



PIZZA KIT

Case Study Cheddar Pizza House

Making 'cheesy' super easy: Cheddar Pizza House

Richard Munday is a multi-talented man. Commercial Business Development Manager in a Southampton hospital by day, he's now founded a home-delivery pizza kit business in his spare time, with aspirations to get his products onto the big supermarket shelves this year.

How did Cheddar Pizza House come about?

Richard said, "Well. I live in Cheddar (the Somerset village). During Lockdown three in 2021, I started selling pizzas from my house, advertised using a simple A-frame outside. We wanted to grow quickly so we moved online, using Facebook and Instagram to market ourselves, where demand for our pizzas grew and grew. We haven't really looked back.

From that, I aspired to creating make-at-home pizza kits instead and getting them stocked in supermarkets. Following positive feedback for some prototype kits at the Cheddar Food Festival, that's the direction we're going in now, with colourful new boxes and branding to convey the fun essence of take-out pizza for the family.

How did you become aware of Foodworks?



"Although I'd done some concept and branding work around our name, logo and design, I felt totally unprepared to enter the food industry on a serious, more professional level. My background is in clinical research, after all - another very regulated field - so I knew there would be lots of boxes to tick and things to get 100% right and I didn't know where to start.

The FoodWorks innovation hub came to my attention in 2020 when I was googling food-grade business units, as I wanted somewhere to make my pizza kits in the future. I spoke with Simon on the team and, when demand for my products increased, popped back in 2021 for a tour and to see what support was available.

What did you go to FoodWorks for?



"I knew I'd need to be spot on with legislation and labelling when it came to releasing my products into national markets and that FoodWorks would be able to help. With their advice I covered so much ground, such as how to transport chilled food in the post and all the health and safety regulations around that.

Having access to the technical expertise of the FoodWorks team backed up by those at the Food Forum felt like a professional safety blanket. I began to understand how things worked from an insider's point of view. The team held my hand through lots of the key processes my company and products had to go through, helping me tweak and perfect my ingredients and pizza kit instructions. I also learned what I needed to cover in my Hazard Analysis and Critical Control Point (HACCP) plan.

What did you get advice on?

“So many things! Labelling, legislation, HASSC plans, the shelf-life of ingredients, the ‘travel test’ and how to transport ingredients within safe temperature ranges etc. Experimenting on my own for six months I’d devised a chilled transport system that worked, involving plastic bags, wool insulation, cardboard boxes and ice packs, with the package then being delivered by van within certain timeframes. This has since been honed and tested for temperature tolerance to ensure the pizza kit products arrive in perfect condition. What facilities will you use there in future?”

“When we expand to the point that I can give up the day job, which is the aspiration, I’d like to use FoodWorks’ development kitchen for lots of my product R&D and ultimately to rent a business unit.

“They’ve been a brilliant foundational step and are great at getting other experts in to support where needed: they’re a real one-stop-shop.”

Are you R&D-ing any new innovations?

I’ve been working on new labels for a range of themed pizza kits, such as festive ones. Such things are time-consuming.

Most useful ‘take-away’ from FoodWorks?

“Don’t give up! There were many times I could have thrown in the towel as various parts of it got quite laborious at times. Stick at it. Don’t stop. Tweak, test and keep going. I had big aspirations of getting into the supermarkets within five years and ended up being stocked by one in year two (Touts in Langford) which was great.

I started out selling homemade pizzas in my kitchen and 18 months later, thanks to FoodWorks’ support and the valuable input that a new social media manager brought to our digital presence, my pizza kits launched nationally online. Next, I’ll be speaking to local ethical shop producers to get advice on where my price point needs to be.

Advice for food start-ups?

“FoodWorks is an incubator that offers advice, networking, marketing tips and next-step suggestions. Pop in and see what they can do for you. Most of the advice was free. For other things,



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membership was needed which then came with discounted rates on consultancy and room and kitchen hire. It’s definitely worth it. Other industry professionals (including Environmental Health Officers) know what it means if you’ve come from FoodWorks - they presume a level of competence, understanding and

professionalism. It brings kudos and can help your reputation even when starting out.

On the marketing front, and this approach mightn’t suit everyone’s business model but it certainly worked for Cheddar Pizza House: influencer marketing has brought us a lot of followers and interest. We’ve featured in Tone’s cookbook videos, and online influencers have posted videos of them making our pizzas from the kit, also a celebrity has tried them! Seeing your product reach new audiences just gives you a nice feeling; they are dealing with something that I made! I love it. It’s very rewarding.

What are your plans for this year and beyond?

“I want to develop packaging to hit the shelves of supermarkets and up-market farm shops this year, to help Cheddar Pizza House develop a stable customer base so that I can move away from my current 9-to-5 routine.

For more information, contact Richard via e-mail or on the website: <https://cheddarpizzahouse.co.uk/>

