

## **1990s**

- A period of consolidation and growth in sales
- Simpsons acquired a food-service wholesale business (Ruddin Shelley and its subsidiary, Wardlegrove) which was sold in 2000.
- Simpsons develop a new brand, Sundar, to use for their range of Indian foods<sup>55</sup>.
- The demand for own-label supermarket products grows and soon Simpsons are manufacturing different products for all the major supermarkets.
- James Simpson died 1997

## **2000-2010**

- Simpsons again developed a partnership with an Indian restaurant, Shere Khan, and continue to make a range of curry sauces with them.
- Sales of meat puddings decline and the product is discontinued after 73 years. The last one came off the line at 13:43 on 11<sup>th</sup> Oct 2008<sup>56</sup>.
- Canned Hamburgers were also discontinued after many years in production.
- The company begin to manufacture foods in flexible plastic pouches in 2003. Plastic pots and tubes soon follow.
- Two younger Simpsons, Mathew and Craig, sons of William and Andrew respectively, join the family firm.
- The longest serving product is the Christmas pudding. This produce was a winner of the 1919 Milan prize and a variation on the original recipe is still made today.
- Simpsons launch new range of sponge puddings in pots under the "Simpsons" label. Initially retailed in Asda and then Morrisons.
- Simpsons launch a new range of premium canned ready meals under a "Simpsons" label.

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<sup>55</sup> William Simpson, January 2009.

<sup>56</sup> Mathew Simpson – who has the last can (a Steak and Kidney pudding)