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PECK & STRONG: OLDER KID, NEWER BLOCK

Well-respected producers since 1980 of a collection of no-nonsense Cakes and Vegetarian Savoury Flans, Devon-based PECK & STRONG is launching forth to a wider market, expanding beyond their formerly discreet profile with complete re-branding and their first ever presence this year at Speciality & Fine Food, Olympia.

Located on Stand 749/J in the Taste of the West pavilion, Peck & Strong will mark their presence at the Show by introducing their newest product : a Dark Chocolate Brownie with fresh Raspberries. Made with best Belgian couverture and rice flour it is free of Gluten and is representative of Peck & Strong's distinctive take on the products it creates.

The stature of the new branding is indicative of Peck & Strong's evolution over nearly 30 years from a small 10 sq m rural Devon cottage kitchen back in the earliest days to their most recent purpose-built premises at 1100 sq m moved into just this February - equipped with the best modern facilities.

Owner and founder John Peck continues to stick to the same absolute principle of carefully researched, well-balanced recipes, free from anything that is not natural, and produced without mechanisation - where critical importance is attached to achieving memorable flavour without compromise.

“ By attending Speciality this year we hope to show visitors to our stand that we trade on our attention to detail and cooking rather than manufacturing our products” John Peck says. “Now more than ever consumers are looking for good-tasting food that has integrity, is consistent and fairly priced.”

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Peck & Strong's Customers range from foodservice outlets in Cafés to Universities, Zoos to multiple Garden Centres, Sandwich producers to National Trust properties, plus serve-over in Delicatessens, Farm and Wholefood Shops.

“We have fantastically loyal Customers, many of whom have been with us from the earliest days. But at **Peck & Strong** we are keen and ready to broaden into new territories including Contract Catering and achieving more national coverage through Wholesale distributors. We know there is a lot of potential and are immensely excited about what lies ahead” concludes John Peck.

For further information, please call John Peck (MD) or Nigel Grumbar by telephone on 01363 775 004 or by e-mail on bakingbrilliance@peckandstrong.co.uk