

socarrat secrets

PAELLA FELLA NEWS



PAELLA FELLA | CELEBRATING 10 YEARS | THE BEST IN THE BUSINESS

The Paella Fella

BY CLAIRE SAMBOLINO

Meet the man behind the brand Paella Fella, Founder and Managing Director Nicholas Blythe.

As Paella Fella celebrates 10 years of success in the competitive arena of events catering we have a behind-the-scenes look to find out the story behind this paella and tapas powerhouse.

"Paella Fella began almost accidentally back in August 1995" says Nick as we chat about the beginnings of his business. "My late-brother John brought me a paella pan and burner back from his holidays in Spain, and challenged me to cook for the family. I accepted."

From one pan, to a man in a van, to a successful paella catering business launched in 2009, and now celebrating 10 years at the top.



Fresh Ingredients, Locally sourced alongside authentic Spanish



Smoked paprika

Nick attributes a large part of his success to having a love for Spain and passion for cooking paella and tapas. He also has a healthy respect for provenance, and for his ingredients whether locally sourced or from Spanish distributors. Dedication to authenticity and quality are also key. To date, Nick and Paella Fella are the only non-Spanish paella company to be invited to participate in the prestigious annual International Paella Valenciana Competition in Sueca, Valencia - where they take their paella very seriously too! "The food we produce has to be of the highest quality. The proof is on the plate, and clients want a paella party to remember with tasty and authentic Spanish paella and tapas" says Nick.



Bolitas de Arroz (gf) (vg)
Mini rice balls of Sweet Roasted Butternut Squash & Sage

Tasty tapas to tickle your tastebuds & more...

"We've had to stay on top of our game and evolve with the marketplace and tastes of our customers. We now offer a wide range of tapas as canapes and starters at events. Dietary requirements have also changed dramatically and we have more requests than ever before for gluten-free, vegetarian and special allergen-free dishes" - Nick Blythe

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Nick's first foray into event catering was as a charity fundraiser at the London to Brighton Bike Race in honour of his brother's loss to cancer. "We managed to raise a few hundred pounds for charity and were successful enough to be asked back the following year" says Nick looking back.

What started as a hobby grew with requests from friends and family to cater their parties. "It began as a trickle at first, with friends and family calling to see if we could help them celebrate their birthdays, weddings and anniversaries."

"I had been dubbed "Paella Fella" by the regulars and locals that knew me from The Crown Pub doing the London to Brighton Bike Ride. I looked up the name online and found that the web domain was free. The opportunist instinct took over and I set up a limited company and secured the domain name in September 2009." Paella Fella was born.



The Secret Ingredient to 10 years of Event catering success

BY NICK BLYTHE

I could never have imagined that 10 years after launching Paella Fella I'd be celebrating a decade of success in catering. At the start it felt like an unlikely pipe dream. My former career was in corporate IT sales and I had limited experience of catering en masse for large scale events.

The bubble burst on my IT career and it seemed destiny was pulling me towards a new career with Paella Fella. I remember walking through Ashdown Forest, near to where I live, after a particularly challenging period at work and laying down on a bench staring up into a crystal clear blue sky. It was at that moment, I decided that I would quit the IT Sales and give Paella Fella a go

There have been plenty of challenges but we've come through them by doing what we do best; cooking authentic and delicious paellas and tapas. And I made good on my promise to my brother all those years earlier, and cooked in the Prestigious International Paella Valenciana competition.

If I had to reflect on the secrets of Paella Fella's success I'd have to start by thanking my family, especially my sons James and Alexander who grafted alongside me at the beginning. I've been very fortunate to have so many good people around me including my team at work, who help the business to run smoothly.

I've always had a strong vision for Paella Fella and over the ten years we have stayed true to our unique selling point; authentic Spanish Paella and tapas. I believe that consistent quality and excellence in the delivery of our menu are what keep customers coming back to us and spreading word of mouth. What everyone wants is great tasting food, that creates a buzz and makes special occasions all the more memorable.

Lastly, but by no means least we pride ourselves on our customer service. I am honoured when a client entrusts us to cater their wedding, corporate event or special occasion - and they expect top class service and no hassle. My team are expertly trained and prepared, they set up, cook and clean down without you noticing, and all with a welcome smile.