

Press Release

Wyke Farms Launch 'Family-Led' Promotional Campaign with Personal Message to Shoppers

Rich Clothier talks directly to shoppers in brands largest above-the-line campaign for three years

Bruton, Somerset, 20th May 2019 – Wyke Farms, the UK's largest independent cheese producers and producers of renewable energy, today announce details of their extensive above the line campaign running from May through to the end of this year.

The Somerset based cheesemakers will be running adverts in 12 female lifestyle titles including Red, Good Housekeeping, Prima, Delicious and Olive. Celebrating the difference between themselves and the other dairy brands who are corporate owned, Wyke Farms are using their unique 'family' and heritage as the central focus in all their communications. The ad creative takes a new direction for the brand by including a personal message from Rich Clothier, 3rd generation cheesemaker and Managing Director.

Rich comments: "***This a new approach for us; the adverts include a message from me, talking directly to the shoppers; if I could stand in every supermarket and chat to everyone browsing the cheese aisle I would; the ads invite them to try the cheese that our family is so proud of.***"

The Wyke Farms brand will also be attending 60 consumer events this summer, including Devon County Show, Glastonbury Festival and The Royal Bath and West Show, selling their award-winning cheddar toasties from the infamous 'Tom's Toasties' kitchen. In addition, the brand intends to maintain their leading Social Media position by increasing online activity; 'John's Blog', to be launched this summer, will offer readers insight into the Clothier family's background with the inclusion of personal stories from Chairman and 2nd generation cheesemaker John Clothier. The Social Media platforms will benefit from increased content around family days and celebrations such as Mothers Day, Fathers Day and summer holidays.

Wyke Farms has been producing its award-winning cheddar to their secret family recipe for over 150 years and has grown to become one of the largest family-owned cheese makers in Britain selling over 15,000 tonnes annually to over 160 countries around the world.

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.

Wyke Farms products are available in selected Lidl stores and in South West UK ASDA, CO-OP and Tesco stores. All products are available online at: www.wykefarms.com/shop

For more information, images, sample and interview requests, please contact paloma@connectedpr.com Tel: 07955 944 111.

Notes to Editor:

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:

- International Ambassador – Insider's South West International Trade Awards
- Green Innovation and Finance Awards 2017 – Winner - Business Leader of the Year
- 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>