

Parcels of Pembrokeshire Magic

Soon to be delivered to a town near you





The Vision

Y Gweledigaeth

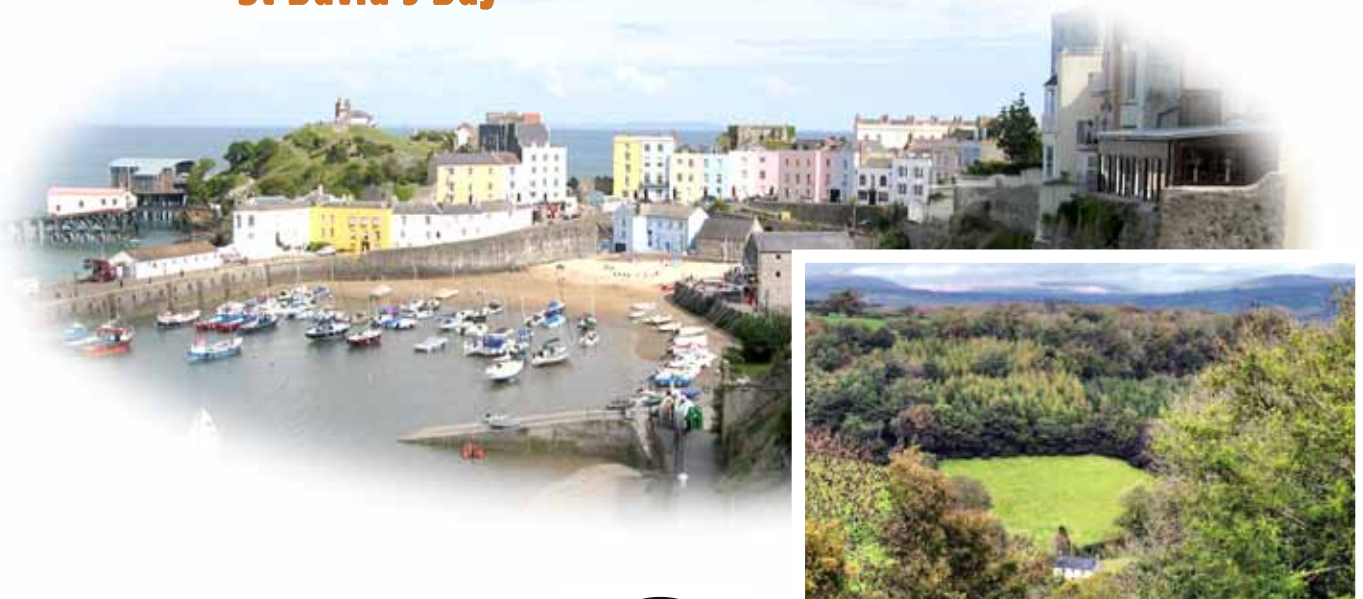
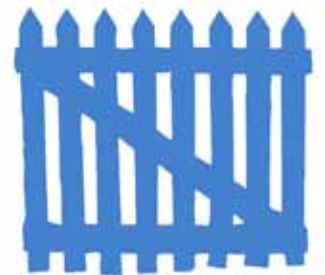
Putting Pembrokeshire on the map



On St David's Day 2010 the Country's first Pembrokeshire Pasty & Pie Co. outlet was launched in Tenby. It marked 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 produce from Pembrokeshire farms, Pembrokeshire Pasty & Pie Co. is putting Pembrokeshire and its produce firmly on the map.

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





Pembrokeshire's Farm Shop

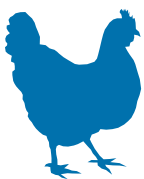
Siop Fferm Sir Benfro

Supporting Pembrokeshire farmers



Working with Pembrokeshire farms and producers, we aim to supply a menu comprising ingredients that are grown and sourced in Pembrokeshire. This is essential to the brand and the consumer experience. We also work 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. opened 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 Original 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 made 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.



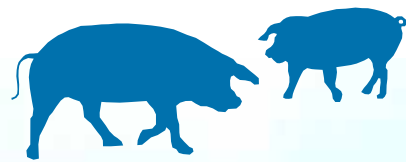


The Pembrokeshire Taste

Blas Sir Benfro

A fine rival for the Cornish pasty

For every outlet, every pasty and pie will be delivered straight from our Pembrokeshire farm to be baked on the premises daily. Headlining every menu board will be The Original Pembrokeshire Pasty (Pasty i Benfro). Made to an ancient recipe that includes Welsh lamb, Pembrokeshire redcurrant jelly and currants, 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 Tenby Treat' (farm reared Welsh beef steak with stilton).



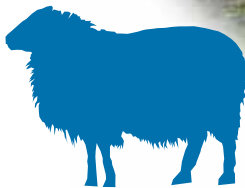


The Motto

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 proud to be able to say that our Parcels of Magic are farm produced and comprise of hand cut meats and hand made fillings.



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



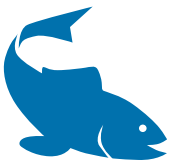


The Team

Y Tîm

Oliver Booth

A local Tenby businessman and having grown up in the area, Oliver has always been passionate about Pembrokeshire and its produce. When he discovered that there was an ancient recipe for Pembrokeshire's own pasty he was disappointed to find that he couldn't buy one anywhere. As a result of this, he decided to resurrect the ancient recipe and Pembrokeshire Pasty & Pie Co. was born.



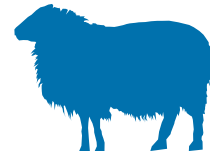
Dominic Spencer Churchill

London based businessman Dominic has been a close friend of Oliver's since school. When Oliver informed him of his ambition for Pembrokeshire Pasty & Pie Co., Dominic was so excited by this unique venture he joined the company as Director and is supporting with the roll out of stores throughout the country.



Sian Bowen

Sian and her husband run the family farm business 'Bethesda Fresh Farm Meats' in Narberth, Pembrokeshire. They rear their own stock meaning that all their produce in their farm shop is fully traceable and locally sourced. In agreement with Oliver and Dominic about the importance of supporting local producers, Sian joined Pembrokeshire Pasty & Pie Co. in their nationwide venture.





Further Information

Gwybodaeth Pellach

Please contact Thea Foote at The Marketing Farm on 01242 222878 or email thea@themarketingfarm.co.uk for further information. Alternatively, register your interest at www.parcelsofmagic.com.

**'We are passionate
about Pembrokeshire'**



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



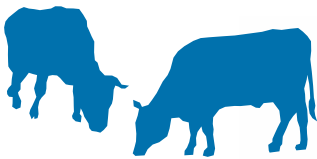


Media Coverage

The media launch of Pembrokeshire Pasty & Pie Co. took place on 11th February 2010 in Tenby. The event was a huge success and generated coverage throughout local and national newspapers, trade magazines and radio. There was even a debate on Cornish radio about the friendly rivalry between Pembrokeshire and Cornish pasties!

'We wish the Pembrokeshire Pasty & Pie Co luck and hope their venture reinstates the Pembrokeshire pasty as a well loved Welsh delicacy and encourages regional foods to thrive'

Cornish Pasty Association



'The pasties and pies are delicious and I'm absolutely thrilled to see a brand new business opening in Tenby'

Clr. Sue Lane, Mayor of Tenby





'Pasties At Dawn As Pembrokeshire Firm Takes On Cornwall'

South Wales Echo

The Tenby Observer

'A new food chain venture has been launched which has promised to fly the flag for Pembrokeshire produce'
'Working with the support of Welsh producers to develop a new concept in fast food'

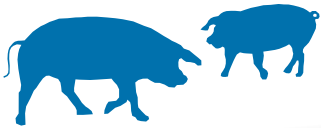
South Wales Echo

'Banging the drum for Pembrokeshire and the farming community'

'A delicately arranged pasty. A rich and sweet minced lamb filling with distinct smacks of berry. Tears apart easily...
...A firm sun-kissed butter-based pastry that holds together well'

Western Telegraph

'Pembrokeshire's own challenge to the Cornish pasty'
'Taking Pembrokeshire farm produce from the country to high streets across England and Wales'



'I wish Oliver and Dominic all the best with the new company'

Clr. Sue Lane, Mayor of Tenby





‘Pembrokeshire Pasty Rivals The Cornish Version’

Western Mail

Western Mail

‘With the Pembrokeshire flag proudly fluttering in a biting wind, the Pembrokeshire Pasty & Pie Co launched its assault on the British pasty market’

DinnerAtHome.co.uk

‘Guaranteed local ingredients, all grown and reared in Pembrokeshire... They will be baked locally as well’

‘The motto ‘Farm Fresh, Farm Made, Farm Filled’ says it all with every pie and pasty being its own Parcel of Pembrokeshire Magic’

British Baker

‘All the ingredients are fully traceable back to its partner farm in North Pembrokeshire, which prepares the products, or to other local farms’

Daily Express

‘For years it has been known as a Cornish pasty but now its origins are under question [after the Welsh claimed they invented the meat and pastry snack 800 years ago]’

‘Why It’s A Welsh, Not Cornish Pasty’

Daily Express

‘Pembrokeshire To Rival Cornwall On Pasties’

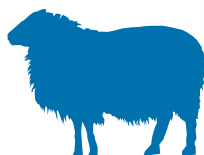
British Baker

‘Hands Off Our Pasties!’

ThisIsCornwall.co.uk

‘Welsh Plans To Take On Cornish Pasty’

Business Cornwall





Pemby Foods

After the success of the launch of the first store in Tenby and in the lead up to the opening of a flagship store in Cardiff, Pembrokeshire Pasty & Pie Co. are due to open a new branch of the company, Pemby Foods. Continuing with their passion for locally sourced ingredients, Pemby Foods will provide Pembrokeshire Pasty & Pie Co. with a base to manufacture their Parcels of Magic in house in the heart of Pembrokeshire whilst enabling them to work together with local and Welsh suppliers. All of their delicious pasties and pies will be made fresh daily on the farm and distributed to supermarkets and wholesalers, bringing a taste of Pembrokeshire to the masses.

**‘Working together
with local
producers’**

