

Brocklebys Winter 2011 – Newsletter

Wow! Another year has passed since I last wrote and what a year it has been! I would very much like to let you know about developments here at Brocklebys.

During the year, we have spread our wings a bit further afield and now attend London Farmers Markets at Queens Park every Sunday and Islington every other Sunday. We have had some excellent feedback from both markets and have even impressed Lucius Malfoy (a Harry Potter character), who loves our Wild Beaver Pie!

We have continued to develop excellent relationships with Waitrose, so much so that they have offered us the opportunity to supply their Newark & Stamford Stores, both of which have performed well in sales.

Farm News

We are finally in the beef cattle business, albeit on a small scale to begin with. Brocklebys now has a herd of 4 longhorn heifers, all in calf. Watch this space as numbers develop.

Please note that this Christmas will be the last that we offer Lamb from our own farm, so get your orders in now for our rare breed Hebridean Lamb.

Entertainment & Events

This year we helped run another very successful Melton Mowbray Country Fair, where we introduced a "Make & Bake" competition for children to join in, making their own fruit parcels. This proved to be a huge success with some excellent examples of home cooking starting at a young age. On the back of this success we took the "Make & Bake" to the East Midlands Food Festival, where it again proved extremely popular. Keep baking kids!

Staff News

Brocklebys welcomes two new members to our growing sales team and what a dynamic duo these two are proving to be. I am still not sure who is Batman and who is Robin though! Please join me in welcoming Tim & Andy to the team and come and see them in action across the region.

You may recall that Charlotte joined us last year as an apprentice pie maker and really got stuck into her job with great aplomb, although she did manage to break her foot in her first week. Well! the good news is that Charlotte has

been promoted to our Sales Team. The bad news is that Charlotte has broken her foot again, this time by dropping a weight on it. Ouch! Look out for Charlotte at markets and events; she will be the one wearing large hob-nail boots!

Accolades & Awards

Another great year for Brocklebys: We entered our Organic Chicken & Ham Pie into the Soil Association Prepared Food Category and we won, beating some 450 other products in this category! As a consequence both Claire, our Head Pie Maker and I, were invited to visit Clarence House in London to receive the award from Prince Charles in person. Needless to say it was a great occasion and a very proud moment. Whilst at Clarence House, Claire agreed to partake in the free champers on offer. Unfortunately, she may have taken one glass too many as the ride home proved to be a little unsettling for her tummy, followed by those famous words – "Never Again". Our Driver of his own vehicle, Tim, was obviously not over impressed. One for the scrapbook, I believe!

Family Life

In the continuing saga of my family and I getting a house built on our farm. I am pleased to report that as of the end of October the house is taking shape. We are at the second floor level, with the roof planned to go on before Christmas. I was so pleased that the house was finally being built after spending seven years in a caravan, that I wanted to BBQ our three bird roast for Xmas in the unfinished house. My wife for some reason did not agree and as it may be a bit cold now, I guess she has won!

August saw the boys and I storming up and then down Ben Nevis, which was a great experience for all of us. The mountain was tough, but not nearly as tough as trying to put up our tents with no poles, as someone had left them at home. What a trip!

Finally and signing off until next year, please find attached our Christmas Order Form, which includes a new product, a 6" cranberry topped Pork Pie. This looks great at the table. Of course, it tastes great too! You can phone through your order to us, pass it to us at a market or event, place your order via our web site, or e-mail to us. Don't forget to place your order before Monday 6th December, in order to avoid disappointment.

Best Wishes, Merry Christmas and here's to a great 2012 for all.

Ian Jalland