



PRESS RELEASE

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New selection box provides perfect one-stop solution for Christmas Cheeseboards

Cheeseboards are for sharing: they're a great way to round off a meal and the perfect way to carry on the conversation. For a cheeseboard, accompaniments should be relatively simple and nothing should overpower the star of the show – the cheese. This year, award-winning producer of high quality sourdough crispbreads Peter's Yard, has made things easy for home entertainers and launched a new Mixed Selection Box: a one-pack savoury biscuit solution carefully designed to complement the diverse offering of a cheeseboard.

Peter's Yard's new selection box presents variety as it brings together three quality, distinctive crispbreads with differing colours, shapes, textures and flavours. The Selection Box includes Charcoal, Spelt & Poppy Seed alongside the classic, award-winning Original recipe. **Charcoal** is recommended alongside a Brie or soft goats' milk cheese; **Spelt & Poppy Seed** should be paired with a Single Gloucester, Camembert, Wensleydale or Caerphilly whilst the neutral base of the **Original** crispbread is a perfect match to any cheese.

These crispbreads are the perfect host for cheese, as they don't mask or overpower the flavours of the cheese. They are made to 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 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.

The perfect gift for Christmas, for foodie friends, thank-you gifts for teachers or cheese aficionados. Available from quality independent retail stores, Waitrose and Ocado and priced at £6.00 for the 265g box.



As well as cheese, Peter's Yard's crispbreads work equally well with fish or pâté.

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For further press information, photography and samples please contact:

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Photo/Filming/Interview Opportunities:

Interviews with Peter's Yard

Additional Opportunities:

Photographic library including brand images

Recipe ideas

Product sampling

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).