



EDIBLE
ENGLAND
Exhibition

10 - 19 September 2021



EDIBLE ENGLAND



CONTENTS

Introduction	3
Farming and Diet	4
Where did it come from?	8
Hampshire Produce	13
Brands	17
Winchester: Trades and Traditions	21
Hampshire Fare	25
Hampshire Fare Producers	26



EDIBLE ENGLAND

*'What's inside it?' asked the Mole,
wriggling with curiosity.
'There's cold chicken inside it,' replied the Rat briefly;
'coldtonguecoldhamcoldbeefpickledgherkinssalad
frenchrollscresssandwichespottedmeatgingerbeerlemonadesodawater'
'O stop, stop,' cried the Mole in ecstasies:
'This is too much!'*

The Wind in the Willows, Kenneth Grahame

Ever since man has existed, he has relied on food and water to survive. Today, however, much of what we eat is taken for granted. Supermarkets and online grocery shopping make it easy for the consumer and offer a vast range of products to choose from, all of which can be delivered to your door at a click of a button.

***But where do some of our favourite foods come from?
What history lies behind them?***

We hope this pop-up exhibition will enlighten and entertain all ages by providing a glimpse into the past and perhaps stir a few memories too. The issues of both health and climate change are particularly topical just now and the decisions we make about food consumption are likely to have a major impact on our well-being, the environment and our planet. We hope this exhibition will also inspire you to think about how our diet has evolved over the years and what changes we may need to consider in the future.



FARMING & DIET



1. Interior of reconstructed Iron Age roundhouse

A typical building on an Iron Age settlement would have been the large roundhouse inside which was a central open-hearth fire to provide cooked food, warmth and light. The constant fire also helped to preserve food by smoking meat and fish and drying plants and herbs.

‘The introduction of farming, when people learned how to produce rather than acquire their food, is widely regarded as one of the biggest changes in human history.’

Dr Francis Pryor

Prehistory

People have been living in Britain for about 750,000 years. For most of that time, as hunter-gatherers, they subsisted by hunting animals, birds and fish, and gathering nuts, berries, leaves and fruit from wild sources.

Agriculture is thought to have originated in the ancient Near East and China around 8000-6000 BCE. Gradually spreading across the Mediterranean and Western Europe it reached the British Isles at the beginning of the Neolithic period around 4000 BCE. The Neolithic farmers from the continent brought with them cattle, goats and sheep which provided them with meat, milk, cheese and wool; pigs were domesticated from wild boar already living in forests. Land was cleared to grow beans as well as wheat and barley to make bread and porridge. They set up farms and began to settle in stable communities, mainly

on the chalk hills of the south and west where there were easily drained soils.

The transition from hunter-gatherer to farmer was gradual as people still relied on wild food for leafy vegetables such as nettles, sorrel, burdock, wood garlic, wild celery, yarrow and mint.



2. The Age of Man by Eric Kenning

However, there was a cultural shift in the way in which people lived and agriculture became a way of life.

Next followed the Bronze and Iron Ages when farming intensified in Britain. Stone and wooden farming implements were replaced by metal ones which were more durable, resulting in larger areas being cleared for planting and farmed year-round. Spelt and emmer wheat were introduced and farmers began using fertilisers which helped to increase production and create food surpluses. They stored wheat in granaries and grain trading brought an accumulation of wealth.

Credits

1. Photo courtesy of Butser Ancient Farm
2. Heritage Image Partnership Ltd/Alamy Stock Photo

FARMING & DIET



1. Fish and vegetables hanging up in a cupboard, still-life. Mosaic, Roman artwork, 2nd century CE. From a villa at Tor Marancia

The Romans

When the Romans invaded these shores in 43 AD, it heralded an exciting period in the development of the British diet with the arrival of an extraordinary variety of foods, none of which were known in Britain before but most of which are still eaten and grown here today.

...white cattle, rabbits, pheasants, peacocks, guinea fowl, brown hare; onions, carrots, parsnips, turnips, peas, cabbages, beans, leeks, mushrooms, pumpkins, marrows, asparagus, globe artichokes, celery, lettuce, cucumber, shallots, endives, garlic, radishes; cherries, plums, grapes, apples, pears, damsons, mulberries, figs, medlars, pomegranate; mint, coriander, rosemary, dill, fennel, parsley, alexander, borage, chervil, mint, basil, thyme, hyssop, rue, sage, sweet marjoram, asafoetida; walnuts, pine nuts, almonds, sweet chestnuts and other nuts, seeds and pulses.

The Romans also imported olives, oil, wine, pepper, ginger, cinnamon - all not known in Britain at that time. Herbs were not just used for cooking and brewing but were valued for their medicinal properties too.

Honey was used as a sweetener and preservative. Beekeeping was an important industry with most farms employing one man known as the apiarus to look after the hives.

New farming practices were introduced along with more productive grains and these helped to increase crop cultivation. Bread became a staple food and a number of different varieties were produced including brown, white and flat breads with some commercial bakeries existing in the larger towns.

Seafood was a favoured part of their diet and meat was also more widely consumed. Pigs were plentiful in the south and east. Suckling pig was often eaten, and pig fat was a part of the Roman soldiers' daily ration. Hams could be kept for longer if they were salted or pickled in brine. Chickens had been introduced to Britain in the Iron Age, but the Romans bred them more intensely to be eaten for their meat.

The Romans also kept dormice in jars to be fattened up before being stuffed with minced meat and cooked. The Roman dormouse, or glis glis in Latin, was a much larger breed than those found nesting in British cornfields today.

Did you know?

The next time you try to rid your garden of ground elder you can blame the Romans! Today it is considered a nuisance weed but it was used back then as a pot herb, a bit like we would use spinach or Swiss chard now. Its other use was as a medicinal cure for gout and arthritis.

1.



1. Three Land Girls harvest flax on a farm in Huntingdonshire during 1942

War Years

World War I saw a period of change in the way Britain farmed and has had a lasting impact on how we farm today. During the early 19th century, Britain produced more than enough grain to feed its population but, after the depression of the 1870s, British agriculture was largely neglected by government and had fallen into decline by 1914.

By the outbreak of war Britain relied on imports for more than 60 per cent of food supplies with much of its wheat, flour and sugar beet coming from Germany. Supply routes became cut off or targeted by German U-boats, and the severe weather of 1916 resulted in a poor harvest leaving Britain with only six weeks' worth of wheat. The government turned to British farmers to feed the nation in a time of crisis. The majority of equipment used on farms during the war was developed during the 19th century and was horse-drawn or hand-held. A 'Ploughing Up' campaign was introduced to convert pastures to arable production of wheat, oats and potatoes but, with thousands of horses requisitioned by the War Office to go to the front, farmers were faced with a seemingly impossible task. In 1917, women from the Women's Land Army were recruited to work on farms to fill gaps left by men who had gone off to war. Soldiers returned from the frontline to help with the harvest and, crucially, tractors began to do the work of many hands. The campaign saw an extra 2.5 million acres of land used for growing cereals.

FARMING & DIET



1. Members of the Women's Institute (WI) selling home produce on stalls at Malton, Yorkshire, during the Second World War

The Women's Institute, meanwhile, started in 1915 to encourage women to get involved in growing and preserving food to help increase the supply of produce to the war-torn nation. Without the women of Britain, the nation could have starved. As devastating as the war was it acted as a catalyst for equal opportunity. Women had the chance to show that they were more than capable of undertaking the same roles as men in agriculture.

With food rationing during World War II and the post-war years, people were encouraged to grow their own food.

Did you know?

There was a temporary oversupply of carrots during World War II which the Government needed to shift. As soon as word went out that the RAF's exceptional night-flying was due to eating carotene the consumption of carrots increased dramatically - people thought carrots might help them see in the blackout! In doing so, it took the pressure off other food supplies.



In Britain, victory gardens sprang up in all manner of places: private residences, backyards, apartment block rooftops, waste ground, railway edges, ornamental gardens and lawns. Sports fields and golf courses were requisitioned for farming or vegetable growing or were sometimes left for sheep-grazing instead of being mown. Sections of lawn were publicly ploughed for plots in Hyde Park and onions were grown in allotments in the shadow of

the Albert Memorial. The number of allotments doubled, and millions of listeners began tuning into gardening radio programmes. County Herb Committees were also established to collect medicinal herbs when German blockades created shortages, for instance in *Digitalis purpurea* (Foxglove) which was used to regulate heartbeat.

The 'Digging for Victory' campaign also boosted civil morale so that gardeners could feel empowered by their contribution of labour and rewarded by the produce grown. This made victory gardens a part of daily life on the home front.

Credits

1. Wikimedia Commons
2. Wikimedia Commons

WHERE DID IT COME FROM?



1. Cadbury's Milk Chocolate 1953 advertisement

Chocolate

Chocolate goes back about 2,500 years ago when it was first consumed by the Mayans and Aztecs as a drink with water, sometimes with chilli and thickened with maize. Brought back to Europe by the Spanish, it was slow to catch on. First sold in Britain in the 1650s, it was not until the 19th century, when milk replaced the water, sugar was added, and it was being drunk hot, that it sparked interest. In 1847, British chocolatier J.S. Fry and Sons created the first chocolate bar moulded from a paste made of cocoa powder, sugar, and cocoa butter. Developments in milk processing, a sharp reduction in the price of sugar and fierce competition between confectionary companies eventually resulted in the first really popular eating chocolate - milk chocolate.

John Cadbury's grocer shop opened in Birmingham in 1824. John, who was a Quaker, prepared his own cocoa and drinking chocolate, and sold these alongside tea and coffee as healthy alternatives to alcohol. But, when business took a downturn, he needed to make changes and so decided to specialise in chocolate instead. It was then that his business really took off. In 1861, John's sons took over the company and the Dairy Milk Chocolate Bar, which was introduced in 1905, became its best-selling product.



2. Cadbury advert 1894

Credits

1. 20th Century Advertising/Alamy Stock Photo
2. Image courtesy of Grace's Guide to British Industrial History

WHERE DID IT COME FROM?

Gin

As early as 1269 Dutch monks were producing a special juniper-based spirit said to cure the plague. By the 16th century the recipe had been developed further and the spirit took on the Dutch word for juniper - 'jenever'. 'Ginever', in Britain, became the shortened word 'gin'.

The history of gin and tonic goes back to the early 19th century when the British Army in India were struggling with malaria. It was discovered that the bark of the cinchona ('fever') tree in South America could be used to protect against the disease but the bitter taste of the quinine made it taste very unpleasant. The soldiers in India mixed the quinine powder with sugar and water to create the first, very rudimentary tonic water. Mixed with their daily ration of gin, the G&T was born.



1. 1939 UK Magazine
Gordon's Gin advert

In 1769 Alexander Gordon started his pioneering business that worked on the distillation of high-quality gin. Gordon began perfecting his own brand of gin in London, using the finest botanical ingredients. By the 1960's Gordon's had reached the level of the best-selling brand in the world, distributing the world over.

“The gin and tonic has saved more Englishmen’s lives, and minds, than all the doctors in the Empire.”

Winston Churchill

Credits

1. John Frost Newspapers/Alamy Stock Photo

WHERE DID IT COME FROM?

Orange

Oranges are thought to have originated in South West China and North East India as early as 2,500 BC. For thousands of years these bitter oranges were used mainly for their scent, rather than their eating qualities.

The Romans and Moors brought the fruit to Europe and in the 12th century the Crusaders were the first Britons to taste oranges whilst in Jaffa in 1191-2. The earliest mention of the fruit in England was in 1289, when a Spanish ship docked at Portsmouth and fifteen lemons and seven oranges were bought for Edward I's wife, Queen Eleanor of Castille. Sweet oranges imported from Portugal in the 16th century were an exotic luxury, reserved for the rich. In

London, sweet 'China oranges' were sold to theatregoers by young women known as 'orange wenches'. Nell Gwyn, the mistress of Charles II, famously worked as an orange seller at a Covent Garden theatre before finding fame as an actor.

Did you know?

Shakespeare made a witty pun about the Seville orange in his play *Much Ado About Nothing*. The count, Claudio, is described by Beatrice as being 'civil as an orange'.

Apples

Apples originated from Central Asia and, although they grew wild in Britain in Neolithic times, it was the Romans who first started cultivating them here. The Normans had a strong tradition of apple growing and cider making and introduced many apple varieties to Britain, the first recorded of which were the Pearmain in 1204 and the Costard in 1296. Apple pie has appeared in recipe books in various forms over the years but perhaps the most questionable is one that appeared in 1425 which included ground up 'samon, or codlynge, or hadok'.

Mary Ann Brailsford was a young girl living in Nottinghamshire in 1809 when she grew an apple tree from pips in her garden. The tree was later included in the sale of the cottage to a local butcher, Matthew Bramley, in 1846. In 1856, Bramley allowed a local nurseryman to take a cutting from the tree and sell the apples, but he insisted that any apples sold must bear the Bramley name. Over 200 years later, every single Bramley apple that has ever been eaten can be traced back to that one tree.



Credits

1. Photo by Maksym Kozlenko/Creative Commons/Wikimedia Commons

WHERE DID IT COME FROM?

Tea

The custom of drinking tea dates back to around 2700 BC in China when it was used medicinally. Tea was first imported to Europe by the Portuguese and Dutch traders, reaching Britain in the early 17th century.

It was an expensive product that only the wealthy could afford but gained popularity quickly in coffee houses. This distressed the tavern owners, as tea cut their sales of ale and gin, and it was bad news for the government, who depended upon a steady stream of revenue from taxes on liquor sales. Slowly tea shops began to appear throughout England making the drinking of teas available to everyone.

In 1706, Thomas Twining acquired a coffee-house in London and soon 'Tom's Coffee-House' became one of the most celebrated places to drink tea with poets, writers, and philosophers flocking there. Twining also developed a retail trade in tea, which from 1717 onwards was sold from a shop next door at the sign of the 'Golden Lyon'. The company still occupies the same premises at 216 Strand, London, to this day.



2. The clipper 'CUTTY SARK' in full sails. Fast ships called tea clippers were used by trading companies to bring back leaves from India and China to Britain. The Cutty Sark, which is the only surviving clipper of its kind, can still be visited in Greenwich.

Credits

1. Chronicle/Alamy Stock Photo
2. Public domain image by Allan C Green courtesy of State Library of Victoria/Wikimedia Commons

1.



1. Outside a tea dealer shop, c. 1800

Did you know?

The term 'a nice cuppa cha' for a cup of tea is thought to originate from one of two possible sources. 'Char' is most likely the English version of the Indian word for tea (chai) brought here from the early days of the British Empire. But it may come from even further east as the word also sounds similar to the Chinese 'tcha'.

WHERE DID IT COME FROM?

1.



Pineapple

Christopher Columbus discovered the tropical fruit on the island of Guadeloupe in 1493, although it had long been grown in South America. He called it piña de Indes, meaning 'pine of the Indians'.

Pineapples began to be cultivated in Europe, but it was costly to do so, and they became a symbol of wealth. Instead of being eaten, however, the fruit was displayed at dinner parties and by the late 1700s its production caused much rivalry between some aristocratic families. The first reliable crop of pineapples in Britain was achieved by a Dutch grower, Henry Telende, in Richmond around 1715. In Victorian times, glasshouses for pineapple cultivation became very

large and grand structures, with up to 1,000 plants packed into them.

Two working pineapple glasshouses can still be seen in Britain today: the 19th century pineapple pit at the Lost Gardens of Heligan, and the pinery-vinery at Tatton Park, which is a recently restored structure dating from the mid 18th century.

Did you know?

In 1398, the word 'pineapple' was first used to describe the reproductive organs of conifer trees. When European explorers discovered the tropical fruit they called them pineapples because of their resemblance to what we now know as the pine cone. The term 'pine cone' was first recorded in 1694, to replace the original meaning of pineapple.

Tomato

Believed to have originated in South America, the tomato was brought to Europe by explorers. First introduced and grown in this country in the 1590s as ornamental climbers for their decorative leaves and fruit, the Elizabethans believed that the tomato's red colour signalled danger and that the fruit was poisonous.

It took 150 years to dispel the myth and for the tomato to become accepted as a food. By 1800, though, the tomato was in almost daily use in England in soups, stews and sauces.



2.

Rice

Cultivating rice in the cold and frosty British Isles has never really been an option. When it first arrived here in the Middle Ages via the Asian trade routes as an exotic import, it was expensive and afforded only by royalty and the wealthy. Medieval English rice dishes were sweet, savoury or a combination, enriched with liberal quantities of almond milk. The *Forme of Cury*, a royal cookbook dating from around 1390, contains a rice pottage recipe and this one for Ryse of Flesh:

'Take rice and wash them clean and do them in earthen pot with good broth and let them seethe well. Afterward take almond milk and do thereto and colour it with saffron and salt, and mess forth.'

Rice pudding, as we know it today, takes its origins from the Tudor period when it was known as whitepot.

Credits

1. Pineapple illustration from *Les lili acées* (1805) by Pierre Joseph Redouté (1759-1840)
2. Image courtesy of Creative Commons/Wikimedia Commons

HAMPSHIRE PRODUCE



1. Eel House
From around 1820, the Eel House in Alresford was used to trap mature eels setting out on their thousand-mile journey to spawn in the warm waters of the Sargasso Sea. Eels were a popular food in Victorian times and the eels were taken away in tanks by merchants to be sold, while still alive, at fish markets in London.

Fish

Hampshire is better known for its fast-flowing trout streams and rivers than it is for its coastal, river or pond fish. But river and pond stocks have been a staple in the Hampshire diet for thousands of years. The remains of Saxon, or earlier, eel traps have been found in a number of places, including the river Arle. The Normans introduced fish farming which was developed by the monks into a major science. They farmed carp, a fish introduced by the Romans, which was fast growing and would eat almost anything. Local people took them from the rivers, but the monks bred them in ponds on their lands. There were always two ponds in use - one for feeding and a 'stew' pond where the fish were not fed. Carp, being a detritus feeder, tended to have a muddy taste thus they spent time unfed in clean water before being made ready for the table.

Did you know?

Monks were allowed to eat fish on fasting days, including all Lent, hence they became expert fish farmers.

The Watercress Line

Alresford became the centre of the watercress industry in 1865 when the railway line to London opened.

In 1960 virtually every railway station in the country had its own goods yard with a daily freight train bringing in coal, new agricultural equipment and fertiliser for local farms. The Mid Hants Railway 'Watercress Line' served a rural community and many farmers needed to get their produce to markets in London and beyond. Wagons were used to carry not just watercress but a variety of other goods including livestock, milk, eggs and wheat.



2. Loading strawberries at Swanwick Station

Strawberries

Hampshire's world-famous soft fruits have been harvested in the Hamble Valley for over 150 years, giving it the title of the 'Strawberry Coast'.

The boom began in the late 1860s and railways played an important part in delivering the fruit across the country on 'strawberry specials'. Swanwick station was built expressly for this purpose. Every day pickers filled four three-pound baskets and over 20,000 berries were loaded onto the train bound for Covent Garden and top hotels in London. Train stations along the Strawberry Coast frequently had queues of strawberry growers, horses and carts of up to a mile long waiting to get their fruits on the train.

By the late 1960s competition from cheaper imports arriving earlier in the year pushed many growers out of business and by the 1980s much of the area previously covered by the vast strawberry fields was developed for housing.

Credits

1. Photo courtesy of New Alresford Town Trust
- 2 & 3. Photos courtesy of Mid-Hants Railway

HAMPSHIRE PRODUCE

1.



Pigs

Hampshire has always been known for its pigs and the excellent quality bacon and ham they produce. Rasher puddings were once a popular cottage meal, useful for using up scraps of meat and bread, and Hampshire Haslet is another favourite.

The pannage season between September and November plays a vital part in the ecology of the New Forest. The idea, which dates back to the time of William the Conqueror, is that domestic pigs are left to graze on fallen acorns, beech mast, chestnuts and other nuts. Excessive amounts of acorns are poisonous to the ponies and cattle which roam the New Forest, so the pigs are sent in on a mission to snuffle up all the acorns. The diet does not harm the pigs but instead creates pannage pork which has a distinctive and sought-after earthy flavour. The pork is in high demand and has been likened to Spain's Iberico pork.

Sheep

Sheep have been important to the area at least since medieval times. Progressive sheep breeding in the 19th century resulted in a three way cross known as Hampshire Down around the 1840s. These flocks were not only vital to maintaining fertility on thin downland soils to support arable farming but were bred for their superior meat too. One breeder noted in 1859:

'My object has been to produce a Down sheep of large size with good quality of flesh, and possessing sufficient strength and hardiness to retain its condition while exposed in rough and bad weather to consume the root crops on our cold, dirty hills.'

Brisk trading took place at major sheep fairs at Winchester, Weyhill, Overton, Stockbridge and Whitchurch and Hampshire Down sheep were also sent overseas to America. The breed has become particularly valued by farmers for its fast growth and reduced back fat.



Did you know?

The Latin name for watercress is 'nasturtium officinale' which translates as 'twisted nose'. Perhaps the Romans named it for the effect it had from eating the spicy, peppery leaves! Nowadays, the Winchester Distillery uses watercress to make its Twisted Nose gin.

Watercress

Watercress has been around for centuries but originally had weed status as it blocked the rivers. It was in the 18th century that its value as a food began to be recognised. Because it could be picked wild, watercress sandwiches were a staple part of the working-class diet in the 1800s and were known as the 'Poor Man's Bread'. Sometimes it was eaten from a bunch in the hand like an ice cream cone - the first fast food!

At first it was a country food but, as more was cultivated in the mineral rich waters of Hampshire and Wiltshire, it became more widely used. When the railways came, Hampshire became a main centre of production. It was possible to harvest the watercress in Alresford and have it on sale in London within two hours, far quicker than the stage coach. In the late 19th century watercress was shipped in large flat wicker baskets which were made locally and known as 'flats'. Today only about 150 acres of watercress beds remain.

2.



2. Loading strawberries at Swanwick Station



4 & 5. Picking watercress and packing flats

Credits

1. Photo by Jim Champion/Wikimedia Commons
2. Photo courtesy of Mid-Hants Railway
3. Sheep, breeds and management by John Wrightson 1893/Wikimedia Commons
- 4 & 5. Photos courtesy of The Watercress Company

HAMPSHIRE PRODUCE

Hildon Water



The Hildon name started its journey thirty years ago when Hamburg-born entrepreneur and art dealer, Christian Leopo Hepf was looking for some flat land on which to run his polo horses.

Finding the perfect spot at Broughton, deep within the Test Valley countryside, a 60-metre borehole was then discovered in the deeds. Hildon Natural Mineral Water has the highest classification of natural mineral water and has since gained an international reputation supplying bottles to some of the most exclusive hotels and restaurants in over forty countries worldwide.

In 2017, after many successful years of supplying the Royal Household, Hildon was proud to be awarded the coveted Royal Warrant to Her Majesty The Queen.

Small beer

From around the mid-18th century beer was considered a safer drink than water which was contaminated with poor sanitation or pollution. Most people drank small beer which was a weak brew. In 1764, Thomas Thetcher, a Hampshire grenadier died after drinking 'small' beer and lies buried in Winchester Cathedral churchyard. It is likely that the 'violent fever' which killed Thetcher was caused by cholera or typhoid in the water used in the making of that particular batch of beer. Ironically, had Thetcher drunk 'strong' beer, which had a higher alcohol content, he would probably have survived.

Did you know?

Thomas Thetcher's story was the inspiration behind Alcoholics Anonymous. Bill Wilson, a US soldier encamped in Winchester in World War I, struggled with alcoholism after the war. He became a founding member of the organisation and wrote a book about his battle with drink in the hope of inspiring other alcoholics. His 'Big Book' has sold around 30 million copies.

Credits

- 1. Photo courtesy of Hildon Water
- 2. Photo courtesy of The Royal Hampshire Regiment
- 3. Image courtesy of Steve Jarvis

Beer



Winchester has a strong history of brewing beer. The city's fast flowing chalk streams provided a good source of water and large plots of land in and around the city were being used to grow hops around 1750.

Brewing was a small-scale domestic industry with the brew house at Winchester College being a good example. In the 14th century, the beer was being produced there by 'ale wives'. 'Huff' was an ancient brew reserved only for solemn occasions and boys were served beer at breakfast in 'jorums' (tins) and 'jacks' (leather jugs). The brewery ceased operating in 1904 and the building now houses the College library.

Hop growing reached a peak in Hampshire in the latter stages of the 19th century, with 3,200 acres being grown. By the 1860s around a dozen breweries existed

in Winchester. However, as brewing became more centralised in the 20th century, the breweries went into decline, including Lion Brewery (Eastgate Street), Snooks Brewery (Sussex Street), Queens Brewery (Upper Brook Street), Sadlers Brewery, Hyde Abbey Brewery, and Cheesehill Brewery.

The last of the big breweries to survive was Winchester Brewery in Hyde Street which ended up as a bottling and distribution centre for Marston's. The resurgence of micro-breweries across the county has seen brewing starting up again in and around Winchester, including ones such as Flack Manor, Red Cat, Alfred's Brewery and Stratton Lane Brewery.



3. Lion Brewery in Eastgate Street after the fire

HAMPSHIRE PRODUCE

Bombay Sapphire

Although Bombay Sapphire only opened its doors to the public at Laverstoke Mill in 2014, its story begins in Lancashire 260 years ago. Thomas Dakin started producing his Warrington Gin in 1761 and, experimenting with new distilling methods in the 1830s, it was the Dakins who developed the unique vapour infusion process that is still used today. The business eventually passed to Greenall's who, keeping to Dakin's original recipe and distilling methods, and are now Britain's oldest continuous distillers.

In the 1950s the drink was rebranded as Bombay Dry Gin. However, in 1985, it was the rare Star of Bombay sapphire that inspired the name and iconic blue bottle, and two additional botanicals that made Bombay Sapphire what it is today.

Laverstoke Mill

The site on which Laverstoke Mill stands dates back to c.903. In the 18th century it became a paper mill, eventually supplying bank notes to the Bank of England and British Empire until 1963.

Bombay Sapphire bought the site in 2010 and the two iconic Thomas Heatherwick glasshouses have attracted critical acclaim, as has the distillery's commitment to sustainability and carbon neutrality.

Wine

The Romans first introduced wine-growing into Britain, and Norman monks and abbots, who were skilled viticulturists, continued producing wine in monasteries throughout the Middle Ages. The industry suffered a decline over the years as a consequence of the Black Death, the Dissolution of the Monasteries, climate change and crop blight. Commercial production ceased altogether between the two World Wars.

In the early 1950s, it was the work of pioneers, such as Ray Barrington Brock, Edward Hyams and George Ordish, who paved the way for its revival. Hampshire's chalks soils combined with its cool climate create ideal conditions for the production of quality sparkling wine and, soon after, the number of vineyards in the UK steadily increased with over 500 commercial vineyards and over 130 wineries in England and Wales by 2016.

The four major wineries in the county consist of Hambleton Vineyard, Coates & Seely, Exton Park Vineyard and Hattingley Valley Wines. Others of note include Blackchalk Wine, Cottonworth, Danebury, The Grange, Jenkyn Place and Raimes. The Vineyards of Hampshire marketing group helps to promote Hampshire's superb quality sparkling wines, both locally and nationally.

Did you know?

Hampshire is home to England's oldest commercial vineyard. Planted in 1952 at Hambleton by Sir Guy Salisbury-Jones. Hop growing reached a peak in Hampshire in the latter stages of the nineteenth century with 3,200 acres being grown.

In 1952, Sir Guy Salisbury-Jones planted a small vineyard at Hambleton, specifically to produce wine for sale. The wine caused much publicity when it was first sold in 1955 and the name Hambleton became synonymous with English wine. The vineyard passed hands in 1999 and was expanded. With now over 200 acres producing sparkling wines, it is the oldest commercial vineyard in England.



1. Mill Down House and Vine at Hambleton



2. 1971 Harvest at Hambleton

Credits

1 & 2. Photos courtesy of Hambleton Vineyard



1. Marmite advert 1929

Marmite

Love it or hate it, Marmite has become something of a national institution since the famous breakfast spread first appeared in 1902. Often impossible to find abroad, it sits high on the essential holiday packing list and is one of the most confiscated items in British airports!

Invented by accident in the 19th century, a German scientist discovered that brewer's yeast could be made into a concentrated food product resembling meat extract, although entirely vegetarian. The Marmite Food Company was founded in Burton-on-Trent, Staffordshire, where the raw material was readily available from the town's brewers.

Yeast being a great source of vitamin B, Marmite was included in WWI soldiers' rations. It remained popular among the military and civilians in WW2 and beyond and it was even sent out to homesick British peacekeeping troops in Kosovo in 1999.

The product's health-giving properties were used to great effect in early advertising but the My Mate Marmite campaign of the 80s is probably one that many will remember with the catchy chant "My Mate. Whose Mate? My Mate, Marmite."



2.

2. Marmite
Named after the French word for a cooking pot, Marmite was originally supplied in small earthenware containers of a similar shape. Since the 1920s, it has been sold in distinctive glass jars with a picture of a marmite pot on its label as a reminder of the origins of its name.

Credits

1. Chronicle/Alamy Stock Photo
2. Creative Commons Attribution-Share Alike 3.0
3. The Advertising Archives

BRANDS

Heinz

The humble beginnings of one of the world's most famous and best loved brands goes back more than 150 years. Henry J Heinz, the son of German immigrants living in Pittsburgh, USA, began selling goods from his mother's garden to neighbours at the age of eight. A year later, he was making his own horseradish sauce and by 1869 Henry and his friend, Clarence Noble, had established their own company selling horseradish in clear glass jars to show its purity.

3.



3. Heinz USA Magazine Advert 1910s

They were forced into bankruptcy in 1875 but Henry quickly formed a new business with two relatives. In London, Henry discovered a spicy condiment made from fish called Catsup. By replacing the fish with tomatoes, Heinz Tomato Ketchup was launched in the USA in 1876 and the company took off. That year '57' was added to the bottle, after Henry spotted a shoe store advertising 21 styles of shoes. He chose the number because he thought it was lucky, and so Heinz 57 Varieties was born.

Did you know?

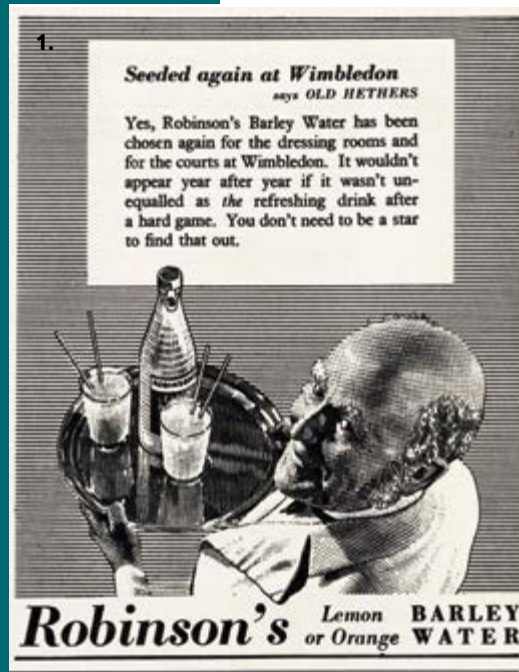
Fortnum & Mason in Piccadilly, London, was the first store in Britain to stock Heinz Baked Beans. After sampling Henry's products when he arrived from America in 1886, they said, 'I think, Mr Heinz, we will take the lot'. Can openers were not commonplace then, so early Fortnum and Mason's literature detailed how to open the canister – by stabbing it with a knife!

*A million housewives everyday
pick up a tin of beans and say:
'Beanz Meanz 'Heinz.'*

BRANDS

Robinson's Lemon Barley Water

Matthias Archibald Robinson was an 18th century grocer living and working in London when gin drinking was epidemic, sanitation was non-existent, and life and business were perilous affairs.

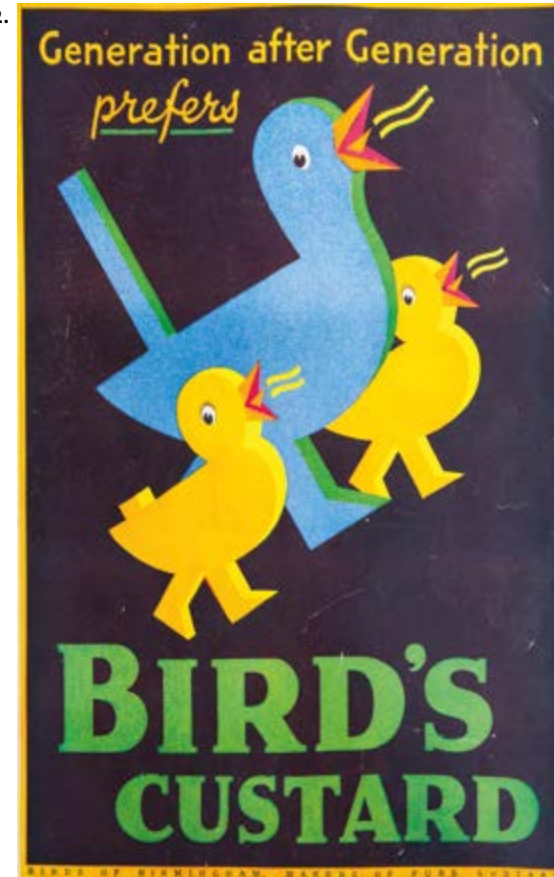


1. Robinson's 1950s advert

Motivated by helping others, Matthias devoted huge amounts of time and funds to charity. But in 1821, his business suffered, and he was declared bankrupt. Refusing to give up, he cleared all his debts and eight years later came up with the invention that was to change his future.

Barley & Groats, a powder, was patented 'a superior food for children, invalids and others' but it was not until several years later that company salesman, Eric Smedley Hodgson, combined the barley crystals with iced water, lemon juice and sugar to create a refreshing and hydrating drink which he placed in tennis players' dressing rooms at Wimbledon. In 1935 Robinson's Lemon Barley Water was officially served at the All England Lawn Tennis Championships and the bottles have been appearing on the umpires' steps ever since.

2.



2. 1930s Birds Custard Advert
Bird's Custard quickly became renowned as a wholesome and nutritious food. The company's colourful advertising campaigns started around 1875 but the famous 'three bird' logo, however, was only introduced in 1929.

Bird's Custard

In 1837, Alfred Bird set up an experimental chemist's shop in Birmingham. Alfred's first major invention was originally only intended for his wife, Elizabeth, who was apparently quite partial to custard but had an allergy to eggs with which it was made. Using cornflour, Alfred created an egg-free version for her which they could use at home.

The Birds liked to give dinner parties and dessert was always served using genuine custard. Whether by accident or design, one evening the egg-free custard was fed to their guests and it was so well received that Alfred realised that his recipe might appeal to a wider audience. Soon afterwards Alfred founded 'Alfred Bird and Sons Ltd' and Bird's' Custard Powder was born. Alfred also invented baking powder, for his wife's other allergy to yeast. His formula is essentially the same today as it was then.

Credits

1. f8 archive/Alamy Stock Photo
2. Grace's Guide to Industrial British History

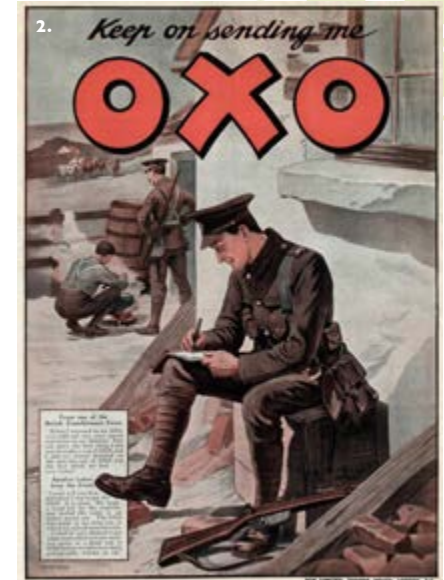
BRANDS

Oxo

Meat was a rare luxury for many in the 19th century. However, once Justus von Liebig discovered meat extraction around 1840, it opened up the market to other new products. Liebig's company was keen to produce a cheaper alternative to the expensive bottled extract but it was not until 1910 that they developed a bouillon cube that could be sold for a penny - the OXO cube.

In 1908, Oxo sponsored the London Olympic Games and supplied athletes with Oxo drinks, and it was one of the sponsors of Scott's expedition to the South Pole in 1912. Sponsorship of the expedition supported key messages for brands, such as patriotism, advances in scientific research, the importance of home comforts, adventure and survival. In WWI, the company also supplied British troops with 100 million OXO cubes, all individually wrapped in foil.

Oxo was quick to adopt marketing tactics that are commonplace today, such as outdoor advertising on London's Oxo Tower. The powerful brand name and logo are also key to understanding the company's success for over 100 years.



2. British Expedition soldier writing a letter asking to 'Keep on sending me Oxo'. During the First World War soldiers were given Oxo cubes in their ration kits. 1915



1. Captain Scott Oxo advert published 9 months after his death still unknown back home



3. BISTO advert 1925

Bisto

Bisto dates back to 1908 when two employees of the Cerebos salt company, created a recipe for an easy-to-use gravy powder. Legend has it that their wives were unable to make satisfactory gravy, so they turned to their husbands for help. The meat-flavoured powder which they invented was added to gravies to give a richer taste and aroma and it rapidly became a bestseller. The name 'Bisto' is an acronym for 'Browns Instantly, Seasons and Thickens in One'.

Advertising played an important part in Bisto's success and, in 1919, cartoonist Wilf Owen created the famous Bisto Kids saying 'Ah Bisto' as they catch a whiff of Bisto on the breeze. Although they were dropped in 1996, the Bisto Kids were so popular that they are still remembered fondly by many people today.

Did you know?

A competition was held in the 1930s to choose a name for the Bisto twin characters. It was won by Mr and Mrs Simmonds, who named the twins after themselves - Bill and Maree

Credits

1. Lordprice Collection/
Alamy Stock Photo
2. Chronicle/Alamy
Stock Photo
3. Pictorial Press Ltd/
Alamy Stock Photo

BRANDS

1.



Huntley & Palmers

Starting life as a small bakery in Reading in 1822, Huntley & Palmers opened a large factory in 1846 and, by 1900, was the largest biscuit manufacturer in the world employing over 5,000 people. Reading became known as 'Biscuit Town'.

Tea-shops and long-distance train journeys in the 1880s increased the demand for biscuits and Huntley & Palmers were quick to take advantage with clever marketing. First-class passengers leaving Paddington were handed a small packet of biscuits, with instructions to look out for their red-brick factory at Reading.

They were strict but fair employers who provided a sick fund, recreation facilities, excursions and other perks. However, workers could expect dismissal for misbehaviour and if you were caught cutting your toe-nails in the cake department, as one worker was, you could be suspended for two days and then moved to another department.

During both wars, Huntley & Palmers kept the armed forces, military hospitals and people on the home front supplied with biscuits and cakes. In 1940, the factory also made munitions, turning out 900 shell cases a week. Although the factory no longer exists, the Palmers name still lives on in the many gifts they made to the town.

Did you know?

The last run of Colman's mustard jars were presented to staff with the 'best before' date replaced with the message 'Norwich's Last. By Its Finest. July 24th 2019'.

Credits

1. Grace's Guide to British Industrial History
2. Lordprice Collection/Alamy Stock Photo
3. Grace's Guide to British Industrial History

Colman's

Colman's has been based in Norfolk ever since Jeremiah Colman first started his mustard and flour business just outside Norwich in 1814.

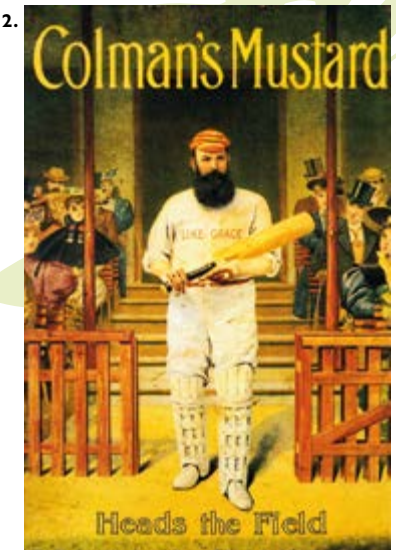
When 'Old' Jeremiah died in 1851, the business was passed down to James, his nephew, and then to James' son. Jeremiah James Colman proved to be a brilliant innovator whose masterstrokes included creating Colman's famous bull's head trademark in 1855 and moving to Carrow in Norwich, which was bordered by railway and river links. Norwich is steeped in Colman's history and, particularly, the family's pioneering achievements in social welfare. A school for the employees' children was opened in 1857 and the firm employed one of the first workplace nurses in 1864. It also provided housing for all its workers and pensioners.

3.



Sadly, the Carrow works closed in 2019, marking the end of a rich heritage and long association with the city. One of the best-known brands in British food, Colman's production has now moved to Burton on Trent and Germany. The end of an era.

2.



2. Dr W.G. Grace Colman's 1890 advert
W.G. Grace is widely considered to be one of the greatest cricket players ever. With his towering presence and beard he had the most famous face in Britain, save for Queen Victoria. He was also the face of Colman's Mustard in one of the first advertising deals in sports history.

WINCHESTER: TRADES AND TRADITIONS

1.



1. St Catherine's Hill by local artist, Jonathan Chapman. St Catherine's Hill was a centre of human settlement around 3000 years ago, long before the founding of Winchester. An Iron Age fort was constructed here in the 3rd century BC.

The chalk downland, water meadows and River Itchen provided early settlers to the area with all they needed to graze animals, grow crops, gather food and catch fish. The Belgae, Romans and Saxons followed, and Winchester became established as an important royal and ecclesiastical centre. Farming and trade flourished and soon the city was bustling with markets and shops.

The annual Winchester Fair on St Giles's Hill began in 1096. It was the largest and most profitable commercial fair in all of medieval Europe, attracting a wide range of traders from overseas, including spice merchants and wine sellers. The fair continued for many years but, as its importance decreased, it petered out in the 19th century.



The Royal Oak

Winchester's original High Street was considerably lower than it appears today, but it has been repaired and resurfaced so many times that its level has been built up over the years. The Royal Oak pub, though built in the 1630s, has a cellar room which is much older, where beer was brewed around 1000 years ago. It has been suggested that the floor of this room is at what would have been the original street level and that a door and two windows, now blocked up, were part of a shop. The window shutters would have folded down to make tables on the High Street.

The pub and nearby buildings occupy the site of an estate that was given to Emma of Normandy in 1002 - The Manor of Godbegot. Next to Godbegot was a butcher's market around this time, known as St Peter's in Fleshambles - 'shambles' meaning stalls or benches on which meat was displayed.



When a local landlord called Thomas Dummer attempted to purchase the cross and relocate it in his grounds in 1770, Wintonians organised a small riot and forced his workmen to abandon their attempt to dismantle it.

Credits

1. Image of St Catherine's Hill by local artist, Jonathan Chapman
2. Market Cross, Winchester, Hampshire. Steel engraving by Roberts after W.H. Bartlett/Wellcome Collection. CC BY

WINCHESTER: TRADES AND TRADITIONS

The Norman palace built for William the Conqueror was destroyed in the siege of 1140 and by the 14th century the land was being used for a market and cattle market. In 1620, a Market House was built on the site of the present City Museum as a place to sell corn and later as a butchers' market. The Buttercross, or market cross, was built in the 15th century and where locally produced butter, milk and eggs were laid out for sale on the steps at its base. In the same area was also a fish market 'where shell-fish were to be sold' and out of town fishmongers were given a stall. Other trades that have been recorded in the city from the 13th-15th centuries include taverners, bakers, cooks, spicers and vintners.

Further down the High Street, the principle market took place at the Pentice. Over time, shops and houses were built in front of others resulting in a narrowing of the High Street. Here, so much space was taken up that another floor was added which jettied out to form a covered walkway. The City Mill has had a mill on its site since at least Saxon times and was recorded in the Domesday Book. Originally called Eastgate Mill, in 1554 it was gifted to the City by Queen Mary but was left derelict until it was rebuilt in 1744. Today it is fully restored and is probably the oldest working water mill in the country, delighting visitors with milling and baking demonstrations and selling bags of flour produced on site.



Winchester
City Mill

Did you know?

Chesil Street was originally called Cheshulle Street. 'Cheshulle' was the word for 'gravel beach' and used to describe a stretch of shoreline by the bridge crossing the River Itchen. When St Giles's Fair became little more than a cheese market in the 19th century, the street assumed the name Cheesehill Street.

Credits

1. Photos courtesy of The Hospital of St Cross and Almshouse of Noble Poverty
- 2 & 3. Hospital of St. Cross, Winchester, Hampshire - the dole. Wood engraving/ Wellcome Collection. CC BY

Winchester has for a long time been a centre of hospitality and today the city offers a wide range of hotels, restaurants, pubs and cafes to choose from. In the Middle Ages, the city would have seen large numbers of pilgrims from England and the continent flocking here on their way to Canterbury or to visit the Cathedral and the shrine of St Swithun. Many of them would have needed food and lodgings for the night. The Benedictine monks attached to St Swithun's Priory welcomed guests to their monastery and the Priors would allow food leftovers from their lavish banquets to be given to the visiting pilgrims who were then invited to spend the night in the hall, now Pilgrims' Hall. Monks in Chesil Street also took in travellers arriving after the town gates were closed. And, even today, one of England's oldest charitable institutions, the Hospital of St. Cross and Almshouse of Noble Poverty, continues its unique and ancient tradition of providing the Wayfarer's Dole - a small cup of beer and a morsel of bread - to any visitor who requests it. In medieval times up to a hundred poor men from the area were given food there each day - hence the name Hundred Men's Hall.



1.

1. The Hospital of St Cross and Almshouse of Noble Poverty



2.

2 & 3. The Wayfarer's Dole



3.

WINCHESTER: TRADES AND TRADITIONS



1. Henry Digby Harrod

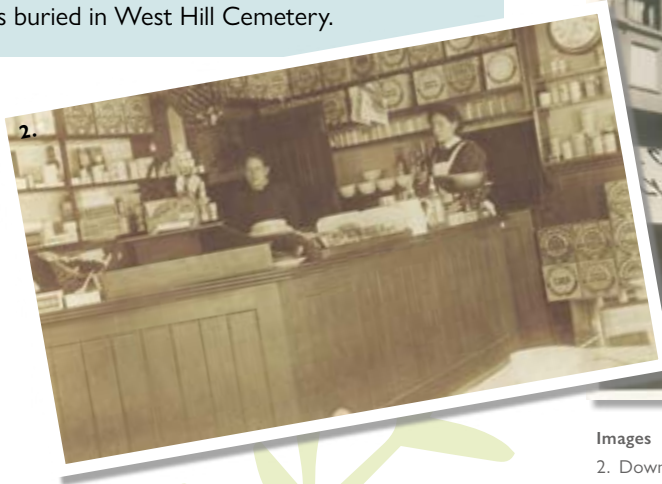
Did you know?

Winchester had its very own Harrod's! From 1892 - 1906, 25 High Street was once a wholesale and retail grocers run by Henry Digby Harrod, the son of Charles Henry Harrod, the founder of the famous London department store. Henry lived in Winchester at Ivy Dene, East Hill, with his wife, Caroline. He died in 1915 and is buried in West Hill Cemetery.

Much of Winchester had large expanses of open ground with gardens and orchards in the 18th century and hop gardens continued to support the brewing industry. The railways and a population boom in the Victorian period brought an increase in light industries and more shops to the city.

In 1962, Bendicks Chocolates, famous for its upmarket Bittermint, moved its factory to St Thomas Street in Winchester. Oscar Benson and Bertie Dickson opened their first confectionary shop in Kensington, London in 1930. Mayfair followed, attracting royal patronage. The Bittermint was the creation of Benson's sister-in-law and the company still uses the same recipe to this day. Bendicks moved its business from Winchester in 2011.

The images below are taken from old postcards showing views and shops from Winchester's past.



2.



3.



4.

Images

2. Downstairs in Winchester College School Shop, 17 College Street, 1890s
3. A Chard Family Butcher, 100 High Street
4. Old English Tea Rooms above WH Smith & Son

Credits

1. Image courtesy of Robin Harrod
2. Winchester College
- 3-4. Images courtesy of Steve Jarvis

WINCHESTER: TRADES AND TRADITIONS



Credits

1-4. Images courtesy of Steve Jarvis

Images

1. Shilling & Farmer's Butchers, 14 The Square
2. Dumper's Old Market Restaurant, 2 High Street, on the site of a former 19th century market
3. Allen's Sweet Shop, 41a High Street
4. Outside W. Hyde Butchers, 52 High Street

Today, Winchester has become a bit of a foodie destination with more pubs, restaurants and cafes than ever before catering for a wide range of tastes. Specialist food shops sell wine, bread, chocolate and tea, and, as people become more health conscious, fresh seasonal fruit and vegetables are now more readily available in delis.

The City has also played host to several annual food and drink festivals including Winchester Cocktail Week, Ginchester, Winchester Beer and Cider Festival, Foodies Festival, Cheese & Chilli Festival, Winchester Coffee Festival, Wine Festival and Green Hampshire Harvest Weekend. And further afield sees thousands of visitors flock to the Alresford Watercress Festival and Romsey Show.

HAMPSHIRE FARE



This year Hampshire Fare, the county food, drink and craft group, celebrates its 30th anniversary. It was originally set up by a group of Hampshire farmers to raise the profile of local produce with the support of Hampshire County Council.

The intention was to create routes to market and promote local produce. Examples include setting up Hampshire Farmers' Markets as a separate trading company in 1999, and the launch of Hampshire Food Festival the following year. This has grown into a month-long, countywide programme of events and collected several Gold Awards at the Beautiful South Awards.



1. Hampshire Fare at the House of Commons

However, in 2011, following cuts to local authority funding, Hampshire Fare had to become self-funding. Under the chairmanship of Mike Wright, Hampshire Fare became a community interest company, moved to Rownhams House, and Tracy Nash, the team and board, worked hard to secure Hampshire Fare's future, with the support of local business partners.

Today Hampshire Fare works closely with around 400 members producing, selling, and using local produce in their menus. It informs and inspires the public to source locally and promotes Hampshire as a destination for food lovers, spreading the message beyond the county borders by showcasing produce at the Houses of Parliament and Borough Market as well as launching British Food Fortnight on behalf of Love British Food.

More recent success stories include an award-winning #StayLoyalStayLocal campaign following the first lockdown, a new regional tourism guide with a focus on food and drink, special 30th anniversary edition of the annual Local Produce Guide, and Hampshire Fare roadshow.



2. Tracy Nash - Hampshire Fare - with Jane Devonshire Masterchef Champion 2016 at New Forest Show 2019



3. Hampshire Farmers' Markets started in Winchester in 1999. Twenty years on, it is probably the largest market in southern England and still going strong



'It is only at market will you have the chance to meet the actual person who baked your bread, brewed your beer or made your sausages. The public's interest in how and where their food is produced has never been higher.'

David Woodroffe, Chairman of Hampshire Farmers' Markets.

Credits

1. The Electric Eye Photography
2. The Electric Eye Photography
3. Hampshire Farmers' Markets



Naked Jam

Naked Jam is an artisan producer of award-winning jams and conserves. Inspired by her mum and old recipes she has collected, Jennifer Williams loves to work with the seasons, using fruits such as sloes, cherry plums, blackberries, crab apples and bullaces foraged from within the New Forest. A small business informed by traditional jam making methods, Naked Jam creates innovative recipes from new taste combinations and supplies many of the most salubrious hotels in the South of England.



Blackmoor

Blackmoor Estate, near Selborne, has been run by the Selborne family for several generations. It is one of the last remaining commercial 'top-fruit' growers in Hampshire, best known for growing both traditional and new varieties of apples and pears for supermarket and local customers. They now also grow cherries and their nursery supplies fruit trees and plants for those who want to grow their own. The estate is also famous for its Apple Tasting Day which has been running for 50 years. Held in October, it is a hugely popular free local event in aid of local charities.

Credits

- 1 & 2. Naked Jam
3. The Electric Eye Photography

HAMPSHIRE FARE PRODUCERS



Chalice Mead

A modern twist on an old drink, Chalice Mead is crafted by hand from honey produced in the South Downs and blended with natural infusions. Founded by Mike Wagstaff on a desire to reconnect with 'nature', and to promote the ancient mead heritage using a balance of modern and traditional techniques, the company also helps to raise awareness of the vital role that bees play in food production.



Chalk Stream

Chalk Stream source, prepare and deliver the finest, freshest rainbow trout from their sustainable farms directly to many of the best hotels and restaurants in the UK. The world-famous spring-fed chalk streams of the River Test and River Itchen with their 'gin clear' water, constant water flows and excellent light and vegetation, create havens for the fish, making them rich and lean with a distinctive taste.



Chalkdown Cider

Chalkdown is an elegant premium sparkling cider made produced in much the same way as champagne is made. Crafted from specially selected apples, it takes two years to produce. Volumes are small and each vintage has its own unique character reflecting the fruit that has gone into the cider. The Chalkhill Blue butterfly was chosen for the label because of its association with the chalk and limestone hillsides of the South Downs, where it can be found in summer and where the apples for Chalkdown cider are grown.

Did you know?

Mead is known to be the oldest alcoholic drink in the UK but it also dates back thousands of years to the ancient pyramids in Egypt. Thought to be the drink of the gods, falling from the heavens as dew and then gathered by bees, it was believed to have health-giving properties and prolong life. In pagan times, when some cultures represented calendar time with moon cycles, the 'honey' based alcohol was enjoyed by newlyweds to promote fertility and virility during their first 'moon', or month of marriage - hence the origin of the word 'honeymoon'.

Credits

1. Chalice Mead
2. The Electric Eye Photography
3. Chalk Cider



1.

Flack Manor Brewery

Started in 2009, Flack Manor is an independent brewery which aimed to bring back quality cask brewing to Romsey and surrounding areas by using locally sourced ingredients and the almost unique method of Double Drop brewing. Flack Manor has set themselves apart with a particular emphasis on the brewing lifecycle and a concern for genuine 'provenance'.

Inspired by Strong's Brewery and its long history of brewing in Romsey, founders Nigel Welsh, Ann Stantiford and Terry Baker were also keen to create a link to the Stanbridge Earls Estate which had once been owned by the Ansell Brewery of Birmingham. In 1942, Stanbridge Earls became the first 'Flak Shack', a rest and relaxation home for Air Force Officers run by the Red Cross. Nearby Roke Manor served a similar function. The Flack Manor name was born, and the brewery now supplies cask ale and bottled beer through pub and club outlets as well as through their own shop, The Flack Shack.



Hampshire Cheese Company

Recognised worldwide for producing the finest, handcrafted soft cheeses, the company was founded in 2005 by artisan cheesemaker Stacey Hedges who made the first Tunworth cheese in her family kitchen. Both Tunworth and another cheese, Winslade, are now made by a specialist team in a dairy in Herriard. From the first ladle of pasteurised whole cow's milk to the paper wrap and box packaging, every cheese is still made entirely by hand, using traditional methods and expert skill. Year after year, HCC has scooped prestigious awards and chef Raymond Blanc has called Tunworth "The best Camembert in the world".

Credits

1. Flack Manor Brewery
2. Hampshire Cheese Company

HAMPSHIRE FARE PRODUCERS

Hill Farm Juice

Located in the South Downs National Park, Will Dobson is behind this family owned and run business, helped by a team of local staff. Apple juice has been pressed at Hill Farm, Swanmore, since the 1970's using fruit that is hand-picked and hand-sorted to make sure only the very best apples go into their range of juices. Their motto is "if you wouldn't eat it, it doesn't go in the juice". Their juices have won Great Taste and National Fruit Show awards, to name but a few, and they supply a range of farm shops, retailers, hotels and restaurants.



Jude's Ice Cream

It all began in 2002 when Theo Mezger started a little hobby making ice cream in an outbuilding behind his family home in Easton. Named after his wife, Jude, little did he imagine then that the business would grow to become one of Britain's best known artisan ice cream makers, supplying some of the top chefs, venues and restaurants in the country. Always experimenting with exciting new flavour combinations, Jude's Ice Cream uses only the best natural great tasting ingredients which are locally sourced as much as possible.



Credits

- 1. Hill Farm Juice
- 2 & 3. Jude's Ice Cream

HAMPSHIRE FARE PRODUCERS



Laverstoke Park Farm

Owned and run by former racing driver, Jody Scheckter, Laverstoke Park Farm occupies 2500 acres of Hampshire countryside and follows organic and biodynamic principles. It believes the key to all farming lies in the healthiness of its soil and its aim is to produce the best-tasting, healthiest food without compromise.

The farm keeps two breeds of sheep but specialises in rearing water buffalo to produce mozzarella and ice-cream and as an alternative meat to beef. It also has a vineyard and produces beer and ale from its own hops.



Summerdown

The Colmans have always been inspired by robust, piercing flavours. For years it was mustard, but in 1995 they turned their tastes to mint. Travelling to America in search of rare Black Mitcham peppermint, indigenous in England a hundred years ago, Sir Michael Colman brought home a few cuttings to cultivate. Starting with a plot the size of a tennis court, today the farm grows over 100 acres of Black Mitcham, transforming it into the world's purest peppermint oil which they use to produce their award-winning chocolates and teas. By planting special feed crops and wildflower seeds, the company is also keen to support wildlife and insects and maintain a thriving, sustainable ecosystem.



Credits

- 1. Laverstoke Park Farm
- 2 & 3. Summerdown

Special thanks to:

Hampshire County Council

Butser Ancient Farm, Chalice Mead, Chalkdown Cider,
City of Winchester Trust, Flack Manor Brewery, Hambledon Vineyard, Hampshire Cheese Company,
Hampshire Cultural Trust, Hampshire Fare, Hampshire Farmers' Markets, Hill Farm Juice,
Hildon Water, Jude's Ice Cream, Laverstoke Park Farm, Mid-Hants Railway, Naked Jam,
New Alresford Town Trust, Summerdown,
The Electric Eye Photography, The Hospital of St Cross,
The Royal Hampshire Regiment, The Watercress Company,
University of Winchester, WAXsii, Winchester College,
Cllr Dominic Hiscock, Cllr Martin Tod, Jonathan Chapman, Robin Harrod, Steve Jarvis,
Alan Jordan, Emma Muscat, Dr Becky Peacock, Bethany Smith, Saul Turvey,
Victoria Wakefield, Max Whitlock, Alamy, Grace's Guide to British Industrial History,
The Advertising Archives, Wikimedia



heritage open days