



Slow Food® UK

Press Release

Thursday, 22 April 2010

SLOW FOOD UK PRODUCERS AT THE S. PELLEGRINO WORLD'S 50 BEST RESTAURANTS AWARDS

Slow Food UK has secured exclusive ownership of the producers' area at the S.Pellegrino World's 50 Best Restaurants Awards on 26th April. Slow Food will be using the occasion to showcase produce from a selection of small producers who exemplify Slow Food's 'good, clean and fair' ethos including their newest sponsor 'From My Farm'.

From My Farm was launched in October 2008 and source fresh, seasonal fruit and vegetables from local farms to supply a number of high street supermarkets and specialist retailers. From my Farm works at reducing food miles as all of their products are truly regional indicated through the 'on pack growers stamp'. Their offer changes each week as crops come in and out of season and only the freshest, tastiest produce is selected. Their sponsorship brings valuable support into Slow Food, which will be put towards funding educational projects and raising the profile of initiatives.

The Slow Food producers market will be divided into specific areas showcasing their very best producers to the 50 Best guests: 550 of the top chefs from all over the World, respected journalists and industry professionals. The awards, now in their ninth year, are organised and compiled by Restaurant Magazine and are respected around the World generating coverage internationally. They are published in the May issue of Restaurant Magazine and there will also be a World's 50 Best Restaurants Guide.

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- Slow Food is dedicated to promoting the greater enjoyment of food through a better understanding of its taste, quality and production. They do this through initiatives, projects, raising awareness and tackling food issues through their grassroots volunteer network.
- From My Farm products are available in selected branches of Waitrose, Morrisons and SPAR and in London are available in Harrods, Sourced Market and Wholefoods. Currently in the East of England, Scotland, The South West and Yorkshire.
- Other producers showcasing at the event at the Guildhall in the City area of London are Richard Haward Oysters, The Organic Smokehouse, Mottra Caviar, Peelham Farm Produce, Manx Loaghtan, Bocaddon Farm Veal, Trealy Farm Charcuterie, Great Glen Game, Brockleby's, Edible Ornaments, Halen Mon, Flour Power City, Peter's Yard, Oliver's Cider & Perry, Butford Organics, Somerset Cider Brandy Company, Yorkshire Game, Franklins of Thorncote, Grana Padano, Lavazza and The Balvenie Whisky.
- www.slowfood.org.uk
- www.frommyfarm.co.uk
- www.theworlds50best.co.uk

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