

At last, it's plain vanilla

Alder Tree is starting the summer season with the launch of its newest flavour of 'fruit cream ice' – vanilla.

"It may seem strange that it has taken us over 20 years to add the world's most popular flavour to our range, but we've always been proud to produce an extremely fruity frozen dessert," says managing director Stephany Hardingham, who describes the company's range as "a cross between dairy ice cream and sorbet." Suffolk-based Alder Tree has spent a year developing the vanilla product. It joins 14 English fruit flavours in the existing range.

Available in 100ml, 500ml and 4 litre containers, the RRP is £1.50 for individual pots or £4.65 for the 500ml version.

☎ 01449 721220 www.alder-tree.co.uk



Range reflects diversity of Malay culture



Four products are available in the Malay Taste range of ingredients, which reflect the diverse flavours and cooking styles of Malaysian cuisine. Produced and packed in Malaysia from authentic recipes, these products are available exclusively from Bespoke Foods in the UK. The products – Nyonya Kapitan curry paste, Rendang curry paste, Laksa curry paste and Sambal Oelek are – are designed to make Malaysian flavours accessible to even the novice cook. The new range is said to reflect Malaysian food's diversity, which comes from a multi-ethnic population of Malay, Indian, European, Chinese, Nyonya and the indigenous peoples of Borneo.

☎ 020 7819 4300 www.bespoke-foods.co.uk



New packs keep shellfish alive for over a week

The Exmouth Mussel Company in Devon says it has developed a new way to pack, store and distribute live shellfish to achieve an eight day shelf-life. The new format will be launched at the Taste of the West show at Westpoint, Exeter this month (Stand B25). The company's award-winning mussels, cockles, dams and oysters are packed into recyclable plastic trays using a modified atmosphere technique. This enhanced oxygen pack is then sealed to give customers a dry, leak-proof, live product with a shelf life of up to eight days. Packs protect the shellfish from cross-contamination and have a clear use-by date to make stock control as easy as possible. The mussels, cockles and dams are available in 3kg pack while oysters can be supplied in packs of 24.

☎ 01395 277720 www.exmouthmussels.com



New range of Italian-style soups and sauces

A new selection of Italian-inspired meat sauces and soups will be launched at the Taste of the West show in Exeter this month by Foxhill Foods. Created by restaurateur Vito Biasi, the new products include sauces for chicken, steaks and barbecue pork ribs.

Creamy asparagus, creamy sweet pepper and

chicken Matriciana with tomato & pancetta goes with chicken, while peppercorn sauce and Dianne sauce with porcini mushrooms are designed for steaks. A pair of spicy barbecue sauces for pork ribs complete the range. The new soups are Italian minestrone, tomato with fresh basil and Italian vegetable.

Products are produced in the North West of England by this family-run business in small, hand-prepared batches. It also makes gravies, chutneys and no-added-sugar preserves.

☎ 0161 789 6135

www.foxhillfoods.co.uk



product news from Guild accredited suppliers

- Pear chutney and a carrot & almond variant have been added to the range of chutney products from

Catherine's Choice for spring and summer. The pear flavour goes well with soft cheeses as well as game such as pheasant and partridge while the carrot & almond can be used in cheese, chicken or ham sandwiches as well as with salads.

☎ 0114 267 0576

www.catherines-choice.com

- Pasta from FiberGourmet has 40% fewer calories than standard varieties yet, according to the maker, there's no difference in taste or texture from regular white pasta. It is available in penne, rotini, fettuccini and a Mac-Mmm-Cheese dinner box.

The pasta is only two Weight Watcher points per portion and has over three times as much fibre as whole wheat pasta. The RRP per box is £3.49 and a case of 12 boxes costs £21.

☎ 07793 050005

www.fibergourmet.co.uk



blueberry crush and strawberry lemonade. Cranberry crush is designed to tap into the emerging trend for premium quality, non-alcoholic alternatives to wine.

☎ 01364 645709 www.luscombe.co.uk

- A Skinny Vanilla dairy ice cream has been launched by Marshfield Ice Cream following requests from farm shop customers for a low calorie product. This product has been nutritionally analysed and has less than half the fat of the normal dairy range, which works out to 109 kJ per scoop. This lower calorie product "has retained its creamy Marshfield taste" and is available in one litre tubs.

☎ 01225 891221

www.marshfield-icecream.co.uk



- Nisi's Biscotti is a range of twice baked Italian biscuits that come in five flavours and are also available as gluten-free products. Varieties include chocolate chunk, toasted hazelnut, toasted almond, chocolate chunk with a hint of orange and chocolate chunk with toasted hazelnut. Each is sold in 150g bags, individually as a 30g biscotti or as a 5gm bite.

☎ 07725 782932 www.nisis.biz



- wbcBC has launched a new website to showcase the packaging solutions it offers and to strengthen its position as a leading supplier of drinks, hamper and transit packaging. The London-based company specialises in taking packaging briefs through from design to delivery in a range of materials and to most budgets to help reach the widest possible market.

☎ 020 7737 1100

www.wbccreativepackaging.co.uk

