



Issue 5

NEWSLETTER NOV

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Join us in our quest for the Taste of Real Food!

TASTE REAL FOOD UK is a new, not-for-profit voluntary association which covers the whole of the UK and which is owned and run by its members - who care about and wish to enjoy, explore and promote the Taste of Real Food.

Across the country, local Taste Real Food groups are starting to provide a fascinating mixture of local events and activities for people who care about, and wish to enjoy, explore and promote the Taste of Real Food.

Here in Ludlow, Taste Real Food will be holding various events where you can find out more and maybe get involved. We hold events and activities such as special meals, visits to producers, school projects, tastings, conferences - and more. They will promote biodiversity and are developing projects to protect and sustain threatened food and drink products, species and rare breeds. Local culture and diversity will be encouraged by highlighting, supporting and promoting the rich variety and high quality of local food and drink. By encouraging the use of Real Food we will make a significant step towards preserving our environment and our planet.

Of Course Taste Real Food will work in partnership with others, locally and further a field, who seek to promote the same values as Taste Real Food and will aim to make it's message listened to by politicians, policy makers and others. For more details go to www.tasterealfood.com or pick up a leaflet in the shop.



Our bakers seldom see the sunshine, especially now the nights are getting longer!

In the bakery, we are (gently) gearing up for Christmas. Jim has begun baking Price's mince pies after requests from customers.

Over the next few weeks, he'll be making about 3000 by hand!

Last year they were voted the best in the Midlands by Birmingham radio station, Aston FM, so make sure you don't miss out.

Christmas cakes have already been started, and the product development team have got their thinking caps on and will come up with some delicious new ideas.

Mince Pies are here!



If you have a Facebook profile, have a look for the S C Price and Sons page.

This is where you'll find all the updates, news and pictures of the bakery. Become a "fan" and keep in touch. In time we will be adding more photos, videos and loads more besides.

Recent updates include a film of the Food Festival, the mystery around the identity of a mystery food critic, photos of the macadamia project we are involved in, and our bread finding it's way to Shaun Hill's restaurant in Abergavenny.



Mince pies on their way to the oven.

Cheese and Bread Tasting



During the Food Festival, Peter took part in one of the Taste Workshops held in the gorgeous Castle rooms.

Making a double act with Dudley Martin of Ludlow Food Centre, he led the audience on a journey through the distinctive flavours of Soda Bread, Pain au Levain, Green Olive and Pumpkin Seed Cob, Pear and Perry Sour Dough, and Borodinsky 100% Rye Bread. Martin presented the 'Cheese with No Name', Bromfield Priory, Croft Gold, Oakleigh Park Cheddar and Ludlow Blue Cheese.

In the words of Robert Pike in his blog at www.boidus.co.uk, the Pear & Perry put together with Ludlow Blue cheese was "a stunning combination". He also goes on to say, "There is also another point to make. The bread and cheese is made in the Ludlow area which means food miles are limited to that of around 2 miles. There is an environmental message here as well as singing the praises of quality British produce."

Another satisfied customer!

Hi Peter & Deborah,

Just wanted to say a big thank you for the sourdough.... We can honestly say that the white sourdough was one of the most delicious breads we have ever eaten - it didn't even last the day!

If we can learn to make something approaching that quality we will be very happy indeed.

Jon & Carole Paish
Bridge Cafe
Brecon

That's all for this month, but if you would like to receive this newsletter by email please let us know at bakers@pricesthebakers.co.uk. Use the same address if you would like any further information about any of our products.