



Press Release

Peter's Yard announces new initiatives to further develop brand credentials

May 2015

Peter's Yard has announced that they have engaged with a host of leading chefs to help promote and develop their award-winning range of crispbreads.



Throughout 2015, Peter's Yard will be working with Valentine Warner. Val, who has a well-documented allegiance and passion for Scandinavian cuisine will be assisting Peter's Yard on a number of projects specifically to create a host of ideas and recipes on how best to enjoy crispbread. He will also be using the Peter's Yard crispbreads in demonstrations at the Scandi Feast 2015, a new Scandinavian Midsummer Feast taking place at Harptree Court near Bristol in June which hopes to provide guests with the ultimate Scandinavian food experience www.scandifeast.co.uk

Pictured left: Valentine Warner, photo credit Adrian Lawrence Photography

Alongside this, Peter's Yard has teamed up with premium digital publisher Great British Chefs (www.greatbritishchefs.com) and is working with a number of well-known award-winning chefs. Phil Fanning, Owner and Executive Chef of Michelin-starred Paris House and Anna Hansen MBE of acclaimed restaurant The Modern Pantry are both developing a series of recipes and videos to showcase inspirational dishes to serve with or act as an accompaniment to Peter's Yard crispbread.



Pictured above: Beetroot & Liquorice Cured Salmon served on Peter's Yard crispbread created by Anna Hansen MBE.
Photo Credit: Great British Chefs

Wendy Wilson Bett, Co-Founder of Peter's Yard said "Since our launch, Peter's Yard has garnered many loyal fans and we have been so grateful for the support we've had so far especially from high profile chefs. Valentine Warner has been a long-time devotee, commenting that he loves to top our crispbread with all sorts of Scandi-inspired toppings including his own home made gravadlax. Phil Fanning, who is a real cheese lover, and who serves Peter's Yard crispbreads in Paris House, his Michelin starred restaurant, has said that in his opinion there is no better vehicle than our crispbread for eating cheese. We are therefore really pleased to have now developed a more formal working relationship where we can utilise their skills and knowledge to create inspirational recipes and ideas. The recipes will extend the usage occasion for eating crispbread and also draw inspiration from seasonal ingredients. We are committed to building the Peter's Yard brand across all channels and this is the start of a number of strategic relationships we have planned to further strengthen our credentials."

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For further press information, photography and samples please contact:

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Notes for Editors:

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 recipe with just five 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 set out on a mission to become **the** Swedish bakery company and is stocked in over 1000 independent delicatessens, cheese shops, specialist shops and farm shops and also in larger Waitrose stores and on line. The crispbreads are also served in some of the best restaurants in the UK.

About Valentine Warner www.valentinewarner.com

Valentine Warner trained as a portrait painter before putting down the brush to pick up the spoon. He worked in London restaurants for five years under such chefs as Alastair Little and Rose Carrarini before setting up a private catering company, Green Pea. A passionate cook, he believes that a real understanding of ingredients, the producers involved and the natural history of ingredients contributes as much to the plate as the cooking itself. A very keen outdoors man, when not in the kitchen, he will be out with a basket or, more probably, fishing.

He has made television series for BBC Two, UK TV Good Food, ITV, The Discovery Channel and Fox International. The 10 x 30 television series 'Valentine Warner Eats Scandinavia' aired in September 2013. He is a regular contributor to national newspapers and magazines, as well as broadcasting for BBC radio and writes a regular column for Countryfile and Delicious magazines and has written for The Times, The Independent, Olive, Waitrose Food Illustrated to name a few.

Valentine has written four books - What To Eat Next was published on 9th April 2014.

About Scandi Feast www.scandifeast.co.uk

Created and organised by TV Food Producer Chloe Avery and featuring Trine Hahnemann (chef, baker and food writer), Michelin-starred fire pit chef Niklas Ekstedt (Saturday Kitchen, Master Chef 2015,

Scandimania), Valentine Warner (What to Eat Now, Valentine Warner Eats Scandinavia), and BBC Two's Food & Drink drinks expert Joe Wadsack, the Scandinavian Midsummer Feast will be the ultimate Scandinavian culinary experience.

Packed with incredible food inspired by Sweden, Denmark and Norway, and cooking, baking and preserving demos, the Scandinavian Midsummer Feast will provide guests with the ultimate Scandinavian food experience. Set in the beautiful Harptree Court and surrounded by glorious countryside, the feast will bring the Scandinavian style of celebrating midsummer to the UK.

About Great British Chefs www.greatbritishchefs.com

Great British Chefs is a premium digital publisher providing food lovers with over 2,000 recipes, videos & cooking tips from more than 100 of Britain's best chefs. Working with 70+ food bloggers, attracting 950,000 monthly site visits, Great British Chefs has a vibrant social media community of 1.1 million and publish award-winning apps.

OPPORTUNITIES:

- Please get in touch if you would like to receive a sample
- A photographic library is available