

# NEWS FROM LEWIS & COOPER

• PURVEYORS OF FINE FOOD AND WINE SINCE 1899 •

## Selfridges deal for made-in-Yorkshire cakes

A NORTH Yorkshire fine food firm will see its hand-made luxury fruit cakes grace the shelves of Selfridges in the run up to Christmas this year, thanks to a major new order from the retail giant.

Hundreds of Lewis & Cooper's award-winning cakes will be on sale in Selfridges stores in London, Birmingham and Manchester.

Linda Walters, Lewis & Cooper's sales development manager, said: "I'm very proud that such a prestigious retailer as Selfridges has recognised the quality of our made-in-Yorkshire cakes."

Elizabeth Hastrop, Selfridges Fresh Food Buyer, said the L&C cakes – which include iced and gluten-free varieties – had gone down well at the firm's Christmas press day, held late last month [JUL 22], where Selfridges' all-important festive offering was pored over by hundreds of journalists.

"We liked Lewis & Cooper's cakes because they are delicious, moist and rich with vine fruits," she said.

Selfridges hit the headlines around the world recently after announcing plans to open its Christmas shop on August 2 – 145 days before December 25, arguing previous sales had shown that some customers, particularly those from overseas, started buying for Christmas as early as August.

Lewis & Cooper, which has stores in Northallerton and Yarm-on-Tees, already wholesales many of its own-label produce to delis, farm shops and restaurants across the country. It numbers Harvey Nichols, English Heritage, The National Trust and Lakeland among its regular customers.



Last year Lewis & Cooper made more than 31,000 fruit cakes and 44,000 plum puddings in its kitchens in Northallerton, where an eight-strong team work flat out all year round to keep up with demand for the range.

A gluten-free fruit cake and a beautiful looking range of fruit-and-nut-topped glazed cakes were added to the selection last year and have proved to be top sellers.

For wholesale inquiries, contact Linda Walters on 07792 497416, 01609 777700 or via [linda.walters@lewisandcooper.co.uk](mailto:linda.walters@lewisandcooper.co.uk).

August 4, 2010

#### NOTES TO EDITORS

\* Please find attached a jpeg photograph of a selection Lewis & Cooper's cake range.

\* For press inquiries, images and logo requests, please contact Gareth Dant on 01609 760059 or 07929 869269.

\* The Northallerton store is at 92 High Street, telephone 01609 772880; a second, new store is 109 High Street, Yarm, telephone 01642 784158.

\* Lewis & Cooper stocks more than 35,000 lines, including its multi-award winning hand-made plum puddings, luxury fruit cakes and massive range of world-famous hampers. For more details of these, and of its many awards, please visit [www.lewisandcooper.co.uk](http://www.lewisandcooper.co.uk).

ENDZ



Our hand-made plum puddings consistently win gold at the food industry Oscars. Our luxury fruit cake has now joined the winners

