

Yeast works magic in firm's rise to success

THE rise and rise of the Meldreth firm of C. Holland and Sons can be closely identified with the first product it supplied—yeast.

Now it is just one of more than 2,700 lines which it supplies to hundreds of small bakers, hotels, restaurants and caterers throughout six counties in eastern England and the East Midlands.

But it is still a mainstay of what remains a friendly business which treasures many of the ideals of its founder, Mrs Catherine Holland.

As a family business, it has made a point of dealing with similar small independent concerns specialising in providing traditional breads and cakes.

Bright future

"Many small village bakers have been loyal to us down the years and we have made an effort to repay that loyalty by sticking by them through thick and thin," he said.

"A lot of bakers work extremely long hours, often just because they like the job. They have a terrific sense of humour and it's good to see how many of them have survived the challenge of the big bakeries and are still going strong, even with the advent of new large store bakeries providing comparable products.

"We have obviously adapted to the needs of the day and when the move towards large-scale bakery business



Advertising feature

first developed we started serving the hotel and catering trade and moving further afield.

Even here, though, the emphasis is on independent family concerns rather than large chains simply because we can give the service that is best suited to their needs as well as being the thing we have specialised in over the years."

Mr Cox, who is 56 and lives in Wulfstan Way, Cambridge, has been with the firm 35 years, having worked in a variety of posts before becoming managing director as Mr Frank Holland, the great

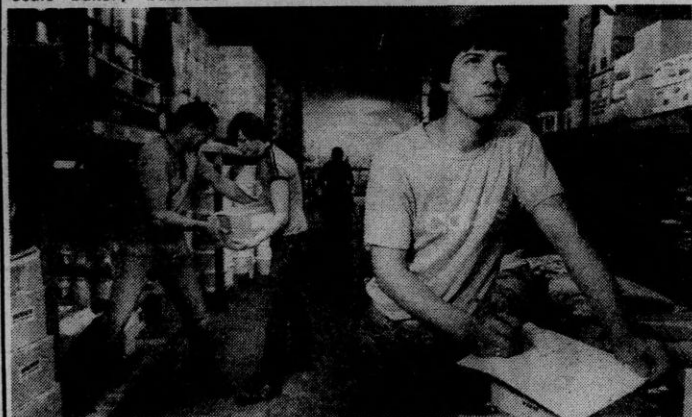
grandson of the founder, decided to concentrate on his garage businesses in Mill Road, Cambridge.

But the family link has been strengthened again with the arrival of Mr Holland's nephew, Mr Robert Bakewell.

They both see a bright future ahead with trade continuing along similar sides with a 50-50 split between supplying small bakers and the hotel and catering trade.

And the reviving popularity of country baking should ensure that there is more than enough work for the 18-strong staff during the years ahead.

Get-together at Meldreth with Mr Holland (centre) surrounded by management and staff outside the firm's main warehouse.



Computers keep tabs of more than 2,700 lines but there's no substitute for regular manual stock checks.

CONGRATULATIONS

Craigmillar would like to congratulate

C. HOLLAND & SONS

on 90 successful years as suppliers to bakers and wish them every success for the future

Manufacturers of margarines, shortenings, frying oils and fats, prepared mixes and baker's sundries for the bakery and catering industry.

Craigmillar

The recipe for success

