

Yorkshire Pie Maker Supplies ocado.com

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A South Yorkshire, family run pie maker has been selected as a supplier to the world's largest dedicated online grocery supermarket - ocado.com. The Topping Pie Company, based in Doncaster, will supply a range of premium boxed pork pies made with three generations of Topping family baking expertise.

Traditionally handcrafted, the range of 5 speciality pork pies uses prime British Red Tractor pork meat and includes the Huntsman (450g); Chilli Pork Pie (190g); Scrumpy (450g); the Gold Great Taste Award-winning Pork Pie (430g) and the Yorkshire Farmers pie (450g).

The range is available at ocado.com in new pre-pack boxes, featuring a refreshed new-look logo and colour-coded for easy product identification, as part of the company's £20K investment in a new corporate identity, product packaging and upgraded website due to launch this year.

Matthew Topping, sales director, The Topping Pie Company said "Online is the fastest growing channel in grocery and we are delighted to be listed by one of the key players in this marketplace with our premium pork pies. We are certain the supermarket's discerning customers will enjoy our pies which combine top quality pork with perfect pastry."

Sophie Francis, buying manager at ocado.com said: "Ocado customers like being able to have delicious products that you'd usually have to head to a Farmer's Market to find delivered right to their table - they're going to love these delicious pork pies from Toppings. Authentic and traditional they're perfect for a weekend lunch."

The Topping Pie Company has transformed from a small family butchers founded in 1961 to a multi-award winning speciality pie business supplying a wide range of handcrafted products to retail, independent, wholesale and export customers – but it still retains its traditional family roots and the original butchers shop.

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