Yorkshire Pie Maker Extend Christmas Lines At Booths

Monday 15 December, 2014

DONCASTER family-run bakery, The Topping Pie Company, has secured a deal with leading regional food and drink retailer Booths to supply an extended range of festive premium pies across its 30 strong store base.

The award-winning Yorkshire pie maker will supply products for the store's Christmas catalogue, deli counters, own-label and a new boxed range.

Handcrafted at the South Yorkshire bakery using premium British Red Tractor pork and locally sourced ingredients, Toppings has introduced a new off the shelf boxed range of speciality pies, including 1.1kg Chicken and Ham Half Pie, Huntsman Half Pie, a Game and Poultry medium pie, as well as a 450g Scrumpy Pork Pie and Yorkshire Farmers Pork Pie.

More than a dozen traditional and speciality pork pies will be available in the Booths 'click and collect' seasonal brochure, including Scrumpy, Pork, Apricot and Poultry Pie, Turkey and Cider Relish Pork Pie; Game and Poultry Pie and Yorkshire Farmers Pork, Chicken and Ham Pie.

Booths deli counters will also enjoy new lines from the bakery, including 430g Cranberry Topped Pork Pies; Christmas Pork Pie, Pate and Cranberry Pork Pie and a 1.1kg Game Pie and Apricot & Poultry Pie.

Toppings will also supply two new own-label party lines for Booths, available in 4-pack selections – Cranberry Topped & Stilton Topped Pork Pies and Pickle, Wensleydale, Apple, Apricot and Chutney Pork Pie selection pack.

Matthew Topping, sales director, The Topping Pie Company said: "We are delighted to extend our product offer with Booths over the Christmas period. The introduction of our new seasonal boxed range will give customers the choice of buying our pies off the shelf or from the deli counter.

"We are passionate about our pies and continuously innovate to bake products to new recipes inspired by family favourites. The Booths customer is very discerning and we hope our pies will grace many party buffets and festive family feasts over the Christmas period," continued Matthew.

Booths Buyer, Paul Dumbrell said; "We're pleased to be working with local supplier The Topping Pie Company to extend our range of premium quality pies. Their emphasis on local sourcing and quality ingredients is a great fit with our range and I'm confident the new products will be extremely popular with Booths customers."

Since 1991, Maggie Topping has been baking her homemade pies to her own recipes and it was her talent for home baking that changed the landscape of the original butchery business. Her pies flew of the shelves at the Doncaster market family butchers shop and her reputation quickly spread and led the company to establish a separate bakery division to meet customer demand. The Topping Pie Company is now a multi award winning business employing 50 staff.

ENDS

All press enquiries for The Topping Pie Company to Andrea McKenzie, ABC Communications Tel: 07714 988989 or andrea.mckenzie@btconnect.com

Media:



Related Sectors:

Food & Drink ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk