



MEET THE PRODUCER:

WONDERCHUP

the new British condiment brand

CONCERNED ABOUT THE UNHEALTHY INGREDIENTS IN TOMATO KETCHUP, GOUDHURST-BASED WONDERCHUP IS THE NEW NO ADDED SUGAR OR SALT FAMILY STAPLE THAT EVERYONE CAN TRUST. SUPERCHARGED WITH VITAMINS, WONDERCHUP, IN ITS REFILLABLE GLASS BOTTLES WITH NEON BRIGHT LABELS, IS READY TO PROVE THAT HEALTHY CAN ALSO MEAN DELICIOUS.



We caught up with Elise, director of Wonderchup:

Let's try and put 2020 behind us – what are your plans for 2021?

We have lots of exciting plans for 2021. We have 7 new products to bring to market, are talking to new multiples and wholesalers about Wonderchup, and are also planning to try and launch our eco sachet. Whilst 2020 interrupted many businesses, ours included, we have lots to celebrate and we will keep moving forwards. We hope to continue to grow our overseas markets and also to support hospitality again, as soon as everyone is able. We will also be continuing our sugar-free challenges, to support awareness, and we really enjoy helping people re-awaken their taste buds!

What is the best thing to have come out of 2020 for you?

We have been listed in some amazing shops and have had some brilliant customer feedback. We have also developed several new partnerships this year. We are really proud to have worked with the Chapel Down group at Curious Brewery in Ashford and have started working with the fabulous Macknade in Faversham and in Elwick Place, Ashford. We were over the moon to get our first listing in a national supermarket in October. We feel very aligned with Waitrose and John Lewis' quality and ethical values, so to be listed in selected stores in the South East, including the Isle of Wight, Lewes, Oxford Street Food Hall, Bluewater, and lovely Tenterden, was

undoubtedly one of the most positive things to happen this year to Wonderchup. We really care about people's health and it is evident from the people we collaborate with that they feel the same too.

Customers have been fantastic at supporting local in 2020. Why is it important that they keep it up?

It's crucial that customers continue to support the local economy. 'Produced in Kent' has been a fantastic champion of local businesses exemplifying the benefits of supporting such causes, creating jobs locally and enabling us to be able to eat more seasonal food; this practise, if expanded, helps benefit the planet. Helping local businesses means you eat better food, you support your neighbours and you are supporting your local economy and the environment for generations to come. It might seem at first to be a simple exchange of economics but it's really much more than that.

Why is buying local better for the environment?

In simple terms, buying locally keeps food miles down and therefore supports businesses with smaller carbon footprints than their bigger counterparts, which cumulatively must be a good thing. Fresh locally grown food has been proven to be better for consumers' health too. Wonderchup is very much about real food, uncomplicated natural ingredients and also working with real time logistics to reduce food waste as much as possible. We believe this is

key to everyone's future and it's part of our foundation. Less pollution from over-farmed foods which create food mountains is a key part of cracking the sustainability enigma. We have the potential to be a fairly self-sufficient nation if we try, so it makes sense to localise where we can for the sake of our children and our planet.

Come on – give us a pitch: what makes your product so special?

Ooooooh.... okay! Wonderchup is an award-winning, and the world's first, NO ADDED SUGAR OR SALT Ketchup. We added 30% RI Vitamins B6, B9, B12, D3 + E to every dollop. We care about every detail, we watch food miles and care for bumble bees. We made a ketchup that suits everyone with no allergens and it's totally delicious too! We rebuilt ketchup the way we thought it should be made now. We think its future proof. We think that good food is the key to good lifelong health. We love our family and friends and we know you love yours too. It was simple. Organic tomatoes, delicious vegetables, a ketchup but also a really versatile product – no corners cut. It's about what we put in, not what we take out!



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www.wonderchup.com