

Pie-maker's win at local trade awards



A COMPETITION to recognise businesses which are “keeping trade local” has been won by Leicestershire pie-maker, butcher and specialist retailer Brockleby’s.

The Federation of Small Businesses ran the Keep Trade Local Awards to recognise those supporting their local community in the Leicestershire, Northants and Rutland regions.

Businesses and councils in the area were invited to demonstrate their commitment to locally sourced goods and services.

Brockleby’s, of Asfordby Hill, Melton Mowbray, won the best local retailer category after telling judges about its philosophy of Food With Provenance - with a known history or origin.

The shop stocks a huge range of meat, vegetables, cheese, charcuterie, bread, cakes, snacks, preserves, beers and wines – all made by local farmers, small producers and cottage industry entrepreneurs.

All Brockleby’s meat is raised by either themselves, or neighbouring farmers and is all either organic, free-ranging and/or rare-breed.

As well as stocking food and drink from local producers, Brockleby’s makes its own pies, ready-meals, sausages and burgers and has quickly gained a reputation for their quality and taste.

Brockleby’s pies and ready meals are all made with local ingredients. The range includes Brockleby’s Organic Melton Mowbray Pork Pie, Free Range Chicken Pie and Poacher’s Game Pie, Longhorn Beef Lasagna; Wild Venison and Seasonal Berries; Sweet and Sour Rare Breed Pork and Hebridean Lamb Tagine.

Speaking after the win, Brockleby’s owner Ian Jalland said: “It was great to meet so many other businesses and organisations committed to keeping trade local – it’s a principle at the heart of Brockleby’s.

Press release

“And, of course, winning in our category was the icing on the cake. It’s always great to be recognised for what you do.”

There were three main categories at the awards: best local retailer, best local non retail business and best local authority.

The best local non retail business was won by the Greyhound Coaching Inn and Hotel in Lutterworth. The best local authority category was won by the Borough Council of Wellingborough.

Tim Watt, Regional Chairman of the Federation of Small Businesses, said, “We were delighted with the standard and quantity of entries for our 3 award categories, so much so that the finalists went from three in each category to six.

“In the end, we decided on taking note of the obstacles that people had had to overcome to reach their present position.

“We all know what these can be – access to finance for expansion, planning permission, getting skilled labour, compliance with regulations, parking and access come readily to mind.

“To be able to overcome all these, and still grow the business, innovate in products and services, promote the business beyond your community and pull in trade in from further afield, while employing and training local staff is special.

“And to manage to keep going in the longer term proves they have what it takes.”

For further press information and high res pictures, contact Sarah Hall on 07963 269992 or hall.sarah2@sky.com