



West Cornwall Pasty Co. was established in 1998 with the aim of selling top quality handmade Cornish pasties outside their traditional Cornish heartland. Opening its first store with just £40,000 start-up capital, today it has nearly 70 stores and sells over eight million pasties a year, making it the UK's largest specialist retailer of Cornish pasties. Its distinctive pirate logo in the Cornish county colours of black and gold creates an instantly identifiable brand image.



Market

West Cornwall Pasty Co. (WCPCo.) has helped transform the traditional pasty into a modern-day food and competes with baking giants such as Greggs, high street coffee shops, premium sandwich chains and global fast food brands.

WCPCo. is positioned at the upper end of the bakery market with a range of premium quality products. The success of the WCPCo. formula has seen a rise in other smaller Cornish pasty

retailers expanding out of Cornwall, including Cornish Bakehouse and Oggy Oggy.

The rise in popularity of the Cornish pasty saw it take 30 per cent of the savoury pastry snacking market in 2007 compared with only 20 per cent five years earlier (Source: TNS Superpanel). With so many high streets in towns and cities around the UK currently without a Cornish pasty shop, there is potential for further growth in the UK market. As the Cornish Pasty Association seeks Protected



Geographical Indication (PGI) status, the overseas market could also experience growth.

2009 will see WCPCo. pursue an extensive shop opening and refurbishment plan to help maintain its position as the UK's largest specialist Cornish pasty retailer in terms of branch network and workforce.

Product

In the 11 years since the company was formed, the success of WCPCo. has been built on its traditional pasty which is based on a centuries old Cornish recipe: freshly diced potato, swede and onion, lightly seasoned and mixed with lean diced steak.

To cater for a variety of modern tastes, WCPCo. quickly developed its offering which today comprises 18 different varieties all handmade in Cornwall, including vegetarian

and – new for 2009 – vegan options. Modern twists on the original include: chicken balti; lamb and mint; pork and apple; steak and stilton; cheese and vegetable; and cheese, tomato and basil. Wherever possible, ingredients are sourced from Cornish farmers and growers.

A complementary range of savoury baked products is also available, including sausage rolls and pizza baguettes, as are items such as spicy potato wedges and hot and cold drinks.

The Cornish county colours of black and gold are used across all signage and packaging, with many stores featuring reclaimed beach wood alongside memorabilia, pictures and surf boards sourced from Cornwall – adding to the authentic Cornish atmosphere. Two specially commissioned mobile catering units in the form of 1960s VW Camper Vans – iconic symbols of the Cornish surf scene – extend the brand's reach further.

Achievements

Over the last few years the company has received numerous business accolades in recognition of its growth, including being named Fastest Growing Business (50+ employees) at the Sage/The Daily Telegraph Business Awards 2005; Best Emerging Brand in 2005 in The Sunday Times/Virgin Fast Track 100; and achieving Superbrands Brand to Watch status in 2006/07. Its ongoing success has seen WCPCo. enter the Superbrands top 500 for the first time in 2009/10.

Recent Developments

Since the management buyout in October 2007, the company has significantly increased its offering with the aim of broadening its appeal. Several new varieties of pasty have been introduced, including salmon, vegetable Provençal and wholemeal vegetable (suitable for vegans), while a limited edition turkey and cranberry pasty is produced for the six-week pre-Christmas period. WCPCo. has also linked



up with the award-winning St Austell Brewery and now uses the Cornish brewer's Tribute Ale in its steak and ale pasty.

The company made a strategic decision to target the breakfast market as a new growth area and in 2008 three varieties of 'Brekkees' were introduced, featuring a mixture of savoury breakfast fillings – such as scrambled egg, ham, bacon, sausage, mushrooms and cheese – wrapped in pastry. Traditional breakfast items were also added to the menu, including bacon rolls, muffins and Danish pastries, while the drinks offering was revamped to feature Fairtrade™ organic coffee and tea, organic milk and own-brand bottled mineral water.

A store refurbishment programme is currently underway to provide increased indoor seating and free WiFi.

Promotion

WCPCo.'s communications focus on conveying its core brand message: traditional Cornish products, handmade daily in Cornwall and baked freshly in store.

Over the last 18 months the company has significantly increased awareness of its products via an extensive campaign of internal and external POS and signage. A newly launched 'Cornish pirate' themed website was introduced and in response to customer demand, a range of WCPCo. branded merchandise is due to go on sale during 2009.

The company's oversized and branded Cornish pasty costumes have been used widely to help promote the company, from running in the

London Marathon to meeting royalty.

Brand Values

WCPCo. is governed by four core values: 100 per cent Cornish – made in Cornwall, by Cornish people; truly traditional – made to traditional recipes; quality and convenience – premium ingredients in a handy package for consumers on the move; and innovation – responding to customer tastes, introducing new products to meet changing needs.

Things you didn't know about West Cornwall Pasty Co.

West Cornwall Pasty Co. sells eight million pasties every year and is the largest specialist pasty retailer in the UK.

Its 'giant pasties' have run the London Marathon in under five hours – twice.

In 2006, HRH The Prince of Wales did a shift behind the counter in a WCPCo. VW Camper Van.

Cornish pasties originally contained meat and vegetables at one end and jam or fruit at the other, providing Cornish miners with 'two courses'.

Cornish housewives would mark their husband's initials on the pastry casing in order to avoid confusion at lunchtime down the mines.



1998	2000	2004	2007	2008	2009
The company is formed by six Cornish school friends and family and opens its first store in Chippenham, Wiltshire.	Now with 15 stores, WCPCo. makes its millionth pasty.	The company launches its VW Camper Van mobile units, with destinations including Lords Cricket Ground and Twickenham Stadium.	CEO Richard Nieto leads a management buyout of the original founders and Fairtrade™ coffee and tea are introduced to all stores.	WCPCo. opens a new distribution centre, cold room and administration office, to meet future national demand.	The company opens 20 new stores across the UK, introduces free WiFi for customers and sells its 50 millionth pasty.