

Press Release

Wednesday 3<sup>rd</sup> August



### **BRU Ate all the Pies?**

To celebrate the start of the new SFL season this weekend, Scotland's favourite soft drink has teamed up with the world's Scotch Pie champion, Maurice Irvine, to create a limited edition IRN-BRU pie which will be available to purchase from Irvine's of Beith for this Saturday only.

Maurice has added a phenomenal twist to his traditional, quality tasting Scotch pie by combining IRN-BRU with the best Scotch mince beef and light, crispy pastry. The ginger, sweet taste of IRN-BRU combines perfectly with the Scotch pie to create a taste sensation.

The IRN-BRU pie was unveiled today by Martin Steele, IRN-BRU's Senior Brand Manager. Martin commented;

*"Football fans will know how well IRN-BRU goes with a pie, so it is great to be able to create an IRN-BRU pie as the new season is launching this weekend – and I can testify that it tastes PHENOMENAL!"*

Martin was joined by SFL Chief Executive David Longmuir and Maurice to unveil the pie at the prestigious bakers in Beith.

Maurice commented;

*"I am delighted to have worked with IRN-BRU on these pies for the start of the new SFL season. I always like to experiment with new ways of making pies to get the best possible results for our customers and this won't disappoint! I'm sure we'll have quite a few requests for the IRN-BRU pie this weekend."*

SFL Chief Executive David Longmuir is also thrilled about this exciting new addition for the launch of the SFL:

*"IRN-BRU is renowned for giving SFL fans something a bit special, and this year is no exception. The IRN-BRU Pie is a novel way to celebrate the start of the season."*

Ends

For further information on IRN-BRU please contact Burt Greener Communications - Stacey Blevins, [Stacey@burtgreener.co.uk](mailto:Stacey@burtgreener.co.uk), 07792 253799 or Kathryn Dunlop, [kathryn@burtgreener.co.uk](mailto:kathryn@burtgreener.co.uk), 07533 085947.

### **Notes to Editors**

The IRN-BRU Pie will be available to buy from Irvine's of Beith, 22 Eglinton Street, Beith, Ayrshire, KA15 1AQ on Saturday 6<sup>th</sup> August between 9am till 2pm.