

PRESS RELEASE

‘Nigel the Nose’ & his £5m Asset Retire and Wyke Farms Announce Replacement

Renowned Nigel Passes the Cheese Iron to Diane Cox

Bruton, Somerset, 4th October 2016 – Wyke Farms, the UK’s largest independent cheese producers and producers of renewable energy, today announce the appointment of Diane Cox as official ‘Technical Director’ in charge of Cheese and Butter Grading.

After grading approximately 520 million packs of cheese and butter in his lifetime, Nigel “the Nose” Pooley is announcing his (and his £5m nose) retirement and is handing the cheese iron over to Cox. Famed for his valuable assets in 2009 when his nose was estimated to be worth £5 million to the company, by way of insurance, Nigel has been training Diane for over 10 years in order that she can replace him.

From a Somerset pre-school farm girl to a successful female cheese grader, Cox will step into the role as official Wyke Farms cheese grader starting immediately. Her responsibilities include selecting the Wyke Farms cheese and butter only when it has matured to perfection making sure the flavor is consistent throughout the 15,000 tonnes produced every year. Cox will report direct to Rich Clothier, third generation family member and Managing Director.

Cox brings with her a wealth of experience from her past ten years at Wyke Farms, working her way up from Site Technical Manager to Group Technical Manager, where she worked directly with Nigel and Tom Clothier, grading and selecting cheese for all

customers. Before that she worked for 20 years in technical, production and planning roles with butters, cultured products and skimmed milk.

“This is a big transition for Wyke Farms. Replacing Nigel is no easy task,” stated Rich Clothier, third generation family member and Managing Director. ***“Diane’s background is a great fit for this role and I have no doubt she will continue to make sure our cheese and butters are of the consistent high quality our consumers demand. She has been part of the family for some time now, we are delighted with her promotion.”***

The company are in talks with insurance companies to protect Diane’s nose /sense of smell and plan to secure a policy covering her assets for up to £5 million pounds.

Wyke Farms has been producing its [award-winning cheddar for over a century](#) and has grown to become one of the largest family-owned cheese makers in Britain selling over 15,000 tonnes annually.

Wyke Farms have over 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/>

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 one of the largest independent cheese makers and milk processors in the UK producing over 15,000 tonnes of cheddar per year to the same award winning 155-year-old recipe.

The Wyke Farms brand is the 4th largest brand in the Cheddar category and the only independent company in the top 10 cheese brands with retail sales of over 60 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 20 million kilos of carbon dioxide per annum.

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

- European Business Awards – Environment & Corporate Sustainability Category – European Champions 2015/2016
- The Renewable Energy Association Winner - Sustainability Category
- Insider “Made in the UK” Awards
- Winner of the Grocer Gold Awards – Green Initiative of the Year 2016
- The Guardian Sustainable Business Awards 2016
- Winner of the Sustainable Futures category at the IGD Awards 2015
- Waitrose Way Awards 2015 – Treading Lightly Reducing CO2 – Winner
- Winner of the Food & Drink Federation ‘Environmental Leadership’ Award 2015
- National Champion representing the UK in the 2015/16 European Business Awards – Environmental & Corporate Sustainability

- UK AD & Biogas Industry Awards – Best On Farm AD Project –Winner
- The Guardian Sustainable Business Awards 2015 (Winner in Carbon & Energy Management)
- The Footprint Awards 2015 – Sustainable Use of Natural Resources (Winner)
- The Footprint Awards 2015 – Energy Efficiency Award (Finalist)
- IFE World Food Innovation Awards 2015 Winner Best Corporate Social Responsibility Category
- National CSR Awards 2015 - Environmental Leadership Award (Winner)
- Farm Business Cream Awards – Cream Award – Highly Commended
- The Guardian Sustainable Business Awards 2014 (Winner in Waste Innovation Category)
- Waitrose Way Awards 2014 - Treading Lightly for Water – Winner
- Waitrose Way Awards 2014 - Treading Lightly for Carbon – Winner
- Short-Term Payback Award (Runner Up)
- Insider Made in the UK – Green/Sustainable Manufacturer Award (Winner)
- 2degrees Sustainable Business Champions 2014 (Energy & Carbon Management)
- The UK & Biogas Industry Awards for Best AD Plant in the Food & Drink Industry (Winner)
- The Grocer Green Supplier of the Year Award 2014
- The Footprint Awards 2014 - The Energy Efficiency Award (Winner)
- The Footprint Awards 2014 - Economic Sustainability Award (Winner)
- The Manufacturer Awards – Manufacturing in Action (Finalist)
- The World Dairy Innovation Awards 2013 – Best Environmental Sustainability Initiative (Finalist)
- The BusinessGreen Leaders Awards 2013 (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.facebook.com/wykefarms>

