

**NAME****SUZANNE AND
TIM SILCOCK****COMPANY****MONSTIR SAUCE****TITLE****FOUNDERS****PROFILE SUZANNE & TIM SILCOCK**

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Tim and Suzanne Silcock set up their business Monstir sauce with the help of The Prince's Initiative. When Tim and Suzanne Silcock's children had left home they decided to give up their jobs as carers and move from Manchester to Wales for a quieter life. However, still needing to pay the bills they became foster carers to a small boy through the local council. Unfortunately, he ended up going back to his biological mother. Finding themselves without any income and emotionally drained from the experience, the couple had to look at alternative ways to make some money and keep busy.

After turning 50 the couple gave up foster caring and decided to create a business within the food industry. Tim and Suzanne had always loved food and growing their own vegetables. With a strong belief that fresh vegetables were much better than packaged ones, the couple decided to take the plunge and created their own vegetable sauces. The first creation was a herb and tomato flavoured recipe of which the couple received fantastic feedback from friends and family. Quite quickly, word got around the local community about the sauce and Suzanne was asked to make pizzas for their local nursery school's sports day.

After such a successful response, Tim and Suzanne decided to contact their local authorities to make sure that they understood all the rules and regulations around selling food. It was at this point, that the couple realised that in order to take their sauce to the next level they would need more business expertise. After little help from the job centre, who said that there was little available to them because of their age, they got in touch with The Prince's Initiative and attended our 'Introduction to self employment' course in St Helens. Suzanne says, "I was absolutely thrilled with the course from The Prince's Initiative. It was very inspiring hearing stories from my peers about how they had gone on to set up their own businesses over the age of 50. It made me realise we could do it too."

The next stage was to come up with a name for the sauce - combining the local heritage and the Welsh language they decided to call their company Monstir Sauce and started making more flavours. Tim and Suzanne also gave the new flavours memorable names, such as the "Bad Boy Sauce" - a hot sauce for men made with chillies and "The Cheeky Girls Sauce" - a sweet chilli sauce, good for stir fry with prawns and pork which has gone on to be one of their most popular sauces.

Most of the Silcock's sauce is sold at Farmers Markets, where they have built up a huge network of fans, local suppliers and partners. One particularly hot sauce, "The Scotch Bonnet Sauce", has even been stocked in a local deli in the main high street of their town. Furthermore, Monstir sauce has even been featured on TV when chef Phil Vickery bought their sauce in the deli and then proceeded to cook with it on national television!

Monstir Sauce has combined family cooking and tradition with savvy marketing. For example, thanks to a suggestion from the trainer at The Prince's Initiative course - the couple have produced a sauce specifically for the Queen's Jubilee. Creating a product that is part of 2012 celebrations has caught the attention of the local media and Suzanne and Tim are now inundated with requests.

The couple have managed to build an exciting and successful business from their true passion for food and a solid business plan. Suzanne says, "Life for us has begun at 50 and we are extremely excited about what the future holds." They still want to continue to learn and develop their business and have applied for a mentor from The Prince's Initiative to help guide them through the development of Monstir Sauces.

Tim, who is now known as The Chilli man of Wales and Suzanne are launching their website in May and hope you see Monstir sauces on your local supermarket shelf soon!

