

The British Hamper Company Showcase New Artisan Wholesale Collection at SIAL - Paris 2024

Paris, 2024 – The British Hamper Company, the leading provider of artisan British gift hampers, is pleased to announce its presence in SIAL - Paris 2024, set to take place on **October 19 to 23, 2024 at Paris Nord Villepinte, France**. Visitors to SIAL – Paris 2024 will be amongst the first to discover *Passion Through Flavour*® with The British Hamper Company's brand-new wholesale collection of artisan handcrafted produce, as it debuts the range at the show.

Featuring an exclusive collection of carefully curated artisan British delights, the range epitomises The British Hamper Company's dedication to sourcing the highest quality produce, with the best flavours and finest ingredients, crafted by handpicked British producers. This new collection reinforces the company's commitment to bringing a full-flavoured experience from artisan Britain to customers around the world.

The range will feature chocolate, shortbread, cheese biscuits, fudge, preserves, and condiments, as well as gourmet gift collections. All items showcase The British Hamper Company's bold, contemporary branding, giving a modern twist to classic British favourites. Available to taste at the show, the brand will highlight bestsellers, including All Butter Cheddar Biscuits, Rich Buttery Shortbread and Caramel Sea Salt Fudge. All products in the collection are now available to wholesale partners.

The launch of this range comes as The British Hamper Company celebrates its tenth anniversary. Over the past decade, the company has built a reputation for discovering and tasting produce crafted by Britain's leading independent creators. This latest development is part of their strategic growth as they move into the specialty fine food wholesale market, solidifying their position as one of the UK's leading producers of fine British food experiences.

James Tod, co-founder and Managing Director of The British Hamper Company, commented on the significance of the company's growth and presence at the show: "The launch of the wholesale collection marks a significant step in the growth of The British Hamper Company, and we're delighted to present our range to international markets at SIAL - Paris. We are excited to give visitors, and potential retail partners, the opportunity to taste our products and discover more about our approach to working with some of most exceptional artisan producers Britain has to offer. *Passion Through Flavour*® is at the heart of what we do, and this new range reflects that dedication.

"2024 has been a significant year for our business – our brand and entire range have been given a whole new look as we focus on our commitment to source from Britain's most passionate artisan producers, so that our customers around the world can experience



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the full-flavoured taste of artisan Britain. We've worked hard to ensure that our products will stand out on shelves as well as deliver on taste, and the result is a bold and contemporary collection that we are confident will excite and inspire shoppers both at home and living abroad."

The British Hamper Company produce is currently available to purchase through a growing number of British retailers including distinguished retailer Partridges London, best known for selling the best quality foods from the best British producers and royal warrant holders to HM The Queen Elizabeth II.

For more information, visit [The British Hamper Company](https://www.thebritishhampercompany.com).

About The British Hamper Company

The British Hamper Company is a family business born in 2014 from a shared passion for great food, British individuality, and the art of gift-giving. Championing British artisans is at the heart of the business, and for the last ten years, the team has dedicated itself to discovering, tasting, and delivering food from Britain's best producers. Now expanding into the wholesale market, the company continues to bring the best of Britain to customers in the UK and abroad.

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