

Case Study: Piglets Pantry

Piglet's Pantry is an Award-Winning food producer based in Worthing, West Sussex. The bakery supplies hand filled pies, handmade sausage rolls, cakes and biscuits to venues up and down the UK including but not limited to Football, Rugby, Cricket & Horseracing venues.

Last year, Piglets Pantry was forced to close its doors during the first COVID-19 lockdown, reducing revenue to almost zero within days. Owners Steve and Jo needed to adapt quickly to keep the business afloat. The bakery secured £17,000 in Coast to Capital Backing Business Grants towards an online sales platform. As a result, daily sales increased from 2,500 to a peak of 14,000 products sold.

The problem

Piglet's Pantry weren't using their website to sell to customers online. The bakery knew that with football and sports fans no longer able to attend their favourite games, new online sales would help reach fans who had to watch their favourite sports matches at home.

How we helped

Reluctant to take on more debt, the owners successfully applied for a £17,000 Coast to Capital Backing Business Grant. The grants were aimed at helping businesses evolve,

innovate or adapt to the impact of the pandemic

The results

Our grant helped to fund a new online site. Since launching, Piglets Pantry have gone from selling 2,500 products to a peak of 14,000 a day.

Where are they now?

Piglets Pantry have expanded their offer and now sell packages for match days, weddings and offer afternoon tea delivery to a home customer base of over 1,200. The business now also has time to plan its expansion.

"Our application was approved really quickly so we could then pull out all the stops to develop our online sales portal, launching it in just 48 hours. The Coast to Capital grant enabled us to go from a standing start to an eCommerce business that may well even top a million pounds this year."



Although the Coast to Capital Backing Business Grants fund is now closed, a number of Growth Hub services are available to help support your business and source funding:

The Growth Relationship Managers

The Growth Relationship Managers provide you with long term free and impartial support. As part of their support they can undertake analysis to diagnose key areas of business improvement, helping you to unlock potential in your business operations.

Growth Champions

The Growth Champions are a network of consultants, all experts in their respected fields. The network can provide specialist support for businesses to unlock further growth. Coast to Capital are able to fully fund a day of specialist support from this Network.

GROWTHmapper Diagnostics & DNAsix

The Growth Relationship Managers can provide comprehensive business diagnostics through GROWTHmapper which includes a set of assessment questions designed to underpin coaching and advice, as well as a digital coaching programme 'DNAsix' that can help your business survive, compete and ultimately thrive in today's digital marketplace.

Investment in the Coast to Capital area

The Growth Hub supports investment enquiries and opportunities in partnership with the Department for International Trade and local partners. The team help identify solutions and support for existing and potential investors including those from overseas.

The Business Hothouse Programme

The Business Hothouse offers free support to pre-start and established businesses in the Coast to Capital area. From workshops to grant funding, we provide the expert guidance to get your business growing.

Contact the Growth Hub

The Growth Hub [website](#) is regularly maintained with links to partner support and government information. Keep up to date with the latest news, information and events on [Twitter](#) and [subscribe](#) to the newsletter. To speak to a Growth Relationship Manager, complete the [Request Form](#) online.