

CORPORATE GIFT CATALOGUE

# POTTERY WITH PURPOSE



[www.loafcatering.com/shop](http://www.loafcatering.com/shop)

# Our story

Loaf Pottery is an Irish pottery brand based in Crawfordsburn County Down with a social purpose at heart.

What makes our pottery so special, is that we are part of NOW Group, a social enterprise supporting people with learning difficulties and autism into jobs with a future. The profits from our beautiful, handcrafted artisan pottery are reinvested to support NOW Group services, we like to call it 'Pottery with Purpose'.

Our unique wheel thrown pottery is lovingly handcrafted at our studio and café in the scenic County Down village of Crawfordsburn. Each item is handmade and the subtle differences in each piece tell their own distinct story.



Having established the Loaf Pottery brand locally, selling directly through our cafés, online through our website and through partner venues including Belfast City Hall and the Galgorm Collection, we have developed a cult following for the brand at home and abroad. We're now ready to expand our network of stockists, in a careful and considered fashion, to bring Loaf Pottery to a wider audience.

*Pictured left, is a participant with Loaf Pottery*



# Our colour range

**Blush, Cress, Buttercup, Marigold, Forget Me Not & Snow**

*Colours from left to right*



Every piece of Loaf Pottery is handmade by our in-house potter and has been handcrafted with care on the potter's wheel, before being hand glazed and fired in our kiln. We believe pots should be like twins; they may look similar, but each has its own unique character. These subtle differences are shown by the throwing rings on the outside of the pot and the indelible marks left behind by the the potter's hands. From ball of clay, to finished pot, we lovingly design, sculpt, and refine each pot over and over again to get each one just right. Each year we also launch a limited-edition colour and have provided bespoke glazes for corporate clients.

# From mud to mug

Our range of coloured mugs provide a welcome pop of colour for those that like to express themselves through colour. Some customers have their favourite colour, whilst others like to mix and match. These cheerful mugs will be popular with maximalists that want a more eclectic look in their home styling.



Butterdish



Espresso sets,  
creamer & coffee



## Bespoke personalisation

Bespoke personalisation is available to compliment your brand, including a corporate stamp for pottery pieces, a bespoke glaze, or personalised cards, which can be added for an additional cost. Providing the perfect gift with purpose.



*Spotify example*



Our 'Pottery With Purpose' has featured in the Irish Independent, The Gloss Magazine, RTE Gift Guide, The Irish Times, Belfast Telegraph, Ulster Tatler, The Irish Business Post, Food & Wine, Country Living and more... and has received 5 star customer reviews.



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WITH  
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We are an award winning social enterprise supporting people with learning difficulties and autism into jobs with a future

*As featured in*

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THE IRISH TIMES

The Business Post

RTE  
GUIDE

Ulster Tatler

COUNTRY LIVING

Belfast  
Telegraph

THE GLOSS  
MAGAZINE

FOOD & WINE

