

## Think Bernard Matthews for Christmas

Bernard Matthews Food Service's latest turkey idea is launched just in time for Christmas. Rolled Turkey Fillet with Pork, Prune & Apple Stuffing is a "mini-roast-for-one" that's also a deliciously different alternative to the traditional Christmas dinner.

Its made using a natural split turkey fillet, simply rolled around a stuffing made of pork, prune and apple. The prime turkey is firm and succulent, combining beautifully with the pork and prune to create a rich, festive flavour that the

apple both complements and "cuts through", to deliver a delicious end result.

Each Rolled Turkey Fillet weighs approximately 250g, making it an ideal size for a satisfying Christmas or New Year meal. They can be presented whole or cut into a fan, and served with a variety of accompaniments - including traditional Christmas trimmings. Bernard Matthews Food Service's quality standards mean chefs can rely on the Fillets to be consistently tender and flavoured.

The new Fillets join Bernard Matthews Food Service's extensive range of Christmas menu ideas, which includes a variety of natural meats and turkey cuts.

Contact Bernard Matthews Food Service on tel 01223 87225 or visit [www.bernardmatthews.com](http://www.bernardmatthews.com)

## Adding to its organics range

Freshly pressed premium juice manufacturer, James White, is adding another variety to its already popular Organics range, as it introduces Organic Tomato Juice to its portfolio.

As demand for organic product increases, the launch coincides with recent reports that a 10-year study comparing organic tomatoes to standard produce, confirmed they are good for the heart and health in general.

Research by the University of California found that organic tomatoes contain almost double the quantity of antioxidants, which help prevent high blood pressure, heart disease and some forms of cancer and diabetes.

To further reinforce this message, James White has also included a link to the website on its label. This will help to educate consumers on the health benefits of the proven tomato linked antioxidants, Lycopene.

Certified by The Soil Association, James White Organic Tomato Juice is made from tomatoes grown without artificial fertilisers or pesticides. The new juice joins James White's growing family of organic juices which now includes four vegetable and seven fruit juices.

Lawrence Matthews, Managing Director of James White Drinks commented: "Our new juice has a delicious freshness that many juices made from concentrates have lost. We managed to source the finest Italian tomatoes and it turns delicious, however it is the health benefits which may surprise many people". The new Organic Tomato Juice is available in 1.75L.

Contact James White Drinks on tel 0905 682111  
or visit [www.jameswhite.co.uk](http://www.jameswhite.co.uk)

## You've gotta Love Dean

LoveDean granola is celebrating a double win with its second Great Taste Award and entry into London's foodie haven: Whole Foods Market. Aiming to spearhead a granola revolution in the UK, this second Great Taste Award win in just two years, along with a place at prestigious Whole Foods, marks an important turning point in the life of LoveDean granola, a life that began on the ski slopes of a family holiday.

The journey for Lucy O'Donnell, founder of LoveDean, began in the Alps in 2005 where she tasted a delicious oat roasted cereal (granola) that was a hit with her whole family, and best of all it stayed off their hunger until lunchtime.

In the beginning, O'Donnell kept her "special granola" on her kitchen table for her family and friends to snack on at their leisure.

The nutritious combination proved such a success that she was soon encouraged to turn it into a commercial enterprise.

Using the finest natural ingredients, O'Donnell has developed her secret recipe by toasting oats, pecans, Brazil nuts and whole hazelnuts, with pumpkin, hemp, sunflower, sesame and linseeds, and a drizzle of honey. LoveDean is additive and preservative-free offering consumers a totally nutritious and delicious breakfast that is low in GI and cholesterol, free of wheat, lactose and GMO yet high in fibre and taste.

Contact Love Dean on tel 01458 864955  
or visit [www.lovegranola.com](http://www.lovegranola.com)

## Monster muffin

Impulse buyers and coffee enthusiasts in Britain and Ireland are being given the opportunity to experience a monster muffin under the new Big Bun brand.

Key independent retailers, coffee shops and other outlets are being targeted by Northern Ireland-based, Graham's, for the product described as "more than just a muffin".

And if the very size of the big bun is not enough, Graham's is producing the innovative 100g muffin in four tasty flavours - Cappuccino filled with Dulce de Leche; Banoffee with Bavarian custard; chocolate with Belgian chocolate; and a fruit-packed Blueberry. The buns are based on a new recipe created by the company's experienced team of bakers and its

dedicated product development manager.

Graham's, one of Northern Ireland's leading home bakeries, is aiming to build its business through a longstanding relationship with MSVC, the owner of the SuperValu and Centra stores in Ireland and Budgens and Londis in Great Britain.

Alistair Toal, sales and marketing manager at Graham's, said: "We recognise that the market is changing rapidly and that consumers are looking for new taste experiences. So we are continuously looking at ways of freshening our approach in products, branding and packaging. We have rebranded all our core products, such as our celebration cakes, slab cakes and introduced the new 'Big Bun' muffins and the 'Pick Me' packs of buns.

"The muffins are an excellent example of our focus on a product that is younger, fresher and a bit of fun - but still seriously tasty. They also look stunning - each muffin is individually wrapped and they are provided in the trade in easy to handle display cases.

"Innovative products like the 'Big Bun' are helping us to expand our markets and win a new generation of customers. Innovation is an activity that we are now focusing significant resources to enable us to stay ahead of competitors."

Contact Graham's Bakery on tel 028 9268 2763  
or visit [www.big-bun-grahams.com](http://www.big-bun-grahams.com)