

PRESS RELEASE

for immediate release



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stewed! sails into Sainsbury's on a raft of announcements

"Only quality ingredients are allowed into these gourmet stews and it shows." Eat In, Nov 09

All said and done, 2009 was a busy old year for **stewed!** What with reinventing the entire concept of stew and ready meals, launching into **Budgens, Harvey Nicks, Waitrose** and **ocado.com** just one year after selling their first farmers' market pot; whilst simultaneously cleaning up on glowing reviews from both press and punters alike and notching up some cracking stew puns

"It takes stew, baby: Give your microwave a treat with one of the sumptuous pots from stewed! ... fantastic stews with international flavours." delicious. Nov 09

... stewed! hits Sainsbury's

This year promises no let up .. on expansion or puns. From **10th February 2010**, founder **Alan Rosenthal's** stew-topian plans (told you) will move a step closer, as he launches a select **stewed!** range into 80 national **Sainsbury's** stores.

" Looking for a hearty, nutritious meal? These microwaveable pots, full of chunky veg and spice ... make a great low-fat yet filling lunch." BBC Good Food, Feb 2010

... stewed! launches new single-serve pot range

Stew was company (you were warned), then it became a crowd. To head off the unseemly battle for the biggest portion, **stewed!** is launching **new single-serve pots in February 2010** – perfect for the lunchbox, in the office, on the move and most importantly, on your own. Still microwaveable and freezable, additive and preservative free, still crammed to the gunwales with great, satisfying chunks of quality ingredients, still delicately balanced with spices, flavour combinations and inspiration from across the world ... you just don't have to share any more. Result.

"If the mere mention of stew triggers memories of the grey meat and soggy veg of school dinners, you'll be pleasantly surprised by stewed!'s new hearty, instant meals." Zest. Nov 09

... stewed! develops new Hungarian Goulash stew

From **February 2010**, that group-hugging, global village that is the **stewed!** kitchen, will welcome a real-deal goulash into the family: a rich feast of slow-cooked beef, red peppers, caraway seed and authentic Hungarian paprika Seasoned with a sniff of the steppes and a blast of Bartók, it's just the job when you're feeling seriously Hungary (so very sorry!).

"So good we wish we'd come up with the recipe ... a tasty, beautifully cooked gourmet stew."
Cook Vegetarian! Veggie Awards: Highly Commended Finalist 2010

... and confirms stewed! recipe book with Ebury Press

And for those out there who still don't believe that ready-made can be gourmet-ed, **October 2010** will see Ebury Press publishing a **stewed!** book of 80 of Alan Rosenthal's secret stew and one-pot wonder recipes. But beware, once we've told you we will have to kill you.

*"Bowled Over: If you like soup with substance, these hearty meals ... by **stewed!** will banish winter blues."* olive. Nov 09

the **stewed!** family

- **Hungarian goulash stew** (£3.79 / 325g pot) – chunks of slow-cooked British beef with potatoes, Hungarian paprika, caraway seed, red peppers and kidney beans.
- **Chickpea, sweet potato and feta stew** (£3.79 / 325g pot) – chickpeas cooked with hearty veggies, smoked paprika and saffron, laced with crumbly feta cheese and sweet potatoes. Equally good cold as hot. (V)
- **Chorizo, chickpea and pork stew** (£3.79 / 325g pot) – slow-cooked chunks of tender British pork, lovingly combined with smoky, preservative free Spanish chorizo, chickpeas, some fresh, hearty veggies and smoked paprika.
- **Moroccan chicken stew** (£3.79 / 325g pot) – whopping chunks of tender chicken, cooked with potatoes, juicy green olives, tangy preserved lemons and a sprinkling of exotic spices.

"Proper, wholesome, chunky stews with no nasties, made for you with real care – perfect for when you're tired and in need of a culinary hug." Fresh, February 2009

editors' notes

- **stewed!** was conceived in a stew-reka moment on the Circle Line by 33-year-old entrepreneur and passionate foodie, **Alan Rosenthal**. He sold his first pot at Alexandra Palace farmers' market on April 6th 2008 and was outsourcing within a year. Aside from a background in buying and marketing for national retailers, Alan has worked for Spanish food specialists **Brindisa**, at various London restaurants, including Michelin-starred **Chez Bruce** and **Pied a Terre** and at **Providores**. He is also a professional Iberico ham carver, on which he has reported for Radio 4's **The Food Programme**.
- **stewed!** wouldn't go near preservatives or artificial flavourings with a barge-pole. All stews are gluten free, but some lines may contain traces of nuts, celery and milk.
- **Sainsbury's** will be running a £1 off promotional offer on **stewed!** products for three weeks from the 10th February 2010.
- **stewed!** Is also available nationally in 17 **Waitrose** stores, on **ocado.com**, in selected London **Budgens** branches, at **Sourced foodmarket** in St Pancras International Station and in **Harvey Nichols'** food market.
- For a substantial supper, **stewed!** can be enjoyed with accompaniments including bread, potatoes, cous cous or rice.

press enquiries and images:

Lisa Jones, dandelion PR: 07968 963456 / lisa@dandelionpr.co.uk

web links:

www.steweduk.co.uk

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