

(Consumer release)

HALL & ROBERTS

'Cheshire Oak' bacon – it sizzles with flavour!

Surely bacon should sizzle. Surely its comforting aromas should waft through your home on a Sunday morning as seductively as newly-baked bread and freshly-ground coffee.

For bacon lovers everywhere, the modern product is a pale imitation of its former self. And this isn't some kind of misplaced nostalgia.

The sad fact is: modern bacon bubbles. It sits there, waterlogged, frothing in the pan, white-bearded and sticky – an impostor at the heart of the traditional English breakfast.

Luckily, all is not lost. 'Cheshire Oak', from leading bacon producers Hall & Roberts Ltd, is a premium bacon brand which is cured using the traditional Wiltshire method. This creates a product with a much lower salt and water content than most other brands currently available in the UK.

The 'Cheshire Oak' difference is plain to see as it sizzles away, giving off ethereal aromas – not steam – and the promise of a meal-in-a-million to come. 'Cheshire Oak' also has no protein additives so the texture and flavour are 100% real. Only the best quality pork is used, and strict quality controls ensure a consistency of flavour with every rasher cooked.

No wonder 'Cheshire Oak' is the fastest-growing bacon brand in the UK today.

For your FREE information-packed leaflet '*Cheshire Oak – bacon at its best*', call 0000-000 0000 or write to:
Hall & Roberts (Ref: Free Leaflet Offer)
(& address)

NOTES FOR EDITORS:

- 'Cheshire Oak' bacon is produced by Hall & Roberts Ltd of Widnes, Cheshire. Only the highest quality EU and British pork is used.
- Traditional Wiltshire curing ingredients are used to ensure less than 10% of added water content and a mild, consistent cure.
- 'Cheshire Oak' is the UK's fastest-growing bacon brand. This has been made possible by continuous investment in state-of-the-art production facilities and strict quality control procedures.
- 'Cheshire Oak' is available as bone-in gammons, converter gammons, horse-shoes, corners and slipper joints, rindless back and converter middles.
- 'Cheshire Oak' is cured 'in the bag' after which the residual curing agent is removed before boning and final shrink wrapping. This results in a dry finished product with the maximum weight of bacon and the minimum weight of water.

Company and product details are available on the Hall & Roberts web-site:

For more information, contact: