

# THE FOOD OF KINGS

King's Fine Food was founded on caviar in 2003 by Laura King, who today sells the best farmed caviar from around the world



**H**aving specialised in caviar for the past 22 years, Laura King is now one of the UK's leading authorities on caviar. She first discovered her love for fine food in the 1980s when, as Philippine Airlines' Director of European Purchasing, her main role was to oversee the ordering of caviar. During her next position, as Sales Manager for W.G.White Ltd, Laura gained a greater expert knowledge of caviar.

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This amazing experience, during which she travelled regularly to Astrakhan, stood Laura in good stead when W.G.White Ltd was sold in 2003 and she decided to set up her own business. King's is now the UK's largest importer of caviar, performing regular DNA-testing of all products, and a global vendor of Beluga and Oscietra caviar.

It's also reassuring to know that King's Fine Food adheres to all labelling and traceability requirements of CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora). Furthermore, King's works closely with Trading Standards and Animal Health and educates customers about what to look for when buying caviar.

Laura regularly holds private and corporate caviar tastings and dinners in Britain's top hotels. These relaxed, informative evenings can take any format, but usually Laura gives an introduction on caviar, explains the taste profiles of each type and outlines the history of

caviar before a tasting.

Leading chefs, private customers and journalists will approach Laura for her expert opinion and, ever eager to impart her specialist knowledge to others, Laura has ensured her staff also have an expert knowledge of caviar, so she, or any member of the King's team, is more than happy to answer questions or queries.

King's epitomises a family-run business – Laura's husband John, a former award-winning Executive Chef packs caviar, daughter Holly is involved in sales, sister Sally helps out with administration and in the warehouse, while brother Simon oversees copywriting and editing.

King's is more than just a caviar company. It supplies Harrods, Fortnum & Mason and London's premier restaurants and hotels with Amedei, the world's finest chocolate, foie gras, Scottish wild smoked salmon, and delicious Out of Africa cashew and macadamia nuts, King's being the UK's sole distributor of Out of Africa nuts from Kenya Nut, a company that monitors every stage of the production process.

In under 10 years, Laura's drive and dedication have helped grow the annual turnover of King's to £3.2 million. Perhaps Laura's passion for sourcing the world's finest foods and providing the best service is the secret of her



success. In autumn 2012, King's Fine Food was honoured with the Best Own Bought Vendor Award at the 2012 Harrods' Food Halls and Restaurants Supplier Conference.

King's salad oils were served on British Airways Club World for

two years – these were developed by Laura with the help of an award-winning chef, and she organised the tooling from scratch and manufacture of a new 12ml PET (polyethylene terephthalate) recycled bottle, a process costing approximately £25,000.

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The end product was a beautiful square-design bottle, made by M & H Plastics of Suffolk, containing a stunning British rapeseed oil with apple balsamic vinegar.

The range has since increased to a honey mustard dressing, a citrus dressing and Laura is currently working on a cranberry dressing. An added bonus is that the rapeseed and fruits for the vinegar are all grown locally and the dressings bottled in Ely, Cambridgeshire.

King's received some amazing BA passenger feedback regarding their tiny bottles of salad oils. BA passengers from the Thames Valley visited King's website, [www.kingsfinefood.co.uk](http://www.kingsfinefood.co.uk), and arrived at the premises to purchase salad oils, the likes of which they'd never tasted before. Another passenger flying from Hong Kong said she immediately fell in love with the King's honey mustard dressing.

"I've been so fortunate to have my own business and it's been an amazing learning curve. Every day is different and a journey in itself. I represent some amazing companies and sell to some of the finest hotels, restaurants and airlines in the world. I just love what I do," says Laura.

[www.kingsfinefood.co.uk](http://www.kingsfinefood.co.uk)

