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Charlie Bigham's launches first puddings range

[Charlie Bigham's](#), creator of over 50 delicious savoury dishes, is set to launch its first range of ready-to-bake puddings called Proper Puds.

Available exclusively in selected Waitrose stores from 5 February, **Charlie Bigham's Sticky Toffee Pudding, Sticky Ginger Pudding, Chocolate Fondant, Bread & Butter Pudding** and **Cherry Bakewell Pudding** will all appear in the brand's iconic wooden trays (RRP £5.50 for a 2-4 person serving).

These first five much-loved classics are made with the choice ingredients found in a discerning baker's pantry – Belgian chocolate shards, sherry-soaked raisins, cinnamon sugar and sweet cherry compote. With Bigham's taking care of the prep – measuring, mixing, whisking and melting – the result is a freshly-baked pudding in just 15-20 minutes.



Proper Puds are a natural next step for Charlie Bigham's, whose current range of over 50 dishes, inspired by UK classics and world flavours, are renowned for meticulous ingredient selection, home-style recipes and small-batch cooking. In 2019, Bigham's revenue grew by 18% and with the opening of a purpose-built bakery at its London kitchen in October, Proper Puds will be the brand's most significant launch of recent years.

Proper Puds will be supported by in-store POS, PR and social activity from February onwards. A Proper Puds version of Charlie Bigham's current advertising campaign, 'Only Delicious Will Do', has been developed by long-time creative partners, Creature.

Charlie Bigham, company founder, says:

"After receiving hundreds of customer requests for puddings, we realised the scale of consumer appetite for traditional sweet dishes, which not everyone has the time or skills to make just as they should be. This is the first time that the Bigham's brand has ventured away from the premium ready meals category in almost 25 years, and this is our way of giving shoppers what they need to round off a tasty meal - five Proper Puds made with the same passion and pride found in our current range of over 50 savoury dishes."



-ENDS-

Charlie Bigham's Sticky Toffee Pudding – Classic sticky toffee pudding with a generous, velvety toffee caramel sauce (436g)

Charlie Bigham's Chocolate Fondant – Rich, melt in the middle chocolate fondant, topped with dark Belgian chocolate shards (392g)

Charlie Bigham's Bread & Butter Pudding – Slices of sweet brioche in a vanilla custard, scattered with sherry-soaked raisins and cinnamon sugar (362g)

Charlie Bigham's Sticky Ginger Pudding – Rich stem ginger sponge pudding, covered in a sticky ginger sauce (426g)

Charlie Bigham's Cherry Bakewell Pudding – Almond and Madagascan vanilla frangipane with a sweet cherry compote, sprinkled with flaked almonds (490g)

Notes to Editors:

Inspired by his travels and love of cooking, Charlie Bigham set up shop back in 1996 with the sole aim of creating really delicious dishes for foodies – 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. Charlie Bigham's portfolio of dishes now has over 50 delicious meals, made and sold exclusively in the UK, including best sellers such as Chicken Tikka Masala, Lasagne and Fish Pie. In February 2020, Charlie Bigham's launched its first ever range of sweet ready-to-bake dishes – Proper Puds.



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ABOUT HIGHLIGHT PR

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