



FWP Matthews: Oxfordshire flour on the county's school menus and in Waitrose



Cotswold flour millers FWP Matthews at Shipton under Wychwood, Oxfordshire have been milling flour since 1912. Constantly meeting the changing demands of customers, the mill now offers organic and speciality English and continental flours to wholesale and home baking markets.

BBO Food Group organised a trade event at Oxfordshire County Council to introduce local food businesses to the council's procurement team. As a result FWP Matthews flours are now used to bake pies and cakes for school meals.

Les Redhead, Food With Thought Regional Operations Manager said: "We want to source the most sustainable produce for our menus in schools and at the Common Hall Café in County Hall.

"As a result of this event we visited producers to talk to them about the feasibility of using their products in school meals and at the Café. We now buy FWP Matthews products through our contract with Foxbury Farm in west Oxfordshire."

Membership of BBO Food Group ensured that FWP Matthews was among the first local producers to be introduced to Waitrose supermarket, which now stocks a range of FWP Matthews speciality flours, "(Cotswold Eight Grain and Cotswold Organic Crunch) in six stores within 30 miles of the mill: Wantage, Witney, Cirencester, Oxford and Cheltenham".

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FWP Matthews at Meet the Buyer Event.



FWP Matthews products.



Bread.



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Promoting the production and consumption of local food