

## Harrison & Griffiths Bakery

# CASE STUDY

Harrison & Griffiths Bakery are a small, home-based family-run business from Nottingham that has served a national clientele. With a total of 12-years baking experience between the husband-and wife duo, the business specialises in Caribbean baked goods that featured (and won the baked goods category) in the televised “Aldi’s Next Big Thing” competition in 2022.



Source: Harrison & Griffiths Bakery

The business’s best sellers – the Fruit and Rum cakes – are offered in full, half or quarter strength. The pair also sells quarter-strength, half-strength and full-strength rum cakes, gluten-free versions, as well as chilli-chocolate cakes, pineapple cakes and ginger cakes.

Harrison & Griffiths have been working with the Food and Drink Forum since their relationship began in 2016, when they met a [FEAST](#) representee at Clumber Park through a market event. They have continued to maintain this relationship and support, beginning with capital grant support for new equipment to upscale volumes of orders and more recently (with FEAST2) with technical support.

This latter element has enabled the business to take advantage of advice for labelling, paperwork accreditation and training for HACCP and general health & safety. FEAST2 have also provided networking and collaboration opportunities with Nottingham University’s Food Innovation Department in Castle Donington. This has led to product development for spiced caramel sauce and rum cream to compliment the bakery’s existing products.

Harrison & Griffiths will require additional equipment to enable the production of these products onsite, which they have established the forum will continue to support with this endeavour.

Harrison & Griffiths have benefitted from a number of FEAST and FEAST2 business support interventions:

- A FEAST advisor worked with the company, establishing a relationship and developing an action plan for growth.
- A FEAST advisor introduced the company to the NBV Enterprise, from which they are benefitting from 3 years of assistance from a business mentor, currently working towards publishing a Business Plan.
- The couple have attended multiple workshops and networking events with other businesses. The FEAST2 Forum Supper comprised industry speakers discussing pitfalls, success stories and invaluable tips for progress, and was attended by a large number of SMEs showcasing their products.
- Contacts, advice, business courses, information on food allergens, labelling. Knowledge on running a business – “there are lots of areas we wouldn’t have even touched on if it wasn’t for the Food Forum”.
- Networking is considered fundamental to their success – one third of business sales can be attributed to return customers.

In addition, FEAST and FEAST2 have supported Harrison & Griffiths with product development:

- As the business began attending an increasing number of national food and drink shows, the small home-based kitchen set-up proved inadequate in terms of space, facilities and operation. Harrison & Griffiths used a FEAST grant to purchase two ovens, a mixer, tins and equipment as part of their expansion into their then-new adjacent bakery. The grant was used for essential baking equipment and therefore facilitated expansion in terms of increased product sales.
- The FEAST adviser also facilitated the company's association with designers in Welbeck as a means of redesigning their labels. The adviser made the recommendations to transition to a higher-end, cleaner, more readable and modern design.
- The business attended a FEAST Marketing and Branding Workshop.
- The business mentor provided contacts and recommendations for a website designer, and the company are due to launch a new website in the coming weeks, alongside the new packaging.
- The continued support from the FEAST2 team helped the business to participate in "Aldi's Next Big Thing" competition in 2022, which they won and have since seen significantly accelerated demand and sales growth.

The Channel 4 show gives small-scale food producers the chance to pitch their idea and pledges to stock the winner in stores. Having been making the rum cake inhouse since 2016, with the help of an ALDI supplier its production has now been scaled up from around 250 cakes a week to fulfil the order of 30,000.

The rum cake was described as "the best product I've eaten in the history of products I've eaten" by Aldi's managing director of buying, Julie Ashfield.

Whilst the business has not received any capital grant support from FEAST2 since 2018, the maintained relationship has enabled continued product development, knowledge exchange and general business support. Harrison & Griffiths credit this support as being transformative to their business and its general success. The availability and access to multiple layers of support ranging from business mentoring, technical, capital and training has been invaluable.

The contacts at the Forum are thought to be friendly, professional and knowledgeable, making it easy to ask questions and find out information that otherwise might not be readily available to small, start-up businesses. Due to their own experience with the Forum, the couple have been able to share the value of service with other similar businesses who might not already know about or access FEAST2 support.



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