



**PRESS RELEASE FROM IMPRESS SANDWICHES**

**FOR IMMEDIATE RELEASE**

**July 2011**

**Impress Sandwiches goes to lunch! for the second year**

Andrew Pocock, Managing Director, Impress Sandwiches; "We've had a busy first half of the year with several new product launches and we're excited about showing them at lunch! We exhibited last year and were very pleased with the quality of enquiries we had. Visitors to the Show are ideal for our range of imaginative, high quality solutions which offer the operator a point of difference."



One of the new launches that Impress Sandwiches will be showing is its exclusive range of 'posh puddings' by Didier's Patisserie, renowned for its high quality, handmade patisserie. The six puddings, three hot and three cold, are aimed at the grab and go sector, but the hot puddings are especially ideal for operators seeking plated high quality desserts with consistency and originality, as the cleverly designed packaging enables them to be easily lifted from their containers, heated and served.

The range of 'posh puddings' include: (hot) apple and gooseberry crumble; white and dark chocolate bread and butter pudding; raspberry and chocolate fondant; and (cold) vanilla and apricot rice pudding; strawberry trifle; lemon posset crumble. Both hot and cold puddings will defrost overnight in a refrigerator, or in 1 hour at room temperature, and the hot puddings take just 15 seconds to heat in a microwave\*. All come frozen, in cases of 8, exclusively from Impress Sandwiches, and are available from July.

*\*Based on 1000w microwave. Time will have to be adjusted accordingly to suit other microwaves*

**If you want to be impressed, find out more by calling 01895 440123,  
email [info@impress-sandwiches.com](mailto:info@impress-sandwiches.com) or visit [www.impress-sandwiches.com](http://www.impress-sandwiches.com)**

**~ ENDS ~**

**Editor notes:**

- Impress Sandwiches can be found on stand number F620
- Desserts weigh between 80g – 130g each
- Didier's Patisserie was established in 1995 with the aim of becoming the UK's leading manufacturer of fine patisserie, with an emphasis on high quality and outstanding customer service. Today, Didier's Patisserie is recognised for being the most trusted supplier of patisserie, not only in the UK, but throughout Europe and the world

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