



Wilfred Emmanuel-Jones
The Black Farmer
Finalist in National Business Awards

Wilfred Emmanuel-Jones, better known as The Black Farmer and Conservative Candidate for Chippenham in Wiltshire, has been shortlisted as a finalist in the National Business Awards.

Pioneering, no-nonsense black food entrepreneur, Wilfred is on a mission to create Britain's number one chilled meat brand. Three years ago he stormed onto the food scene and thanks to his maverick approach to business, Wilfred has taken his start up sausage business from nought to a 2007 brand value of over £5m in just three years. The Black Farmer® brand has a stable of award winning products in the chilled meat sector including sausages, bacon, chicken, bbq and cooked meats as well as a range of table top sauces.

In launching The Black Farmer® brand Wilfred's objective is to show that mainstream consumers do want a choice – not just the supermarket own label products that dominate the categories he has targeted.

“It takes a very determined person to succeed in the food industry. The road to success is fraught with pitfalls, particularly if your chosen route involves the major supermarkets, as mine does. Not only does it require persistence to achieve those much-prized listings, maintain them and growth them, but when it comes to getting finance to support business growth, relationships with these major customers can scare off potential investors,” comments Emmanuel-Jones.

The National Business Awards winners will be announced at the Grosvenor House Hotel,
Park Lane, London on Tuesday 13th November 2007.

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