



The McCartney Family Re-launch the Linda McCartney Range

“It is with great pride that we introduce to you the redeveloped Linda McCartney range. We hope you enjoy Linda’s recipes as much as we did when she first made them – and still do!”

The McCartney Family

The exciting new range is already starting to appear on the supermarket shelves. The family are 100% behind the re-launch and are extremely passionate about the brand, all being closely involved in its reinvigoration.

An original food pioneer, Linda McCartney was passionate about meat-free eating, which is why her recipes went beyond vegetarianism to creating natural food for everyone. It is these values that underpin the redeveloped Linda McCartney range, inspired by recipes taken from Linda’s very own kitchen, and respecting her honesty about where her food came from.

“We are incredibly excited to be launching the new range of products. We feel that now is the time to bring Linda’s real food to a new generation”.

The McCartney Family

The £1million re-launch which will be supported by a National advertising and sampling campaign, follows the purchase of the brand by Hain Celestial – the world’s leading natural and organics food company. It sees new products being added to the range with new and natural ingredients across the whole Linda McCartney portfolio. Fresh new packaging reflects this, giving the range a truly aspirational and contemporary feel of which the family are very proud.

As well as tasty classics like **Vegetarian Cornish Pasties** and **Lasagne**, the range includes some mouth-watering new dishes like **Macaroni Cheese**.

-ends-

For more information on the Linda McCartney range please contact Katie Dorman or Jennie See at Clarion Communications on 0207 479 0910 or kdorman@clarioncomms.co.uk / jsee@clarioncomms.co.uk

Notes to Editors:

The Linda McCartney range includes 11 great tasting products:

* = new to the range, (V) = suitable for vegans

- *Spicy Three Bean Bakes (V)
- *Macaroni Cheese
- *Quarter Pounders
- *Aubergine and Courgette Bake
- *Cheese Leek and Red Onion Plaits
- *Creamy Vegetable Pies
- Vegetarian Sausages (V)
- Chilli Non Carne (V)
- Vegetarian Cornish Pasties (V)
- Lasagne
- Country Pies (V)

The range is available in all major multiple retailers with prices ranging from approximately £1.59 - £1.99.

The Hain Celestial Group is the largest natural and organic food company in the world. 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 Fakenam, Norfolk.