

FOOD *and* TRAVEL

THIS MONTH'S
WINNER

deli of the month

**THE
WOODBRIDGE
FINE FOOD
COMPANY
SUFFOLK**

Food and Travel continues to highlight the best independent food retailers in the UK. This month we focus on The Woodbridge Fine Food Company in Suffolk

FINE FARE



When we rang Patrick Hockley, co-owner of The Woodbridge Fine Food Company, he was knee-deep in pastry and game, preparing pies and a homemade pheasant pâté laced with late-bottled vintage port. Early every morning he can be discovered in the deli's kitchen with chef Robin Brown, creating products not only for the deli but also dishes for his Waterfront Café (also in Woodbridge). The ovens are working continually making the deli's popular hand-raised pies: local game, pork and stilton, chicken and ham, traditional pork, and the family favourite – the Desperate Dan steak pie. Patrick gives us a rundown of his business.

I opened the deli with my partner Tish Goodwin seven years ago. Originally we ran a fish and organic/free-range wholesalers in Aldeburgh. We added a retail shop, but ran into planning problems, so moved inland to the market town of Woodbridge. Our range is 90 per cent fresh, so our products have to be the best we can find. We spend our time constantly researching, and this recently took us to Cortona in Tuscany, to a small artisan supplier of cured pork.

Much of our produce is from Suffolk: ham, duck, chickens, cheeses, bacon, honey, eggs, smoked fish, eel, kippers, haddock, salmon and prawns. In season, we have local supplies of wild sea bass, lobster, crab, game and asparagus, and when the asparagus ends we collect samphire from the river shore. We also have unusual seasonal products such as champagne rhubarb, fenland dirty celery, cobnuts, mulberries, quinces, medlars, blueberries and golden raspberries.

In association with Olives Et Al



We have eight large organic raised beds, which supply salad and vegetables, fresh lemon grass, chillies and herbs.

We make as many of our products as possible, including pâtés, pesto, chilli jams, soups, terrines, pies, quiches, sweet tarts, sausages, fishcakes, burgers, and anything our customers request. The deli was so successful that we branched out with a tea room in a 300-year-old listed granary overlooking the River Deben and the famous Tide Mill. The Waterfront Café serves food all day, from our own smoked salmon to fresh dressed crab and lobster, local rare breed meats and organic salads grown by Tish.

We run a mobile deli that we take to game and country fairs in summer. We also offer private dining at customers' homes, outside catering, hampers and picnics. We are also about to launch online shopping via our website.

THE WOODBRIDGE FINE FOOD COMPANY,
2a New Street, Woodbridge, Suffolk. Tel: 01394 610000;
woodbridgefinefoodcompany.co.uk/

VOTE FOR YOUR DELI OF THE MONTH

Do you know of another fabulous delicatessen worthy of this award? Email its address and telephone number, and your own contact details to: delis@foodandtravel.com, or send them on a postcard to *Food and Travel* Magazine, 4 Ingate Place, Queenstown Road, London SW8 3NS. You could win a special gift pack of delicious Olives Et Al olives.