

**Fisher & Paykel**

**FOR IMMEDIATE RELEASE**

***All produce kept fresh in Fisher & Paykel's Active Smart™ refrigerator***

This week saw the start of the new series of The Great British Menu on BBC 2:

'In Series 5, the chefs face their toughest challenge yet. This year is all about local food and, as the National Trust has such a strong tradition of local food production, the chefs are tasked with sourcing as many ingredients as they can from farms, estates and the surrounding neighbourhood of an historic property in their region. Instead of their usual suppliers, the chefs will have to scour the land to unearth the very finest produce, celebrating Britain's home grown food.'

'The final banquet will be hosted by HRH The Prince of Wales, who is a long-time advocate of local, seasonal food, and also serves as the President of the National Trust. He'll be joined by HRH The Duchess of Cornwall for the banquet and the guest list will be comprised of some of the nation's best food producers, farmers and fishermen, the people who toil to put the finest local British produce on the map.'

Fisher & Paykel's Active Smart™ refrigerators continuously adjust the flow of cold air into your fridge and freezer by sensing your daily use and climatic conditions, ensuring it constantly maintains optimum temperatures throughout your fridge for the freshest, finest, nutrient rich foods. By constantly monitoring what's going on inside your fridge, Active Smart™ also ensures your fridge operates in the most efficient way. The fridge is cooled according to how you use the product, saving you precious energy as your fridge customises itself to your lifestyle. Finished in a stylish EZKleen stainless steel, these refrigerators make a grand statement in any kitchen.



For more information, visit [www.fisherpaykel.co.uk](http://www.fisherpaykel.co.uk).

More information on The Great British Menu is available from the BBC website <http://www.bbc.co.uk/programmes/b0071y6r> or Optomen Television <http://www.optomen.com/show.aspx?program=556>.

A preview of the show can be viewed here [http://www.youtube.com/watch?v=KJrzVD\\_x0wQ](http://www.youtube.com/watch?v=KJrzVD_x0wQ)