

The co-operative

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THE CO-OPERATIVE'S AWARD-WINNING 'GOOD WITH FOOD' ROADSHOW ARRIVES AT THE ROYAL SHOW

What: The Co-operative stand at the Royal Show – showcasing quality British food and drink, healthy eating, cookery demonstrations with a TV chef, interactive exhibits and a “smoothie bike” to help people pedal their way to 5-a-day

When: Tuesday 7 July to Friday 10 July

Where: Stand 63, Avenue K, showground at Stoneleigh Park, Warwickshire

The Co-operative will be at the Royal Show (7 to 10 July), where its stand will showcase high quality British food and drink products as well as its ethical approach to retailing.

Highlights at the stand will include cookery demonstrations by TV chef Simon Woodhouse, a “smoothie bike”, allowing visitors to create their own healthy drinks using pedal power, and interactive exhibits, games and displays featuring The Co-operative's Plan Bee initiative – to save the UK's honey bees from the threat of extinction.

Bees play a crucial role in pollinating crops, with around a third of the food we eat pollinated by them. Plan Bee is aiming to reverse their decline, and displays at the Show will highlight their vital role as well as giving the chance to find out what the inside of a bee hive looks and feels like.

The Good with Food Roadshow has already won gold awards for the best trade stand at both this year's Royal Bath and West Show and at the South of England Show.

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Debbie Robinson, Director of Food Retail Marketing at The Co-operative, said: “We always enjoy being part of the Royal Show. We will be showcasing much of what is so good about The Co-operative – our range of quality British food and our ethical approach.

“Last year our Good with Food Roadshow was a great success at shows up and down the country, and I’m sure visitors to our stand at this weekend’s event will enjoy all we have to offer.”

Cookery demonstrations, with TV chef Simon Woodhouse, will include grilled Elmwood British chicken on broad beans, and barbecued fresh fruit kebabs with lime crème fraiche and ginger sprinkle – simple dishes using tasty ingredients that can be bought in Co-operative food stores.

The stand will also include a mini food store, selling a selection of The Co-operative’s Truly Irresistible premium range, along with sandwiches, salads, yoghurts, drinks and snacks, and there will be competitions for members to win food hampers.

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Notes to editors:

Reporters and photographers are welcome to visit The Co-operative’s stand.

For further information please contact:

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