

## NEWS RELEASE

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## THE HEAT IS ON!

### HOTCAN is RE-LAUNCHED with 7 NEW VARIETIES

Heat Food & Drink Ltd have re-launched HOTCAN self-heating meals in 7 new delicious dishes and all at more cost effective prices!

HOTCAN is supplied to emergency response, police and defence markets Worldwide and proves to be the ideal solution for contingency feeding in **emergency situations** (e.g. fires, accidents, floods and other natural or man-made disasters), especially where catering wagons or catering facilities are not available.

Emergency situations can be extremely strenuous and HOTCANS provide a **nutritious, high energy instant hot meal**. Each HOTCAN contains over 400g of nutritious food; typically 25% more food than most other shelf-heating meals and HOTCANS also have a total higher calorific value . to help keep your emergency response teams properly fuelled!

It's quick, it's simple, it's easy to use. There's no fiddly packaging or complicated method of activation and there's no need for a kettle or microwave. The food stays hot for up to 45 minutes meaning you can tuck in straight away or leave it while you do something else.

HOTCANS are priced at £3.30 (RRP) but we offer a special price for Emergency Services customers of **£2.75 per can** (retrospective discounts are also available). HOTCANS come in a range of 7 delicious dishes including: spicy beef pasta, beans with meatballs, bangers and beans, chicken curry with rice and four-cheese ravioli with a chunky tomato sauce – there's even a creamy rice pudding for afters! The range also includes vegetarian and Halal options.

**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 with vastly improved quality systems we've completely re-vamped the product; re-branding it with a vibrant new image and developed a new range of high quality food. We've also reduced prices to make the product more cost-effective for our customers!

We can also now offer customers an **Inventory Stocking Service** with a dedicated 24 hour emergency hotline whereby we stock HOTCANs on behalf of the customer and these can then be despatched at short notice in an emergency.+

**ENDS**

**For more press information, interviews or images please contact:**

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