

Charlie Bigham's launches colourful new grains-based range

New selection of premium pre-prepared meals available in Waitrose from 25th April



Charlie Bigham's, creator of tasty dishes to pop in the oven, has launched a range of new recipes, celebrating grains and featuring a variety of sumptuous world flavours.

The new range is perfect for those wanting to have a more varied diet, but who don't always have the time or desire to prepare meals from scratch. The range is available in selected Waitrose stores nationwide from 25th April 2018 (RRP £8.50).

Chicken Katsu Curry and Salmon Teriyaki are amongst the new recipes, as well as vegetarian options such as Cauliflower & Paneer Curry. Featuring flavoursome, top quality ingredients, each new dish offers a delicious, convenient meal made with the same care and attention as you would at home. Packaged in distinctive pairs of octagonal wooden trays, each dish is designed for two people. The range is aimed at those seeking out new flavours and those following meat-free or flexitarian diets.

Founder Charlie Bigham comments:

“Our new recipes combine delicious grains with some punchy flavours and popular superfoods. They are a tasty option for those wanting to eat flavoursome food, with less hassle. Like all our dishes, these new grains-based recipes are prepared with pride in my kitchen and cooked with ease in your oven at home.”

The vibrant packaging design features illustrations by Emily Sutton that depict the colourful ingredients found in the food.

The launch of the new recipes follows a year of strong growth for Charlie Bigham’s. As well as retail sales growing 16.3% year-on-year (Nielsen, 52 WE 30th Dec 2017), Charlie Bigham’s opened a brand new, purpose-built Food Production Campus in Somerset, which is now home to some of the brand’s best-selling dishes including Fish Pie and Chicken Tikka Masala.

The grains range available in Waitrose (RRP: £8.50, for two people) is as follows:

- Goan Fish Curry - with Pollock, Sweet Potato, Kale, Turmeric and Biryani Rice (800g)



- Salmon Teriyaki - with Edamame, Bok Choi, Sticky Jasmine Rice & Quinoa (800g)



- Cauliflower & Paneer Curry - with Chickpea, Spinach & Lentil Dhal (800g)



- Chicken Katsu Curry - with Edamame, Shredded Vegetables, Sticky Jasmine Rice & Quinoa (772g)



- Miso Chicken - with Shredded Vegetables & Coriander & Lime Bulgur Wheat (800g)



- Roasted Aubergine & Halloumi - with Butter Beans in a Tomato Sauce & Bulgur Wheat (800g)



ENDS

Notes to Editors:

Inspired by his travels and love of cooking, Charlie Bigham set up shop back in 1996 with the aim of creating delicious dishes for people to share at home – putting in all the care and attention that you would if you were to cook them yourself. Using top quality ingredients, his goal was to help people steal back some quality time by doing all the dinner prep for them.



Rhiannon Winfield

Senior Account Manager

01225 444268

rhiannon@highlightpr.co.uk

[highlightpr](#)



Ben Veal

Account Director

01225 444268

ben@highlightpr.co.uk

[highlightpr](#)

ABOUT HIGHLIGHT PR

Highlight PR is a results-focused PR and content marketing agency, based in Bath. The agency specialises in consumer PR for baby, kids and family brands and licensed characters and B2B PR for architects, designers, events, leisure and creative companies.



Highlight PRnewsroom