



PRESS INFORMATION

15 May 2013

LOCAL PIE MAKER WINS GOLD AND REACHES FINAL OF NATIONAL COMPETITION

Wellingborough could be announced as the home of 'England's Best Steak Pie' after local company Dunkleys won Gold awards for four of its pies in a national competition organised by industry body EBLEX¹.

Over 100 pies were entered into the competition by retailers, caterers and manufacturers but only 23 pies received Gold awards securing a place in the final.

Dunkleys won Gold awards for the following pies:

1. 'Pulled Beef Suet'
2. 'Ashdale Blade of Beef and Malbec Pie'
3. 'Steak and Ale Pie'
4. 'British Steak and Ale Pie'

All four pies will now be judged against the other Gold award winning pies on Thursday 6 June, where a winner will be determined in each category². Both category winners will then be invited to attend the prestigious Meat Management Awards in Birmingham on 2 July, where the pie with the highest score overall will be announced as 'England's Best Steak Pie 2013.'

Hugh Judd, EBLEX foodservice project manager, said: "With over 100 entries in this year's Steak Pie Competition the judging was incredibly tough but I am delighted that not one, but four of Dunkleys' pies received Gold awards and made it through to the final round of the competition.

"With 18 companies competing for the title of 'England's Best Steak Pie' the final is certainly going to be exciting! We wish Dunkleys the very best of luck and look forward to announcing the category winners in due course."

ENDS

Notes to editors:

¹England's Best Steak Pie Competition is organised by EBLEX, the organisation for beef and lamb levy payers in England and a division of the Agriculture and Horticulture Development Board (AHDB).

It exists to enhance the profitability and sustainability of the English beef and lamb sector. Its aims are:

- to help the beef and sheep meat supply chain become more efficient
- to add value to the beef and sheep meat industry.

Find out more at www.eblextrade.co.uk

²There were two categories for entry in England's Best Steak Pie Competition 2013; 'Foodservice' and 'Retail'. Dunkleys entered the 'Foodservice' category.

For further information please contact Claire Bradley at HD Communications Limited.

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EBLEX Steak Pie Competition 2013

28 June 2013 09:52

3 Attachments, 327 KB

Dear Craig

One of the new 'squares' on the front page of the website is intended for NEWS items like this. Are you content for me to pursue this with Robert (to open up another square for this) as it remains the marketing function for the time being?

I see you are doing a media release and that is fine with me, so will you let me have a copy?

Sincerely

SIMON

On 28 Jun 2013, at 06:51, Craig Rose <craig@seagreens.co.uk> wrote:

Hi,

I am pleased to inform that the pie made by Dunkleys containing Seagreens has won Gold Award in England's Best Steak Pie competition, and also was used in one of Heston Blumenthals restaurants. We didn't get an order for this, as they only did a small run and had enough sample to make. However, an order is coming they say for another project very soon.

Great company, and lovely guys I met last November, went to present to their team in December, and have kept close contact with them

Mark has since confirmed to me we can do a press release on this, which they will be part of, along with Heston's pub. They will want to contribute and approve.

This is around my suggested following points:

- Seagreens® seaweed was used to replace salt and add flavour to produce “**England's Best Steak Pie**” made by Dunkleys who won a Gold Award for the pie in this competition
- The pie was developed specifically for **Michelin star chef Heston Blumenthal**, and Seagreens is now being used for other pies from Dunkleys
- Seagreens is found in a wide range of foods and nutritional supplements to improve nutrition, replace salt and provide a number of other specific health benefits from weight management to colon health
- Seagreens was highlighted as a “Big Idea for the Future” by Research Councils UK
- Seagreens is a rich natural source of iodine, of which the majority of the UK (and most of the world) is deficient in. The use of Seagreens enables approved EU Health Claims of it being a good source of iodine that contributes to:
 - o normal energy-yielding metabolism
 - o normal production of thyroid hormones and normal thyroid function
 - o normal functioning of the nervous system
 - o the maintenance of normal skin
 - o normal growth of children
 - o normal cognitive function
- Seagreens is organic, dried and milled seaweed produced to its Human Food Seaweed™ standards (patents pending), and is leading the development of the British seaweed industry
- Seaweed is known to be a sustainable food, requiring no land, fresh water or fertiliser, and being extraordinarily nutritious with multiple health benefits, is regularly billed as the food of the future

Comments appreciated on the points above and what sort of thing to put into these releases

Thanks
Craig