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Suffolk 'Superoil' to Appear at The Royal Show 2009

Hillfarm Oils, the UK's first producer of cold pressed, extra virgin rapeseed oil to exhibit 7-10 July

Deciding what type of oil to cook with requires more thought than just reaching for the cheapest bottle of olive oil in the supermarket. Hillfarm Oils, the Suffolk-based, family producer of extra virgin rapeseed oil, is challenging consumers to go British and 'swap the olive' for the culinary versatility and added healthy goodness of its Omega rich, cold-pressed rapeseed oil.

To raise awareness of the great flavour and healthy goodness of extra virgin rapeseed oil and allow local consumers to taste for themselves, Hillfarm Oils will be sampling and selling bottles of *hillfarm* at The Royal Show 2009 from 7th to 10th July 2009 at Stoneleigh Park, Warwickshire **Food and Drink Hall 1, stand FH -15**.

hillfarm extra virgin rapeseed oil is a delicious, non GM culinary oil, containing more vitamin E and 11x more natural Omega 3 than olive oil. With the lowest saturated fat content of any other oil on the market - only 6% saturated fat, compared to most olive oils containing 14% and sunflower oil with 10% saturated fat - *hillfarm* is a versatile and healthy 'superoil.'

With a higher burn point than olive oil, *hillfarm* is better suited to cooking and stir frying without losing the oil's nutritional properties. Its earthy, nutty flavour adds a unique freshness that is perfect for dressings, roasting vegetables or potatoes, whilst also being used as a direct substitute for butter and margarine when baking.

Sam Fairs, Director, Hillfarm Oils said:

"People have always believed that olive oil is healthier, but we think it is time that consumers discovered the amazing natural health properties that rapeseed oil holds, by simply trying it in the kitchen. *hillfarm*'s higher burn point means you actually get to benefit from the goodness of the oil when it is cooked and enjoy the subtle nutty twist that it brings to seasonal ingredients and quite simple everyday dishes.

"Consumers are also increasingly concerned about the origin and traceability of food. Why go to the Mediterranean and back when you can taste the goodness of a British Omega packed, lower fat alternative?"

Hillfarm Oils will be presenting and sampling extra virgin rapeseed oil at **Food and Drink Hall 1, stand FH -15**.

For more information please visit www.hillfarmoils.com

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About Hillfarm Oils

Established in March 2004, *hillfarm* is the UK's original producer of Cold Pressed Extra Virgin Culinary Rapeseed Oil. The Fairs family run business is founded on 40 years experience in sustainable agriculture.

hillfarm is a non GM culinary oil, produced using the process of cold-pressing to ensure the finest quality of oil is extracted. Nothing is added or taken out of the oil in order to maintain its natural goodness.