



## Leatham's Larder Plc – The Merchant Gourmet Creating a branded asset

### Background

Leatham's Larder Plc is a successful distributor of fine and artisan foods. In the UK, the gourmet food market enjoyed significant growth and was attracting huge consumer interest.

### Business opportunity

To create a brand that exploited the company's experience and knowledge of artisan foods, added value to the company and made stocking and distribution more attractive for multiple food retailers.

### Strategy

To create a cohesive branded range and identity, while protecting the integrity and authenticity of the individual products.

To build credibility by word of mouth reference and PR to augment subsequent low level advertising.

### Results

The Merchant Gourmet achieved and retains distribution in Tesco, Waitrose and Sainsbury. Business turnover exceeds £25m. The company enjoys a high profile in PR driven by Mark Leatham who continues to be a leading pundit on fine food.



ideas that work across media and time...

Harvey ♦ Fuchs & Partners Limited. Tel 01189 304 300 email [chris@harveyfuchs.com](mailto:chris@harveyfuchs.com)