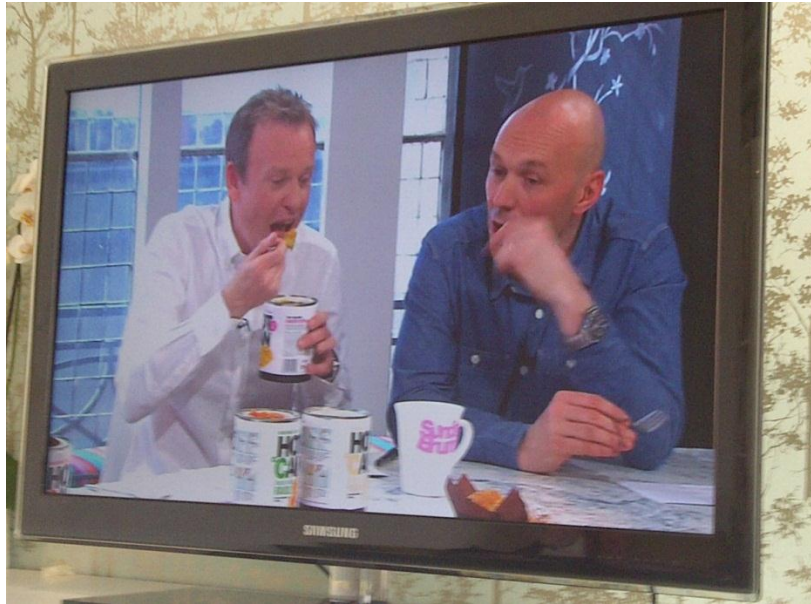


NEWS RELEASE

Ref: HC4/12
Date: 03 April 2012
Contact: Amber Locke, Heat Food and Drink Ltd, T: 01283 576 940



HOTCAN is no APRIL FOOL!

After being featured on **C4's 'Sunday Brunch'** last Sunday (1st April 2012) the show was inundated with callers asking if HOTCAN, self-heating food was actually an April Fool's joke!

Presenters on the show Tim Lovejoy and chef Simon Rimmer both gave a big thumbs up to the food and concept of the product but many viewers were left flummoxed, thinking that a self-heating meal couldn't possibly be real and contacted the show in droves to ask if it was really a prank.

HOTCAN was demonstrated on the show by Mark Taylor, MD of Heat Food & Drink and featuring alongside Mark was actress and celebrity Masterchef winner Lisa Faulkner and Danny O'Donoghue from the hit BBC One show The Voice and lead singer from The Script.

Mark Taylor commented: **It was fantastic to be featured on Sunday Brunch and the feedback from the show has been amazing. Our Facebook and Twitter pages were set alight with enquiries and there was so much traffic it even crashed our website with people trying to find out if the product was real or not!**

One follower tweeted: **Please tell me that Hotcan isn't an April Fools, I'd be sorted for the festivals this year if it's real!**

ENDS

PHOTOS SHOW: images from the **Sunday Brunch** Show, 1st April 2012

For more press information, interviews or images please contact:

amber.locke@hotcan.com, tel: 01283 576940. Heat Food & Drink Ltd, Lancaster Park, Newborough Road, Needwood, Burton on Trent, Staffordshire DE13 9PD

NOTES TO EDITORS:

Hear Food & Drink 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.

