

Press Information : 28th March 2007

EASTER AND THE NEW HOME COOKING GENERATION



Despite the mountains of chocolate eggs piled high in the shops, an increasing interest in home baking could make Easter a slightly healthier occasion. Recent Mintel reports have showed an increase in the home baking market of 22% since 2001 to around the £500 million mark and over half of consumers said they now cook dishes from scratch.

The report pointed to several key factors fuelling renewed interest in home baking. Celebrity chefs including Jamie Oliver, Nigella Lawson and Gordon Ramsey have all championed campaigns to put healthier, home cooking back on the menu and consumers are showing greater interest in the food they eat, in terms of the quality of ingredients as well as salt, fat and additives. Increasing availability of 'ready-to-cook' products are providing a practical alternative for the ready meal generation and home cooking is growing in appeal, both as a leisure activity and a way of spending quality time with the family.

When it comes to home baking, Pyrex has been the name to trust for generations with 90% brand recognition among UK consumers and almost every household owning at least one or two pieces of the heatproof oven and bakeware. This year, Pyrex is also the proud supporter of UKTV Food's The People's Cookbook, championing the best in home cooking across the UK and with the opportunity to submit recipes at www.uktvfood.co.uk.

Providing smart products to make cooking that little bit easier and more enjoyable has always been what Pyrex is all about and a selection of the latest essentials for traditional home cooking this Easter are as follows but more information on the Pyrex range, recipes, competitions and more can be found online at www.pyrex.com.

- *For perfect home-made hot cross buns or spicy Simnel cake, served fresh and hot from the oven* - the new baking sheet and cake tin from the Pyrex range have a non-stick coating inside and out, plus easy grip, non-slip handles for extra peace of mind. Available from supermarkets and high street retailers.
- *For the Easter Sunday lunch with all the trimmings* - the Pyrex Great British Sunday Roast Set comprises a large glass roasting dish, casserole dish and Yorkshire pudding tray, available from selected high street retailers.
- *For traditional fish dishes on Good Friday* - the Pyrex ceramic ovenware is ideal for serving starters and main course dishes straight from the fridge or oven to the table, from individual smoked salmon pate pots to whole baked fish recipes.

Ends

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