



# SUCCESS AT THE HOME OF HARDWORKING FLAVOUR

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# PREP HOUSE SHORTLISTED FOR TWO CATEGORIES IN THE ULSTER GROCER AWARDS

Prep House, one of Northern Ireland's finest sauce producers, are celebrating after being shortlisted in the Best Brand and New Product Launch/Relaunch categories in the upcoming Ulster Grocer Awards. Following their extensive rebrand in 2017, Prep House has been causing quite a stir in the local sauce market. The success of their new name, their vibrant new look and the opening of their state of the art factory, has given them the confidence to enter the awards for the very first time.

**“BACK IN 2017 WHEN WE STARTED THE REBRAND, WE HAD NO IDEA HOW SUCCESSFUL IT WOULD BE. HEARING ALL THE POSITIVE FEEDBACK ON THE NEW NAME AND NEW INNOVATIONS MAKES US VERY EXCITED FOR THE FUTURE. BEING SHORTLISTED FOR THIS AWARD IS A BIG ACHIEVEMENT FOR US AND WE ARE LOOKING FORWARD TO ATTENDING THE EVENT.”**

Sales Manager at Prep House, Barry Fitzpatrick

With a brand new name and fresh new flavours, Prep House needed a premises to match. So, in 2017 the team moved into their state of the art, BRC AA accredited factory in Crossgar. The new premises was equipped with everything they needed to grow their brand – plans for an impressive Innovation Kitchen due to open in May, the very best equipment and the introduction of a dedicated NPD team. The growth of the brand opened up ten new jobs in the local area and seen their employee numbers double. In the past six months, Prep House has introduced four new branded vans and new routes have been launched to cover NI and ROI.

**“OUR 750K INVESTMENT IN THE VERY BEST MACHINERY, STAFF FACILITIES AND INNOVATION KITCHEN FOR OUR NEW PREMISES HAS PLAYED A HUGE PART IN THE SUCCESS OF PREP HOUSE TO DATE. THE INNOVATION KITCHEN WILL GIVE US THE OPPORTUNITY TO INVITE POTENTIAL CUSTOMERS TO TASTE, TALK AND EXPERIENCE THE HOME OF HARD WORKING FLAVOUR.”**

Sales Manager at Prep House, Barry Fitzpatrick

To relaunch their core range into SuperValu, Centra and Mace, Prep House carried out sampling activities in 21 stores across Northern Ireland. The rebrand quickly opened up doors to many new listings in independent butchers and convenience stores all across NI and ROI. For the last 12 months Prep House have been working

successfully with Musgrave Retail Partners and are about to go into their central distribution centre. Fiveways Supermarket in Newry increased its order from three lines to the full Prep House range, this contributed to a massive 37% sales increase in their chilled sauces category. Prep House are now proactively seeking listings with national multiples in both the UK and Ireland, and of course their home market.

**“SINCE PREP HOUSE'S LAUNCH AT FIVEWAYS, WE HAVE WITNESSED A MASSIVE SALES INCREASE AS A RESULT OF THE MORE ATTRACTIVE PACKAGING, THAT'S ENTICING FOR SHOPPERS, AND A GREATER RANGE FROM PREP HOUSE. IN FACT, PREP HOUSE'S SIGNATURE CREAMY PEPPER SAUCE IS NOW THE BEST-SELLING CHILLED SAUCE IN OUR STORE, WHICH IS NO MEAN FEAT FOR A NEW NAME IN OUR CHILLED SAUCE RANGE.”**

Fiveways' Fresh Food Buyer, Barry Cunningham

Within the Prep House core range the best sellers are Creamy Pepper Sauce, Roast Beef Gravy and Curry Sauce. Over half of this range is gluten free, low in salt and low in fat, these can be identified clearly on the front of each pack. This year will see Prep House adding a number of sauces to their core range including; Stroganoff Sauce, Whiskey Sauce, Porcini Mushroom and White Wine Sauce and a Fresh Pasta Sauce.

With this core range firmly established in Northern Ireland, Prep House are now turning their focus to new product development. With their very own Innovation Kitchen and dedicated NPD team, they can continue to cook up innovative new sauces for the nation to enjoy. One such innovation was their limited edition Prosecco and Cranberry Gravy which they cooked up in time for Christmas 2017. This was sampled in stores across NI and was available through Primacy Butchers. Their next product launch will be a fresh new summer range, based on their Gold Blas na hEireann award winning French Dressing.

With hundreds of stockists across NI and ROI, two Blas na hEireann Irish Food Awards and exciting new product lines to be announced later in the year, Prep House continue to bring new flavours to the table. They really are the Home of Hardworking Flavour.

