



The McCartney Family Announce The 'Taste the Change' Tour of the new Linda McCartney vegetarian range

“Two of Linda’s passions were for great food and great music, so we thought where better for you to try out the new additions to her range of foods than at some of this summer’s festivals, including Glastonbury.

“Linda inspired countless people to go meat-free, starting with us as a family and then the rest of the world. Linda was so passionate about demonstrating how delicious vegetarian food could be. She was a huge believer that there is just as much taste and flavour in a meal that’s meat free. That passion continues today and we wanted you to enjoy the delicious new additions to the range within listening range of some great music.

“We’re delighted that thousands of people will have the opportunity to ‘taste the change’ in Linda’s range of foods, at some of the summer’s most popular festivals. We hope you enjoy them as much as we do.”

The McCartney Family

Linda McCartney’s range of foods has been revitalised using only the best quality ingredients so you can enjoy the pleasure of good, natural food every day.

The ‘Taste the Change’ tour has been laid on so that festival-goers can taste the new range for themselves and listen to good music with their mouths full of good food! Succulent vegetarian **Quarter Pounders**, mouth-watering **Macaroni Cheese** and a rich **Aubergine and Courgette Bake** are just some of the dishes that will be served.

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'Taste the Change' in the re-launched Linda McCartney range at these music festivals:

June 14-17	02 Wireless	Hyde Park, London
June 22-24	Glastonbury	Somerset
July 7 th -8 th	Cornbury	Charlbury, Oxfordshire
July 12-15 th	Guildfest	Stoke Park, Guildford
July 21 st -22 nd	Love Box	Victoria Park, London
August 18 th -19 th	V Festival	Weston Park, Staffordshire
August 24 th -26 th	Carling Weekend	Leeds
August 31 st -Sept 2 nd	Connect	Inveraray Castle, Argyll

And also at the following family festivals:

July 24 th -26 th	New Hampshire Show	Brockenhurst
July 27 th -29 th	Bristol Harbour Festival	Bristol
August 3 rd -5 th	Cardiff Big Weekend	Cardiff
August 9 th -12 th	Bristol Balloon Festival	Bristol
August 14 th -16 th	Pembrokeshire County Show	Haverfordwest

-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 has been redeveloped, in consultation with the McCartney family, by the Hain Celestial Group, the largest natural and organic food company in the world. The 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

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*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 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.