

**From Country to Kitchen to your Freezer**  
**Local, Seasonal, Home-made Ready Meals**

Sussex and Kent, 1<sup>st</sup> November 2009 – Pure Flavour has launched a range of ten delicious seasonal, home-made ready meals made with super-fresh, locally sourced vegetables and meat from farmers they know and trust, and with fish from MSC (Marine Stewardship Council) certified sustainable sources. The wholesome, local ingredients are then put together by Pure Flavour's Roux brothers-trained chef into a range of dishes suitable for all palates, and blast frozen to preserve quality and flavour. Available from farm shops (listed in Notes) and [www.pureflavour.co.uk](http://www.pureflavour.co.uk) for £5.99 each, deliveries can be made anywhere in UK within 5 working days of order (£7.50 delivery charge for orders up to £75 and thereafter free delivery).

Pure flavour has created delicious frozen ready meals to suit our busy lives with ingredients we would choose to buy from farmers markets, farm shops and local producers. Meaning that you can feed your family delicious, wholesome meals on those days when the pressures of work or other commitments mean that you don't have the time to cook.

Local is a key ingredient in the Pure Flavour range, a philosophy that Founder, Emma & Chef, Nicci pursue themselves, having worked with many of their suppliers they are really excited about the growing list of local producers from Stratta's Red Currant Vinegar, Quex Park Rapeseed Oil and the famous Biddenden Cider. Locally grazed Aberdeen Angus beef, Kent Lamb and free range chickens come from Farmer Palmer, in Smarden up the road from Pure Flavours Kent Country Kitchen, and every meal has at least one portion of the recommended 5 portions a day of vegetables. Nicci either uses vegetables from her small holding or calls David Catt & Son's to check what has come in from local farmers this week, ensuring really seasonable meals.

With meals ranging from English classics, to the more geographically adventurous, Pure Flavour have created something for every taste.

- \* *Kent Free Range Chicken, Seasonal Herb and Field Mushroom Pie*
- \* *Kent Free Range Chicken in a Creamy Biddenden Cider and Seasonal Vegetable Sauce*
- \* *Creamy Fish Pie using Sustainable Fish and Seasonal Vegetables*
- \* *Sustainable Pollock baked in our Creamed Local Chard*
- \* *Kent Lamb Stifado with Puy Lentils*
- \* *Kent Lamb Nirah Masala with Seasonal Vegetables*
- \* *Kent Aberdeen Angus Classic Beef Lasagne*
- \* *Kent Aberdeen Angus Beef Stew with Crispy Dumplings and Seasonal Vegetables*
- \* *Kent Seasonal Vegetable Lasagne*
- \* *Thai Green Curry using Kent Seasonal Vegetables*

Pure Flavour's history of 'free from food' means that all the meals cater for food intolerances, thereby ensuring that all the family can enjoy the meals, including those with wheat, gluten and dairy intolerances. Pure Flavour has recently partnered with Oatly milk, a delicious milk alternative made from oats, to produce even more dishes that are tasty, healthy and also dairy free.

Emma Slinn, Founder and Managing Director of 'Pure Flavour' talking about the idea behind the Ready Meals said, "With so many time-starved people, eating healthily often takes a back seat to take aways or ready meals that contain poor ingredients. I knew that we could produce delicious meals, using fresh ingredients from our local farmers and producers, then blast freeze them which is a natural way of preserving. We were so excited by the tremendously positive response from our focus group when we blind tested all our meals against leading ready meals brands – look out for Pure Flavour ready meals in a farm shop near you soon!"

**For more information, high resolution images, samples or an interview, please contact:**

Emma Slinn, Managing Director Tel: 07772462 983 [www.pureflavour.co.uk](http://www.pureflavour.co.uk)

**Notes to editors:**

- \* Pure Flavour started founded in 2007, with 'free from' cakes and celebration cakes. They have seen considerable success for such a young business, having provided cakes for the Queen's garden parties and having customers such as Metro newspaper and Penguin publishing. They have also won prizes from the newly prestigious Food Matters Taste awards in 2008.
- \* Founder of Pure Flavour, Emma Slinn started thinking her business while pregnant with twin boys in 2005. After years of health issues, omitting wheat and dairy has made an incredible difference to her life. Seeing a lack of delicious, health conscious alternatives, Emma developed her kitchen tinkering into a business which has gone from strength to strength.
- \* Emma has since joined forces with Roux Brothers trained chef, Nicci Gurr seeing another gap in the market they have produced ready meals using local, seasonal and free-range ingredients which are home-made and utterly delicious. Pure Flavour now offers a range of over 30 products
- \* Local producer used in Pure Flavour ready meals:
  - \* **Farmer Palmer Quality Meat** - Graham and Miranda Palmer of Burnt House Farm, Smarden, situated in the Low Weald of Kent, specialise in the production of quality beef, lamb and pork for local consumption. [www.farmerpalmermeats.co.uk](http://www.farmerpalmermeats.co.uk)
  - \* **Homegurown vegetables** – Julian and Nicci Gurr of Bramfield, Cranbrook. Producers of high quality home grown vegetables. [www.homegurown.com](http://www.homegurown.com)
  - \* **David Catt and Sons vegetables** – David has a co-operative of farmers, enabling Nicci to call up each week & find out which vegetables have been produced by local farmers for our delicious Pure Flavour meals. Tel: 01622 743537
  - \* **Quex Park Rapeseed Oil** – from Quex Park Estate, runners up in the 2009 National Farmers Weekly Award for Diversification Farmer of the Year. [www.quexpark.co.uk](http://www.quexpark.co.uk)
  - \* **Newble Brothers Free Range Eggs** – Richard and Patrick Newble based next door to Emma's home produces fantastic free range eggs from their very happy hens. Tel: 01424 882075
  - \* **Biddenden Vineyard Cider** - Biddenden Vineyard is Kent's oldest commercial vineyard, having been established by the Barnes family in 1969. Traditional Kentish ciders have been made here for over 20 years. [www.biddendenvineyards.co.uk](http://www.biddendenvineyards.co.uk)
  - \* **Strata Vinegar** - Mary and John produce an award winning range of vinegars, oils and preserves from their home in East Sussex. [www.stratta.org](http://www.stratta.org)
  - \* **M and J Seafoods** – we source all our MSC sustainable fish from M and J Seafoods, in Mereworth, Kent. [www.mjseafoods.com](http://www.mjseafoods.com)
- \* Local Suppliers:
  - \* Michaels Wholesale Foods Ltd, Broadwater, Kent. Tel: 08451306307
  - \* Turners Fine Foods, Goudhurst, Kent. [www.turnersfinefoods.com](http://www.turnersfinefoods.com)
- \* Kent Distributor – Cheeseworks [www.cheeseworks.co.uk](http://www.cheeseworks.co.uk)
- \* Our stockists so far:
  - \* Hartley Dyke Farm Shop, Cranbrook Tel: 01580 712546
  - \* Taywell Farm Shop, Tunbridge Wells Tel: 01892 511356
  - \* Poppinghole Farm Shop, Nr Robertsbridge Tel: 01580 880503
  - \* Ploughmans Farm Shop, Birchington Tel: 07774 935961
  - \* Kent & Sussex Farm Shop, Biddenden Tel: 01580 291110
  - \* Haven Farm Shop, Sutton Valence Tel: 01622 844789
  - \* The Allotment, Deal Tel: 01304 371719