



Campaign to Protect  
Rural England  
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Registered Charity no. 248304

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## PRESS RELEASE

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Your photographer has been invited to attend Lite Delights at 11 am, Thursday 18<sup>th</sup> January

### Wilmslow Business wins Local Food Award

A busy Wilmslow sandwich shop has won one of the Campaign to Protect Rural England's [1] "Buy Local" awards. [2]

Instead of popping to the cash and carry, Ferri Etemadi, the proprietor of Lite Delights in Station Road, orders all her delicious bread from a traditional local baker, and gets the eggs for her popular breakfast trays and as many fresh ingredients as possible locally too.

Lite Delights is very much a family business, run by Ferri with her sons and her sister in law Kia, together with efficient and friendly members of staff. Ferri's aim is to offer her clients the very best of fare, with an emphasis on healthy eating and low-fat choices.

"We are all so pleased to have won an award, as we really do make the effort to use local foods and to provide 'home cooked' dishes in our menu," said Ferri. "We make soups to our own recipes, and we even make the stock it is based on ourselves. A lot of the dishes we offer are our family's favourite recipes, and we make sure we have plenty of low-fat and healthier choices, for example, some dishes use pesto sauce instead of mayonnaise, and our cooked meats are extra-lean cuts."

Following on from its success in Wilmslow, Lite Delights has recently opened a city centre branch in Peter Street, Manchester, run by Ferri's husband Kamyar. The new branch uses the same suppliers, and also follows Ferri's healthy eating principles.

The Buy Local Awards, organized by the Cheshire Branch of the Campaign to Protect Rural England, are designed to reward businesses that provide their customers with the opportunity to buy good quality locally-produced goods. "We are all becoming more concerned about the quality, safety and traceability of the food on our forks, and many food suppliers are making a tremendous effort to provide fresh, tasty, top quality local foods. Buying local produce strengthens rural economies and cuts down on the huge number of "food miles" clocked up as food grown on our doorstep is driven around the country to be sold. CPRE believes providers of locally-produced goods deserve recognition and support, and that we should encourage more outlets to provide local produce to meet growing demand[3]," said Clare Lewis, CPRE's Press and Membership Officer, who is coordinating the awards.

If you'd like to nominate a business for the next round of awards, whether it's a shop, a farm or a restaurant, ring CPRE's Branch Office on 01606 835046 for a nomination form, download one from their website at [www.cprecheshire.org.uk](http://www.cprecheshire.org.uk), or phone Clare Lewis on 07731 659 786. Nominations for the 2007 awards close at the end of the year.

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**Notes for editors:**

[1] The Campaign to Protect Rural England exists to promote the beauty, tranquillity and diversity of rural England by encouraging the sustainable use of land and other natural resources in town and country. Its Patron is Her Majesty the Queen.

[2] CPRE's Buy Local Awards were launched at the RHS Show, Tatton Park, 20th July 2005. The scheme runs annually.

[3] During the farming crises of recent years, the local and organic food sectors have experienced marked growth, demonstrating demand for foods whose origins are easily traceable.

**Further Information:**

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