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PRESS RELEASE. ERKILES / THE CHEFS DELI / BILL'S RESTAURANTS – AUGUST 2013

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Press Release. Erkiles / The Chefs Deli / Bill's Restaurants – August 2013

24 April 2014 07:20

At The Deli Station Ltd t/a **The Chef's Deli**, we are proud to be promoting and distributing **The Deli Station Ltd** cheeses from **Erkiles**. Working with artisan producers and promoting their products here in the UK, we are always on the look out for new amazing produce for retailers and restaurateurs.

The ethos behind Erkiles and the artisan methods of production, are in line with those of other producers we work with and import from. We were pleased to be able to find a customer, in **Bill's Restaurants**, who also recognized the unique quality of the product and agreed to work with us to develop some volume business for Erkiles as an entry point for their range in the UK.

Scott MacDonald, Managing Director for Bill's Restaurants, said, "We were looking for a fully vegetarian cheese for our menu's. We wanted something, which tasted fantastic and was an artisan product. Working with Ben and Joanna at The Chef's Deli, they were able to introduce us to **Giovanni** and his cheese. The vegetarian pecorino from Erkiles fitted the bill perfectly and we are gradually now increasing our usage and see it as a core product within our ongoing menu development. Bill's is all about fresh and seasonal food, so working with a small Slow Food producer such as Erkiles, is in line with our vision of quality. It is great, that produce from an artisan company from the middle of Sardinia, has been sourced by our specialty supplier, The Chef's Deli, so we in turn can let our customers in our restaurants enjoy something special."

Joanna Anastasiou Milne, Commercial Director for The Chef's Deli said, "We love finding artisan producers who have never previously exported and work in partnership with them to develop business here in the UK. Giovanni and the family, who produce cheese at Erkiles, make fantastic product and like Slow Food producers we work in partnership with in Sicily, Piemonte, Marche and throughout the rest of Italy, they are passionate about what they do. The products we supply, lend themselves to restaurant and retail customers, who are looking for products in the top tier of quality and the cheeses from Erkiles now sit happily within the rest of the range that we supply to this market. We believe this cheese will continue to grow in popularity within our customer base and we hope to be importing more cheese from Giovanni as he increases his production, currently demand outstrips supply and I guess this is a sign of how special this product is".

About The Chef's Deli – www.thechefsdeli.com

Organisation - A little bit about us...

The Deli Station Ltd is a family run business which is SALSA accredited with over 400 products within our range. These include both Slow Food producers throughout Italy, Spain and France as well as larger scale BRC accredited producers.

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Our organization may not be the biggest, it may not be the oldest, but we like to think we are the most passionate. We focus on importing good quality products at the right price, as well as sourcing new to market lines and having the biggest desire to offer a good service. Our experience to date; whether as a core supplier for the Athletes Village during the 2012 Olympic Games or of limited volume specialty products for high end London restaurants and hotels, means that we can operate with the right product in the right market, engaging with clients of all different sizes, across a variety of sectors and with different needs. I guess it is hard to encapsulate what we do that's different from our competitors. It's the product quality, its our commercial approach, its our attitude to business and service, its our passion to succeed and get it right, its our operational flexibility, it's the grey stuff between the lines that some call culture.

How it all began:

Ben and Joanna have held senior positions in their previous professional roles. Between them they accumulated the knowledge and skills to encompass all functions within a food and distribution business, and therefore decided it may be a good idea to start one. The leap towards owning their own business took some courage; selling their family home and investing all their savings, but their combined work experiences proved to be a winning duo and The Chef's Deli is the result.

With their joint skills sets Ben and Joanna started The Deli Station Ltd in October 2008, at the very start of the financial crisis and subsequent recession. Without help from the banks but with a strong determination to succeed, Joanna and Ben decided to risk everything. Their commitment and passion for finding and distributing new artisan products saw them through. Since 2008 the Company has grown quickly. Now Ben and Joanna are delighted to be back on the property ladder and at the helm of their own multi million pound turnover business, which has re-branded to The Chef's Deli, supplying quality restaurants and retailers throughout the UK.



HOTELYMPIA 10K
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About Bill's Restaurants – www.bills-website.co.uk

Bill's Restaurants is all about fresh, seasonal food that will put a smile on your face J

Bill's Restaurants started life in the small town of Lewes as a fruit and veg stall before a flood in 2000 swept it away. Bill's re-opened in a new location in the town and with the help of locals, they found a place where people could not only buy their food but also sit down and enjoy it. After a lot of really hard work and a little bit of luck, Bill's was born. Before long a second site was opened in near by Brighton and then a few more. Now the team continues to expand but the concentration remains on good, fresh and seasonal food.

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