

Joseph Heler x CCC acquisition

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THE CHESHIRE CHEESE COMPANY ACQUIRED BY JOSEPH HELER TO EXPAND BRANDED OFFERING

[The Cheshire Cheese Company](#) (CCC) has been acquired by fellow North West based family-owned cheese producer [Joseph Heler](#) to expand its branded offering.

As a multi award-winning brand, the Cheshire Cheese Company will become one of Heler's flagship consumer facing brands alongside its low calorie, low fat and high protein cheese, Eatlean.

Macclesfield-based CCC, which was established in 2010 to produce cheddar and Cheshire cheese waxed truckles in innovative, unique flavours, has seen 400% growth in revenues since 2019 making it one of the largest online cheese retailers in the UK and a desirable acquisition.

Joseph Heler has operations across central Europe, which will re-open markets to CCC that Brexit made unviable.

The Cheshire Cheese Company co-founder Simon Spurrell will retain an equitable stake in the business and remains as managing director to steer the company forward. All of its head office, production and warehouse staff will be retained while 14 additional full and part time jobs will be created on the back of this acquisition.

Commenting on the deal, which was undertaken for an undisclosed sum, George Heler, group managing director of Joseph Heler, said: "We're delighted to welcome the Cheshire Cheese Company to the Heler Group. It has a fantastic product and has worked hard to grow a loyal following across the UK. Cheshire Cheese Company's wealth of experience and expertise will provide plentiful synergies which is very exciting. Together, we're confident we can extend its reach across the UK and Europe."

Simon Spurrell, managing director of the Cheshire Cheese Company, said: "This strategic alliance has come at a very important time for the business. Post Brexit legislation meant our plans to operate in mainland Europe were halted - this arrangement will see us able to grow with increased production and fulfilment capacity and a worldwide reach.

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Notes to editors

About The Cheshire Cheese Company

It was founded in 2010 in Cheshire and produces artisan cheeses in its signature waxed truckles as well as complementary chutneys and now cheese biscuits. Hampers and celebration 'cheese' cakes are available to order.

Its award-winning waxed truckles primarily come in 200g and 2kg formats packed in bar coded outer cases. With over 15 variants to choose from among its Cheddar, Cheshires and Royal Blue Cheese varieties, stockists are sure to find something to their and their customers' liking.

Its renowned waxed cheese truckles (200g, £4.95 RRP) come in a variety of traditional and unique flavours, including long-standing favourites Vintage Gold Extra Mature Cheddar, Smokey Redwood Cheddar and Traditional Creamy Cheshire. Customers flock to The Cheshire Cheese Company for its quality and distinctive flavours too - look out for Irish Whiskey and Stem Ginger Cheddar, Sticky Toffee Heaven Cheddar and Gin and Lemon Cheshire Cheese.

It is a multi award-winning brand and picked up its first International Gold award in 2011 for its Irish Whiskey and Stem Ginger cheddar cheese. Since, it has gone on to collect an array of trophies and accreditations.

Its Cheshire Cheese Club is a free to join membership club, with offers including 10 per cent off all purchases, free cheese discount voucher on your birthday, special offers and collectable reward points which can be exchanged for money off your basket. Available to individual customers only.

Rated excellent on Yotpo, Google and Amazon by over 7,000 customers.

About Joseph Heler

Joseph Heler is a third generation family business, founded in 1957. Located in Nantwich, Cheshire, Joseph Heler is the North of England's largest independent regional cheese producer.

Joseph Heler launched Eatlean in 2016, the UK's first high protein, low calorie, 3% fat cheese.

For more information:

www.joseph-heler.co.uk, Twitter [@JosephHeler](https://twitter.com/JosephHeler) and Instagram [@Joseph_Heler](https://www.instagram.com/Joseph_Heler)

www.eatlean.com, Instagram [@eatlean](https://www.instagram.com/eatlean) and Facebook [@eatleancheese](https://www.facebook.com/eatleancheese)