



Case Study – Bongo’s Rock & Roll Pickles

“Our business has gone from strength to strength since we upgraded to Superfast and received support from Superfast Business Programme – they got us out of a broadband pickle!”
Debs Elias – bongo’s Rock & Roll Pickles

The inspiration for their products comes from Bongo, AKA Manny Elias a top class drummer, who was born in Calcutta, India and grew up eating chilies with his morning glass of lassi! This early introduction to the joys of eating chilies prompted him to create his own pickle recipes and Bongo has been making Chillimanjaro for over 20 years and taking it on the road with him.

Bongo’s wife Debs "encouraged" (nagged) Bongo for years to start a business with her and in 2014 Debs finally persuaded Manny to set up Bongo’s Rock & Roll Pickles and take their original recipes to the general public. You can catch her at local markets and food festivals with her bespoke chilli hat!

However slow broadband was really holding back the business and turning us into internet monsters says Debs, with less than 1 Mbps download they were rarely able to update their website or maximize social media.

However Connecting Cheshire came to the rescue, firstly their local telephone was upgraded to fibre in February 2015 resulting in a 30 fold increase in speeds, and Debs was able to access a package of support via the Superfast Business programme. Now the business is expanding and Debs has been able to set up an e-commerce shop on their website, develop their social media presence with blogs, videos and customer reviews.



<http://www.bongosrockandrollpickles.co.uk/>



