

Feeding the mind, body and spirit

Fresh, organic, even Ayurvedic, Park Royal businesses are at the forefront of the modern healthy food agenda.

Increasingly, today's customers want fresh,

natural food, free from additives or preservatives and there is no shortage of businesses in Park Royal ready to supply them.

One huge advantage of a Park Royal location for

businesses dealing in fresh produce with a short shelf life is the proximity to the supply network. Produce can be transported to the point of sale the same or next day, giving major benefits for

freshness and quality.

Here, we spotlight three pioneering Park Royal women, each of whom has a clear vision of the benefits to mind, body and spirit to be gained from good food.



Lise Madsen

started her business because she couldn't find cakes that were organic and tasted nice as well.

As a lifelong organic consumer, who had 'always been in love with cakes' her training at the classy end of catering, with Lenotre in Paris and the Roux brothers in London, left her with the confidence to start up on her own.

"I started my business in 2001, trading in Park Royal from the beginning. We are about to leave our first premises where we have grown from one to three units. After starting with just myself and a baker doing everything, including the deliveries, we now employ 30 plus, and are moving into a much bigger unit and doubling production.

"I am not scared of charging what I have to charge. If you think too much about cost, the product drops to a mediocre quality. If you are going to have cake, you should go with our sinfully good tasting, indulgent organic treat."

"We have a pretty up-market client base. At Chelsea Flower Show, which we have supplied for three years, they particularly love our Orange Madeira cake and Carrot cake."

www.honeyrosebakery.com