



Linda McCartney Foods announces sales increase as new products are launched

As meat prices soar and food bills increase, Linda McCartney Foods is leading the way with accessible meat free frozen foods as one of the fastest growing brands in the UK. The pioneering range has increased its sales by a staggering 20% YOY and is looking to increase this figure further with the launch of brand new products to the range.

An innovator and creative free thinker, Linda McCartney was an inspiration in a world yet to fully appreciate or understand a vegetarian lifestyle. Linda's ethics still remain and are even more relevant and valuable now as consumers tighten their belts, are more health conscious and have become more aware of the environmental impact of mass meat production.

Linda's revolutionary cookbooks enabled people to have confidence, enthusiasm and know-how to prepare home-cooked vegetarian meals for all the family. They are the inspiration for these new products which include new meals, vegetable accompaniments and snack items. The McCartney family take part in every step of the process of creating a new product for the Linda McCartney range; from the early stages of deciding the ingredients and tweaking recipes, to the style of the photography and packaging.

Linda McCartney Falafels are a first for the brand delving into the snack market, a popular authentic Middle Eastern street food brought into the home for everyone to enjoy. The Falafels are made with chickpeas, broad beans, lemon, coriander and spices; an ideal source of fibre and protein for every diet. Perfect for sharing with friends or a quick and easy light lunch with hummus, sliced red onion, shredded lettuce and yoghurt all in a warm pita. The Falafels also come in a biodegradable bag, so not only are they delicious, they're better for the environment too. (*For further details on the packaging please see Editor's Notes.)

The meat-free food brand has always celebrated great British food with dishes such as Country Pies, Vegetarian Sausages and Cornish Pasties. This continues with the new **Linda McCartney Vegetarian Roast** with sage and onion stuffing, it's sliceable and therefore, the perfect meat free alternative for family Sunday roasts.

Linda McCartney Foods takes a popular classic and makes it their own, with the new **Linda McCartney Chicken Style Burger** in a light crispy crumb with a selection of herbs. Enjoy the new burger in a ciabatta bun with crisp iceberg lettuce and tomato, or topped with melting mozzarella and basil, accompanied by a warm sour cream and chive potato salad. Mouth-wateringly good!

The new **Linda McCartney Vegetable Roastie** is packed with delicious 'superfoods' such as butternut squash, water chestnuts, pulses and seeds. As the main component of a dish or a vegetable accompaniment, the Vegetable Roastie is a great tasting, wholesome and nutritious vegetable treat.

Frozen foods are not only better value for the consumer; they 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.



"We love these new products; the Vegetarian Roast is our favourite when we all get together as one big family. Linda McCartney Foods has an exciting future ahead of it and we are proud to be expanding the range keeping to Linda's values and sharing her passion."
The McCartney family

Editor's Notes:

New Linda McCartney Products:

Linda McCartney Falafels
Linda McCartney Vegetarian Roast
Linda McCartney Chicken Style Burger
Linda McCartney Veggie Roastie

The new Linda McCartney products will be available in leading stores across the country at the end of October 2008.

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 £1.59 - £1.99.

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

*** Packaging Details**

Linda McCartney Falafels, and Vegetarian Mince, are packaged in biodegradable bags.

Ordinary plastic and recycled plastic can now be made oxo-biodegradable. This is done by including d2w additive (see www.degradable.net) which makes it degrade then biodegrade, on land or at sea, in the light or the dark, in heat or cold, in whatever timescale is required, leaving no fragments, no methane and no harmful residues.

d2w® oxo-biodegradable plastics degrade in the upper layers of a landfill, so they will take up less space, but they are completely inert deeper in the landfill in the absence of oxygen. They do not emit methane at any stage.



The Hain Celestial Group, owners of the Linda McCartney range, 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 Fakenham, Norfolk.

www.hain-celestial.co.uk

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