

Reporter

IT was founded in Cleethorpes almost a century ago – but the Patterson's Pickles company is now breaking into the big time thanks to a new distribution venture.

Joseph Patteson, the local grocer who started it all off in 1910, would not recognize the business today.

The company has expanded from its original pickle and chutney products into a whole new range which includes jams, marmalades, pouring sauces and ethnic products.

They are also appearing on the shelves of at least 10 Asda supermarkets throughout Lincolnshire and East Yorkshire.

This growth is being driven by Ideal Lincs, a business from Burgh-on-Bain, near Louth which specialises in the distribution of local food.

Ideal Lincs was formed by Lincolnshire farmer Paul Davey a few years ago as a regional produce hub and quickly established a supply line to Asda, which became the first large supermarket group to specifically stock local produce in stores within a 50 or 60 mile radius of their origin.

One of those producers was Patterson's Pickles. Other local firms include Curtis bakery of Lincoln, Lincs & Yorks Coffee from Elsham and Pocklington's Bakery, near Mablethorpe.

In the next few months it hopes to launch a range of quality Grimsby fish into supermarket stores.

Ideal Lincs sales and marketing manager Mark Schofield said: "We started out supplying Asda with just three cases of Patterson's Pickles. But the products proved so popular that we now deliver more than 500 cases or around 6,000 jars a week – and we expect that to grow.



A taste to remember: Mark Schofield with one of the Patterson's Pickles' promotion posters.

"Asda has a firm policy of putting quality local food into their stores on a regional basis and it is proving to be highly successful."

Paul Davey is well rooted in Lincolnshire farming with his family history going back to 1752.

Patterson's has also changed beyond all recognition in recent times. After a number of moves from Cleethorpes to Grimsby, the company was eventually taken under the wing of Forest Products of Dorset, which concentrates its activities on traditional English foods and con-

fectionery.

Although controlling interest remains in the Grimsby area, the development has allowed Patterson's to stabilise its cost base and launch a whole range of new products.

These include three different types of jam including blackberry and apple, medium cut marmalade and lemon curd, along with traditional sauces for roast meals like horseradish, apple and mint and barbecue and chill sauces.

Mark added: "The Patterson's brand is going from strength to strength and Asda

is pleased with the results."

The business has its roots in pre-First World War Cleethorpes. Joseph Patteson was a humble seafront greengrocer when he first decided to start pickling in 1910. His recipes became so popular that he enlisted the help of his wife Ada.

Eventually, he opened a small factory just off Grimsby Road, enlisted the help of his two sons and the business went from strength to strength.

Patterson's has long since moved away from its Cleethorpes roots, but the name lives on.