



Tamar Foods' Tastes Success

Now in its tenth year, top Cornish pastry goods manufacturer Tamar Foods is celebrating a decade of success by joining leading regional business forum, Beacon South West, as the 24th company to be accredited in Cornwall.

Supported by the South West Regional Development Agency (SWRDA), Beacon South West brings together more than 200 of the region's most pioneering and rapidly expanding organisations providing an environment for exploring new ideas and strategies with other successful companies. Tamar is now just one of 14 Beacon South West accredited food manufacturers from across the entire region including Burts Crisps, Dorset Cereals and Olives et Al.

An autonomous business within the Samworth Brothers group, which also includes Dickinson & Morris pork pies and the Ginsters range, Tamar develops and produces chilled, pastry-based savoury foods and deserts for leading UK's retailers as well as for Ginsters and its own Cornwall's Pride brand. Furthermore, Tamar is one of Cornwall's largest employers and, like thousands more across the South West, its 550 strong team will now benefit from the recognition and support of working for a Beacon accredited employer.

Wayne Day, managing director for Tamar Foods commented, "We are very pleased to have been awarded Beacon status and this forms part of our strategy towards gaining wider business exposure within the locality. We are often quoted as one of the regions best kept secrets, and would like to do more to publicise our success."

Sue Baker, Beacon South West Project Director, said: "Tamar have achieved astonishing levels of productivity through an open, honest culture that ensures all employees know they are both valued and respected. And this ethos has paid dividends

helping to bring about a 48 per cent growth in business since 2005 alone. I welcome Tamar to the Beacon Boardrooms and feel sure they will gain as much as they in turn have to offer.”

Tamar Foods is located next door to Ginsters in Callington, Cornwall and was formed ten years ago at the former Ginsters Tamar Bakery.

Tamar was born out of the success of both Ginsters and the bakery's pre-existing ready meals business, which was moved to a purpose built site at Kettleby Foods in 1975. This Left Tamar to focus on savoury products sausage Rolls, Hot Pies, Pasties and its small traditional hot eating desserts operation.

Building on their reputation for quality pastry products, the range has continued to expand and stands at more than 100 different products including deep filled pies and hand-crimped pasties. Tamar Foods is proud to support local farms sourcing local produce and wherever possible.

ENDS

For further information, please contact:

Beacon SW

Jess Lyons or Caroline Charles, Bray Leino - Tel: 0117 906 4504

Email: jlyons@brayleino.co.uk

Note to editors:

Beacon South West brings together some of the South West's most forward thinking and ambitious companies to promote success and spearhead the growth of the region. A key business initiative of the South West of England Regional Development Agency, Beacon South West is an award given to those companies who can demonstrate outstanding achievement across a range of criteria, including significant improvements in productivity and performance, profitability, work culture and innovation. Beacon South West members play an important role in cultivating enterprise excellence in the region. <http://www.beaconsw.org>