

Organic pork pie launch marks a first



THE first organic Melton Mowbray pork pie is being launched at two of the year's most prestigious food festivals.

The launch marks a milestone in the proud history of one of Britain's most famous regional specialities – a history which dates back more than 200 years.

Brockleby's Organic Pork Pie is the first authentic Melton Mowbray pork pie to be granted official organic status by the Soil Association.

This special pie is made using organic pork from Saddleback pigs raised by farmer Richard Mee at Oakley Grange Farm in Hathern, Leicestershire.

Brockleby's, based in Asfordby Hill, Melton Mowbray, makes its own lard and the pie's succulent jelly is created from the trotters of the same rare-breed Saddlebacks.

The filling for the pie is made using fresh, not cured, pork which is coarsely chopped, not minced in keeping with a traditional recipe.

The robust, crunchy pastry is made from organic unbleached white flour, which is ground at Whissendine Windmill in Leicestershire.

The pie is hand-raised in the traditional way without the use of a mould or tin, giving it the distinctive bow-sided shape associated with a Melton Mowbray pork pie.

The Melton Mowbray pork pie is expected to be awarded protected geographical indication (PGI) status by the European Union – just like Parma Ham.

Press release

Protected Geographical Indication protects regional products that have "specific quality, reputation or other characteristics attributable to that area".

It acts just like a Trade Mark or 'Appellation Controllee' and stops manufacturers from outside a region from copying a regional product.

Brockleby's is one of eight members of the Melton Mowbray Pork Pie Association, a group of producers which campaigns to make sure that only pies made in the region can be called Melton Mowbray pork pies.

Brockleby's director Ian Jalland said: "We have been able to produce the first organic Melton Mowbray pork pie thanks to our unique relationship with the organic pig farmer, and our geographical position in the very borough where this famous pork pie was born.

"People love our pies because, not only do they taste great, they are sampling a slice of our culinary heritage."

Brockleby's Organic Pork Pie will be launched at the Soil Association Organic Food Festival, at Bristol Harbourside, on September 1 and 2 and at the Speciality and Fine Food Fair at London's Olympia Exhibition Centre from September 2 to 4.

The pie is being retailed throughout Leicestershire and Nottinghamshire and is available nationally on a wholesale basis. For further details, log on to www.brocklebys.co.uk.

For further press information and high res photos, contact Sarah Hall on 07963 269992 or Sarahmlhall@aol.com.