

Bespoke Foods Ltd.



## PRESS RELEASE

### Connétable: premium canned fish bucks trend

**For immediate release**

**October 2007**

Established in 1853, Connétable is one of the oldest canneries in the world still in activity; specialising in canned fish. Originally founded by Mr Chancerelle in Douarnenez (Brittany) and after six generations, Connétable is steeped in history resulting in a wealth of expertise and knowledge about canned fish. The range of sardines, tuna, mackerel fillets, anchovies and salmon is top quality and superior to any of their corporate counterparts.

The turbulent Atlantic coast produces a distinctive sardine, well known to gourmets due to their distinguishing firm flesh. A limited edition vintage tin of sardines is released once a year that is highly sought after by food connoisseurs, many of whom leave them to mature as, like a fine wine, sardines improve with age and can be laid down for up to five years. Highly decorative with old fishing prints, only 40,000 tins are produced every year. The sardines are hand-trimmed, gutted and immersed in olive oil to capture the true flavour.

With the BBC report (19<sup>th</sup> September 2007) into the decreasing popularity of tinned foods, surely Connétable can help to restore the faith that there are quality tinned products available on the market. The sardines and mackerel are a fantastic source of omega 3 and there is a range of line caught tuna that can be savoured and enjoyed with a clear conscious. There are many varieties within the range and you can find selected tins at Budgens, Sainsburys, Waitrose, Whole Foods and selected independent outlets throughout the UK.

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## **Notes to Editor**

For further information about Connétable please log onto

<http://www.connetable.com>

Please notes that Bespoke Foods is an importer and distributor and does not have the facility to supply directly to individual customers. For further information about Bespoke Foods or any of the products mentioned, please log onto [www.bespoke-foods.co.uk](http://www.bespoke-foods.co.uk) or contact Amy Woodbridge at [amy.woodbridge@bespoke-foods.co.uk](mailto:amy.woodbridge@bespoke-foods.co.uk). Tel: 020 7819 4317.