

From small brand to big cheese

Lye Cross Farm

For the Alvis family, their Lye Cross Farm cheese is a passion. For us at SOS, it has been a privilege to help transform that home-grown passion into a globally recognised brand.

Since 2010, we have been on quite the journey with Lye Cross Farm. Our work has involved expanding product ranges, redesigning their website, creating a presence at global exhibition spaces, and providing ongoing marketing and design support. Most recently, we have redeveloped the core cheese range, with eye-catching packaging, additional assets and range extension.

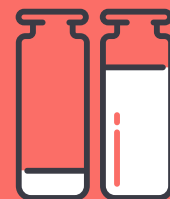
Growing brand awareness has led to tangible success for Lye Cross Farm – increasing their exports by 80%, with particular success for their grass-fed lines in the US. We also gave a helping hand when they formed partnerships closer to home with Ocado and the National Trust.



EXPORT PACKAGING & RANGE EXTENSION

SOS have continually and consistently helped us with the Lye Cross Farm brand for over 14 years. In this time they have designed packaging for new products, enabling us to pitch these to our growing customer base. They have also developed the Lye Cross Farm brand to compete with its peers and strengthen our position within a highly competitive marketplace.

Ben Hutchins
Sales Director,
Lye Cross Farm



80% GROWTH
in export sales since 2011



Lye Cross Farm produce
24.5 Million
packs of cheese per year!

"Who knew we'd be exporting our cheese to France!"

Johnny and Pete Alvis, Owners of Lye Cross Farm

When the Alvis brothers wanted to sell overseas they took advantage of expert advice, tailored to their business. To arrange a face-to-face meeting with an International Trade Advisor:

call 0800 093 2094 or visit www.greatbusiness.gov.uk/ukti


UK Trade
& Investment



SOS

20 YEARS
CREATING CLARITY

The embodiment of clear, effective communication.

To stay successful and maintain longevity (we're 20 years young), you have to be agile.

We are always evolving, adapting to the changing markets, learning new skills and fully immersing ourselves into our clients' brands and businesses. Standing still is simply not an option. For whatever journey you're on, we'll be with you every step of the way.

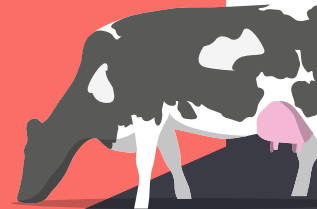
Here for the now, next and future.



50%
of our growth is
from the **Export
Business**



Supplying over
30 Countries
worldwide



Does your brand stand out from the herd?

Send us a signal.

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UK PACKAGING



FILM



ILLUSTRATION



We have worked with these brands; Diageo • Weston Cider • Pladis • Friesland Campina • Cow&Gate • Royal Canin...