



## **MEDIA NEWS FROM PORTMAN ROAD**

Date: 18<sup>th</sup> October 2008

### **FOOD FOR THOUGHT**

Town have teamed up with several local companies to provide the right food and drink to boost the Blues' energy levels over a long, hard season.

Nutrition is now a key part of any player's preparation for training and matches, as well as being just as important in the recovery process.

Town physio Matt Byard oversees the diets of the players and in conjunction with the Club's Head of Conference and Hospitality, Mike Rieder, is liaising with local companies to help provide the perfect food content for the first-team and Academy squad, as well as ensuring that the Club's many Corporate customers also benefit from the best locally produced fare.

"We are very much in favour of working with local suppliers and Mike has been speaking to a number of companies," said Matt.

"The response has been very encouraging and we are looking forward to building up relationships that can benefit both the Football Club and the local companies."

Mike added: "We are a community club so it's beneficial for us to look locally for our products

"I have already spoken to the Academy players to make them aware of the products that they can buy locally to aid their match preparation. It's important that they eat the right foods and we would rather have them snacking on nuts and organic juices for example than Mars Bars and coke.

"We will also be meeting with the first team squad this week to outline the foods they can buy locally that fit in with the guidelines set down."

**Some of the local suppliers will be the Club's Media Centre today to showcase their foods and drinks. Please feel free to sample their products and talk to the staff. Also on display are some of the superb local produce used by the Club's Conferencing, Banqueting and matchday hospitality catering.**

**Interviews can be arranged with Matt Byard and Mike Rieder on the benefits of the right diet to the sportsman. Please contact Steve Pearce, ITFC Press Office, on 07778 333046.**

## Notes to Editors



**Tastes of Anglia** is the regional food & drink marketing group. Our role is to promote the fine food and drink produced in the region.

We are dedicated to helping producers of food and drink and providing the local link to the consumer, retailer, wholesaler or catering and food service sector.

We organise local and national food & drink events – notably Speciality Fine Food Fair and Feast East (our own showcase food festival each March). We hold seminars and workshops for business development and organise regular 'meet the buyer' events linking regional producers to multiple retailers, independent stores and the food service sector. We are an essential regional link with the national food industry.

Find out more about the work of Tastes of Anglia at [www.tastesofanglia.com](http://www.tastesofanglia.com)  
Media enquiries, press contact or for photos contact Sam Young 01473 785 883



**Munchy Seeds** are deliciously nutritious mixes of naturally flavoured, dry roasted seeds. Our seedy snacks are packed with essential vitamins and minerals and can be enjoyed as a healthy snack or used as an ingredient or sprinkle.

Available in 30g seed shots and a range of resealable tubs. Free from artificial additives, high in Omegas, Minerals & Vitamins. Low in saturated fat & carbohydrate.

### Recent awards

Our Omega mix was voted product of the year in the 2008 Suffolk Food and Drink awards. Both our Omega mix and Chilli mix were awarded Gold's in the 2008 great taste awards.

Munch On!

stokes

Suffolk Mud



STAVERTON  
— EWE —

Procter's Sausages

**Essfoods** distributes three brands: Stokes, Suffolk Mud and Staverton Ewe. Delivering the highest quality sauces, mustards, dressings, condiments and preserves, our products can be relied upon to give the consumer a superior taste experience. In stylish and eye-catching packaging our products are made from the very finest raw ingredients to recipes which are clean of unnecessary additives by a team with over two hundred years experience of making fine food from Suffolk.

Tel: 01394 462150

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[www.essfoods.co.uk](http://www.essfoods.co.uk)

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**Procter's Sausages - The Story.** Situated in Suffolk, the heart of Britain's premier pork producing region, Procter's Sausages was established in response to the market domination of indistinct pink prodders. With complete emphasis on local sourcing, Procter's Sausages has been at the forefront of the Great British Banger renaissance.

In partnership with local farmers Dingley Dell Pork of Campsea Ash, Woodbridge, we are approved members of the RSPCA Freedom Foods scheme, guaranteeing the use of healthy outdoor-reared pork meat.

Using shoulder joints with just the right amount of fat and mincing the meat coarsely we ensure a banger with fantastic texture and succulence.

**James White juices** are pressed at White's Fruit Farm, Ashbocking, Suffolk. The classic apple juices are freshly pressed, filtered and bottled immediately to capture the flavour and aroma of the English orchard.

James White have also now created delicious juices by blending organic apple and pear juices with other tasty organic fruit and vegetables. Our organic Carrot & Apple has a gold award from the Soil Association. The latest addition to the range is Organic Beetroot juice!

Our spicy Big Tom makes a great Bloody Mary and has a striking new bottle design.

From Uncle Cornelius we have a Lemon Refresher which is deliciously tangy like a traditional Citron Presse. The Ginger Beer is gently warming, made with fresh crushed root ginger.

