

FIN(4)FW012
Finance Wales Inquiry
Response from Alex Gooch Artisan Baker Ltd

I have previously had two loans from Finance Wales and I have found the organisation very helpful and positive. My business that began over five years ago, would never have started if Finance Wales had not lent me the money. It was my first business venture on my own and subsequently, with no trade references, other borrowers were unwilling to help me realise my ambition. I have previously always dealt with Steve Elias who was very friendly and helpful. He has visited me at my business and I have also met him at the Finance Wales office, that was in Newtown at the time. Since my business began, I have won numerous local and national awards , including Waitrose and Country Living Made in Britain awards, Food Producer of the Year 2009, BBC Food and Farming Awards, Best Food Producer 2010, Tiptree World Bread Awards 2013, winner of two categories, runner up in two categories. At this ceremony, I won more awards than any other bakery. All of these awards and others that I have won are great advertising for Wales and the fantastic produce that we have here. I am known in bread and national media circles as a Welsh bakery. Now Wales can claim that we have the best bakery in Britain. None of this would have been possible without the Finance Wales funding. If you have any questions, do not hesitate to contact me.

Yours faithfully,
Alex Gooch
Alex Gooch Artisan Baker Ltd