

# 'Mooed' in Sheffield!



## Our Cow Molly is cream of Made in Sheffield brand

Molly the cow has added her name to the roll-call of over 125 Made in Sheffield (MIS) members. She's the face of Our Cow Molly ice cream – the latest food manufacturer to join the fast-growing MIS brand. The ice cream is only available direct from the farm and independent Sheffield retailers and venues.

Molly herself has an impressive Sheffield pedigree going back some 60 years: she belongs to a 90-strong Friesian Holstein herd that has been resident at Cliffe House Farm in Dungworth since 1947.

Molly's owners, the Andrew family, started making traditional dairy ice cream in July 2007, aiming to produce a high quality natural product for the local market. According to dairy farmer Eddie Andrew, the ice cream is made using traditional methods which give a better flavour than mass produced varieties:

"We can make 60 litres a day maximum and use a method which involves allowing the ice cream to stand for 10 hours so that it stabilises naturally. Our Just Molly dairy ice cream, for example, is purely our farm's milk and cream. We want to make an excellent local product

and only sell it locally, keeping it exclusive. That's why it was important to us to join the Made in Sheffield brand."

Made in Sheffield chairman Charles Turner adds:

"Our membership features a growing number of food and drink manufacturers, including Pollards Tea and Coffee and the new Sheffield Brewery Company. It's all part of demonstrating the scope of Sheffield's manufacturing base – and that whatever the product, quality is the watchword."

Recent awards for Our Cow Molly ice cream include winning a national award for its Just Molly pure dairy ice cream at the Ice Cream Alliance's annual competition at the NEC. Our Cow Molly ice cream is available at over 30 Sheffield outlets, including local restaurants such as The Blue Room and Mish Mash, and venues from Bradfield's post card cafe to The Lyceum and Crucible.

