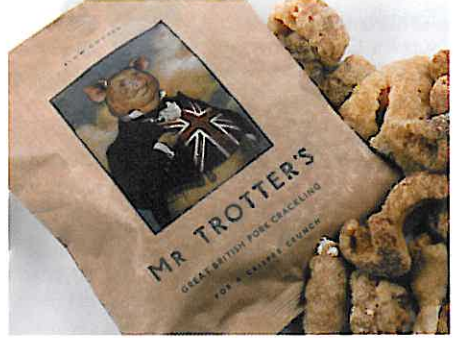


writers' premium pork scratchings stress 'all British' provenance Parker Bowles seeks route into retail after Selfridges launch

WHITWORTH
Partners Tom Parker Bowles and Matthew Fort are on the hunt for speciality food traders after launching their Mr Trotter's pork scratchings brand in Selfridges last month. Marketed in a premium, foil-lined kraft paper bag and retailing at £1.89, Mr Trotter's Great British Crackling is "triple fried" for extra crunch using a new process developed with West Midlands manufacturer RayGray, one of the UK's best crackling makers. The brand went into Selfridges' stores in Birmingham and Manchester initially on an exclusive deal, thanks to Parker Bowles' friendship with retailer's food boss Ewan Venters. Bowles is turning to PR consultant Rupert Ponsonby,

who is also a partner in the Mr Trotter's venture, to help the brand received "universally positive comments" during sampling at Selfridges, with 1,000 packets sold within five days at a price of £1.89. He said Mr Trotter's would be looking for distributors to carry it into farm shops, garden centres and delis from January, when the exclusivity period with Selfridges ends.
While all mainstream pork scratchings use Danish pork rind, Mr Trotter's is made exclusively with British pork. It is also free from monosodium glutamate. Tom Parker Bowles told FFD: "There's no way we're going to say this is a healthy product, but it's another selling point." A shortage of suitable British rind means Mr Trotter's is unlikely to go mainstream, he added. "At £1.89 it's not really a

Parker Bowles: is the



Tesco product."
Neither Tom Parker Bowles nor Matthew Fort, a 'Great British Menu' judge, are pictured on-pack but their public profile should raise interest in the brand. Parker Bowles told FFD: "Matthew and I know we can get the publicity – that's the easy bit. Getting people to buy it is the thing."
Distributors interested in Mr Trotter's should email:
ruth@raygraysnacks.co.uk

Cobnut champion Hurstwood unveils first English walnut oil



By MICHAEL LANE
Hurstwood Farm will launch what it says is the first English walnut oil in December – and it has already sold 25% of its stock.
The business, named 2010 Great Taste Awards Supreme Champion for its Kentish cobnut oil, will produce just 6,000 250ml bottles of walnut oil, pressed entirely from nuts grown on the farm near Sevenoaks.
Each bottle will retail for £12.95 while trade cases of nine bottles are available for £72 plus the cost of delivery.
"It's more expensive than other nut oils but it's more labour intensive because the nuts have to be hand-sorted," said Hurstwood's Catherine Robinson, adding: "We're the only people in the UK, who commercially grow to harvest



Catherine Robinson: labour intensive process

Hurstwood tried pressing both kernel and shells but found this left the oil with a slight bitterness. Now the oil is made purely from kernels.
"It's the seventh or eighth year of the walnut crop," Robinson said. "This year the flavours were smooth and round, without any bitterness. The walnut has a bit more body than cobnut oil. The flavour comes through to the end product and the nutty flavour stays even when it's cooked at

Patriotic chocs

ACCREDITED FINE FOOD SUPPLIER
House of Dorchester has created a range of chocolates commemorating the Queen's diamond jubilee in 2012. The Dorset-based chocolatier's latest gift line features new Temple Island designs, approved by the Lord Chamberlain's office. Crown praline chocolates come in 110g boxes (wholesale price £3.62, RRP £6.49) in cases of six and 125g acetate gift boxes (wholesale price £3.99, RRP £6.99) in cases of 12 units. Meanwhile, its Diamond Jubilee 85g fine milk chocolate bars (wholesale £1.37, RRP £2.35 per bar) are available in cases of 25 units.
With tourist numbers set to rise with the London Olympics, the firm also suggests its range of British themed chocolates, toffees and jelly beans, which have been branded with a new Union Jack design.
www.hodchoc.co.uk



Simmer sauces

Heavenly Curry, founded earlier this year, offers a range of four cooking sauces based on Punjabi cooking from northern India. All of the simmer sauces – Tharkha, Jeera, Shahi, and Fiery Mirchi – come in 350g pouches with a wholesale price of £2.50 and retail at £3.50. The Kent-based firm makes all of its sauces, which are gluten-free and suitable for vegetarians, with produce and rapeseed oil sourced from England when possible. The minimum order is eight pouches and if more than 20 are ordered delivery is free.
www.heavenlycurry.co.uk

