



PRESS RELEASE

A bowl of winter goodness

The award-winning organic food producer Rod and Ben's in Devon is serving up a delicious new range of warming soups at **Lunch! 2011 on stand U818**. From Spicy Parsnip and new Farmhouse Vegetable to Leek and Potato and award-winning Smoked Haddock Chowder, each Rod and Ben's soup is comfort in a bowl as the weather turns colder. New 300ml pots are also joining the range, which make an easy-to-serve single portion.

Mixing a hearty helping of leeks, carrots, potatoes, onion and parsley, all grown on Rod and Ben's organic farm, the new **Farmhouse Vegetable** soup is made from a recipe developed with the help of author and food expert Carole Handslip. Meanwhile, its **Smoked Haddock Chowder**, which is made from haddock caught off the Cornish coast and smoked at the award-winning family-run smokehouse Tregida, recently impressed judges at the Soil Association Organic Food awards 2011, who gave this tasty chunky chowder a thumbs-up "Highly Commended".

All Rod and Ben's soups are made using simple recipes so the ingredient's integrity - colour, flavour and texture - is preserved. The full winter soup line-up includes:

- NEW Farmhouse Vegetable – wheat and gluten-free
- Smoked Haddock Chowder - wheat and gluten-free
- Carrot and Coriander – wheat and gluten-free
- Leek and Potato - wheat and gluten-free
- Spiced Lentil – wheat, gluten and dairy-free
- Tomato and Basil – wheat, gluten and dairy-free
- Spicy Parsnip – wheat and gluten-free
- Chicken and Vegetable – wheat and gluten-free
- Bacon and Lentil – wheat and gluten-free
- Soups of the Month: September: Vegetable Mulligatawny; October: Broccoli and Stilton; November: Cream of Cauliflower; December: Beetroot and Cumin; January: Moroccan Vegetable; February: Celeriac and Leek

To find out more about Rod and Ben's ranges please call 01392 833833, email roddy@rodandbens.com or visit www.rodandbens.com. 600g pots have a RRP of £2.99 to £3.25.

Since 2008 Rod has run the farm and business himself. Ben lives a few miles away at Summerhill Farm, a Land Trust property. Ben supplies Rod with free range eggs from his award-winning hens for Rod's veg boxes, and they are still great friends.

For more press information and images, please contact Abbie Elliot at Positive PR on email: abbie@positivepr.co.uk or telephone: 01935 389497. (012) September 2011

How it all began...

In 1998, brimming with bold ideas and good intentions, two home-grown heroes decided to go back to their grass roots and make a fresh start in Devon. Rodney Hall and Ben Moseley met while studying agriculture at Seale-Hayne College over 15 years ago and when the tenancy for Bickham Farm in Devon became available the two friends were reunited giving Rodney the opportunity to fulfil his childhood ambition of becoming a farmer and Ben the chance to develop an organic system on a UK farm.

Bickham Farm, a mixed farm of 106 acres, which is certified by the Soil Association, was put into conversion in 1998 and in September 1999, Rod and Ben's started to sell its first vegetables boxes loaded with organic, seasonal and vibrant veggies - it was only a matter of time before they started leaping in to the soup pot and other wholesome products were born.