

## Young British Foodie Launches African Volcano Peri Peri Seasoning

Monday 9 September, 2013

Young British Foodie 2013 chef finalist and Master Chef of Great Britain, Grant Hawthorne has launched the peri peri seasoning

The African Volcano range of peri peri has been complemented by the launch of a dry rub version. Says Hawthorne: "I am delighted to see the peri peri seasoning finally launch."

"It has been trialled over the past several months and I think I've finally got the flavour profile to fit within the brand"

African Volcano recently collected Gold, in the Great Taste Award 2013 for the Peri Peri marinade – hot strength.

He says, as a chef producer you're constantly looking to grow and improve the range in the brand you've developed. It is an honour to be shortlisted in the 2013 Young British Foodies (chef category), which showcased the African Volcano range of sauces and marinades.

"Peri Peri is not just about chicken," says Hawthorne, "It can be used to enhance and complement prawns, pork, beef and vegetables – just about anything. The range has been registered with The Vegan Society, which is great for those who prefer alternatives. The rub-seasoning will further enhance the opportunities for home-smoking and curing."

"I publish my recipes that incorporate both the sauce and marinade so that people can experiment with them at home. Achieving another gold in this year's Great Taste Awards is further proof of the adage: flavour, wins"

A donation of 30 pence from every bottle sold supports the initiatives of Habitat for Humanity's Youth Build project in Cape Town.

Hawthorne's African Volcano stall at the Maltby Street food market in Bermondsey, London, every Saturday is a hit among foodies who can try a variety of peri peri-infused dishes like chicken prego rolls on homemade Portuguese bread, slow-roasted pulled pork on a peri peri bap and giant flame-grilled tiger prawns.

He says a milder and extra hot version of both the sauce and marinade are undergoing taste trials at present.

9th September 2013

Editor's notes:

For information about African Volcano with high-resolution pictures contact Grant Hawthorne  
Mobile: 07852 921342 | email: [granthawthorne@yahoo.co.uk](mailto:granthawthorne@yahoo.co.uk) | Web: [www.africanvolcano.com](http://www.africanvolcano.com)  
Facebook: [www.facebook.com/africanvolcano](http://www.facebook.com/africanvolcano) | Twitter: [www.twitter.com/africanvolcano](http://www.twitter.com/africanvolcano)  
African Volcano recipes: [www.africanvolcano.com/recipes](http://www.africanvolcano.com/recipes)

For more information on the Young British Foodies Awards: <http://www.the-ybfs.com/>  
Results of the Young British Foodies Awards will be announced in the evening of 10th September 2013

For more information on the 2013 Great Taste Awards [www.greattasteawards.co.uk](http://www.greattasteawards.co.uk)

For information about Maltby Street food market: [www.maltbystmarket.com](http://www.maltbystmarket.com)

### Media:



### Related Sectors:

Food & Drink ::

### Related Keywords:

Hawthorne'S African Volcano ::

### Scan Me:



## Company Contact:

—

### [Rocket Pop PR](#)

E. [rocketpoppr@outlook.com](mailto:rocketpoppr@outlook.com)

## Additional Contact(s):

Jean Matthews  
Samantha Jones

Beehive Mill  
Jersey Street  
Manchester  
M4 6AY

[View Online](#)

## Additional Assets:

**Newsroom:** Visit our Newsroom for all the latest stories:

<https://www.rocket-pop-pr.pressat.co.uk>