

## Foxy and Hottie Joined by Smokin' New Friend

Tuesday 10 May, 2016

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The Foraging Fox's gorgeous line up of innovative Beetroot Ketchups is set to expand again with the launch of the third instalment of their award winning condiments. The newest arrival is a smouldering, smoked adaptation that harnesses all natural, allergen free ingredients. A perfectly chic barbeque accompaniment that acknowledges the ongoing trend for rich, smoky flavours.

### When *Smokey sings*, I forget everything

With a string of foodie hits to their name, business partners Frankie Fox and Desiree Parker are set for another number one smash with their latest creation. Determined to create an authentic and multifaceted ketchup, Frankie's recipe development pursued many avenues. After a painstaking process she finally struck the perfect balance between beetroot's sweet earthy tones and a subtle, smokiness, liberating the distinct flavour of each constituent part.

Frankie explains: *"Our Smoked Beetroot Ketchup has been a real labour of love. Getting the recipe right and remaining true to our original core ingredients was a challenge. This meant experimenting with different types of wood and smoking methods to achieve the best result. At the heart of our brand is an adherence to all natural ingredients, so artificial additives were never an option. We're delighted with Smoked – it's a real triumph, with just the right level of intensity to complement the beetroot and apples. It's a wonderful sultry addition to The Foraging Fox family."*

### Three is the magic number

Packed with vitamins, minerals and antioxidants, The Foraging Fox's triumvirate of Beetroot Ketchups each bring something unique to the table and all taste great with a wide range of food. From meaty treats, fishy fancies, eggs a-go-go, to bringing salad dressings to life and gusto to a cheese sarnie – there is no shortage of options for these store cupboard essentials. As well as bringing some get-up-and-go to mealtimes, The Foraging Fox's ketchups are certified Gluten Free and are Vegetarian Society approved – meaning that everyone can enjoy beetroot-y goodness.

Since launching The Foraging Fox brand in September, Frankie and Desiree have established themselves as players to watch on the foodie scene. Desiree explains: *"So far 2016 has been a whirlwind; we have collected a FoodBev World Food Innovation Award, been highly commended in the Free From Food Awards and shortlisted for a prize in the 2016 Veggie Awards. This will be our second product launch this year so it's exciting to see what'll happen next!"*

Now that's a Smokin' success story.

ENDS

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