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## **BE FRANCHISING HOPING FOR A PHAT SUCCESS**

### **New franchise opportunity offers hungry entrepreneurs the chance to grow a Phat empire**

Award-winning catering business The Phat Pasty Company is coming to the North East thanks to an investment made by Be Franchising.

The Shildon-based company has purchased the master license for the North East from the national mobile catering company. The move will see five Phat vans committed to servicing the region.

The Phat Pasty Company specialises in the 'lunch delivered to work' market, selling freshly baked traditional Cornish pasties, high quality homemade sandwiches, baguettes, salads and soups, delivered in a unique and distinctive Phat van. Already a national success, Be Franchising is expecting high demand for the catering company in the region.

Graham Mylchreest, franchise director at Be Franchising said: "We are confident that the Phat venture will be a huge success within the region. The Phat Pasty Company was crowned winner of the Prestigious Lunch! Retailer of the Year Award last year, and the fact that it is the first time that a franchise-based business has won this award, is a testament to the success of the business."

The Phat Pasty hub will be located on the Team Valley Industrial Estate, Gateshead where food will be prepared fresh each day, before being loaded into a Phat van, and sent out onto the roads.

Be Franchising is a not-for-profit company set up by Be Enterprising, County Durham's Local Enterprise Growth Initiative (LEGI), which aims to inspire enterprise and bring about measurable changes in the area.

Be Franchising employs individuals looking to start their own business, and has already had an overwhelming response rate for employment within the Phat franchise, with over 38 applicants for the post of Hub manager.

Graham said: "We are looking for hungry Durham entrepreneurs that are genuinely interested in becoming a franchisee and running their own business, as once the business is sustainable and profitable, we offer them the opportunity to buy their own franchise.

"Franchising is a flexible and safe way to run your own business, and according to the latest findings from the annual NatWest and British Franchising Association survey the franchise industry contributed £11.4 billion to the country's economy last year."

Be Franchising works to help more people in County Durham who want to start their own franchise business but can't due to lack of funds and to help more businesses franchise their operation in order to expand.

To contact Graham or find out more about other opportunities with Be Franchising, call 0845 602 7988.

The concept behind the Phat Pasty Company was conceived by Laura Clark who was looking for a business idea that could fit around her lifestyle as a working mum. She wanted a business of her own to set up and operate. Supported by her husband, Paul, they developed a ready-made business that can be operated by franchisees working from home.

Be Franchising made contact directly with the Phat Pasty Company after finding them through the British Franchising Association.

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### **Notes to editor**

- The Be Enterprising programme is part financed by the European Union's European Regional Development Fund (ERDF) Competitiveness Programme 2007-13, securing £4.1m ERDF investment through regional development agency One North East.
- The ERDF programme is bringing over £250m into the North East to support innovation, enterprise and business support across the region.

### **Media enquiries**

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