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Lidl UK Lists Black Pudding Nationwide as Customers Snap up Nostalgic British Food



Press Release: Lidl UK GMBH – Fri, Oct 4, 2013 5:00 PM SGT

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LONDON, October 4, 2013 /PRNewswire/ --

Lidl UK has listed Black Pudding in all stores across the UK as the traditional product storms its way back onto Great British menus. Since going on sale in June for 99p, an average of 10 black puddings have been sold every minute in Lidl stores, with the exception of Saturday mornings when it shoots up to 26 black puddings.

(Logo: <http://photos.prnewswire.com/prnh/20120920/562717>)

(Photo: <http://photos.prnewswire.com/prnh/20131004/643612>)

Celebrity Chef Nick Nairn says: "It's becoming a hugely popular ingredient with the revival of traditional dishes and hearty, gastro pub food, as well as the rise in artisan food producers. We are more interested in where our food comes from these days, which can only be a good thing, and we're more likely to trust a small, reputable producer."

The Black Pudding comes under Lidl UK's own label, *Hazelmeade Farm*, and is produced for them by the family-run supplier, Pork Traders, in Liverpool. Now in its 3rd generation of family management, the business was started in the late 1940s by Jack Ellis Morphet, the grandfather of the current owner, Ellis Morphet. Pork Traders produces the same Black Pudding for a number of high-end hotels such as the Montcalm hotel in Central London under the *Oakwell* brand, but this is the first time they have produced Black Pudding for a supermarket.

Owner of Pork Traders, Ellis Morphet, says, "We make the black pudding to the same family recipe my grandfather used in the 1940s. We use fresh blood, rather than dried, which we source from my uncle's slaughterhouse three miles away, because it adds a better texture than with dried - it's more moist, and more delicious. The fresh blood is added to the cooked pearl barley, chopped bacon trim and pork fat and onions and then the ingredients mixed together with carefully selected herbs and spices to give it its special flavour."

Not just for breakfast, Black Pudding is a versatile ingredient recommended to be eaten with scallops, squid, white fish, and peas. Sales of traditional British foods have experienced a boom this year due to economic austerity and as a result of cooking programmes inspiring a generation of people to cook.

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EUR/SGD	1.6944	+0.0029	+0.17%
GBP/SGD	2.0053	+0.0071	+0.35%
SGD/JPY	77.6862	-0.2042	-0.26%
SGD/HKD	6.2135	-0.0078	-0.13%
SGD/MYR	2.5557	-0.0036	-0.14%
SGD/IDR	9,226.9111	+0.208	0.00%
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Blumont Gr ...	0.13	-0.750	-85.23%
Asiasons C ...	0.15	-0.890	-85.58%
Mirach Ene ...	0.275	-0.105	-27.63%
The Think ...	0.25	-0.625	-71.43%

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