



# Marybelle Insider

Welcome to the Autumn edition of the Marybelle Insider.



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## Autumn Insider Feature: Some like it PURELY HOT!

I have known Gavin Battle, of **Purely Pesto** for about 15 years! When he told me he was launching a new ambient product, **Purely Hot**, and I had tried it I simply had to find a way of telling more people about it.

Many of you will already know Gavin, had his products or eaten food he cooked whilst a chef. But for those that don't, here is a little background:

1. He trained as a chef @ Lowestoft college
2. Spent 10 years as a chef at the Lighthouse, Aldeburgh (where I met him whilst waitressing)
3. Travelled Italy for 6 months, really developing his passion for food
4. Worked at Munchies, Aldeburgh, for 3 years

**Purely Pesto** was then started in February 2006, Gavin describes it 'like a light bulb moment' 'I got home from work one day & told Prue I am going to buy a company called Purely Pesto, she said your mad!' Well, Gavin, we don't think you're mad now, with a range of 35 delicious products being sold in almost 100 shops it really was a moment of pure genius to start this company. Gavin continued to juggle his job at Munchies and **Purely Pesto** for a year before taking the leap into **Purely Pesto** full time from the beginning of 2007, moving to a unit at Reckford Farm Shop Middleton. He moved to his present unit at Leiston in January 2010.

Gavin has always been a hard worker; to launch his new venture he chose 15 shops to give free samples, getting 70% to take on the products, 6 years later his customer base has grown 10 fold! However, Gavin sites his biggest daily challenge as managing a family and running a business. And what a family he has! 'My greatest achievement would have to be my family, my beautiful wife Prue, together for 15 years & married for 5 years. We have 3 amazing children; Felix, Hugo & Agatha'.

You just have to taste any of the **Purely Pesto** range to tell that Gavin has a real flare for putting the right flavours together and knowing what will work. This must come from cooking his favourite dish – 'opening the fridge, taking many different ingredients & creating something different involving flavours that you wouldn't normally put together'. However, when I really pushed for his favourite Gav said there was 'something magical' about cooking a roast dinner to share with all the family.

The **Purely Pesto** range includes pestos, hummus, guacamole, taramasalata, soups, mayonnaise, tapenade, horseradish and olives. The products are available throughout Suffolk and also reach London and further afield!

So bringing us to the boil is the sensationally spicy Scotch Bonnet Chilli Sauce – **Purely Hot!** 'My brother in-law who has a deep & long running love of all chilli sauces, wanted to make one, so we did!'. In August 2010, a recipe was devised, over 50 bottles were given to friends & family, the response was so good that he decided to bottle it & offer it to his customers. It has certainly been a hit, selling over 1000 bottles in 2 months. If you haven't tried it yet then you really must add it to your spice cupboard – I have – it's not for the faint hearted as it does as it says on the tin – **Purely Hot** – but in my opinion it is Purely Amazing!

For more information visit [www.purelypesto.co.uk](http://www.purelypesto.co.uk) – look out for a new website being launched next year! Or Call Gavin direct on 01728 832295 or on twitter @PurelyPesto



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