

28 April 2014

## **THE BURY BLACK PUDDING COMPANY COOKS UP TASTY EXPANSION PLANS**

The Bury Black Pudding Company is targeting significant expansion and taking on 20 new members of staff following a £1.4 million investment programme, backed by HSBC.

The company currently produces 35 tonnes of black pudding a week from its Bridgehall Lane premises in Bury, but will have capacity to double that following the investment programme, which has included leasing the two units next to its current base. It is in the process of converting these units and adding a mezzanine floor, which will more than double floor space from 10,000 sq ft to 25,000 sq ft.

It has also expanded its packaging and refrigerated storage capacity as part of the investment, which it believes will help double turnover to £6 million over the next two years, as well as acquiring new machinery which will broaden the range of products it can offer and sectors it can target. The business has taken on five new members of staff over the past year, bringing employees to 60, and plans to create a further 20 new roles over the next two to three years.

HSBC's Manchester Commercial Centre has supported the project with a £460,000 funding package, in a deal led on behalf of the bank by Senior Commercial Manager Jack Gorin. The company is a longstanding customer, banking with HSBC since inception, and the funding has come from the bank's new £200 million fund to help Greater Manchester SMEs.

The Bury Black Pudding Company was founded in 2002 by Debbie Pierce and Richard Morris, who initially sold black puddings derived from Richard's father's recipe on a Bury market stall. The pair spotted the opportunity to develop a branded product and started selling the products online.

It now generates 80% of its £3 million turnover from the UK's major supermarkets, including Tesco, Sainsbury, Waitrose, Asda, Morrisons, The Co-operative and Iceland, and is targeting growth in the food service market, as well as overseas. The company is planning to launch its products into Spain, the US and Hong Kong as part of a new export strategy, targeting not only the UK ex-pat communities, but also local taste buds.

Managing Director Debbie Pierce said: "The investment will drive the expansion of the business. Not only will we be able to produce more product, it means we can develop new product lines, such as gluten free and chilli flavour, we can also produce different pack sizes, as well as frozen products, which will open up more opportunities in the food service sector."

She added: "We are particularly excited about the overseas opportunities. We know that black pudding is popular with ex-pats but we are also confident that it will appeal to local palates. We have received enquiries from overseas for a number of years but have been unable to produce enough black pudding to satisfy demand. This investment will change that."

HSBC Manchester Area Commercial Director Jason Trigg said: "Black pudding is something you traditionally associate with the UK, but we have seen a number of British food and drink brands successfully launch into overseas markets and I'm sure the Bury Black Pudding Company will do the same. We are pleased to have supported the investment and look forward to continuing our strong relationship with the business."

*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 6,300 offices in 75 countries and territories in Europe, Hong Kong, Rest of Asia-Pacific, North and Latin America, and the Middle East and North Africa. With assets of US\$2,671bn at 31 December 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)