



45 Rowdell Road  
Northolt, Middlesex, UB5 6AG

T: 020 8537 4080  
E: [marketing@empirebespokefoods.com](mailto:marketing@empirebespokefoods.com)  
[www.empirebespokefoods.com](http://www.empirebespokefoods.com)

## PRESS RELEASE

07<sup>th</sup> 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 Award-winning 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.**





45 Rowdell Road  
Northolt, Middlesex, UB5 6AG

T: 020 8537 4080  
E: [marketing@empirebespokefoods.com](mailto:marketing@empirebespokefoods.com)  
[www.empirebespokefoods.com](http://www.empirebespokefoods.com)

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 star 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

T: 020 8537 4080  
E: [marketing@empirebespokefoods.com](mailto:marketing@empirebespokefoods.com)  
[www.empirebespokefoods.com](http://www.empirebespokefoods.com)

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.



45 Rowdell Road  
Northolt, Middlesex, UB5 6AG

T: 020 8537 4080  
E: [marketing@empirebespokefoods.com](mailto:marketing@empirebespokefoods.com)  
[www.empirebespokefoods.com](http://www.empirebespokefoods.com)

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](https://www.instagram.com/MrsElswood)

For more information about Empire Bespoke Foods visit [www.EmpireBespokeFoods.com](http://www.EmpireBespokeFoods.com)

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