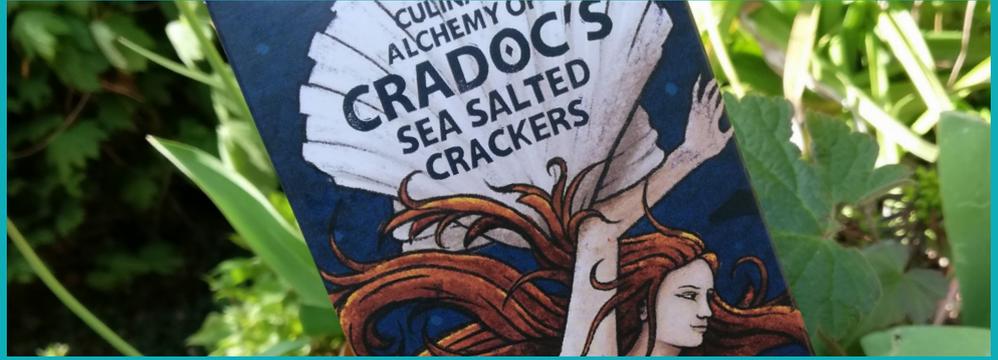


Cradocs Savoury Biscuits



Mid Wales biscuit company rising to the challenge in difficult times

Like many businesses which continue to operate during the coronavirus pandemic, times are tough, but Cradoc's Savoury Biscuits based in the heart of the Brecon Beacons is facing the challenge head on.

Allie Thomas started the business in 2008 in her back garden bakery, with a strong focus on baking the highest quality products, using a blend of vegetables, fruit, flowers, seeds and herbs to flavour their range of savoury biscuits and crackers.

Cradoc's have experienced a tough start to the year due to the Brexit confidence slump and the stormy weather. However, the call for orders from existing customers offering cheese hampers to isolating customers has meant the need for crackers and biscuits is on the increase. They are supplying their products to hamper companies, which means consumers are ordering in larger numbers rather than single deliveries.

"We are so lucky to have the family to rally around whilst following Government advice and keeping indoors, only going out to work and keeping to the two metre distancing rule when buying fresh ingredients. We hope everyone is keeping well and soon we will be through this."

The company is sending out individual hampers from its own online shop, however, the majority of the orders are going through other Welsh companies who they have been working with for the past six years such as Black Mountains Smokery, Caws Cenarth and Teifi Cheese.

It is still business as usual for the savoury biscuit producer but they have naturally had to adapt. Currently, it is just Allie and her 30 year old daughter, Ella, baking, packing and getting the orders out.



Commenting further Allie Thomas said, "We are supplying hamper companies, which means they are ordering in larger numbers than single deliveries, we have two pallets going out next week, one of which is a hamper company in London, the other an own label cheese producer in Oxford selling cheese hampers too.

"We are absolutely thrilled and exhausted at the same time. We've worked a full week this week and see the same happening next week. As a result of this situation, we are considering adding another branded product to give us better security and less seasonality. It's made us think hard about the vulnerability of the business."

"We are not operating at full capacity, as there are only two of us working, but I'm able to bake and Ella packs and dispatches, managing to meet demand and keep the business afloat.

"The call for orders from existing clients offering cheese hampers to isolating customers has been a real business saver and also reflects well on how our communities respond at times such as these.

Co-founder Allie Thomas

Minister for Environment, Energy and Rural Affairs, Lesley Griffiths, added "The Covid-19 pandemic has brought about significant challenges to our food and drink industry. It has not only impacted on our daily lives but on key sectors which are vital components of our economy. It is fantastic, however, to see so many food and drink businesses working tirelessly in playing a vital role supporting our communities, and adapting to this new and challenging work environment."

Cradoc's crackers are free from palm oil, added sugar, eggs and yeast. The product range includes Leek and Caerphilly, Stilton and Cranberry, Beetroot and Garlic, Chilli, Garlic and Ginger, Cheddar and Onion Chutney, Pear and Earl Grey, among others.

For more information about Cradoc's Savoury Biscuits and their full product range visit www.cradocssavourybiscuits.co.uk/