

Kent Business Newsletter Press Release Template

A detailed guide to help you get featured – with example (fake business)

HEADLINE

Make it clear, exciting, and benefit-focused.

Think: “What’s the news – and why should locals care?”

Example:

Faversham Bakery Expands to Canterbury Following Record-Breaking Sales Year

SUBHEAD (Optional)

A one-liner that adds a hook or detail to draw readers in.

Example:

Family-run favourite ‘Wild Crust Bakery’ opens a second shop, creating 8 local jobs and launching a new training programme for young bakers

OPENING PARAGRAPH

Kick off with a punchy summary that includes the who, what, where and when – in 3–4 lines.

Example:

Faversham’s award-winning Wild Crust Bakery has officially opened a second site in Canterbury, marking a major milestone in the business’s rapid growth. The expansion follows a record year of sales and growing demand for their signature sourdough and handmade pastries. The new shop, which opened on 1 June 2025, is based in the historic Castle Street area and has already drawn long queues from eager customers.

MAIN BODY

Add all the key details: origin story, challenges, milestones, community impact, and scale of operations.

Example:

Founded by husband-and-wife team Josh and Ellie Mason during the 2020 lockdown, Wild Crust Bakery started in their home kitchen, delivering fresh bread by van across the town. Their use of locally milled flour, slow fermentation, and zero-waste packaging helped them quickly develop a loyal following. In just two years, the business moved from home baking to a full retail shop, employing six staff and winning multiple awards, including the 2024 Kent Food & Drink Award for Best Independent Bakery.

The new Canterbury shop features an open-plan kitchen where customers can watch the baking process, along with a community table designed to host local events, workshops and tastings. The business has also launched a new trainee baker programme in partnership with Kent College, offering 16–24 year olds paid hands-on experience in a working bakery.

QUOTE

Use quotes to show personality and bring emotion to the story.

Example:

“Opening our second site is something we never imagined would happen so soon,” said Ellie Mason, co-founder of Wild Crust Bakery. “The support from the local community has been unbelievable. We’re not just selling bread – we’re creating a place where people feel connected, where they know their food is made with care and intention. Our new Canterbury shop gives us the space to give back more through training and community events.”

WHAT'S NEXT?

Tell readers what's coming up. This could be an event, launch, offer or expansion plan.

Example:

Looking ahead, Wild Crust plans to introduce a subscription service for weekly bread boxes with home delivery across Kent, starting in September. They’re also launching ‘Bread & Banter’ – a monthly after-hours gathering in-store featuring local speakers, musicians, and food lovers. In the coming months, the bakery will start supplying a selection of independent cafés, with the aim of becoming the go-to sourdough supplier in East Kent by mid-2026.

ABOUT THE BUSINESS

Summarise who you are, your purpose, and your impact.

Example:

Wild Crust Bakery is a Faversham-based artisan bakery known for handcrafted sourdough, pastries, and a community-first ethos. Founded in 2020, the business now operates two shops and employs 16 staff, with a focus on sustainability, local sourcing, and education. Their bread is made using traditional fermentation techniques, and they run baking classes and outreach programmes for schools and charities across Kent.

CONTACT DETAILS

Make it easy to get in touch.

Name: Ellie Mason

Business Name: Wild Crust Bakery

Email: hello@wildcrustkent.co.uk

Phone: 123456782

Website: www.wildcrustkent.co.uk

Socials: optional

IMAGE

Include 1–3 high-resolution, royalty-free images with your press release. Ideal shots include, you, your team at work, your business, or your product in action. Avoid sending just a logo – real photos help your story stand out.