

---

# RIGSBYS SEASONAL FOODS

UNIQUE ARTISAN FOOD & DRINK PRODUCTS MADE FROM FORAGED, HOMEGROWN AND DONATED/CONVERTED FOOD WASTE

THEME - ENVIRONMENTAL

Dr James Marsh

16<sup>TH</sup> May 2024



---

# RIGSBY'S SEASONAL FOODS TEAM



**Dr James Marsh**  
**Co-Founder and Business**  
**Owner**



**Rigsby Marsh**  
**Co-Founder and CBO (Chief**  
**Barking Officer)**

# 1&2

## INTRODUCTION

- Whilst recovering from a chronic illness in 22/23 Rigsby helped motivate me to venture out and so an interest in foraging began....
- Rigsbys Seasonal Foods was formed November 23
- Nottingham based food and drink company that aim to disrupt the market with their unique, range of products that use foraged, homegrown and food waste ingredients.
- There is far too much food waste in modern society
- People in general have lost the skills and confidence to forage or grow their own produce and make food from raw ingredients.



---

# 3. PROBLEM ANALYSIS AND SOLUTION

## Aim and Problem Statement

- We aim to utilise local available resources to provide both high-quality and distinctive food and drink that uses 100% natural ingredients with no additives, preservatives and/or colourings.
- We are focused on minimising our impact on the planet and in turn providing education so that others can forage, grow, and make their own.
- There is far too much plastic packaging in the food sector
- The concerns over global climate change and being environmentally and socially responsible are increasingly necessary in today's modern society, therefore our scope seems entirely appropriate.

## Solution

- We aim to reduce the problem by using recycled glass bottles, compostable packaging and labels and have an incentivised return scheme for our bottles and jars.
- The response from the public has been fantastic.
- We have met many new customers and friends who want to join us on this journey
- This has provided us with reassurance and confidence that our plan for RSF within the food and drink sector is timely and welcomed, albeit currently on a small scale.

# 4. IMPACT DELIVERY AND MEASUREMENT

## Environmental Benefits



- Locally sourced foraged and home-grown ingredients – this will significantly reduce food miles.
- Food waste – Donations from supermarkets and food banks to stop it going to landfill.
- Glass Returns Policy – Customers are encouraged to return bottles and jars for reuse by offering a financial incentives
- Compostable Packaging and Labels - All packaging, bags and labels are made from recycled cardboard and paper
- Recycled Glass Bottles – RSF's 250ml glass bottles are made from recycled glass.
- Repurpose - RSF receives community donations of items such as glass ramekins to reduce landfill from food packaging.
- All local deliveries are Eco – RSF uses an EV to deliver products for free within a 5-mile radius.



# 4. IMPACT DELIVERY AND MEASUREMENT

| HEALTH BENEFITS                | SOCIAL BENEFITS   | MEASUREMENT PLAN   |
|--------------------------------|---|--|
| 98% FREE OF 14 MAJOR ALLERGENS | BROXTOWE COMMUNITY PROJECTS – 25% PROFIT DONATION                   | QUANTIFICATION OF BOTTLE AND JAR RETURNS                 |
| 94% VEGAN                      | SHOP ZERO – ECO CONCIOUS SHARED VALUES                              | CO2 CALCULATIONS FOR CARBON NEUTRAL/NEGATIVE STATUS      |
| MOSTLY FRESH LOCAL PRODUCE     | OAK TREE ALPACAS – INFUSED RAW HONEY                                | DEVELOPMENT OF LIVE KPIS'S TO DEMONSTRATE OUR ECO IMPACT |
| INCREASINGLY ORGANIC           | WIDER LOCAL COMMUNITY – ENGAGEMENT, EDUCATION, FOOD WASTE REDUCTION | KPI'S FOR INTERNAL AND EXTERNAL USE                      |

# 5. INDUSTRY ANALYSIS AND SEGMENTATION

## Target Customers & Beneficiaries



- Originally Eco-conscious people, this has broadened out as we grow to all types of customers
- Our plan to educate on foraging, growing, and making your own food and drink products.
- Products focused on appealing to both the younger and older generations.
- Over 95% of RSF products are free of the fourteen major allergens, 92% are vegan

## Industry Competitors



- Over 80% of foraging food and drink companies delivered foraging experiences not retail food and drink products.
- Most are selling ingredients (such as mushrooms) rather than products or a much smaller range (e.g. just liqueurs)
- Minority fresh food products such as Pesto made from foraged Wild Garlic, and none were local.

## Our USP



- RSF forages, grows their own ingredients, and uses food waste in their food and drink products with an eco, circular economy focus to reduce environmental impact and benefit the local community.
- Our food and drink products are unique to the market being both inventive and thought-provoking for our customers such as Jelly Ear (Mushroom) Chocolates or Magnolia and Camellia Shrub (vinegar cordial)

# 6. MARKETING AND SALES STRATEGY

## Our M&S Strategy and next steps

- Our focus from day one is high quality products and service, small batches and high margins which are around 60-80%.
- 75% of our sales are from local markets, 15% from direct customer enquires via social media and 10% from retail in a Zero Waste shop in Nottingham City Centre
- Next steps include online development and selling of our food and drink products and Corporate away days planned in Sept 24
- New products in development include Pasta made from donated waste bread products

## Brand Identity

- Our identity has evolved considerably over 6 months below are some examples: -

### Company Logo



### Packaging Ink Stamp



### Business Cards Front



### Business Cards Back







**first direct**



# 7. REVENUE MODEL

Note – Data up to 13<sup>th</sup> May 24



### Financial Solutions

- RSF has opened a business bank account for this business only.
- RSF use a SUMUP device to take payments at Markets, popups and home deliveries and uses BACS for all other payments.

---

# 8. INVESTMENT AND FUNDRAISING

## Personal Investment

- Self-funded from Dec 23 to April 2024
- Low Start-up costs circa £2500 due to business model of foraging, home grown and food donations

## Broxtowe Accelerator

- Engaged with “Broxtowe Accelerator” in April 23 for advice and support including growth vouchers and training

## UK Food & Drink Forum

- Awarded final placement (worth £2000 + expenses) at Food Works in Weston Super-Mare on 6<sup>th</sup> May 2024
- Placement on 10<sup>th</sup>-11<sup>th</sup> July 24

# 9. FINANCIAL FORECASTING

| Key Financials | Dec23-May24 | Forecast Nov 24 | Forecast Nov 25 | Forecast Nov 26 |
|----------------|-------------|-----------------|-----------------|-----------------|
| Total Costs    | £6,269      | £14,500         | £22,500         | £30,500         |
| Total Sales    | £4,975      | £20,950         | £72,000         | £106,000        |
| Net            | £-1298      | £6450           | £49,500         | £77,500         |
| Stock          | £1257       | £3600           | £6000           | £9000           |
| Assets         | £1961       | £6000           | £10,000         | £14,000         |

---

# 10. BUSINESS FORMATION AND COMPLIANCE

## Company Formation

RSF is registered with HMRC and the local Broxtowe Borough council (BBC) as a sole trader food and drink organisation.

As the business grows it may go limited (LTD) in late 2025

## Legal Compliance

Awarded a 5\* rating for our hygiene by Broxtowe Borough Council - Dec 23

£5M Public Liability insurance

RSF has also developed and completed a Hazard Analysis Critical Control Points Plan (HACCP), issued and verified by the Broxtowe Borough Council - Dec 23

To ensure legal compliance RSF are scheduled to attend a range of courses in 2024

Additional Private Indemnity insurance to the value of £5M for corporate away days

---



---

# 11. INTELLECTUAL PROPERTY, COPYRIGHT AND PATENTS

## Company Value & Assets

- RSF has a number of assets which consist of:
  - Current Assets – Cash in the business bank account (£1,242) and stock in the garage warehouse.
  - Fixed Assets – iPad and SUMUP Payment Terminal, Gazebo for events, folding table and RSF display signs and shelving for stock.
  - Tangible Assets – Food and Drink stock
  - Intangible Assets – RSF consistently post their new products online so that there is time-based evidence of our unique and original food and drink drinks products to protect our copyright. In addition, RSF are building their goodwill and reputation within the marketplace.

## Protection of RSF Brand

- Trademark
  - Intention to register the combination of RSF as a trademark once we have additional funds. This costs £170 and will be registered via the gov.uk website.
  - The trademark registration would be a combination of the words, logo, and colour of the RSF brand that are utilised on our products, website, and other marketing materials.
- Patents
  - No current plans to patent RSF products. This may occur in the future because of our research and development processes for new and innovative food and drink products.

# 12. ORGANISATIONAL DEVELOPMENT

## Skills & Training Requirement

- 5\* Hygiene rating Nov 23
- Personal and premises licence Nov 23
- FoodWorks NPD training Jul 24
- Carbon Neutral Training Jul 24

## Collaborator Partnerships

- Broxtowe Community Projects
- Oak Tree Alpacas
- Spring Lakes Water Sports
- Shop Zero
- The Moot Bar
- Eco-works Community Projects



---

# THANK YOU FOR LISTENING TO OUR STORY, ANY QUESTIONS PLEASE?

Dr James Marsh & Rigsby Marsh

[rigsbyseasonalfoods@gmail.com](mailto:rigsbyseasonalfoods@gmail.com)

[rigsbys.uk](http://rigsbys.uk)

