

HULLABALOOS CASE STUDY

**From festival lemonade
to national brand**

THEIR STORY

What started as a simple lemonade stand at a Somerset food festival has grown into Hullabaloo's, a successful soft drinks brand known for its playful branding, natural ingredients and zingy, feel-good flavours.

Behind the scenes, Hullabaloo's growth - led by husband-and-wife team Randa and Leigh Abdullah-Hucker - has been shaped by key support from The Food Works^{SW}, and its regional partners. From accreditation to brand visibility and industry connections, it's a clear example of what happens when a strong product is backed by the right regional support.

OVERVIEW

Hullabaloo's is a natural soft drinks company we started over 10 years ago. It all began with cream teas and hand-squeezed lemonade at local festivals - just me and my husband, Leigh

"Running a small business can feel isolating, but The Food Works^{SW} creates a sense of shared support."

- Randa Abdullah-Hucker,
Hullabaloo's



Here, Randa tells us all about the brand and how The Food Works^{SW} support has been invaluable...

WHAT INSPIRED YOU TO TAKE IT FURTHER?

We were asked by a local farm shop to bottle our lemonade - and while we thought it would be simple, we quickly realised how much we didn't know. That's when the idea for a fully fledged business took hold.

WHAT WAS YOUR FIRST BIG BREAK?

Our first major event was the Glastonbury Extravaganza. I booked it completely on a whim - no experience, no gazebo, nothing! It was chaotic but such a brilliant learning curve. It gave us the confidence to keep saying yes and figure it out as we went.

BRAND ETHOS

Everything is made with real fruit juice and no artificial sweeteners. We're very hands-on and keep things as natural as possible. Even our labels are transparent - literally - so you can see what's inside.

CRAFTING NEW FLAVOURS

It's very instinctive - we come up with ideas ourselves and then test them at festivals to see what people like. Raspberry was our first after classic lemonade and now we've got eight flavours in total, including Elderflower Presse and Wild Berry. All made with real fruit juice and no sweeteners, of course.

HOW HAS THE FOOD WORKS^{SW} SUPPORTED YOUR GROWTH?

We've had brilliant help over the years. Through The Food Works^{SW} funded programme, we accessed support to achieve SALSA certification, which was essential for landing bigger customers and distributors. A consultant came to us, reviewed our paperwork and processes and helped us prepare for a mock audit. We wouldn't have secured many of our deals without that support.

WHAT OTHER SERVICES HAVE YOU ACCESSED?

We've had help with professional photography, technical advice and ongoing support. They also sell our drinks on-site and feature our products in their marketing - that kind of exposure really helps build brand recognition.

WHAT'S THE BROADER VALUE OF BEING PART OF THE FOOD WORKS COMMUNITY?

Running a small business can feel isolating, but The Food Works^{SW} creates a sense of shared support. You realise you're not the only one navigating these challenges and that's a huge morale boost.

"We've had help with professional photography, technical advice and ongoing support."

- Randa Abdullah-Hucker, Hullabalooos



WHAT'S NEXT FOR HULLABALOOS?

It's been a non-stop year, so we're planning to take stock and focus on expanding sustainably. We want to grow our presence with independent retailers and continue exploring international markets - while staying true to our ethos. No supermarkets for us - we want to stay special.

From festival fields to national distribution, Hullabalooos has grown through creativity, grit and strong partnerships. With The Food Works^{SW} support at key points - from compliance to brand building - the business has scaled with both heart and professionalism. For other drink makers with big dreams, Hullabalooos proves that regional support can fuel national success.

Support has been provided by



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