

The Wild Pig

*Re-imagining a Farm Shop
for it's next chapter*

Case Study

A concept design & layout strategy for a
well-loved Oxfordshire Farm Shop



The Brief

The Wild Pig was already a successful Farm Shop with real character. As with many similar businesses it had grown organically over the years, rather than by design.

With ambitions to develop the site further & a second location already in the pipeline, the brief was simple to state but harder to deliver: make this shop genuinely different without sacrificing the warmth & personality that already made it special. Not a redesign that erases what's there, but one that gives it structure, direction & a commercial backbone strong enough to support real growth.

We challenged every stage by asking the question: does this decision make the shop perform better, not just look better? The result needed to be distinctive enough to become a genuine signature for the brand, disciplined enough to repeat consistently at a second site, & commercially sound enough to justify a premium price position.

This concept spans every element of the physical shop, not just the layout. Our works for this project included -

- **Concept & layout creation**
- **Aesthetic design**

Specification of -

- **Refrigeration cabinets & systems**
- **Materials**
- **Lighting**
- **Ambient displays**
- **Retail props & accessories**
- **Signage**
- **Bespoke joinery**
- **Procurement support**



Beginning

Every strong redesign starts with really seeing what's there. We first understood what the design constraints were & what was working & what needed to stay.

Our process began by spending time in the space itself, mapping how customers moved through it, how staff worked behind the scenes, & where high margin products deserved more prominence than they were getting. From there, we identified where the existing layout was undermining all three.

We built a set of design principles before touching a single fixture, a discipline for what stays, what changes & why. Nothing moved without a commercial reason behind it.

This graphic shows the final layout concept, at the stage before moving on to aesthetic design..



Different

But purposefully

"Different" on its own isn't a design direction, it's a feeling, & feelings don't always translate into good commercial decisions. So before drawing anything, we pushed back & asked the harder question: different in what way, & why?

That question concentrated the point of difference into three deliberate moves: the serpentine display counter, breaking away from the counter layout found in almost every Farm Shop in the country. The dry age & wine wall, a single feature that announces the shop's premium positioning the moment a customer walks in. The aesthetic design, a distinct material & colour language built specifically for this brand rather than borrowed from convention.

Everywhere else, the layout stays quiet & efficient, because difference only works when it has purpose.

The Layout

Structure that supports the story

With the point of difference clearly defined, the rest of the shop needed to work quietly & efficiently around it.

The entrance now gives customers a decompression zone, a moment to arrive & read the space before making decisions, rather than being confronted with choices the second they step through the door. From that point, every food section is visible in a single sightline: butchery, deli, hot food, dairy, frozen, ambient, all readable at a glance.

Each zone is clearly defined with no overlap, giving customers confidence & the team operational clarity. Hot food is given its own dedicated presence rather than sharing space with the wider deli offer. Central displays are positioned to create a natural meander rather than a fixed route, & because the island units are mobile, the layout itself can be refreshed regularly & adjusted seasonally.



Aesthetic Design

Eccentricity under control

The existing brand is bold & untamed & that guided the entire design language: a working farm shop with the feel of a private members' club.

Stitched leather, aged brass, brushed stainless steel & natural concrete, materials that wear in rather than out, chosen because they age with character rather than needing to be replaced.

The palette stays dark & rich, letting the product provide the colour rather than competing with it.

The eccentricity stays, it's what makes the brand recognisable, but it's curated rather than accumulated. Every finish is deliberate & the environment does real commercial work, it justifies a higher price point before a single item is picked up.

Boar Black - #1a1a17

Club Green - #23392c

Top Hat Gold - #b8952a

Corten Rust - #8a4b2a

Cognac Leather - #8b5a33

Smoked Oak - #4a3b2e

Chalk White - #f5f2eb

Stitched Leather

Natural Concrete

Brushed Stainless Steel

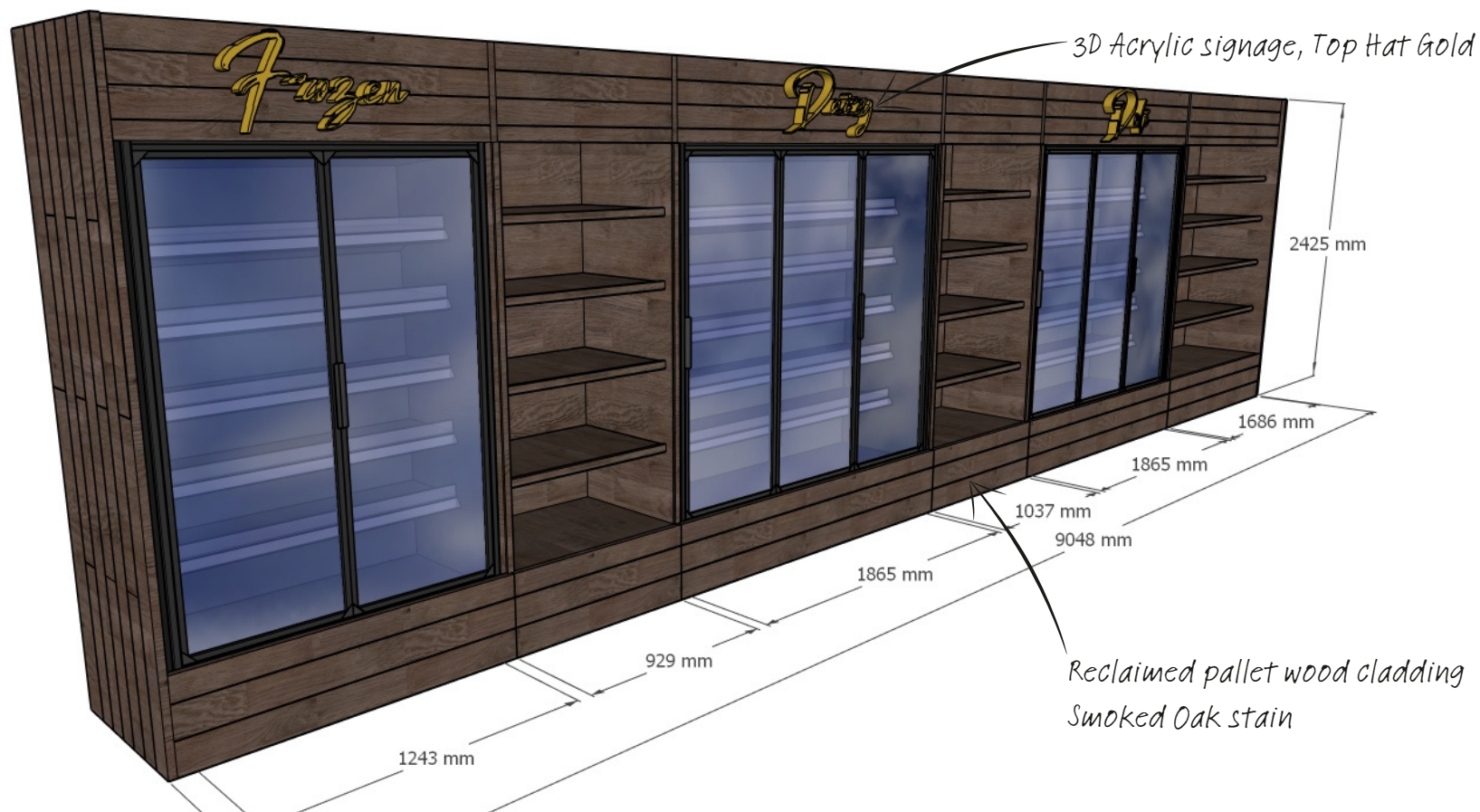
Aged Brass

Alongside the design work, we've developed the practical foundation needed to make it happen. That includes specifying the refrigeration cabinets & designing the systems, with every choice made against a defined budget rather than an open ended spec. It also covers the bespoke joinery & cladding that gives the scheme its unique identity, from the structure shown below to the counter fascias, detailed to a level that a joiner or shopfitter can price & build from within that budget.

Because independent retailers rarely have the time or contacts to organise this themselves, we've helped source quotes & manage procurement directly with manufacturers & suppliers, keeping costs transparent & the whole project on budget.

Planning & Procurement Support

Design is only useful if it can be built



The Wild Pig
Re-imagined



The Wild Pig
Re-imagined



The Wild Pig
Re-imagined



The Wild Pig
Re-imagined





Ready to start building something
worth talking about?

Contact

Tom Burgh

Phone

07493737291

E-mail

tom@foodretailpartner.co.uk

Website

www.foodretailpartner.co.uk