

PRESS RELEASE

Wyke Farms Reveal Fresh New Look for Butter Range *Award –winning Farmhouse Butter Rebrand*

Bruton, Somerset, 13th May 2016 – Wyke Farms, one of the UK’s largest independent cheese producers and milk processors, today reveal a fresh rebrand for their premium butter range. With immediate effect, the Wyke Farms Salted and Unsalted Farmhouse Butter in 250 grams, as well as the individual size 7gram portions will all be presented in newly designed packaging.

The rebrand is part of Wyke Farms’ ambition to position themselves as one of the largest premium dairy brands by highlighting their unique provenance, quality and green credentials. The new packs feature scatter print illustrations from the family archives subtly sitting in the background behind the brands core messaging, the Wyke Farms 100% Green logo and the Red Tractor stamp of assurance. The design uses imagery to communicate Wyke Farms’ unique family and farming heritage and communicates how their butter has been crafted over generations of the Clothier family in the heart of Somerset. The images include heritage illustrations of Prince the farm horse, Somerset compass and the iconic oak tree that sits on top the hill outside the dairy at Wyke Champflower.

Wyke Farms are proud to present the luxurious look and feel of the newly branded packaging, which now works in harmony with the multi-award winning Farmhouse Butter made from sweet and whey cream offering inside. The company will be working with high profile food bloggers and journalists later this year to generate free creative recipe content for the consumer.

“The butter and spreads category provides an area of growth for us,” said Rich Clothier, third generation family member and Managing Director. ***“There is a trend towards shoppers are opting for products offering unadulterated, natural and***

sustainable USP's. We are confident that our new packaging will communicate our unique offering in the fixture, helping the shopper to make informed choices.

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 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](#). The newly branded butter is available now from The Cooperative, Lidl, Tesco South West region and Home Bargains with a RRP of £1.20 for 250g.

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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 one of the largest independent cheese makers and milk processors in the UK producing over 13000 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 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 ongoing commitment to sustainability, and have won numerous awards including

- 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>

