

For immediate release

## **Successful Social Media Campaign Awarded Trade Mark Protection**

*Wyke Farms' 'Free Cheese Friday' first social media based campaign  
to a acquire trademark*

**Somerset, UK – 13<sup>th</sup> October 2014** – Wyke Farms, the UK's largest independent cheese producer and milk processor, today announces that its '[Free Cheese Friday](#)' social media campaign has been awarded trademark protection. Somerset cheese maker Wyke Farms is the first brand in the UK to register a trademark based on the popularity of a social media campaign.

Wyke Farms' '[Free Cheese Friday](#)' takes the form of an online weekly competition, run across both Wyke Farms' Facebook and Twitter pages. It has mainly grown organically from viral sharing and now receives over 25,000 entries per month. Since its inception 4 years ago, Wyke Farms has seen the popularity of the campaign double each year. It now has a following of more than 44,000 individuals.

The 'Free Cheese Friday' trademark has been registered on the basis that it has acquired distinctiveness through use and that a sizeable proportion of that use is use as a hashtag.

**Join in the cheddar fun by following and re-tweeting @wykefarms  
#freecheesefriday and entering on Wyke Farms' Facebook page at  
<http://bit.ly/freecheesefridays>.**

*"It has been fantastic to watch our competition grow virally" said Rich Clothier, managing director and 3<sup>rd</sup> generation family member at Wyke Farms "Social media is a great way for us to keep in touch with our customers, share our news and ideas, get feedback and just say 'hey, thanks for your loyalty, we appreciate it!'."*

Wyke Farms has been producing its award-winning cheddar for over a century and has grown to become the largest family-owned cheese maker in Britain selling over 14,000 tonnes annually.

Wyke Farms have 150 years of family farming experience. Wyke Farms' cheese and butter is made with the milk from their cows grazing the lush pastures of the Mendip Hills in the centre of the Cheddar making region in Somerset.

The Wyke Farms [products](#) are available [nationwide](#) and can be found in [Asda](#), [Co-op](#), [Makro](#), [Sainsbury's](#) [Tesco](#) and [Waitrose](#).

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**Images available here:**

<http://connectedpr.com/wyke-farms/wyke-farms-media-library/>

**Notes to Editor:**

#### **About Wyke Farms**

**Wyke Farms** Ltd is a family run company based in the heart of the Somerset cheddar-making region. The art of traditional cheese making will never be lost on the Somerset farm where the Clothier family have been making cheddar in Somerset since 1861. Today, Wyke Farms is the largest independent cheese maker and milk processor in the UK producing over 14000 tonnes of cheddar per year to the same award winning 150-year-old recipe.

The Wyke Farms brand is the 3<sup>rd</sup> largest brand in the Cheddar category and the only independent company in the top 10 cheese brands with retail sales of over 70 million.

Wyke remains a truly traditional family business. Ivy's grandsons Richard and Tom now run the cheese making operations with their father John, whilst her other two Grandsons David and Roger run the family dairy farming operations. The four grandchildren share Ivy's passion for cheese making where flavour, texture and taste are paramount. They believe that this attention to detail is the reason that their cheese has won more awards at national cheese shows than any other.

Wyke Farms are committed to sustainable farming and are proud to be the UK's first national cheddar brand to become 100% self-sufficient in green energy. Wyke Farms sources all of its electricity and gas from both solar and biogas, generated from the farm and dairy waste. The

biogas energy is generated from its own anaerobic digester (AD) plant, which saves Wyke Farms over 5 million kilos of carbon dioxide per annum.

They have received national and international recognition for their ongoing commitment to sustainability, and have won numerous awards including

- The BusinessGreen Leaders Awards 2013 (Highly Commended),
- The World Dairy Innovation Awards 2013 – Best Environmental Sustainability Initiative (Finalist),
- The Blackmore Vale Awards - Environmental Business Award (Winner),
- The Manufacturer Awards – Manufacturing in Action (Finalist),
- The Guardian Sustainable Business Awards 2014 (Winner in Waste Innovation Category),
- The Footprint Awards 2014 - Economic Sustainability Award (Winner)
- The Footprint Awards 2014 - The Energy Efficiency Award (Winner),
- The Grocer Green Supplier of the Year Award 2014,
- The UK & Biogas Industry Awards for Best AD Plant in the Food & Drink Industry (Winner)
- 2degrees Sustainable Business Champions 2014 (Energy & Carbon Management)
- Insider Made in the UK – Green/Sustainable Manufacturer Award (Winner)
- Short-Term Payback Award (Runner Up).
- Waitrose Way Awards 2014 - Treading Lightly for Carbon - Winner
- Waitrose Way Awards 2014 - Treading Lightly for Water – Winner
- Farm Business Cream Awards – Cream Award – Highly Commended

Managing Director Rich Clothier has been recognised for his passion and commitment to sustainability. He won the Food Manufacture Excellence Awards 2013 'Personality of the Year', The UK & Biogas Industry Awards 'AD Hero of the Year' and Farmers' Weekly 'Sustainable Farmer of the Year' 2014 Award.

[www.wykefarms.com](http://www.wykefarms.com)

<http://www.facebook.com/wykefarms>