

1970s

- The company lost two very important people in 1970. William Simpson died in April at the early age of 59 and Miss Gray died in May. The responsibility of Managing Director then fell on William's younger brother James, who was assisted in this task by his wife Lillas.
- James' two sons, William and Andrew, join the company in 1973 and 1971 respectively.
- In 1979, Simpsons devise a catering sized flat can called the Caterdish which contained a complete meal such as Lasagne, Chilli con Carne or Beef Stroganoff⁴⁶.
- Simpsons started to manufacture own label products for the supermarkets
- The company also start producing Indian inspired foods under the brand name of Shiva - named after a Hindu god⁴⁷.
- A separate company – Simpsons Spiced Foods – was set up to develop the growing market for Indian foods⁴⁸

⁴⁶ L.M.Simpson, 1990, Talk to Stretford Local History Society and 1975 anniversary brochure

⁴⁷ W.J.Simpson, interviewed 2010

⁴⁸ *ibid*