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AT THE HEART OF INNOVATION IN CAMBRIDGE & THE EAST OF ENGLAND

BUSINESSWEEKLY

February 25, 2016

no.799 65p

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Matt Brown and Steph Brown



Putting the booze into Boudica: Nostrovia a la Norfolk

Two Norfolk entrepreneurs have launched a homegrown vodka distilled from local barley for UK and export markets. Full story on page 5



ISSN 1753-5948



ARM

Word cloud terms: BIG, LITTLE, ZED, TABLETS, ARTISAN, CORELINK, SMARTTV, MOBILE BROADBAND, CORESIGHT, CORTEX-A15, CONNECTED, LIFE, CONNECTIVITY, SUPERPHONES, MALI-T604, AUGMENTED REALITY, GAMING, CORTEX, LOW-POWER, SOCIAL MEDIA, PROCESSORS, MOBILE BROADBAND, CONNECTED, SUPERPHONES, LIFE.



Putting the booze into Boudica: Nostrovia a la Norfolk

FOOD & BEVERAGE

Norfolk entrepreneurs Matt and Steph Brown have launched a home-grown vodka distilled from local barley for launch into UK and export markets.

Wild Knight English Vodka can be said to embody a true warrior spirit - with inspiration drawn from the drinking habits of Boudica's Iceni tribe in East Anglia and the quaffing quirks of Mongolians!

The seeds of the venture were sown in 2010 when Matt travelled to Mongolia as best man at his brother's wedding.

Matt says: "Vodka plays a central role in Mongolian daily social life and the traditional wedding day started by sharing a bowl of vodka which was even included as part of the ceremony itself, where all the guests (of all ages) shared the drink!

"They had to pace themselves but we're pleased to report that they did Blighy proud in the England v Mongolia international vodka 'enjoyment' competition."

The Browns began looking into making their own vodka in 2014 but knew they would need an expert to help to make it. They sought the expertise of a hugely experienced artisan distiller who produces the brew.

Steph adds: "We wanted to avoid flavoured vodkas, instead focusing on creating a product that is the very best and purest that could be



made - aimed at people who seek a drink to savour, not guzzle.

"And the name? We wanted to encapsulate a spirit of adventure and the heritage of England. Wild Knight sums up all the fun, enjoyment and traditional English spirit that we wished for our vodka."

The barley at the core of the vodka is the product of summer sunshine in the Norfolk countryside in Great Bircham.

Matt Brown adds: "Authenticity and the highest quality are crucial to us. We chose barley as the base for our vodka partly because it grows in the fields all around us. It has been grown commercially here for over 500 years and the Iceni were brewing from wild barley when the Romans arrived.

"The light sandy soils over chalk and local maritime microclimate are ideal for creating the highest quality barley. The world's finest beers and whiskies use Norfolk barley, so it was a natural choice for us - not just because it's local, but because it's also the best we can use for our vodka."

Precision during the distillation process is crucial to creating a vodka that is smooth on the palette and does not burn. As the vodka warms up during distillation, only the purest heart of the vodka is retained for bottling.

"This ensures that all the headache-inducing elements and harsh flavours are eliminated from our vodka, without the need for further filtration - essential if you love to enjoy it as much as we do."

Edwards & Blake opens new restaurant at Hexcel

East Anglian contract catering firm Edwards & Blake has opened a new staff restaurant and kitchen at Hexcel Composites in Duxford.

Edwards & Blake worked closely with Hexcel to design and build the eagerly-awaited new facility which caters for over 550 staff.

The new service counter incorporates state-of-the-art theatre cookery equipment and the bright and airy dining area has been equipped with modern furnishings and décor.

The extensive menu features a high quality selection of hot and cold main meat and vegetarian dishes.

Tracey Turner, sourcing manager at Hexcel said: "We have worked extremely closely with Edwards and Blake on the design of the new facility; it's been an exciting project to be involved in.

"We are looking forward to working together to further increase the range of services supplied and continuing to build the hospitality offering at the Duxford site."

Founded by entrepreneurs, Shirley Edwards and Caroline Blake, the catering company employs over 600 staff, with a turnover of over £15 million, servicing clients primarily in East Anglia, the Midlands and the South East.



Suffolk juice manufacturer gives makeover a squeeze

Maynard House is the new name for the Suffolk-based premium juice maker. With new varieties, smart new designer labels and carafe bottle designs this is a fresh new looking range for the exclusive multi-award winning juice producer Maynard House Orchards.

Now offering ten juice varieties, the apple juice specialists Maynard House has expanded its range with the launch of two completely new fruit varieties including vine tomato juice and orange & clementine juice.

With Cox & Bramley still its best-selling juice, Maynard House now also produces single variety apple juices including crisp dry Bramley, sweet rounded Cox's Orange Pippin, fresh crisp Discovery, heritage variety Kidd's Orange Red and sweet and nutty tasting Egremont Russet, as well as two popular blends comprising apple & elderflower and apple & raspberry.

Owner Clive Williamson says: "We've teamed up with The Tomato Stall based on the sunny Isle of Wight and one of the best citrus fruit growers in Valencia to launch the new Vine Tomato juice and Orange & Clementine varieties.

"Both family-run businesses are established and have like-minded values and quality credentials. We feel the addition of these two juices mean we are able to offer a more comprehensive juice range to our luxury customers.

"We've upgraded our branding to better reflect the quality of what we produce. Moving away from the farm gate looking green bottles we've introduced a new clear glass, distinctively shaped bottle to exhibit the mouth-watering look of our juices.

"The labels have been designed to reflect the terroir of the region and include a flavour appreciation gauging dry to sweet to help our customers to enjoy and savour our juices.

"Responding to feedback, we now offer



Clive Williamson with the new product range

our ten different juice varieties in three easy pour bottle sizes including carafe-style (750ml), single serve (240ml) and mini-bar (200ml).

"We designed our range to look and taste different, the objective is to stand out from our competitors as well as meet the ever-changing needs of our luxury clients."

The company sells exclusively to the on-trade and only to the top end of the market - 5-star establishments such as The Ritz, RAC Club, the Mandarin Oriental and Le Manoir aux Quat'Saisons.

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