



Bringing home the bacon: The Redhill Farm team has enjoyed multi-award success

Redhill Farm, winner of Producer of the Year Award

Sometimes a little goes a very long way, and as is this case with Jane and Terry Tomlinson at Redhill Farm, doing very little to something they are very good at producing has ensured multi-award winning success.

Renowned for their porky products, Jane and Terry have invested heavily in the happiness and welfare of their pigs to ensure they are getting the best and so are we.

An undeniable belief in the highest and most honest production values and the provenance of their pigs, has seen a vast list of accolades awarded to Redhill Farm. A list which has been extended this year with the Select Lincolnshire Producer of the Year award.

Terry says: "Everyone at the farm is really proud and pleased to have won Lincolnshire Producer of the Year – it's a big team effort!"

"Lincolnshire is full of hardworking producers of excellent



products, most of whom I have stood next to at farmers' markets for over ten years – I hope this award helps to highlight the quality and diversity of Lincolnshire produce available for everyone in the market towns around our county."

It's already been a big year for the farm, with Redhill being selected by the Financial Times as one of the top five Best Bacon Curers in the UK. Their produce is also now being served in James Martin's Manchester restaurant every week, a listing which came since starring in his BBC2 programme last year. He told his thousands of followers on Twitter "Redhill Farm Free Range Pork Lincolnshire for the best tasting pork yet! Just had some, you have to try it."

2014 looks bright for Jane and Terry as new building work is now also under way at the farm. Due to be completed late in the summer the work will see the latest sustainable technologies utilised to create a new building which is designed to accommodate butchery, bakery, smokery, farm shop, offices and staff areas. Watch this space!



Unique camaraderie: The Petwood Hotel is a long-standing member of the Select Lincolnshire brand and the ethos behind it



The Petwood Hotel, winner of Hotel of the Year Award

Aside from the sheer quantity and quality of everything homegrown in Lincolnshire, there is one other unique factor that sets this county apart, and that's its attitude towards the local producers and products.

"One unique thing about the county is the camaraderie here. You're all there to help each other," comments Emma Brealey, director at The Petwood Hotel, winner of the Hotel of the Year award.

"Wherever money is spent it will stay within the local community. Even at the awards ceremony itself all of those that came highly commended were honestly pleased for their winning counterparts. To have 130 people in one room that are all passionate about Lincolnshire produce is something very special."

A long-standing member of the Select Lincolnshire brand, and the ethos behind it, The Petwood Hotel is yet another Lincolnshire institution

making the most of what grows out of the county's rich soil.

Emma says: "When we look at Lincolnshire on a national level, it is one of the countries best kept secrets. It's known for its fields but we have so much variety here when it comes to produce. At the heart of our economy is agriculture."

"Not only do we grow wonderful food, but it's what we do with it. We have so much literally growing right on our doorstep, bigger cities would kill for it. And it's easy to take that for granted but the producers, restaurants and businesses here take advantage of it in the best way possible."

"By promoting it, we're striving for more accolades this year, so what is particularly rewarding about awards like Select Lincolnshire is that it is wholly based on a mystery shopper experience. For us that means they were treated as every customer that comes here is."

"Because of that, internally it's been a huge boost of encouragement to our team, all of their energy has been rewarded."

The Sebastopol Inn, winner of the Pub of the Year Award

For so many members of Select Lincolnshire, family is at the heart of the business.

For those that are relatively new to the scene, those like David and Diane Reed, owners of The Sebastopol Inn and winners of Pub of the Year, it has been a great support and often an eye-opening way to run a business.

"Both Diane and I haven't got a hospitality background and a lot of people assume that that's a disadvantage. We take the opposite view," explains David.

"We only treat our customers how we would like to be treated if we went out. And we're lucky too that our chef, our son Nick, is very good. He's got the skills and he knows what he's doing."

The family-run pub came runner-up in its winning category last year, as well as in the Lincolnshire Life award for Best Pub Food, a title it was also

crowned with this year. David said: "To win at the Select Lincolnshire Awards was just fantastic but to win the Lincolnshire Life award for Best Pub Food, was surprising."

"They're looking for you to support what they support, local producers and what they offer."

"That's always been our policy. We work very closely with our suppliers, particularly our meat supplier who is just one-and-a-half miles down the road. The same goes for the drinks we serve."

"We work with 16 different local micro-breweries, and never have the same guest ale on twice, so far we've had 115."

"It isn't just on our side of the fence though, there are more people now too that are far more discerning about where their food comes from."

"This is why things like the Select Lincolnshire awards are invaluable to us. If people are thinking about going out for a meal, we want to be at the top of their list of places to go."



'Fantastic': Owners Diane and David Reed, below, and, above, chef son Nick