



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.

W C Rowe has become the first company to launch a pasty into space, confirming their position as Cornwall's premium baker and pasty maker.

The 'out of this world' pasty stunt leads Rowe's in-store autumn marketing campaign. The craft bakers have launched a range of new 'out of this world' products including Rocket Biscuits and Space Cupcakes and will be offering visitors special deals across a range of their freshly baked goods. The campaign is supported by a comprehensive radio advertising campaign with Pirate FM as well as on digital media channels.

The intrepid pasty was launched from Hayle Community School, coinciding with a space project the students are currently undertaking. The students witnessed a world first and were able to track the pasty in space thanks to an on-board tracking device.

Suspended in the stratosphere for approximately 93 minutes and with temperatures getting as low as -62 Celsius, the pasty returned to earth completely frozen. Becci Blackburn, Retail Director and Hayle Community School Head Teacher, Andrew Martin, volunteered to taste the 'out of this world' pasty which landed on Bodmin Moor, describing it as "awesome".

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."

Visit www.rowesbakers.co.uk/about-us/first-pasty-into-space to see a Cornish pasty travelling to the edge of space and back – a world first.

In March 2017, W C Rowe was acquired by Iberia Industry Capital after impressing the industrial holding group with its high-quality standards, award winning, premium products and solid management. Holding the highest BRC accreditation for 13 consecutive years, Rowe's has a network of 16 branded shops and five branded concessions in Asda and Tesco stores across the South West.

ENDS

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 68 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