ARTISAN AND CRAFT FOOD MANUFACTURERS GROWING OUT OF THE CRISIS SUPPORTED BY NEW PROVENANCE ASSURED SHOP

Monday 18 May, 2020

New online store offers additional sales channel for Provenance Assured growers and producers across UK and Europe

18 MAY 2020 – London, UK and Barcelona, Spain – Provenance Hub, the home of Provenance Assured fabulous foods, opened its online store today, working with independent growers and producers from across the UK and Europe as we grow out of the current global crisis together.

With international isolation measures in place, online food shopping and delivery has seen a significant increase. However, the mid- to long-term effects of the global crisis mean an uncertain future for many small food-producing businesses, and growers and producers are urgently looking for new or additional sales channels to sell their products.

Provenance Hub has been built over the past two years, and now works with its community of growers and producers to sell their Provenance Assured products directly to consumers. By purchasing their food from Provenance Hub, consumers are supporting artisan skilled, craft manufacture small businesses across the UK and Europe, knowing that the growers and producers are being rewarded fairly for their passion. Provenance Hub loves to work with independent producers of small batch or limited run foods, some of whom are being hardest hit by this crisis.

Nick McCulloch, CEO and Founder, said, “Now the initial shock of going into lockdown is easing, we are starting to focus on how to grow out the back of the crisis. At the heart of Provenance Hub is our community of independent growers and producers from across the UK and Europe. We are in constant conversation and we know there is an urgent need to support them. Our business model is ideally placed to mitigate some of the effects of this crisis and to help build strong sales.”

Working with Provenance Hub, producers are given the choice to offer their products to a wider market across the UK and Europe. After spending many months unearthing producers and growers, Provenance Hub is now able to sell its first batch of delicious Provenance Assured foods to customers across the UK and Europe. All products listed in the store have been Provenance Assured and marked against rigorous criteria so that customers can only buy authentic, great-tasting foods that meet minimum W3H1 standards.[1]

The initial roll out of Provenance Hub has its first producers offering their award-winning products on the site. These include Tregothnan (UK), Antheion (Greece), and Olimágina (Spain), with onboarding underway for many more before they are added. All products must be Provenance Assured before being sold in the store. Provenance Hub currently curates a selection of high-quality honeys, teas, preserves, olive oils, with an ever-growing list of products being verified before they are added.

You can visit Provenance Hub at www.provenancehub.com.

*****ENDS*****

Provenance Hub for Consumers

Provenance Hub is an online store offering customers a curated selection of the best tasting Provenance Assured foods from across the UK and Europe, uniquely available together for the first time from Provenance Hub. Customers can discover producers through detailed information and explore regions in rich Provenance Stories, so they know more about what they choose to eat and where it comes from.

Provenance Hub for Producers

Provenance Hub works directly with its community of artisan skilled, craft manufacture growers and producers from across the UK and Europe, empowering them to market their Provenance Assured foods among those from other like-minded producers, build sales and loyal customer bases in new markets, and to help them scale and grow their brand and business.

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Mission

Provenance Hub is committed to using the power of its business, its community, and its customers to drive positive change and opportunity through advocating food provenance. Its provenance mission goes beyond simply connecting buyers with great tasting foods. It also means having positive social, environmental and economic impact, and paying growers and producers a fair price for their hard work and fabulous foods.

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NOTES TO EDITORS

[i] Provenance Assured means Provenance Hub can tell customers transparently where the food has come from, who has made it, why they're doing it, and how
it's been produced. **W3H1** has its roots in shared ethical, environmental, and social values. Products become Provenance Assured if the producers can prove that they meet these criteria. For more information, visit https://provenancehub.com/provenance-assured/

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