



ENTERPRISE PARTNERSHIP



Fountain Foods (CauliRice)

Based in Upwell near Wisbech, Fountain Foods Ltd is a vegetable processing company that supplies a range of fresh, prepared, frozen and brined vegetable ingredients to the food manufacturing industry.

The company has successfully applied for two Agri-Tech grants worth £171,000, (one from the Growth Fund and the other from the Research and Development Fund to develop and manufacture CauliRice - a new, long-life rice substitute made from cauliflower, and to install new equipment in their existing premises to make production more efficient.

Vision

To manufacture and develop a long-life rice substitute using cauliflower, which would be gluten free, vegan and a low-carb alternative to regular white rice.

The Results

CauliRice is currently being sold online and in 1,000 major supermarkets across the UK. CauliRice was also recently a finalist in Richard Branson's Pitch to Rich competition. As a result of this investment, Fountain Foods expect to create 14 new jobs and protect two current positions.

Jim Kelk, Factory & Procurement Manager for Fountain Foods Ltd, said: "The award of a grant from the Eastern Agri-Tech Growth Initiative was the final piece of the jigsaw that will see the development and manufacture of CauliRice at the Fountain Foods Upwell site. Once established, this healthy product will be sold throughout the UK and abroad, creating opportunities for the local workforce and farming community in its manufacturing and production."



To find out more about The Eastern Agri-Tech Growth Initiative, please visit www.gcgp.co.uk

