



## Stag Bakeries to travel to major trade show to continue ongoing sales push

Stag's ambitious growth plans continue apace and the Stornoway-based company will travel to London to launch new products at the Speciality & Fine Food Fair at London Olympia from 6 – 8 September 2015, a major trade show aimed specifically at their target market of speciality food buyers. The award-winning bakery will showcase new savoury crackers and new Christmas gifts alongside their acclaimed seaweed range, the extensive range of savoury biscuits, cheese straws and traditional Scottish shortbread.

The trade show, which will welcome buyers from across the UK and overseas, will provide the perfect platform for Stag to launch their new products, which celebrate Stag's Hebridean island location and award-winning product range.

Stag has partnered with the last traditional smokehouse in the Hebrides, Stornoway Smokehouse, to develop ingredients for their new **Smoked Butter Oatcakes**. Oats and butter are gently smoked over oak and beech to create a rich smoky oatcake that is perfect served with cheese.



Complementing the range is a new gift tin that celebrates Stag's award-winning savoury biscuits. The new Great Taste Selection Tin includes three award-winning savoury biscuits that have each been awarded a prestigious Great Taste Award. The black-coloured reusable tin includes Seaweed Water Biscuits that won Best Scottish Speciality Product 2013 and the Nigel Barden Heritage Award which recognised use of heritage and provenance. Along with the acclaimed seaweed savoury biscuit are two award-winners from 2014 - Salt & Pepper Water Biscuits and Smoked Butter Oatcake.



“The Speciality & Fine Food Fair in London is a key event for Stag Bakeries and is the ideal place to launch new products. The show enables us to meet with existing customers and to promote our brand to prospective buyers, whether they are from the UK or overseas. We are confident that the show will provide us with lots of sales leads which will help to continue to grow the Stag brand” comments Charlie, Macdonald, owner of Stag Bakeries. “Stag already has an entire range of products that have exceptional provenance, and we are delighted with the latest new products which are redolent of our Scottish roots.”

Stag recently announced that their biscuit sales had doubled every year for the past three years following investment and a rebranding strategy.

[www.stagbakeries.co.uk](http://www.stagbakeries.co.uk)

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