



Embodiment with Relish



COMPANY PROFILE

Hawkshead Relish was founded in 1999 when Mark and Maria Whitehead started making relishes, pickles and preserves for their busy Lakeland café using locally sourced ingredients and traditional recipes.



Founders Mark & Maria Whitehead MBE

The emphasis was firmly based on great quality ingredients, using freshly roasted spices and developing combinations that really work, giving layers of flavour to enhance the dishes that they are served alongside. Key to this was the fact that they are all natural, no artificial flavourings, colours or additives, and they are all both gluten and nut free, and most are also vegan.



Hawkshead Relish Production Barn - Esthwaite

The business was growing quickly, however when Foot & Mouth disease struck the region in 2001 the family found that their café business suffered dramatically as the visitor numbers dropped significantly. Being ever resourceful the couple embarked on building the Relish business up, with assistance from the bank and local grants they moved into a 16thC redundant agricultural barn on the edge of Esthwaite, close to Hawkshead village and began wholesaling their product range.

All the products remain handmade, using the traditional open pans, and now covers over 100 products from jams and marmalades, to sauces, pickles and of course chutneys.



The bestseller for many years has been the Westmorland Chutney a Farmhouse style Pickle which was also the first one ever made, using inspiration of the dried fruits, demerara sugar and spices

being shipped into the towns and villages such as Hawkshead in the medieval woollen trading days.



In 2017 however, they launched the world's first Black Garlic Ketchup and this has now taken the coveted top slot. The garlic is cooked long and slow over 45 days when it becomes black, caramelised and sweet, lending itself to a ketchup. It has won many awards including a "World Food Innovation Award" Mark has gone on to create a smoky version and a spicy Black Garlic Pickle to add to the range.

The business no longer has the café in Hawkshead, this is now a RELISH shop which is run by the couple's eldest daughter Abbie, whilst their younger daughter looks after the social media and marketing in the offices.

The 25 strong workforce are all local, many are long standing friends and wider family. The emphasis of the business is very much about the community and being a family business is very much its beating heart.



Hawkshead Relish Shop



Hawkshead Relish Staff

Mark develops all the recipes, blending spices and herbs to bring out the flavour of each and every ingredient, Maria looks after the office, sales and marketing, the couple were awarded joint MBE's in the Queen's Birthday honours list in 2011 for their services to the food industry in Cumbria.

HAWKSHEAD Relish COMPANY

20 YEARS

1999 - 2019

2019 was the company's 20th anniversary, they received a royal visit by HRH The Prince of Wales who toured the production facility, meeting all the staff and tasting a few products, he especially enjoyed the Bloody Mary Ketchup, Mark's latest addition to the sauce range.



H.R.H meeting the Whitehead Family



H.R.H learning about the range



H.R.H having a go at depositing chutney



H.R.H unveiling our 20th Anniversary Plaque

They have over 60 Great Taste Awards across the range, export to over 15 countries worldwide, and have around 500 independent stockists. Full S.A.L.S.A accreditation is adhered to ensuring that all Health and Safety requirements are assured.



SALSA
Safe and Local Supplier Approval

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HAWKSHEAD
Relish
COMPANY

Embellish
WITH RELISH

2019 saw the launch of 'Embellish with Relish' cookbook, written by owner, Maria Whitehead. Embellish with Relish is a cookbook from the heart and home using kitchen staples crafted by Hawkshead Relish.

Bringing together simple but satisfying meals packed full of flavour Embellish With Relish, includes family favourites, tried and tested classics, inventive creations and a selection of contemporary dishes with a twist so there is something for everyone.



Embellish

W I T H R E L I S H

The cookbook features over 150 dishes that draw on familiar and exciting flavours from around the world to liven up meal times at the family table - inspired by Mark and Marias travels around the world, as well as their family dinner table.

