



**PRESS RELEASE**

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for immediate release

**MORE DOUGH FOR A SEASON OF BERRY KISSES**

Support for the Tenbury Mistletoe Association is growing as National Mistletoe Day approaches. A collaboration between South Shropshire family bakers, Richard C Swift and local brewers, Hobsons Brewery, will see two limited edition, beer-flavoured loaves being produced to support local events throughout December.

The Sticky Kiss loaf and the Mistletoe loaf both use Hobsons new 'Kiss Me Now' blond beer as a key ingredient, to give each a unique flavour for the Christmas season. And 5p is being donated to the Tenbury Mistletoe Association by the bakers, for every one of these loaves sold through their own local shops and other tearooms, farm shops and independent shops in the Worcestershire and Shropshire area. It is also hoped that local pubs and restaurants will add the new breads to their menus before Christmas.

Master Baker at Richard C Swift Limited, John Swift, explains;-

“ Local businesses are working together through the all-important Christmas season and we are delighted to be supporting the Tenbury Mistletoe Association. English mistletoe has both historical and commercial significance for this area and for Tenbury Wells in particular. I hope people in the region will help us to support the forthcoming events by shopping, dining and drinking in the area as well. Let's keep it local “.

The Sticky Kiss loaf is made with cranberries soaked in beer, as well as milk, honey and a light sugar dusting over a dark crust. The Mistletoe loaf is a bold, granary-style bread that uses an oat and barley dough soaked overnight in Hobsons before baking.

John Swift continues;-

“ We have had great fun crafting these recipes and the blend of hops, barley, fruits and other sweet ingredients has created an amazing aroma in the bakery . . . although you will have to take my word for it! If they sell really well, we may continue to produce them next year “.

More information about all of the events being held during the Mistletoe Festival celebrations in Tenbury Wells can be found at – [www.tenbury-mistletoe-festival.co.uk](http://www.tenbury-mistletoe-festival.co.uk)

**ENDS**

**WORD COUNT: 344**

## **Additional Information**

**Tenbury Wells** is now recognised as England’s Mistletoe Capital and Saturday 1st December is National Mistletoe Day. This heralds the start of many events in the town for December.

### **Tasting Notes**

**The Sticky Kiss loaf**, produced by Swifts Bakery, is made with cranberries that are left to soak overnight in Hobsons ‘Kiss Me Now’ Blond beer. Milk, honey and a light sugar dusting make this a very moist and rich bread; perfect for fruity cheeses, honey, with white wines, on its own or, for use in bread and butter pudding.

**The Mistletoe loaf**, produced by Swifts Bakery, is made with oats and barley and the dough is left to soak overnight in Hobsons ‘Kiss Me Now’ Blond beer. This creates a bold savoury loaf, perfect with strong cheeses, winter soups, stews and casseroles, or just dipped in flavoured oils.

*Are you hungry now?*

**The Kiss Me Now blond beer**, produced by Hobsons Brewery, is a 4.2% abv pale ale full of hop flavour, brewed with Chinnock and Hersbrucker hops to give this beer strong floral and citrus characteristics; perfect with Christmas fayre or, on its own. Available for a limited time and only on draught, in local pubs, theatres and restaurants.

**TENBURY EVENTS** and the Tenbury Mistletoe Association are supported by Malvern Hills District Council.

### **Notes to Editors**

**For further information, jpeg images or interviews, please contact the M partnership  
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