

NFBP Brilliance in Business Awards 2019

The New Forest Marque Award
For Food and Drink



New Forest Hamper Company

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The New Forest Hamper Company produce bespoke hampers containing 100% local produce from the New Forest and surrounding area. Each hamper is conceived from clients' wishes based upon their available budget. The hampers are then created and put together on site using locally sourced, sustainable packaging.

The business recently introduced visual maps. These maps show the hamper contents in picture format and where the producers and suppliers are located across the New Forest and surrounding area. It is important the recipients understand and appreciate the origin and artisanship embraced in creating the gift.

Although originally conceived as a Christmas product to bridge the winter gap in the Appetite for Adventure business, it has shown growth figures significantly above forecast. As the profile of the business has increased, producers are now coming to the hamper business with around 25 suppliers and 150 products available to customers. The business is now looking to introduce welcome hampers to selected accommodation providers in the forest.

The message of sourcing locally is heavily promoted in the package delivered and through marketing campaigns with #supportlocal used across all social media platforms. The logo 'Every Purchase Supports a Local Producer' is used prominently in all packaging and on the company website.

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New Forest
Business Partnership

