



Red Lion Foods

SAY THANK-YOU TO THE ARMED FORCES AT BREAKFAST, LUNCH AND DINNER

- **Red Lion Foods launches national ‘THANK-YOU’ initiative in support of the armed forces and their families**
- **Buying one Red Lion Foods product a week will raise more than £30 million a year**

EMBARGOED: London, 11th October 2010 – Today sees the launch of Red Lion Foods, a pioneering food company that donates all its post-tax profits to UK armed forces charities. Red Lion Foods gives all households in the UK the chance to say ‘THANK-YOU’ to the armed forces, and their families, every day. If each UK household spent just a pound a week, the cost of a loaf of bread, the initiative would raise a staggering £30 million per year.

Red Lion Foods’ post-tax profits fund the critically important support and rehabilitation work of the UK’s armed forces charities. Charities Red Lion Foods supports include; the Royal British Legion, the Soldiers, Sailors, Airmen and Families Association (SSAFA) Support Our Soldiers, Help For Heroes, the Gurkha Welfare Trust and Sir Oswald Stoll Foundation.

Andrew Gidden, Managing Director, Red Lion Foods, said: “Red Lion Foods is giving every person in the UK the chance to regularly say ‘**THANK-YOU**’ and recognise the sacrifices being made for us. If households buy just one of their everyday food products from us in their weekly shop we can donate more than £30 million to armed forces charities every year. This is equal to the amount raised by Children in Need each year, and an amazing amount of money to help our armed forces.

“We’re making it easy to say ‘**THANK-YOU**’ to the armed forces and their families without compromising on quality, price or convenience. From our best-of-breed suppliers, to the UK’s major supermarkets, I’ve been touched by the level of support behind this idea. We’re now asking the UK public to get behind it too.”

Bryan Davies, Category Trading Manager – Edibles, The Co-Operative Food, said: "Our serving armed forces and veterans need all the support they can get and the Red Lion Foods model makes that

easy. Quality products from leading manufacturers, at competitive prices and with profits going to service charities - why wouldn't you support that?"

For more information visit www.redlionfoods.com or follow us on Twitter™

<http://twitter.com/RedLionFoods> or Facebook™ <http://www.facebook.com/#!/pages/Red-Lion-Foods/110600892317754?ref=ts>

Notes to editors:

Red Lion Foods is a different sort of food company. It believes most people want to say thank-you every day to the UK armed forces and their families. 100 per cent of post-tax profits go to the UK armed forces charities, including the Royal British Legion, SSAFA (Soldiers, Sailors, Airmen and Families Association), Support our Soldiers, Help for Heroes, the Gurkha Welfare Trust and Sir Oswald Stoll Foundation.

Red Lion Foods works with a large number of supplier partners to produce a broad range of top quality, great tasting food at affordable prices. Our products, from cooked meats, breads and dairy products, to sauces and confectionery, are already available in leading supermarkets throughout the UK.

We are a small group of people with 120 years experience in the food industry who are passionate about what we do: Our aim is to raise millions of pounds by giving every person in the UK the chance to say 'THANK-YOU' to our armed forces and their families every day.