

NEWS RELEASE

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HOTCAN: 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 have completely re-branded their unique self-heating food product; HOTCAN.

The product is supplied to the consumer, trade, defence and emergency response markets Worldwide and 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

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