

Porter Foods: “We Can’t Wait To Show Off Our New Products At SFFF 09”

Submitted by: food&drink towers

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Porter Foods is preparing for a busy time at this year’s Speciality & Fine Food Fair (6-8 September 2009, Olympia, London) with the launch of three new product ranges (Vanilla Bean Paste, Chestnuts & Seaweed Caviar), as well as its new-look website and trade-only site.

“We’re proud to be introducing our new and exclusive Porters range and other new and innovative products to the trade,” said Michael Patton, managing director at Porter Foods.

“This year has been all about innovation and new product development for us and now we’ve got the chance to show off our efforts. Having worked with the foodservice and retail markets for decades we know exactly what they are looking for – they’re bored of uninspiring me-too products. They are looking for food that tastes great and, particularly in foodservice, does what it is supposed to!”

A regular exhibitor at the Speciality and Fine Food Fair, Porter Foods is hoping to follow up on the success of its presence at the IFE 09 in March this year, where the Porters’ Vanilla Bean Paste Sachets won a Fresh Ideas Innovation Award before even officially launching on the UK market. The company also plans to inform the trade about its new website, which offers a “trade site for all your foodservice and bulk requirements”.

“The website (www.porterfoods.co.uk) is now established to cater for home cooks and consumers, and offers a separate site for trade customers looking to make bigger volume purchases and take advantage of our offers and promotions targeted specifically at the HORECA market. It is a members-only site, which means it cannot be used by anyone other than those in the trade,” explained Patton.

Porters’ Vanilla Bean Paste Sachets

The Vanilla Bean Paste sachets with real vanilla seeds provide an innovative, longer shelf-life alternative to single-use vanilla pods. The squeeze bottle offers a money-saving and cost-effective option for caterers, as each bottle is the equivalent of 30 vanilla pods and costs just £14.25 (available for purchase online at www.porterfoods.co.uk). The delicious vanilla bean paste is a convenient, no-mess, hassle-free way of incorporating real vanilla flavour into recipes without any waste, and provides a much more authentic flavour compared to vanilla extracts and essences.

Porters’ Chestnuts: whole, organic and puree

Porter Foods is incredibly proud to introduce this exclusive own brand range of pre-cooked whole chestnuts, whole organic chestnuts and chestnut puree to be sold online at www.porterfoods.co.uk from September 2009 and available in Waitrose stores from October 2009. THE RANGE WILL OFFICIALLY LAUNCH AT THE SFFF 09.

Unlike other chestnut products available in the UK, many of which originate in China, the Porter Foods range is sourced closer to home - from Galicia in Spain - where they are renowned as a nutritious

delicacy. The products are free from artificial colours and preservatives and produced using the latest technology respecting traditional growing methods.

Peeling, preparing and cooking chestnuts can be a time-consuming process that adds unnecessary labour to otherwise quick and convenient recipes. Porter Foods aims to cut the hassle out of cooking with 200g packs of whole chestnuts and organic whole chestnuts ready to go.

Porters' Seaweed Caviar

This highly original new ambient product targets home cooks who are keen to impress their dinner guests without spending a fortune. It is also designed for the HORECA industry as a cheaper alternative to the real thing to spruce up seafood platters, add interest and decoration to standard fare and appeal to those who enjoy, but can't always afford, some of life's luxuries! Seaweed caviar from sustainable sources provides all the health benefits of seaweed, is an excellent source of calcium and is high in vitamins and minerals. It also looks and tastes just like the real thing! This innovative product is proving popular in the US but is new to the UK and Porter Foods expects it to be a huge success in the catering trade. THE PRODUCT WILL OFFICIALLY LAUNCH AT THE SFFF 09.

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NOTES TO EDITORS:

To arrange interviews with Porter Foods at the show (or before/after), images and samples please contact Helen Lewis at food&drink towers: +44 (0) 7904 801 669, helen@foodanddrinktowers.co.uk.

Other products to feature at the Porter Foods stand include: Pudding Lane's delicious Christmas puds and dessert logs, Wild Hibiscus Flowers, Canadian maple syrup, wild rices, sea salt, speciality sauces and dressings, goose fat, pesto and pasta sauces, chilli sauces, Iberian ham, Bio-Grape and much, much more!

Visit us at stand 556, Speciality & Fine Food Fair, Olympia, London 6-8 Sep 2009.

- Bespoke chestnut, seaweed caviar and vanilla bean recipes can be created as exclusives for your publication – along with samples so you can put them to the test.
- A Porter Foods press pack and product photography are available for journalists.