



Press release  
18<sup>th</sup> May 2010



## Phat Pasty Co Grab a Sammie...

The **Phat Pasty Company** have done it again...beating all the big names in the food and catering industry to win a **Sammie** at the British Sandwich Awards 2010.

Hot on the heels of being named as the **Lunch Multiple Retailer of The Year** in November, The Phat Pasty Co have now been voted the best **Workplace Sandwich Provider 2010**.

The awards were held in London at the Grange St Paul's hotel with a Gala Evening on May 13<sup>th</sup> 2010, recognising the very best in the UK sandwich industry.



The Phat Pasty Co were recognised for their innovation and quality with the growth of a highly successful franchise based business.

In the last 12 months they have expanded the business offer to have an office buffet service and a unique heated concession countertop unit which franchisees can make available to local businesses.

The distinctive Phat Vans were seen as the ideal daily delivery vehicle, providing the very best of the high street direct to offices and industry and their hungry staff.

The judges were impressed by the 'homemade quality' of the products and the fact that all of their sandwiches, soups and bakery products were produced each morning ready for the Phat Vans to leave and serve customers.

The Phat Pasty Co have also developed a concession opportunity for local cafes, coffee shops, convenience stores, pubs, staff restaurants and canteens. A fully branded heated Phat Pasty cabinet is used to sell Phat Pasty pasties, allowing other businesses to run their own Phat Pasty operations from their existing facilities. Franchisees can wholesale pasties to these operations, giving them an additional income stream.

The judges saw that this was a great way for other businesses to follow in the success of the Phat Pasty brand and a great initiative by the Phat Pasty Co to serve customers their products in other locations that they are unable to deliver to.

Laura Clark, Phat Controller of the Phat Pasty Co said ‘We were amazed to win such a prestigious national award in just our 3<sup>rd</sup> year of operating the business. We are continuing to adapt and develop the concept from our operation in Milton Keynes and believe that we can take ‘Phat’ to a national brand. Awards like this just spur us on to grow even further and now through franchising what we do in Milton Keynes, we hope others can copy this success across the country’.

The Phat Pasty Co is available as a franchise, with franchisees signing up across the UK. A recent partnership in the North East with ‘Be Franchising’, a government backed company who specialise in developing employment opportunities through franchising, will see five new franchisees in Newcastle opening throughout 2010. The company also have further franchisees in progress from Plymouth to Aberdeen with a pipeline of new openings stretching to the end of the year.

The big idea for The Phat Pasty Company was conceived by Founders and self-proclaimed “Phat Controllers” Paul & Laura Clark. Laura was looking for a business that could fit around her lifestyle as a working mum. Having worked in the restaurant and catering industry all her career, she wanted a business of her own to set up and operate. Supported by her husband, Paul, who has been in franchising for the past fifteen years, they developed The Phat Pasty Co, a ready-made business model that can be operated by franchisees working from home.



Speaking on the background to the company, Laura Clark, Phat Controller of The Phat Pasty Company said:

“Our whole family is passionate about good food, and above all, we wanted to be part of something fun, dynamic and exciting.

“The inspiration for the business came about after a trip to see family in Cornwall, the lifestyle is so fun and full of life that we wanted to encapsulate that in a company and take it to the public every morning. We’ve had some amazing feedback, and having people greet our van with smiles on their faces is a great rewarding start to every day. Our mission is to take our Phat brand to every town across the UK and make The Phat Pasty Co a household name”

**For more information on The Phat Pasty Company see web site [www.phatpasty.com](http://www.phatpasty.com) or call 01908 217 257.**

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