



## Give Us This Day...A Delicious New Look Food to Go Range *Introducing Daily Bread*

Already boasting **prestigious customers such as the Royal Household**, Daily Bread's range of delicious sandwiches and snacks are designed to indulge and inspire. This year, we have already seen the brand undergo a refresh, including new ranges, new packaging and display materials, a national delivery seven day a week service and a new improved website.

From its humble beginnings over 20 years ago, making sandwiches in a deli basement and selling them to local businesses, Daily Bread has grown in strength and substance to reach a **national customer base**, with a premium brand of **fresh, hand made food-to go solutions**. The Daily Bread brand values encompass an entrepreneurial spirit, a passion for food, superior lovingly crafted products and great service. And to add to its impressive credentials, Daily Bread is a **proud holder of Her Majesty The Queen's Royal Warrant**.

The range of chilled **Premium sandwiches** includes succulent Chicken & Roasted Tomato, Crayfish & Rocket and Cheddar & Herb mayo, containing fresh basil leaves. In the **Classics range**, you will find all the old favourites, such as North Atlantic Prawn Mayonnaise and Free Range Egg & Cress made to perfection to elevate them above the norm. As a unique addition to the brand offer, **Seasonal Specials** have been introduced to the menu, which will bring excitement and innovation to the range.

Healthy speciality products include a range of tasty wraps, baguettes and bagels as well as rustic seeded rolls, to suit all tastes. A new **range of delicious freshly prepared salads**, such as Roasted Salmon & Couscous, Chicken Caesar Salad, Pesto Pasta Salad and Feta Salad are set to keep those healthy eating resolutions going in the tastiest way possible.



A **new Gluten Free bread** has also been introduced into their range - initially offered as an Egg and Chive sandwich it has all the taste and texture of normal artisan bread. It actually resembles a great sandwich rather than a filling surrounded by “cardboard”! Plans are underway to include a ciabata and a muffin into the range

**For 2010**, Daily Bread is delighted to announce the introduction of a **new range of Hot Options**, all of which are lovingly hand crafted, using the best quality breads to suit each product. Kevin Green, Managing Director of the company's Food to Go Division is effusive about the new range: “We have been seeking the opportunity to create what I would suggest are the best hot foods to go in the market. We are excited about these new introductions and look forward to creating many more delicious options for our customers”.

Hot Options include our scrumptious new **Breakfast Muffin** with free range egg, crispy bacon, cheese and Ketchup. New **toasties** include classics such as Ham & Cheddar & Mature Cheddar & Tomato, while at the forefront of the **panini** range is the Pepperoni with Roasted Peppers topped with Cheese and Mayo.

**Daily Bread supplies a diverse selection of customers**, including Buckingham Palace, and a variety of prestigious food service outlets. The brand is also available to universities, contract caterers, event caterers, airlines, rail operators, ferry operators as well as independent coffee shops, food outlets and delis. Daily Bread offers unparalleled service with national next day delivery and a full service seven days a week, including support materials such as on-shelf display units and window posters. The new website enables online ordering of all delivery items. A full chill chain is maintained throughout the delivery network, with temperature logging available at delivery points.



From its extended site in Luton, which is organic accredited Daily Bread can be delivered to your door step, ready for your customers' every need.

Log on to the new Daily Bread website at [www.dailybread.ltd.uk](http://www.dailybread.ltd.uk) to discover more about this hidden gem in the world of prestigious sandwich making.

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### Notes to Editors

Daily Bread range details plus support material pictures and information are available on the website. Range summary as follows:

#### Sandwiches

- Classic – delicious everyday sandwiches
- Premium – top tier range of quality sandwiches
- Speciality – bagels, baguettes, wraps, foccaccia, bloomers, rustic seeded rolls, wheat free

#### Hot Options

- Hot tasty rolls
- Breakfast muffin
- Toasties
- Panini

#### Salads

- Freshly prepared salad pots

**Daily Bread is a wholly owned subsidiary of Hain Celestial**, which also owns the Linda McCartney range of vegetarian and vegan foods. The company owns manufacturing bases in Luton, London, Fakenham and Manchester where its products are created.



Hain Celestial has won several awards for best practice eco measures, including entering the **top 10 in The Sunday Times Best Green Companies Award** and was **THE best Green Company in the Food and Drink Category** in 2009. The company plans to be carbon neutral by 2012 and boasts an impressive recycling rate of more than 90%.

For further product information, product samples or high-resolution images please contact Beatrice Rose / Sarah Allen at Fuel PR on 020 7498 8211 or [beatrice@fuelrefuel.com](mailto:beatrice@fuelrefuel.com) / [sarah@fuelrefuel.com](mailto:sarah@fuelrefuel.com)