

spotlight on wiltshire farm foods

The franchise sector is particularly competitive with many companies vying to sign up a limited pool of professional talents. As one of the UK's fastest-growing food brands, Wiltshire Farm Foods required a new brochure aimed at attracting quality entrepreneurs to the company.

The challenge

Wiltshire Farm Foods is one of the UK's leading franchises. Established in 1992, the company has a dedicated national network of over sixty franchises and more than 200,000 customers. It is also part of *apetito*: a global organisation with over 6,000 staff and a reputation for quality frozen meals and innovative catering solutions.

With sales growing yearly at rates exceeding 20%, Wiltshire Farm Foods wanted to enhance its customer offering by encouraging high-calibre business people to join as franchisees. While the company already had a franchise brochure, Wiltshire Farm Foods' marketing team called on Characters to bring the copy and structure to life.

The solution

- New sixteen-page franchise brochure consistent with a revised inspirational tone of voice.
- Conducted telephone interviews with company directors and franchisees for content information and quotes.
- Researched, written and produced within short timescales ready for conference.



characters
copywriting for business

our meals, your passion, the perfect combination.

Franchise opportunities with Wiltshire Farm Foods



"Wiltshire Farm Foods really do care about their customers."
- Mr. H. Williams

Wiltshire Farm Foods Franchise brochure



there's no better match
the Wiltshire Farm Foods franchise

Every once in a while, opportunities arise that are simply too good to miss. When they do, it pays to grasp them with both hands. Now that moment has arrived with a rare and exclusive chance to join one of the UK's leading franchises.

As a Wiltshire Farm Foods franchisee, you will take part in a business that promises rapid growth, exceptional customer care and proven profitability. However, the search is on more than just financial wellbeing with Wiltshire Farm Foods will offer you to fulfil your personal goals, and your customer service goals to work, and bring your business across to the table.

Naturally, when selecting a franchise, you need to know the company that the range, products and support necessary to offer lasting success. This is why we believe that Wiltshire Farm Foods. Established in 1992, we are the industry's longest Franchisee made business today. We offer a dedicated national network of our own franchisees and more than 200,000 customers. Sales have grown yearly at 40% exceeding 20%.

What's more, we are backed by the strength of a global organisation with over £200 million in sales. This success is a result of its quality focus, which is evident in every product. During its Queen's Award for Innovation in 2009, our packaging innovation has also established an unrivalled professional history, laboratory and product development centre management systems and strong facilities and a national distribution team. The result? A franchise with the products, services and support you require to achieve your business objectives.

Selecting a franchise with Wiltshire Farm Foods was the best thing we ever did. From day one, the money started coming in and we've been so profitable since. At every day, Wiltshire Farm Foods, supports our new franchisees from support, assistance with their enthusiasm and support for those considering selling a franchise. There's simply no better place to be.

Jim Beaman,
Wiltshire Farm Foods Franchisee

At every page of this brochure, you will discover many more compelling reasons why there has never been a better time to be a franchisee with Wiltshire Farm Foods. From a multi-million pound of sales to the extensive range of financial support, franchisees are at the place. And the rewards are there for the taking.



"Selecting a franchise with Wiltshire Farm Foods was the best thing we ever did. From day one, the money started coming in and we've been so profitable since."

Jim & Chris Beaman,
Wiltshire Farm Foods Franchisees

