

Pertwood Organic Farm Organic breakfast cereal now available in convenient portion packs



Pertwood Organic Farm has launched its four most popular cereals in individual portion packs. This initiative is aimed predominantly at the foodservice and hospitality sectors, providing hotels, bed and breakfasts, restaurants and cafés with a **convenient and competitive** way of offering customers a **healthy, organic and nutritious breakfast**.

Tamara Mole, Director of Sales and Marketing at Pertwood, says, “We hope, that by providing our tasty cereals in portion packs, we are offering our customers the most convenient and appealing way of presenting breakfast to their customers. We understand the importance for caterers to be able to provide a variety of good value breakfast choices to their guests. Presenting cereals in these one-serving portions ensures the product stays as fresh as possible, as well as looking aesthetically appealing when on display.”

Tamara goes on to say, “When the product is presented in its carton, as it is here, consumers who are concerned about the provenance of their food can, at a glance, see where the cereal has originated – our products use only the highest grade British-grown organic grains and are manufactured and packaged in the UK. Equally as important is the dietary and ingredient information that is also clearly listed; all of our cereals are wheat-free, high in fibre and contain no added salt so they are ideal for those with special dietary requirements.”

One of the cereals included in the portion pack selection is Pertwood's moreish **Organic Granola Sultanas & Nuts**. This product has recently received two prestigious industry awards – **Gold 1 Star** at the **Great Taste Awards 2008** and **Gold Taste of the West Award 2008**.

The Pertwood portion packs will be showcased at trade shows throughout the year, along with the complete range of Pertwood Organic Farm cereals. The first show

where Pertwood will be exhibiting is **Hospitality at the NEC Birmingham on 19-21 January 2009**.

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Notes to editors

Pertwood Organic Farm Portion Packs (sold in single variety trays of 12)

- Pertwood Organic Farm Muesli Fruit & Seeds (65 g)
- Pertwood Organic Farm Muesli Delicious Fruits (65 g)
- Pertwood Organic Farm Granola Sultanas & Nuts (45 g)
- Pertwood Organic Farm Maple Flakes (40 g)

Suggested retail price per tray of 12 is £5.77

Trade 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).

For further information and images, please contact:

Tamara Mole, Director of Sales and Marketing

E: tamara.mole@pertwood.co.uk

07831 520988 / 01985 217770