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## **WAYNE WALKER QUALITY MEATS EXPANDS WITH HSBC SUPPORT**

- **New Bolton store creates up to 40 new jobs**
- **Company plans a further 10 North West outlets**

Stoke-on-Trent-based Wayne Walker Quality Meats has secured £835,000 funding from HSBC's North Staffordshire Commercial team to help finance the opening of its new store in Bolton, creating up to 40 new jobs in the town.

Wayne Walker, who started the business in 1993 as a mobile butcher and still operates a four-strong fleet of refrigerated trucks, has used the finance to acquire the former World of Fashion store at Bradshaw Gate, where the new Factory Shop has recently opened, following a refurbishment of the 874 sq m building.

The company currently operates from its flagship Wayne Walker Quality Meats store in Longport, Stoke-on-Trent, but believes the new premises will help propel turnover from £3.8 million in 2011 to over £8 million.

The commercial mortgage has been provided by HSBC's Cheshire and North Staffordshire Commercial Centre in a deal led by International Commercial Manager Nick Bradbury.

Wayne Walker said the company was looking to establish more stores across the North West and the Midlands in the coming years. He said: "We think the concept appeals to consumers for whom value for money is important and we see the potential for at least another 10 stores. We chose Bolton initially because we are already well known in that area through our refrigerated truck business presence in local markets and we have been pleased with the initial response to the new store."

He added: "The support of HSBC was important to this expansion. We have banked with the company since inception and they fully understand our business and the direction we want to go."

Tony Fulton, HSBC Area Commercial Director for North Staffordshire and Cheshire, said: “Anybody who lives in North Staffordshire will know Wayne Walker because of their retail presence and also their catchy adverts on the radio. This is a growing business that has spotted a gap in the marketplace and is taking advantage of that. It is great to see a local business, which has been an HSBC customer since it launched 20 years ago, doing so well in such a tough economic climate.”

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**For further information please contact:**

Michael Clarke,  
HSBC Commercial Bank Media Relations Manager  
Direct: 07920413672  
Email: [mike.j.clarke@hsbc.com](mailto:mike.j.clarke@hsbc.com)  
Twitter: [@HSBCUKBusiness](https://twitter.com/HSBCUKBusiness)

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