

# BROCKLEBY'S

## Winter 10/11 Newsletter



Hello everyone, we hope you have had a great summer! Despite the credit crunch, we have lots of good news to report from Brockleby's. At the top of that list must be the fact that you can now buy one of Brockleby's delicious pies at branches of Waitrose in Leicestershire and Peterborough, at Budgens in Keyworth and even at Harvey Nichols in Birmingham!

### Farm News

Due to a break out by our randy rams, lambing started earlier than planned this year and the antics of those testosterone-fuelled few lead to a lambing average of 1.42 5% higher than last year. Their fun might be short-lived, however, because the increasing demand for our beef pies means we are slowly reducing the flock in preparation for our acquisition of native breed cattle in 2011.

### Entertainment and Events

Despite the distraction of the World Cup, this year's Melton Country Fair was another great success. We are delighted to announce the continued support of our generous sponsors for the foreseeable future thereby ensuring the return of the event for many years to come.

### Staff News

Welcome to Lee who now runs production and can occasionally be seen at one of our 30 monthly markets, he prefers the challenging ones! At the start of the summer our new apprentice pie maker, Charlotte, joined the team. She approaches her work with such gusto that in her first week she dropped a bag of bones on her foot and broke it, then promptly crushed her thumb in the pie pressing machine. We are glad to report that pie production was unaffected but anyone finding unfamiliar contents in their Melton Mowbray should contact us directly!

Congratulations go to our Head Butcher Daren, and his partner Rachael, who became proud parents for the second time when the beautiful Lilly-Sue arrived in February.

Our karaoke-ing Kiwis, Kirsty and Trudy, have been replaced by Crash-tackle Chrissy, an enthusiastic, rugby-playing compatriot. Consequently we are currently one Kiwi down - anyone need a job?

### Daniel Greenwood

Many of you will have heard the news of the tragic bus crash in South Africa last June involving students from Brooksby College in Melton Mowbray. One of the victims, Dan Greenwood, was a member of the Brockleby's team. He was very popular and is sadly missed by his colleagues. Our thoughts go out to Dan's family, particularly at Christmas time.

### Accolades and Awards

After 7 years of trying last December we won the award for the best pork sausage in Melton. It is all thanks to our Welsh butcher (and part time DJ), Nigel. Well done DJ Diced Lamb!

The annual British Pie Awards were held again in Melton. The aims of the award are to celebrate the heritage of the British pie; to protect and promote regional specialities, to recognise the craft of bakers, butchers and other producers; to support British produce; and to give us all an excuse to scoff a lot of pies! It was a great day out for everyone and we at Brockleby's were really chuffed with our success. As well as carrying off a stack of gold and silver awards, we were again crowned Champions, this time for our Fruits of the Forest Pie. This means that our pie has been recognised as being the best fruit pie in the UK!

### Family Life

Tabitha is following in her father's footsteps, eagerly caring for the cade (orphan) lambs that were given refuge in Goosenest Farm kitchen during lambing. However, she was less amused by Sally Hooper of Leicestershire Food Links; Sally repeatedly arrived at the farm to take the lambs from Tabitha's adoring clutches to rear them at her small holding because I'm just too busy....

After abandoning our attempts last year, I am glad to report that my 3 boys and I successfully scaled Scafell Pike in 9 hours, a personal best (and first!) for our team. I was particularly proud of Max, aged just 6, who didn't complain once. Next year Kilimanjaro!

Finally, I have attached our eagerly-awaited Christmas Order Form. To avoid disappointment please place your Christmas orders before Monday 6 December.

*Best wishes,*

*Ian Jalland*