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## PECK & STRONG EXPOSE THEMSELVES!

**Building upon their assertive launch forth last September to a wider market, well-respected 30 year old Devon-based food producer PECK & STRONG - who makes great play of its firm principle of cooking rather than manufacturing - is set to be busier than ever this new year.**

Known for the distinctive real food quality of its Cakes, Slices and Vegetarian Pies & Flans, despite the still uncertain economic background, **Peck & Strong** is going for gold.

Since its exposure at Olympia's Speciality & Fine Food Show last September, and following its great success, they have launched a highly visual website ([www.peckandstrong.co.uk](http://www.peckandstrong.co.uk)) in November with, this January, powerful Point of Sale sales aids and A5 posters.

“We think it is of key importance to tell our Customers what they are getting from us. If something is suitable for Vegans, or free of Gluten, or Wheat free then of course we tell them. Through this new Point of Sale initiative, already we are finding a higher number of Consumer purchases ...” owner & founder John Peck says.

This forms part of a strong branding exercise and sales support package that will be seen at the Taste of the West Show in Exeter's Westpoint in April and again in London's Caffè Culture in June and is available to all their Customers from mid-January.

So core within the culture of the **Peck & Strong** is a responsible approach to the environment - as a Client company of Ecotricity, Ecover and ClimateCare - that this new Point of Sale in each case expresses the statement 'Reducing & Offsetting our Carbon Footprint'.

“Our Customers are made confident of the quality of our product range and of our committed approach towards the environment. And this is the year we look forward to telling people about it.” concludes John.

**Peck & Strong’s** Customers range from Cafés to Universities, Zoos to multiple Garden Centres, Sandwich producers to Delicatessens and with a profile that has always been discreet, their products have - until now - typically been only lightly branded so masking the extent of their popularity!

**Peck & Strong** supplies whole fresh Cakes, Butter Shortbreads and fresh fruit-filled Flapjacks as well as Savoury Vegetarian Pies & Flans by their own vehicles to an area covering much of the South of England, including South Wales, and more widely through distributors.

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*For further information, or to arrange a visit, please call John Peck*

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