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DEVON 'SECRET SQUIRREL' FOOD PRODUCER TRADES UP BY **FOUR** TIMES

Confounding the prevailing gloomy economic background, Devon-based PECK & STRONG - 'quiet' producers since 1980 of a collection of wholesome no-nonsense sweet cakes & snacks and vegetarian savoury flans - has moved to new purpose-designed production facilities nearly four times the size of its previous site.

Nearly 30 years after cooking his first home-cooked foods from the kitchen of his Devon cottage, all these years on **Peck & Strong** owner and founder John Peck still sticks to the same absolute principle of carefully researched well-balanced recipes, free of anything that is not natural and produced without mechanisation, where critical importance is attached to achieving memorable flavour without compromise.

“We have always traded on our attention to detail and cooking rather than manufacturing our products” John Peck says. “Now more than ever consumers are looking for food that has integrity, is consistent and fairly priced.”

By moving to these much larger premises **Peck & Strong** is now poised to meet the growing demand for its products within the Coffee Shop/Snacking sector.

“In these straightened times, where some Customers may trade down from two cups of coffee to one, we are finding that they still want something really good and satisfying to eat with it. That’s where we come in!”

Converting the new site from a previous non-Food use John Peck, as Project Manager himself, has worked with a team of various local tradesmen and national contractors to complete the project within deadline - this despite last minute snowfalls.

With **Peck & Strong's** Customers ranging from Cafés to Universities, Zoos to multiple Garden Centres, Sandwich producers to Delicatessens and with a profile that has always been discreet, their products are intentionally only lightly branded so masking the extent of their popularity!

Peck & Strong supplies whole fresh cakes, Shortbreads and Flapjacks as well as savoury vegetarian pies and flans by their own vehicles to an area covering much of the South of England, including South Wales, and more widely through distributors.

“With this recent gearing up we are immensely excited about the potential that lies ahead” concludes John Peck.

*For further information, or to arrange a visit, please call John Peck (MD)
or Nigel Grumbar by telephone on 01363 775 004
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Attached: 2 JPEG/ PDF images of ‘Founder MD John Peck in his new much larger premises’