

Chelsea Market Baskets WHOLESALE

For Immediate Release

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Chelsea Market Baskets Wholesale has Won the Outstanding New Product for 2007 at the Fancy Food Show for Tyrrells Sweet Chilli & Red Pepper Potato Chips

New York, NY July 2007 – Tyrrells Sweet Chilli & Red Pepper Potato Chips has won the sofi™ Gold Award for Outstanding New Product. The sofi™ Gold Awards which were formerly known as the NASFT Product Awards are given out during the NASFT Fancy Food Show. The Outstanding New Product award is the top award out of roughly 30 awards presented to the hundreds of new products submitted during the show. The Tyrrells line of English handmade potato chip has just launched in the USA in June. This line is uniquely grown and flavored, and includes four additional flavors aside from the Chilli & Red Pepper and seasonal feature flavors.



Tyrrells is just five years old and the only chipmaker in the UK to grow their own potatoes. They harvest and small-batch fry the potatoes directly on the premises of their farm in Herefordshire, England. The farmer, Will Chase, has converted one of his potato stores into a small factory, after traveling the world to learn about the process and source machinery. Tyrrells chooses to grow older, heirloom variety of potatoes for their renowned flavor, and each bag is stamped with the varieties of potato used, i.e. "Lady Claire". It is not uncommon for the potatoes to be dug in the morning and turned into chips by lunchtime. Fried in sunflower oil, additional flavors include Lightly Sea Salted, Sea Salt and Black Pepper, Cheddar Cheese & Chive, Cider Vinegar & Sea Salt and Mixed Root Vegetables. The packaging boasts various artwork, whether an antique photograph relating to the flavor or a hand-drawn vegetable image, drawn by the farmer himself.

Tyrrells chips are available at gourmet specialty stores across the nation. Contact Chelsea Market Baskets Wholesale for locations.

Chelsea Market Baskets Wholesale is a New York City based importer of specialty foods, baskets and containers from England, France, Scotland, Wales, South Africa and Asia.

For additional information, please visit www.tyrrellspotatochips.co.uk

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