

# REAL HELP FOR LOCAL BUSINESSES



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Reids of Caithness has long been one of the success stories of the Caithness economy. It exports to markets throughout the world and has won numerous prestigious national awards.

The family-owned firm has been producing high quality baked goods since 1966. Starting as a one-man business, it has grown to employ over 50 staff and now produces

producing more high quality baked goods than ever before.

Growth prospects for the business look good, with increasing demand for high quality Scottish produce in key growth markets such as Brazil, China and India and a growing interest in environmental issues and the importance of food provenance amongst domestic consumers.

### “They really care about the future of businesses”

hundreds of thousands of biscuits, cakes and oatcakes every year, many of which are exported to international markets including Japan, Russia and the USA.

To help meet growing demand from these markets, and to ensure their ability to meet future growth needs, Reids recently decided to invest in automating their production process. Unable to secure support from conventional lenders for their ambitious plans, they approached the North Highland Regeneration Fund for assistance.

Gary Reid, Managing Director at Reids of Caithness, said: “Automating our process was key to maximising the potential of the business.

“It wouldn’t have been possible without assistance from NHRF.”

Thanks to the support from NHRF and other organisations, Reids of Caithness has grown to employ over 50 people, moved to a 20,000 sq. ft. state-of-the art premises, and is

“It can be hard for smaller businesses to get the kind of assistance they need from the banks,” said Mr Reid. “The NHRF team really understood my aims and worked hard to give me the support I needed.

“I would recommend the Fund to anyone looking to do business in Caithness and North Sutherland. It’s not just about financial assistance – they really care about the future of businesses in the area.”



#### NORTH HIGHLAND REGENERATION FUND

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