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# From plot to plate: How we went from kitchen project to the shelves of Sainsbury's, Waitrose and Whole Foods

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HELLO FOXY





THE FORAGING FOX  
SMOKED Beetroot Ketchup  
MADE WITH EVERYTHING

THE FORAGING FOX  
ORIGINAL Beetroot Ketchup  
MADE WITH EVERYTHING

THE FORAGING FOX  
HOT Beetroot Ketchup  
MADE WITH EVERYTHING

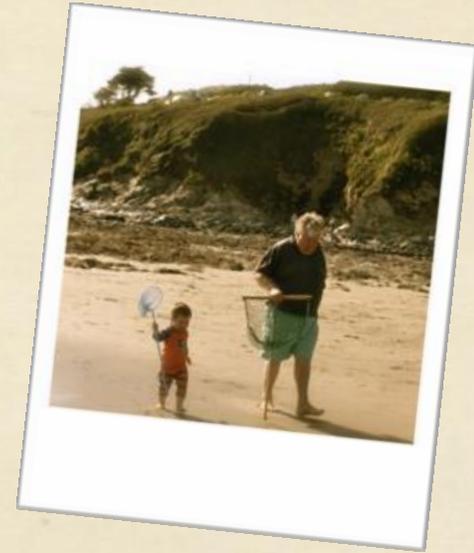
THE FORAGING FOX  
ALL-NATURAL AVOCADO & LEMON Mayo

THE FORAGING FOX  
ALL-NATURAL COCONUT, CHILI & LIME Mayo

THE FORAGING FOX  
ALL-NATURAL SMOKED GARLIC Mayo

### Our Name

Our name was inspired by and in memory of my father, Roland Fox, the *original Foraging Fox*; a plant and mushroom expert.



For me, our company embodies his love of nature and food.

### The Kitchen Project

I wanted to teach my children about where food came from and how to cook.

Our beetroot ketchups came about as a kitchen project with my children from a bumper crop of beetroot and apples we had one year.

After all, I was always taught by my parents that you don't waste good food, you just become more inventive with it!



### From Kitchen to shelf

For nearly 3 years we refined the recipe in the kitchen, taking kilners to blind taste at parties to refine texture and taste. Giving samples to friends and family for feedback.



At that time, I also started to research the market for all natural condiments and in particular other flavour options in the ketchup market. I felt there was certainly an opportunity to disrupt the ketchup market with an all natural healthier Beetroot Ketchup.

The time had come to test my proof of concept and find out if there was indeed a market for all natural better for you Beetroot Ketchup - beyond my friends and family!



September 2014 – We launched our proof of concept with sample jars of Original Beetroot Ketchup at the Speciality & Fine Food Fair.

The show was an enormous success and we received pre-orders from 50 shops taken, 20 Export leads and secured a listing with a UK National Distributor and I gained a business partner!



### The Business

Having previously worked with Desiree more than a decade ago, we discovered that we both still share the same passions and realised there was the potential to build a business dedicated to making better food using *better quality new ingredients and fresh thinking.*



February 2015 – Our first scaled manufactured production of Original Beetroot Ketchup and set up our business and by March 2015 we were fulfilling our first orders from the show!



April 2015 - we listed with our UK National Distributor, and were deemed their most successful new product launch ever.



May 2015 – We reached the finals of Ocado's Britain's Next Top Supplier, securing a listing, and won Best Innovation of 2015 – Veggie Awards and voted Best New Idea – Farm Shop & Deli Show 2015 for our Original Beetroot Ketchup.



January 2016 – We launched our second product Hot Beetroot Ketchup. Shortly after, it won Best New Condiment in the World Innovation Awards 2016, and we delivered our first export to Sweden.

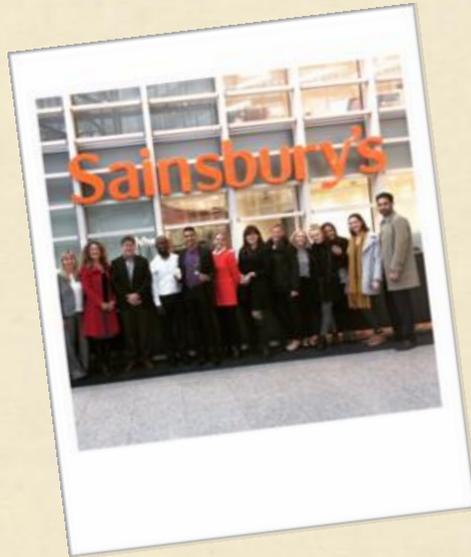


July 2016 – We launched our third product, Smoked Beetroot Ketchup with features in both The Daily Telegraph and The Times and winning Highly Commended in the prestigious Quality Food Awards. The Foraging Fox was also Shortlisted for a Small Producer of the Year Award.

August 2016 – Our Original Beetroot ketchup featured in The Daily Mail, scoring 9/10 in their taste test and we were ranked overall 8th best selling product with our UK National distributor across 3000 products from over 200 producers.



Promoting our products and the brand anywhere and everywhere we possibly can, supporting the retailers by sampling, sampling, sampling!



October 2016 – Enterprise Nation Meet the Buyer Event with Sainsbury's with follow up meetings over the next few months with a view to launch our Original and Smoked Beetroot Ketchups in July 2017.

December 2016 – We are now listed in over 850 independent stockists including Ocado, Wholefoods, Lakeland and Cook and in talks with Sainsbury's and Waitrose, and now working with 4 UK Distributors an export expansion strategy in place and plans to raise investment to support our growth.



Jan 2017 – Exhibit at Fancy Food Show in San Francisco and get a listing in Wholefoods!



May 2017 – Launch in Waitrose UK  
July 2017 – Launch in Sainsbury's UK  
August 2017 – 2 Star Great Taste Award



Feb 2017 – First Investment round closed to fund launches in mults.



July 2017 – Back in US, Fancy Food Show New York



September 2018 – Investment Closing on 2nd round of Angel led growth investment to fund launch in US.



Research into mayonnaise category and find nothing natural and not reflecting the exciting flavours people enjoying when eating out or at home.

September 2018 – Launch of All Natural flavoured Mayos at Speciality & Fine Food Fayre with Independants and on Ocado in UK.



November 2018 – Launch of Beetroot Ketchups in EDEKA, Germany's biggest Supermarket chain.



## Summary

We spotted and pioneered a new sub category within ketchup - we were the first all natural non tomato ketchup on the market - and addressed a consumer desire for innovative, healthy, natural condiments - without compromising on taste.

In just under three years we went from kitchen table to 1250 UK stockists and exporting to USA.

We've remained true to our values of better ingredients, better taste, better for you.



Finally on a very personal note - I think my dad - the *Original Foraging Fox* would be super proud of what we have put his name to and achieved so far!

Plus my kids regularly cook *me* dinner now....



THANK YOU FOR  
LISTENING

