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Charlie Bigham's to sponsor Wells Food Festival 2020

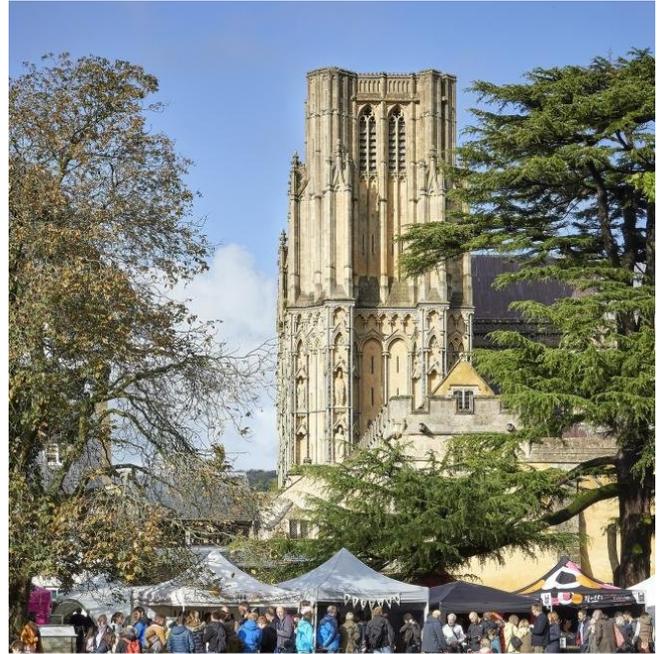
Premium food brand, [Charlie Bigham's](#), is proud to announce its headline sponsorship of Wells Food Festival, named by [The Daily Telegraph](#) as one of the world's best autumn food festivals.

More than 200 local producers and street food sellers are due to take over Wells on 11th October, showcasing Somerset's finest food and drink and cementing the South West's reputation as a leading foodie hotspot.

As a result of the Covid-19 pandemic, the event's organisers and Bigham's are monitoring government announcements on large gatherings, to decide 2020's festival format and experience – for exhibitors and visitors.

Wells Food Festival is a key calendar date for the county's numerous independent and artisan food businesses, many of whom have been badly affected by the economic fallout of Covid-19.

Wells-based Bigham's will use its headline role to increase awareness of these makers and drive much-needed sales during autumn 2020, rising above current and future lockdown obstacles.



PICTURES: JOHN LAW

Founder Charlie Bigham said:

“As many food businesses find themselves in truly unprecedented circumstances, we want to help make Wells Food Festival 2020 one of the most memorable in the festival’s history. Wells Food Festival celebrates the very best of Somerset food and drink and we are delighted to be part of it.”

Jon Abbott, chair of the festival organising committee, added:

“Having Charlie Bigham’s as our headline sponsor is really exciting and offers us a great opportunity to develop our ideas far more than would have been possible previously. Charlie’s and the Wells Food Festival’s ethos of promoting local artisan producers and products are a great match. We are fortunate that we have until August before making a decision on whether we are able to run a physical festival in October. In the meantime, we are developing alternative solutions to ensure Wells Food Festival goes ahead, so we can aid and support our outstanding producers in these strange, unsettling times.”

www.wellsfoodfestival.co.uk

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About Charlie Bigham's

Inspired by his travels and love of cooking, Charlie Bigham set up shop back in 1996 with the sole aim of creating really delicious dishes for foodies – putting in all the care and attention that you would if you were to cook them yourself. Using top quality ingredients, his goal was to help people steal back some quality time by doing all the dinner prep for them. Charlie Bigham's selection of dishes now has over 60 delicious meals, made and sold exclusively in the UK, including bestsellers such as Chicken Tikka Masala, Lasagne and Fish Pie.

So far in 2020, Charlie Bigham's has launched its first range of sweet ready-to-bake dishes – Proper Puds – and been named by [YouGov](#) as the UK food and drink brand most recommended by its customers

About Wells Food Festival

Wells Food Festival celebrates Somerset's rich farming and artisan food and drink producers as an annual food event, now in its eighth year. Held in England's smallest city, around 15,000 visitors are predicted to enjoy the free one-day event, spanning the medieval Market Place, the Palace Green and Moat and the Recreation Ground of Wells. Attendees have the chance to explore the artisan market; street food; the Discovery Zone; and the Children's Zone. They can visit talks and demonstrations and a photographic exhibition/competition and follow a children's trail. Run by volunteers, Wells Food Festival is a Community Interest Company, a limited company set up for the benefit of the local community. The 2020 festival will take place on Sunday, 11th October, 10.30am – 4.30pm.

ABOUT HIGHLIGHT PR

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