



FORRESTERS

# Let's Talk Business with Forresters

<http://www.forresterschicken.co.uk>

## How did the business get started?

Forresters was established by Alan Dilliway-Parry in 1970. Initially the company traded whole birds to the local meat markets. In the 1990s the company specialized in the deboning of chicken. The company also produced frozen cooked chicken portions which were supplied to the foodservice. This all changed in 2010 when we diversified into the production of fresh cooked chicken portions for sale in the supermarkets.

The company is now run by Alan's children - Heidi Dilliway-Nickson and Angus Dilliway-Parry, ably assisted by our Sales Director – Tim Diggle. Together, the three of us make the necessary strategic decisions.

## Where is the business based?

In the lovely village of Kingsley, we enjoy a very peaceful rural location. We try very hard to be a good member of our village, and enjoy sponsoring and supporting all local fundraising activity.

We are proud to be in Cheshire, and we always try to work with other local companies where possible. Our 13 packing lines were made by a company called Proseal, based in Macclesfield and we have very much enjoyed working with them. Our telephone support and site security is covered by CSS who are a company in Frodsham. Code-It, our main supplier of top lidding film and base labels is located in Warrington. Plus Packaging, based in Speke supplies us with most of our outer packaging.

## How have you gone about developing your products?

Initially the company worked with the supermarket Iceland to develop their range of fresh cooked chicken portions. Starting with cooked drumsticks, thighs and whole birds, the range was increased to include cooked chicken slices, both marinated and plain.

Over the course of the past 8 years the cooked retail business has gone from strength to strength.



Heidi Dilliway-Nickson -  
Director



We now pack approximately 1 million packs of ready cooked chicken every week, which is 70 tonnes of chicken every day. These are collected in pallet loads by third party hauliers and distributed nationally. We are now the main supplier of fresh cooked chicken portions to Aldi, Lidl, Iceland, Spar, Morrisons and Ocado. We also have our own brand called "Delamere" that is available in smaller retail outlets.



### How many staff do you have at Forresters?

We employ nearly 350 staff, most of who live within a 15 mile radius. We actively endeavor to recruit local talent, and it is our company policy to employ school leavers where possible as apprentices.

Our staff are incredibly important to us. As we specialize in producing top quality food, the safety and hygiene standards have to be second to none. It is therefore very important that staff are trained in good hygiene practices, and appreciate that quality and food safety can never be sacrificed. Our customers audit us regularly, and we have A star BRC accreditation. This means we are audit ready at all times. Cheshire West and Chester have recently become our Primary Authority, and we look forward to working with them closely over the coming years.

### What are your plans for the future?

Our plans for the near future are one of consolidation. Having recently done considerable internal refurbishment, we are looking to improve the canteen and restroom facilities for our staff. We would also like to alter the site to improve safety. Whilst we have been approached by other large supermarkets, at the present time we are content to work only with our existing retailers, and continue to grow alongside them. Business really is a partnership, and we value very much the relationships we have with all our customers and suppliers alike.