

The Princecroft Willis Award for Best New Business

Rosie Lea Bakery

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Rosie Lea is a bakery and catering business focusing on providing quality catering/baked goods produced with local ingredients.

The company ethos is that the carbon footprint should be as low as possible without compromising on taste, quality or service. More recently the menu has been expanded to meet the growing needs of the 'free from' population and has seen the development of gluten free, sugar free and dairy free bakes. The company was awarded New Forest Marque status in September this year in recognition of their support of local produce.



In late November, the business will open its first tea room based in the heart of the forest offering good quality local fare with a menu that offers a wide choice for those who suffer from food allergies. The tea house will focus on good quality teas and locally produced food, all with a feel of yesteryear with everything being served on a collection of vintage china, recycled and sourced locally.



Another development for the business is the creation of bespoke 'made to order' hampers, all made from compostable materials. This includes a full afternoon tea experience in a picnic box to be enjoyed whilst out and about in the forest. These proved to be a great success at this years New Forest Show and subsequently have gone on to provide for birthday teas, picnics and weddings. The

next step is to have these available for walkers and campers to pre-order and pick up from the new premises in Brockenhurst. Discussions are already underway with a number of accommodation providers with a view to making these available for their guests.

