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FRESHFAYRE SECURES INVESTMENT FROM RCAPITAL
“Business as usual” as Freshfayre accelerates its expansion plans

RCapital, the London based investment boutique whose portfolio includes Little Chef, confirm they have acquired the majority of the shares of FreshFayre, the nation-wide chilled foodservice specialists, for an undisclosed sum.

“We are very excited by this development and pleased to welcome RCapital onboard,” says Gary Bell, Managing Director of Freshfayre. “In addition to giving us the financial resources we need to carry out our expansion plans, RCapital also bring key skills in business strategy, strategic planning and financial management, which we envisage will deliver enormous value to the company as we accelerate our growth across the country.”

“Although Freshfayre needed additional capital to fulfil its aspirations for growth, we have invested in the company because we believe it has huge development potential. It also makes a lot of sense for us to further strengthen our position in the food sector given our involvement with Little Chef,” says Jamie Constable, CEO of RCapital.

Gary Bell will remain as Managing Director. Chris Langridge has been appointed as Executive Chairman, who is also Chairman of a number of other RCapital companies.

A family owned company for 25 years, Freshfayre has always been renowned for innovation. In particular, for its pioneering use of real-time communications and handheld computers to streamline delivery and invoicing processes. The company was the first to use GPRS and mobile printers to allow delivery drivers to produce “clean invoices” containing a fully itemised order summary at the point of delivery. In addition to improving customer service levels, this system enabled Freshfayre to improve productivity and reduce its cash accounting cycles by minimising the need for manual order entry by administrative staff back at the distribution centre.

About RCapital

RCapital was formed in 2004 by Jamie Constable and Peter Ward as a private investment boutique specialising for the SME sector within the UK and Europe and since the company’s inception RCapital has developed a track record for rapidly delivering high returns for investors.

About Freshfayre

Founded in 1983 by the Bell Family, Freshfayre have focused on the chilled foodservice market since the early 1990’s. Since that time, the company’s “commitment to excellence” culture across the business has earned it a reputation for high quality of product and service, using industry leading technology throughout the

supply chain. Today, Freshfayre is the UK's leading Independent Chilled Food Wholesaler offering an extensive range of quality chilled foods sourced from local, national, European and international manufacturers.

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