

Quayles

Press Release

The idea for Quayles began as a matter of taste. Everybody should be entitled to experience the joy that exists when eating food sourced from the best producers at home and abroad rather than the monotony of the mass produced. There are still foods that evoke a memory from childhood, that thrill of a new taste sensation and the explosion of flavours that really gets your blood pumping when you sample something delicious and marvellously well made. There are many incredibly talented and dedicated people in this country and in Europe working to provide food that still has that excitement to savour rather than the over packaged, over travelled supermarket foodstuffs that simply has no taste.

Obviously, there are many superb bespoke food shops throughout the country and delicatessens everywhere that enhance the areas they serve and we have hopefully created a business that takes this format one stage further. For example, there is still a huge sense of exhilaration when you find yourself in a traditional food hall, the halls at Fortnum and Masons, Harrods and Selfridges immediately spring to mind, good traditional shops that offer wide choice and delicacies to be admired and enjoyed. In London and other major cities there are many and it is unlikely that anyone who enjoys the true sensations of taste and smell ever tires of standing in those exotic surroundings, being enveloped in the atmosphere. The Herbert's have created a business that has brought the food hall back to the market town and their local communities, offering food direct from the manufacturers, straight from the country of origin with limited packaging so as not to impair the taste and with the best possible ingredients. Thus would create a greater choice of products that hitherto had been denied to the customer either through lack of retail outlets, availability and accessibility.

Food is fundamental to all of us, not only from the obvious survival point of view but it a vital form of communication and a touch stone between people and their day to day lives. This is where the supermarket experience fails. There is no longer a relationship between consumer and shopkeeper. The inquisitiveness that the customer naturally has in the products he or she is purchasing is over looked and ignored and therefore the consumer is being denied the knowledge and shared interest that prevails between someone selling the food and someone buying and eating it. There is still a huge sense of satisfaction in the rapport between people trading good food and wine and we offer this service to the people who come to Quayles – shop with us and dine at the world's table.

In the UK we are fortunate enough to still have the strong hold of the market towns many of which are stoically fighting against the encroaching arms of the high street chains and supermarkets. These bastions of rural enterprise are still a hot bed for individuality and the bespoke shopping experience. Tetbury itself is a perfect example of the Great British Market Town, with a wide variety of excellent, privately owned shops and businesses. Quayles adds to the existing high standards of the present retail environment that offers the consumer a unique shopping experience. The Company provides a combination of specialised and high quality produce, an interesting and inspirational venue coupled with knowledgeable and well informed staff.

Quayles offers a wide range of high quality artisan foods from the UK, Italy, France and Spain that are unavailable from the supermarkets. It will also offer a wide range of carefully selected wines, champagnes, fortified wines and locally sourced organic soft drinks that will complement the food on offer.

The Company's aim has been to create a relaxed shopping experience in attractive surroundings, creating an environment that inspires the customer and nurtures the relationship between them and the retailer. The Company will market the shop as a "way of life" and the new way to shop - high quality and good fun and a must go to when they are visiting Tetbury and the surrounding area.

Another aim of the business is to realise the importance of rural shopping centres and their small businesses. So much damage has been done to the landscapes of market towns with the dominant presence of the Supermarkets and high street chains. Quayles will be a champion of individuality and will endeavour to create the type of shopping experience that is so valued but that has been lost. For example top quality produce, choice, service and uniqueness.

David and Philippa Herbert have been married for eight years. They share a common passion for fine foods and wine. The decision to start up this business has been spearheaded by a desire to create and build a company for the future, not only for their family but also for the communities that the Company serves.

Quayles' success will be determined by the passion for quality and choice that drives the owners as well as the shared goal that they are creating a new level of service and opportunity for the consumer that has been overlooked over the past decades. Quayles answers the need of a growing tide of change within the food industry, offering choice and excellence as par for the course.

Contact Details:

Quayles Ltd, 1 Long Street, Gloucestershire GL8 8AA, United Kingdom

Telephone: 01666 504466

Website: www.quayles.co.uk

Email: david@quayles.co.uk