

For immediate release

New Farm Shop Open! 'Factory gate' prices at Wyke Farms Re-vamped Farm Shop

Somerset: 21st November 2012 – Wyke Farms, the UK's largest independent cheese producer and milk processor, have improved and re fitted their farm shop at Wyke Champflower, Bruton, Somerset and are now open for business.

Paula, the new shop manager is running a farmhouse kitchen within the shop and in addition to 'factory gate' type prices on the full range of prizewinning Wyke Farms cheddars and butters in 200g through to the large 2.5 kilo catering blocks. She also makes freshly made sandwiches and rolls and stocks as a selection of fresh local produce.

Paula is very excited about the re-fit which makes the shop feel more like a traditional farmhouse kitchen and said 'it's fantastic that I can now offer local people our prizewinning cheddar at these fantastic 'factory gate' type prices.'

For the Christmas period the shop is also stocking a selection of Cheddar hampers, made to order with a range of prices to suit all.

To celebrate the new opening Paula will also be running a free prize draw to win one of 3 award winning cheddar cheese hampers. To enter simply visit the shop between 21st November and 14th December and leave your details with Paula. The new shop opening hours are:

Monday 9.30am-4pm

Tuesday-Friday 8.30am-4pm

Saturday- 9am-2pm

Sunday –closed

The Christmas opening hours are:

Sunday 23rd December: 10am-4pm

Thursday 27th December: 8.30am-12.30pm

Wednesday 28th December: 8.30am-12.30pm

Monday 31st December: 8.30am-2.00pm

New Years Day: Closed

Wednesday 2nd January: Open as normal – 8.30am-4pm

Wyke Farms has been producing its award-winning cheddar for over a century and has grown to become one of the largest family-owned food brands in Britain valued at over £70 million at retail (Kantar data). The company have achieved substantial growth year on year by staying true to the traditional values behind the brand.

Wyke Farms have [150 years of family farming experience](#), their 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

www.wykefarms.com

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

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 4th largest brand in the Cheddar category and the only independent company in the top 10 cheese brands with retail sales of over 65 million with double-digit growth for the last five years.

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.

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