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Taywell's ice cream lands Costco deal

Taywell, the luxury ice cream and sorbet maker, has officially gone nationwide for the first time after winning a listing with wholesaler Costco.

The Kent-based company, which recently won a 'Q' Quality Food Award, is initially supplying Costco with its popular Honeycomb ice cream in one-litre tubs, with other ice cream and sorbet variants set to follow soon.

Taywell and Costco are also poised to work in partnership to develop innovative flavours exclusively for sale in Costco's 22 warehouses across Britain.

The new supply contract with Taywell means that Costco will now be able to offer its members an artisan, premium quality ice cream manufactured in the UK. Taywell will support the new listing with regular tastings in all branches of Costco.

Alastair Jessel, Managing Director of Taywell, said: "This deal with Costco is great news for us because it means that, for the first time, Taywell-branded ice cream will be available across the country.

"But it's also fantastic news for Costco's customers, who now have access to premium ice cream made in Britain, rather than imported from overseas. Right now, quality and provenance are two of the major trends in ice cream – and indeed food – and we really do tick both boxes."

The contract with Costco caps a highly successful year for Taywell. Despite the economic downturn, the company increased sales of its premium ice creams and sorbets by 65% in the last financial year, and has doubled employee numbers.

It is forecast to increase its turnover by more than 100% in the current year, and to keep pace with this growth is looking to build another kitchen at its headquarters in Paddock Wood.

Alastair Jessel said: “We’re well on the way to achieving our aim, which is to become the UK’s favourite artisan ice cream and sorbet brand – one that ice cream and sorbet lovers return to again and again because they know there is no other product out there as good as ours.”

Ends



Taywell’s honeycomb ice cream



Taywell ice cream tubs

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Notes to Editors:

- Taywell Ice Creams are handmade in Kent from pure Wealden milk and cream and the freshest fruit and ingredients.
- They contain no added preservatives or 'e' numbers, no artificial additives, colours, stabilisers, no milk powder or reconstituted whey and no GM products.
- Supplied to many of the best restaurants and food shops in Kent, Sussex and London, Taywell Ice Creams have won numerous awards, including 10 Great Taste Gold Awards.
- Taywell Ice Creams are available in 2.5litre, 1litre, 500ml and 125ml tubs in four ranges: Premium Ice Cream, Fresh Fruit Sorbet, Goat's Milk Ice Cream and Special Editions (including those suitable for diabetics).