

# Stepping into the business

A SHROPSHIRE cheesemaker is pushing forward with growth, welcoming a third generation into the running of the business while re-branding for 2009.

Shropshire's Appleby family, which creates its traditional cheeses at Hawkstone, is also planning to launch a new website at [www.applebyscheese.co.uk](http://www.applebyscheese.co.uk)

## Involved

Paul Appleby, his wife, Sarah, and sister, Clare, are now fully involved in the company with the second generation, Edward and Christine, still supporting the business.

Paul is backed in the dairy by Garry Gray, the head cheesemaker and by the team on the farm, and Clare has taken responsibility for marketing and business development.

The business has created new marketing material, including both a trade brochure and a consumer brochure, in order to supply Appleby's customers with information regarding the farming and cheesemaking at Hawkstone Abbey Farm.