

The Balloon Tree Newsletter

¥ ISSUE 3 ¥ WINTER 2005 ¥ GROWN FROM A FAMILY BUSINESS ¥



Welcome to our third newsletter, which brings us into our second winter at The Balloon Tree - I find it hard to believe we are here already. Our first year has gone so quickly but has been a great one. We have lots of exciting news to bring to you in this edition, so I won't talk anymore.

Will Machin.

Best Farm Shop Winners

Alison, Helen, Lorraine, Rob and Will had a fantastic day at The Great Yorkshire Show in July. It was a good opportunity to meet fellow farmers and suppliers and to enjoy the unique farming atmosphere. The day was made all the more exciting when we went to the Great Yorkshire Farming Enterprise Awards ceremony, held by The Yorkshire Agricultural Society, where we were awarded joint winners of Best Farm Shop in Yorkshire.

The awards comprised three classes of farmers who have diversified through either Farm Shops, Farm Attractions or Alternative Enterprises. The Farm Shop class was very strongly contested so we were thrilled to win it.

This is a real achievement for us as we have been trading as a farmshop for just over a year. We would like to thank each individual member of the Balloon Tree team and each customer, as without them this would not have been possible.



The Balloon Tree Farmshop front. Some of the team at The Balloon Tree with the Best Farm Shop trophy awarded at The Great Yorkshire Show. (From left to right: Will Machin, Lorraine Skelton, Michelle Acey, Charlotte Lavery, Alison Fisher, Phyllis Thompson, Matthew Machin, Julia Roe)

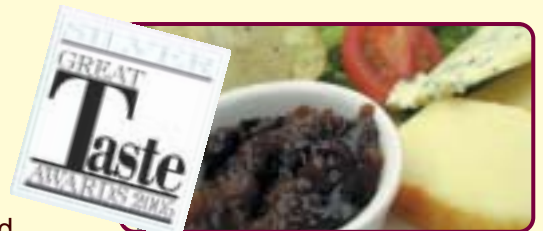


Success in the Oscars of the fine food world!

The Great Taste Awards, organised by the Guild of Fine Food Retailers, are the most prestigious gourmet food awards in the UK, possibly the world.

We entered two of our home made cakes, as well as Gran's All Season Chutney and were delighted when we received an award for each! Especially as there were 3878 entries, all subjected to rigorous judging by teams of experts that include top chefs, critics, food retailers, writers and buyers. Over 170 classes were judged regionally and nationally, to ensure each entry is judged like with like, every food having been decanted and blind tasted by over 200 judges.

Phyllis, our in-house baker, has been making cakes for the shop and the sweet trolley in the cafe (which has now got quite a name for itself!) since we opened. One of her most popular cakes is the Lemon Drizzle which was awarded a Bronze. Auntie Wendy's Cold Chocolate Biscuit Cake, (made by Phyllis but the recipe handed down from Auntie Wendy) was awarded a Silver. Gran was excited her chutney was awarded a Silver. It's name says it all - it's the perfect chutney to accompany most meals, any time of the year.



Gran's All Season Chutney



Auntie Wendy's Cold Chocolate Biscuit Cake



Phyllis' Lemon Drizzle Cake