

Celebrations as business supported by Food Innovation Centre wins listing in major supermarket

The Food Innovation Centre team was delighted to see one of the businesses it has supported gain a supermarket listing after taking part in a prime-time television series.



Nottingham-based bakery Harrison & Griffiths pitched its rum cakes on Channel 4 programme *Aldi's Next Big Thing*.

Paulette Griffiths and Colin Harrison, who run the Caribbean-inspired bakery, were up against producers from around the country for the chance to get their products onto the shelves of supermarket giant Aldi.

The judges said they were 'blown away' by the Jamaican rum cake made by the couple.

Richard Worrall, who heads the Food Innovation Centre, said: "We're absolutely thrilled with the news that Harrison & Griffiths won the bakery episode of *Aldi's Next Big Thing* and that their rum cakes are now being stocked by Aldi. Their success is fully deserved. The rum cakes – and all their products - are absolutely delicious.

"Our role is to support the growth and development of food and drink SMEs in Nottinghamshire and Derbyshire, and this step marks a huge opportunity for Harrison & Griffiths. It's a real success story for the food and drink sector in the area, and we congratulate Paulette and Colin on their win. We're



proud to have been able to support them earlier on in their journey and before they decided to pitch for this opportunity.”

Launched in 2015 when Paulette and Colin joined forces to create the business, Harrison & Griffiths sells online via the company website and at food and drink fairs and events.

Having previously made everything in-house (literally), the couple worked with an Aldi supplier to scale up production from around 250 cakes a week to fulfil the lifechanging order of 30,000 cakes.

In the past, the Food Innovation Centre has supported Harrison & Griffiths with recipe analysis and formulation changes to extend shelf-life, as part of the services it offers to small and medium-sized food and drink enterprises in Nottinghamshire and Derbyshire. Senior Food Innovation Advisor Alice Jones is currently working with the company once again on an exciting project that Harrison & Griffiths hopes to launch in the future. Watch this space!