



NHRF Managing Agent Update – May 2016

Reids of Caithness

Just five months in to 2016, Reids of Caithness have already had a very fruitful year.

January saw Reids of Caithness hold a very successful stand in Cologne for ISM2016, and employing representatives to host a stand at a trade fair in San Francisco.

In February, Reids launched a brand-new range, North Point Café – an artisan range of speciality shortbreads and biscuits. They also held another highly successful trade stand, this time at the Scottish Food and Drink Federation event in London.

March 2016 saw another substantial branding development for Reids, as they launched their stunning tartan collection of traditional bakes with a modern twist. The innovative range includes banoffee oaties, stem ginger oaties and treacle-toffee shortbread. This new look and fresh taste came as the company celebrated a landmark 50 years in business.

Another excellent celebration of the team's achievements came this month, as Reids were honoured with Best Wholesale Baker at the Scottish Baker of the Year awards 2016. The award was announced at a dedicated ceremony held in Glasgow on May 7th. They also received a regional silver award for their softies in the Morning Roll category.

May proved a busy month for the family company, as they officially announced their latest collaboration – a partnership with prestigious department store Selfridges. The retail institution commissioned an exclusive range of Reids products which have been incorporated into Selfridge's wholesome, healthy ReBalance range, with a focus on 'honest food made for real lifestyles.'

This latest in a line of notable collaborations will bring further invaluable exposure and help solidify the Reids of Caithness brand as having a reputation for reliably high-quality produce, and will put them firmly on track to becoming a national household name.