

WHAT A PICKLE!





Camilla

ABOUT WHAT A PICKLE!

Brought up on the outskirts of the fabulous foodie town, Ludlow in Shropshire, What A Pickle's founder Camilla says that she could not live in a more perfect place.

"I have always had an intriguing love of incredible flavours in my food. My love of cooking goes back as far as I can remember. I am never happier than when I have dreamt up a new great flavour and transforming it into something that will join the What A Pickle! collection.

When my children were young, I wanted them to enjoy diverse flavours and I was particularly keen for them to develop a love for chilli. I started to make a mild Tomato Chilli Jam in my kitchen at home which did just the trick and we have never looked back.

I was encouraged by friends and family to start selling them some of my Tomato Chilli Jam and soon afterwards I became a little braver and began to approach the delis and farm shops nearby, this was the start of an incredible journey and I now supply some of the best independent food outlets in Shropshire and throughout the country.

My focus now, is to reach as many specialist retailers in Britain and with my new business partner, Emma, we will continue to support the Great British Food Revolution that we are exceptionally proud to be part of.

What A Pickle! now has a perfect selection of chutney, relishes, egg-free mayonnaises, sauces for meat and five beautiful Gift Box's which fulfil the varied gift needs of many retailers. We will also be launching in the run up to Christmas a special festive look label for our very popular chutney for cheese and a new flavour Cranberry and Chilli Relish – these will be available from September – December each year.

In October 2023 What A Pickle! added another Shropshire business to its portfolio. Cheese Nibbles are the most incredible snack, fabulous with a drink, the perfect canapé base and a great addition to a tasting/sharing board of cheese and cold meats. It is proving to be a marriage made in heaven for the 2 businesses. We are thrilled that we share so many customers and are also looking forward to introducing this very tasty treat to many others.

To enquire further or place an order please call 01584876694 or 07989440156

Chutneys and Relishes



✓ **Gluten Free**

TOMATO CHILLI JAM

Our pioneering product, that is loved by so many. A multi performer that is a must with all sorts of cheese, it makes the perfect marinade and also adds flavours to bolognaise sauces and stir fry. The What A Pickle story began here and is an essential store staple for many of our wonderful customers. This product is also available in a 100g jar (pack size 12), perfect for cheese platters, or a colourful addition to a hamper.

Product Code: WAPTCJ290

Weight: 290g

Tray Size: 6

Shelf Life: 24 Months

Barcode: 5060207190008

Outer Case Barcode: 5060207190039



RED ONION MARMALADE

Our top seller, incredible with pork pie, cheese, and savoury tarts. Sausages and mash should never be without it! Another product that our stockists have found to be a complete essential in their customer's kitchen cupboards.

This product is also available in a 100g jar (pack size 12), perfect for cheese platters, or a colourful addition to a hamper.

Product Code: WAPROM290

Weight: 290g

Tray Size: 6

Shelf Life: 24 Months

Barcode: 5060207190022

Outer Case Barcode: 5060207190053

✓ **Gluten Free**

✓ **Vegan Friendly**



- ✓ **Gluten Free**
- ✓ **Vegan Friendly**



HOT CHILLI JAM

We developed this to appeal to those who like a bit more heat accompanying their food. With a base of delicious Red Pepper, the Chilli builds to create the perfect flavour finale to any quick lunch either at home or on the move!

This product is also available in a 100g jar (pack size 12), perfect for cheese platters, or a colourful addition to a hamper.

Product Code: WAPHCJ290

Weight: 290g

Tray Size: 6

Shelf Life: 24 Months

Barcode: 5060207190077

Outer Case Barcode: 5060207190084



CARROT AND CORIANDER RELISH

This product has the most incredible unique flavour, its sweetness is derived from fresh apricots and orange juice which, when combined with crunchy carrot and the aromatic coriander creates a completely fabulous product, with the addition of turmeric we think we have created the perfect Relish!

This product is also available in a 100g jar (pack size 12), perfect for cheese platters, or a colourful addition to a hamper.

Product Code: WAPCCR270

Weight: 270g

Tray Size: 6

Shelf Life: 24 Months

Bar Code: 5060207190015

Outer Case Barcode: 5060207 190060

✓ Gluten Free

✓ Vegan Friendly



- ✓ **Gluten Free**
- ✓ **Vegan Friendly**



FIG AND MUSTARD SAUCE

New in 2018, this has been the most fantastic addition to our range, it has a perfect balance of Fig and Mustard with its sweetness naturally derived from cloudy apple juice from a rather plentiful tree in my garden! Amazing with so much! My favourite is with ham and also added to mashed potato to make an incredible mustardy mash.

This product is also available in a 100g jar (pack size 12), perfect for cheese platters, or a colourful addition to a hamper.

Product Code: WAPFMR180

Weight: 180g

Tray Size: 6

Shelf Life: 24 Months

Barcode: 5060207190480

Outer Case Barcode: 5060207190510



CHUTNEY FOR CHEESE

Our latest addition, a truly special chutney that is a must for all cheese boards. We use the juiciest of peaches and apples to form the base flavour and then a very careful blend of incredible spices to give a delightful warmth that is unbeatable in the flavour stakes.

Amazing with all cheeses and superb as a boxing day accompaniment for cold meats.

This product is also available in a 100g jar (pack size 12), perfect for cheese platters, or a colourful addition to a hamper.

✓ **Gluten Free**

✓ **Vegan Friendly**

Product Code: WAPCFC290

Weight: 290g

Pack Size: 6 Pack

Shelf Life: 18 Months

Barcode: 5060207 190626

Outer Case Barcode: 5060207 190633



Egg Free Mayonnaise



SMOKED MAYO WITH GARLIC

New for Spring 2022 this great new flavour has the perfect balance of smoke and garlic. A perfect addition to the BBQ table, a great addition to salads, sandwiches, and will make you a fabulous dip for chunky chips and roasted veg.

Product Code: WAPSMWG265

Weight: 265g

Pack Size: 6 Pack

Shelf Life: 12 Months

Barcode: 5060207190770

Outer Case Barcode: 5060207190824

✓ **Gluten Free**

✓ **Vegan Friendly**



SIMPLY MAYO

Our idea was to create a product that not only tasted incredible but one that enabled as many different people to enjoy it as possible.

By using a careful blend of Rapeseed Oil and Soya Milk with the addition of English Mustard, Mirin and lemon juice to add that little bit of zip.

Our Gluten free Simply Mayo is great for vegetarians, vegans and meat eaters alike.

Product Code: WAPSM265

Weight: 265g

Pack Size: 6 Pack

Shelf Life: 12 Months

Barcode: 5060207190534

Outer Case Barcode: 5060207 190541

✓ **Gluten Free**

✓ **Vegan Friendly**



GARLIC MAYO

Gluten Free, Egg Free and naturally rich in Vitamin E this wonderfully versatile addition is great for so much. Our favourite ideas have to be with roasted veg, chunky chips, in a bacon sandwich with crispy lettuce and fabulous with all BBQ offerings.

Our Gluten free Garlic Mayo is great for vegetarians, vegans and meat eaters alike.

Product Code: WAPGM265

Weight: 265g

Pack Size: 6 Pack

Shelf Life: 12 Months

Barcode: 5060207 190589

Outer Case Barcode: 5060207 190596

✓ **Gluten Free**

✓ **Vegan Friendly**



SMOKEY CHILLI MAYO

A delicately Smokey Chilli Mayo with a mild chilli heat that builds to give your taste buds a wonderful finale. This egg-free mayo is incredible at BBQ time and will accompany a huge variety of different foods (particularly great with chunky chips and roasted veg. If you love Smokey Chilli this mayo is a must!

Product Code: WAPSMWG265

Weight: 265g

Pack Size: 6 Pack

Shelf Life: 12 Months

Barcode: 5060207190954

Outer Case Barcode: 5060207190961

✓ Gluten Free

✓ Vegan Friendly



TARRAGON MAYO

Our Tarragon Mayonnaise is also egg free, it not only tastes incredible but also suits Vegans and Meat Eaters alike.

A great take on the traditional bearnaise sauce but without the dairy. This mayonnaise has the perfect tarragon balance, whether you prefer veg based meals, meat or fish this is wonderful with a great many things. Our favourites here at WAP HQ are alongside asparagus, it is also great with some simply poached salmon or chicken – and if you wish to produce something simple and impressive then it is a must with barbecued steak, skinny fries and a green salad.

Product Code: WAPTM265

Weight: 265g

Pack Size: 6 Pack

Shelf Life: 12 Months

Barcode: 5060207 190602

Outer Case Barcode: 5060207 190619

✓ **Gluten Free**

✓ **Vegan Friendly**



Sauces for Meat



BLUE CHEESE SAUCE

A rich creamy blue cheese sauce that is amazing with crispy Buffalo Chicken Wings, your favourite steak and incredible with roasted beetroot.

✓ **Gluten Free**

✓ **Vegetarian**

Product Code: WAPBCS160

Weight: 160g

Pack Size: 6 Pack

Shelf Life: 12 Months

Barcode: 5060207190725

Outer Case Barcode: 5060207190732



PEPPERCORN SAUCE

This rich and creamy sauce with good strong tones of pepper is the perfect accompaniment with all meat and fish. The pepper adds a wonderful warmth to the overall flavour making it a super versatile sauce to have available for a variety of tastes.

✓ **Gluten Free**

Product Code: WAPPS160

Weight: 160g

Pack Size: 6 Pack

Shelf Life: 12 Months

Barcode: 5060207190749

Outer Case Barcode: 5060207190756



BÉARNAISE SAUCE

A delicious tarragon buttery sauce to have alongside your favourite steak or chicken - we also love it with salmon.



Product Code: WAPBS150

Weight: 150g

Pack Size: 6 Pack

Shelf Life: 12 Month

Barcode: 5060207190701

Outer Case Barcode: 5060207190718

✓ Gluten Free

✓ Vegetarian



Dressings



✓ **Gluten Free**

✓ **Vegetarian**

RANCH DRESSING

We are very excited about our first dressing. We were asked on numerous occasions to develop a dressing that offers the exceptional What A Pickle! flavour and this new versatile dressing certainly doesn't disappoint. It has an amazing creamy flavour with a delicate taste of parsley, dill and chives, perfect drizzled over a Caesar Salad, crispy potato skins or roasted vegetables. Another must in the kitchen.

Product Code: WAPRD230

Weight: 230g

Pack Size: 6 Pack

Shelf Life: 6 Month

Barcode: 5060207190855

Outer Case Barcode: 5060207190862



Gift Boxes



WHAT A PICKLE GIFT BOX

Our one stop What A Pickle Gift Box! We have produced the elegant box with a 100g jar of each of our products. The smart and eye catching colouring enables this product to seriously earn its place on any shelf and will create a stunning display for all stockists. We have billed this is as the perfect food gift.

✓ **Gluten Free**

Product Code: WAPGB4x100

Weight: 4 x 100g

Pack Size: 6 pack

Shelf Life: 24 Months

Barcode: 5060207190473

Outer Case Barcode: 5060207190527



MINI CHILLI DUO

The Mini Chilli Duo has one mini jar of our original Tomato Chilli Jam and one of the Hot Chilli Jam making this an ideal small gift for chilli fans. Perfect for Hamper companies and shops looking to provide that perfect little present.

✓ **Gluten Free**

Product Code: WAPMCD2x100

Weight: 2 x 100g

Pack Size: 12 Pack

Shelf Life: 24 Months

Barcode: 5060207190497

Outer Case Barcode: 5060207190503



MINI TRIPLE

Our Best Selling Red Onion Marmalade takes centre stage, accompanied by the fabulous Fig and Mustard Sauce and newest flavour (and seriously taking on Red Onion Marmalade in the popularity stakes!) Chutney for Cheese.

Together these flavours are all incredible with Cheeses and Cold Meats.

A wonderful Gift for all Cheese and Cold Meat fanatics.

Product Code: WAPMT3x100

Weight: 3 x 100g

Pack Size: 6 Pack

Shelf Life: 24 Months

Barcode: 5060207190664

Outer Case Barcode: 5060207190671

✓ Gluten Free

✓ Vegan Friendly



MINI DUO

New for 2022 The Duo has one jar of our best selling Red Onion Marmalade and one jar of the equally popular Hot Chilli Jam, making this the perfect small gift for What A Pickle! fans. Great for cheese boards and a super hamper addition.

Product Code: WAPMD2X100

Weight: 2 x 100g

Pack Size: 12 Pack

Shelf Life: 24 Months

Barcode: 5060207190688

Outer Case Barcode: 5060207190695

✓ **Gluten Free**

✓ **Vegan Friendly**



ESSENTIAL PANTRY BOX

We are so delighted to be launching this incredible new Gift Box in August 2022. With six 100g jars of our Core Flavours this is the ultimate What A Pickle! selection and a serious must in every food store and pantry. This Gift Box will seriously stand out in any retail space.

Product Code: WAPEPB6x100

Weight: 6 x 100g

Pack Size: 6 Pack

Shelf Life: 18 Months

Barcode: 5060207190794

Outer Case Barcode: 5060207190831

✓ **Gluten Free**

✓ **Vegan Friendly**



Just for Christmas



MINI TRIO - CHRISTMAS

We are thrilled to be launching this great new gift box for Christmas 2024. The box is beautifully designed with a subtle nod to Christmas. With three 100g Jars of our essential Christmas flavours - Red Onion Marmalade, Chutney for Cheese and Cranberry and Chilli Relish.

These flavours are the perfect accompaniment to all culinary delights of Christmas in particular cold meats and cheese.

Product Code: WAPMTC3X100

Weight: 3 x 100g

Pack Size: 6 pack

Shelf Life: 24 Months

Barcode: 5060207191050

Outer Case Barcode: 5060207191173

✓ **Gluten Free**

✓ **Vegan Friendly**



CHUTNEY FOR CHEESE CHRISTMAS

Our wonderful “all the year round” popular flavour Chutney for Cheese will be feeling festive from August – December with this special Christmas label, a must for everyone in the run up to and over the Christmas period.

Product Code: WAPCFCL290

Weight: 290g

Pack Size: 6 Pack

Shelf Life: 18 Months

Barcode: 5060207190763

Outer Case Barcode: 5060207190800

✓ **Gluten Free**

✓ **Vegan Friendly**

CRANBERRY AND CHILLI RELISH

Everyone needs a jar of this completely incredible Christmas Relish, we use cranberries, redcurrants, some wonderfully aromatic festive flavours with a zing of chilli – what more could anyone want this Christmas? Perfect for Christmas lunch and wonderful with all the delicious left-over Cold Meats, Cheese, Ham, Game, Terrines and Pate.

Product Code: WAPCCR290

Weight: 290g

Pack Size: 6 Pack

Shelf Life: 12 Months

Barcode: 5060207190787

Outer Case Barcode: 5060207190817

✓ **Gluten Free**

✓ **Vegan Friendly**





CHILLI SABLÉS

These scrumptious cheesy treats make the perfect accompaniment to many foods and the subtle addition of chilli gives this bite a bit of a kick; whether they're used as the base of a canape or as a quick snack straight from the pot - the possibilities are endless.

Product Code: CNC120

Weight: 120g

Pack Size: 12 Pack

Shelf Life: 9 Months

Barcode: 5060689 800006

Outer Case Barcode:



✓ **Suitable for Vegetarians**

STILTON & ALMOND SABLÉS

Make a perfect pairing by having our delicious Stilton and Almond Sablés with some port and artisan cheese. These Stilton and Almond Sablés are created by our talented chefs using only the highest quality stilton and the tastiest almonds. They are delicious and difficult to put down!

Product Code: CNSAS120

Weight: 120g

Pack Size: 12 Pack

Shelf Life: 9 Months

Barcode: 5060689 800020

Outer Case Barcode:



✓ **Suitable for Vegetarians**

SUNDRIED TOMATO SABLÉS

Our newest pot flavour is simply delicious and is now our best seller! Served alongside Britains' favourite cheese our Sun-Dried Tomato Sables give that mouth watering sensation!

Product Code: CNSDT120

Weight: 120g

Pack Size: 12 Pack

Shelf Life: 9 Months

Barcode: 5060689 800051

Outer Case Barcode:

✓ **Suitable for Vegetarians**



PISTACHIO SABLÉS

Our delightful Pistachio and Parmesan Sables are created using the finest ingredients for a delicious melt in your mouth flavour, the inclusion of pistachio giving a very satisfying crunch. The amazing flavour combo is a must with a glass of wine or 2!

Product Code: CNP120

Weight: 120g

Pack Size: 12 Pack

Shelf Life: 9 Months

Barcode: 5060689 800013

Outer Case Barcode:

✓ **Suitable for Vegetarians**

