

## Custardz - a New Range of Gourmet Desserts - Confectioners Unveil Luxury Custard Pots in Five Flavours

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Fine food confectioners Flower & White have lifted the lid on their latest creation - luxurious premium pots of dessert Custardz. These gourmet chilled Custardz are the ultimate in indulgence - and all natural. Creamy and delicious, they are available in five irresistible flavours.

Discover Madagascan Vanilla - timeless and classic, or the delectable Sticky Toffee - naughty but nice. There is also a decadent and rich Belgian Chocolate, a refreshingly tropical Passionfruit Curd and a fabulously fruity Strawberry.

### Premium Pots for Sharing

Custardz - smooth dessert custard made with the finest, hand separated free range eggs and double cream, enriched with layers of sauce or compote to give a taste sensation - hot or cold. Made from 100 per cent natural ingredients, there are no hidden nasties. Custardz are not only versatile - they can be eaten on their own or used for pouring on other desserts - they are also Gluten Free and suitable for Vegetarians.

### The Egg Came First

The highest quality free range eggs are at the heart of Flower & White. They are the key ingredient in all their products from their Swiss baked Merangz, Tweeners sharing cakes and Eggz ready-to-use yolks - and now Custardz. All the eggs are sourced locally and are hand separated - with Flower & White's bakers cracking more than 30,000 eggs each week. A laborious task, yet it makes a difference - and the results are worth it.

Brian Crowther, for Flower & White, said: *"This is a truly exciting development for us. We have gone to extraordinary lengths to source the finest, natural ingredients - and ensure that each one is bursting with flavour. Our Custardz are luscious, smooth and enjoyable - and complemented by a sauce, curd or compote. Custardz continues our story - with the finest quality free range eggs at the heart of all we do. We are really looking forward to seeing the reaction to the latest creation to leave our busy kitchen at Flower & White."*

### ENDS

*Editor's Notes Available in 425g pots, Custardz have a SRP from £2.99 per pot Flower & White, a new company brand name, produce award winning Merangz. Tweeners and Eggz Merangz giants and bites, and Tweeners, are available in store at Selfridges as well as garden centres, farm shops and delis throughout the UK. Merangz are also available online on Ocado - [www.ocado.com](http://www.ocado.com) All Flower & White products are available online at [www.flowerandwhite.co.uk](http://www.flowerandwhite.co.uk) See Flower & White on Stand V67 at Speciality & Fine Food Fair at Olympia National, London, on September 6th to 8th*

For further information, please contact Claire Dunn at [claire@monkhousefoodanddrink.co.uk](mailto:claire@monkhousefoodanddrink.co.uk), or telephone 01939 290399.

## Company Contact:

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