

## **PRESS RELEASE**

Melton Mowbray pork pies are now just months away from receiving protected status.

An application for protected geographical status had been published in the official European Union Journal which means objections to the idea could only come from other EU member states.

Once that final hurdle is cleared, no pies made outside of the area will be able to bear the town's name.

The owner of Brockleby's, the Asfordby Hill farm shop which makes Melton's only organic pork pie, welcomed the pie's newly won protected status.

Ian Jalland, who is a member of the Melton Mowbray Pork Pie Association (MMPPA), said: "This is fantastic news, not only for local producers, but for the town, as well. Melton has a culinary history to be proud of and that heritage is now protected.

"All those who worked so tirelessly to secure this victory should be congratulated."

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

It uses 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 jelly is created from the trotters of the same rare-breed Saddlebacks.

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

The pie is 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.