



News Release

EMBARGOED until 6am 22nd September 2017

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It's a pasty Jim, but not as we know it..... *it's an #outofthisworldpasty*

Rowe's Cornish Bakers have made history by sending Cornwall's most famous export – the pasty – into space.

The number one supplier of hand crimped pasties worldwide, has become the first to launch a traditional hand-crimped Cornish Pasty into space. The delicious treat was launched into the stratosphere at 11:00am on 20th September '17, reaching an incredible 35,482m.

The intrepid pasty, the first ever to be sent to the edge of space on a weather balloon, was launched from Hayle Community School coinciding with a space project the students are undertaking. The students were able to follow the pasty's space adventure thanks to an on-board tracking device. This video footage has now been uploaded to Rowe's website for the rest of the world to witness the Cornish Pasty travelling to the edge of space and back.

Suspended in the stratosphere for approximately 93 minutes and with temperatures dropping as low as -62 Celsius, the pasty returned to earth completely frozen. Becci Blackburn, Retail Director and Hayle Community School Head Teacher, Andrew Martin, were the brave volunteers who offered to taste the 'out of this world' pasty which landed on Bodmin Moor. The pasty, which was filled with delicious chunks of skirt beef, local potatoes, onion and swede, was "awesome" according to them both.

Becci Blackburn, Retail Director at Rowe's, said: "We are over the moon to have successfully pulled this stunt off in celebration of the traditional Cornish pasty and our 68 years of baking heritage.

"We were delighted to involve Hayle Community School in this pasty space stunt. Our signature pasty is steeped in Cornish heritage and we take huge pride in our product and recipe. Cornish Pasties are synonymous with Cornwall and we are proud to be part of this amazing mission."

Becci continued: “Experiencing a weather balloon launching a tasty, iconic, Cornish pasty into space is something we hope the students will remember for a long time and it may even inspire them to work in the space industry or boost their interest in science.”

Head Teacher, Andrew Martin said: “Sending a pasty to the edge of space with Rowe’s was fantastic. Our students and teachers work incredibly hard in the classroom, so it’s been brilliant to bring their science lessons to life like this.”

Pasty fans can enjoy out of this world deals on Rowe’s award-winning hand crimped Cornish, Chicken and Cheese and Onion pasties and sausage rolls by visiting one of their bakeries.

Rowe’s is Cornwall’s premium baker and pasty maker. Producing the highest quality freshly baked goods for customers, the award-winning bakery uses traditional craft baking techniques and local ingredients. Rowe’s has a network of 16 shops and 5 branded concessions in Asda and Tesco stores across the South West. With a variety of products including the award-winning Steak and Kidney pasty as well as vegetarian and gluten free pasties, Rowe’s caters for everyone.

See world exclusive footage of the first pasty in space by visiting www.rowesbakers.co.uk/about-us/first-pasty-into-space

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Media Enquiries

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Notes To Editors

Based in Cornwall, W C Rowe has been producing the highest quality baked goods for retail and foodservice customers for more than 60 years.

The craft bakers supply branded and own label goods to major multiple and independent retailers regionally and nationally. W C Rowe also has a network of 16 Rowe’s branded shops and 5 branded concessions in Asda and Tesco stores across the South West.

www.rowesbakers.co.uk

