

Rose Farm - Company Profile

Rose Farm is a family business.

Richard Wills (Managing Director) has been in business for 27 years however he set up Rose Farm, the company, in 1988 as a diversification of poultry farming and farm food wholesaling. The preserve side of the business was made a limited company in 1996. Over the years the company has gradually expanded, introducing many new products. Many recipes are unique local and family recipes. Harvest Chutney, the most popular chutney is Richards's mother-in-laws recipe, now a registered Trade Mark of Rose Farm.

Rose Farm produces over 100 different traditional chutneys, pickles, sauces, jellies, mustards, marinades, jams, marmalades, curds etc. Products are made by hand using the traditional open pan method. Many local ingredients are used, including cider from Wilkins Cider in Wedmore etc.

No artificial additives are used.

Customers range from traditional butchers, delis, garden centres, farm shops, gift shops, restaurants, cafes, pubs etc. Rose Farm supply all their customers in their own vans.

In April 2002 Charlotte Wills, Richard's daughter, joined the family business as Marketing Director from a retail background. There are 8 staff in total many who have worked at Rose Farm for over 5 years.

Rose Farm has various food awards. They also won an Environmental Award for Health and Hygiene.

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