



## **PRESS RELEASE – JANUARY 2007**

Turn the clock back 10 years, and all fats were deemed bad. Today, a better understanding of food nutrition and a better communicated health message has seen the advance of good fats.

Consumers can now readily differentiate between saturated and unsaturated, and the demand for food enriched with essential fatty acids have surged.

A newly established company in North Wales, Calon Lân Food has just launched a new range of healthy cooking oils, all with their own distinct characteristics.

Formed last year through a partnership between Geraint Hughes, a 28 year old Agricultural Consultant from Pwllheli and Menter Môn, the Anglesey based Enterprise Agency, Calon Lân is the first company in the UK to sell pure Camelina Oil.

“Very few people have heard about Camelina,” explained Geraint. “Even though it’s known since the Iron Age, extra virgin Camelina Oil has been forgotten nearly everywhere except in Russia and Scandinavia.”

Camelina Oil is highly regarded as a versatile cooking ingredient that can be used as a healthy alternative to other oils on the market.

“It can be drizzled on salads, potatoes or rice, or used for making pasta sauces and classic vinegrettes,” recommends Geraint. “What makes it even more exciting is that it’s even healthier than olive oil, with less saturated fats and a much higher level of omega-3 essential fatty acids and vitamin E. Its versatility and soft nutty taste with a hint of garlic will make sure that it won’t stand idle in kitchen cupboards.”

Like all Calon Lân’s oils, seeds from the Camelina plant are cold-pressed, a mechanical process of squeezing the oil out that ensures all the natural goodness is retained.

“Alternative methods of extracting oils can involve solvents, but we make sure that all Calon Lân oils are extra virgin and absolutely pure. The entire range is GM free and is suitable for vegetarians and vegans.”

A native plant from southern Asia, Calon Lân will this year be working with farmers to grow local Camelina.

“The closest source of Camelina we could get for this year was Staffordshire,” explained Geraint Hughes. “Our first few months of trading was given us the confidence to grow camelina locally in 2007, so giving us a truly Welsh product.”

Over the last 2 months, Calon Lân’s team have been busy finalising two new additions, Avocado Oil and Hemp Oil.

Avocado Oil has already become the first choice of many chefs. With a smoking point of 255°C, it’s ideal for roasting, searing or drizzling over hot dishes.

“Avocado was highly regarded by the Aztec civilisation,” said Geraint. “Packed with vitamins and minerals, its high monounsaturated fat content and zero cholesterol mirrors the Mediterranean healthy diet.”

The third addition to Calon Lân’s expanding portfolio is Hemp Oil. Sweeter than Camelina and Avocado, Hemp is best kept for cold applications or used to gently stir-fry vegetables or grill fish.

“Cherished for millennia by great civilisations, Hemp Oil is set to make a rampant comeback,” enthused Geraint. “Our organically grown Hemp Oil offers omega-3 and omega-6 healthy fats in the optimum ratio for good health, and it is over 90% unsaturated.”

“Hemp is related to the cannabis family, but we’re always quick to point that the only high you will experience with this oil is the taste.”

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Next month, Calon Lân will officially launch its new range on the international stage at the International Food Exhibition at London.

“The products we have and the way they’re presented is quite innovative. Our aim is to get people feeling good through eating and enjoying the right food. If we get this right, then it should create new opportunities for local farmers to grow new crops.”

Whether it’s for drizzling, dipping, marinading, roasting, dressing or searing, Calon Lân oils bring a new healthy dimension to meals.

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