



Head in the clouds

Mouth-wateringly divine meringues

Direct

Mystic meringues™

PRESS RELEASE

A taste of heaven comes to Kent with Head in the clouds' divine meringues and plans for a global brand by 2015

Entrepreneur Lynn Bolton, sales and marketing director and founder of the award winning *Head in the clouds*, in Faversham, is bringing a little taste of heaven to Kent this summer when she opens her first dedicated retail outlet in the Fishermen's Huts, in Whitstable Harbour Village each weekend, from Fridays to Sundays and from now until the end of September 09.

The Whitstable opening is the first stage in a dynamic business plan, which has the backing of Kent's local Business Link, to transform *Head in the clouds* from a small luxury meringue business, into a national brand by the end of the year, with global ambitions by 2015. With two professional meringue chefs on board, a team of highly experienced executives and a professional stylist, *Head in the clouds* luxury meringues and outstanding business model, is attracting a huge amount of interest. Already the dynamic Lynn Bolton is preparing to appear with her mouth watering meringues on two food programmes on Sky TV this Autumn – 'Country Styles' and 'Kitchen Secrets'. The Sky TV crew will film Lynn in her new retail outlet in Whitstable Harbour Village and at EPICentre, during Whitstable Oyster Festival. The Whitstable Oyster Festival's EPICentre is a celebration of the best in natural, delicious and locally produced foods. Sponsored by Produced in Kent, of which *Head in the clouds* is one of its newest members, Lynn will be one of 40 stallholders appearing on Saturday 25 July (from 10am-5pm).

The high flying *Head in the clouds* flew straight in at cloud level, with its debut at the Country Living Fair in the spring. The company beat off stiff competition from dozens of other newcomers to win the Best New Product, awarded by Country Living Magazine, with the meringues also featuring on Channel 4 News.

2.

Lynn's critically acclaimed meringues, which can be ordered on line (www.headinthecLOUDS.uk.com) and delivered to your door within one week, are based on her grandmother's top secret recipe and bear no resemblance to the bland and dry mass-produced meringues that are the norm. The meringues really are 'Made for eating, not for living in a cupboard!' and yet each gift boxed set offers a flexible shelf-life of between two to four weeks – for anyone who can last that long!

With a crisp exterior and gooey interior, the '**Mystic Meringues™**' bring together an indulgent taste of nine mini meringues, beautifully gift boxed for self indulgence or as the perfect original gift alternative to a box of chocolates. Even the 'standard' **Classic Set Box** moves quickly beyond Vanilla and Chocolate - into Lime & Pistachio, Oranges & Lemons and Coconut. The **Cocktail Set Box** features heavenly matches of cocktails and just the right amount of sweetness with combinations such as Whisky & Marmalade, Rum & Raisin and Brandy & Walnut.

The **Spice & Flower Set Box** takes your taste buds on an exotic gastronomic tour with Cardamon & Orange, Blossom, Cumin, Clove, Ginger and Lavender! **Just for me Meringues** are ideal for a meringue aficionados, **Twogether Meringues™** are the perfect boxed set for sharing and **Allindulgent Meringues™** ideal for special occasions.

Despite these cash-strapped times, *Head in the clouds* has proved that there is still a booming market in upmarket self indulgence and generous gift giving with consumers happy to pay the £9.95 price tag in the shops for a box of nine mini meringues (or £15 to post direct). *Head in the clouds* believes it is the only company that has found a way to safely box and post its meringues, which has enabled the online ordering service to flourish and deliver meringues to customers all over the UK. Each handmade meringue is presented in metallic meringue cases and stunning designer packaging, which the company can brand in corporate livery for the growing number of business gift orders it is receiving.

The exquisite flavours achieved have been born out of Lynn's incessant drive for originality and perfection and the company only uses the best ingredients - be it the finest chocolate, a top quality liqueur or an ethically produced Kent sourced ingredient. Head in the clouds sources its vast number of free range eggs each week from the Royal School For Deaf Children at Monkshill Farm, situated between Faversham and Whitstable.

Lynn Bolton is an incredible mix of the City's 'Superwoman' Nicola Horlick, combined with the mystical allure of Joanne Harris's fictional character in 'Chocolat'. Twelve to fourteen hour days are the norm at the moment, but Lynn is on a mission to bring her meringues to Kent and the world beyond.

She says: "It's quite extraordinary the reaction we get when people first taste *Head in the clouds'* meringues. I have seen people who don't even like meringues waxing lyrical about our product range. 'Unique' is a word that is often banded about, but our meringues really are unique and I've patented them at every level to protect them. I've lost count of the number of customers who have had good intentions to share their box of meringues, or give them away as a gift, but after one taste has eaten the whole box in one go!"

Head in the clouds meringues are available from Faversham Flagship Food Hall (Macknade Fine Foods), in Selling Road, Faversham, ME13 8XF, 01795 534497, or www.macknade.com. Also in the Fishermen Huts (just beyond Harbour Garden Cafe) from Friday – Sunday each weekend until the end of September (and including August Bank holiday Monday). Also at EPICentre at Whitstable Oyster Festival Saturday 25 July (10-5pm) and on line at www.headinthecLOUDS.uk.com

-ends-

For more information, to arrange an interview or for further photography contact:

Sarah Orton

Director

WAC PR & Marketing

T: 0845 370 7037

E: sarah@wac.uk.com

W: www.wac.uk.com

Lynn Bolton

Sales & Marketing Director

Head in the clouds

T: 01795 529090/590115

E: enquiries@headinthecLOUDS.uk.com

W: www.headinthecLOUDS.uk.com

Issued: 14.7.09

Note to the editor: Sample press boxes are available on request