

NFBP Brilliance in Business Awards 2019

The 49 Award
for Entrepreneurship

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Adie Callaghan (Appetite for Adventure/New Forest Hamper Company)



Having worked in the corporate environment for a number of years, Adie has established two food related businesses in the New Forest. Appetite for Adventure offers outside and event catering for charity events, festivals and private dining whereas The New Forest Hamper Company brings together artisans from the New Forest, Hampshire and Dorset.

Appetite for Adventure has found a niche in providing premium outdoor catering in locations which are often remote and difficult to access, particularly in support of charity events. This includes catering on a Sicilian beach for clients who have just swum the Straights of Messina, a layby en-route to Zurich and Sport Relief Challenges for various celebrities.

Since launching in 2009, the business has grown to employ over 35 seasonal staff during the peak season. Profit margins have continued to grow against a wider climate where market conditions in the hospitality industry and under pressure.

Although much of the Appetite for Adventure work takes the business overseas, there remains a core element of the business which is local. They supports events, weddings and celebrations locally with local clients including the New Forest Show and Walhampton School.

The Hamper business has shown similar growth with well over 1000 hampers packed in a little over two years trading.

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