

NEWS RELEASE

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Contact: Amber Locke, Heat Food and Drink Ltd, T: 01283 576 940



HOTCAN: Celebrates opening of New Production Facility and HOT re-brand!

Heat Food & Drink Ltd have recently opened a new state-of-the-art production facility at Lancaster Park, Needwood, near Burton on Trent in Staffordshire and plan to create over 50 new jobs during the next 12 months.

The company produces a unique self-heating food product called HOTCAN which is supplied to the consumer, trade, defence and emergency response markets Worldwide. The recently opened production facility can produce up to 750,000 HOTCANs per month and the company has recently fulfilled substantial orders to the Metropolitan Police and a Danish wind power company.

HOTCAN comes in a range of 7 delicious flavours including; spicy beef pasta, beans with meatballs, chicken curry with rice and four-cheese ravioli with a chunky tomato sauce, there's even a creamy rice pudding for afters!

Each HOTCAN contains over 400g of nutritious food and the self-contained heating mechanism is activated by simply piercing the rim of the can with the provided key. This action sets up a completely safe exothermic reaction which heats the food inside the can to a perfect eating temperature in 10-12 minutes. The food inside then stays hot for up to 45 minutes, so you can tuck in straight away or leave it while you do something else.

Mark Taylor, Managing Director of Heat Food & Drink Ltd said: "HOTCANs have been produced for over 30 years and in 2010 we took over the product and set up a brand new manufacturing facility.

As well as a new factory and offices we've completely re-vamped the product; re-branding it with a new vibrant image, upgrading the heating mechanism, developing a new range of high quality food and we've even reduced prices to make the product more cost-effective for our customers.

I have no doubt that HOTCAN has the scope to be one of the biggest brands in the World and we're now looking for enthusiastic and talented people to join our team and help us grow the business into the next Red Bull!+

ENDS

IMAGES SHOW:

1. The range of HOTCAN varieties
2. Outside of the HOTCAN factory; production facility and offices
3. How it works drawing

For more press information, interviews or images please contact:

Amber Locke

email: amber.locke@hotcan.com, tel: 01283 576 940

Heat Food & Drink Ltd, Lancaster Park, Newborough Road, Needwood, Burton on Trent, Staffordshire DE13 9PD

