



GOOD ON YOU DELIA

I am sure most people have now seen the popular press coverage of what Delia Smith has had to say about frozen foods in her latest book "How To Cheat At Cooking". In her book, she says "To begin with you have to rid yourself of prejudices, which sometimes are simple myths that have been perpetrated, or else a form of snobbery that maintains that frozen food is a bit downmarket." She then goes on to talk about "With modern techniques of blast freezing, the 'freshness' of foods is not impaired. Fish is frozen at sea, so why buy it ready defrosted? Once vegetables are harvested, they begin to lose their nutritional value the longer they hang about. Just think how many fresh foods you've thrown out because of the wretched sell by dates." Delia Smith is on our side and already the companies that have been mentioned by Delia are already taking advantage of the PR opportunities. BFFF will work hard to take full advantage of the opportunity that Delia has presented us with.

Brian Young
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