



Big Fridge

Mobile Chill or Freeze Trailers
for any occasion

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Holidaying Friends Come Home with Cool Idea for their New Business

Demand for mobile refrigeration means fleet will double in size.

(Published in Darlington & Stockton Times, 16 April 2004)

A trip to Australia has given rise to an innovative company in Cleveland after three friends noticed a lot of food and drink was being moved around in small refrigerated units.

While the temperatures in England might not be as hot as in Australia, they believed there was a definite opening back home.

The result is Big Fridge, a Thornaby company providing chilling or cooling solutions for food and drink suppliers attending outside events such as weddings, concerts, festivals and film sets.

James White, 33, Andrew Houston, 30 and Nick Appleyard, 31, started the business with five refrigeration units last year and were kept so busy that they now plan to double the fleet and recruit extra staff by the end of this year.

"We appreciate the North East isn't exactly quite the same in terms of your average daily temperatures in Australia," said Mr White. "But caterers are more conscious than ever to avoid potential claims and prosecution against mishandling of food and drink at public events." The portable fridge freezers are about 2.4m x 2m and a delivery and collection service means it is one less thing for the event organiser to worry about.

The appliances also simply plug in to household electrical sockets or generators in remote locations.

The ambitious trio have brought their own individual strengths to the company.

Mr Appleyard is a chartered surveyor whose father developed a successful vehicle hire business. Mr White is an agricultural consultant with experience in the marquee industry, where he first spotted a need for on site refrigeration, and Mr Houston has business development experience after restructuring his family farming business.

"We have had a great 12 months and served a variety of clients, including a film catering company which used our units on location throughout the UK, the armed forces down South and a number of local caterers and event organisers," said Mr Appleyard.

"Although we are based in Teesside, it's been encouraging to receive work from all over the country."

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IDEAS MEN: the trio who brought the idea of Big Fridge back from Australia, James White left, and Nick Appleyard with, seated, Andrew Houston