



**PREP
HOUSE**

CREIGHTONS STIRS UP SALES WITH PREP HOUSE

In just over two months, Creightons of Balmoral has stirred up an increase in sales in its sauce category thanks to the listing of seven of Prep House's best-selling chilled sauces.

Creightons is the latest high-profile retailer to report positive sales and feedback to Prep House, following the company's rebrand from Sauce Works in 2017. Manufactured in a BRC AA Grade facility in Crossgar, Co. Down, Prep House now boasts over 500 retailers in NI and a rapidly expanding customer-base in ROI. The re-positioning of the brand, including a new name and premium packaging, has been well-received by customers in the North and South, and the range's 'stand out' look, combined with superior taste quality, are resulting in increased business for retailers stocking the range.

In May, Butchery Manager of Creightons of Balmoral, George Sloan, and his butchery colleagues first tasted and decided to stock the Prep House range. In addition to the quality and taste profile of the Prep House range, the 'local company' aspect was important and was aligned to Creightons' goal of championing local food producers.

“PREP HOUSE HAS BEEN EXTREMELY WELL RECEIVED BY OUR CUSTOMER BASE IN SOUTH BELFAST SINCE IT WAS FIRST LISTED. IT TOOK OFF QUICKLY AND DUE TO ITS POPULARITY, WE COMMITTED TO STOCKING SEVEN LINES IN THE 480G SIZE WHICH ARE POPULAR WITH COUPLES AND FAMILIES. THE RANGE IS NOW ONE OF OUR BEST-SELLING SAUCE BRANDS IN OUR BALMORAL STORE AND WE'RE HOPING TO EXPAND THE RANGE WITH NEW LINES FROM PREP HOUSE IN THE AUTUMN,” adds George Sloan, Butchery Manager at Creightons of Balmoral.

Creightons of Balmoral listed seven Prep House flavours, with Creamy Pepper Sauce being the top seller closely followed by Chick'n'Chip gravy and Chinese Curry. Other flavours include Smokin' BBQ, Black Bean, Roast Beef Gravy and Sweet & Sour Sauce.

George Sloan continues:

“AFTER JUST ONE MONTH, WE WERE SO IMPRESSED WITH OUR CUSTOMERS’ RESPONSE TO PREP HOUSE THAT WE INVITED THE BRAND TO TAKE PART IN OUR CUSTOMER APPRECIATION WEEK IN-STORE. PREP HOUSE ORGANISED A SAMPLING TEAM AND HUNDREDS OF CUSTOMERS GOT TO TASTE THE FLAVOURS FROM PREP HOUSE, HELPING TO GENERATE CUSTOMER AWARENESS AND SALES.”

Employing approximately 200 people across three sites in South Belfast – Balmoral, Finaghy and Black’s Road, Creightons is an award-winning family business. In 2016, it opened the 6,000 sq ft store at Balmoral, which is home to a butchery, delicatessen, hot food bar and barista bar. Creightons’ beef is sourced locally from its family farm in the Clogher Valley in Co. Tyrone, ensuring full traceability from gate to plate.



Barry continues:

“WE’VE WORKED HARD TO ESTABLISH THE PREP HOUSE BRAND AND ARE THRILLED THAT PREP HOUSE IS LISTED IN SO MANY FLAGSHIP RETAILERS IN NORTHERN IRELAND. WE’VE ALREADY HAD SOLID AND POSITIVE FEEDBACK FROM MANY ANCHOR SITES, INCLUDING CREIGHTONS IN SOUTH BELFAST AND FIVEWAYS IN NEWRY, ON HOW OUR RANGE IS HELPING TO DRIVE SALES IN THE CHILLED SAUCE CATEGORY, WHICH IS THE ULTIMATE GOAL.”



“IN 2017, WE TOOK THE HUGE STEP OF REBRANDING SAUCE WORKS TO PREP HOUSE, INVESTING OVER £100,000 IN THE NEW BRAND AND FOCUSING PRIMARILY ON THE CHILLED SAUCE CATEGORY. THE INVESTMENT HAS PAID OFF WITH SALES UP BY 30% AND OVER 500 RETAILERS NOW LISTING PREP HOUSE. OUR STRAPLINE IS ‘BRING FLAVOUR HOME’ AND FLAVOUR AND INNOVATION ARE AT THE HEART OF EVERYTHING THAT WE DO. WE HAVE JUST COMPLETED THE INSTALL OF A HIGH SPEC INNOVATION KITCHEN, WHICH WILL BE DEDICATED TO CREATING NEW AND EXCITING FLAVOURS FAST!”

Barry Fitzpatrick, Sales Manager at Prep House

This month, Prep House will be adding to its range with three new winter sauces – Whiskey Sauce, White Wine & Mushroom, and a Stroganoff Sauce – and customer demand for the line-extensions is already exceeding expectations. Last Christmas, the food producer manufactured a speciality Prosecco and Cranberry Gravy in a gold tub which was a huge hit with shoppers, and will return for 2018, alongside a Luxury Turkey Gravy. Prep House’s best-sellers include Creamy Black Pepper, Roast Beef Gravy and Chinese Curry Sauce. Over half of the range is gluten-free, and ‘low fat’ and ‘low salt’ is clearly marked on applicable products.

A family-owned business with over 25 years’ experience in foodservice, Prep House manufactures all its products on-site, in a BRC AA Grade manufacturing facility. Prep House can be contacted on 028 (048) 44 831 837.

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