



Linda McCartney Foods expands its meat free range with the launch of three classic British dishes

Linda McCartney's ethical and honest values remain at the heart of the food brand as much today as when the range was launched. A creative free thinker, Linda McCartney inspired countless people to adopt a more wholesome and environmentally aware lifestyle. This autumn Linda McCartney Foods is proud to continue Linda's philosophy with the launch of three new dishes that embody the brand's heritage and principles, producing tasty and nutritious meat-free food.

All three new dishes give more variety and choice to those seeking a meat-free or meat-reduced lifestyle; they are available in individual portions ensuring that they are both economical and more accessible, whilst being tasty and full of flavour.

The new **Linda McCartney Farmhouse Pies** are full of succulent soya pieces sitting alongside leeks, carrots and onions covered in a light and creamy sauce seasoned with a selection of herbs and a hint of lemon, all in a crusty pastry casing. For true autumnal comfort food, serve the Farmhouse Pies with garlic mash and buttered sprouts with toasted pine nuts.

Linda McCartney Cottage Pie mirrors the classic hearty dish while, of course, being completely meat-free, with ingredients including soya, tomatoes, carrots, onions and mushrooms topped with a buttery mashed potato; perfect accompanied by braised red cabbage with walnuts.

The third new product from the iconic food brand is the **Linda McCartney Toad in the Hole**, a truly nostalgic dish encapsulating traditional comfort food at its best, with two of the much loved Linda McCartney Vegetarian Sausages imbedded in a tasty crispy batter. Serve with honey-glazed carrots and rosemary roast potatoes.

All three dishes are ideal alternatives to meat for anyone participating with the **Meat Free Monday** campaign launched earlier this year by the McCartney family, in a bid to combat climate change. By making the choice to reduce the amount of meat in a weekly diet, everyone can help significantly decrease the environmental impact on the planet.

Frozen foods lock in nutrients and help to reduce food waste as they last longer than fresh produce. These new products continue Linda's mission, with the complete support of the McCartney family, in promoting a meat-free lifestyle to ensure a healthy future for our planet.



Editor's Notes

New Linda McCartney Products:

Linda McCartney Farmhouse Pies (2 pies in a pack)

Linda McCartney Cottage Pie

Linda McCartney Toad in the Hole

The new Linda McCartney products will be available in ASDA and Morrison's stores across the country retailing between £1.00 - £1.59 from October 2009; further distribution will follow.

Linda McCartney Foods:

Linda McCartney was the original food pioneer, inspiring across generations to enjoy meat-free meals. Linda believed in great tasting, honest and wholesome food that could be celebrated in a shared experience with family and friends. Her caring and intelligent attitude embodies the heart of the brand with each unique dish being inspired by Linda's home-cooking.

The Linda McCartney range, however, goes beyond vegetarianism; the delicious and tempting dishes can be part of a meat-reducing diet available for everyone for any occasion. The range is committed to producing food packed full of taste using quality ingredients, and has a conscience too. It is proud to use locally grown vegetables, such as potatoes from Norfolk, free-range eggs and free-range egg pasta, while salt is kept to a minimum in all products.

"Linda inspired countless people around the world to go meat-free. Linda was so passionate about demonstrating how delicious vegetarian food could be. She was a great believer that there is just as much taste and flavour in a meal that's meat free."

The McCartney Family

Linda McCartney Foods Packaging:

The packaging portrays a new logo and a new vision for the brand conceptualised by Paul McCartney, "Food to come home to", while Mary McCartney gave her photographic skills by taking the new food photography. The products are endorsed by the Vegetarian Society and have an honest approach to giving the consumer clear GDA information.

Linda McCartney products use non-Genetically Modified Soya, free range eggs, local vegetables where possible and contain no hydrogenated fat.

The complete Linda McCartney range can be found on the new Linda McCartney Foods website. www.lindamccartneyfoods.co.uk and is available in all major multiple retailers, independent grocers and health food outlets, with prices ranging from approximately £1.00 - £2.49.



Meat Free Monday:

Meat Free Monday is a campaign launched by Sir Paul McCartney and his daughters Stella and Mary that encourages the nation to help slow climate change by reducing the amount of meat consumed by having at least one meat free day a week. Having a meat free day every week is a simple way to start making a real difference in the world.

www.supportMFM.org



THE SUNDAY TIMES



BEST GREEN
COMPANIES

The Hain Celestial Group, owners of the Linda McCartney range, is the largest natural and organic food company in the world, and was named the **Greenest Company in the UK food and drink industry (according to The Sunday Times Green List published on 24th May 09)**. Based in New York, the company manufactures, markets, distributes and sells natural and organic food products. The company's UK headquarters are in Luton, with a factory in Fakenham, Norfolk.

www.hain-celestial.co.uk

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