

Business Builder

Business: Farmyard Frozen
Owner: Hannah & Andrew Jones



Scaling premium food production with Business Builder support

The Challenge

Farmyard Frozen began as an idea during the pandemic and quickly grew into a premium frozen food range stocked in foodie outlets across Norfolk. As demand increased and opportunities emerged, Hannah and Andrew needed equipment that could guarantee consistent, high quality freezing at scale.

A blast freezer was essential to achieve the professional standard required – preventing crystal formation, maintaining appearance, and ensuring products looked as good as they tasted. It was also a key step towards achieving AA BRC certification, a vital requirement when negotiating with national buyers. However, investing at this stage of their growth would have been difficult without support.

The Solution

A Business Builder Development Grant allowed Farmyard Frozen to invest in a high spec blast freezer sooner than would otherwise have been possible.

“With the blast freezer we can scale up and achieve a much higher standard. It’s given us the confidence to enter discussions with a high end national supermarket, knowing we can produce volume at a consistently excellent level.”

The team also appreciated the smooth and supportive process:

“With Business Builder it was refreshing to find that Jo and Paul were always quick to respond to emails and questions. It absolutely felt like the Council was keen to support our growth and make things happen.”

The Impact

Business Builder support has enabled Farmyard Frozen to:

- Produce at scale while maintaining premium quality
- Prevent ice crystals and preserve product appearance
- Meet the standards required for AA BRC certification
- Enter discussions with a high end national supermarket
- Invest in essential equipment earlier than planned
- Strengthen their readiness for national expansion

The blast freezer has become a cornerstone of the business’s move from local success to national opportunity.

About Farmyard Frozen

Farmyard Frozen is the creation of Hannah and Andrew Jones, offering restaurant quality frozen dishes inspired by their award-winning Farmyard restaurant in Norwich.

The brand has grown from a pandemic concept into a thriving product range available to corporate clients.

The Business Builder programme has supported 472 businesses, providing advice and training, and has paid out £2.3 million in grants across Broadland and South Norfolk between late 2022 and February 2026.