

## **Tideford Organics Microwaveable Pot of Soup**

Jan 24, 2011

Devon-based organic food company Tideford Organics has launched a new single serve microwaveable pot of soup. Designed for the convenience sector the new soup comes with a heat-proof sleeve so it fits into the Food to go market. The new range of single serve pots includes Armenian Dahl, Carrot and Coriander, Farmhouse Chicken And Vegetable, Moroccan Vegetable, Tomato And Lentil, and Tuscan Vegetable. Launched at the end of 2010, the 300g soup pot has been made so that the customer can drink directly from it after heating. As well as being a convenient product, Tideford Organics' soup range uses only organic ingredients so it is both healthy, nutritious and completely organic. Managing Director Lynette Sinclair said: "The Food to go category is a fast growing sector where healthy convenience foods are far and few between. "We looked at our existing range to see how we could adapt it for this market and came up with this solution and it has enabled us to provide a healthy option for the convenience market. "The heat-proof sleeve soups are designed for customers on the go who are looking for products with great flavour and no additives or preservatives. "The soups also meet today's dietary needs as many of them are gluten free and wheat free, as well as being low in salt, sugar and fat." Retailing from £1.99, the soup pots are ready to eat in just two minutes, offering customers an instant healthy meal option. Tideford Organics soups are also available in family size 600g pots and catering packs.

*This article first appeared on the Taste of the West website: [www.tasteofthewest.co.uk/](http://www.tasteofthewest.co.uk/)*

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