

White's Speedicook Ltd. Crowned Northern Ireland Breakfast Champion

Tandragee based company White's, the makers of 'Only Oats' porridge, is celebrating its win today after the company was named 'Breakfast Champion' of **Northern Ireland**, for its commitment to the promotion of delicious, healthy breakfasts.

The competition was held as part of the celebrations for Farmhouse Breakfast Week (22- 28th January 2006) organised by HGCA (Home Grown Cereals Authority). The campaign highlights the wealth of high-quality regional breakfast produce and reminds us all of the importance of making time for breakfast!

Bernadette Spear, Marketing Manager at White's said: "We are delighted to win an award in recognition of the quality and versatility of our products. Porridge has enjoyed a renaissance over the past few years as consumers have recognised the health benefits of starting the day with this superfood.

"To be judged head-to-head with other national players and win is testament to the quality of Only Oats porridge and the emphasis White's places on working with local farmers to produce a range of oat based products that exceed customers expectations". She added.

White's was judged on the company's portfolio of porridge products including Whites' Speedicook, Only Oats, Toasted Oats and organic porridge ranges.

Whites make Judge Henry Johnston on behalf of HGCA, declared that the breakfast products produced at **White's Speedicook** were indeed worthy of 'Breakfast Champion' status. He was particularly impressed by the use of local quality ingredients. "The company ensure local produce is used to support local farmers, and specialises in the development of innovative new products".

Runner up in the nationwide competition is the award winning **Grange Lodge Bed and Breakfast, County Tyrone**; where the menu features a selection of fresh local produce, including Norah Brown's famous "Bushmills Porridge" and homemade breads. Proprietors Norah and Ralph Brown have a real passion for promoting the importance of healthy, nutritious breakfast, whilst using produce from across Northern Ireland.

Fiona Hunter, Nutritionist commented that this competition reminds everyone of the delicious breakfast products available across the country. It also demonstrates the excellent work being done by so many to promote the most important meal of the day. "Healthy breakfast foods including cereals provide a wealth of nutrients to help us concentrate better and boost energy levels."

For more information on Farmhouse Breakfast Week visit:

www.hgca.com/breakfast