

PRESS RELEASE

September 2008

Summerdown Pure Mint to launch new product – chocolate mint crisps – at the Speciality and Fine Food Fair, 7-9 September

We are very pleased to announce that our new confectionery product – **chocolate mint crisps** – will be launched to the trade during the show through our distributors The Fine Confectionery Company on stand number G667 and Atkins and Potts on stand number 887.

This is a beautifully packaged, high quality 200g box of chocolates containing 36 luxuriously thin crispy mints. Each one is made with a thin layer of rich dark chocolate, fine textured granules and flavoured with our very unusual pure English peppermint oil.

They break with a snap and melt deliciously in the mouth with the cool, lingering taste of Summerdown Pure Mint – perfect with coffee after dinner or with Summerdown peppermint tea.

During the last decade, Summerdown has reintroduced traditional Black Mitcham peppermint to this country, relearning lost farming skills from America and combining them with the latest technology at our farm in the foothills of the Hampshire downs.

What we have developed is a rare single estate peppermint oil, which we've used in the manufacture of all our peppermint products to produce a taste that has been lost for generations. Bright, fresh and aromatic, it is very different from the harsher, blended, imported peppermint of the past 60 years.

Do try the taste of our pure English mint – cool and unique, revived for the 21st century. We also produce our award-winning chocolate peppermint creams and our unique English peppermint tea.

We shall be happy to supply product for features and we have a range of different photographs of mint, pack shots and products.

Ends

Media enquiries:

Anthony Terry on 020 8740 4319

or email press@summerdownmint.com

www.summerdownmint.com