

# Charles

weighs up Gloucestershire's grandest grocers

## Highgrove

**THE BOSS** Charles, 59, is in charge – the family have already nicknamed it ‘Chasda’ – and every one of the 700 items on sale is either sourced from Home Farm on his estate or selected by the Prince. Charles founded Duchy Originals in 1992 with a packet of oat biscuits, and the company had two roles: to encourage organic farming and to raise money for the Prince of Wales’s charitable foundations. Charles has been trying different ways to sell his Originals for years; he lays out a selection of biscuits on the hall table at Sandringham for guests to buy on their way out.

**THE LOOK** Immaculate silver fox in Turnbull & Asser.

**SHOP** Highgrove, Prince Charles’s very own grocer in Long Street, Tetbury, opened two weeks ago – the perfect addition to the Gloucestershire village, which already boasts its own bespoke cello maker. Its bare stone walls are decorated with ancient farming implements, terracotta tiles and oak floors.

**WARES** These are not just leeks, they are Charles’s leeks (£1.35 for a bunch) grown on his Home Farm, a mile and a half up the lane, along with all the other vegetables delivered daily. There are also children’s toys (including rocking horses and snails), jams and chutneys (at £4.95 a pop), and tools that were inspired by Victorian designs from the Highgrove garden archive. Highgrove also provides the natural

fragrance for the toiletries range: bath oil to massage balm is specially formulated with hypericum grown on Home Farm. Highgrove hens have been illustrated and feature on everything from napkins to egg cups. The Prince has also found the perfect place to flog his watercolours (from £6 to £2,500). And all the Duchy Original biscuits you can gather up in a willow basket (made at Highgrove, naturally).

**FAMILY** Unlike the Bamfords, there is no air-steward blood running through this family – well, not yet anyway. The Queen is an old-fashioned green – she is into saving electricity by switching off the Buckingham Palace lights at night, using Tupperware and living off her own land. Prince Andrew is the anti-green – his nickname is ‘Air miles Andy’.

Charles’s military sons show no specific interest in green issues, preferring Boujis. His family is a sprawling one since he married his long-term mistress, Camilla Parker Bowles, in 2005. Indeed, his gallerist stepdaughter Laura Lopes loyally attended the shop’s opening. Charles gets lots of support from his stepson, food writer Tom Parker Bowles, who is a British food fanatic.

**GREENBACKS** Duchy Originals’ annual retail sales are now £40 million.

**CREDENTIALS** Charles was an early adopter of the green movement: he is famously fond of talking to plants – ‘To get the best results, you must talk to your vegetables’ – and his personal motto is ‘Conservation must come before recreation’. The wooden boxes that the chutneys are stored in are made from sustainable Welsh oak by disadvantaged people being taught skills through the Prince’s charitable foundations. Home Farm already supplies organic vegetable boxes to 140 local families. And Camilla has mucked in, too – Highgrove is selling organic apple juice from her orchards in Wiltshire. However, there also bars of soap imported from Lebanon.

**THE GOOD LIFE** His main residence is Clarence House in London, although Highgrove is home from home. There’s always Balmoral if life gets too stressful.



Right: Prince Charles. From top: Highgrove; the exterior and interior of the Highgrove shop in Tetbury. Below: the Duchess of Cornwall



## of the fudge

**Highgrove Spiced Fruit Chutney, £4.95 for 250g ★ WINNER ★**  
Deliciously tangy, actually more like onion marmalade than chutney, packed with flavour and goodness.



**Highgrove Original Fudge, £4.50 for 227g ★ WINNER ★**  
Wonderful, old-fashioned fudge like your granny used to make – exactly the way fudge should be. Every last crumb was gone in moments.



**Highgrove Organic Apple Juice, £3.25 for 74cl**  
Watery and virtually tasteless, this juice may be made with old English apple varieties picked from Camilla’s orchard but that is about as exciting as it gets.



Tobi Jenkins. UK Press. PA. Rex Features. Alan Davidson. Eyevine. SWNS