

## **PRESS RELEASE: Entrepreneurial Chef Wins The Exmoor Society's Pinnacle Award**

The 2020 winner of the prestigious Pinnacle Award, run by the Exmoor Society, is Caroline Westcott, a qualified freelance private chef whose family have been farming on Exmoor for over 500 years.

Taking the plunge in 2018, Caroline decided to embark on a new career in catering by training at the Ashburton Chef Academy, Dartmoor, giving her the confidence to prepare and serve food at a professional level. Through the winter months, she earned a living cooking for guns at local shoots and the rest of the year working for private clients employing people on an ad hoc basis. However, the Covid-19 pandemic has had a huge impact on her new-found business with loss of income. Caroline's business idea is to become more flexible and resilient to changing circumstances by enhancing cold food storage capacity through acquiring a refrigerated trailer allowing her to cater for a greater number of people, including at outdoor events, and to further her brand, publicity and range of eclectic menus from Pan-fried Scallops, Wood Pigeon Salad, Pheasant Au Vin to Fillet of Beef plus menus catering for other dietary requirements.

The Pinnacle Award in 2020 was raised from £3,000 to £5,000 in order to invest in, or develop, a good business proposal. Caroline said: "When I heard I had won the Award I was absolutely thrilled and grateful to The Exmoor Society for enabling me to develop my new business".

Because of the excellent applications, many from those having lost their jobs because of the pandemic, the judges were keen to encourage young people, 20 to 35 years old, to stay in the area, to develop their entrepreneurial skills through a good business case. Caroline demonstrated her desire to make use of Exmoor's excellent source of food, showed potential for employing other people and offered a service for both the local community and visitors.

Society chairman, Rachel Thomas said: "As a conservation charity, we wish to demonstrate that living or working in or near one of England's finest landscapes can encourage local employment and economic activity. By focusing on Exmoor's special qualities, the old canard "national parks versus jobs" need no longer apply".

**Caroline has an eclectic choice of menu options to suit whatever your occasion, number of guests and budget. Based on Exmoor, Caroline is willing to travel, is very happy to cater to your needs, and can provide additional waiting staff.**

**For further enquiries or a quote please call or email**

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Images: Caroline Westcott.jpg  
Treacle Tart with Vanilla Cream & Pecans.jpg  
Rich Chocolate & Hazelnut Mousse with a Raspberry Coulis.jpg  
Lamb Cutlets served pink with a Madeira Jus.jpg

