

## Traidcraft launches Fairtrade muffins

Three delicious new Fairtrade muffins are the latest addition to Traidcraft's extended snacking range and are aimed at the out of home market.

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Luxurious, soft-centred, deep-filled muffins are launched this week and come in three flavours: toffee, blueberry, and lemon and poppyseed. The muffins come in packs of 12 and will retail at around 1.

Two rich flapjacks, in traditional oat, and fruit-and-nut variants, and a delicious traditional Eccles cake, complete Traidcraft's extended bakery range. Baked in the UK, the products are all suitable for vegetarians.

All the new products carry the Fairtrade Mark and benefit a wide range of producers, with sugar from Malawi, dried fruit from South Africa and nuts from Bolivia and Pakistan.

"We are keen to tap into the growth of Fairtrade products in the out of home market, so we are expanding our range of products to appeal more in that area," says Traidcraft Product Manager Jenny File. "It is exciting to bring Fairtrade into new marketplaces and make ethical snacking convenient for all."

"Traidcraft highlighted a gap in the market for Fairtrade, luxury food to eat on the move or to savour in a relaxing environment," says Helen Pearson of Innov8ive Foods. "Muffins are increasingly the bakery snack of choice for many people, from students to businesspeople; everyone can enjoy their Traidcraft muffins with the reassuring knowledge that by choosing Fairtrade thousands of farmers can be sure of a fair deal and a brighter future."



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### Notes to editors:

- Traidcraft is the UK's leading fair trade organisation and has been fighting poverty through trade for 29 years.
- The muffins can be ordered from Innov8ive Foods or Traidcraft on 0845 330 8901.
- High resolution images of all our products are available by contacting Anne Witton on 0191 497 6462 or email [media@traidcraft.co.uk](mailto:media@traidcraft.co.uk).
- Samples can be sent of most items for use in photo shoots or taste tests but may take 1-2 days for delivery.