



## PRESS RELEASE

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### **Essex Entrepreneurs head to the Suffolk Show with food from the farm**

This year the Suffolk Show will be welcoming businesses from across the East of England to celebrate food, farming and country activities over an action packed two day event.

Essex has seen growth in local small food producer's boom over the last few years and the Suffolk Show will provide a great opportunity for them to showcase their food and drink to a wider audience.

Recent winners of the East of England Co-op awards; Fairfield Crisps will be adding their unique crunch in the Adnams Food and Drink Experience food hall where visitors can taste hand cooked crisps made from home grown potatoes on the family farm in Colchester.

Other Colchester based businesses that can be found in the food hall will be the award winning ice cream from Handmade by Hadley's and the exquisitely made chocolate brownies from Essex Bakery who will be at the show for the very first time.

Over in the Tastes of Anglia Showcase area, sponsored by Larking Gowen, there is more food and drink from Essex on offer including a refreshing pint from the Brentwood Brewery, gourmet sweet and savoury herb muffins from Herbalicious; and luxury artisan ice cream from the Saffron Ice Cream Company.

Finally, masters of the milkshake, Shaken Udder can be found near the Bucklesham Ring where they will be serving milkshakes made with real fruit or chocolate and no artificial flavours.

Suffolk Show Director Bill Baker said, "Show-goers regularly tell us that they love to discover new food and drink produced by small independent businesses so it is a pleasure to welcome so many from Essex to the show this year. It is amazing to see

the passion and pride that these producers put into their food and drink and I hope visitors to the show will enjoy all the flavours on offer."

In addition to food and drink, the show also offers a huge range of things to see and do including the Fifth Avenue fashion area, home and garden products in the Luxury Lifestyle Pavilion as well as lots to see and do in the military zone, sports village and Farm Discovery Zone. The two-day event will also feature a range of equine and livestock competitions with entries coming from across East Anglia, including Essex.

This year's Suffolk Show takes place on Wednesday, June 1 and Thursday, June 2 at Trinity Park near Ipswich. Tickets are now on sale – save £6 per ticket by purchasing in advance. Advanced tickets cost £21 and children aged under 15 receive free entry. For more information visit [www.suffolkshow.co.uk](http://www.suffolkshow.co.uk) or call 01473 707117.

#### **Ends**

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**Photo Caption:** Food hall at the Suffolk Show





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**Notes to editors:**

The Suffolk Show is run and managed by the Suffolk Agricultural Association. As a charity, the SAA's core purpose is to promote the importance of food, farming and the countryside to the economy and character of Suffolk through the Suffolk Show itself and a series of education programmes aimed at young people in schools and colleges.