

Parent firm of Wiltshire Farm Foods planning new Trowbridge factory

The parent firm of ready meals brand Wiltshire Farm Foods has announced plans for a new production facility in Trowbridge.

European frozen food firm Apetito said it had acquired land from bed manufacturer Airsprung Group, which has a factory shop next to the Wiltshire Farm Food site on Canal Road.

Apetito said the deal, financial details of which were not disclosed, would help support its long-term future in the town, and it would look to combine its new purchase with its existing premises, known as the "Pie Site". Around 60 staff currently work at the Pie Site, where the company's pastry products are made.

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Apetito said it expected to retain the frontline manufacturing team at the Pie Site within its expanded meals and desserts business, when production at the facility "finally ceases".

Bosses said its plans were still at a "design stage", but it was hopeful that more details could be provided "in the not-too-distant future".

Chair and chief executive Paul Freeston said: "An essential part of our expansion plan is to secure the long-term future of Apetito in Trowbridge for the benefit of our highly skilled team. We are delighted to have completed this land purchase which will enable us to substantially increase our production facilities here at our home in the county town of Wiltshire.

"The Pie Site has been an important part of our history with many loyal workers operating on the site and we expect to be

able to retain the Pie Site frontline manufacturing team in our expanding meals and desserts business”.

“I am hugely excited to announce our plans. We aim to lead the market with one of the most sustainable production facilities in the UK to support our continued growth.”

Apetito, which employs around 2,000 people in the UK, said it was the leading ready meals supplier to the NHS, serving more than 500 care homes.

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