

For immediate release

Wyke Farms Launch 'Somerset Old Smokey' Extra Mature Farmhouse Cheddar

Wyke Farms launches its first traditionally smoked cheddar this summer

Somerset, UK – 26th August 2014 – Wyke Farms, the UK's largest independent cheese producer and milk processor, today announces retail availability of its new Extra Mature farmhouse cheddar '**Somerset Old Smokey**'. This is the first smoked cheddar from Wyke Farms and unlike most smoked cheddar recipes, which are artificially flavoured, Wyke Farms' '**Somerset Old Smokey**' is oak-smoked with real Somerset cider in a traditional smokehouse, giving it an authentic flavour and quality farmhouse feel.

Wyke Farms' award-winning Extra Mature cheddar is matured for around 12 months and then oak-smoked with real cider in a traditional smokehouse for 16 hours to achieve a full rounded flavour. The oak wood chips are soaked with Thatchers Heritage Cider, to create a unique applewood-smoked flavour and give the product further provenance appeal. The recipe was inspired by Wyke Farms' brothers Jim and John Clothier, who, one summer cut back and burned the cider apple trees' branches next to their mother's (Ivy Clothier) cheese store and consequently infused the cheese with an applewood smoked flavour! Now it is of course smoked in a more professional way, but still retains all of that same Somerset flavour.

Richard Clothier, third generation family member and Managing Director, Wyke Farms said: "***Our smoked cheddar brings together innovation and tradition to produce a cheese like no other, achieved with over 150 years of experience. Our family here at Wyke Farms stays true to our award-winning recipe but use creativity to be able to satisfy trends in customer demand. This cheddar is versatile and is equally at home in a crusty roll with pickle, topping a jacket potato or over Cauliflower cheese.***"

The packaging design features a smoking bull in place of the traditional Wyke Farms' cow, with the rural Somerset landscape as the background, reinforcing Wyke's values of provenance and tradition. Like the existing Wyke Farms range, '**Somerset Old Smokey**' is available in a resealable stay-fresh pack.

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 in the UK.

Wyke Farms has 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.

Wyke Farms Somerset Old Smokey is available in Sainsbury's in a 200g pack for £2.75. 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 3rd 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 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).

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' and The UK & Biogas Industry Awards 'AD Hero of the Year'.

www.wykefarms.com

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