

PRESS RELEASE

Investment Continues at Lye Cross Farm

New from Lye Cross Farm - Grated Mature Cheddar in an impactful Flexcan design.

LYE CROSS FARM IS THE BRAND OF THE ALVIS FAMILY FARMERS & CHEESEMAKERS, BASED A FEW MILES FROM CHEDDAR IN SOMERSET. THE FAMILY BUSINESS EST 1952 HAS AGREED A LISTING IN OVER 400 SAINSBURY'S STORES FROM 17TH AUGUST.

The Alvis family farmers, with 2nd generation John Alvis as MD and 3rd generation Peter and Jonnie Alvis as fellow directors, continue to invest in their family business after nearly 60 years.

The most recent investments have included a c.£1m investment in a new dairy which will enable the increase of the Regilbury Farm herd from 450 cattle to 650 cattle and over £120k on a new grated packing machine. The

new packing machine will enable the supply of Flexican packaging which is smaller in width but stands up and creates an improved shelf presentation when compared to the traditional bag format.

As a result of this investment, and in addition to increases in private label business, the Alvis family are relaunching their Lye Cross Farm Grated product and have been successful in gaining a national listing in Sainsbury's in over 400 stores and regionally in Asda. With cheese made, matured and packed all on the same site, at Lye Cross Farm and all conventional milk from within 16 miles (much from their own herds) the Alvis family have a unique story.

The business has strong and stable Organic volumes but much of the recent growth coming from conventional non-organic product.



Alvis Bros Ltd, Lye Cross Farm, Redhill, Bristol BS40 5RH

www.lyecrossfarm.co.uk