

LANCASHIRE BUSINESS VIEW RED ROSE AWARDS 2017

in association with

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EAT MY LOGO

WINNERS OF THE NEW BUSINESS AWARD AND THE RETAIL BUSINESS AWARD

Based in Chorley

From its bakery in Chorley, the Eat My Logo team produces promotional, corporate logo branded cakes and cupcakes, logo branded biscuits, flapjacks, Christmas cakes and gingerbread men. In 2015 East My Logo, supplied more than 50,000 branded cupcakes and 20,000 branded biscuits! They also moved to a new building increasing floor space from 450 sq ft to 2,500 sq ft.

Why did you enter the Red Rose Awards?

We see the Red Rose Awards as the premium awards for Lancashire and wanted to see if we could win one.

How did you find the online entry process and judging process?

The entry process was not too time consuming which is important. The challenge was getting across the unique points about our business and what would make us worthy winners. The panel part of the judging process is fun!

What was it like to win on the night?

Amazing! To win two awards was fantastic and I think you can see that from the reactions from our table as caught by the official photographer. The best bit was to be able to share the night and the celebrations with our team.

How has your business benefitted from winning the award?

It has definitely raised the profile of our business in Lancashire and given our brand more credibility on a national basis.

Do you have any tips / advice / words of encouragement to those companies thinking of entering this year?

If you are going to enter give it your all. The judges want to see business and people who can demonstrate passion and excitement about their business combined with a real commitments to be the best in their field.

Andy Poar, Owner



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