

JERSEY COWS ENJOY DIET OF MOO-ERINGUES - APRIL FOOLS

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Loseley, the maker of luxury farmhouse ice cream, has developed a delicious new Eton Mess flavour by feeding its herd of Jersey cattle a diet of strawberries and meringues.

The cattle which are housed at the Beechdean Dairies farm in Buckinghamshire, have been enjoying the ingredients found in the much loved dessert for over a year to ensure their milk supply is infused with the sweet flavours of the unusual treats, this has meant air freighting huge quantities of strawberries to ensure a supply through all seasons.

Andrew Howard Managing Director of Beechdean Dairies adds: "We have been perfecting the quantities in the cattle feed for over 18 months to perfect the Eton Mess flavour. The cows need to be fed just the right quantities of meringues, strawberries, fat and hay to make the perfect Eton Mess ice cream. We believe ice cream should be great quality, tasty and interesting. Our products will always deliver against these criteria."

"Loseley's flavour development process is cutting edge - I have tasted the product and it is delicious" said Vince Bamford, FMCG Editor at The Grocer, the UK's leading grocery trade magazine. "It is an exciting innovation for the ice cream category."

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