

# Case Study

## Moguntia Food Group

Including Moguntia Food Ingredients Ltd and Sherriffs Foods

### Background

Making a claim for R&D relief can be daunting enough – but what if you innovate day-in, day-out, all year round, across a number of sites and for several different brands?

That was the issue for Moguntia Food Group, a pan-European group of food manufacturers, which includes two major players in the UK food industry: Moguntia Food Ingredients UK Ltd, based in the North East of England, and Sherriffs Foods, in Leicestershire.

Moguntia Food Group's businesses live and breathe innovation, so when it came to making a successful claim for R&D relief, they turned to Haines Watts to provide the missing ingredients.

“*The sheer scale of R&D that we take part in means processing our claim requires an expert eye. Haines Watts has a great reputation in this area and they have been a perfect fit.*”

### The Situation

Moguntia Food Group is a fourth-generation family business, with world-class manufacturing in four countries, over 700 employees, and production of 40,000 tonnes per year.

Two of Moguntia's key UK manufacturing sites are Moguntia Food Ingredients Ltd and Sherriffs Foods. Moguntia Food Ingredients processes a wide range of products including, dry herb and spice blends, innovative functional ingredients, ambient stable sauce, and oil-based marinades. Its products are so widely used that you've almost certainly eaten them.



**MOGUNTIA FOOD GROUP**  
Flavoursome solutions since 1903

### Fact File

Founded in:

**1903**

Location:

**Europe-wide**

Turnover:

Moguntia Food Ingredients:

**£17M**

Sherriffs Foods:

**£21M**

Sherriffs Foods is home to, among others, one of the fastest-growing free-from brands in the UK, Nature's Store, which can be found in all the major UK grocery stores and health food shops. It also manufactures the Primo D'oro range, which makes Italian food such as breadsticks, flatbreads and biscuits.

These are large-scale operations in which R&D relief-qualifying activity takes place on a near-daily basis. For Darren Ferguson, UK Head of Finance at Moguntia Food Group, this meant choosing his R&D relief claim team very carefully.

"We pride ourselves on customer focus, technical excellence and culinary flair," says Ferguson. "This is a very fast-paced industry and we have to use those decades of experience to respond rapidly to market trends and demands, because consumer tastes

can change seasonally. We also have to respond to legislative changes, such as reducing sugar and salt.

*"This means that product innovation is at the heart of everything we do. Barely a day goes by when we're not innovating on some level, typically performing R&D on new products or recipes, or finding new, innovative and more efficient ways to meet our customers' needs."*

## Working with Haines Watts

"We wanted an R&D tax partner that we could rely on to maximise our claims by taking all of that activity into account, and processing it accordingly, but who would keep us completely compliant. I was already aware of Haines Watts' reputation in this area and they have been a perfect fit.

"We are not a small operation, and the sheer scale of R&D that we take part in means processing our claim requires an expert eye. It's a complicated exercise and you have to put a lot of trust in those involved: you

need a team that understands your industry completely and that can interpret your activity accurately.

"We trust Haines Watts to leave no stone unturned when it comes to analysing our R&D-qualifying activity, but also to ensure we remain fully compliant.

"The potential of R&D relief claims to help improve cash flow wasn't new to us – it's very much part of our business cycle – but we were very pleased with the way Haines Watts went about processing our claim."