



May 2008

## Summer News

Welcome to what will hopefully become a regular newsletter. We have lots of new products to show you and would love you to taste so please do not hesitate to call us on 058 44778 to arrange for a visit.

We have all experienced the massive price increases in raw materials—my favourite is the rising cost of oats—they went up 65% - haven't heard that they are being used to fuel cars .. yet!

We are doing our best to keep our costs down, without sacrificing our famed quality—ironically the higher quality ingredients don't seem to have risen in price quite as fast as their lowlier counterparts... except oats that is..

We were overjoyed to be voted Artisan Supplier of the Year by Aramark... a great time was had in Dublin at the employee awards ceremony where Tom Boyle won Chef of the year...

We look forward to hearing from you...

Best wishes,

Don't forget the competition!

tara

Page 3 Pinup:  
Chocolate Cake

Lickaliciously  
naughty..



BEST IN IRELAND—  
2008

Bridgestone

## Tara's wins Aramark / Campbell Catering Award



The Artisan Supplier of the year award was presented to Tara's at a ceremony in Dublin hosted by the redoubtable Marty Whelan.



Herberts Fair Trade iced Coffee

Excellent for those long hot summer days...

Expected to do really well in Spain this year...

3 months shelf life.

Case size 12— enough for ONE fine day...€1.25 per bottle



Meet Tara in person at Caffè Culture 2008 Olympia, London 21st & 22nd May  
The UK's only dedicated event for the cafe and coffee bar industry. We are Stand H8 on the ground floor.



What do you think of our new Cookie and Slice displays? Please let us know...

# Summer Drinks

## Quattro Stagioni gets new look...

All four of the best selling range have been updated in terms of packaging...

Winter has been changed to a really refreshing Lemon & Ginger

With one flavour for each season this deliciously sophisticated range of juice drinks comes in four flavours:

- Spring: Orange & passion fruit
- Summer: Orange, carrot & lemon
- Autumn: Pink grapefruit & cranberry
- Winter: Lemon & Ginger



**Firefly** Down in Price  
€16.50 per case  
€1.38 per Bottle

There are no artificial sweeteners, colours or stabilisers, nor in the 275ml glass range, any preservatives.

Unit size: 500ml plastic bottles / 275ml glass bottles

Case size: 24 / 12 Storage: Ambient

**Only €1.10 each!**

**Buy 10  
Get 1 Free  
in May**



**€1 per bottle!**

Latitude is now available in 750ml...  
Raspberry Green Tea  
Mango Green

**€2.50 each**

Latitude is a wonderfully refreshing range of iced teas in three flavours - the traditional pair, Lemon and Peach and a third, Mango which is made with Green tea. The deliciously light flavours provide a healthy and refreshing alternative to other soft drinks, particularly on a hot summer's day.

There are no artificial sweeteners, colours or stabilisers, nor in the 275ml glass range, any preservatives.

Unit size: 375ml plastic bottles/275ml glass bottles

Case size: 24/12



# DARLING SPUDS



## Do you remember what Crisps used to taste like?

A new range of delicious, authentic chips, that are not only lovingly hand cooked, but are produced with the finest ingredients.

Available in five exciting, feisty flavours:

- Sea Salt and Modena Balsamic Vinegar
- Crushed Natural Sea Salt
- West Country Cheddar, Leek & Pink Peppercorns
- Fire Roasted Jalapeno Peppers
- Sour Cream with a hint of Mexican Chilli

.....Only 60c per bag...

*"This brand new range looks great, tastes great and best of all, is completely natural."*  
**Natural Health Magazine, March 2007**

# Chocolate Cake

Have you tried our new Chocolate Sandwich cake yet?

Only €20

16 pre-marked portions @ €1.25 each

Also Available in **Passion & Coffee**



TARA'S NATURALLY

**BEST IN IRELAND—2008**

...but you knew that already, didn't you!



"...Tara's company produces fab cookies, bakes, cakes and sweet whatnots that are a terrific tea time treat and a boon for school lunch boxes. There is a real flair to everything this company produces... to the zesty, up for it flavours that distinguish the entire range of cakes and good things..."

**Special Cakes...**

Did you know that Tara makes Birth-day, Occasion & Wedding Cakes using the same care and quality to make a truly memorable cake and we deliver nationwide...



**Artisanal foods preferred to local, says report**

Artisanal products hold the highest appeal for a majority of US consumers, according to a survey conducted by the Natural Marketing Institute (NMI).

LOHAS ('lifestyle of health and sustainability') consumers make up about a quarter of the US population and are classified as those with strong environmental and social values who base many of their purchasing decisions accordingly.

The survey results focused on today show that given a choice between artisanal, fair trade, organic and local foods and beverages, both general population adults and LOHAS consumers ranked artisanal first - followed by fair trade, organic and local.

"The concept of buying local has received a great deal of media attention this year," said NMI Managing Partner Steve French.

"It was interesting to discover that of the four choices presented to them, consumers ranked it last and that artisanal was by far the most important criteria. This observation points out the need to stay abreast of ever-changing consumer trends."

***"Artisanal was ranked first.. above fair trade , organic and local..."***

According to NMI, in ranking artisanal first, consumers voice their interest in more unique products rather than mass commoditization that has traditionally driven the market.

"Artisanal products tend to be more exclusive and therefore provide the consumer with a way in which to feel distinctive about their purchase," it said.

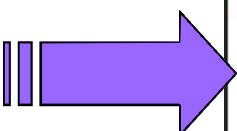
"This allows the product to be a better reflection of a consumer's individualistic style and interests. Artisanal products also tie in to a broad-based experiential trend NMI has observed for several years."

Watch this space!

Organic Irish Breakfast Tea

Blended in Galway

Coming soon!



**Name that cake competition!**

Ingredients: Flour, sugar, butter, free range eggs, cake crumbs, sultanas, peel, currants, mixed spice, lemon rind, orange rind, sherry,

The above is an ingredient listing for a cake— what is it called?

The winner drawn from the hat will receive a free cake or mixed box of goodies —

Contact Claire with your answer by email [Claire@tarascookies.com](mailto:Claire@tarascookies.com) or phone 058 44778. Winner and their picture will be featured in the next issue!