



Award winning cereals now available in Waitrose



Newly available in Waitrose supermarkets nationwide is an additional two varieties of Pertwood Organics breakfast cereal – **Organic Muesli Banana & Walnut** (425 g, SSP 2.99) and **Organic Granola Sultanas & Nuts** (500 g, SSP £2.99). These two products will join the already popular **Organic Muesli Fruit & Seeds**.

Pertwood has always endeavoured to make organic affordable and continues to ensure that its prices offer consumers value for money without compromising on taste and quality. Further appeal and popularity of Pertwood's products is their organic credentials and product provenance; all of Pertwood's cereals contain 100% British-grown grains and are produced entirely in the UK. Pertwood Organic Farm is the UK's leading grower of quality organic grains; oats, rye and barley are grown on the 1,850 acre farm in Wiltshire. All of Pertwood's products are Vegetarian Society Approved, organic, wheat-free, high in fibre and have no added salt.

Both of the newly listed cereals have recently won prestigious industry awards. The Organic Granola Sultanas & Nuts was a double winner receiving a **Gold 1 Star at the Great Taste Awards 2008** and a **Gold Taste of the West Award 2008**. The **Organic Muesli Banana & Walnut** was also honoured with a **Silver Taste of the West Award 2008**. These awards, in particular the Great Taste Awards organised by the Guild of Fine Food, are recognition by an independent authority of a product's superior taste and quality.

Tamara Mole, Pertwood Director of Sales & Marketing, says, "Winning the awards at the end of last year was a great boost for Pertwood; it's always encouraging when industry peers and professionals recognise and reward the quality of your product. We've also

had a great start to this year with the two new listings in Waitrose supermarkets. We look forward to continued success in 2009."

The complete range of Pertwood products includes:

- **Organic Porridge Oats** (650 g)
- **Organic Muesli Fruit & Seeds** (650 g) • Also available as single **portion packs** (65 g)
- **Organic Muesli Delicious Fruits** (650 g) • Also available as single **portion packs** (65 g)
- **Organic Muesli Banana & Walnut** (425 g)
- **Organic Granola Sultanas & Nuts** (500 g) • Also available as single **portion packs** (45 g)
- **Organic Maple Flakes** (300 g) • Also available as single **portion packs** (40 g)
- **Organic Barley Flakes** (300 g)

Stockists

Pertwood products are available from specialist food stores and supermarkets nationwide. Visit www.pertwood.co.uk for a list of stockists.

For trade customers, stockists include Pertwood Organics (www.pertwood.co.uk), Booker Wholesale (www.booker.co.uk), Suma Wholefoods (www.suma.coop) and Essential Trading (www.essential-trading.co.uk).

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