

Signature Cheese goes from Strength to Strength

We are pleased to announce our new range of prepacked cheeses. Signature cheese is now available in prepack varieties of the following: Mild Cheddar, Medium Mature Cheddar and Mature Cheddar. The cheeses are packed in 200g and 400g sizes 12 packs per case. In addition to this we can also offer you a range of Welsh cheeses in the following varieties: Mild Cheddar, Mature Cheddar and Extra Mature Cheddar.

These cheeses are packed in 200g and 400g sizes - 12 packs per case.

These cheese ranges are a great addition to any chiller cabinet.
For more information please contact Dan, Gareth or John.

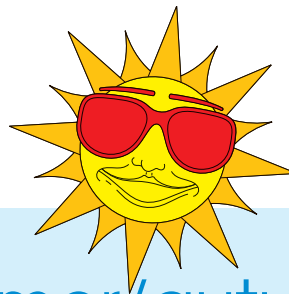


Restructuring is completed

Over the last few months our base in the heart of Wales has resembled a construction site but building is now complete and the new look packing hall is already in operation. This complete restructuring of the factory floor has been done to obtain better efficiency and now allows us a dynamic range of opportunities.

We now have a bespoke packing hall for not only bulk sliced, blocked and grated cheese but also allows us to explore retail markets with a dedicated PFM machine to enable us to pack retail blocks of cheese upwards from 200g!

We also have the facility to discuss own label packing of our entire range which has recently been extended to include our Welsh Cheddar in Mild, Mature and Extra Mature varieties (see above). These additions to our Signature products allows us to produce a complete range of block, grated or sliced cheddars for the retail, wholesale, catering or manufacturing markets all under one roof!



Welcome to the summer/autumn edition of the GRH Foods Ltd newsletter

We do hope that you are all enjoying the wonderful late summer that we're having - there's not a lot that beats a glass of wine and a cheese board in the evening as the sun sets over beautiful Wales!

GRH Foods Ltd have had a busy period recently, with exciting new launches, completing a much needed extension and welcoming a new member to our sales team. You can learn all about Daniel later in the newsletter but he has settled in well!

In this edition we look at how the launch of the new Signature range is going, as well as bringing you another appetising recipe from John Retallick and we have a quick chat with Bob the Cheese Man who has been helping us educate school children around the country about the wonders of cheese making!

Andrew Hockridge

Managing Director GRH Food Company Limited



The latest of our recipes from John Retallick **Cheese and Gammon Pancakes**

Ingredients

- ½ pt Pancake Batter
- 2 eggs
- 100 gms plain flour
- ½ pt Milk
- Seasoning
- 175 gms Signature Mature Cheddar Cheese
- 225 gms Smoked Gammon
- 1 clove crushed garlic
- ½ finely chopped onion or shallot
- Pinch of chopped, fresh herbs
- ¼ pt double cream
- 50 gms butter



Method

Melt Butter and gently fry, without colour, the onions and garlic. Add diced Gammon and cook together, keep warm, add diced cheese and herbs. Bind with a little cream. Make pancakes and fill with ham and cheese filling.

Roll and place into service dish, brush with butter and drizzle with cream warm under grill and serve.

Bob Kitching

Bob the Cheeseman has been involved in the art of making cheese for well over thirty years now, initially working in a large commercial dairy and then, as the years went by, becoming more and more personally involved in educating people about manufacturing cheese the traditional way.

He first had the idea of demonstrating many years ago when he and a fellow cheese maker were trying to save the dairy that they were working for. They advertised locally and were astounded to have over 150 people turn up to watch them work their magic.

Bob now organises the running of his own dairy, which manufacturers award winning cheeses, and attends fairs and schools where he is much in demand, sometimes doing up to five demonstrations per day! This popularity is all the more admirable when you consider that Bob does not advertise and news of his skills is purely through word of mouth!

His shows are adjusted to suit the audience and are, on average, about an hour long. But one will not get bored as between watching the ingredients transform themselves and Bob's witty humour it is a thoroughly enjoyable experience for both adults and children alike!



During the course of 2009 and 2010 Signature Cheese, in conjunction with Bob, arranged a number of school visits to educate the youth of today on the art of cheese making the old fashioned way. These demonstrations were a big hit and received favourable comments from all the schools. The children were in awe of Bob's skills and were enthusiastic to participate and answer his questions, with a number of comments being overheard at the end of the sessions "I enjoyed learning how blue cheese was made, I found out how you could use mould to make cheese, It was very clever!" Even the teachers enjoyed the demonstrations. It was an excellent demonstration, delivered in a humorous way. It was very informative, entertaining and educational.

More information about Bob can be found at www.cheese-experience.com

Company *profile...*

25 year old Daniel is the newest and youngest member of the GRH team, having only joined the company in July. But with experience belying his youthful age Daniel is keen to fit in and help move the company forward.

Whilst admitting that he has a lot to learn about the cheese industry Daniel has a strong sales and marketing background, having worked in Cardiff for a number of years. And it is this experience, and a fresh approach, which was seen as a mutually complimentary solution. Daniel said: "This is my first experience working in the cheese industry, but already I've learnt a great deal about it. I think the Signature and Gino's ranges are great because there's such a variety. My personal favourites are the 'Ring of Fire' and 'Wensleydale & Cranberry' blends.



Daniel Williams

I also think that the branding of the products is brilliant, as it stands out and looks the part, and that is something extremely important in any product as competition in the industry is fierce.

Working with the team has been very enjoyable. There is a very professional attitude here, along with a brilliant sense of humour, which is something very important."

Daniel lives in Llanbedr with his girlfriend Toni and enjoys playing football for Harlech town in his spare time. He also used to play tennis for his university and is not too bad with a guitar. He does admit to being a big girl when it comes to heights, scary films or snakes though!

News from around the world

Gloucester Cheese Festival cancelled for insurance reasons



The 2010 running (or should that be rolling?) of the Gloucester Cheese Festival was cancelled after organisers failed to arrange sufficient insurance cover, and left the way open for a group of rebels to spontaneously arrange an unofficial cheese rolling race instead! This attracted an estimated 500 spectators and competitors, down on the 5000 people who turned out for the 2009 running. It is worth noting that the unofficial event was deemed a success, with all four races rolling off in quick succession (sorry) and no-one being injured!

The official Cheese Rolling Committee fully intends to resolve the insurance issues and return, bigger and better, in 2011! Unsubstantiated rumours of a Signature Cheese team being entered have not been confirmed or denied!

GRH Food Company Ltd is one of very few cheese plants that has the capability to produce all your grated, diced, sliced and cut block cheese... all produced within our modern, purpose built facilities in the heart of Wales.

www.grhfoods.co.uk

**GRH Food Company Ltd, Cromlech Fields, Y Ffor, Pwllheli, Gwynedd LL53 6UW
Tel: 01766 810 062 • Fax: 01766 819 001 • Email: info@grhfood.co.uk**

