

# Case Study:

# Ye Olde Pork Pie Shoppe

How the Ye Olde Pork Pie Shoppe in Melton Mowbray, with support from Leicester Shire Promotions, has developed its successful retail business to offer a unique tourism



Dickinson & Morris has been baking pork pies at Ye Olde Pork Pie Shoppe in Melton Mowbray since 1851. The company has the dual acclaim of being the oldest pork pie bakery and the last remaining producer of authentic Melton Mowbray pork pies based in the town centre.

Ye Olde Pork Pie Shoppe is at the heart of the Dickinson & Morris brand and with its rich heritage, is now nationally-recognised as a centre of excellence for authentic Melton Mowbray Pork Pies. The shop is open six days per week and an estimated 70 per cent of its customers are based in the local area.

## Creating a tourism experience

Ye Olde Pork Pie Shoppe is now established as one of the leading retailers in the Market Town of Melton Mowbray but how could it stretch its brand to build on the loyal local support and extend its customer base?

Stephen Hallam is the Managing Director of Dickinson & Morris. Stephen says: "As the area's reputation grew as a place to visit, we began to see more people staying overnight locally and although they came into the shop to buy Pork Pies and other items, they were looking for an 'experience' and our produce almost became a memento of their stay. We even got to the stage of coach tours turning up unannounced!



"Consequently, from our humble origins as a bakery and shop, we almost fell into tourism when we saw the demand and how beneficial it could be to our business."

## Welcoming food tourists to the UK's rural capital of food and drink

Food tourism has become an increasing trend with both domestic and overseas visitors.

Stephen Hallam continues: "Over recent years, there has been a fundamental shift in the culture of food and drink in the UK. Cooking has received greater exposure in the media and as more people travelled across the world, they became more adventurous in the choice of their cuisine. Local produce has been championed and food provenance has become a key influencing element in buying decisions".

"Melton has reinvented itself as a destination for food tourists. As well as our Pork Pies, Melton also offers Stilton Cheese, Sloe Gin, Belvoir cordials, Hunt Cake, Bison and Red Leicester Cheese. We also host thriving farmers and cattle markets, and the East Midlands Food & Drink Festival, the largest regional food festival in the UK. Based on this, the self-proclaimed title of 'the UK's rural capital of food and drink' is one in which we have great belief"

# Case Study: Ye Olde Pork Pie Shoppe



## Leading on tourism development

But how did Ye Olde Pork Pie Shoppe need to evolve to cater for the requirements of this new generation of food tourists?

Stephen Hallam explains: “We found that visitors and tourists were particularly interested in the history and heritage of the Pork Pie so we started demonstrations in the shop and evening ‘experience’ sessions. For coach tour operators and the group travel sector, it was all about understanding the market creating a package by working with local partners such as Twinlakes Park and accommodation providers to add value to our own offering.”

## Selling the local tourism product to a national audience

“To make a real impact on the tourism sector, it was vital that we utilised the existing expertise of the industry. The support that we’ve received from Leicester Shire Promotions, in particular, has been key to our development”.

“Since their initial help with the branding of the Melton tourism offering as a whole, their ongoing support has seen us graduate to a place where we now supply tourism literature to our customers, our website includes dedicated tourism pages and we’ve even installed a tourist information touchscreen kiosk in the shop”.

The strategic vision that has seen the company gravitate into the tourism market has proven to be an excellent move for Dickinson & Morris and Leicester Shire Promotions has played a key role in this.



“The wider linkages and remit of Leicester Shire Promotions have driven the tourism agenda for Melton Mowbray and Leicestershire. Their leadership has enabled us to continue with the development of the business whilst focusing on our core retail business”

“Their national promotional and PR activity has paved the way for an increase in overnight stays in Melton Mowbray and Leicestershire which is essential to boost the local visitor economy,” concludes Stephen Hallam.