

## Bigham's on-pack promotion celebrates kitchen table businesses

Charlie Bigham's, the UK's most recommended food and drink brand, has unveiled a new on-pack promotion, on a million of its dishes, to celebrate its sponsorship of this year's Wells Food Festival. Charlie Bigham's has partnered with the Wells Food Festival to help support small producers who have experienced a challenging year, with the launch of the country's largest online artisan producer market.



The promotion, to win one of 50 hampers packed with specially selected artisan produce, is running across one million packs of Bigham's three bestselling dishes – Lasagne, Fish Pie and Chicken Tikka Masala – until 9 October. Hamper contents have been sourced from festival exhibitors from across the South of England.

To enhance on-shelf visibility, Bigham's long-standing illustrator, Emily Sutton, has created limited edition sleeves for each dish, adding the colourful tents found at food festivals to the background. The on-pack campaign has been created by agency Big Fish.

As the festival's headline sponsor, Bigham's has worked closely with event organisers on a whole new 2020 experience for producers and visitors. A physical show is now postponed, but a pioneering virtual **Wells Food Festival with Charlie Bigham's**, on 10 & 11 October, will boast over 150 artisan exhibitors to buy direct from, live cookery masterclasses with Charlie, national food stars from the South, plus arts and crafts workshops to sign up to.

# Wells Food Festival

with Charlie Bigham's

Charlie Bigham's is committed to supporting emerging food producers, with whom it shares its kitchen table roots, and is partnering with the Wells Food Festival to help this new generation of food artisans and start-ups recover from Covid-19's challenges and thrive.

*"2020 has been an unprecedented year for businesses, big and small. Bigham's is delighted to support the grassroots food community with this eye-catching promotion, while increasing awareness of the upcoming festival weekend"*

— Charlie Bigham

[wellsfoodfestival.bighams.com](http://wellsfoodfestival.bighams.com)

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**Notes to editors:**

- On-pack promotion will appear on Bigham's for two and for one dish formats

· No purchase necessary to enter, visit [wellsfoodfestival.bighams.com](https://wellsfoodfestival.bighams.com) for further information

### **About Charlie Bigham's**

Inspired by his travels and love of cooking, Charlie Bigham started making meals for local delis, 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.

In 2017, the brand expanded into Somerset with a purpose-built food production campus in Dulcote, built into a disused quarry and named Quarry Kitchen. Charlie Bigham's employs more than 300 people in the Somerset area and actively contributes to a number of local initiatives, including the Wells Food Festival, Wells Carnival, Cheddar Valley Food Bank and Mid-Somerset Show. So far in 2020,

Charlie Bigham's has launched its first range of sweet ready-to-bake dishes – Proper Puds, been named by YouGov as the UK food and drink brand most recommended by its customers, and been shortlisted for Brand of the Year at The Grocer's 2020 awards.

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