

SERIOUSLY GOOD.

SERIOUSLY GOOD SAUCE FOR A SERIOUSLY GOOD CAUSE.

COMIC RELIEF LAUNCHES NEW COOKING SAUCES FROM GORDON RAMSAY.

Comic Relief has teamed up with Gordon Ramsay to launch a new and exclusive range of Seriously Good cooking sauces, developed in Gordon's kitchens by his team and overseen by the man himself. On shelf now in selected major retailers across the UK, every jar helps Comic Relief – Gordon will not be making a penny. Simple as that.

Three years in development, the Seriously Good range consists of five different sauces bursting with rich, intense flavours and delicious served with meat, fish, vegetables or pasta. All ingredients have been selected by Gordon to ensure high quality, authentic tasting recipes.

A first for Comic Relief, Seriously Good sauces will be available all year round rather than limited to the duration of the Sport Relief or Red Nose Day fundraising campaigns. With at least 10p from the sale of every jar going to Comic Relief, the public can help raise funds every time they shop. The money raised will be used to transform the lives of vulnerable and disadvantaged people in the UK and some of the world's poorest countries.

Gordon first became involved with Comic Relief in 2002 when he ran the London Marathon in aid of Sport Relief. In the same year he visited Tanzania with Lenny Henry to help raise awareness for the Child Hope Project which helps abandoned and neglected families with no home. He has since shown his commitment through a number of different initiatives including doing the Sport Relief Mile with Prince William in 2004. Moved by the children he met in Tanzania, Gordon made a



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commitment to work on project which could help raise funds throughout the year, which led to the development of the Seriously Good range.

Just last week Gordon visited Kids Company in South London - a charity founded by Camila Batmanghelidjh to provide practical, emotional and educational support to vulnerable inner-city children and young people. Comic Relief funding enables Kids Company to continue to help the most vulnerable young people in London.

Gordon Ramsay comments:

“This is something I feel very strongly about. The idea behind the sauces is they are something that I could do to help 365 days a year. I’ve seen first hand the difference money raised through Comic Relief can make not just internationally but right across the UK too. For every jar that is removed from those shelves, 10p goes to fund projects doing great work just like Kids Company. If we can make even a small difference then it’s more than worth it”.

“The sauces are phenomenal, there’s no two ways about it. We’ve created a range inspired by the Mediterranean using only top quality ingredients. We’ve combined them in an inventive and exciting way to produce rich, intense flavours that you will love. I don’t do anything by halves but don’t take my word for it – just put one into your trolley and you’ll be helping Comic Relief”.

The Seriously Good range of sauces are available in selected major retailers including Tesco, Sainsbury’s, Morrisons and The Co-Operative (RRP £1.89). The range includes Bolognese & Red Wine; Spicy Red Pepper & Spianata Sausage; Tomato, Black Olive & Mixed Herb; Cherry Tomato & Balsamic; Wild Mushrooms & Mascarpone.

For more information and recipe ideas go to www.seriouslygood.com

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For images, further information or samples please contact Gemma or Katie at Sputnik Communications;
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NOTES TO EDITORS

- Available in selected major retailers from September 2009 onwards – including Tesco, Sainsbury's, Morrisons and The Co-Operative.
- RRP £1.89 for 350g jar.
- The range of five sauces consists of the following flavours: Bolognese & Red Wine: Spicy Red Pepper & Spianata Sausage: Tomato, Black Olive & Mixed Herb: Cherry Tomato & Balsamic: and Wild Mushrooms & Mascarpone.
- Comic Relief receives proceeds of at least 10p from the sale of every jar of sauce. Gordon Ramsay does not get a penny from the sauces.
- Comic Relief works year round in the UK and overseas to help people living the toughest of lives.
- The money received by Comic Relief will be used to transform lives in the UK and some of the poorest countries in the world. Just some of the ways Comic Relief cash has made a difference in Africa includes educating people about HIV and AIDS, teaching women to read, immunising children and helping people rebuild their communities after conflict. Across the UK, examples include supporting older people in their fight to get their rights recognised, offering counselling and fun activities to give young carers a much needed break, and providing escape routes for women living with domestic violence.
- Comic Relief is a registered charity no. 326568 (England/Wales); SC039730 (Scotland).



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