



**9 March 2008**

## **NEW CHEESE & CHIVES BITES ROCKS THE OAT**

**Award winning orang-utan & oil-friendly Scottish oatcake range  
– now available in exciting new Cheese & Chive flavour**

Following the successful launch of Paterson's award-winning Cheese & Mild Chilli baked Oat Bites; the Scottish manufacturer is launching a new Cheese & Chive variety, which offers consumers a mouth-watering savoury snack option that's good for the environment.

As with all of Paterson's oatcake products, the new Cheese & Chive Oat Bites are made with olive oil, not palm oil so are unique in that they're orang-utan friendly! By using olive oil, it is not just the environment, which benefits, but also the consumer as it is lower in saturated fat, helps keep cholesterol levels low, keeps digestive systems working smoothly and hearts healthy.

The New Cheese & Chive oat Bites are baked (not fried) to a wheat free recipe and combine all the wholegrain goodness of oats, with delicious flavors. They are also a low GI snack, which is high in soluble fibre, but low in sugar.

They are available in 3 different shapes and with five individually wrapped bags per carton, they're a great treat throughout the day, whether it's canapés, lunchtime snack or supper.

Recommended by Scottish Slimmers, Paterson's Oatcakes range comes in a number of tasty varieties and includes traditional oatcakes, 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)*
- *Rough Oatcakes (300g )*
- *Bran Oatcakes (300g)*
- *Cracked Black Pepper Oatcakes (300g)*
- *Triangle Oatcakes (150g )*
- Scottish 100g
- Bran 100g
- Rough 100g

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Paterson's is one of the only independent food companies in the UK to address the growing environmental concerns of palm oil harvesting. In the last few years, 90% of the rainforests in South East Asia have been destroyed as a result of palm oil harvesting. The destruction of these forests, which are home to orangutans, is threatening their very existence.

The company has become a lifelong member of the Orangutan Foundation, makes monthly donations to the WWF. Managing Director, Alan Hardie, even recently visited Borneo to see for himself the devastation caused by palm oil harvesting first hand. Paterson's packs also feature information on the issue and more details are available from Paterson's dedicated Oats website: [www.wildaboutoats.com](http://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. Gram for gram, oats are one of the healthiest grains, helping the immune and reproductive systems and they can actually lower your cholesterol levels by soaking up the cholesterol and enabling your body to get rid of it naturally.

"The introduction of olive oil to our oatcake recipes has further improved the health credentials of our range by reducing the saturated fat content by over 50%. What could be better, a snack that's good for you and at the same time good for the environment," she added.

Paterson's Cheese & Chive Oat Bites will be initially available in Aldi with more listings to follow.

Call 01506 431031 or visit [www.wildaboutoats.com](http://www.wildaboutoats.com) for more information.

### Notes to Editors:

- Paterson's Cheese and Mild Chilli Oat Bites won a silver medal in the 2006 Savoury Cocktail Snacks category of the Great Taste Awards run by the Guild of Fine Food Retailers.
- Paterson's have been perfecting the humble oatcake since 1895 when John Paterson would sell all the homebaked oatcakes his wife could produce from a horse drawn van.
- Paterson's still bake oatcakes in the same traditional way – slowly, over an open gas flame using a recipe containing 84% oats.
- Paterson Arran exports to more than 20 countries including the USA and Japan.

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