Yorkshire Business Appeals For Local Support Ahead Of Pitch To Virgin Business Boss Richard Branson

Friday 17 April, 2015

The founder of Yorkshire based Approved Food has issued an appeal to supporters from across the region to 'get voting' after submitting an entry that could see the business receive a funding boost from Virgin boss Richard Branson as part of a competition called Pitch to Rich.

A bedroom start-up launched in 2008, Approved Food was established by former market trader Dan Cluderay and built on a foundation of good old northern values. It has since grown beyond recognition, and is now the UK's largest online only retailer of discount food and drink.

But in order to take the unique company to the next level the ambitious entrepreneur is now looking to get in front of the most respected business man in Britain in order to pitch his wares and win a £250,000 boost.

No stranger to the spotlight, Dan and business partner Andy Needham appeared on Dragon's Den and ITV show Bargain Fever Britain earlier this year. But despite having experience appearing in front of millions as - well as big names such as Duncan Bannatyne and Peter Jones - the dynamic duo say they have set their sights on getting in front of the Virgin front man himself.

Dan said: "There are so many fantastic entrepreneurs in this country and I have had the pleasure of briefly meeting a few including those in the Dragons' Den. But the one that stands head and shoulders above in my eyes is Richard Branson.

"It was his story that helped ignite my entrepreneurial fire many years ago, and the possibility of meeting him to pitch my business and get his insight and backing gives me goosebumps."

Approved Food submitted their entry to the 'Grow' category earlier this week – the passionate business leaders are hoping to achieve more than 2000 votes by the first round deadline of 5th May 2015, and are calling on support from across the region to help boost their numbers.

The top fifty entrants with the highest votes from each category will progress through to the semi-finals, revealed on the 19th of May and finalists will be announced 2nd June. The final presents the opportunity to pitch to Rich live at the final event in London on the 26th of June.

There are also two other categories available for businesses to enter being New Things and Start-Up – giving every business out there an opportunity to shine, a contrast to Dragons' Den.

"The Pitch to Rich competition is a fantastic concept," said Dan. "I think my passion to enter was partly driven by the rejection on Dragons Den when we felt we weren't given the opportunity to get across what we stood for as a business and the great benefits we bring to thousands of people week on week clearly enough. I see this as our chance to remedy that disappointment. "

"We need your votes initially and we would be incredibly grateful for your support if you can spare the time to go online and show us your support."

Approved Food's pitch can be found online:
http://www.virginmediabusiness.co.uk/pitch-to-rich/grow/approved-food-/

Website: www.approvedfood.co.uk/?afid=hd81j8

-ends-

For more information or to request case studies and interviews please contact:

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Related Keywords:

Approved Food :: Pitch To Rich :: Virgin Business :: Entrepreneur :: Grocer :: #Voom :: Sheffield :: South Yorkshire :: Yorkshire :: Virgin Media :: Richard Branson ::

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Notes to editors:

- Approved Food, part of the Approved Group, was established in 2008 by founder Dan Cluderay;
- Approved Food is the largest online-only retailer of short-dated and residual stock food and drinks;
- In 2014 the business dispatched over nine million items;
- Approved Food is an international business shipping to countries across Europe;
- Products are sourced directly from food manufacturers, wholesalers and distributers with Approved Food accommodating excess stock that may otherwise be disposed of or entering in to waste streams for no valid reason;
- In September 2014 the business relocated to its new 60,000 sq ft warehouse in Sheffield, South Yorkshire where it now employs more than 50 members of staff;
- In February 2015 founder Dan Cluderay appeared on Dragon's Den alongside fellow director Andy Needham
- The group also consists of two sister brands including:
- www.greatbritishsweets.co.uk
- www.NaturallyFree.co.uk

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Approved Food

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View Online

Additional Assets:
http://www.virginmediabusiness.co.uk/pitch-to-rich/grow/approved-food-/
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