



19 January 2010 for immediate use

Berkshire Breakfasts showcase the best of local produce

Berkshire-grown food on the menu in Berkshire's hotels, pubs, restaurants and cafés – that's the aim of a new initiative being launched on Tuesday 26 January at Malmaison, Reading.

Andy Holmes, head chef at Malmaison, is hosting a Berkshire Breakfast menu during Farmhouse Breakfast Week for fellow chefs from across the Royal county to showcase the best of local produce.

The initiative to ensure locally produced food and drink is available on the best menus in Berkshire is run by BBO Food Group CIC in partnership with Reading UK CIC.

Tamara Schiopu, director of BBO Food Group explains: "We support the business development of everyone working in the food industry, from farmers and growers through to chefs, caterers and cookery schools in the hospitality and food-service sectors.

"Membership of the BBO Food Group gives chefs the chance to meet producers and source high quality local, seasonal produce, as well as to promote their menus more widely."

Guy Douglas, Business Improvement District manager at Reading UK CIC, supports this initiative: "It's bringing the diverse food cultures of urban Reading together with the traditional and contemporary fare from rural Berkshire – and all on a plate!"

Chefs and cooks who would like to attend this free Berkshire Breakfast event on Tuesday 26 January at Malmaison can contact Tamara Schiopu at info@local-food.net or 01865 328786.

Local produce on the Berkshire Breakfast menu includes muesli and breakfast bars from **Doves Farm, Hungerford**, hot chocolate drinks from **Mortimer Chocolate in Mortimer**, bacon from **Royal Berkshire Pork at Brightwalton**, sausages from **Vicars Game at Ashampstead**, eggs from **Haines Farm, Mortimer**, jams and jellies from **Susie's Preserves at Hermitage**, apple juice from **Cross Lanes Fruit Farm at Mapledurham**, and yoghurts from **Tim's Dairy in Little Chalfont, Buckinghamshire**.

National Farmhouse Breakfast Week, 24 – 30 January, celebrates the best meal of the day – breakfast. This is a chance for everyone to get into the healthy breakfast habit and celebrate the rich wealth of breakfast foods found across the country.

Health professionals all agree we should start the day with a healthy, balanced breakfast. Breakfast really can benefit your energy levels, concentration, mood and can even help you manage your weight. <http://www.farmhousebreakfast.com/>

Ends

Further information
Wendy Tobitt
PR for BBO Food Group CIC

0774 8641452
0118 9342381

Notes to Editors:

Berkshire, Buckinghamshire, Milton Keynes and Oxfordshire (BBO) Food Group CIC

works to:

- enable as many people as possible to have access to good locally-produced food
- support producers who use humane, environmentally friendly methods, sell through local retail outlets, and are of benefit to local communities
- encourage retail and catering outlets (including supermarkets, shops, restaurants, hotels) to sell and use local food
- initiate and support projects that enable the production and consumption of local food by local people.

BBO Food Group is a Community Interest Company supported by local authorities in Berks, Bucks and Oxon, SEEDA and South East Food Group Partnership. www.local-food.net

Reading UK CIC is Reading's economic development company. Its purpose is to promote and sustain the economic development of Reading to achieve sustainable prosperity for those that live, work, play, visit, do business and invest in the area. www.livingreading.co.uk

Reading UK CIC's business-led Board of Directors was formed by:

- First Great Western
- DTZ Ltd
- Hammerson UK Properties plc
- John Lewis Partnership
- Muse Developments Ltd
- Peter Brett Associates LLP
- PRUPIM Ltd
- Reading Borough Council
- Surrey & Berkshire Media Ltd
- and now includes SEEDA and Oracle Corporation UK plc.

It has constituted three committees to deliver actions on its behalf: the Reading Marketing Group, the Local Economy Group and the Business Improvement District (BID) Committee. The town's second Business Improvement District was created in April 1, 2009, with a mandate from town centre business for the next five years.

The business plan for BID2 is centred on three key themes: more attractive, more secure and more customers. These themes cover everything from food and music events and promotions, to evolving the cultural offer and the evening economy, to Christmas lights, to extra policing and maintaining a quality town centre environment, and are important to anyone who visits, works or lives in the centre of Reading.

The new BID takes in a larger geographic area than its predecessor, involving over 400 businesses in the direct provision of many important town centre services. However, the BID business plan is very explicit in that it delivers additional services to those already provided by Reading Borough Council, and is in no way intended to replace those baseline services.