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## ICE CREAM BUSINESS OPENS ITS REVAMPED DAIRY



A Hampshire farm producing high-end ice cream has installed a new state-of-the-art dairy, thanks to funding support from Lloyds Bank Commercial Banking.

Jude's Ice Cream has renovated its production facilities, increased its capacity and launched three new flavours, after it secured listings with some of the UK's largest supermarkets. The business is now expecting its annual turnover to grow by over 20 per cent.

Its existing range of 15 flavours are stocked in Waitrose, Ocado, Selfridge's and Wholefoods. The company also supplies high-end theatres such as The Royal Shakespeare Company and summer festivals Taste of London and The Big Feastival.

The new flavours launched by Jude's Ice Cream include Peanut Butter Chocolate Ripple, which has already been snapped up by Sainsbury's, where sales of Jude's Ice Cream have increased 200% year-on-year. It has also added Caramel Pecan and Chocolate with a touch of sea salt to its repertoire.

The firm has also increased its storage capacity, by purchasing new refrigeration equipment using an asset finance facility from Lloyds Bank.

Jude's Ice Cream was launched in 2002 by Theo Mezger and is jointly managed by the family from their Hampshire farm. All of the ice cream is produced on-site from their herd of 220 cattle.

The company employs a team of 50 and is looking to grow its staff in line with its growth. It also donates 10% of profits to youth and children's charities, partnering with Spearcourse and Home for good, which looks to support the 4,000 children awaiting adoption in the UK.

**Chow Mezger, joint managing director of Jude's Ice Cream, comments:** "We want to bring the best ice cream possible to customers, from farm to shelf. We've seen a high sales uplift, which is really encouraging and shows people across the UK are loving the natural taste and inventive flavours."

“We’re a family-run business so it’s great to have the support from Lloyds Bank, which has helped us increase the amount of ice cream we can produce. It’s meant we can fulfil new orders and supply more supermarket locations. Our latest three new flavours have just hit the market and we’re already getting a great reaction. They’ve passed the famous family taste test and we’ve got more combinations in the pipeline.”

**Ivan Darby, relationship manager for Lloyds Bank Commercial Banking, adds:** “Jude’s Ice Cream has developed a loyal following of fans. The business has a great story and has kept true to its roots. It’s setting itself apart in the industry by constantly evolving – through partnerships with other food and drink companies and bringing creative products to market quickly.”

**Marcus Carolan, invoice finance regional manager at Lloyds Bank Commercial Finance, concludes:** “Being well-equipped to respond to increasing demand is crucial for any business, particularly those producing food items. Jude’s Ice Cream has enjoyed such a significant uplift in sales that capacity was struggling to keep up. Fortunately, we were able to provide a tailored asset finance product, which is now allowing the business to raise its annual growth targets.

“We want to help more businesses across Britain prosper so they’re able to keep developing and achieve phenomenal sales. That’s why we’ve increased lending to SME’s by almost a third over the last five years.”

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