

Tues 8 May, 2007

For Immediate Release:

The Pleasance, in association with Natoora and Eostre Organics announces the first



Pleasance Food Fiesta

Market • Music • Magic • Poetry • Puppetry • Politics • Films • Feasting • Frolics • Conversation • Kids' stuff

When: Sunday 10th June, 2007, 10am – 10pm

Where: The Pleasance Theatre & The Old Bus Garage,
Carpenters Mews, North Road, Islington, London N7 9EF
map: www.multimap.com/map/browse.cgi?pc=n79ef tube: Caledonian Road

Website: www.pleasance.co.uk/islington/food

Affiliated with: London Sustainability Weeks – see www.lovelondon.org.uk

Press contact: Andy Williamson, 07980 680052, andy@edinburghfoodfestival.co.uk

*A one day Ethical Eating Extravaganza, with fresh fruit & veg, amazing bread and other hot and cold produce available from a wide range of market stalls. Plus live jazz, poetry, magic, conversation cafés, short films and eclectic artistry from Stoke Newington-based **Strangeworks**, who will make the market come alive in all sorts of unexpected ways.*

Taking the Bus, or any form of public transport has become a modish way to travel in these climate-conscious times. Whilst the omnibuses are long gone, on the 10th June The Old Bus Garage in Islington will host a different type of green activity: the first Pleasance Food Fiesta. The day will feature the excellent produce Londoners have come to expect from a good farmers' market, but that is where the similarity with an everyday market will end. Live jazz, poetry, magic, a conversation café, short films will be on offer, with mask making and painting for children and eclectic artistry from North London based Strangeworks, who will make the market come alive in all sorts of unexpected ways.

Organiser Andy Williamson said "Food is something to be celebrated, and I can't imagine a better way to mark the most abundant season in the British food year. Here in the UK and across Europe we are perilously close to losing many of our producers who produce food in ways that genuinely care for the land and the animals because they can't compete with our hunger for cheap food. My aim is to host a great day of authentic and unusual entertainment that reflects the spirit and the qualities of the produce on offer.

We hope to show how simple it is to reconnect with farmers and artisan food makers and take control of your food life! There are now so many ways to shop beyond the giant supermarket chains: Farmers' markets, box schemes, over the internet. You can even buy fresh food direct from farmers in France by post – doesn't sound so sustainable at first, but here in London, food from France can be a lot closer than some regions of the UK. You can also get help to set up your own organic community market. One of our partners, Eostre Organics has been helping schools to do just this, so that great, ethically produced food is available at low prices.

Beyond this one day, we hope the memory of what's on offer will have people hesitating over that "bargain" chicken the next time they visit a supermarket. That would be a fantastic result."

This is the first food event to be held at the Pleasance Theatre in London, although they were hosts to the first Edinburgh Food Festival in 2006. Fresh produce as well as freshly prepared hot and cold food and drinks will be available on sale. The event is free and there will be lots to taste and do.

The site of the event is also home to gastro pub Shillibeers, one of the longest bars in London, which will be open throughout the day serving beer, wine, soft drinks and a full menu.

The Food Fiesta will be bursting with flavour, facts and entertainment, to be blended by the visitors to create their perfect Sunday.

The Pleasance Food Fiesta is presented in association with:

NATOORA.CO.UK
The best Local, French and Italian food delivered to your door



Pleasance Food Fiesta • www.pleasance.co.uk/islington/food • Notes for editors:

The Pleasance • www.pleasance.co.uk Director, Anthony Alderson anthony@pleasance.co.uk

The Pleasance Theatre Islington has been one of the most exciting Fringe theatres in London since it opened its doors in 1995, providing a launch pad for some of the most memorable productions and most renowned practitioners of the past decade and staying true to its mission of providing a platform for the talent of the future. It is the London base for the largest venue at the Edinburgh Fringe, where it presented 180 shows a day in August 2006, and was the base for the emerging Edinburgh Food Festival.

The building that is now the Pleasance Theatre Islington was once the timber store for the London Omnibus Company and several original features (including a huge winch by the entrance!) remain to this day. More recently the building was home to the internationally renowned Circus Space School. The theatre was designed by Pleasance founder Christopher Richardson and the conversion was completed in May 1996 with the help of one of London's first Lottery grants and a great deal of private support.

The Pleasance Islington has also houses some of the biggest names in comedy and the likes of Graham Norton, Al Murray, Harry Enfield, Bill Bailey, Ross Noble, Harry Hill, Mark Thomas and most recently The Mighty Boosh have regularly complemented our comedy programme. The Pleasance Theatre is a wholly owned subsidiary of the Pleasance Theatre Trust Ltd [Registered Charity number 2013041].

Natoora • www.natoora.co.uk Fann Lehideux, Marketing Director, fann@natoora.co.uk 020 7627 1600 or 07730 563765

Natoora believes that product range, prices and delivery time must be as convenient as a local supermarket to help people to change their habits and shop direct from local farmers. For a consumer, shopping via Natoora means having access to outstanding quality fresh food, reducing your carbon footprint, promoting the biodiversity of food as well as helping farmers to receive fair compensation for their hard work.

Natoora is an online farmers' market, which creates the first marketplace linking farmers and consumers across Britain and France. Natoora cuts out the chain of middlemen between farmers and customers and works as a marketplace to enable farmers to easily sell their products via the web to individuals across the UK and France. Natoora promotes and delivers on behalf of farmers and insures that the best quality and freshest food is delivered to the end consumer. Hence Natoora is a genuine multi regional farmers' market.

The Natoora.co.uk online shop displays the products of 150 farmers across France and Britain and offers an impressive range of fresh products, all managed without stock. The website offers more than 3,000 products covering fruit, vegetables, dairy, cheese, charcuterie, meat, fish, fresh bread and some dry goods (pasta, condiments, sauces...).

The uniqueness of Natoora is in the biodiversity of the food, the outstanding quality of the products and the fact that customers receive only one delivery in a two-hour time slot of their choosing. The packaging Natoora uses works as a cooler which avoids the use of refrigerated vans and maintains the products at controlled temperature with total traceability.

Eostre Organics • www.eostreorganics.co.uk Josiah.Meldrum@eostreorganics.co.uk 01953 456 800 or 07976 941 613

Eostre Organics is an organic producer co-operative supplying fresh and processed organic food direct from our members in East Anglia and from partner producers and co-operatives in the UK and Europe. Eostre forms a direct link between these producers and the consumer, supporting local, direct and co-operative markets and offering fairer prices to both the producer and consumer. Eostre supplies fresh organic fruit and vegetables of the highest quality. Its organic produce is available through markets, box schemes and independent outlets across the Eastern Region and in London.

Eostre aims to support its members and to benefit consumers by providing a wide range of organic fruit, vegetables and processed foods through independent outlets. While Eostre favours local and seasonal produce, it recognises the need to source produce from further afield to offer a complete sustainable alternative. By buying from its associate members and known associates in the UK and Europe, they are able to offer a guarantee of environmental and ethical standards. By choosing Eostre produce, customers can be assured of high quality food from organic, sustainable and co-operative sources. Eostre's founding principles are set out in their charter.

Besides supplying its own outlets and the independent retail sector Eostre actively seeks to work with community groups, exploring ways in which grassroots organisations can break free from the public funding merry-go-round by creating viable social enterprises. Most recently they've helped to establish community-owned market stalls which generate in excess of £1000 per month for groups in Kings Cross, Islington and Walthamstow. Eostre is also keen to see changes in public sector procurement, supplying several schools with fruit and vegetables as well as lobbying for broader structural changes.



London Sustainability Weeks is the largest project to date of London 21 Sustainability Network. For more info, visit www.london21.org.

London Sustainability Weeks: 3–17 June 2007 is London's greenest festival, celebrating projects and organisations that are making a real contribution to creating a more sustainable capital. London Sustainability Weeks provides London's residents, workers and visitors, of all ages, backgrounds and interests, the opportunity to explore and contribute to hundreds of events, showcasing sustainable projects from major campaigns to locally based events run by residents for residents. Events may vary hugely in their size or message, but what all have in common is that they are directly helping to make a cleaner, greener, healthier London. This year's London Sustainability Weeks will be launched at The Camden Green Fair on 3rd June. Other events during the fortnight will range from schools concerts to organic food fairs, from naked cycle rides to pond dipping, from community clean ups to business seminars.

For more information about any aspect of the Pleasance Food Fiesta, please contact:

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