



Press information, 12th February 2007

Pyrex – The Proud Supporter of UKTV Food's 'The People's Cookbook'

As the nation's most familiar and favourite cookware brand, Pyrex is proud to be the official supporter of a new and 'interactive' TV series to be broadcast on the UKTV Food channel from this month, entitled 'The People's Cookbook'. UKTV Food is the only channel dedicated to the nation's love of good food and The People's Cookbook is based on home cooks from across the country submitting their favourite recipes and telling their stories about why their dishes are so special.

On behalf of Pyrex, UK Marketing Manager, Frannie Santos-Mawdsley explains, "Almost every household in the UK owns at least one or two pieces of Pyrex, whether it be the trusty measuring jug, a family casserole dish or a favoured cake tin and so who better to support a programme focussed on the nation's favourite recipes than Pyrex! We're committed to any initiative that encourages home baking and healthy eating and hope The People's Cookbook will be an inspiration and a big hit with viewers".

As primary sponsors of The People's Cookbook, Pyrex will appear on the opening and closing credits and in all the advertising for the programme as well as having hotlinks to www.Pyrex.com from the UKTV website and The People's Cookbook webpages. In addition Pyrex will be running a national competition in association with The People's Cookbook and offering other prizes to be won on the UKTV Food website.

The People's Cookbook will be fronted by celebrity chefs, Antony Worrall Thompson and Paul Rankin who will champion their favourite recipes submitted by the public and put them to an audience vote. The programme will be aired on the UKTV Food channel on Monday evenings at 8pm and a second series is already in the making for September. Further details can be found at www.uktvfood.co.uk.

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