

The Sandy Balls Award for Best Use of Local Resources

Fresh and Fabulous

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Fresh and Fabulous is an artisan food business based in Hythe.

The focus on 'local' is very much at the heart of the company. Accredited under the New Forest Marque scheme in October 2007, Renate looks to source local produce at every opportunity across her wide range of products. For example, the apple tart is 59% local produce, the leek and potato gratin 80% and courgette cake 82%.



Organic ingredients are selected depending on the organic certification and proven sustainability. Only natural ingredients are selected with no artificial additives or preservatives included in any products. The business looks to use seasonal products at every opportunity and thus offers different menu choices depending on the time of year.



Packaging is minimal and where possible is environmentally friendly and/or biodegradable (corn based).

Products are sold locally and make use of distribution networks including farm shops and farmers' markets. The focus on 'local' ensures that the environmental impact of the business is minimal. Buying and selling locally keep transportation costs low.

Fresh and Fabulous are looking to continue their healthy company growth by looking at offering lunches to local offices and the corporate sector. Renate is also looking at staging cooking demonstrations in farm shops to promote both her own products but also the message of sourcing locally.

