

# Parcels of Pembrokeshire Magic

Soon to be delivered to a town near you



Edition 1: January 2010



# The Vision

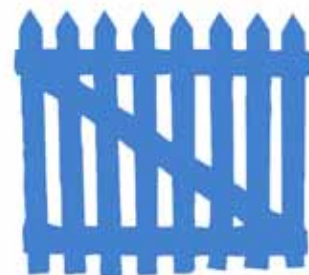
## Y Gweledigaeth

Putting Pembrokeshire on the map

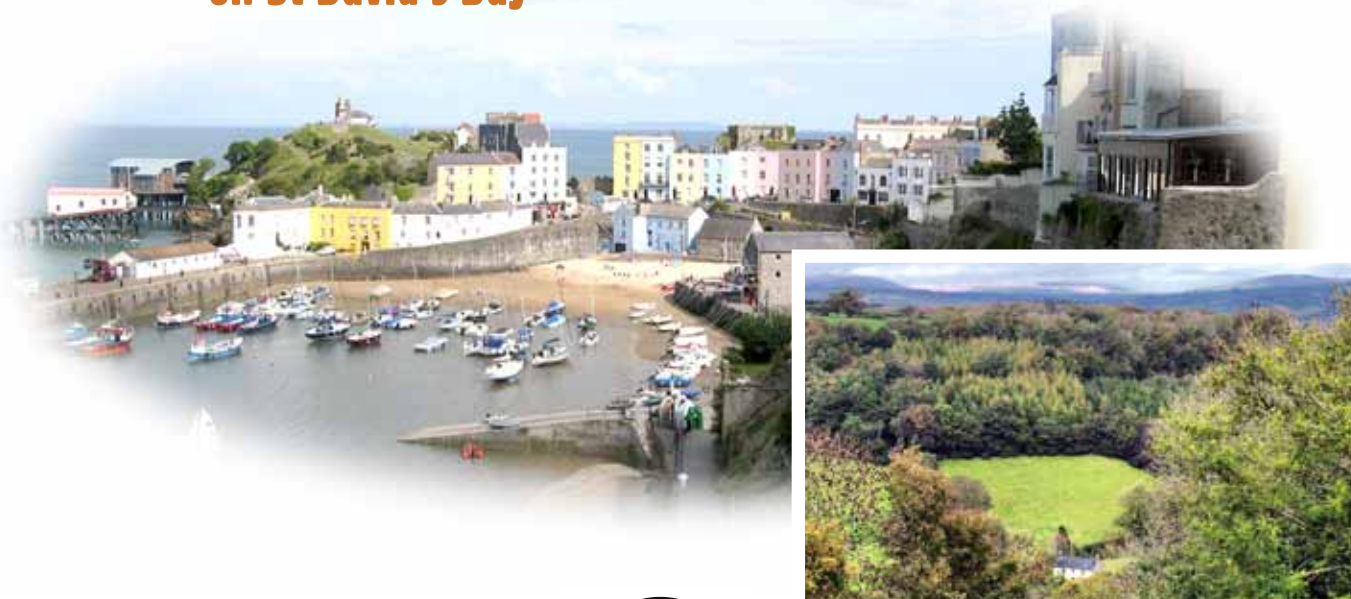


On St David's Day 2010 the Country's first Pembrokeshire Pasty & Pie Co. outlet will be launched in Tenby. It marks the beginning of a five year plan to develop a national network of pasty and pie stores championing Pembrokeshire farm produce under this new brand.

Using only the freshest free range produce from Pembrokeshire farms, Pembrokeshire Pasty & Pie Co. aims to put Pembrokeshire and its produce firmly on the map.



**'Our first outlet will  
be launched in Tenby  
on St David's Day'**





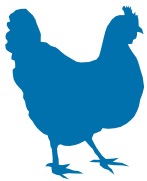
# Pembrokeshire's Farm Shop

## Siop Fferm Sir Benfro

Supporting Pembrokeshire farmers



Working with Pembrokeshire farms and producers to supply a menu comprising ingredients that are all grown and sourced in Pembrokeshire is essential to the brand and the consumer experience. We will also be working with local suppliers to offer hot drinks, Pembrokeshire soft drinks and juices.



In stark contrast to other supposedly regional brands that often launch in London, Pembrokeshire Pasty & Pie Co. are opening their first shop in the heart of Pembrokeshire.



**'Every outlet will  
convey the mood of a  
Pembrokeshire farm shop,  
adorned with local timber'**





# The Pembrokeshire Experience

## Profiad Sir Benfro

A recipe for High Street success



**‘The Pembrokeshire Pasty has been one of our regions best kept secrets’**



Our passion for Pembrokeshire will be conveyed through every outlet, reflecting the stunning scenery, the farming pedigree, the people, the history, the magic and the sea. Each outlet will be modelled on our traditional, friendly and welcoming farm shop. We will be promoting farm fresh produce that is baked throughout everyday, giving the public a true taste of Pembrokeshire at an affordable price.

Our company colours reflect the passion we have for Pembrokeshire, with Pembrokeshire blue being used throughout our stores.





# The Pembrokeshire Taste

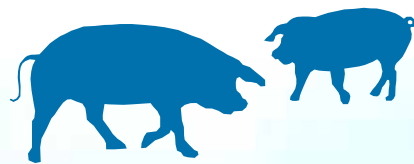
## Blas Sir Benfro

A fine rival for the Cornish pasty

For every outlet, every pasty and pie will be delivered straight from the Pembrokeshire farm kitchens to be baked on the premises daily. Headlining every menu board will be The Traditional Pembrokeshire Pasty (Pasti i Benfro). Made to an ancient recipe that includes welsh lamb, fresh leeks and potatoes, we believe we can compete head on with the Cornish. All menu items are named to relay the magic and history of Pembrokeshire, whether it is 'The Springing Shepherd' (a winning combination of welsh lamb and mint) or 'The Friendly Dragon' (curried free range chicken).



**'100%  
Pembrokeshire  
farm produce'**



### Parcels of Pembrokeshire Magic

**Farm Pasties**  
A variety of natural and free range fillings wrapped in a golden pastry jacket.

**Traditional Pembrokeshire Pasty / Pasti i Benfro**  
Welsh lamb, redcurrant jelly, carrots and mint. Beats the Cornish!

**Presell Mountain Breakfast**  
Farm cured bacon and sausage, free range egg, tomato and beans.

**Tenby Treat**  
The finest cuts of our award winning farm reared beef steak with a Welsh stillton.

**The Friendly Dragon**  
Chunks of free range chicken in our own curry sauce.

**Farmyard Favourite**  
Free range chicken with Welsh leeks in a creamy white sauce.

**Vegetable Surprise**  
A combination of Pembrokeshire cheese, leeks and potato and often a seasonal surprise!

**Farm Pies**  
Handsome farm fresh pies with chunky fillings.

**The Caldey Island**  
Pembrokeshire fish whipped up in our own creamy white sauce with chopped leeks and tarragon seasoning.

**Springing Shepherd**  
Finest Pembrokeshire lamb flavoured with fresh mint.

**Prize Rooster**  
Succulent free range chicken chunks and mushrooms in our own Farmhouse kitchen cream sauce.

**Holy Cow**  
Farm reared steak and local ale with mushrooms.

**Pilgrims Pouch**  
Minced beef with chopped onions, fresh herbs.

**Churn Valley**  
The cheese lover's favourite  
- Pembrokeshire cheese with leeks and potatoes.

**Farm Favourites**

**Hog the Duvet**  
Farm cured sausage wrapped in our own pastry flake.

**The Welsh Castle**  
Our award winning pork pie with fresh sage and thyme, and none of that horrible gelatine! (served cold).

Go Giant! Feeds two or three or one Tenby surfer!

Suitable for vegetarians

We cannot predict the weather!  
All our fillings are sourced from Pembrokeshire Farms and so prices and farms may change every couple of months according to seasons, weather and availability. If you have even travelled in Pembrokeshire, you will know what we mean!

**FARM FILLED**  
All our fillings are fully traceable to our Pembrokeshire Farms

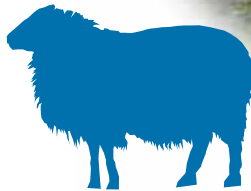




## The Motto

### Yr Arwyddair

'Farm Fresh, Farm Made, Farm Filled'. A simple idea, but a great one. Each pasty and pie is not just an average pasty or pie, but a parcel of Pembrokeshire magic.



**'We are working to a five year plan to take the best of Pembrokeshire across the nation'**

## The Team

### Y Tîm

The driving force behind this venture is Tenby resident and businessman, Oliver Booth. His fellow Director is London based businessman, Dominic Spencer Churchill, who is supporting the roll out of stores planned for 2011-2015.





## Further Information

### Gwybodaeth Pellach

Please contact Thea Foote at The Marketing Farm on 01242 222878 or email [thea@themarketingfarm.co.uk](mailto:thea@themarketingfarm.co.uk) for further information. Alternatively, register your interest at [www.parcelsofmagic.com](http://www.parcelsofmagic.com).

**'We are passionate  
about Pembrokeshire'**



**'Flying the Pembrokeshire flag  
with our company colours'**

