



Campaign to Protect
Rural England
CHESHIRE

Victoria Buildings
Lewin Street
Middlewich
Cheshire CW10 9AT

Tel/fax: 01606 835046
Email: info@cprecheshire.org.uk
Website: www.cprecheshire.org.uk

President
Lady Baker-Wilbraham

Patron
H.M. The Queen

Registered Charity no. 248304

PRESS RELEASE

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Wilmslow Business Nominated for Award

A Wilmslow sandwich shop has been nominated for a new award, in recognition of the proprietor's efforts in using locally-produced ingredients in her dishes. Lite Delights[1] Station Road has been nominated for one of the Campaign to Protect Rural England's brand new "Buy Local" awards by a customer who was impressed at the fact that, instead of popping to the cash and carry, proprietor Ferri Etemadi orders all her delicious bread from a traditional local baker, and gets the eggs for her popular breakfast trays locally too.

The Buy Local Awards, launched recently[2] by the Cheshire Branch of the Campaign to Protect Rural England[3], are designed to reward businesses that provide their customers with the opportunity to buy locally-produced goods. "People are becoming more concerned about the quality, safety and traceability of the food on their forks, and many food suppliers are making a tremendous effort to provide fresh, tasty, top quality local foods. Buying local produce strengthens rural economies and cuts down on the huge number of "food miles" clocked up as food grown on our doorstep is driven around the country to be sold. CPRE believes providers of locally-produced goods deserve recognition and support, and that we should encourage more outlets to provide local produce to meet growing demand[4]," said Clare Lewis, CPRE's Press and Membership Officer, who is coordinating the Buy Local awards.

Lite Delights, run by Ferri with help from her sister Kia, her sons, and staff Amanda and Pat, aims to offer the very best to its clients, and even when they use ingredients from farther afield, the home-made element remains, "We were pleased to be nominated for this award as we really make an effort to have the local or home-made touch in the food we sell. Many of our dishes are favourite family recipes we often eat at home. Our soups are made from scratch - we make the stock for our chicken soup when we cook the chickens for our other dishes," said Ferri. "And we make sure we have plenty of low-fat and healthier choices, for example, some dishes use pesto sauce instead of mayonnaise, and our cooked meats are extra-lean cuts," added Kia.

Nominations for the awards have been rolling in from all over Cheshire in the two weeks since the scheme was launched. If you'd like to nominate a business, whether it's a shop, a farm or a restaurant, ring CPRE's Branch Office on 01606 835046 for a nomination form, download one from their website at www.cprecheshire.org.uk, or phone Clare Lewis on 07731 659 786.

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Local food heroes! Staff at Wilmslow's Lite Delights.

Notes for editors:

[1] The present proprietor renamed the business after taking it on about 18 months ago. The premises has been a sandwich shop ofr about 20 years, and may have been the first sandwich shop in Wilmslow.

[2] CPRE's Buy Local Awards were launched at the RHS Show, Tatton Park, 20th July 2005.

[3] The Campaign to Protect Rural England exists to promote the beauty, tranquillity and diversity of rural England by encouraging the sustainable use of land and other natural resources in town and country.

[4] During the farming crises of recent years, the local and organic food sectors have experienced marked growth, demonstrating demand for foods whose origins are easily traceable.

Further Information:

Clare Lewis
CPRE Cheshire Press & Membership Officer
07731 659 786

Debbie Janney
Cheshire Branch Secretary
01606 835046 (9 - 12 only)