

Bespoke Foods Ltd.



PRESS RELEASE

Bespoke Foods launch Ndali Vanilla

For immediate release

May 2007

Set in the shadows of the Mountains of the Moon in Uganda, Ndali Estate produces some of the only Fair-trade vanilla pods in the world. Ndali buy green vanilla pods from an increasing number of surrounding farmers. Ugandan vanilla is historically renowned as being a top quality product full of flavour. There is no contamination from pesticides, herbicides or artificial fertilisers: just 100% natural vanilla.

There are three different types that Ndali produce: Finest Vanilla Pods, Extra Strong Vanilla Pods and Intense Vanilla Extract. The extra strong pods are sweeter and more concentrated than ordinary premium beans with subtle hints of spice and caramel. This is achieved with a longer curing process allowing white vanillin crystals to form: a sign of true quality for the connoisseurs amongst you. In the culinary world chefs seek out this highly regarded characteristic.

The vanilla has already been recognised in the gastronomic world and has received high acclaim from Chef Hugh Fearnley-Whittingstall describing it as"Some of the best I have ever tasted. The pods arrive beautifully supple and bursting with tiny little seeds. The scent is rich and intense and the flavour deep, long lasting and absolutely true".

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PRESS RELEASE CONT.

Delicious in casseroles, sauces, custards, fruits and cream, the vanilla is truly versatile. The Ndali vanilla pods come in packs of two and the intense vanilla extract in 100ml bottles. Ndali vanilla is currently available at Whole Foods and selected department and retail stores throughout the UK. The essence is also available at Waitrose.

-Ends-

Notes to Editor

For further information about Ndali Vanilla please log onto

www.ndali.net

Please note 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 or contact Amy Woodbridge at amy.woodbridge@bespoke-foods.co.uk. Tel: 020 7819 4317.