



PRESS RELEASE

WIRRAL FOOD & DRINK FESTIVAL CELEBRATE SPONSORS TYPHOO WITH A 'MAD HATTER' THEMED TEA PARTY



The Wirral Food and Drink Festival launched in style today, with an Alice in Wonderland inspired tea party.

Festival sponsors, Merseyside based tea giants, Typhoo were on hand with gallons of tea to wash down the delicious spread, served by TV Chef and this year's festival ambassador, Aiden Byrne.

The festival, which is now in its fifth year, has grown to be one of the most successful food events in the country. This year's event, which is set to be bigger than ever, attracting over 30,000 visitors, takes place over the August bank holiday weekend.

Event organiser and full-time farmer Andrew Pimbley donned a complete Mad Hatter costume, whilst his partner Georgina stole the show as Alice.

'We are delighted with the support we have received for this year's event', said Andrew, '2010 is Wirral's Year of Food, and so this has given us an even greater opportunity to promote Wirral, its producers and our wonderful food offering.'

Headline sponsors Typhoo are also delighted to be involved with the event. It is the first time the event has attracted a major brand and the Wirral based firm are throwing themselves into the role.

Stacey Moore of the Typhoo Marketing Team commented,

'Typhoo is delighted to be involved with such a unique and exciting event that gives us a great opportunity to work alongside other local producers and businesses. As a national brand, people don't often realise that Typhoo is produced locally and are quite surprised to find that our factory is in Moreton on the Wirral.'

With more producers than ever, live demos, music, and more it looks like the team will need their fair share of tea breaks this year!