



A further 151 Sainsbury's stores sign up for **stewed! from
18th May ... plus Booths stores join the happy throng**

“With an intense, slow-cooked flavour, at least two of your 5-a-day and recipes like Hungarian Goulash and Moroccan Chicken, even Delia's given them her seal of approval”

Top Sante, 28.03.11

March was one helluva month for **stewed!** again ...

- we joined forces with Pulp fruits and Firefly tonics to feed the one thousand, with four free guerilla lunch drops at secret, tweeted locations across London
- we unveiled the new **Four or More!** retail pack at IFE11, to be launched into shops in the Summer
- we chilled at the über cool London Coffee Festival, while making some exciting contacts ... watch this space
- and we're now readying ourselves to make Olympia 2's Stand 124 home from 6th – 8th May 2011 for The Allergy & Gluten Free Show (www.allergyshow.co.uk).

It's been just three years since **stewed!** chef-founder **Alan Rosenthal** served up his first pot of homemade stew at a North London farmers' market; and in the immortal words(ish) of Fatboy Slim ... "We've come a long, long way together" and it really is high time to 'praise stew like we should' ...!

That one pot has today grown into a six-strong range of international stews - loved by the press, courted by the buyers and wolfed by the nation. It has remained at the vanguard of the explosion of chilled one-pot meals onto the market; and now counts selected Sainsbury's, Waitrose, Budgens, and Whistlestop stores and ocado.com amongst its constantly growing list of stockists.

In just three years the brand has established itself as a shopping list mainstay for both lunch-on-the-runners and gym-bunny-ers, foodies and dieters alike; and has become synonymous with

convenience, quality, healthiness, some serious flavours ... and just being generally cool.

Meanwhile, the **stewed!** cookbook has been equally feted, with Alan's recipes now making regular appearances in the national press alongside the celebrity chef heavyweights; and with **Sainsbury's** now swelling the **stewed!** stockist list with the addition of a further **151 main stores**, plus selected **Booths stores** jumping aboard, we truly do 'have to celebrate stew baby!' (sorry, Norman!)

"A low-cal, high-flavour lunch that tastes just like home-made. We adore this new range of stews ..Yum!" AllAboutYou.com

the stewed! family

- **Hungarian goulash** (£3.79 / 325g pot) – chunks of slow-cooked British beef with potatoes, sweet paprika, caraway seed, red peppers and kidney beans. (234 calories / pot) *"A hint of paprika makes this truly delicious"* – Health and Fitness, Oct 2010. *"I love the Hungarian Goulash"* – Sophie Conran, Junior
- **Chickpea, sweet potato and feta** (£3.79 / 325g pot) – chickpeas cooked with hearty veggies, smoked paprika and saffron, laced with melted feta cheese and sweet potatoes. Equally good cold as hot. (V) (234 calories / pot) *"So good we wish we'd come up with the recipe .. a tasty, beautifully cooked gourmet stew"* – Cook Vegetarian! Best Veggie Ready Meal: Highly Commended
- **Chorizo, chickpea and pork** (£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. (328 calories / pot)
- **Thai Green chicken** (£3.79 / 325g pot) – chicken cooked in coconut milk with aromatic spices, shitake mushrooms, baby corn and sweet potato. (328 calories / pot)
- **Moroccan chicken** (£3.79 / 325g pot) – tasty British chicken cooked with potatoes, zingy preserved lemons, green olives and exotic spices (322 calories / pot) *"We thought the Moroccan chicken was just yum."* – Fabric
- **Bob's British Beef in Ale** (£3.79 / 325g pot) - British Beef slow-cooked to perfection in a rich gravy of Dorset ale, and packed with hearty helpings of carrots, swede, parsnip and tomato. (231 calories / pot)

... all lines are also available in 1.3kg catering and soon, the **Four or More!** retail packs.

"King of the stew, his one-pot wonders are portable, freezable, microwaveable and, with fewer than 330 calories each, immensely scoffable." Channel 4.com

editors' notes

- **stewed!** was founded by 34-year-old entrepreneur and passionate foodie, **Alan Rosenthal**. Aside from a background in buying and marketing for national retailers, Alan has worked for Spanish food specialists **Brindisa**, at various London restaurants, including **The Providores** and is a professional Iberico ham carver – not many people can say that. He came up with the idea for **stewed!** on the Circle Line in 2007. In 2008, he left his job and set to work in his kitchen – from where all **stewed!** recipes still originate. Just one year later, via Alexandra Park farmers' market in North London, he was outsourcing production. Not many people can say that either.
- A healthy, conveniently microwaveable one-pot meal, particularly perfect for lunch-on-the-go, **stewed!** is **low in calories; preservative, additive and gluten-free**; and, apart from the Chickpea, Sweetpea and Feta line, all are also **dairy-free** and only use **British meat**.
- The Ebury Press commissioned cookbook, **80 Irresistible Stews and One-Pot Wonders**, by Alan Rosenthal, is available from Waterstones, WH Smith and Amazon.
- **stewed!** will be exhibiting at The Allergy & Gluten Free Show - 6th – 8th May 2011. Come and see us at Stand 124, Olympia 2, Hammersmith Road, London W14 8UX. Friends of **stewed!** can access unlimited free tickets to the show by registering at www.allergyshow.co.uk/go/stewed!
- **Coeliac UK** (www.coeliac.org.uk) are launching their annual campaign **Coeliac UK's Awareness Week** from 16th – 22nd May 2011, which includes a **Gluten-Free Challenge**. As an entirely gluten-free range, **stewed!** is the perfect solution for those giving a gluten-free life a week's whirl. Call us for samples if you're thinking of taking part ...

“Enjoy meltingly tender meat in minutes as the hard work has already been done for you. Great for a warming lunch or a simple supper, this is filling and delicious.”

BBC Easy Cook – February 2011

press enquiries and images:

Lisa Jones, dandelion PR:

t: 07968 963456

e: lisa@dandelionpr.co.uk

web links:

www.steweduk.co.uk

<http://twitter.com/stewed>

www.facebook.com/Stewedpots

Alan's blog: <http://alanrosenthal.wordpress.com/>



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