

# The New Forest Enterprise Centre Award for Best New Business



## Forest Whole Foods Ltd.

Business Contact: Josie and Kingsley Bickle



Forest Whole Foods is an ethical, online shop specialising in quality organic whole food. Their vision is to make organic food affordable so even those on smaller budgets can avoid the pesticides used in conventional farming methods. In keeping with their ethical values their packaging is also fully recyclable.

From their first sale back in February 2016 Forest Whole Foods has moved from strength to strength however being a small family start-up they each have to take on several roles in order to make the business run smoothly. Kingsley Bickle is the director of operations overseeing the daily running of the business, making orders, negotiating with suppliers, researching new products and tracking business progress and strategy. Meanwhile Josie Bickle focuses on website content, social media, marketing and networking.

Their online presence is strong as they trade on ebay, amazon and on their website, and are able to fulfil these orders from their Hordle depot. However they also see the need to be able to meet and interact with their customers face to face so also offer a pick up service as well as selling their products in their local Spa. Their success in the market has been largely be down to understanding their competitors and accordingly pricing their products at a highly competitive price. They are currently looking for a new purpose built premises in the New Forest.

Amongst the staff that Forest Whole Foods employ is a student from Southampton University who studied a Digital Marketing course. They are keen to involve the student in their own digital marketing especially as they would like to encourage more of their customers to the website.

[www.forestwholefoods.co.uk/](http://www.forestwholefoods.co.uk/)

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