

I Love My Grub.com  
January 2008  
Circulation: 36,000



## LoveDean granola



If you've been endeavouring to eat a more healthy breakfast, but haven't quite got around to it, this quite wonderful granola is a truly healthy way to start the day. Ah healthy, you say – that means devoid of flavour, with a hint of cardboard right? Well no actually. Granola usually wins over our taste buds at iLoveMyGrub.com in any case, as it's full of so many different bits and pieces, all lovingly coated in natural honey – plenty of flavour to be had. What makes LoveDean's granola as moreish as it is, is the texture. There's not a hint of powdery museli, and there are no gargantuan clusters to be found. It's just as granola should be: full of crunchy toastedness that makes your mouth glad to be awake before lunchtime.

There are four varieties to choose from – original is packed with jumbo oats, nuts, hemp, pumpkin, sunflower and linseeds, whilst No.2 has the addition of cranberries, and No.3 is bolstered with some apples and dates. There is also a lite version of the original if you're counting the calories. According to the British Nutrition Foundation, less than 50% of the UK population eat breakfast. If you like to sit under a haze of morning fog that doesn't lift until after lunch, then maybe skipping breakfast is for you, but if you favour a healthy brain, you could do far worse than eating a bowlful of this stuff every morning.

LoveDean granola is available from Selfridges, Whole Foods Market, Fortnum & Mason, Fresh & Wild, Daylesford Organic as well as delicatessens and online at [www.lovedeanfoods.com](http://www.lovedeanfoods.com).

**Gabrielle Shaw Communications**  
Burlington House, 184 New Kings Road, London, SW6 4NF  
Tel: 020 7731 8811 Fax: 020 7731 8300  
[www.gabrielleshawcommunications.com](http://www.gabrielleshawcommunications.com)