

## New twist on traditional Irish

Rudd's are relaunching their traditional Irish brand with a modern new look and some tempting new products to add to their breakfast range. Using 100% Irish pork, their sausages boast a 75% pork content while their rashers are dry cured by hand in the old traditional style. But the 'pièce de la resistance' for pudding lovers is their unique roulade of black and white pudding combined. For some additional recipes to jazz up traditional ingredients, visit [www.rudds.ie](http://www.rudds.ie), where Michelin starred chef Derry Clarke of L'Ecrivain has devised some tempting recipes.



Rudd's new look breakfast range

## Neven goes digital

Chef Neven Maguire is branching out into culinary digital space with the launch of his first cooking app 'iCook with Neven'. Featuring over 60 of Neven's favourite recipes including images, the app is available for the iPhone, iPod Touch and iPad. It also includes demonstrations, recipes for stocks, sauces and other essentials, as well as Neven's top tips. Meanwhile, the shopping list function allows recipe ingredients and utensils to be compiled easily. Priced at €4.99, the iCook with Neven app is available for purchase at [www.nevenmaguire.com](http://www.nevenmaguire.com) and on iTunes.



Neven Maguire

## Sodastream is back

Who can forget the famous Sodastream makers from childhood? Well, they're back, and they've gone all fancy. A whole new generation of kids will get the chance to get busy with the fizzy as this eighties favourite hits stores with a sleek new makeover. Available in a range of colours and styles, there are also a new range of low-sugar and no-sugar flavours to

contend with, as well as the old classics. For those of you not familiar with it, Sodastream uses ordinary tap water to make sparkling soft drinks at home. Available in Arnotts, Harvey Norman, Soundstore, Expert, DID Electrical and Euoronic priced at €64.99 for the soda making unit, with flavours starting from €3.99 for the syrups.



Sleek new design for Sodastream

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**Ask for Sunnys**

Wexford strawberries are renowned for their quality, and while Wexford strawberries are considered to be grown locally, apparently this is not always the case. Hence why a group of Wexford growers have banded together to form Ireland's first branded Wexford strawberry to increase transparency for consumers. Known as Sunny Wexford Strawberries, where the strawberry comes from, how it is grown and by which grower is all part of the new brand. Consumers can become acquainted with the grower and their family, their farm and their fields through their website, facebook and twitter activities. See [www.sunnystrawberries.ie](http://www.sunnystrawberries.ie) for further details.



Sunny strawberries

## Sea for yourself

This July, Achill Island will host Féile Bia na Mara, which will include complimentary oysters tastings in the local pubs and restaurants as well as a host of seafood activities and events to enjoy. Running from 15 July to 17 July, the festival will be officially opened by Chapter One's Ross Lewis. With seafood demonstrations taking place all day Saturday and Sunday, Ross himself will take to the stage to cook some of the 34 species of fish to be found around Achill's coastline and answer questions from the audience. For further information on events and tickets, please contact Achill Tourism: Tel: +353 (0)98 20705; [www.feilebianamara.ie](http://www.feilebianamara.ie)

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