

The New Forest Enterprise Centre Award for Best New Business



The Sett

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The Sett in Brockenhurst found a gap in the wine and cheese market which encouraged their new business. They wanted a contemporary feel and modern vibe to the venue and wanted to help their customers to understand more about the food and drink they were enjoying. In order to do this the business teaches their staff members about the food they are offering to the customer so that they in turn can pass on this knowledge to the customer.

Although there is competition in this sector in Brockenhurst The Sett try to build relationships with them all by communicating. They have had various conversations with local businesses as part of their research when setting the business up and these conversations continue to support them now.

The business has received a huge amount of support from the locals and as a result are finding the size of venue a little restricting but are looking at ways they can create more space.

One of their plans for the future of the business is to incorporate a deli counter into the venue where they would be able to showcase their cheeses. They are also hoping to be able to employ full time staff and want the venue to become more of a community hub. They are also hoping to hold more events in the future such as tasting events and lectures about the food and produce they are selling.



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New Forest
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