

## Sunshine In A Bowl: Rod And Ben's Launches New Flavours For Summer

Friday 28 March, 2014

Devon-based Rod and Ben's has added three new seasonal flavours to its delicious range of summer soups. Using only the freshest organic veg pulled straight from the soil, the most fragrant and aromatic herbs and leaves grown in Rod and Ben's very own walled garden, and of course that extra special ingredient - a dash of Devon love - all Rod and Ben's summer soups pack a punch of West Country goodness.

Each of Rod and Ben's soups has its own rich, natural colour, intense flavour and sumptuous texture that will turn an ordinary lunch into a deliciously wholesome feast. The new summer line-up includes:

NEW Roast Chicken, Lemon and Thyme Soup (wheat and gluten-free)  
NEW New Potato, Creamed Onion and Rocket Soup (wheat and gluten-free)  
NEW Carrot and Herb Soup (wheat, gluten and dairy-free)  
Tomato & Basil (wheat, gluten and dairy-free)  
Spiced Lentil (wheat, gluten and dairy-free)  
Smoked Haddock Chowder (wheat and gluten-free)  
Pea & Mint Soup (wheat and gluten-free)  
Award-winning Gazpacho (dairy-free)

Each month there is also a soup of the month - a great way to taste the season.

"Our soup pots are packed full to the brim of the freshest veg and herbs, which taste as if you had plucked them right out of your own back garden, " says Rod Hall of Rod and Ben's. "This year we have teamed up with the talented Jay and Will Allan from Hillside Foods in Exeter, who have created some new recipes that have real character and depth of flavour and are exactly what people want from a summer soup - fresh, tasty ingredients and wonderful aromatic English herbs that bring the bowl alive."

Rod and Ben's summer season soups are available from Ocado, independent retailers, delicatessens and farm shops all around the country and by mail order via [www.rodandbens.com](http://www.rodandbens.com) from 1 May until 1 October (when the winter veggies want a turn in the soup pot). Pots are 600g and have a RRP from £3.49 to £3.99. For more information, stories and photos about Rod and Ben's soups visit [www.rodandbenssoups.com](http://www.rodandbenssoups.com)

For further information and images, please contact Claire Bowman at Positive PR on email: [claire@positivepr.co.uk](mailto:claire@positivepr.co.uk) or telephone: 01935 389497.

How it all began...

In 1998, brimming with bold ideas and good intentions, two home-grown heroes decided to go back to their grass roots and make a fresh start in Devon. Rodney Hall and Ben Moseley met while studying agriculture at Seale-Hayne College over 15 years ago and when the tenancy for Bickham Farm in Devon became available the two friends were reunited giving Rodney the opportunity to fulfil his childhood ambition of becoming a farmer and Ben the chance to develop an organic system on a UK farm.

Bickham Farm, a mixed farm of 106 acres, which is certified by the Soil Association, was put into conversion in 1998 and in September 1999, Rod and Ben's started to sell its first vegetables boxes loaded with organic, seasonal and vibrant veggies - it was only a matter of time before they started leaping in to the soup pot and other wholesome products were born.

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