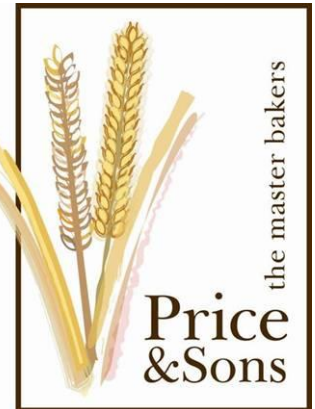




# NEWSLETTER APRIL '10

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Welcome to our latest newsletter with all the news from Prices the Bakers. It's been a while since the last one, so there is plenty to catch up on.

## Trumpers Tea comes to Ludlow!

We have found space on Price's shelves for these fantastic teas. All of the teas are whole leaf...loose leaf teas. Just as Prices believe that a lengthy fermentation will result in a better flavor in the finished bread, Trumpers Tea believe quite strongly that the whole leaf will give you more depth of flavor and that you will find your cup of tea more rewarding.

If you haven't tried loose leaf before...give it a go. You can use a special teapot or a strainer, but we have found that a simple cafetiere works just fine.

Trumpers Tea, from Hereford, is passionate about producing great tasting, high quality products for our customers but also about making a difference to our friends in the tea producing countries by trading fairly. We have a wonderfully bright selection of caddies, full of delicious teas that would look great on anyone's shelf! So what are you waiting for? Put the kettle on!



## Get on your bike and ride!

Shropshire Star writer and friend of Prices, Andy Richardson is currently in training to join a Lands End to John O'Groats cycle ride with double Olympic gold medallist and adventurer James Cracknell.

In June, he'll follow Cracknell and his team as they navigate a 1,008-mile route in just nine days. He'll be passing through Shropshire, following a picturesque route that takes in much of the area around the Welsh Marches, including Long Mynd and stopping overnight in Ludlow.



Andy has already stumped up the £1,095 entry fee to take part in Ride Across Britain and will meet many more additional costs. His aim is to raise as much money as he can for Hope House. We are doing our bit by baking and selling some tasty bicycle biscuits, and the profits will be donated to Andy's fundraising.

Hope House is a children's hospice organisation providing care for terminally ill children and support for their families. Hope House has two hospices - at Oswestry, Shropshire and Conwy, North Wales - and also offers care in the family home. Support and counselling is offered to parents and other family members for as long as necessary.



Ludlow Castle, Shropshire  
**Saturday & Sunday, 8–9 May 2010**  
Plus Friday evening 'Meet the Brewer' preview  
*Celebrating great beers, bangers, bread, music and more.*

It's nearly time for the Spring Festival. With 130 real ales on draught from small breweries in Wales and the Marches, brought to Ludlow with help of SIBA, the Society of Independent Brewers, plus other drinks, seriously good local sausages and bread, and more, you will find a great, fun atmosphere, suitable for all ages!

Now if you have never baked REAL bread, then this will be a whole new experience for you as bread demonstrations will be taking you through the process from yeast through to flour varieties and dough making. For those with the passion, locally milled flour producers, and local bakers will be available to answer questions.

## Californian Prune Sourdough



We have been developing some new recipes with California Prunes.

The first to make it onto the shelves is this simple, but fantastic loaf that uses our white sourdough, but with the addition of plump, juicy and nutritious Californian Prunes.

They are simply sun-ripened, juicy plums that have been dried to remove some of the water. They contain similar levels of vitamins, minerals and fibre to their fresh counterparts.

This loaf goes really well with some local cheese. Maybe some Brockhall Farm Dairy fresh goats cheese.

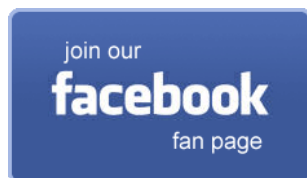
### *Another satisfied customer!*

Dear Peter and Deborah,

It was a real treat to see you last week. And I have to say a real treat to eat the bread you brought. There is nothing remotely of this quality either here or in Worcester where I now live. Makes me nostalgic for Ludlow. Very best wishes - and thanks

Shaun Hill

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