



PRESS RELEASE

For immediate release – July 2016

Emerging brand Peter's Yard announces simultaneous launch of new lines in grocery and speciality sectors

Peter's Yard has become an exciting brand to watch. Single-handedly they have shaken up the savoury crackers category in the speciality food sector and become trailblazers in innovation and quality. Peter's Yard have also made a seamless, well-handled entry into multiple grocery with listings at Waitrose and Ocado. This month, they will introduce three new lines which, for the first time, will have a simultaneous launch in both multiple grocery and the speciality sector.

The three new packs will provide consumers with a greater choice of innovative, high-quality savoury crackers and an extension to the acclaimed range: two single variants of **Caraway** and **Pink Peppercorn** and a **mixed selection box** containing the multi award-winning Original crispbread with newcomers **Charcoal** and **Spelt & Poppy Seed**. The new lines will be launched to the speciality sector and Ocado in July. Listings in Waitrose have been confirmed and products will be on shelf in August.

Each new flavour has been carefully paired with a recommended partner, be it cheese or pâté. **Caraway** is recommended with a strong, hard cheese. The caraway seeds bring a warm, sweet and delicate aroma to the crispbread. **Pink Peppercorn** adds a slight rosy hue and light peppery touch and perfectly partners a wide selection of cheese and works well alongside a rich pâté. Each 90g pack will retail at £2.50.





The **new Selection Box** has been carefully designed as a one-pack savoury biscuit solution for cheese. To reflect the diverse offering of a cheeseboard and to provide interest and differentiation, the packs brings together a choice of crispbread with differing colours, shapes, textures and flavours that include Charcoal, Spelt & Poppy Seed alongside the classic Original. **Charcoal** is recommended alongside a Brie or soft goats' milk cheese; **Spelt & Poppy Seed** should be paired with a Singe Gloucester, Camembert, Wensleydale or Caerphilly whilst the neutral base of the **Original** crispbread is a perfect match to any cheese. The selection box, which is expected to be a popular Christmas gift, RSP £6.00 265g box.



Co-founder of Peter's Yard, Wendy Wilson-Bett said: "Like all of the Peter's Yard range, the new varieties follow an authentic Swedish-inspired recipe that uses all-natural ingredients and a precious, naturally fermenting sourdough starter which develops over 16 hours. Each batch of dough is rolled in rye flour, cut to shape and hand-baked until golden, taking care to preserve the characteristic bubbles and curves that come from using a natural sourdough starter. The result is a light, crisp texture that makes them the perfect host for cheese and the natural choice for many Michelin starred chefs."

"We are delighted to extend our range using the same high standards and philosophy and bring retailers new flavours that perfectly complement the existing core range."

Earlier this year Peter's Yard announced that they were co-organiser of the new Great British Cheese Awards. The awards will celebrate the best of British cheese produced and distributed by independent cheese makers and retailers and will stand apart from similar events as the general public will have a large influence on recognising and rewarding outstanding British cheese. Winners will be announced in October.

ENDS

For further press information, photography and samples please contact:

Lesley Parr, Splat Marketing & PR Lesley@splat-marketing.co.uk
Mobile: 07754 482139



Photo/Filming/Interview Opportunities: Interviews with Peter's Yard, Photographic library including brand images

About Peter's Yard www.petersyard.com

Peter's Yard is an award-winning artisan bakery that makes authentic Swedish crispbread. Made using a traditional Swedish-inspired recipe with simple, all-natural ingredients, the authentic crispbreads are high in fibre, free from anything artificial and use wholewheat flours, fresh milk, honey and naturally fermenting sourdough just as they would have been centuries ago in Sweden. Peter's Yard offer a variety of crispbread and pack sizes so there is a crispbread to suit every eating occasion. The combination of their light, crisp texture and simple, high quality ingredients make them the perfect partner for any topping but in particular when served with cheese.

Peter's Yard has is stocked in over 2000 independent delicatessens, cheese shops, specialist shops and farm shops and also in Waitrose, Whole Food Market, Ocado and on line. The crispbreads are also served in some of the best restaurants in the UK. Peter's Yard's original crispbread attained 3 Gold Stars at the Great Taste Awards 2015. The crispbread was also listed as a Great Taste Top 50 Food and named by judges as "the best biscuit for cheese out there". At the beginning of 2016, UK speciality retailers named Peter's Yard as their Best Biscuit Brand for 2015-16 (in a survey compiled by the Guild of Fine Food Retailers).

Social media links (Facebook / Twitter / Instagram) @PetersYard