

National Chain of Regional Food Outlets Announced

STARTS

A new food company, The Pembrokeshire Pasty & Pie Co., unveils a five-year plan to take Pembrokeshire farm produce to High Streets across England and Wales.

The first outlet is opening in Tenby on March 1st (St David's Day) followed by a flagship store in Cardiff in the Summer and ensuing roll-out across England.

The Directors, Tenby businessman, Oliver Booth, and London businessman, Dominic Spencer-Churchill, have been working with the support of Welsh producers for six months to develop what they believe is a new concept in fast food. All the pastries and fillings are guaranteed to be made, grown, reared and sourced directly from Pembrokeshire Farms or seas and baked freshly on the premises.

The brand aims to fly the Pembrokeshire flag, resurrect the once famous Pembrokeshire Pasty recipe, and take the best of Pembrokeshire to the English!

The chain is being launched regionally, on Thursday 11 February, at Penally Abbey, Tenby, supported by the local Mayor and farming communities.

ENDS

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