

RARE & PASTURE

• JOYFUL CHARCUTERIE •

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2017

TEMPUS

CHARCUTERIE

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Rare & Pasture and Tempus Foods merge to expand their combined customer offering



Left & centre: Dhruv Baker and Tom Whitaker from Tempus Foods Right: Andrew Owens from Rare & Pasture

British charcuterie and smoked meat brands Rare & Pasture and Tempus Foods have announced they are merging their businesses with the aim of expanding production and sales of their award winning products. By bringing together the skills and facilities of both companies, the consolidation creates both unparalleled product expertise and unique production scale within the British charcuterie sector.

The combined mission of the two businesses is to supply trusted, ethically-sourced meat and meat products that are not just tastier and healthier to eat but also better for the planet, for farmers and their animals.

Tempus Foods was set up in Weybridge, Surrey, in 2017 by Tom Whitaker and Dhruv Baker, both MasterChef UK finalists. Its award-winning product range includes salamis and whole muscle products such as King Peter Ham, Smoked Coppa and Bresaola.

Rare & Pasture is based at Fowlescombe Farm, a regenerative farm in South Devon. It produces a range of exceptional charcuterie products often using high-welfare meat from its own farm. In addition to its charcuterie, Rare & Pasture produces a highly successful range of cooked meat products, some of them organic, including naturally smoked frankfurters. A key objective of the merged entity will be to make this range available through the combined Tempus sales channels.

Following the merger, the businesses will continue to trade under both the Rare & Pasture and Tempus Foods brands, with sales and distribution being led from the Tempus location and production and packing shared between the two sites.

Dhruv Baker, commercial director said:

“The growth of Tempus has been constrained in the past by the size of our production facilities and our access to working capital. By combining with Rare & Pasture, we remove these bottlenecks and position ourselves to better serve the fast-growing UK charcuterie market. Through this merger we will continue to make the well-loved products that both businesses have become known for and have greater potential to expand our range into related cooked meat products.

“Each side of this transaction has been hugely impressed by what the other has to offer, and we very much look forward to working together.”

Andrew Owens, Chairman of Rare & Pasture commented:

“The British charcuterie and artisan meat product market is highly fragmented, leading to an unnecessarily high cost base, often combined with supply reliability issues. Through this transaction we are creating greater supply capacity as well as product and customer service synergies that can accelerate the development of this evolving British food sector.

“Our mission is not restricted to either our existing geographic situation or our existing product range, and so it is hoped that this merger will also stimulate other like-minded artisan producers and farmers to offer their skills and products into our growing portfolio.”

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Notes to editors

[Rare & Pasture](#) is an award-winning charcuterie and smokery based in a state-of-the art charcuterie barn on Fowlescombe Farm in South Devon. Its products are made using high-welfare meat from its own farm and from other farms that share its values and care.

Fowlescombe farms over 500 acres, using [regenerative farming methods](#) to nurture the balance of ecosystems within the farm and create healthier soils which can sequester more carbon. Its animals are rare and historic breeds that fertilise the ground as they graze, growing slowly and naturally to produce meat of exceptional quality.

[Tempus Foods](#) was founded by two Masterchef UK finalists with an obsessive approach to flavour. Its products have received multiple Great Taste awards.

Committed to utilising the food chain responsibly, while also enhancing food quality, Tempus selects ex-breeding sows and ex-dairy beef, believing that older animals deliver a better marbling, fat ratio and intensity of flavour in charcuterie that cannot be matched by younger and smaller animals.