

## LOCAL FOOD HEROES



Jane Vear

Every week Stephen Wheeler, commercial manager at speciality food company Mise en Place, now part of Cheltenham-based Creed Foodservice, shares some of the successes and challenges of local food producers

WINSTONES Cotswold Ice-cream is perched on top of Rodborough Common with views of the five valleys of Stroud. Managing director Jane Vear's family has been making and selling ice cream on the same hilltop since 1925, when her grandfather Albert made the delivery rounds with a motorbike and converted sidecar.

Their deliciously creamy ices are bought by a wide range of outlets including local supermarkets, delicatessens, National Trust properties and leisure centres.

Creed Foodservice distributes Winstones icecream to caterers across the country. Jane told me that 40 per cent of their sales are still from their fleet of ice cream vans and the shop next to the dairy.

"Thirty years ago 95 per cent of our sales were from the vans but domestic freezers and the supermarkets forced us to find new markets," Jane said.

The spiralling costs of street trading licences, and the tendering system for tourist spots, have also endangered the ice cream van with its trademark musical chimes.

Winstones use 50 tonnes of Cotswolds cream a year, to make around 10,000 litres of icecream a

week, with the same recipes they've used for generations.

"One of my jobs is chief weather watcher for the company," said Jane. "If a hot spell is forecast we have to double our deliveries of raw materials."

Conversely, poor summers impact dramatically on their sales. "The devastating floods in the summer of 2007 were a business challenge I wouldn't want to re-live," Jane said.

New flavours are developed in their kitchen at home. I sampled the tangy rhubarb crumble ice cream which won a gold medal at the recent Great Taste awards.

Surprisingly, vanilla ice cream has been replaced at the number one spot in the flavour charts by mint choc chip.

Next spring, Winstones will be launching their new blackberries and cream flavour which is a gorgeously simple combination.

Top chef Marco Pierre-White and locals Lily Allen and Princess Anne's family have all stopped by at the Winstone's shop in Rodborough, to sample some of this great Cotswolds ice cream.

It's truly another Gloucestershire food success story.

*Mise en Place*  
THE SPECIALITY FOOD COMPANY

# Gold star for gastro delight

The Ormond hotel in Tetbury is the recipient of a Gold Award from the judges at Taste of the West. Owner Iain Bailey tells **LUCY PARFORD** he's thrilled all the hard work has paid off

**N**EARLY five years ago Iain and Adrienne Bailey decided they'd had enough of living in London and chose to embark on a new project which would change their lives.

Running a hotel had always appealed to them so they quit their jobs in IT and marketing to search for the perfect place to start their new business.

"It was very difficult to find what we wanted," Iain says.

"We were on the books of every single commercial estate agent that sells hotels.

"We were sent the details of over 100 hotels in the space of 14 months but went to see no more than 10.

"We wanted a project, we didn't want somebody's finished product but somewhere we could get stuck into and The Ormond fitted the bill."

They knew they wanted to be in the Cotswolds and not far from the M4 as Adrienne's parents live in Chepstow and they wanted to be able to get back to London easily too to see friends.

Iain also grew up in the Midlands and spent his holidays in the Cotswolds so knew the area well.

After a lot of searching, the couple eventually came across The Ormond in Long Street which was run down and needed some attention.

"It didn't have a great reputation in town," Iain says. "We took on a big project and over the past four-and-a-half years we've changed it into the business it is now."

The hotel featured in the BBC Countryfile magazine earlier this year as a place to stay in the Cotswolds and has just won a Gold Award from Taste of the West for being one of the best gastropubs in Gloucestershire.

The Horse & Groom in Moreton-in-Marsh was also awarded gold in the same category and The Bell at Sapperton and The Priory Inn in Tetbury scooped silver. Iain says: "They just came in blind and the first thing we heard was when we'd won



Iain Bailey, owner of The Ormond hotel



One of the hotel's 15 bedrooms



The restaurant

an award which was gold.

"We've had two bronzes in the past but to finally get a gold is the best you can get."

There are 18 staff who work at the family-run hotel and the kitchen is run by head chef David Cameron who has been at The Ormond since Iain and Adrienne took over.

He sources a lot of his ingredients from Stroud and Cirencester Farmers' markets and creates dishes such as braised lamb and vegetable hot pot with garlic and thyme potato Dauphinoise and Larkhill Farm chargrilled rib-eye steak with brandy and green peppercorn sauce.

"We use local produce whenever we can, everyone talks about that these days, but we've got really good suppliers and have a great relationship with them," Iain says.

As well as the restaurant, the couple have converted 15 bedrooms in the hotel which all have their own distinctive character.

They have also just finished major works to the exterior of the Coach House function room which can be used for weddings, meetings and parties.

"We call ourselves budget boutique," Iain says. "We don't want to be a boutique hotel because that gives people visions of glamour, so we are boutique for people on a budget."

Food is served at The Ormond from noon to 2.30pm and 6.30pm to 9.30pm Monday to Saturday and noon to 3pm and 7pm to 9pm on Sundays. Rooms start at £79 for a double. ■ For more information, call 01666 505690 or see the website

[www.theormondtattbury.com](http://www.theormondtattbury.com)