



# Callestick Farm

CHAMPION  
CORNISH ICE CREAM

2024

# Callestick Farm

CHAMPION  
CORNISH ICE CREAM

Nestled in a beautiful valley, close to the dramatic North Cornish coastline sits Callestick Farm. Here, Cornish ice cream has been made for generations by the Parker family using fresh milk from our herd of Jersey X Friesian cows, grazing happily on the land surrounding the farm.



*Hi there!*

From a small dairy farm in the 1980's to a thriving and well-loved ice cream producer, the journey Callestick Farm has been on over the past 35 years has been nothing short of extraordinary. I hope you enjoy this small insight into the Cornish business that we are today, hopefully encouraging you to join us for 2024 and beyond.

As a not-so-secret weapon in our armoury, our customer service is something we are complimented on constantly and maybe something you have experienced before or will in the future. As a team of people who live, work and champion Cornwall, we understand the seasonal change our beautiful county undergoes throughout the year. This means we are flexible, considerate and adaptive to your needs – Something that make us stand out against the rest and we truly pride ourselves on.

My time at Callestick for the past 8 years has been an absolute dream. The caring family, the brilliant team, the delicious product and the loyal customers make Callestick what it is. A new year means new opportunities and I am excited for what's to come. We look forward to bringing a scoop of Cornwall to you and your customers!

**Amy Cartmel,  
Head Of Marketing**



**BELGIAN  
CHOCOLATE**  
*Ice Cream*

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**Callestick  
Farm**

CHAMPION  
CORNISH ICE CREAM



2024 BROCHURE COVER FLAVOUR\*  
CLOTTED CREAM & FUDGE  
ICE CREAM

# THE CALLESTICK

IT ALL BEGAN OVER 70 YEARS AGO,  
ON A FARM IN THE HEART OF CORNWALL...

story



1980



Sam

Ben

"MY GRANDMOTHER BOUGHT CALLESTICK FARM IN 1935, MY FATHER STARTED FARMING HERE IN 1953. NOW WE HAVE MY SONS RUNNING THE BUSINESS, WITH MY GRANDCHILDREN PRODUCT TESTING EVERY DAY!"

**Sebastian Parker,  
Managing Director**



Callestick has been in the loving hands of the Parker family since 1953. Back then a traditional mixed farm with various animals including milking cows and also growing their own cereals.

Following the introduction of milk quotas and as a means of adding value to their farm milk, Sebastian & Angela Parker began making ice cream... After some research in markets, machinery & a lot of product tasting, Callestick Farm Ice Cream was born in the summer of 1989!

Fast forward 35 years and Callestick Farm today is still a very family run affair - With Parker boys Ben and Sam now leading the business.

The Callestick business and brand has grown over recent years, with the team going from strength to strength along with it.

The past 5 years have seen us undergo a major factory redesign after acquiring the contract to produce ice cream for supermarket foodie giant, Marks & Spencer. This exciting opportunity and huge change has allowed us to keep our customers even happier and make exciting plans for the future.



SCAN TO SEE OUR  
BEAUTIFUL HERD FROM  
ABOVE.



# OUR FARM & HERD

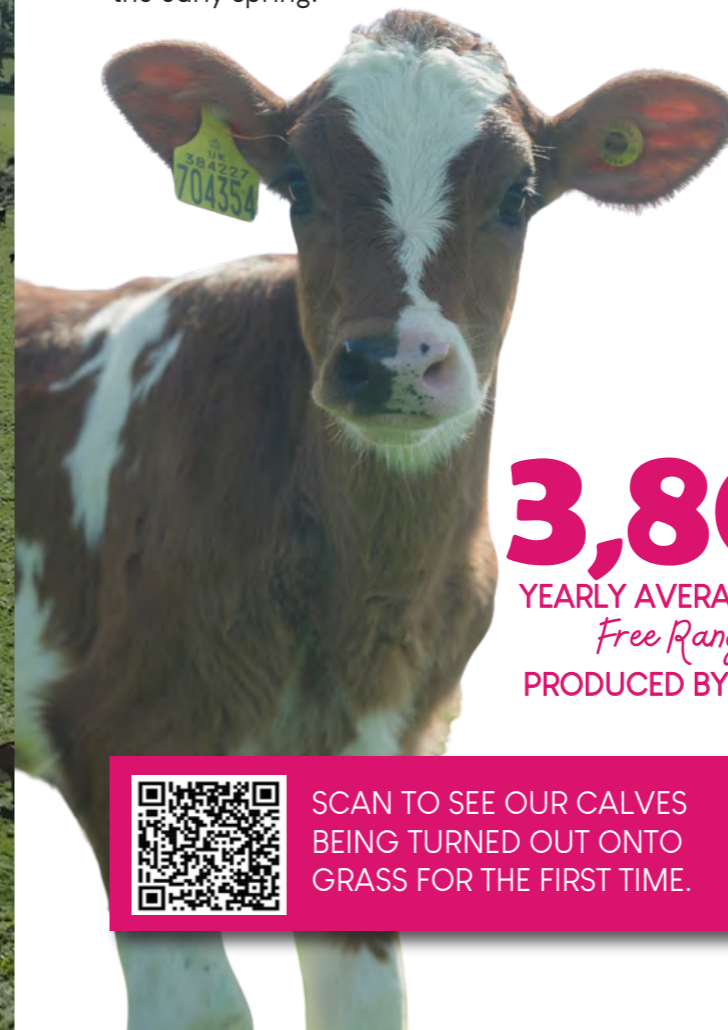


"IT'S SO IMPORTANT TO US AS A CORNISH FAMILY AND BUSINESS TO PRESERVE THE NATURAL LANDSCAPE FOR GENERATIONS TO COME, LOOKING AFTER OUR LAND JUST AS WELL AS WE LOOK AFTER OUR ANIMALS."

**Sam Parker,**  
Agricultural Director

Our herd of 385+ Jersey x Friesian cows have a relaxed way of life, grazing the fields around Callestick & returning to the milking parlour only once a day. The milk is then transported across the valley in our own milk tanker to the factory - taking less than 10 minutes.

Our herd graze for most of the year, only returning to winter housing when the paddocks get too cold and wet. They then have a 2 month dry period (maternity leave) prior to calving in the early spring.



**3,800**  
YEARLY AVERAGE LITRES OF  
*Free Range Milk*  
PRODUCED BY EVERY COW



SCAN TO SEE OUR CALVES BEING TURNED OUT ONTO GRASS FOR THE FIRST TIME.

OUR FARMLAND SURROUNDS THE  
**20 ACRE**  
*Ventongimps Moor*  
NATURE RESERVE



Thanks to our natural Cornish hedgerows, we provide a habitat for a host of british wildlife, we make sure to leave a margin around our fields so that neither we, nor our cows disturb them. Aside from our lush surrounding pattern of pastures, we also have our very own natural spring with bubbling, fresh water which we use to create our spring water sorbets.

Callestick Farm surrounds the Ventongimps Moor nature reserve, a 20 acre mosaic of heath, woodland and wetland ponds, noted for dragon and damselflies. It has been designated a site of special scientific interest for several decades and is carefully managed by Cornwall Wildlife Trust.





"HAVING GROWN UP NEAR THE FARM I'VE ALWAYS ENJOYED THE VARIETY OF FLAVOURS AVAILABLE. I NOW HEAD UP THE TEAM THAT STILL USES THE FAMILY RECIPE TO PRODUCE ICE CREAM FOR CUSTOMERS FAR AND WIDE"

**Richard Manley,  
Operations Manager**

# The POWER House



"THE TEAM ALL WORK HARD TO ENSURE WE PRODUCE ONLY THE BEST QUALITY ALL DAY, EVERY DAY. I AM SO PROUD OF THE ICE CREAM WHICH WE CREATE HERE IN OUR LITTLE PART OF CORNWALL."

**David Bevan,  
Technical Manager**

## NEW PROCESSES

In addition to our existing accreditations, we have now implemented and embraced the necessary changes to align ourselves with the Marks & Spencer culture. We are proud to say our processes and quality control systems are now the highest level they have ever been.

## CARING HANDS

Our dedicated factory team of caring, local hands create flavour upon flavour of delicious ice cream and sorbet every day. Making sure we look after them just as well as they look after our product is of utmost importance.

## QUALITY INGREDIENTS

We like to keep things as local as possible when it comes to our ice cream, using the highest quality ingredients such as Cornish Clotted Cream and Sea Salt, along with the finest Cornish milk.



SCAN ME TO SEE OUR NEW FACTORY IN ACTION, FILLING 5 LITRE TUBS.

## WHAT MAKES IT TASTE SO GOOD?



## GRASS FED HERD

Our grass fed herd has a lot to do with it, as their milk produces so many beneficial vitamins & minerals. Plus being milked once a day means the milk is extra creamy & a perfect consistency for our ice cream. Because of this, we end up using less air in our ice cream so less over run – literally more ice cream for your money!

## PRODUCT DEVELOPMENT

The whole Callestick team are involved in taste testing our new and existing flavours – including the Parker grandchildren! This broad range of ages, demographics and taste buds means there is a diverse decision making process, ultimately ensuring there is something for every customer to enjoy!



OVER  
**40**  
AWARDS WON\*

\*Awards won for our products and farm in the last 5 years. 10.



# WHAT WE *stand* FOR

“WE PRIDE OURSELVES WITH THE CARE OF OUR FARMLAND & SURROUNDING AREA, CONSIDERING THE ENVIRONMENT IN EVERY DEVELOPMENT WE MAKE. OVER THE YEARS WE HAVE MADE INVESTMENTS TO LESSEN OUR IMPACT, BUT WE KNOW WE STILL HAVE A LONG WAY TO GO...”

**Ben Parker,**  
Operations Director



## OUR PRODUCT



We're working as hard as we can to make our offering as environmentally conscious as possible. The ice cream industry is prone to huge amounts of waste and we endeavour to combat this in the years ahead, aiming to make all our product packaging recyclable by 2028.

## OUR COWS



Our shift to a more extensive farming system, with the herd milked just once a day and eating fresh grass for the majority of the year, provides us with better quality milk but also reduces our carbon footprint per litre. Being grass fed also makes a lighter animal which means less impact on the land itself.

## OUR PEOPLE



Our team is integral to our success, supporting them as much as we can means our business is looked after by people who care passionately about what we do.

## OUR CHOSEN CHARITIES



Alongside the usual charities we support, in 2023 we started supporting Brakes homegrown Charity 'Meals & More'. This incredible charity supports children from disadvantaged families and turbulent upbringings. Their mission is to make sure no child goes hungry and we are proud to be supporting them in this mission.



## GIVING BACK

In the past 2 years we have planted over 400 trees and shrubs, strengthening our hedgerows and improving the biodiversity at Callestick.

Our on-site bio-mass boiler runs off wood chip from old trees felled on the farm, providing heat for the milking parlour, ice cream parlour, offices and farm house.

Whilst we draw the line of 'planting' solar panels in our fields, we do utilize the roofs of all suitable farm buildings - these panels power our huge walk in storage freezers.

We are so proud to be making a positive impact on our environment and giving back to the land for future generations.



**400+**  
*Trees & Shrubs*  
PLANTED AROUND THE FARM  
IN THE LAST TWO YEARS.



**WHETHER YOU ARE AN EXISTING OR POTENTIAL CUSTOMER, WE ARE ALWAYS THERE TO SUPPORT YOU TO HELP DELIVER A GREAT PRODUCT TO YOUR CUSTOMER EVERY TIME.** *Doing our bit to help your business flourish.*



Equipment packages available on request.

A brilliant team of people who care passionately about quality service & supporting our customers.



Weekly calls from the Callestick office.

“PASSION & PROVENANCE IS EVERYTHING, YOU CAN'T BEAT SELLING A PRODUCT YOU TRULY BELIEVE IN. BEING A PART OF OUR SALES TEAM MAKES ME PROUD AND I ALWAYS FEEL SUPPORTED. I LOOK FORWARD EVERY YEAR TO WELCOMING NEW CALVES INTO OUR HERD AND TASTING OUR DELICIOUS FLAVOURS... SOMEONE HAS TO DO IT!”  
**Emma Seery, Commercial Manager**


# BECOME A PART OF OUR Family



“IT'S OUR MISSION TO ENSURE OUR CUSTOMERS KNOW THAT NO MATTER WHAT, THEIR HAPPINESS & SUCCESS IS OUR PRIORITY.”  
**David Jeffs, Sales Director**



Commercial tastings & product talk throughs available.

Great after sale & technical support. 



A full marketing package including social media support, bespoke POS, signs & flags (full range on page 29)







**AMARETTI  
& CHERRIES**  
Ice Cream



# CUSTOMER *delivery* DAYS

- A** Wednesday
- B** Monday, Wednesday, Friday
- C** Tuesday, Friday
- D** Monday, Thursday
- E** Tuesday, Friday
- F** Tuesday



For out of county customers, please contact us to discuss wholesaler options  
sales@callestickfarm.co.uk

In 2024 we are looking to reduce our carbon footprint, thereby asking our customers to please consolidate their orders.  
£30+VAT MINIMUM ORDER.

Emergency next day delivery available with £250+VAT MINIMUM ORDER.  
This applies to seasonal Saturday deliveries.

During the busy summer months & school holidays, delivery timings may be affected. We appreciate your patience during these times.



"BE IT IN THE DEPTHS OF WINTER OR THE RUSH OF A CORNISH SUMMER, MY TEAM OF DEDICATED DRIVERS ALWAYS MAKE ME PROUD WITH THE QUALITY OF SERVICE THEY PROVIDE OUR CUSTOMERS"  
**Steven Trayner,**  
Distributions Manager

# CATERING Range



## CLOTTED CREAM VANILLA Ice Cream



"TO HAVE OUR PRODUCTS RECOGNISED BY AWARDING BODIES SUCH AS THE GUILD OF FINE FOOD HAS BEEN SUCH AN EXCITING PART OF CREATING DIFFERENT FLAVOURS OVER THE PAST 35 YEARS"  
**Angela Parker,**  
New Product Development Director



## 4 LITRE TUB

25-30 AVERAGE SCOOPS PER TUB

Our 4 Litre catering range is a perfect accompaniment beside desserts on many a menu.



Clotted Cream Vanilla with Vanilla Bean



Belgian Chocolate



Cornish Sea Salt Caramel



Clotted Cream & Strawberries



Simply Strawberry



Honeycomb



Rum & Raisin



Perfect Pistachio



Clotted Cream Vanilla



Mint Choc Crisp



Dairy Vanilla

# SCOOPING Range



## CLOTTED CREAM & STRAWBERRIES Ice Cream



**NEW**

**FLAVOUR FOR 2024 BANANA RUMBLE**

Our 5 Litre Napoli scooping range has flavours for all ages and with something to tempt every taste bud.

Give your customers a true taste of Cornwall by stocking our range of deliciousness in your scooping cabinet.

**OUR FULL RANGE OF CONES & SUNDRIES CAN BE FOUND ON PAGE 25.**

19. Up to date allergen list & prices available on request.



## 5 LITRE TUB

35-40 AVERAGE SCOOPS PER TUB

 Sticky Caramel Crunch 	 Clotted Cream Vanilla 	 Clotted Cream & Strawberries 	 Rum & Raisin 	 Belgian Chocolate 
 Blue Bubbegum 	 Clotted Cream & Fudge 	 Cookies & Cream 	 Toffee Apple 	 Smartie Pantz 
 Clotted Cream & Blackcurrants 	 Creamy Coconut 	 Caramel Biscuit 	 Perfect Pistachio 	 White Chocolate & Raspberry Ripple 
 Triple Chocolate 	 Simply Strawberry 	 Mint Choc Crisp 	 Sea Salted Caramel & Rhubarb 	 Dairy Vanilla 
 Iced Latte 	 Lemon Swirl 	 Black Forest 	 Honeycomb 	 Millionaire Shortbread 



# SPRING WATER SORBET *Range*



**MANGO**  
*Sorbet*

21. Up to date allergen list & prices available on request.



**2 LITRE TUB**  
10-15 AVERAGE SCOOPS PER TUB



**2.5 LITRE TUB**  
15-20 AVERAGE SCOOPS PER TUB



**5 LITRE TUB**  
35-40 AVERAGE SCOOPS PER TUB



CORNISH  
SPRING  
WATER

Velvety smooth and full of flavour, our sorbets are a perfect alternative for your frozen offering. All our sorbets are produced using fresh water from our farms own natural spring and quality fruit puree.



Blood Orange  
2 Litre, 2.5 Litre & 5 Litre



Elderflower  
2 Litre



Green Apple  
2.5 Litre



Lemon  
2 Litre



Gin & Lemon  
2.5 Litre



Passionfruit  
2 Litre



Raspberry  
2 Litre, 2.5 Litre & 5 Litre



Mango  
2 Litre, 2.5 Litre & 5 Litre



Blackcurrant  
2 Litre

All sorbets may contain traces of milk.

22.

# RETAIL TUB Range

**100%**  
recyclable

125ml tubs & spoons\*

\*When recycled via the correct channels

23. Up to date allergen list & prices available on request.



## 125ML TUB

1-2 AVERAGE SCOOPS PER TUB  
CASES OF 24 TUBS



## 500ML TUB

4-5 AVERAGE SCOOPS PER TUB  
CASES OF 6 TUBS



## 1 LITRE TUB

7-8 AVERAGE SCOOPS PER TUB  
SINGLE UNITS



Clotted Cream & Strawberries  
125ml & 500ml



Cornish Sea Salt Caramel  
125ml & 500ml



Honeycomb  
125ml & 500ml



Double Chocolate Fudge  
125ml & 500ml



Blood Orange  
125ml & 500ml



Clotted Cream Vanilla  
125ml, 500ml & 1 Litre



Mint Choc Crisp  
125ml

All sorbets may contain traces of milk.

24.

# CONES & SCOOP TUBS



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



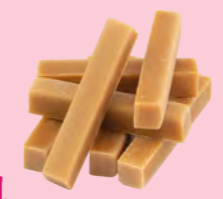
11.



12.



13.



14.



15.



16.



17.



18.



19.



20.

1	Fiesta Cone
2	Twin Top Cone
3	Teddy Top Cone
4	Small Sugar Cone
5	Tall Waffle Cone (1 Scoop)
6	Medium Waffle Cone (2 Scoop)
7	Large Waffle Cone (3 Scoop)
8	Wrapped Dairy & Gluten Free Cone
9	Tall Choc Dipped Waffle Cone*
10	Medium Choc Dipped Waffle Cone*
11	Sprinkle Waffle Cone (Jazz)*
12	Broken Mini Bean Dipped Cone*
13	Cadbury Flake*
14	Fudgerydoo Sticks*
15	Rossini Curls*
16	Florentine Wafers
17	Callestick Empty Tub - Small*
18	Callestick Empty Tub - Large*
19	Wooden Spoons*
20	White Paper Spoons*

\* These items attract VAT



"I LOVE BEING THE FACE THAT WELCOMES OUR VISITORS TO THE FARM AND SEEING FIRST HAND THE ENJOYMENT OUR ICE CREAM BRINGS"  
**Lea Tucker,**  
**Parlour Manager**



# DELi POPS

NATURAL ICE LOLLIES

- GRANNYS LEMONADE
- MANGO & LIME
- STRAWBERRY
- MIXED CASE (10 X OF EACH FLAVOUR)



## 120ML TUBS

Self Serve Tub / 24 x 120ml Case  
Plant Based Mixed Case  
Chocolate Coconut x12 & Honeycomb Coconut x12

## 1 LITRE TUBS

7-8 Average Scoops Per Tub / Single Units  
Plant Based Honeycomb Coconut

## 2.5 LITRE TUBS

15-20 Average Scoops Per Tub / Single Units  
Plant Based Caramel  
Plant Based Vanilla

## IMPULSE RANGE

Speak to a member of the team for more info  
01872 573126 / sales@callestickfarm.co.uk



Quality whippy mix also available



ICED TREAT

CASE QTY 12 X 120ML



WIDER, LICKABLE TUB • GENTLE ON STOMACH, EASY TO DIGEST • GREAT RANGE OF POS AVAILABLE

# EXTERNAL POINT OF SALE

Prices available on request.

## Pavement Signs



## Sail Flags



## Parasols

Base not included



Small

Large

## Magnetic Flavour Boards

Space to fit 9 magnetic flavour strips (415mm x 45mm)



400mm

## Wall Flags

# INTERNAL POINT OF SALE

Prices available on request.



**SOLD HERE**

## Promotional Stickers

Also available for Dog Ice Cream & Delipops



## Retail Freezer Wobbler

Also available for Dog Ice Cream & Delipops



## Freezer Branding

Freezer purchase deals available on request.



## Flavour Stabbers

Available in all scooping flavour options.



## Shelf Stripping

3.5cm Wide x 30cm Long



## A4 & A3 Posters



## A4 Chalkboards

210mm Wide x 300mm Tall

## Cone Holders

265mm Wide x 100mm Tall





# CONTACT US

## SALES

Contact Emma our Commercial Manager to enquire about becoming a stockist or to request a catch up:

EMMA@CALLESTICKFARM.CO.UK · 07825 394820

To place an order, speak to Paula in our office:

SALES@CALLESTICKFARM.CO.UK · 01872 573126 (EXT. 1)

## MARKETING

Contact Amy our Head Of Marketing if you wish to update your signage or to chat about social media support:

AMY@CALLESTICKFARM.CO.UK · 01872 573126 (EXT. 2)

## FINANCE

Contact Clare our Head Of Finance for any questions or queries with your account:

CLARE@CALLESTICKFARM.CO.UK · 01872 573126 (EXT. 3)

## CALLESTICK FARM OFFICE HOURS

Monday - Friday / 9:00am - 5:00pm

Please leave an answerphone message or drop us an email outside of these times. (Bank holiday office hours 9am - 1pm)



"I'M PROUD TO BE THE VOICE, HEART AND HUB OF THE TEAM. BRINGING ALL OUR DELICIOUS PRODUCTS TO OUR CUSTOMERS FREEZERS. LITERALLY COW TO CONE!"

**Paula Heath,**  
Telesales

# ACCOUNT FORM

APPLICANT NAME:  PHONE NUMBER & EMAIL:  HOME ADDRESS:  APPLICANT SIGNATURE:  PROPRIETOR'S NAME & TEL NO:	COMPANY / BUSINESS NAME & ADDRESS:  DELIVERY ADDRESS (IF DIFFERENT):  PERMISSION TO ADD CONTACT NUMBER TO WEEKLY OFFICE CALL LIST? <input type="checkbox"/>
ACCOUNTS DEPT/PERSON'S NAME & EMAIL:	ACCOUNTS TELEPHONE NUMBER:
TRADE REFERENCES: 1.  2.	INSTAGRAM ACCOUNT: @  HOW DID YOU HEAR ABOUT US:
INTERNAL USE ONLY TO BE COMPLETED BY SALES TEAM  NAME OF CALLESTICK SALES CONTACT:	TERMS AGREED:



**SCAN TO DIGITALLY  
FILL IN THIS FORM**

Email to [emma@callestickfarm.co.uk](mailto:emma@callestickfarm.co.uk)

Due to the UK GDPR (General Data Protection Regulation), we are no longer able to send out marketing information, price lists or special offers without your prior consent. Please tick the box to give your consent to this material.

**CLOTTED CREAM  
& BLACKCURRANT**  
*Ice Cream*

## CORNISH SEA SALT CARAMEL Ice Cream



## ACCOUNT DETAILS

Bank name: Barclays Bank, King St,  
Truro, TR1 2RB

Account name: Callestick Farm Ice Cream Ltd

Sort Code: 20-87-94

Acc number: 20896063

Please identify your payment using the  
account reference on the invoice or with  
name, address and date.

Please send remittance advice to:

Post: Callestick Farm, Callestick,  
Truro, TR4 9LL

E-mail: [accounts@callestickfarm.co.uk](mailto:accounts@callestickfarm.co.uk)

Registered in Cardiff no. 59 24 889

VAT No.131 6053 11



"ENSURING THE PROCESS  
RUNS SMOOTHLY  
AND THE CUSTOMER  
IS FULLY SUPPORTED  
THROUGHOUT  
IS WHY I LOVE WHAT I DO"  
**Clare Withers,**  
**Head Of Finance**

Contact our Head Of Finance for any questions or queries with your account.  
[CLARE@CALLESTICKFARM.CO.UK](mailto:CLARE@CALLESTICKFARM.CO.UK) · 01872 573126 (EXT. 3)

## TERMS & CONDITIONS

- Products contained in this list are correct at time of publishing.
- Credit can only be given to previously agreed accounts when settlement will be due within fifteen days of the beginning of the month following the date of invoice.
- Any account that is not paid in full by the due date may be subject to interest charges of 3% per annum above Barclays Bank rate applicable at the time.
- Cash on delivery accounts must be paid in full on receipt of goods. If no cash is available, the driver will be instructed to return the goods to our depot.
- Please check order details are correct at time of delivery and clearly mark invoice if there are any discrepancies.
- No responsibility will be taken for shortages unless noted at time of delivery.
- All goods ordered will remain the property of Callestick Farm Ice Cream until settlement is made in full.
- Ownership of the goods shall remain with the company until the customer has paid all sums due to the company. Should the customer become bankrupt or insolvent, or have a receiving order or administration order made against them, all sums payable to the company in respect of goods delivered to the customer shall immediately become due.

# Callestick Farm

CHAMPION  
CORNISH ICE CREAM

01872 573126 · [callestickfarm.co.uk](http://callestickfarm.co.uk)  
Callestick Farm Ice Cream, Callestick, Truro, TR4 9LL