



24 September 2007

PATERSON'S GO BANANAS WITH PATERSON'S SPICY CHEESE OAT BITES

- **Unique orang-utan & oil-friendly oatcake range from Scotland – now available in cases with 48 individual bags**
- **New flavours being launched soon!**

Paterson's award-winning baked Cheese & Mild Chilli Oat Bites offer a mouth-watering snack option that's great for consumers and the environment.

As with all of Paterson's oatcake products, Cheese & Mild Chilli Oat Bites are made with olive oil, not palm oil so are unique in that they're orang-utan friendly! And, with five individually wrapped bags per carton, they're great throughout the day, whether it's canapés, lunchtime treats or supper. Paterson's has also launched cases containing 48 individual bags.

Paterson's palm oil free Oatcakes come in eight tasty varieties, are GM free and made to a wheat free recipe.

Recommended by Scottish Slimmers, Paterson's Oatcakes range includes traditional oatcakes and more contemporary flavours and shapes. The entire range, bar the bran oatcakes, is also wheat-free and GM-free and includes:

- *Cheese & Mild Chilli Oat Bites (150g)* - the ideal snack or sharing food, Oat Bites won Silver at the Great Taste Awards 2006
- *Scottish Oatcakes (300g)* – Traditional favourite of Oatcake fans
- *Rough Oatcakes (300g)* – rougher, crunchier texture than the Scottish Oatcakes
- *Bran Oatcakes (300g)* – made with wheat bran for a sweet, malty taste
- *Cracked Black Pepper Oatcakes (300g)* - a touch of the Mediterranean
- *Organic Oatcakes (250g)* – only certified organic ingredients used
- *Triangle Oatcakes (150g)* – thicker, square-cut oatcakes that break into triangles
- *Mixed Herb Oatcrackers (150g)* - rectangular for perfect dippability! NOW in a new redesigned 150g carton

Over the last few years, 90% of the rainforests in South East Asia have been destroyed as a result of palm oil harvesting and the destruction of these forests, which are home to orangutans, is threatening their very existence.

Paterson's care passionately about this issue, the Company has adopted two orphaned orangutans, become lifelong members of the Orangutan Foundation, makes monthly donations to the WWF and has visited Borneo to see the devastation caused by palm oil harvesting first hand. Paterson's packs also feature information on the issue and more details are available via www.wildaboutoats.com.

Debbie Ballach, Paterson's marketing manager, commented: "Oats are a well-known nutritious, low GI food, making them an ideal snack for those watching their waistline. The introduction of olive oil across the Paterson's range has further improved the health credentials of our range by reducing the saturated fat content by over 50%. Not only that, olive oil helps keep cholesterol levels down, digestive systems working smoothly and hearts healthy."

Paterson's Cheese & Mild Chilli Oat Bites are stocked in multiples nationwide including Tesco and Waitrose as well as selected independents and food chains. Call 01506 431031 for more information.

Notes to Editors:

*Paterson's Oatcakes grew at 37.8% (Oct 04-05), the market grew by 24.7%

*Paterson's Cheese & Mild Chilli oat bites feature 5.9% (per 100g) sat fat content due to the cheese content. The rest of Paterson's oatcakes feature less than 3% (per 100g)

- Ends -

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