Holland's Celebrates British Pie Week With Launch of NEW Micro Pie

Monday 6 March, 2017

Lancashire baker Holland's Pies is celebrating British Pie Week with the announcement of a brand **NEW Micro Pie** available nationwide this March.

The new **Micro Pie,** available in over 400 Tesco stores across the UK from 13 March, is a frozen pie which can be conveniently microwaved in the packaging straight from the freezer. Using susceptor packaging technology, the pack also crisps up the pastry during the cooking process creating an oven-baked taste in just four minutes.

Adding extra convenience to a comfort food favourite, this individually-boxed tasty treat is perfect for a quick snack at home or at work. With a recommended retail price of just £1.50, the pies will be available in two tasty flavours:

- Chicken, Leek & Bacon
- Steak & Ale

The **Chicken, Leek & Bacon Micro Pie** includes tasty British & Irish chicken, sliced leeks and smoked bacon, seasoned with pepper, parsley and thyme, in a creamy sauce, baked in Holland's new microwavable shortcrust pastry. The **Steak & Ale Micro Pie** includes slow cooked tender prime steak in a light ale gravy, baked in Holland's microwavable shortcrust pastry. These new pies are sure to be a firm favourite for those wanting a tasty snack in just a matter of minutes or as an ideal pairing with mash or mushy peas.

Leanne Holcroft, Brand Manager at Holland's, commented: “We're really excited about the national launch of our new **Micro Pie.** As convenient as they are delicious, these tasty snacks bring our products to life in a completely new way. We've invested a lot of time in perfecting a pie that offers an even crispier and shorter pastry, an oven-baked taste and Holland's signature flavour and we're delighted with the finished product. We look forward to hearing customers' feedback and hope they enjoy them as much as we do!”

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