

# Baked goods business continues to rise

## Pivot in pandemic results in a phenomenal opportunity for growth

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Jo Hunter, Chief Food Lover, Piglet’s Pantry





## About Piglet's Pantry

Established in 2011, Piglet's Pantry is an award-winning food producer based in Worthing, West Sussex. The business supplies hand-filled pies, handmade sausage rolls, cakes and biscuits to venues up and down the UK, including football, rugby, cricket and horseracing venues, to mention just a few. Now employing 70 people within its dedicated sales, marketing and production teams, the company has seen its business triple over the last seven years due to the high quality of its British-made products. In the last year, Piglet's Pantry has won five prestigious awards.



## The challenge

During the pandemic, as venues within traditional markets closed across the country, Piglet's Pantry saw an opportunity to embark on a brand new 'direct to consumer' offering - afternoon tea boxes. The result of this exciting new initiative is that they have succeeded in creating an additional business that is worth £3m in year one alone.

Since they started delivering their hand-crafted cakes and bakes to doorsteps across the country, the response has been extraordinary, attracting numerous high-profile celebrity endorsements, including the cast of Made in Chelsea.

Jo Hunter, Chief Food Lover at Piglet's Pantry, said that they were originally thinking of putting in a mezzanine to accommodate the new B2C business but soon recognised that the level of demand would mean that their existing premises wouldn't be big enough, so they started looking actively for a new location for the business.



"I have found Investec to be a very responsive and supportive finance partner. In addition to a dynamic working capital facility that grows with our sales, they provided us with a term loan to enable us to take on the move to substantial new premises, together with flexible leasing solutions that have allowed us to acquire the very latest equipment and vans."

**Jo Hunter, Chief Food Lover, Piglet's Pantry**

## Investec's solution

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"With Investec, we have immediate visibility of funds and can access them far more quickly than ever before. Scheduling updates couldn't be easier, and we can view our cash availability anywhere in the world. Great technology is one thing, great backup is another. The staff are amazing, incredibly professional, and swift to support us with quick decisions when we need them."



## Outcome

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"We have seen the number of client sites grow from 70 to 160 and our turnover double in some venues. Consequently, our headcount has risen from 25 to 70, creating an entire infrastructure comprising HR and marketing functions, heads of savoury and heads of pastry, as well as technical and quality control departments. People love our products and through word of mouth, we are fast becoming the provider of choice for sweet and savoury baked goods for both hospitality venues and consumers across the UK. Our brand awareness is now through the roof and our distinctive pink boxes are being recognised everywhere we go."

Jo concluded: "All of this has all been possible thanks to the flexible funding we have secured from Investec. I have recommended many businesses to Investec already and would not hesitate to do so in the future."

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