



Press Release – FOR IMMEDIATE RELEASE

The New Red Tractor Sandwich and Salad Module Tipped for Gold

Inspired by LOCOG's Food Vision for the 2012 Olympics, Red Tractor are delighted to announce the launch of a new Sandwich and Salad labelling module that allows manufacturers to apply the logo to their Red Tractor Assured sandwiches and salads. Developed with help from Food Partners Group, the logo will make its debut on sandwiches and salads served at the London 2012 Olympic Games!

Working with a key industry sandwich and salad manufacturer, Food Partners Group part of leading Food to Go business Adelie, the Red Tractor technical team developed the labelling module to help fulfil LOCOG's Food Vision that states all food, where possible, served at the London 2012 Olympic Games should be Red Tractor Assured. The first sandwiches and salads to be produced under the new labelling module will be served up at the Olympics, and potentially destined for the plates of a Gold Medal winner! However, the new module is available to all processors and packers for food service and retailers to use and means more Red Tractor products will get recognition on pack in the "food-to-go" category now and beyond the Olympics.

Food Partners' Technical Director Peter Cleghorn explains:

"Achieving Red Tractor accreditation for our sandwiches and salads has certainly challenged our purchasing team and suppliers to come up with sufficient quantities of ingredients that comply with all of the standards and has undoubtedly driven us to buy more British produce."

Red Tractor CEO David Clarke said: "Sandwiches are a very important part of our diet and it is only natural that we should develop a labeling module that allows manufacturers to communicate their commitment to sourcing quality assured ingredients to consumers."

The Red Tractor logo is a guarantee that food and drink meets strict standards of food safety, care for the environment and animal welfare in the UK, and is currently carried on £12 billion worth of product.

For more information please contact rose@greenrow.co.uk / maya@greenrow.co.uk (020 3176 0538)

Photo Call Opportunity:

To celebrate the Red Tractor Sandwich and Salad module, on Tuesday 3rd July Red Tractor will be sampling a selection of the sandwiches in Spitalfields Market, London. We would like to invite all trade press along to the event, from 11am-1pm to be the first to try the product. On the day we will also be joined by Ashley McKenzie a Team GB Judo champion who is tipped to win gold at the 2012 Games!

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About Red Tractor

Red Tractor, run by not-for-profit organisation Red Tractor Assurance, is recognised as the UK's leading quality food assurance mark guaranteeing food safety, quality and traceability. Put simply, Red Tractor means Great Food, Great Farming.

Red Tractor is backed by farmers and growers, food producers, processors and packers who are independently inspected to ensure they are meeting high standards of production relating to food safety and hygiene, animal welfare and environmental protection. High profile support comes from the government, leading supermarket chains and many of Britain's food brands and restaurants.

About Food Partners Group

Food Partners Group is part of leading Food to Go business Adelie, it currently supplies a wide range of high quality sandwiches, salads and prepared fruit products to the UK retail and foodservice sectors from its five manufacturing locations across the country.

Food Partners will, through its contract catering customers, be supplying all of the pre-packed sandwiches that will be sold at official Olympic venues for the duration of the games as well as the majority of those that will be consumed by athletes, volunteers and other officials.