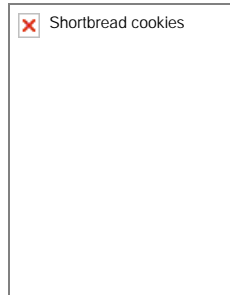


Traidcraft launches new Fairtrade shortbread

Traidcraft has just launched a delicious new chocolate chip shortbread. It includes Fairtrade ingredients from the developing world and is baked in Edinburgh to a genuine Scottish recipe, making it an indulgent and authentic delicacy.

30 October 2008



Available now, the all-butter shortbread is expected to be an extremely popular seasonal purchase. The contemporary new packaging features a shiny foil Traidcraft logo and makes the shortbread an attractive Christmas treat.

The chocolate and sugar in the shortbread are Fairtrade and the packaging features the story of Alfred Butao who grows cane sugar. He explains the benefit of buying the product:

“Before I was growing sugar my family could only manage to have one type of vegetable. Now we are able to buy cooking oil and meat so we have a balanced diet. I am able to feed my family.”

The shortbread comes in 200g boxes and is sold in multiples of 6. It has a recommended retail price of £2.79.

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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.
- Packs are 6 x 200g boxes for £16.74 and are available from Traidcraft on 0845 330 8901 or at www.traidcraftshop.co.uk.
- High resolution images of all our products are available by contacting 0191 497 6462 or email 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.