

Cracotti



Press Release: For Immediate Release

1st September 2010

Cracotti® to launch at Speciality & Fine Food Fair 2010

The Cracking Good Food Company is launching its innovative range of Cracotti® savoury crackers at Speciality & Fine Food Fair 2010. Double-baked like biscotti and then delicately cut to create the ultimate savoury slices, Cracotti are very different to any other savoury biscuits currently on sale in the UK.

Cracotti samples will be available for tasting on stand No. 1173 at the UK's definitive trade event for speciality and fine foods. Speciality & Fine Food Fair 2010 runs from 5th-7th September 2010 at Olympia, London.

Cracotti are currently available in three flavours: Cranberry & Hazelnut, Pecan & Sundried Berries, and Fig & Olive. These sweet and savoury flavour combinations make the perfect accompaniment to cheeses, cold meats, smoked salmon and dips. An exciting new product for any food retail business, Cracotti can also be a special item on the menus of restaurants and caterers. Cracotti are made by hand, contain no additives or preservatives and include healthy ingredients such as whole pumpkin kernels, sesame seeds, rolled oats and flax seeds.

"We are really excited to be launching such a tasty and wholesome product – and one that is completely new to the UK market" said Rachel Russell, co-founder of The Cracking Good Food Company. "Our Cracotti taste great on their own, but they're even better served with a favourite cheese, charcuterie or dips – and they're perfect for canapés" she added.

About The Cracking Good Food Company

The Cracking Good Food Company creates uniquely eye-catching and wholesome hand-cooked foods that taste as good as they look. Our distinctive speciality food products are perfect for entertaining at drinks or dinner parties, or simply for enjoying alone or with friends. Based in Selly Park, West Midlands, The Cracking Good Food Company is a member of HEART of ENGLAND Fine Foods (HEFF).

For more information, visit www.crackinggoodfood.com.



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Notes to Editors

Print-quality colour images to accompany the story are available on request.

Product samples are also available on request.

The Cracking Good Food Company Ltd is exhibiting on stand No. 1173 at Speciality & Fine Food Fair.

For more details on Speciality & Fine Food Fair, follow

www.specialityandfinefoodfairs.co.uk.

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