



### **Aspall and Thane Create Perfect Culinary Partnership**

Multi-award winning company Aspall, the UK's number one speciality vinegar maker, is delighted to announce renowned food journalist, Thane Prince, as the face of its premium speciality vinegar range.

Owner of the Aldeburgh Cookery School in Suffolk, which is also home to Aspall Hall, Thane was the food columnist for *The Daily Telegraph* and *The Weekend Telegraph* for twelve years until 1999. Since then she has written many food books, articles and presented several of her own TV food series. Thane is passionate about working only with the finest quality ingredients.

Barry Chevallier-Guild, eighth generation of the Chevallier family at Aspall, says "We are delighted to have someone with such established and respected food knowledge and expertise as Thane working with us. Speciality vinegar is the latest craze since the arrival of olive oil - a culinary secret that has been hiding in kitchen cupboards and on supermarket shelves for decades.

To help boost the appeal of this store cupboard staple, Thane will be creating a range of simple and delicious recipes using vinegars from our premium range, that will not only taste great but also show what a great addition vinegar can be to cooking."

Thane Prince says “I am thrilled to be working with Aspall. Vinegar is a classic example of a food most of us have lurking in our cupboards but are unsure as to how we should use it. In reality, vinegar is a fantastically tasty and versatile product that can be used in all types of cooking – from dressings and marinades to more complex meals. Aspall’s award-winning speciality vinegar range is perfect for everyday cooking and covers everything from cyder vinegar to apple balsamic. Each product in the range a distinct flavour profile that will make even the simplest dish taste delicious.”

For further information, photography or samples of the Aspall range, please contact Katie Wallace at touch pr on 0870 774 0707 or email [katie@touch-pr.co.uk](mailto:katie@touch-pr.co.uk)

### **Notes to Editors**

Aspall is the UK vinegar expert and has been making vinegar in Suffolk for over 60 years. They are also England’s oldest family owned cyder producers, brewing quality cyder since 1728.

Aspall’s range of organic and non-organic is available in most major retailers and good health food stores nationwide. The company has won many awards recognising the quality of its cider vinegars which are made from 100% fresh pressed English apples and bottled unpasturised to ensure nutrient and aroma retention, as well as a fuller natural flavour.

### **The Aspall vinegar range includes:**

Aspall Organic Cyder Vinegar, £1.49

Available from Sainsbury’s, Tesco, Waitrose, Morrisons, Asda and Holland & Barrett

Aspall (Organic) Red Wine Vinegar, £1.49

Available from Sainsbury’s, Tesco, Waitrose (organic only), Asda (organic only)

Aspall (Organic) White Wine Vinegar, £1.49

Available from Sainsbury’s, Tesco, Waitrose (organic only), Asda (organic only)

Aspall Organic Balsamic Vinegar, £2.99

Available from Tesco, Waitrose, Morrisons, Asda

Aspall English Apple Balsamic Vinegar

Available from Sainsbury’s, Tesco, Waitrose, Morrisons, Asda