

The Selworthy Pantry:

A Rural Enterprise Exmoor business case study



The Selworthy Pantry is a small family run business first established in November 2019.

Operating from their cottage kitchen in the picturesque village of Selworthy on Exmoor they offer a range of award-winning homemade preserves, pickles & Exmoor Honey.

It really is a family affair, Emma and the gang all pitch in and ensure each product is made in small batches using traditional methods to maintain that authentic homemade taste.

The Selworthy Pantry is very passionate about Exmoor regularly attending local events throughout the year and offering weekly home deliveries across the Moor.

When they aren't in the kitchen you will be sure to find them out exploring, always taking inspiration from Exmoor for fantastic new products.

Benefits and challenges of working on Exmoor

Benefits

Emma believes her business benefits from being based on Exmoor for several reasons

- The abundance of local and visitor tourism the beautiful area attracts
- Access to local, home grown ingredients through fellow local gardeners and producers
- The use of the one of a kind landscape as a part of their Exmoor inspired branding and product labels.

Challenges

Some of the challenges they face running their business on Exmoor are such things like

- Travelling a longer distance to events & stockists to sell their products.
- In the absence of a physical shop front, local customers find it difficult to purchase their products in person rather than online.

Aspirations and advice

Aspirations

“Our aspirations over the next 3-5 years is to widen our range of products, and begin offering a mobile cream tea service from our converted horse box once this project is finished.

We would also like to become more confident in our sales & reach out to more local shops and stock our products further afield.”

Advice

“Our advice for other Exmoor businesses would be to become involved in your local area and events, become familiar with other nearby businesses and help each other.”

