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Healthier snack

LOVEDEAN granola is celebrating a double win with its second Great Taste Award and entry into London's foodie haven: Whole Foods Market. It marks an important turning point in the life of LoveDean granola.

The journey for founder Lucy O'Donnell began in the Alps in 2005 where she tasted a delicious oat

toasted cereal (granola) that was a hit with her whole family, and best of all it staved off their hunger until lunchtime. Having finally found something that her whole family loved, she set about recreating the same scrumptious mixture at home in the UK.

The nutritious combination proved such a success that she was soon encouraged to turn it into a commercial enterprise. LoveDean has won three awards since it launched in 2005: Gold at the Great Taste Award (2005), "Breakfast Champion of the South" in 2006 and its second gold Great Taste Award this year (2007).

Lucy has developed her secret recipe by toasting oats, pecans, brazil nuts and hazelnuts, with pumpkin, hemp, sunflower, linseeds and a drizzle of honey. LoveDean is preservative-free and low in GI and cholesterol, free of wheat, lactose and GMO.

Contact: 01428 654253.



Gabrielle Shaw Communications

Burlington House, 184 New Kings Road, London, SW6 4NF

Tel: 020 7731 8811 Fax: 020 7731 8300

www.gabrielleshawcommunications.com