

## “Hey Foxy, Who's Your Hot New Friend?”

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### **The Foraging Fox to launch Hot Beetroot Ketchup at Farm Shop & Deli**

Since The Foraging Fox's alternative Beetroot Ketchup burst onto the speciality foodie scene just over a year ago, business partners Frankie Fox and Desiree Parker have been busy planning exciting adaptations of their award winning condiment. Visitors to this year's Farm Shop & Deli Show, 18-20th April at the NEC, will be amongst the first to experience their new flavour-packed 'Hot Beetroot Ketchup' on Stand E199A.

### **It's getting hot in here**

Unadulterated, natural wholesomeness and a celebration of the seasonal variety of this super-root are key drivers behind Frankie's sleeves-up, hands-on recipe development. Perfected in her kitchen at home, the latest 'Hot' incarnation delivers a pleasing, lip-tingling heat that fills your whole mouth. The subtle chilli-infused beetroot combines with the earthy warmth of horseradish. These two heat sources result in a complex and sophisticated flavour - aimed to gently raise an eyebrow rather than blow your socks off.

### **Good with everything - Good for everybody**

Set to deliver a real feel good factor, each bottle of the Hot One is packed with vitamins, minerals and antioxidants. A welcome addition to brighten up a detox regime; perfect for adding oomph to barbeques; and in equal measure, makes an excellent base for a zingy Bloody Mary. Now that's a multi-tasking condiment! As well as harnessing the nutritional goodness of beetroot, The Foraging Fox's ketchups are certified Gluten Free and are Vegetarian Society approved - meaning everyone can tuck in and enjoy the benefits of these extraordinary accompaniments.

### **The beetroot ladies are blazing a trail**

Frankie and Desiree crammed a great deal into 2015 with numerous awards successes. The pair have energetic plans to grow distribution and seek out potential partnerships with other like-minded businesses, as well as new product launches over the coming months. Their city slicker backgrounds have stood them in good stead as they continue blazing a trail with their relish revolution.

Desiree explains: *“Frankie and I are always looking for ways to innovate and take The Foraging Fox forward. We're very much driven by our hunger for knowledge and grounded by the principles of respect and passion. We're fortunate that so many people have joined us on our journey and we believe that the Hot One will introduce our Beetroot Ketchup to an even wider audience.”*

**ENDS**

## Company Contact:

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**Pressat Wire**

E. [support@pressat.co.uk](mailto:support@pressat.co.uk)

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