# Mudwalls

Supplier Portfolio

# **Contact us**

We pride ourselves on being honest about our food and our collaborative relationships with our supply chain. So if you supply to us, buy our produce, 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

## Find us

Mudwalls Farm LTD, Oxleasow Road, Redditch, Worcestershire, B98 ORE

## Visit us

www.mudwallsfarm.co.uk

# Follow us (f) (in Mudwallsfarm

## **Office Hours**

Mon-Fri: 8:00am - 16:30pm Sat: 8:00am - 12:00pm



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# Why choose Mudwalls?

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



**HONEST** We understand the importance of knowing where food comes from.



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



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



**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.



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



OUR EXPERIENCE We have the knowledge, resources and scale to select the best produce from growers and fine food 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 and fine food producers 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.



# DIRECT TO STORE DISTRIBUTION EXPERTS...21 COUNTIES AND COUNTING

# **Testimonials**

Mudwalls has allowed us to access a far broader customer base than we would have otherwise been able to, taking our products further afield.

Like so many smaller producers, not having a team in an office ourselves can be limiting (we are too busy farming and bottling!). This side of things allows orders and enquiries from multiple shops to be dealt with centrally, as well as our invoice to be paid in an efficient and timely way.

Orders are always placed on time with us via mudwalls, and it is nice to work alongside fellow producers who understand when things go wrong-but like us share a determination to get perfect produce to customers and place great importance in that.

Jess - Jess's Ladies Cream

Cotswold Gold has enjoyed working with Mudwalls as they are a friendly family business who have a passion for good quality local produce. Our relationship with Mudwalls has grown over the last 12 months to now supply Midcounties CO-OP with a range of our products.

Charlie Bedlam - Cotswold Gold

We regard Mudwalls as our strongest business ally; it is a partnership that has been built on trust.

They have always provided us with a thoroughly professional service, from the moment that they raise the order, all the way through until the point of delivery.

Due to the fragile nature of our products we need to make sure that our products arrive at our customers doors without damages, not easy when you are dealing with award winning handmade cake!

Distributing through Mudwalls is as good as doing the delivery ourselves.

Sean Geary - Fatherson

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



In strategically partnering with Mudwalls and working collaboratively we know we are supporting British farmers, local economies and communities. Years of Mudwalls Fresh Produce procurement experience brings together the best regional fresh produce and fine foods from accomplished growers and producers across the UK. Being a grower, Mudwalls understand the challenges farmers and producers face and overcome.

Through our transparent relationship, Mudwalls has a profound understanding of the Midcounties Cooperative business, supporting from senior commercial level, to in store planning, merchandising and colleague training.

The Mudwalls Team are reactive and nimble in addressing issues and offering 24/7 support with solutions is of paramount to our business.

Fast, flexible consolidated deliveries of directly sourced Fresh Produce and Fine Foods complimenting our core range, provides a great shopping experience for our members & customers. Mudwalls comprehend the different trading environments relative to our different categories of store in trading estate.

Minimising food miles, scoping the time it takes for fresh products to travel from grower or producer to our stores is key to maximising shelf life and product quality for the benefit of our consumers, whilst working collaboratively to develop sustainable packaging solutions.

-Nicola Wildin, Direct Sourcing Manager

# MIDCOUNTIES **CO-OPERATIVE**

for milk or cooking for the whole family.

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

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



Roots are important to the Mudwalls story. For decades Mudwalls Farm has been growing fresh produce across many acres in the heart of the Ragley Estate in Warwickshire. We're proud of our related history too. Mudwalls Farm originally produced fruit for canning in the 1960's, before becoming one of the largest 'pick your own' farms in the country in the 1970's.

With a passion for producing the finest fresh produce and following the latest trends, the farm then started growing, packing and supplying apples, plums and vegetables to the UK market.

With vast experience and a passion for what we do, we're qualified to know that our produce is fresh, sustainable and greattasting. We work with some of the finest growers and producers from Great Britain, as well as further afield, to create a wide and scalable produce portfolio.

At Mudwalls we're a dedicated team of foodies; who all share a passion for high-quality, fresh and seasonal produce. Our large team includes experts in growing, farming, harvesting and transporting food - so that it arrives from field-to-fork at its best.

However we believe that the way we work is just as important how we work. Our values come from decades of industry expertise, and honest, trusted relationships.

From picking to packing and everything in-between, Mudwalls is home to a hard-working, collaborative team which is passionate about growing and supplying high-guality fruit and vegetables

Page 9 | Supply Chain Solutions | Mudwalls | Worcestershire





Mudwalls Supply Chain Solutions is The integral link between Producer and Retailer, offering full end to end Procurement, Consolidation and Distribution solutions. As well as being a producer in our own right, we have also established ourselves in recent years as a reputable conduit between other producers and a number of retail customers.

We supply high-quality, great-tasting Fresh Produce and Fine Foods, as well as selected Lifestyle products, delivered direct to store, or depot, via our own team of dedicated drivers, and fleet of temperature controlled vehicles. We focus on trusted provenance and fairness throughout the supply chain, with an honest, sustainable and ethical approach to doing business.

The Mudwalls Supply Chain Solutions 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 Lifestyle products, carefully selected from some of the finest and most innovative producers. Our Fresh Produce, Fine Foods and Lifestyle products are primarily sourced from within Great Britain, however, we also have the ability to source from further afield where relevant and the same unrivalled quality standards can be assured, in order 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 procure food 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 a simple and effective route to market solution.





# **MUDWALLS** MERCHANDISING

With merchandising, several factors need to be taken into account - after all, ensuring customers can locate and are attracted to products easily and can shop logically is key.

Mudwalls provide advice on giving hero lines a prime location, which will draw customers in and capture their imagination, thus increasing the chances of purchase. Seasonality is also important and customer demand will change dramatically with factors including weather, events and more. That is why we provide guidance on regularly reviewing retail merchandising - whether that is weekly or even daily!

### Page 11 | Merchandising | Mudwalls | Worcestershire



### Page 12 | Fresh Produce | Mudwalls | Worcestershire









# FOLLOW The Flavour

We source fresh produce from highly accredited growers from around the UK, helping them to bring their produce to market. Our relationships with growers further afield, outside of the UK, allow us to cater for our customer's complete needs, by guaranteeing year-round consistency and continuity.

Wherever our produce is sourced, the Mudwalls label is a sign that our growers meet our rigorous standards, and it also guarantees that the product is completely fresh and full of flavour.

### Page 13 | Fresh Produce | Mudwalls | Worcestershire









# **THE LABEL**

We are proud that 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 - all with honest and traceable provenance.

Our label has been designed to add value to the products we sell by promoting the grower who produced the product, the honest provenance (location of where it was grown) and confirms that the grower has passed our very high standards and recognised accreditations, and that we are confident the product is completely fresh and full of flavour. Our passion for British is highlighted by using the union flag at the top of our label.

### Page 15 | Packaging | Mudwalls | Worcestershire



# PACKAGING **& PUNNETS**

specifications.

At Mudwalls we are proud to offer a range of innovative and sustainable packaging solutions as part of our comprehensive supply chain service. Our core punnet range uses recycled sugar cane pulp cartons available in a variety of sizes, and our flow-wrap and labelling facilities enable rapid prototyping of new bespoke formats to meet customer



**APPLE** JUICE

A delicious, sweet and crisp treat. This apple juice is made entirely from pressed British apples, grown in the Mudwalls Farm orchards in Warwickshire. Juice pressed from British Apples (100%).

250ml & 750ml Options available.

FRES **FRESH MEAT** 

### Page 18 | Meat | Adlington | Warwickshire



# **ADLINGTON**

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 around 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.

### Page 19 | Meat | Buttercross Butchers | Shropshire







# **BUTTERCROSS BUTCHERS**

When it comes to producing delicious bacon, sausages and pork, Buttercross Butchers seriously knows its stuff.

Based on the border of Shropshire and Staffordshire, the company was founded in 2000 by Martyn Rowley to resurrect the link between his family pig farming business and the local community. Through Buttercross Butchers, the family shares its own finest pork products, which are celebrated by chefs for their great taste and high quality.





# **OUTDOOR PIG CO**

The Outdoor Pig Company, founded in 2012 by Rob & Sadie Downey, started life as a family-run catering company, bringing high quality free-range pig roast and other pork products to the events scene.

True to their name, the Outdoor Pig Co's range of sausages and home-cured bacon are produced using outdoor free roaming pigs, all sourced locally to their base of operations, Kingley Farm in Warwickshire.

### Page 21 | Meat | Wild and Game | Bristol





# WILD AND GAME

Since its launch in 2017 Wild and Game has been developing innovative ways to bring British game back on to the table in as many UK households as possible.

Sourcing from the great British countryside and working with artisan producers Wild and Game has developed an extensive range of great tasting products. It has also established a reputation for sourcing and supplying a range of high-quality game meats.



# MAYNARD'S Farm

Founded by Rob & Fiona Cunningham in 2001, Maynard's Farm produce sides of bacon, or "flitches", using tradtional 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. DEI



# **KINGLEYS** of warwickshire

Kingleys of Warwickshire was created by the Downeys to fill a gap in the market for a "good old fashioned pie".

Crafted from hand-made pastry & the same high quality outdoor-bred pork that goes into their Outdoor Pig range, their pork pies have been crowned British Champion for three consecutive years at the British Pie Awards.

Building on their success, Rob & Sadie have since expanded the range to include a variety of savoury bakes and cooked hams.

### Page 25 | Deli | Severn & Wye | Gloucestershire









# SEVERN & Wye

When we say wild salmon our minds are instantly drawn to the misconception that all salmon originates from Scotland. The wild salmon fishery on the River Severn, however, has recorded up to 30,000 wild salmon caught in a season, and was such a significant fishery that it was recorded in the Domesday Book.

Severn & Wye Smokery is situated between these two great salmon rivers on the edge of the Royal Forest of Dean. Starting with two flagship products, smoked wild salmon and smoked eel, the business has grown to produce a full range of smoked fish products



# **CAPREOLUS FINE FOODS**

Capreolus Fine Foods is a multi-award winning, family owned English artisan charcuterie producer in Rampisham, West Dorset. They source locally bred and reared free range meat from traditional and rare breeds wherever possible and seasonal wild meats from the West Country.

Curing of the meat follows age-old traditional techniques combined with a flair and instinct for flavour. Smoke is used to enhance the flavour of some of the meats using beech wood chips which give a delicate flavour that never dominates the fine qualities of the meats.

# DAIRY

DAIRY

### Page 28 | Dairy | Cotswold Butter Co | Worcestershire



# **COTSWOLD BUTTER CO**

The Cotswolds Butter Company, 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.

### Page 29 | Dairy | Netherend Farm | Gloucestershire



# **NETHEREND** FARM

Gloucestershire.

range.

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

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



JESS'S LADIES

Jess's family have been farming at Hardwicke Farm in gorgeous Gloucestershire for 3 generations. They have always looked after their land and the wildlife whilst providing the highest quality organic pastures for their herd of 80 beautiful cows - the "Ladies".

In addition to milk, cream & yoghurt, Jess's award winning Kefir is made on the farm using unhomogenised organic milk straight from the Ladies themselves.

Page 31 | Dairy | Tims Dairy | Buckinghamshire



TIMS Dairy

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.

CHEESE CH H





# SIMON WEAVER

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.



# **GODSELL'S**

Godsells Cheese are a small family run business, with a passion for cheese and dairy farming. They produce a range of hand made 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.

### Page 35 | Cheese | Godminster | Somerset



# **GODMINSTER**

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 world.

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



# **FOWLERS OF EARLSWOOD**

For over fourteen generations the Fowler family has been developing the craft of cheese-making and today offer an extensive range of cheeses.

The dairy today combines up-to-date equipment with hands-on expertise and the result is a range of which any cheesemaker would be proud. Adrian Fowler and his team use their local Farmer Ted's milk from his Montbeliarde herd; the milk travels a mere 4 miles from farm to dairy, making Fowlers' cheese a low emissions food.

### Page 37 | Cheese | Croome Cuisine | Worcestershire





# CROOME CUISINE

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!

EG EGGS EG

Page 39 | Eggs | Cacklebean Eggs | Gloucestershire







**CACKLEBEAN** EGGS

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.



# **COTSWOLD** EGGS

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. In 2019 Cotswold Eggs was acquired by another family, the Woolhouse family, who today bring the same passion and values that have been fundamental to the success of the brand to date.

### Page 41 | Eggs | Country Flavours | Herefordshire



# **COUNTRY FLAVOURS**

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.



# ADLINGTON 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 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!

# BAKERY

BAKERY

### Page 44 | Bakery | Fatherson Bakery | Warwickshire













# **FATHERSON BAKERY**

Fatherson, founded in 2007 by two fathers and their two sons, set out to bring home-baked values and quality to the supermarket shelves.

Baking at scale sometimes implies a compromise but this Warwickshire bakery have stayed true to their family ethos, sourcing locally & baking traditionally. Every batch is handmade & hand decorated, and they ensure every loaf, traybake & fairy cake has the "taste of homemade".

### Page 45 | Bakery | Beau's Bakehouse | Gloucestershire



# **BEAU'S BAKEHOUSE**

Beau's Bakehouse, named after founder Jacqui's grandmother, is a small bakery based in Frampton-on-Severn. Beau ran her own 'Cake Kitchen' in New Zealand in the 1920's and Jacqui has shared that very same passion for baking ever since she was a child.

Today, Beau's Bakehouse continues her legacy, inspired by recipes past and present. The bakery produces in small batches every day, using the very best ingredients sourced as locally as possible.

CONFECTIONERY CONFECTIO F

Page 47 | Confectionery | Cotswold Fudge | Gloucestershire



**COTSWOLD FUDGE** 

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.



# **JOE & SEPH'S POPCORN**

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.

### Page 49 | Confectionery | Flower & White | Shropshire



# FLOWER & WHITE

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.

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

### Page 50 | Confectionery | Miss Macaroon | Birmingham



# MISS MACAROON

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 macaroons 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.

### Page 51 | Confectionery | Cocoba | Kent







# **COCOBA**

Kent.

accessible prices.



Cocoba launched with a test pop up kiosk in Brent Cross Shopping Centre in October 2012, and a little over a year later, opened the first café in Bluewater Shopping Centre,

They launched on the retail scene in 2013 with the mission of bringing exquisite real hot chocolate drinks and exceptionally good chocolate confectionery to the British market, at

SNACK F **SNACKING** SNA G C

Page 53 | Snacking | Two Farmers | Herefordshire



# TWO **FARMERS**

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



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er.	Two Farmle	Two Farmers
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	(ider Viuegar Herthorashine Hand cocket Crisps	Autopation Interaction Interaction
1500	Second with set and our own apple code vinegor	National Hart

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 without a conscience.



# **MR FILBERT'S**

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.

### Page 55 | Snacking | Cambrook | Hampshire



# **CAMBROOK**

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.

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.

### Page 56 | Snacking | Mr Trotter's | West Midlands



# **MR TROTTER'S**

Mr Trotter was born in 2011 from the shared passion of three pork scratching aficionados - Tom Parker Bowles, Matthew Fort, Rupert Ponsonby - and innovative pork scratching producer, 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.

### Page 57 | Snacking | Snaffling Pig Co | Berkshire



# **SNAFFLING PIG CO**

The humble pork scratching: a legendary snack but one that is often neglected. Snaffling Pig set out in 2015 on a quest for "porky perfection", bringing this often-overlooked snack into the limelight with big, bold flavours that get people talking.



### Page 59 | Snacking | Coppernose | Gloucestershire



# **GLOUCESTER BILTONG CO**

Gloucester Biltong 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.

# **COPPERNOSE**

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.



# **SALTY DOG**

It was in 2002 when Dave Willis, fed up with delivering other people's crisps, thought "we could make better crisps than those currently sitting in the back of my van. " Judy, his wife, fully agreed and soon afterwards Salty Dog crisps were born.

The name is a glowing tribute to Dave's loveable cabin buddy Ruby, a terrier puppy. The business blossomed and in 2007 Salty Dog was joined by an all natural younger sister, Darling Spuds, who has been turning heads and breaking hearts ever since.

### Page 61 | Snacking | Darling Spuds | Herefordshire



# DARLING **SPUDS**

demand for healthier food.

Darling Spuds are potato crisps by the creators of Salty Dog, Judy and Dave Willis. Salty Dog was conceived as a quirky range of feisty flavoured crisps named in honour of their enthusiastic junior partner, a little terrier puppy called Ruby. Darling Spuds is the result of Judy's determination to create a more wholesome, all natural snack to satisfy the growing



**PETER'S YARD** 

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

# CONVENIENCE

### Page 64 | Convenience | White Rabbit | Oxfordshire



# WHITE RABBIT

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 version 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.

### Page 65 | Convenience | Pegoty Hedge | Worcestershire



PEGOTY HEDGE

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!



# COTSWOLD PUDDING CO

The Cotswold Pudding Co, 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.

H CONDIMENTS S H 

### Page 68 | Condiments | Cotswold Gold | Worcestershire



# **COTSWOLD** GOLD

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.

### Page 69 | Condiments | Kitchen Garden Foods | Gloucestershire







# **KITCHEN** GARDEN FOODS

From the kitchen table of 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.

### Page 70 | Condiments | Kit's Kitchen | Worcestershire





KIT'S **KITCHEN** 

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 hand made to ensure the best quality of each and every jar.

### Page 71 | Condiments | What A Pickle! | Shropshire





# WHAT A **PICKLE!**

table at home.

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


# THE WONKY Food Co

The Wonky Food Company 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.

LARDER LARDER



# **THE GREAT** BRITISH **PANTRY**

The Great British Pantry is a secondary brand owned by Cottage Delight Limited, targeting the food market & convenience sector. This range of jams and chutneys are made to the same exacting standards as Cottage Delight's broader product family, produced in small batches using traditional methods and equipment.

#### Page 75 | Larder | Cottage Delight | Staffordshire





# COTTAGE DELIGHT

Cottage Delight was founded in 1974, originally creating handmade butter fudge. Over the subsequent years the Cottage Delight range grew to include jams, marmalades, curds, chutneys, table sauces and many more delectable delights.

Four delicious decades later, they still reside at their home in the heart of the Staffordshire Moorlands and continue to create their original fudge recipe to this day.

#### Page 76 | Larder | Cottage Delight | Staffordshire







#### Page 77 | Larder | Fosse Way Honey | Oxfordshire







**FOSSE WAY** HONEY

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

with lavender

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.



**SIMPLY SEEDZ** 

Simply Seedz was born out of a desire to eliminate the hidden sugars & salt found in most supermarket breakfast brands. The first recipes were devised in founder Cathryn's home kitchen, and after trialling at Worcestershire farmer's markets she took the plunge into the retail world in 2016.

True to their name, the Simply Seedz range use a small number of high quality ingredients to provide perfectly balanced nutrition, all in planet-friendly fully recyclable packaging.

Page 79 | Larder | Pimhill Farm | Shropshire



# PIMHILL FARM

grown & expertly milled on the farm.

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 Mill brand they produce an award-winning range of organic cereals and oat products, all

**HOME COOKING** HOME COOKING Page 81 | Home Cooking | Family Secret | Birmingham







# FAMILY **SECRET**

Family Secret was inspired by husband & wife duo Sunny & Harmeet's jet-setting honeymoon around Southeast Asia. On returning to the UK they set about recreating the vibrant flavours they had encountered on their travels, and the result was a range of sauces with roots in Indian, Chinese, Thai and Indonesian cuisine.

The sauces all use simple, recognisable ingredients (no nasties!), and the range has since expanded to include snack boxes and flavoured poppadom snacks – "Proppadoms".



# PUNJABAN

Punjaban is a family business run by Charanjit Sapal (aka Charlie) and her two children Gurjeet & Ria. While at university Gurjeet missed Charlie's home cooking, and ever the obliging mum she sent him her sauces to stave off the homesickness. It soon emerged that Gurjeet also had enormous demand for the sauces from his friends and had started selling them around campus for beer money!

The family saw there was a demand for delicious, authentic curry sauces, and Punjaban was born; to this day, every jar is lovingly hand-made with the same care and attention, with no compromise on ingredients or authenticity.

#### Page 83 | Home Cooking | Tubby Tom's | Gloucestershire







**TUBBY TOM'S** 

array of versatile spice mixes.

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 and Hot sauces and an arresting

Page 84 | Home Cooking | Shropshire Spice Co | Shropshire



# **SHROPSHIRE SPICE CO**

The Shropshire Spice Company 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.

#### Page 85 | Home Cooking | Ross & Ross | Worcestershire





# **ROSS & ROSS**

Ross & Ross are a small, multi-award-winning fine food company based in the Cotswolds, specialising in handmade British food gifts. They are mainly known are mainly known for Bacon & Salmon Homemade Curing Kits, as well their recent BBQ, Roast & Christmas Ranges. These include some fantastic oils, salts, rubs and jams which are made for adding more flavour to specific meats and vegetables.

Page 86 | Home Cooking | Potts Partnership | Wiltshire



# **POTTS PARTNERSHIP**

Potts Partnership began in late 2007 in the kitchen of the Potts family's Marlborough home, and its first sauces launched in spring 2008. Since then the company has moved to dedicated premises, producing a broad range of cooking sauces, gravies, stocks, pourover sauces, dessert sauces and mayonnaises – all with a distinctively homemade taste and authentic ingredients.

**HOME BAKING** HOME BA ſ

#### Page 88 | Home Baking | Matthews Cotswold Flour | Oxfordshire



## **MATTHEWS COTSWOLD FLOUR**

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.

#### Page 89 | Home Baking | Shipton Mill | Gloucestershire







**SHIPTON** 

MILL



Shipton Mill was founded in 1979, when John Lister discovered an ancient derelict flour mill hidden deep in a Gloucestershire valley. John set about rebuilding it, using reclaimed machinery and mill stones which were restored and are still used to this day.

Milling flour from organic grains has always been at the core of Shipton Mill's business, in addition to promoting biodiversity and working with farmers who share their ethos, to create the best flours they possibly can.

S H SEAFOOD Page 91 | Seafood | Blue Earth Foods | Worcestershire



BLUE EARTH FOODS Blue Earth Foods, based in Redditch, deliver top quality seafood with confidence thanks to their strategic, long-term relationships built with suppliers – all with a shared dedication to sustainable and responsible sourcing.

In addition to their core range of cooked & raw seafood, Blue Earth Foods make their own sauces, marinades, and dips daily to create exclusive recipes that deliver every time, allowing the quality of the product to shine.

# LIFESTYLE LIFES LIFESTYLE



## CSP **COUNTRYSIDE GREETINGS**

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 artist, and at the same time, ensuring a fast turnover of stock.

Page 93 | Lifestyle | CSP Countryside Greetings | Warwickshire



Page 94 | Lifestyle | Vet's Kitchen | Swindon



# VET'S Kitchen

Vet's Kitchen pet food is designed to deliver real health benefits, to help your dog or cat live a long and healthy life. They combine the expertise of their in-house veterinary practice, Vet's Klinic, with the highest quality ingredients to create a range of naturally nutritious and tasty food.

# **NOTES**





## **Contact us**

We pride ourselves on being honest about our food and our collaborative relationships with our supply chain. So if you supply to us, buy our produce, 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

### Find us

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

## Visit us

www.mudwallsfarm.co.uk

#### Follow us (f) (D) (m)

@Mudwallsfarm

#### **Office Hours**

Mon-Fri: 8:00am - 16:30pm Sat: 8:00am - 12:00pm

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