

20 January 2014

## TASTY HSBC DEAL FOR CADWALADER ICE CREAM

Cadwalader Ice Cream has expanded its network with the opening of a new café in Llanelli, the first of a number planned this year. The company plans to open a total of four new cafes during 2014, as well as upgrading existing sites, after securing a £750,000 finance package from HSBC.

The company is looking to open an additional two new cafes in Cardiff this year, as well as an outlet in Mumbles, Swansea, which will bring the total number of cafes in its network to 14 and will create 30 new permanent jobs. The Llanelli café is on the New Eastgate Leisure Quarter and employs six permanent staff, with additional seasonal staff employed during the summer months.

The finance package has been provided by HSBC's Wales Corporate Banking team via the Government backed Enterprise Finance Guarantee Scheme. Senior Corporate Banking Manager Mike Kear led the deal on behalf of the bank.

Cadwaladers, which prides itself its Welsh roots - sources its milk and food from Welsh suppliers, and purchases fair trade coffee and loose leaf teas, was formed in 1927 by David and Hannah Cadwalader in Criccieth. Cadwalader has been run by the current owners since 1984. The ingredients of its award-winning ice creams remain a closely guarded secret, although the company has focused on developing its coffee shop network in recent years to smooth out the seasonality of ice cream sales.

The company has repositioned its cafes to better compete against high street coffee shops and now offers a broader range of food and drink items, such as sandwiches, paninis, pastries and cakes, to complement its traditional ice cream offering.

Cadwalader Managing Director Diane Brierley said: "We are excited by what 2014 has in store and we are looking forward to bringing our award winning products to

new locations across Wales, together with refurbishing some of our other shops. Cadwalader has a long and proud history, offering something different from the standard cafes and coffee shops you get on the high street. We pride ourselves on our excellent customer service. HSBC has proved to be a willing and supportive banking partner and I look forward to working with Mike and his team going forward.”

HSBC Senior Corporate Banking Manager Mike Kear said: “We are pleased to have supported this business, which has a strong Welsh heritage and an excellent range of products with significant opportunities to expand throughout Wales.”

*Ends*

**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)

For the latest updates, visit the **UK Business Press Office social media newsroom:**  
<http://www.newsroom.business.hsbc.co.uk>

<http://twitter.com/HSBCUKBusiness>

**Notes to Editors:**

**The HSBC Group**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 6,600 offices in 80 countries and territories in Europe, the Asia-Pacific region, North and Latin America, and the Middle East and North Africa. With assets of US\$2,645bn at 30 June 2013, the HSBC Group is one of the world’s largest banking and financial services organisations.

**HSBC Commercial Banking**

For nearly 150 years we have been where the growth is, connecting customers to opportunities. Today, HSBC Commercial Banking serves businesses ranging from small enterprises to large multinationals in over 60 developed and faster-growing markets around the world. Whether it is working capital, trade finance or payments and cash management solutions, we provide the tools and expertise that businesses need to thrive. With a network covering three quarters of global commerce, we make HSBC the world’s leading international trade and business bank.

For more information see [www.hsbc.com/1/2/business-and-commercial](http://www.hsbc.com/1/2/business-and-commercial)