

## *Local pie maker flies flag for heart of England*

*The pie's the limit for food lovers in the East Midlands after Melton based Brockleby's announced it will be supplying local branches of Waitrose with its organic pork pies from this week.*

*Made by hand using traditional baking techniques, the Melton Mowbray organic pork pies have a delicious chunky filling of diced leg and minced shoulder. Pie maker Ian Jalland believes that traceability is key to making the pies taste great, so sources the cuts of meat and other ingredients: jelly and lard, from the same locally reared organic saddleback pigs.*

*"Our pies taste fantastic as we know where all the ingredients come from", comments Ian. "We use superior cuts of meat from pigs raised in Leicestershire - even the flour is local. As the only producer of organic Melton Mowbray pork pies, we already have a strong following locally and even more people will be able to sample our pies now that they are available in Waitrose."*

*Melton Mowbray Pork Pies have been awarded Protected Geographical status which means each one has to be made to a set method and recipe and also in a specific area of the East Midlands. The ingredients however can come from any part of the country, so*

Brockleby's pies, which contain meat from pigs reared near to Melton Mowbray, are even more special.

Ian started cooking up his recipe for success after winning several accolades for his pies - one of which was becoming a finalist in the Waitrose and Country Living Made in Britain Awards two years ago.

So comments Local and Regional Product Manager Tracey Marshall, "We were really impressed with Brockleby's when we first met them and so are delighted their pork pies are now available in our East Midlands branches. The unique organic status of the pies and the high quality cuts of meat make these pork pies superior and a credit to the area."

Brockleby's Organic Melton Mowbray pork pies are available in Waitrose branches in Peterborough, Evington, Blaby and Lutterworth from the beginning of September.

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### Waitrose

Waitrose has 231 shops in England, Scotland and Wales. The latest Kantar data (12 weeks ending 11 July 2010) shows Waitrose achieving year-on-year growth of 11.3% - more than three times the market average, and increasing its market share to 4.4%. Its strong performance has been driven by the introduction of the new essential Waitrose range, the successful conversion of Somerfield-acquired stores and free delivery driving rapid online growth. Regularly voted 'Britain's favourite supermarket', Waitrose combines the convenience of a supermarket with

*the expertise and service of a specialist shop - dedicated to offering quality food that has been responsibly sourced combined with high standards of customer service. ([www.waitrose.com](http://www.waitrose.com))*