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## Fourayes takes a stand at the 80th anniversary National Fruit Show



The Fourayes stand at this year's National Fruit Show in October was a resounding success. Amongst the visitors were Helen Buck, Retail Director of Sainsbury's, who opened the Show, as well as the Show's organisers and a host of the growers that Fourayes regularly works with.

The universal view was that the products on display – Greencore's award-winning Taste the Difference Bramley apple pie and Sainsbury's Kentish Strawberry conserve and cream scones from Laurens Patisserie – were 'really exciting' and 'just what our customers want'.

It's the first time Fourayes has taken a stand at the show which Phil Acock says gives growers a chance to see the products that use their fruit. 'We were delighted by the reaction

of everyone who visited the stand. The Kentish Strawberry conserve and cream scones were a great success and all the visitors absolutely loved the traditional English Bramley apple pies made by Greencore using Bramley apples from Fourayes'.

As Fourayes is celebrating the company's 60th anniversary it all became a bit of a party with visitors who tasted the apple pie and scones unanimously pronouncing the food "delicious." Fourayes also used the National Fruit Show to introduce the new range of Hint of Herbs and Spices and Hint of Blossom jams. One of the most popular so far is the apricot with a hint of chilli. Perfect for a warming winter savory dish with a bit of a kick.



# Phil's report

It's been a fantastic few months at Fourayes: a much better crop than last year and, oh yes, we invested £1.3 million in new equipment. For that kind of money the machinery has to be good and I am pleased to announce that it is amazing.

The accuracy of the new peeler is phenomenal, waste has been reduced and it feels as though the whole factory has had a face-lift. The new apple processing equipment was installed this Summer and has already started to increase both yield and throughput.

We took our range of products to the National Fruit Show on 16th October and they were a hit, not just for the great value, but for the fantastic quality. Customers described them as 'delicious' and said they were "just what our customers want".



So what is our secret? Well, there's more than one but since investing in our aseptic plant we've been using it to make fantastic purees that we turn into great jam. Our Kentish Strawberry jams have been hugely successful but that's just one example. We are always making new products and finding new markets.

We also launched our new range of Hint of Herbs and Spices and Hint of Blossom jams in 2013. The Herbs and Spices jams, which include apricot with a Hint of Chilli, can be used in savoury or sweet products. So I'm

looking forward to the next quarter being a time of getting these new jams into a whole range of products alongside those already on the shelves.

2013 saw our 60th anniversary and 2014 promises to be another exciting year of working with our customers to deliver new developments and new products from Fourayes'.

# A visit to Fourayes

Fourayes apple harvest is one of the highlights of the year and a good week to invite our customers to visit the farm and factory. This year we had guests from as far away as Darlington and Dublin all enjoying the continued good weather and a fantastic BBQ lunch cooked by Fourayes' staff. It was a chance to try the amazingly popular Kentish Strawberry Jam now part of the Sainsbury's 2020 British initiative.

There were presentations from Fourayes team including Managing Director, Phil Acock, and a chance to ask questions about the manufacturing process, sales and quality



control. Some of those attending the seminar are already customers such as Helen Keast from Isleport Foods. She said she was particularly interested in Kentish Strawberry Jam. John Griffin from Griffin Foods in Dublin was most impressed by the sense of innovation that he found at Fourayes saying "Our customers in Ireland are always looking

for new products and new ways of doing things and I think we will be working closely with Fourayes this year and in the future".

Visit our website for video reviews of the day  
[www.fourayes.com](http://www.fourayes.com)

# Apple Charlotte wins the our annual Kent Schools' cooking competition.

The winner from Queenborough School was a delicious Apple Charlotte with warm toffee sauce. Judge Tim Johnson, from Michelin starred restaurant Apicius in Cranbrook said: *“The standard of desserts this year was incredibly high and the response I got from my customers was excellent, in fact the Apple Charlotte has been the most popular dessert on the menu this summer.”*



## A flavour of things to come at Gore farm

Hundreds of people came to Gore Farm in Kent to buy award winning fruit from the National Fruit Show so we decided it was definitely the best place to launch Fourayes' "a hint of" taste challenge.

We added a mystery flavour to our Bramley apple jam. We then asked people to identify the flavour and tell us whether we should get making.

99% of everyone who tried the jam said we should make more. We couldn't possibly ignore such an overwhelming response so look out for our new jam soon.

And the mystery flavour? It's Lavender. So we are adding Bramley apple with a hint of Lavender to our range of Hint of Blossom jams.

As it was a taste challenge there is a winner. Vicki High won a bottle of champagne as her name came out of the hat first and she correctly identified the flavour.

## New at Fourayes

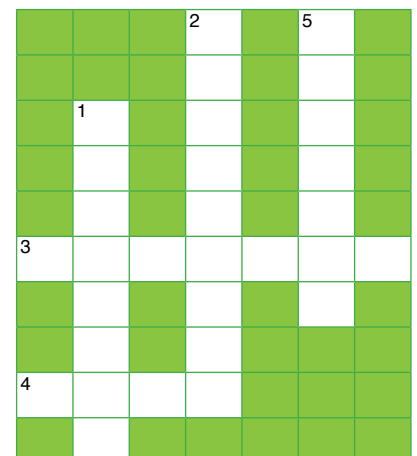
Jon Paterson  
Finance Director



Jon Paterson first learned about Fourayes when he worked at Premier Foods, but it wasn't until he joined the staff this year as the new Finance Director that he really understood how the company works. "My role here is to manage growth" he says " so I'm looking at the company as a whole to see how we can do that to the best advantage of our customers." Jon is used to working in large corporations, Pfizer before Premier Foods, and he hopes to be able to bring some of that financial experience to his new role. At the moment he's looking at cost, which is the big issue of the day. "I know Fourayes has excellent products in terms of quality and service and so do our customers. But everyone is looking at cost at the moment so that's been my main concern and what I am looking at first in this job." But it isn't all about money, even for the finance director. Jon characterises Fourayes as "friendly, with a family atmosphere. Everyone is helpful and approachable". And if there is such a thing as down time at Fourayes, Jon is always up for a game of tennis or a round of golf.

## Major Bramley's Crossword

- 1 Down: What might come before four B's?
- 2 Down: Goes into Fourayes fantastic mince pies.
- 3 Across: Grown in England. Makes a truly great pie filling!
- 4 Across: The Garden of England and home of Fourayes
- 5 Down: A really tasty cooking apple but female?



## Fourayes Food Development

Fourayes launches Hint of Herbs and Spices and Hint of Blossom jams at the National Fruit Show.

Fourayes Food Development has created a range of blossom jams, including strawberry with a hint of hibiscus, which debuted on 16th and 17th October at the National Fruit Show. The Hint of Herbs and Spices range was also launched at the show, which includes apricot with chilli flakes.

Fourayes set up Fourayes Food Development (FFD) specifically to develop new products and adapt products to customers unique specifications. Fourayes Managing Director, Phil Acock, says "I am very excited about this new range of jams especially the Herbs and Spices range which can be used for sweet or savoury products.



# Orchard report

Winter 2013 from Ian



Hello and welcome,

At the time of writing, autumn is trying to turn into winter with a - 3° ground frost turning to heavy rain with a downpour of hail thrown in for good measure. Our growing season started with a very late spring when our bees would again not fly. The temperatures did rise in June and blossom did set with a pleasant warm summer. Our Bramleys were able to catch up and make up for lost time.

Just before the hot weather arrived I had some compost mulch spread under the trees in our three youngest orchards including our wire work orchard. Without a doubt these three orchards would have suffered during the very dry and hot July and August that we had. Our harvest started on 9th September slightly earlier than last year. The harvest was not always as dry as we would have liked,

although it was better than last year and by the time we got to the second pick of the Bramleys in October the heavens had opened and we had 101mm in three days. We were back to wallowing in the mud and water like last season with the orchards having mini lakes in them and on the 28th October just as we were finishing the last of the harvest, the severe storm with 90mph winds, hit us so now we have quite a few trees to stand up and re-stake before being pruned.

Our wildlife on the farm seems to be doing very well, as recently 4 badgers were observed in a small area foraging after dark. Buzzard numbers continue to increase and hares are returning again after being heavily poached. The cold weather has drawn in the first of the woodcock and field fares. Our swallows and house martins have departed for home.

All the Best,  
From Ian Witherden and  
all at Fourayes Farm

