

NEWS RELEASE

Ref: HCNETTO

Date: 4th March 2013

Contact: Amber Locke, Heat Food and Drink Ltd, T: 0044 1283 576940



HOTCAN LAUNCHED IN NETTO GERMANY!



German consumers can now forget their microwaves, throw away their soggy sandwiches and try a **HOT new alternative...**

HOTCAN self-heating ready meals have launched to the general public for the first time in Germany with 3 delicious varieties, all perfect for a lunchtime meal whether working on a building site, in an office or travelling on the road.

Each HOTCAN contains over 400g of nutritious food and by simply piercing the rim of the HOTCAN with the attached key, a completely safe exothermic reaction heats up the nutritious meal to the perfect eating temperature in just 8 to 12 minutes. The result? A hot meal that can be eaten anytime, anywhere, which stays warm for 45 minutes.

HOTCAN has been supplied to emergency and defence services Worldwide for over 20 years and is now available to the general public in Germany through 350 **NETTO** stores located nationwide.

HOTCANs are priced at **€3.99 per can** and are currently available in 3 delicious varieties including: beans with meatballs, tortellini bolognese and creamy rice pudding.

Mark Taylor (CEO of Heat Food and Drink who produce HOTCAN) said: "Whilst we don't expect HOTCANs to take over from the sandwich they can be a lot more satisfying, as can be testified by many emergency and defence services around the World who have used them for over 20 years.

If you are in an office you don't have the inconvenience of having to wait for the microwave or kettle as you might have to with other ready meals, you can just activate your HOTCAN at your desk and 10 minutes later you have a delicious hot lunch. It's as simple as that!+

IMAGE SHOWS: The range of HOTCAN varieties currently available in Germany

For more press information, interviews or images please contact:

Amber Locke, Heat Food & Drink Ltd, amber.locke@hotcan.com T: 01283 576940
www.hotcan.com