

WINTER ISSUE, NOV 2009

DREAMING OF A 'GREEN' CHRISTMAS

An Aberdeenshire entrepreneur is urging people to think 'green' and local for festive gifts this year with the launch of a hamper company where all the produce is sourced from small producers within 40 miles of each other, and even the packaging is reusable and from sustainable sources.

Deeside Hampers is the latest business venture from Serena Humphrey of Dinnet Estate in Deeside who already runs a smokehouse and a vegetable box scheme using produce from the Estate.

Presented in Jute bags, the hampers contain a variety of artisan products made in the local area from producers including Cambus O'May Cheese Company, Banchory Devenick Dairy, Buchanan Food of Aboyne, Kincardine Kitchen, Tilquillie Puddings, as well as a range of smoked game from Deeside Smokehouse. Customers can also choose to add a bottle of the newly launched 'Dee Dram' to their hamper, the malt whisky chosen by the ghillies, proprietors and anglers of the River Dee.

The hampers make really special gifts and specific local products to suit the seasons will be introduced throughout the year – for example, homemade brandy butter and Christmas puds for the festive season and smoked haggis for St Andrews Day or Burns Night."

Well known, award winning broadcaster and local food enthusiast, Frieda Morrison, who helped to launch the hampers said: "People are becoming more aware of the importance of reducing food miles and hence the need to buy local produce. The sheer quality of the produce in these hampers is incredible and a real showcase for what Deeside has to offer. This is the place for real taste!"

CONTACT: Serena Humphrey
Tel: 013398 85341
E-mail: sales@deesideveg.co.uk



INSIDE THIS ISSUE

- ▶ PUDSEY'S SPECIAL JAM
- ▶ JOINT NEW VENTURE
- ▶ PRIZE WINNING WHISKY
- ▶ CHUTNEY CHALLENGE

Joseph Robertson GROWS FROM STRENGTH TO STRENGTH

On 21st May Joseph Robertson fought off competition from Marks & Spencer and Sainsbury's to win the "Best New Seafood Product Award - Whitefish" at the prestigious Seafood Awards in London with its Cod, Smoked Haddock & Leek En Papillote which has now launched in Brakes. The product is cooked in a parchment paper parcel adding a dramatic flair to this prime cod loin set on a bed of roasted leeks. One of the judges commented that "consumers will view this as something really quite special".

The company has also been busy in the retail market and has launched in July 4 new Core lines with The Co-operative - Breaded & Battered Haddock Fillets / Breaded & Battered Cod Fillets in 500g format.

Joseph Robertson also own the Swankie brand of Scottish fish and have just launched a 500g pack of Breaded & Battered Scottish Natural Haddock for its Scottish market through Morrison's Supermarkets and are delighted to be the very first manufacturer to be allowed the use of the Seafood Industry Authority Responsible Fishing Scheme logo on its pack as a demonstration of the companies commitment to the Scottish Fishing Industry fished responsibly and sustainably.

CONTACT: Geoff Thompson, Sales & Marketing Director
Tel: 01224 245300
E-mail: g.thompson@josephrobertson.co.uk



WINNER
The Seafood Awards 2009

Ola Oil - FIRST CHOICE FOR FIRST MINISTER

Scotland's First Minister, Alex Salmond, gave Ola Oil, Inverurie's cold pressed rapeseed oil, a ringing endorsement recently.

Mr Salmond opened the Fyvie Homecoming event where Ola Oils had a stand. Connie Sorrie of Ola Oils explained: "Mrs Salmond was chatting to us and explaining how she's been using Ola at home when she called Alex over. He was very enthusiastic about Ola and knew all about it, praising the taste and health benefits as well as being pleased such a local, Scottish product is available.

"We have recently launched two new infused oils: garlic infused and basil infused and they have been very popular during their first few weeks of sale. These two new infusions are in addition to the natural Ola Oil and the existing lemon infused oil and chilli infused oil."

Ola Oil, cold pressed extra-virgin rapeseed oil offers a local, healthier alternative to olive oils, combining a light, delicate taste with low levels of saturated fat and excellent levels of polyunsaturated fat, Vitamin E, Omega 3, 6 and 9. "Ola" is a Gaelic term for oil and the name reflects the product's Scottish heritage. www.olaoils.co.uk

CONTACT: Connie Sorrie, Partner
Tel: 01467 622359
E-mail: jsorrie@tiscali.co.uk



Baxters TEAM UP WITH BBC CHILDREN IN NEED

Baxters is delighted to reveal a new member to their jam making team, Pudsey Bear! For the first time in history, Baxters has teamed up with BBC Children in Need and Pudsey Bear, to launch a brand new strawberry jam, with 50p going to the charity for each jar sold. Last year, over £36 million pounds was raised for BBC Children in Need and this new initiative from Baxters hopes to help break last year's record results.

This special Pudsey Strawberry jam contains two different varieties of strawberry which are blended together to create a mouth-watering deep fruit flavour that all the family will love.

Audrey Baxter comments, 'We are absolutely delighted to be working with BBC Children in Need and are really excited that Pudsey chose us to create his special recipe jam. We fully support the work of BBC Children in Need and are hoping that the jam will not only raise revenue for the charity, but will also encourage more families to have fun home-baking. We are hoping to raise a substantial amount of money for BBC Children in Need and hope that families will support this worthy initiative!'

David Ramsden, CEO of BBC Children in Need comments, 'We are thrilled that Baxters are joining us to Do Something Different and really help change the lives of disadvantaged children and young people in the UK. We rely on the help of both businesses and individuals to raise funds and are really excited to be working with Baxters on this unique project!'

The Pudsey Strawberry Jam was launched at Selfridges by Sir Terry Wogan, and is available in most major Supermarkets. For every £1.59 jar sold, Baxters will be donating 50p to BBC Children in Need.

CONTACT: Elaine Tewnion
Tel: 0141 418 5723
E-mail: elaine.tewnion@baxters.co.uk



Baxters SOUP TRANSFORMATION

After serving soups to the British public for more than 140 years, Baxters has re-launched its entire soup range. Several new and improved recipes have been unveiled, supported by fresh new-look packaging and a national advertising campaign. Their aim is to satisfy increasing demand from consumers seeking tastier and more sophisticated soups.

The soup re-launch aims to add incremental value to the £312m ambient soup market, which is currently experiencing growth of 8%. Baxters is the nation's favourite premium ambient soup brand with nearly one in three UK households currently purchasing Baxters soup. The September re-launch is designed to drive additional growth as the winter season approaches.

The re-launch will see 11 new recipes added to the Baxters soup range, including Chunky Carrot Butterbean & Coriander, Lamb Casserole, Chicken & Vegetable Casserole, Country Vegetable, Smoked Bacon & Three Bean, Turkey Broth, Highland Game, Courgette & Gruyère, Oxtail with Red Wine, Aromatic Chicken & Thai Herbs and Red Lentil Dahl with Beechwood Smoked Bacon - as well as 15 improved recipes across the portfolio. All soups in the range have no artificial colours, flavours or added preservatives.

CONTACT: Elaine Tewnion, Brand Manager
Tel: 0141 418 5723
E-mail: elaine.tewnion@baxters.co.uk





MacB QUENCHES SPL WITH PARTNERSHIP DEAL

Scottish spring water and soft drinks manufacturer, Sangs (Banff) Ltd, has signed deals that are quenching the thirst of five Scottish Premier League (SPL) football teams.

Sangs has become official water partner with Aberdeen, Dundee United, Hamilton Academical, Hibernian and St Mirren football clubs, providing the five teams with its MacB Pure Scottish Spring Water and helping to quench their thirst throughout the 2009-2010 season.

Produced at its base in Macduff on the Moray Firth coastline, MacB Pure is drawn from the source to the Lost Well of Tarlair, where water is filtered through rocks for up to 12 years before being drawn to the surface. Documented as far back as the 1740s, people once travelled from all over Scotland to drink the Tarlair water for its health-giving properties.

Andy Anderson, Managing Director of Sangs said: "We are delighted that these SPL players will benefit during matches and training from some of the purest water produced here in Scotland."

Lynne Duncan of Aberdeen FC said: "As a football club we go through huge volumes of water every year and having such a reliable and reputable supplier such as Sangs, a household name in the North-East, can only be good news for AFC. We are delighted to welcome Sangs to the AFC family as our official water partner."

CONTACT: Andy Anderson
Tel: 01261 832911
E-mail: andy.anderson@sangs.co.uk

NATIONAL AWARD FOR Huntly Herbs

Huntly Herbs Traditional Marrow Chutney has been declared the best in Britain at the 2009 National Chutney Challenge in Wales, beating off competition from all over the UK. The judges described it as "unique" and "the marmite of the chutney world".

Mother and daughter Fiona and Anna Wilson make the Huntly Herbs range of organic chutneys on their family farm outside Huntly. They were absolutely delighted to win with their first ever entry to a national competition.

"We've been organic growers for ten years but are now concentrating more on our chutney and jam making, so this is perfect timing for us" said Fiona.

Huntly Herbs make nine varieties of chutneys as well as a range of jams and jellies, all of them are fully certified as organic by the Soil Association. They are on sale at various farm shops and delis in the north-east and the chutneys are now available throughout Scotland.

CONTACT: Fiona Wilson
Tel: 01466 720247
E mail: huntlyherbs@hotmail.com

Dean's WINS GOLD AT GREAT TASTE AWARDS

Dean's Apple and Cranberry Oat Biscuits have been awarded a 1 star Gold at the 2009 Great Taste Awards. Already a winner at the Grampian Food Forum Awards in March 2009, this is a further accolade for the new Dean's Oat Biscuits range.

The Great Taste Awards, which is organised by the Guild of Fine Food, is now in its 16th year and going from strength to strength. The Great Taste Awards judging standards, devised by the Guild of Fine Food, are the most rigorous in the UK.

Bob Farrand of the Guild of Fine Food, said: "Lovers of fine food and drink only pay for the best if they're certain what they're buying is the best. Every food with a Great Taste Award gold has been independently proven to be just that - and it tastes great too."

The Dean's Oat Biscuit Range is available in Tesco, Asda and Sainsburys in Scotland, as well as many independent gift stores and retail outlets within the UK and multiple gift outlets including Edinburgh Woollen Mill stores and Dobbies Garden Centres.

CONTACT: Sylvia Grant
Tel: 01466 792086
E-mail: sylvia.grant@deans.co.uk



Benromach TOASTS NEW ADDITION TO FAMILY

Speyside's smallest distillery has revealed the first bottling of its ten-year-old Single Malt Scotch Whisky.



Benromach distillery, in Forres, has launched Benromach 10 Years Old, a golden malt with rich fruit, sweet chocolate and delicate spicy aromas.

Benromach distillery, which employs just two experienced distillers, is owned by Elgin-based whisky specialist Gordon & MacPhail.

Benromach 10 Years Old will be available from whisky shops and fine wine and spirits retail specialists worldwide, as well as selected bars and restaurants in the UK. It will have an RRP of £27.99 but will be released with a special introductory price of £24.99 in the UK.

CONTACT: Ian Chapman, Marketing Controller
Tel: 01343 545111
E-mail: info@gordonandmacphail.com

Macphies CREATE THE PERFECT MATCH

Macphie has added a new variant to its ku-li™ range of fruit coulis - Strawberry and Rhubarb. The sweetness of strawberries combined with the tartness of rhubarb makes this a perfect complement to ice-cream, cheese-cakes, pancakes and yoghurts. It can also be baked into crumbles, muffins and soufflés to create the taste of summer at any time of year. It comes ready-to-pour in convenient, 475g squeezable bottles with a fine, stay clean nozzle allowing chefs to create plate decorations quickly and effectively with no fuss or mess. Macphie ku-li™ holds its shape, does not bleed and can be applied well ahead of service.



Made from 100% natural ingredients, the ku-li™ range includes Raspberry, Mango and Sour Cherry flavours. They are free from artificial colours, flavours or preservatives and have less than 0.5 per cent fat.

CONTACT: Karen Scott, Commercial Communications Manager
Tel: 0800 085 9800
E-mail: karen.scott@macphie.com

Ice Cream Cabin's NEW WEBSITE GOES LIVE

The ice cream cabin pride themselves on offering a 'bespoke' service to their customers, which has seen flavours such as Gin & Tonic sorbet and Kumquat ice cream being made to request. For information on their full range of services visit their new website at www.icecreamcabin.co.uk.

CONTACT: Claire Stewart
Tel: 01542 832140
E-mail: info@icecreamcabin.co.uk





Deeside Cheese Company UNVEILS ITS WARES



The Cambus O'May Cheese Company was set up earlier this year by Alex Reid to recreate the farmhouse cheeses that his mother used to make in response to the growing demand for artisanal cheeses in both the UK and International markets. The Company's range of hard pressed cheeses are all handcrafted from local, unpasteurised cows' milk.

"We make all our cheese by hand and we have been working hard to create the taste and texture of the traditional, local cheese of yesteryear. We are committed to making cheese from traditional recipes using traditional methods."

CONTACT: Scott Sutherland-Thomson, General Manager
Tel: 013398 89327
E-mail: scott@cambusomay.com

Mitchells IS CREAM OF THE CROP

2009 has proved to be a year of success for Mitchells. The fresh, newly refurbished shop in the centre of Inverurie, collected a string of awards from the Scottish Grocer. The judges placed The Dairy ahead of some very stiff competition throughout Scotland in categories such as The Best Independent Retailer, The Neighbourhood Store of the Year, Chilled Store offering of the Year and for Working in Partnership with their suppliers. In its 81st year of business, this family managed store together with its tearoom has become synonymous for its service and commitment to quality fayre, in particular locally produced food and drink which gives them a real competitive edge in the current market.

CONTACT: Keith Whyte
Tel: 01467 621389
E-mail: keith@mitchells-scotland.com

5 DOUBLE GOLD MEDALS FOR Glenfarclas

Family owned and managed Glenfarclas has scooped five Double Gold Medals at the San Francisco World Spirits Competition. The judges awarded Double Gold to: Glenfarclas 12yr, Glenfarclas 17yr, Glenfarclas 21yr, Glenfarclas 25yr and Glenfarclas 105 Cask Strength. The San Francisco World Spirits Competition, now in its ninth year, attracts over 800 entrants from around the world, and judging is based on taste alone.

"The San Francisco World Spirits Competition has confirmed what we've known for many years, that Glenfarclas is among the very finest Single Malt Scotches in the world." said Kevin Richards, Brand Manager of The Sazerac Company of New Orleans, the Glenfarclas importer in the United States.

CONTACT: Robert Ransom
Tel: 01807 500257
E-mail: robert@glenfarclas.co.uk



NEW LOOK FOR Deeside Water

Deeside Mineral Water are delighted to announce a new look, which will be introduced on all products in the coming weeks. The new branding aims to modernise the traditional image that has been used since the water was launched in 1996.

The new logo portrays a vibrant, positive image and reflects the healthy qualities in Deeside Mineral Water, which differentiates it from other brands.

Martin Simpson, Managing Director of Deeside Water said, "We are delighted with the new identity for Deeside Mineral Water, which gives the brand a modern feel and reflects the purity of the water. Deeside has had a lot of publicity on the back of its proven anti-ageing effects and we hope the new label will appeal to a wider audience than the earlier version".

Deeside Mineral Water is supplied in a range of plastic and glass bottles throughout the UK and abroad and is regarded as one of the purest waters in the world. Major customers include Tesco, Sainsbury's, Asda, Morrison's and Waitrose.

CONTACT: Martin Simpson
Tel: 01339 755000
E-mail: martin@deesidewater.co.uk



Macbeth's COME OUT TOP AT AWARDS

Macbeth's Butchers, based in Forres, gained 3 awards in the prestigious 2009 Great Taste Awards run by the Guild of Fine Food. At the awards, which are often referred to as the Oscars of the food industry, Macbeth's won a gold star for their black pudding, haggis and sirloin steak. Both the black pudding and haggis are made on their premises in Forres to recipes that they have been developing over the past twenty years. The sirloin steaks that were entered into the competition came from beef bred and raised on Macbeth's own farm Edinvalle, run by Michael Gibson.

They have also picked up 3 accolades in the inaugural, International Online Retail Awards. They were awarded winner of the Food, Soft Drinks and Alcoholic Drinks category and received a highly commended in the specialist on-line retailer category, as well as being a finalist in the independent online retailer category.

CONTACT: Jock Gibson
Tel: 01309 672254
E-mail: jock@macbeths.com



Deeside Brewery HONOURS THE KING OF PICTS

Better known for signature ale Macbeth, Deeside Brewery will now be introducing new beers to its range. Nechtan, which is named after Nechtan mac Der-Ilei, King of the Picts in the early 8th century, is a 4.1% pale ale, brewed with American hops. Initially produced as a summer ale, its success has been such that the brewery has decided to brew Nechtan all year round. The new ale will be seen in pubs throughout the local area along with Deeside Brewery's other beers. Local shops, such as Deeside Activity Park's farm shop sell the products in bottle form.

CONTACT: Mark Nichol
Tel: 013398 83536
E-mail: sales@deesidebrewery.co.uk

NEW POTATO CRISP RANGE FROM Mackie's of Scotland

Two Scottish family-run businesses are working together to produce Scotland's only home-grown and manufactured premium crisp. Mackie's of Scotland have joined forces with Taypack Ltd, one of the UK's leading potato businesses, to create a new joint venture company – Mackie's at Taypack. They have invested over £1.6 m in a unique gentle cooking process to retain the quality of the cooking oil and produce "the perfect Scottish crisp".

The range of six flavours includes traditional favourites and limited edition specials – offering a uniquely Scottish twist. Haggis & Cracked Black Pepper and Flame-grilled Aberdeen Angus are proving particularly popular, along with three core favourites like Salt & Vinegar which came out top in a series of blind taste tests. All flavours are available in two bag sizes, sharing bags (150g) and individual bags (40g). www.mackiescrisps.co.uk

CONTACT: Karin Hayhow
Tel: 01467 671466
E-mail: karin@mackies.co.uk



For further information, please contact:

Louise Stratton, Marketing Executive, Aberdeenshire Council, Woodhill House, Westburn Road, Aberdeen AB16 5GB
Tel: 01224 664575 E-mail: louise.stratton@aberdeenshire.gov.uk