

Press release: for immediate release

Wyke Farms Secures Export Deal with Europe's Largest Retailer

New product listings in Carrefour give provenance brand Wyke Farms International brand status

Somerset, UK – 25th March 2014 – Wyke Farms, the UK's largest independent cheese producer and milk processor, today announces that Carrefour, one of the world's largest hypermarket chains and the largest retailer in Europe, will now stock Wyke Farms cheddar in stores across Europe, Middle East and Asia. In France Carrefour will stock four products in 1,200 stores. These are: Ivy's Vintage Reserve 200g, 'Rich and Creamy' Mature Farmhouse Cheddar 200g, as well as 'Rich and Creamy' Mature Farmhouse Cheddar in grated (180g) and sliced (160g) form, two new formats specially developed for the export market.

France is Wyke's longest-established export market with the French market enjoying Wyke Farms cheddar since 1997. The four products are new on-shelf listings at 1,200 Carrefour Hypermarkets and Supermarkets across France. Alongside Carrefour, Wyke Farms' cheddar is also stocked in Auchan, Cora, Intermarché, Leclerc, Monoprix and System U cementing Wyke's position as the brand leader in France.

“Carrefour is our biggest export listing to date and we are enormously proud of our export business,” said Rich Clothier, third generation family member and Managing Director at Wyke Farms. ***“It is very encouraging to see Wyke farms become an international brand.”***

This past year has been challenging for cheddar brands. Simon Moore, International Director at The Confederation of British Industry (CBI) who is responsible for representing UK businesses internationally, comments ***“With the recent strains on the economy in the UK, it is a real triumph to see a home-grown manufacturer, such as Wyke Farms, continue to flourish overseas. It's true that more and more consumers across the world are looking for quality British products and Wyke***

Farms' prizewinning cheddar fits the bill perfectly."

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. The company have achieved substantial growth year on year by staying true to the traditional values behind the brand and have become the fastest growing cheddar brand at a rate of 10% every year for the past five years.

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 [Ivy's Vintage Reserve](#) 200g and 'Rich and Creamy' Mature Farmhouse Cheddar 200g are available nationwide in Carrefour from 1st April. The sliced and grated formats are available nationwide in Carrefour from 1st May.

The Wyke Farms [products](#) are available [nationwide across the UK](#) 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 3rd largest brand in the Cheddar category and the only independent company in the top 10 cheese brands with retail sales of over 80 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.

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 4 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 Dairy Innovation Awards 2013 – Best Environmental Sustainability Initiative (Finalist), The Blackmore Vale Awards - Environmental Business Award (Winner) and The Manufacturer Awards – Manufacturing in Action (Finalist).

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