all traditional method, bottle fermented Brut (dry) wines, each with their own unique style.



Freedom's story began in Fulham, London in 1995. From their little brewery they had big dreams to create lagers without compromise. Their plan was to brew the beers they wanted to drink! When their brewery started to grow, they moved out of London and into Staffordshire, where they didn't need to use additives to mimic good water, as the water was already of a good standard.

Freedom goes the extra mile to brew their beers and do things a little differently – proper lager, brewed properly. Their brewery was recognised in 2016 by the Society of Independent Brewers Association for their work on producing sustainable authentic beers. They recognised the hard work in Freedom's brewing process and waste water filtration recycling.

## Freedom Brewery

— Staffordshire —

Scan here to find out more!





## Hawkstone

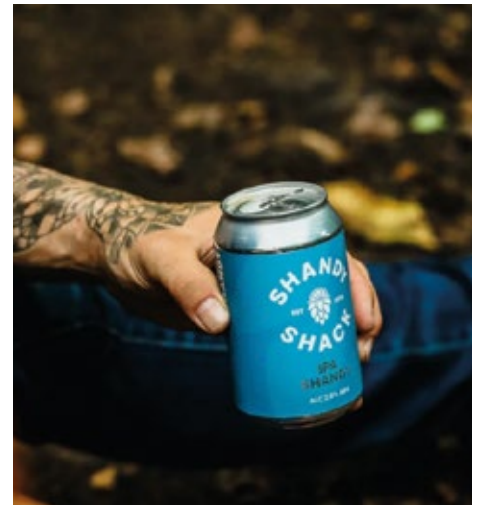
— Gloucestershire —



Scan here to find out more!

Jeremy Clarkson, determined to avoid selling his Diddly Squat Farm barley at a loss, partnered with Rick of the Cotswold Brew Co., known for crafting premium British lager since 2005. Together, they launched Hawkstone Lager in 2021, a 4.8% ABV lager named after a nearby ancient Neolithic stone. In 2022, they expanded with Hawkstone Cider, made from British apples and never from concentrate, offering a refreshing option inspired by farmhand Kaleb Cooper's preference for cider over lager. Both products celebrate authentic British farming and Cotswold roots.





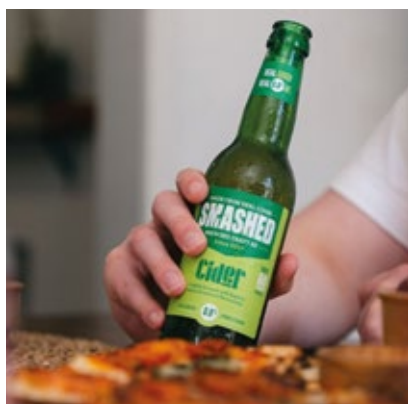
In 2018, three friends launched Shandy Shack, crafting unique shandies by mixing craft beers with premium sodas. After touring with a pop-up bar, they started brewing their own shandies, which quickly gained popularity. Now, Shandy Shack's refreshing drinks are sold nationwide, offering a taste of the British countryside.

## Shandy Shack

Oxfordshire

Scan here to find out more!





## Smashed Drynks (0% Alcohol)

— Yorkshire —

Smashed Drynks uses a unique vacuum distillation process to create 0% alcohol drinks that retain the flavour, aroma and quality of traditional beverages. Their vegan-friendly, Halal-certified range includes gluten-free cider, with efforts underway to make their beer gluten-free as well.

# Lifestyle





## CSP Countryside Greetings

— Warwickshire —



Scan here to find out more!

CSP Countryside Greetings is a local publisher with an international client base and home to a number of the worlds leading countryside brands including Thelwell, Bryn Parry, Alex Underdown and Charles Sainsbury-Plaice.

With hundreds of designs to choose from, these cards offer an extra income stream for our retail customers, offering the ability to have mixed ranges by leading artists, and at the same time, ensuring a fast turnover of stock.



Established in 2006, Certainly Wood has grown into the UK's largest producer of kiln-dried firewood, producing up to 20,000 tonnes annually. Based in Hereford, it also manufactures natural firelighters on-site, while kiln-dried kindling is now imported due to cost pressures. The company modernised the firewood industry by ensuring consistent quality and supporting the Woodsure Ready to Burn certification, now a legal requirement. Early collaborations with stove manufacturers and installers helped promote the use of dry wood, making kiln-dried logs a market standard.

**Certainly Wood**  
 — Herefordshire —



# Little Soap Company

— Worcestershire —



Scan here to find out more!

The Little Soap Company supply British made, cruelty-free, vegan and RSPO sustainable soap available at affordable prices. Their origins and base are in the picturesque North Cotswold Hills, where founder Emma made her first bar of soap in 2008. Starting off producing natural soap, Emma decided to make a truly eco range! Emma's heart lies in the natural beauty and outstanding quality of the products, taking her back to memories of her Gran, who travelled extensively by boat and seemed to accumulate soaps wherever she went. Little Soap Co's products work beautifully for skin and now they even work for hair and pets.

# Mudwalls®

## — SUPPLY CHAIN —

## Temperature Controlled Storage & Distribution Solutions

**Mudwalls Supply Chain is a new arm to the Mudwalls Food Group business, established in 2024, offering supply chain solutions to existing and new customers, specialising in the storage and transportation of time critical loads, same day, or contract services.**

Mudwalls are an elected member of the Road Haulage Association (RHA). Our team have over 50 combined years of FMCG and supply chain logistics experience, enabling us to offer the most efficient and cost-effective solutions for our customers.

Based at the Mudwalls Food Group Head Office in Redditch, Worcestershire, we are perfectly placed to plan journeys anywhere in England and Wales, at short notice, in close proximity to the M42 and M5 motorway networks, meaning we can reach all locations in England and Wales within a reasonable timeframe.

We specialise in storing and transporting temperature sensitive chilled goods, however, having vehicles equipped with dual temperature controls, we can also transport ambient products at the same time, meaning we are able to provide the most efficient and cost-effective supply chain solutions for our customers.



Our ever increasing, modern and well-equipped fleet, comprises fully tracked and monitored vehicles, ranging in size from 2.7 tonne vans to 16 tonne HGV's, with the capability to provide customers with the most effective supply chain solution, for any load size, from 1 box to multiple pallets.

Our dedicated team of fully trained, professional drivers provide a friendly and efficient service to all our customers, ensuring all service requirements are met, with load safety and security maintained at all times. With full vehicle tracking and monitoring, our head office team provide exemplary communication and information, so that our customers know exactly when collections and deliveries have been completed, with documented evidence to support.

Mudwalls Farm Limited is accredited to BRCGS Storage and Distribution standards.

### Service Capability:-

- ✓ Deliveries to major Distribution Centre's
- ✓ Deliveries direct to Store
- ✓ Multi-drop deliveries
- ✓ Sample deliveries to customer Head Office's
- ✓ Courier service
- ✓ Airport collections and deliveries
- ✓ Collections direct from Farm's and Factories
- ✓ Temperature controlled warehouse storage
- ✓ Export facilitation
- ✓ Warehouse picking and consolidation

# Contact us

**Mudwalls**<sup>®</sup>  
— FOOD GROUP —

We pride ourselves on being honest about our food and our collaborative relationships with our supply chain. So if you supply to us, buy from us, are interested in working with us in the future, or simply have a question about what we do, we would love to hear from you!

**Simply give us a call, or drop us an email and we will get back to you as soon as possible. Remember to follow our social channels for even more news and updates.**



**Call us**  
**01789 491 078**



**Email us**  
[hello@mudwallsfarm.co.uk](mailto:hello@mudwallsfarm.co.uk)



**Google us**  
[www.mudwallsfoodgroup.co.uk](http://www.mudwallsfoodgroup.co.uk)



## Find us

Mudwalls Farm Ltd, Oxleasow Road,  
Redditch, Worcestershire, B98 0RE

## Office Hours

**Mon-Fri:** 07.30am - 16.30pm

**Sat:** 08.00am - 12.00pm

**Sun:** Closed

## Follow us

@mudwallsfoodgroup



[www.mudwallsfoodgroup.co.uk](http://www.mudwallsfoodgroup.co.uk)





Mudwalls®  
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