



stewed! unveil their AW11 collection ...

- **FOUR** new variants launching at Lunch!, including a revolutionary breakfast option and TWO for the veggies ...
- **AN** exciting makeover for the brand, with bold new packaging designs across the range, launching in October 2011 ...
- **NEW** listings with Wholefoods stores and in Nosh restaurants...
- **MORE** Alan Rosenthal one-pot cooking courses at Leiths and Books for Cooks ...
- **PLUS** donating stew to Trees for Cities' Tree-Athlon runners ...

There are two redeeming factors to the general grimness of this season: one is the fact that we can all put our legs safely away again, where most belong; and the other is the chance to revel in the soul-stroking pleasure of winter-warmer comfort eating, to dump the soggy salad and sarnie option and dig unashamedly into a hearty, hot lunch.

New Stew ...

With impeccable timing, **stewed!** are expanding their six-strong range of premium, ready made stews with a further **four variants**, which will be launched from Stand F612 at the **Lunch! 2011 exhibition**. Come sample ...

- **Boston Baked Beans:**

Make like a cowboy with our special baked beans recipe cooked with tomatoes, chunks of British pork sausage, smoked bacon and mushrooms with a hint of dark molasses and secret spices! The ideal, **Breakfast-on-the-Run** fueling option; and a first of its kind.

- **Veggie Boston Beans:**

Its veggie buddy. Haricot beans cooked with tomatoes, dark molasses and spices, packed with

chunks of mushrooms and smoked tofu. A perfect **Vegetarian-Brekkie-to-Go**.

- **Mexican 3 Bean Chilli:**

A medley of cannellini, kidney and black-eyed beans cooked with red peppers, tomatoes and spices, laced with rich, dark chocolate. Arriba!

- **Italian Chicken Napolitana:**

Tender British chicken slow-cooked in white wine with cannellini beans, cherry tomatoes, courgettes, red peppers and aromatic herbs. Bellissima.

Alan About Town ...

- After the sell-out success of **stewed!** chef-founder-author **Alan Rosenthal's** One-Pot Cooking course at **Leiths** in February, he has been invited back to run two more day courses on **October 4th 2011** and **January 12th 2012**, demonstrating the endless potential of slow-cooking, combining flavours and preparing ahead which one-pot cooking enables. Book up early through www.leiths.com.
- He will also be rattling those pots and pans at **Books for Cooks** in Notting Hill, with a morning course devoted to stewing, from the fancy to the frugal, on **November 17th 2011**. (book up at www.booksforcooks.com)
- Meanwhile, from **late September**, **stewed!** will be supplying the London-based **Nosh restaurants** with hearty, warming lunch options and Alan will be bringing his proven sector-savviness to an additional role as a consultant for Nosh, advising on and developing a new lunch menu for the nine-strong chain.

Dates for the diary ...

And while all this is going on, **stewed!** is also finding time to hit the exhibitions with stands at ...

- **Lunch! exhibition** from **29th – 30th September 2011** at Old Billingsgate, London. You can register as our special guest at www.lunchshow.co.uk and save the £20 door. Come and say hello at Stand F612.
- **BBC Good Food Show** from **23rd – 27th November 2011** at Birmingham's NEC, when you'll be able to check out the fabulous new packaging, meet the team and eat stew (www.bbcgoodfoodshow.com).

“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

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
- **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 packs

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.

- **stewed!** products are available in selected **Sainsbury's, Waitrose, Whistlestop, Booths** and **Superquinn** stores, on **ocado.com** and now, newly in **Wholefoods** stores around London. Until **11th October**, you can also get £1 off your favourite pot of **stewed!** at Sainsbury's stores across the UK.
- **stewed!** is available in 1.3kg catering packs for all sectors of the food service, distributed nationally through **SFD** (www.sfddistribution.co.uk), and in 325g single-serve retail pots, distributed through **Simple Simon** (www.simplesimon.co.uk).
- 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, Sweet potato and Feta line, all are also **dairy-free** and only use **British meat**. As welcomed by the foodie as by the healthie.
- The Ebury Press commissioned cookbook, **80 Irresistible Stews and One-Pot Wonders**, by Alan Rosenthal, is available from **Waterstones, WH Smith, Asda** and **Amazon**. Now on its third print run, a follow up is being penned as we speak and will be published through **Ebury Press in 2012**.
- **stewed!** is very proud to be maintaining a relationship with **Trees for Cities** and will be donating £2,500 worth of stew to their annual 5K Tree-Athlon run on **17th September 2011** at Battersea Park (www.treesforcities.org), the sell-on proceeds of which will go directly to the charity.

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