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Fred. Olsen Cruise Lines brings taste of Suffolk to the high seas with introduction of new products local to company headquarters

Guests aboard Fred. Olsen Cruise Lines' fleet of smaller, friendlier ships are to enjoy a 'taste of Suffolk' while on their holidays, as the company introduces a number of products produced locally to its headquarters.

Stokes Sauces, based in Rendlesham, is the latest Suffolk company to have their products rolled-out onboard Fred. Olsen's four-strong ocean fleet. The luxury condiment maker follows on from St. Peter's Brewery, based near

Bungay, and an increased offering of Southwold-based Adnams' products in recent months.

To mark the occasion, Fred. Olsen hosted the three brands at its Ipswich headquarters, Fred. Olsen House, to offer staff a tasting session with each of the new products. These included St. Peter's Brewery's 'G-Free' gluten-free beer; Adnams' 'Ghost Ship 4.5%' and low alcohol 'Ghost Ship 0.5%' and Stokes Sauces' new 'squeezy' range of Tomato Ketchup, Brown Sauce and Real Mayonnaise, as well as their Fig Relish, Red Onion Marmalade, and Cider and Horseradish Mustard, among others.

Thomas Rennesland, Hotel Operations Director at Fred. Olsen Cruise Lines, said:

“We are proud to be based here in Ipswich, Suffolk's county town, where we celebrated our 30th anniversary last year. Suffolk is known for its proud agricultural heritage, which means that we have a fantastic array of high-quality products produced locally to us. Working together with local producers, such as Stokes Sauces, Adnams and St. Peter's Brewery, all of whom are major employers across the county, like us, helps us to build strong relationships within the communities within which we all live and work, allowing us to support businesses right on our doorstep, local to our headquarters, whilst not compromising on quality.

“Being able to offer a tasting session like this is testament to how well these local partnerships are forming, and is an important part of ensuring that all our colleagues here at Fred. Olsen House feel engaged in the process and are able to sample the quality of the goods for themselves.

“We know that our guests will love these products as much as we do, and it is great that we can offer them a 'taste of Suffolk' whilst cruising all around the world with Fred. Olsen.”

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Founded in 2004, and based in Rendlesham, less than 20 miles from Fred. Olsen House, award-winning Stokes Sauces employs more than 60 people and produces over 50 different lines, including sauces, dressings, condiments and jams.

Rick Sheepshanks, owner of Stokes Sauces, said: “I started making our award-winning sauces with one thing firmly in mind – they needed to taste amazing and with no compromise on quality. That philosophy and focus on great food makes us the perfect fit on board Fred. Olsen Cruise Lines’ fleet, where holidaymakers want and deserve the best. We are delighted that Stokes will be enjoyed around the world.”

Adnams has been crafting delicious beers and spirits from its historic sites in Southwold since 1890. The introduction of ‘Ghost Ship’ and ‘Ghost Ship 0.5%’ on board Fred. Olsen’ ships adds to existing products already available, including Southwold Bitter and Copper House Gin.

Andy Wood, Chief Executive of Adnams, said:

“As a Suffolk-based company, we are delighted to be working alongside and supplying Fred. Olsen with a range of our internationally award winning beers and spirits produced with grains grown in the fields of East Anglia and enjoyed by customers across the globe, including those holidaying on Fred. Olsen cruises.”

St. Peter's Brewery was founded in 1996, and is based in a number of former agricultural buildings in St. Peter, South Elmham, a small village near Bungay. The Brewery produces a number of traditional and specialty beers, including 'G-Free', made with no malted barley and certified by Coeliac UK as an approved gluten-free product.

John Hadingham, Managing Director at St. Peter's Brewery, said:

"We are incredibly pleased to be one of the fantastic Suffolk food brands that Fred. Olsen has chosen to work with. This is a fantastic opportunity to introduce their guests, from all across the world, to our range of hand-crafted beers."

Fred. Olsen will be working closely with all three companies to gauge feedback from guests sampling the various products across its ocean fleet – Balmoral, Braemar, Boudicca and Black Watch – and will be enhancing product lines as the partnerships develop.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com Book online, call Reservations on 0800 0355 242 (Monday to Friday, 8am to 8pm; Saturday, 9am to 5pm; Sunday, 10am to 4pm), or visit an ABTA travel agent.

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

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