



Source: Samworth Brothers

Samworth Brothers

CASE STUDY

Samworth Brothers is a fourth generation family company with 10 businesses producing high quality chilled and ambient foods, employing around 10,500 people in well-invested, modern sites in Leicestershire, Cornwall, and elsewhere around the country.

As well as producing quality own label products for many well-known retailers, its brands include Ginsters, Soreen, West Cornwall Past Co. Dickinson & Morris and Walker & Son.

An Economic Impact Study undertaken by economic modelling experts Oxford Economics in 2016 concluded Samworth Brothers supported over 11,200 jobs in Leicestershire and generated nearly £300m for the county's economy. The report estimated that the company's activities, and that of companies providing goods and services in its supply chains, supported over 11,200 jobs across the county and accounted for 1 in 20 jobs in the city of Leicester.

With an ongoing commitment to investment, in 2017 Samworth Brothers unveiled a £12 million investment in a new logistics centre, three times bigger than the previous HQ, to provide growth space for the future. The new high tech 155,000 sq. ft. distribution hub on Leicester Distribution Park, supported 380 staff when it opened in 2017, but also provided capacity for future growth.

Samworth Brothers Supply Chain Managing Director Paul Bennell said the business and its staff were excited by the new facility.

"It is so much bigger and better and represents a significant investment for the business. It extends our capacity locally and will ensure all of our Leicester and Melton Mowbray businesses are able to grow further with these distribution services in place."

As well as the size expansion, the new site has significant new capabilities, including the ability to blast freeze products down to minus 20C, and 'temper' them back to chill temperatures. A new high tech warehouse system is also streamlining warehouse operations and there is a vehicle maintenance unit on site. Beyond the warehouse and distribution centre, there is office space for up to 160 staff, a staff restaurant and staff gym. Samworth Brothers Supply Chain operates a fleet of over 200 vehicles and has 500 staff, with other main depots being situated in Cornwall and Bristol.

Additional capital investment projects in Leicester and Leicestershire in recent years have included:

- A £3.6 million investment in new machinery and line adaptations in 2021/2 at a site in central Leicester (Walkers Deli & Sausage Co) for continuous improvements in product quality;
- A £12.2 million extension to Melton Foods in Melton Mowbray (in 2022/3) to enlarge the preparation, production and finished product picking areas;

And a critical capital investment of almost £4m in the company's Meals category in 2023, to service significant new business wins, at both Saladworks (Leicester) and Kettleby Foods (Melton Mowbray).



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