

# Case study: Sauce Shop

## Nottingham-based condiment retailer secures £450,000 investment to enter new markets and expand its team

### What funding has it secured?

Product

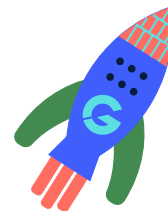
**Revolving  
credit facility**

Amount

**£450,000**

### How will it use the money?

Boost its working capital position to enter new markets and expand its team



Nottingham-based Sauce Shop will use the funds to accelerate its next stage of growth, launching its distinctive sauce bottles in new markets and expanding its growing team.

### What does the company do?

[Sauce Shop](#) makes “no-nonsense”, “flavour-packed” small-batch craft condiments in the UK. Its products include everything from ketchups, mustards and mayonnaises to curry sauces and spice rubs.

### Why did we fund this firm?

Growth Lending provided an invoice finance facility for Sauce Shop in 2018 and was committed to supporting the company’s continuing growth. “Having met co-founder James at a trade show, not long after the company’s launch, it’s been amazing to be a part of Sauce Shop’s extraordinary journey. We are looking forward to supporting the firm’s next stage of growth,” says [Julian Hornby](#), principal at Growth Lending.

### Why choose Growth Lending?

Co-founder [James Digva](#) says that the investment will help the company to continue on its positive growth trajectory. “In 2020, we experienced growth of more than 300% year-on-year. Now, Growth Lending is supporting us with a revolving credit facility that has provided much-needed working capital to enable continued growth in our major channels,” he says. “These include Amazon and Sainsbury’s in the UK and, most recently, Whole Foods in North America. Julian and the team have been fantastic to work with, extremely diligent and proactive in their approach to providing support.”

### Fun fact:

Sauce Shop was recently named in the [2021 Startups 100 List](#), which celebrates the most disruptive and innovative businesses in the UK.

Read the full story [here](#)