

# Laura Trott announced as new Brand Ambassador for healthy fast food chain Pod

Submitted by: Candoo PR

Monday, 23 May 2016

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MEDIA RELEASE, 22 May 2016

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Healthy fast food retailer Pod Food Ltd today announced the launch of a 3-year Ambassadorial role with leading British cyclist, Laura Trott, to support the promotion of their 22 strong restaurant group.

World Champion and double Olympic Gold medallist, Laura Trott is the ideal fit for pod, who have a customer base that are looking for healthy and delicious fast food to support a healthy and sporty lifestyle.

Cycling is of course one of the biggest hobbies and a regularly chosen mode of transport for thousands of commuters travelling into central London every day.

Pod will give unique access to Laura through a series of promotions and will also give their customers a fascinating insight into the lifestyle and choices that have to be made by an elite sportswoman at the very top of her game in the coming years.

The launch has coincided with Olympic year when Laura will be hoping to add to her two Gold medals at London 2012 and when the eyes of Britain and her millions of adoring fans will be cheering Laura from afar!

The hugely popular athlete will be used in marketing and promotional campaigns for an initial 3-year period as pod strives to build on the association to promote the fact that healthy choices of food do not have to compromise on taste and enjoyment.

Laura commented: "I couldn't hope to promote a more suitable brand. I have had a career of making sacrifices to achieve my success, and pod's commitment to produce innovative, nutritious and delicious food shows that people can still enjoy fantastic tasting fast food even when they are looking after their health. Of course as well as the restaurants, pod uses bicycles to deliver many of their delivery orders, so I am delighted that they also support my sport that I love so much!"

John Postlethwaite, Chairman of pod, commented "We are delighted that Laura has chosen pod as her brand of choice in our sector. I think it's a perfect fit and supports our belief that we are the leading and most innovative healthy fast food group in our sector. We have exciting plans to grow the chain rapidly over the next couple of years. To have the support of one of the world's leading female athletes, as well as her being such a popular and kind personality is fantastic news for the company."

-ENDS-

NOTES TO EDITORS

For further information, including photography, interviews with pod, nutritional information or to arrange a tasting of the menu, please contact:

Clsire Florey: [claire@candoo-pr.co.uk](mailto:claire@candoo-pr.co.uk)

[www.pod.co.uk](http://www.pod.co.uk)

<https://www.facebook.com/podfooduk>

<https://twitter.com/podfooduk>

<https://www.instagram.com/podfooduk/>

#### About pod

pod was founded in 2005 with the vision of helping people to enjoy healthier lives. It became pod's mission to serve freshly made, delicious, nutritious breakfast and lunch to Londoners on the run.

Working with the seasons and with advice from qualified nutrition experts, each dish helps to support a healthier way to eat without compromising on taste and flavour.

From being one of the first food-to-go brands to deliver take away porridge back in 2005, and finding a way to serve freshly scrambled 'takeaway' eggs back in 2006, pod has pioneered food development, translating food trends and bringing them to thousands of hungry Londoners ever since.

#### Quick facts

- Founded in 2005 by Tim Hall
- 22 shops in the stretched square mile, London
- All recipes are hand prepared by the team each day in the in-store kitchens
- Fully trained coffee baristas in each shop
- Packaging and store design has been developed with sustainability in mind
- pod deliver within a quarter of a mile radius of stores