



T: 020 8537 4080 E: marketing@empirebespokefoods.com www.empirebespokefoods.com

PRESS RELEASE

07th Dec 2020

Mrs Elswood, the No1 brand of pickled cucumbers in the UK, brings innovation to the pickled vegetable category with pickled beetroots and pickled onions! Including a Great Taste Awardwinning product!

Mrs Elswood pickled cucumber lovers' will be thrilled to know that Mrs Elswood is now launching 4 new products into the pickled vegetable category: 2 pickled beetroots and 2 pickled onions. Leading sales within the pickled cucumber, the Mrs Elswood new products will benefit from the brand recognition and high-level shopper loyalty of the Mrs Elswood brand to drive sales within these 2 new segments.

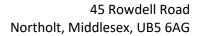
Pickled Beetroots:

Sweet & Spicy / Sweet & Tangy (Great Taste Award 2020 1 star) flavours Unique wedge shape to bring new solutions to shoppers.











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Chunky, deep purple wedges of pickled beetroot burst with a rich, earthy flavour. Perfectly prepared to preserve the beetroot's peak of natural flavour whilst adding a hint of acidity and a tang of sweet/spicy notes. These are sure to add a pleasing crunch to your lunch without the hassle of preparing your own.

They are so delicious that the Mrs Elswood Sweet & Tangy product received one gold start from the Great Taste Award 2020. "These are the only beetroot I'd ever buy now" said one judge, as they are perfect for a cold lunch plate and take out the hassle of preparation"

With their bright purple packaging shoppers won't be able to miss them from shelf!

Pickled Onions:

Crunchy & Tangy / Crunchy & Spicy flavours





These classic sharp and savoury pickled onions offer a refined vinegary sharpness with an added kick of zingy/spiciness too! The satisfying crunch, well-balanced flavours and clean finish are

45 Rowdell Road Northolt, Middlesex, UB5 6AG

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consistent down to every last onion as is the superb shine of every pickled onion too. For a perfect

pickled onion, look no further!

Their bright orange packaging will make these jars stand out from shelves!

These products will be soon available from Major Retailers, Online and Independent stores.

Note to Editor

Mrs Elswood pickled cucumbers products are sold in all major multiples (Tesco, ASDA, Waitrose,

Sainsbury's, Morrisons) and Online (Ocado), as well as independent stores nationwide.

Guaranteeing premium quality for over 70 years, the Mrs Elswood range is harvested and

produced at the height of the cucumber growing season, during June and July every

year. Cucumbers are grown by selected farmers across Germany and Holland, harvested and

hand selected for their shape and size before being pickled, packed, and delivered, direct from

the grower, to maintain freshness and full flavour.

Mrs Elswood's range of pickled cucumbers is ideal for snacking or accompanying any meal

occasion. The delicious range incorporates distinctive flavours, including Sweet & Sour, Sweet,

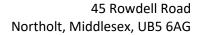
Haimisha, Dill and Hot Dill, together with a range of formats, including sandwich slices, whole,

spears, and burger.

The Mrs Elswood brand is owned by Empire Bespoke Foods.

Empire Bespoke Foods Ltd has been providing the finest branded foods from around the world

since 1997.





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Based in West London, the business is one of the UK's most respected food importers, distributors and brand-builders, representing over 100 brands across 13 categories, with an extensive portfolio of products sourced from Asia, Europe and America.

For more information about Mrs Elswood, visit https://www.MrsElswoodUK.com/ and follow us on Instagram and Facebook @MrsElswood

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Product	Weight	Case size	MRSP
Mrs Elswood Sweet &	560g	6	£1.29
Tangy Beetroots			
Mrs Elswood Sweet &	560g	6	£1.29
Spicy Beetroots			
Mrs Elswood Crunchy	560g	6	£1.99
& Tangy Onions			
Mrs Elswood Crunchy	560g	6	£1.99
& Spicy			