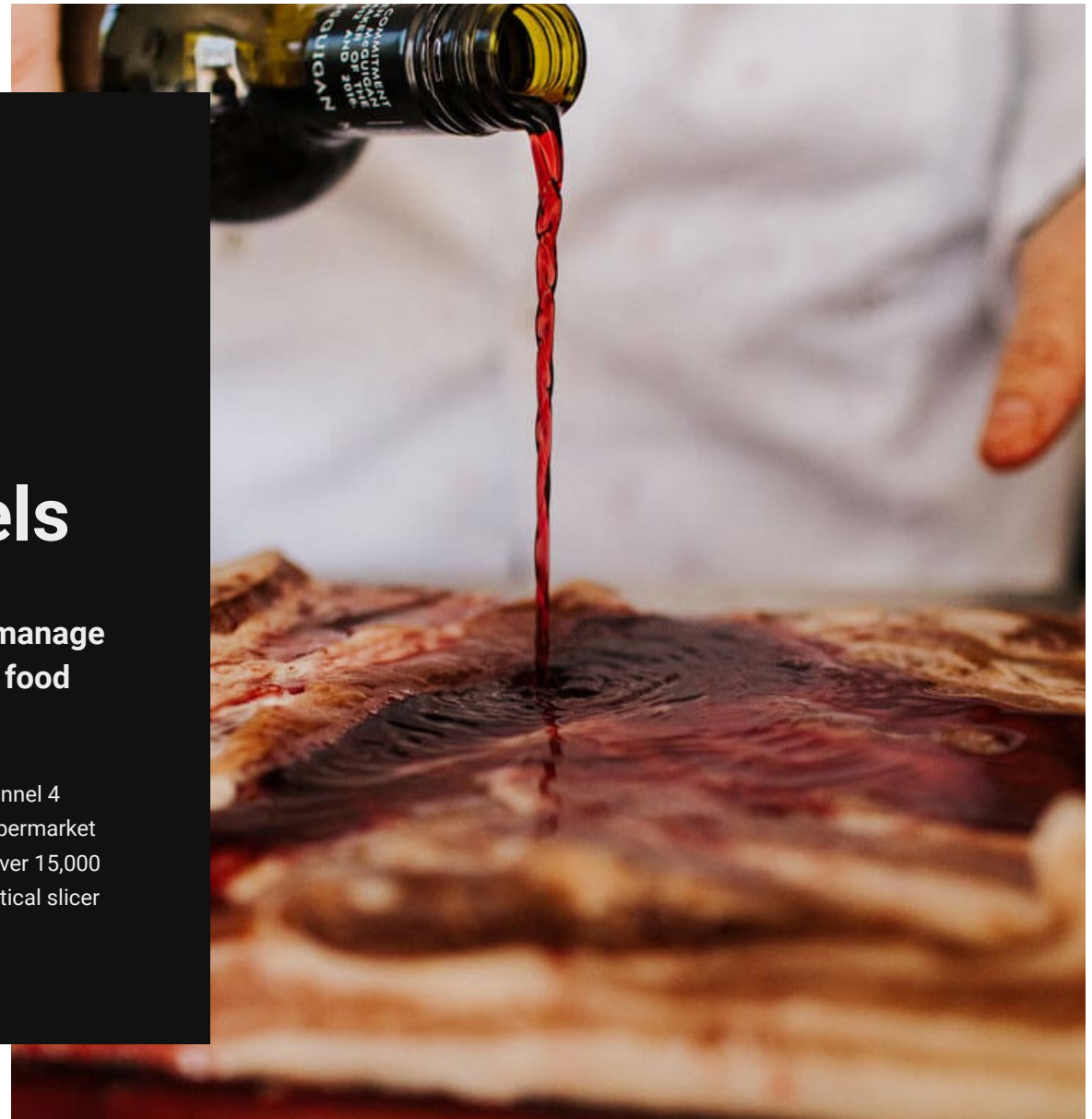


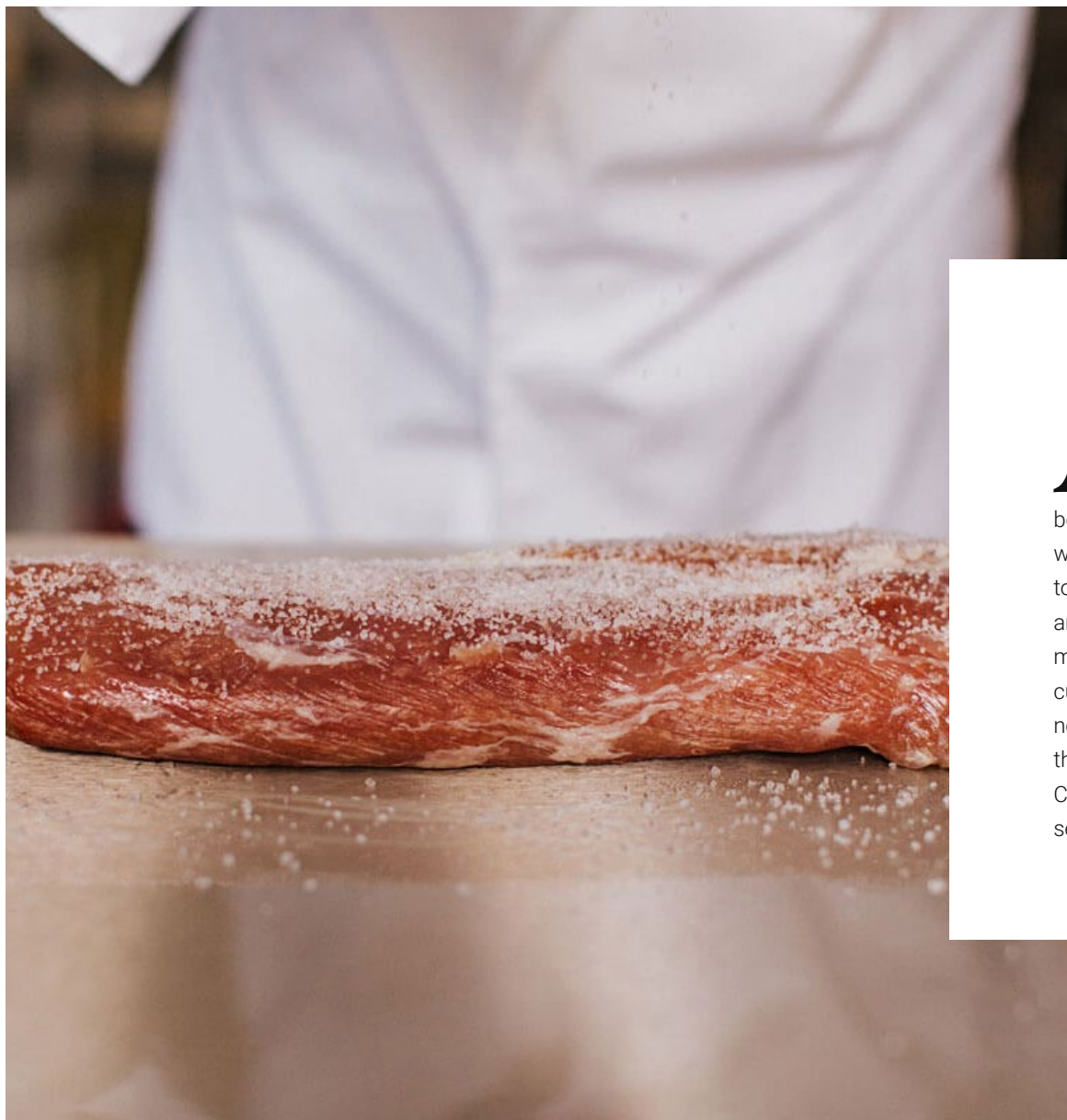
CASE STUDY

The Greek Farmer expands into new distribution channels

How did a small rural charcuterie producer manage to join forces with one of the world's largest food retailers?

British charcuterie brand The Greek Farmer appeared on the Channel 4 series "Aldi's Next Big Thing". Having won a contract with the supermarket chain, it now has to think in completely new dimensions and deliver 15,000 cold cuts as quickly as possible. With the VS12 D automated vertical slicer from Bizerba, this can be done successfully.





A farm in Hertfordshire is where the British startup The Greek Farmer produces smoked meat charcuterie products, which are refined with special flavors. Only local, free-range pork and beef are used. The production process is complex because the meat is first traditionally cured, before being marinated in wine and finally smoked. The products then have to age for around 4 to 6 months. Finesse is required to ensure that the meat is cut cleanly and presented in a visually appealing way, because cured and smoked meats are difficult to process. At The Greek Farmer, everything is skilfully cut by hand, with great expertise. Yet, expanding the distribution channels this way is nearly impossible. Only with mechanical support can the production quantity be increased. The Greek Farmer founder Tony Charalambides knew this, and accepted an invitation from Bizerba in his search for a suitable slicer.



“The processing quality is second to none, and the machine is extremely easy to use and clean. I have already recommended Bizerba to other colleagues in the charcuterie sector.”

Tony Charalambides

Founder and owner of The Greek Farmer

COMPANY

The Greek Farmer

In 2018, Tony Charalambides took over Langley Hill Farm in Hertfordshire and transformed the empty granary into a smokehouse, where he planned to make cured meats. He traveled to Cyprus, where he learned the curing technique that is so crucial to The Greek Farmer, and turned his farm into a full-fledged production facility. Since December 2021, the company has been producing twelve types of the finest meat and charcuterie specialties and – in addition to Aldi – its client list includes farm shops, delicatessens, restaurants, and wholesalers across the United Kingdom.

The company was founded in 2021.

It has 1 production plant in Hertfordshire.

4 employees

More information

thegreekfarmer.com



CHALLENGE

Increasing production substantially, without sacrificing quality

The Greek Farmer was not quite one year old when the company was catapulted into the spotlight. „Aldi’s Next Big Thing“, is a series on Channel 4 (UK) that shows small food and drink manufacturers pitching new ideas to one of Britain’s largest supermarket chains. Julie Ashfield, Managing Director of Corporate Buying at Aldi UK, was impressed by meat specialities made in the traditional Greek way. The Greek Farmer stood out from the competition and won coveted shelf space in the mega discounter’s stores. The excitement is still immense. „It’s an incredible feeling,“ says Tony Charalambides. „We did not enter the market until December 2021, and what we hoped to achieve by the third, fourth, or fifth year was achieved in the first year, thanks to the contract with Aldi. That will give our business a tremendous boost.“

Fine and cleanly cut, as if done by hand

The Greek Farmer’s aim is to ensure that its meat specialties are perfectly sliced and packaged. However, the requirements of a discount retailer cannot be met with hand-cut meat. 15,000 packages have to be produced and delivered to Aldi within just 17 weeks. So, The Greek Farmer requires a slicer that is capable of slicing large quantities in a short time and without compromising quality. Tony Charalambides searched for a suitable slicer and ultimately accepted an invitation from Bizerba for a product demonstration. The main criterion: the machine has to be available for operation quickly.



SOLUTION

Touchless slicing and optimal presentation

„During the demo, we saw for ourselves what the different Bizerba machines could do,“ explains Tony Charalambides. „We had looked at other slicers before, but none of them matched the quality of the Bizerba solution, so we chose the VS12 D.“

As Aldi wanted the first large delivery from the new contractual partner immediately after the contract was signed; Bizerba wasted no time. The VS12 D was delivered to The Greek Farmer immediately, where the machine was adjusted to the customer’s requirements, and the staff received extensive training on its use. The Greek Farmer was then able to start fulfilling its big dream of occupying shelf space at Aldi, while new perspectives for the company opened up in the British market.

Easy to use and clean

The VS12 D automatic vertical slicer has proven its worth from day one. With its powerful blade drive and its intelligent motor control Emotion, it not only produces precise results, but is also energy-efficient. It offers hygienically touchless slicing and, with its automatic depositing system, enables optimal presentation of the charcuterie specialties. Its intuitively designed membrane key keyboard ensures easy operation. Depositing patterns can be comfortably configured and most frequently used keys can be permanently stored,“ says Tony Charalambides. „The processing quality is second to none, and the machine is extremely easy to use and clean. I have already recommended Bizerba to other colleagues in the charcuterie sector.“



BENEFITS

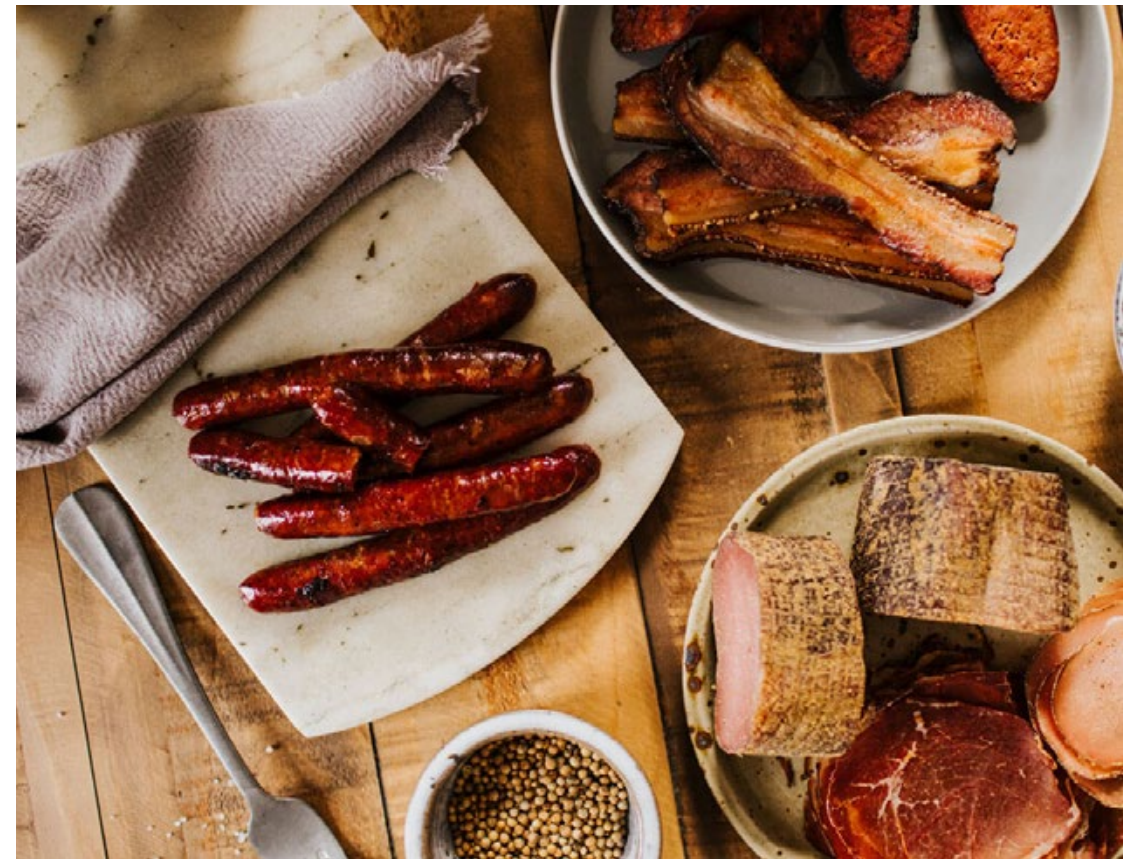
Setting the course for corporate growth

The Greek Farmer aims to conquer the British charcuterie market with its unique Greek-inspired meat and charcuterie specialties. The business may still be small, but thanks to powerful allies such as Aldi, it is gaining in importance and wants to keep on growing. With a premium slicer such as the VS12 D, The Greek Farmer can significantly increase its production capacity and still deliver the same high quality.

Meeting expectations

Everyone at The Greek Farmer appreciates the solidity and reliability of the VS12 D. It makes everyday work easier and shortens production and delivery times. This is what makes the partnership with the major discounter Aldi possible.

Tony Charalambides takes stock: „Our automatic vertical slicer has been in operation for about twelve months now, and our expectations have been greatly exceeded. A Bizerba sales representative still visits us regularly to offer support. That’s what I call good customer service.“



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Tony Charalambides

Founder and owner of The Greek Farmer

Let's count

1500

Packages of cold cuts/day (max.)

600

Kilograms of meat produced/week (max.)

200

Liters of wine processed/quarter (max.)

40%

Production increase/day

“ We had looked at other slicers before, but none matched the quality of the Bizerba solution, so we chose the VS12 D.”

Tony Charalambides

Founder and owner of The Greek Farmer

“ The Greek Farmer had limited space for a machine. The VS12 was the perfect solution – not only did it meet all of the technical requirements, but it also fit perfectly into the workspace.”

Anthony Matthews

Senior Marketing Manager for Bizerba UK

COMPONENTS

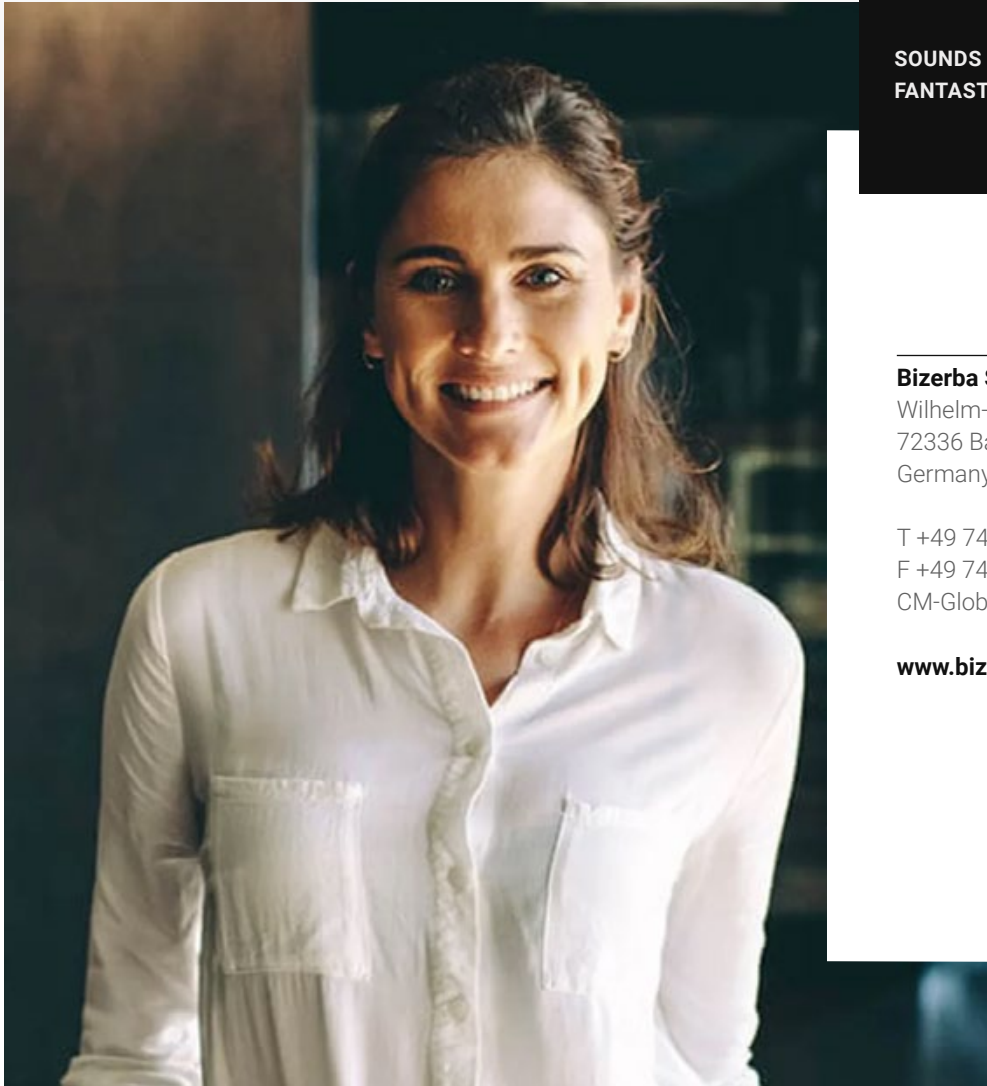
The Greek Farmer solution

Slicing

Automatic vertical slicer VS12 D

Service

Industry-specific consulting expertise and experience
Installation and start-up
Services & Support training



**SOUNDS
FANTASTIC!**

Bizerba SE & Co. KG

Wilhelm-Kraut-Straße 65
72336 Balingen
Germany

T +49 7433 12-0
F +49 7433 12-2696
CM-Global@bizerba.com

www.bizerba.com