The late 1970s and early 1980s saw a dramatic rise in popularity of both businesses. Wholefoods distributers and manufacturers were few and far between and the recognised worker co-operatives quickly gained popularity. The introduction of a unique *trail mix* (nuts, raisins, dried fruit) muesli creation had particularly impressive margins, as the business was able to mix it in the warehouse themselves. A range of Harvest pre-packs was further developed, while a wholesale cash and carry service from Bath’s Riverside Business Park was hosted, from where a small number of daily delivery runs were also scheduled. The commendable Bath shop profits supported the wholesale arm and further cultivated a new Bristol outlet.

Bulk commodities and a wide range of wholefood brands and herbs and spices were supplied to other wholesalers with a focus on supplying good, unprocessed, additive-free, organic and vegetarian food at affordable and competitive prices. In 1987, trade moved to Essential’s current warehouse to accommodate a more diverse product range and a growth in volumes of products being supplied.