Phil Vickery Adds Delicious New Varieties To Gluten-Free Baking Range

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The Phil Vickery Seriously Good!™ range of gluten- and dairy-free mixes makes it easy to create free-from bakes that are as tasty as traditional recipes, so you can make sweet treats for everyone to enjoy together.

Phil's new-look range includes Chocolate Chip Cookie Mix, Natural Vanilla Cupcake Mix, Very Lemony Cupcake Mix and Very Chocolaty Cupcake Mix, all with natural flavourings and no preservatives or artificial colours. They're also suitable for freezing which is great news for planning ahead.

Even the toppings are covered: if you want to decorate a cake safe in the knowledge that everything is suitable for gluten- and dairy-free diets, try the new range of Gluten- and Dairy-Free Fondant Icing Mixes available in chocolate, raspberry, lemon and strawberry. Simply mix with water as per the packet instructions to make a gorgeously smooth, delicious topping.

Xanthan gum, an essential ingredient for homemade gluten-free cakes and bakes, is now also available as part of the Phil Vickery Seriously Good!™ Gluten-Free range.

Phil says, "I realise that it can be quite difficult to obtain some ingredients so I have done that for you. This coupled with the help and expertise of the leader in cake decorating and ingredients, Squires Kitchen, means we have created really fantastic products which we hope you'll love."

Will you make soft and chewy cookies, zesty lemon cupcakes or rich chocolate treats? The results are so good, we're challenging cake lovers to test them on their friends and family to see if they can tell the difference between these and regular cake recipes.

With the summer holidays coming up, set up a fun 'bake date' with your children to make tasty treats – choose from the Vanilla & Raspberry Cupcake Kit, the Very Lemony Cupcake Kit or the Double Chocolate Fancy Cake Kit that all come complete with cupcake cases and fondant icing.

About Phil Vickery

Phil Vickery has been a part of the This Morning family for over 12 years, won numerous awards including Michelin Stars and AA rosettes and written several gluten-free cookery books. Phil is also Food Ambassador for Coeliac UK, the leading charity working for people with coeliac disease.

Cupcake and cookie mixes start at £3.95 RRP and cupcake kits (boxed) at £5.95 RRP.

Fondant icing mixes start at £4.50 RRP and xanthan gum at £3.50 RRP.

The cupcake, cookie and fondant icing mixes are also available in catering-size pouches.

Phil Vickery's Seriously Good!™ Gluten-Free Mixes are available from good cake decorating shops and leading independents, please call 0845 61 71 810 or +44 (0)1252 260 260 to find your nearest stockist. Trade enquiries are welcome.

NOTES TO EDITORS

1. For further information, please contact Natalie Bull, PR Manager

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2. Squires Kitchen Sugarcraft Ltd. is a division of the Squires Group:

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Established nearly 30 years ago, Squires Kitchen manufactures over 2,000 own-brand, high-quality, innovative products for the cake decorating and sugarcraft market worldwide.

‘High-quality publications for the creative reader’

B. Dutton Publishing publishes specialist cake decorating, cookery and craft books for readers with a passion for creativity.

‘The confidence to create’

Squires Kitchen International School is the leading independent school of cake decorating, sugarcraft and baking in the UK, welcoming students from around the world to attend professional courses. Find out more at www.squires-school.co.uk.

3. Office Hours: 9am to 5.30pm, Monday to Friday. Squires Kitchen’s shop in Farnham is open from 9am to 5.30pm on Monday to Saturday and 10am to 4pm on Sunday. Shop online 24 hours a day at www.squires-shop.com.

4. Product samples, tips and digital images available on request. (Please note we have a limited number of samples.) Please note that images may only be reproduced with credits and prior approval from Squires Kitchen.

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