



PRESS RELEASE

April 2008

Welcome to April's **Ocado Outlook**, our monthly media briefing on the latest headlines from independent online grocer Ocado (www.ocado.com).

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Honeyrose Bakery Now Available At Ocado

The award-winning Honeyrose Bakery makes a delicious range of hand-baked, organic treats including cakes, cookies, muffins and biscotti and, from this month, they are available at Ocado.com.

At Honeyrose Bakery, everything is freshly-baked by hand. A small team, still run by Lise Madsen - the lady who set up the company in her kitchen eight years ago - puts undivided care and attention into making each treat using fine ingredients. With nine Great Taste Awards under her belt, including the coveted Gold Award for its Organic Oat & Raisin Cookie (99p), Lise has also gained Organic Food Federation certification for her entire range. What's more, Honeyrose Bakery recently received the prestigious Green Mark award for its environmentally-friendly business practises such as using biodegradable film to package its products.

Best of all, no one needs to miss out on their favourite treat thanks to Honeyrose Bakery's choice of wheat-free products including Organic Carrot & Walnut Loaf cake slice (£1.09) and the Organic Date & Walnut bar (£1.09).

OCADO - ONLINE RETAILER OF THE YEAR 2007 (THE GROCER GOLD AWARDS)

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