

**News Release**  
**Date: 03 May 2006**

**A TASTE OF WHAT'S TO COME**  
**British Food Fortnight**  
**23<sup>rd</sup> September – 8<sup>th</sup> October 2006**

*"British Food Fortnight is growing bigger and more influential each year."*  
Tom Parker Bowles



- **WHAT IS BRITISH FOOD FORTNIGHT?** Running from **23<sup>rd</sup> September to 8<sup>th</sup> October** and now in its fifth year, **British Food Fortnight** is the biggest national celebration of the diverse and delicious range of food that Britain produces.
- **WHAT'S NEW THIS YEAR?** The theme of this year's event is 'Are you Cooking it?'. Most Italians know how to cook pasta, most Spanish know how to cook paella and most French know how to cook coq au vin. But how many British people know how to cook our national staples? Dishes like Shepherd's Pie or Apple Crumble?
  - Schools are being invited to teach children how to prepare simple meals using the best of Britain's in-season produce and to enter the Pyrex Cooking Challenge to find the school that incorporates cookery in the national curriculum in the most imaginative and innovative way. The first ever guide to including cookery within the curriculum is being sent to all schools in England and Wales in the build-up to the event.
  - Shop shelves will be bursting with British produce, tempting the public to use seasonal ingredients when cooking at home. Budgens, Londis, independents, delicatessens and farm shops have laid down the gauntlet with a mass of promotions and in-store tastings planned.
  - Restaurants, pubs, tourism attractions, hospitals and staff canteens will be putting traditional dishes – with a modern twist – on their menus. Four major pub groups, all the chef associations and three of the largest food service groups, led by ARAMARK, are all taking part so expect to see a proliferation of British food on menus this autumn.

In an exciting development, cooks and chefs across the country are signing-up to work with schools during the event to help teachers organise practical cookery activities. The aim is to emulate the French who send 3,500 chefs into schools every October to teach children about the delights of their national cuisine. Organisations representing over 3,000 chefs have already volunteered their support. Farmers and producers are also being invited to participate.

- **WHO IS BEHIND IT?** British Food Fortnight is sponsored by ARAMARK, Budgens, Londis and Nationwide and features the Pyrex Cooking Challenge.
- **WHY IS THE EVENT SO POPULAR?** Commenting on the depth of activity planned for this year's event, organiser Alexia Robinson says: "The excitement

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already building for this year's event reflects the hey day that British food is enjoying. People are passionate about it, retailers want to stock it, pubs and restaurants are clamouring to put it on their menus and schools are making it central to their curriculum teaching. Whoever you are and wherever you live, British Food Fortnight is a fun focal point for everyone to discover and rejoice in our wonderfully diverse and delicious food."

- **WHAT RESOURCES ARE AVAILABLE TO HELP PEOPLE TAKE PART?**

**For the public:** details of activities around the country, recipes and advice on eating British on [www.britishfoodfortnight.co.uk](http://www.britishfoodfortnight.co.uk)

**For schools:** 'Putting the Ooo back into food – A Guide to including Cookery within the National Curriculum': cookery lessons and activities for early years, primary and secondary children.

**For shops, pubs and restaurants:** 'Britain's Regional Food & Drink – Retail & Catering Case Studies': how retailers and caterers have used and promoted British food to maximise sales.

- **WHERE CAN WE FIND OUT MORE?** For information on British Food Fortnight and to order resources, contact Alexia Robinson or Jen Stubbings. T: 020 7840 9292. E: [info@britishfoodfortnight.co.uk](mailto:info@britishfoodfortnight.co.uk) W: [www.britishfoodfortnight.co.uk](http://www.britishfoodfortnight.co.uk).

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### Notes to Editors:

<p>For further press information and photography, please contact Alexia Robinson or Jen Stubbings T: 020 7840 9292. E: <a href="mailto:info@britishfoodfortnight.co.uk">info@britishfoodfortnight.co.uk</a> <a href="http://www.britishfoodfortnight.co.uk">www.britishfoodfortnight.co.uk</a>.</p>
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### Statistics about the growing popularity of British food:

65% - almost two-thirds - of British consumers are now buying locally produced foods. 40% would like to buy more than they do now. (IGD 2006).

The 'Which Good Food Guide 2006' acclaims 'Food Britannia' and states: "More than ever before, chefs are using local and seasonal produce and boasting about it."

MINTEL's 2005 British lifestyles report notes that "consumers are adopting a more traditional approach to grocery shopping".

Tesco's recent review of the market place found that only 16% of customers are motivated by lowest price. 84% now buy on a combination of price and quality.

Attached on page 3:

Comments from people who have taken part in previous years

Additional information provided:

<b>Comments from people who have taken part</b>	
<p>"I was a bit miffed about the comments about British food made by the French in the press conference regarding the Olympic bid! Just goes to show their ignorance!! Thank goodness for British Food Fortnight!" <b>Gale Gould, Salisbury District Council</b></p> <p>"British Food Fortnight provides a focus for schools working to develop healthy eating." <b>Spokesperson, Department for Education &amp; Skills</b></p> <p>"It's become tremendously successful." <b>Business in the Community</b></p> <p>"The event has successfully raised the profile of local, seasonal British food." <b>The National Trust</b></p> <p>"We would like more themed food events in schools such as British Food Fortnight." <b>From a report by The National (School) Governors' Council</b></p> <p>"British Food Fortnight has the potential to reconnect people with the origins of the food they eat and in the process interest them in foods that are healthier than those they may be accustomed to." <b>Spokesperson, Department of Health</b></p> <p>"Well done! Our Surrey Farm and Village Week [during British Food Fortnight] was the best ever, with record numbers of people." <b>Jane Garrett, Event Organiser</b></p> <p>"Well done – really great stuff. It really hit the nail on the head." <b>Roly Puzey, LEAF (Linking Environment And Farming)</b></p> <p>"What a great job you have done!! Congratulations on getting so many people so enthusiastic. Tremendous. Our 'Best Local Shop' competition had to be extended there were so many nominations." <b>Revd Canon Sally Fogden, Suffolk</b></p> <p>"British Food Fortnight raises awareness of the diverse and delicious food and drink that the South West produces and the many food experiences available here in the region." <b>Richard Hunter, Managing Director of South West Food &amp; Drink</b></p> <p>"I wish every Fortnight was British Food Fortnight!" <b>Terry Wogan, Radio 2</b></p>	<p>"We have so much fun during the Fortnight and think of it throughout the year." The school's activities even got a mention on Terry Wogan's Radio 2 morning show! <b>Jo Williams, Head Teacher, Wilson's Endowed CE School at Over Kellet</b></p> <p>"The Year 6 children really enjoyed it. It gave them the opportunity to learn to cook and practice their social skills. British Food Fortnight encourages them to think about local seasonal and fresh produce." <b>Head Teacher, Kate Moore, Birch Primary School in Essex</b></p> <p>"We invited youngsters from local schools to collect fruit from our orchard and to cook in our kitchen. The children really enjoyed themselves. We are very much looking forward to taking part again next year." <b>Chef, Adrian Hornsby who hosted Bulphan School and Hutton All Saints School in Brentwood at his restaurant.</b></p> <p>"We are so proud to be a part of it!" <b>Jackie Illingworth-Law, Marketing Manager Budgens</b></p> <p>"Making people aware of new products and offering tastings during British Food Fortnight translates into long term sales. We should have participated in previous years!" <b>Chris Reeks, La Hogue Farm Shop &amp; Delicatessen, nr. Newmarket</b> which increased sales by 30% during the 2005 Fortnight.</p> <p>"I received a lot of media coverage and it showed my customers that I was doing something for the local community." <b>Butcher, Peter Heanen, who gave a buffet for 70 children in Hammersmith and Fulham.</b></p> <p>"British Food Fortnight is to the retail trade what Harry Potter is to booksellers." <b>Independent Retail News</b></p> <p>"1,000 of our pubs took part in British Food Fortnight and this year I am encouraging even more to do so. I would like to see at least five locally produced dishes on every pub menu." <b>Steve Schaffer, Punch Taverns</b></p> <p>"British Food Fortnight has given me the push I needed to start growing my own vegetables." <b>Ian Metcalf</b> by e-mail</p>

For additional examples of how people have taken part see  
[www.britishfoodfortnight.co.uk](http://www.britishfoodfortnight.co.uk)