

News Release



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For Immediate Release

Producers Market launches in Altrincham

The first of a new producers market in Altrincham launched on Sunday 21 November.

Bringing together more than 20 local producers from across the North West, the market gave visitors a chance to source locally produced goods and try alternatives to their usual items with free tastings available. The produce on offer included homemade chocolate, meat, poultry and vegetables, homemade jams, butters, drinks, cakes, breads and even a local version of the South African delicacy Biltong.

One of the visitors to the first producers market was Clippy aka Michelle McKenna from Sale whose business Clippy's Apples began at a similar producers market and is now stocked by high end retailers such as Ocado, Harvey Nichols and Fortnum & Mason. Clippy, who was exploring the market with her daughter Rosie, said: "Markets such as this are really important as we have fantastic produce in the North West and as the biggest producer of food in the country our producers really know their stuff. You can talk to the producers about where their products come from, how they are made and get tips on what to do with them".

"Altrincham is a great place for this and should be known for quality markets as an historic market town. This is a great opportunity to find a hidden treasure that you can't get in major supermarkets and it is important that access is as easy as possible for people to get high quality produce like this."

The market, which will run on the third Sunday of each month, builds on the success of the producers market which has been held in Hale over the past two years and includes producers from the Greater Manchester region and Cheshire.

Leader of the Council Matt Colledge said: "I was really impressed at the range of produce on offer and the advice the producers were able to give in terms of how to make the best of the ingredients. We have a great asset in Altrincham market and for those residents and visitors that couldn't make the first event, I'd encourage you to visit on the 19 December and see what's on offer to make your Christmas dinners a bit different this year."

Market organiser Giles Pocklington was delighted with the support from local customers: "The success of today's market has shown the real demand for high quality, locally sourced food. Going into 2011 we're looking to make Altrincham Market the best location in the North West for local produce."

The next producers market is on Sunday 19 December from 10.00am - 2.30pm.

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