



Northamptonshire

The central location for the
food and drink industry

Northamptonshire
let yourself **grow**.com





"The Weetabix Food Company has been making breakfast cereals in the heart of the Northamptonshire countryside since 1932. Our fantastic location means we source many of our ingredients from local farmers. We regard ourselves as a part of the local community and work together supporting many local projects, schools and charities."

Tony Corp – Marketing Controller
Weetabix Food Company.



Key challenges for the food and drink industry

The food and drink industry is one of the most dynamic manufacturing sectors in the UK and is worth £70bn. Your future within it depends on how you respond to the key challenges facing the industry.

Growth

The dominance of retailers exerts increased pressure on margins making it ever more important to improve cost efficiencies and access the right skills.

Accessibility

A smart location is key to accessing retailers and Regional Distribution Centres for fresh products, to limit spiralling transport costs and to exploit established distribution networks.

Innovation

The industry is becoming increasingly competitive. Successful companies are those that can diversify, innovate and address the key growth areas of convenience and health whilst staying ahead of regulatory issues.

Addressing all three challenges is key to your profitability.

Northamptonshire is the location that can successfully address growth, accessibility and innovation.



"Carlsberg UK is very proud of its company history, with its Brewery based in Northampton being one of 92 local production sites in over 50 countries around the world. The Northampton site is the HQ for all UK operations and has been a significant part of the growing landscape in Northampton for over 30 years. Our phenomenal success over the last 10 years has seen Carlsberg UK's Northampton base double in size with the construction of its National Distribution Centre just off the M1. This clearly demonstrates one of the key benefits of Northampton as a location, with its fantastic access to all points of the UK."

Gareth Roberts – Head of Sponsorship & Media Relations
Carlsberg UK.



This central location makes Northamptonshire the perfect recipe for success

Northamptonshire's location is its benefit. It provides access to local, national and international suppliers and customers.

- **95% of the population within 4.5 hours drive-time**, Northamptonshire is the optimum location from which to serve UK customers.
- **Northamptonshire is at the heart of "The Golden Triangle"** of UK national logistics and regional distribution centres used by companies such as Tesco, Coca Cola Enterprises Ltd, Morrison and other major retailers.
- **Northamptonshire is a short drive from both Birmingham and London** and is located midway between the two Northern (Morrison's, Asda - Walmart) and the two Southern Retailer (Tesco, Sainsbury's) buying offices.
- **Northamptonshire is also strategically located to provide easy access to the European food distribution network.** Fast and direct road and rail links to primary UK ports and equally easy connections to leading UK freight and passenger airports.
- **Northamptonshire is home to a dense concentration of specialised food and drink packaging and distribution companies** employing the latest in smart packaging technologies and RFID. The joined up nature of the food and distribution industry leads to essential advances in traceability requirements.



"Alpro is the market leader in the UK dairy free category and manufactures a large range of dairy alternatives to milk, yogurts, desserts and cream. We built our state of the art factory in Burton Latimer, Northamptonshire back in 2000 - we now employ over 100 people and the business enjoys a turnover of £60m. As a company we are committed to Sustainable Development and our reasons to build the site in Northamptonshire enabled us to respect our belief in the triple bottom line of People, Planet and Profit. The area offered us an abundance of good quality local labour, close proximity to farmers who could use our protein rich by-product for animal feed & finally easy access for the delivery 'in' of raw materials and delivery 'out' of finished product to our main customers"

John Allaway – Commercial Director
Alpro UK.



Northamptonshire offers the right ingredients for growth

You'll be in good company with some of the world's strongest brands operating from Northamptonshire. Companies like Granovita have chosen the county as their UK headquarters, local businesses such as Weetabix have grown to become world beaters and greenfield investors such as Alpro are achieving rapid growth.

- Northamptonshire will add to your bottom line. Its highly competitive cost advantages offer a strategic choice for relocations and consolidation of operations. **Prime industrial rents are between 30-45% less than London and the South East** and there is room for growth with flexible accommodation and greenfield sites available.
- **Industry wage rates are between 10-25% less than neighbouring counties and the South East.** Northamptonshire's workforce has a knowledgeable manufacturing tradition with a strong food and drink heritage.
- **Local colleges have expertise in providing specific food technology training courses,** vocational skills; business and enterprise training as well as managerial and executive level business courses.
- In contrast to recruitment issues faced by much of UK food and drink manufacturing, Northamptonshire has been designated a strategic growth area by the government. **Over the next 30 years 167,000 new homes will be built in the county bringing a plentiful workforce** and an opportunity to be a part of a huge economic growth story.
- To support the 150 food and drink manufacturers in the county there are specialist lawyers, bankers and accountants to provide a clear steer for future growth. **Invest Northamptonshire has industry experts on hand to help put you in touch with the right people,** find potential premises and guide you through any expansion or relocation process.

For a tasty business opportunity call us now to find out more on 01604 609393 or visit www.investnorthamptonshire.co.uk

Get a taste of Northamptonshire

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