

NEWS RELEASE

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HOTCAN: THE HOT NEW ALTERNATIVE TO SANDWICHES!



HOTCAN self-heating meals have traditionally been supplied to the trade, defence and emergency response markets worldwide, however they are now looking to take on the might of the sandwich and offer consumers an exciting hot alternative for their lunch!

British consumers managed to eat their way through over 11.5 billion sandwiches last year and Heat Food & Drink Ltd, the makers of HOTCAN, believe there is a gap in the market for hard-working consumers who would prefer a hot lunch that they can have anytime, anywhere, whether in the office, on the building site or stuck in the car in the floods!

They come in a range of 7 delicious flavours including; beanz with meatballs, chicken curry with rice and four-cheese ravioli with a chunky tomato sauce – there's even a creamy rice pudding for afters!

Each HOTCAN contains over 400g of nutritious food and the self-contained heating mechanism is activated by simply piercing the rim of the can with the provided key. This action sets up a completely safe exothermic reaction which heats the food inside the can to a perfect eating temperature in 10-12 minutes. The food inside then stays hot for up to 45 minutes, so you can tuck in straight away or leave it while you do something else.

Mark Taylor, Managing Director of Heat Food & Drink Ltd said: "Whilst we don't expect HOTCANs to take over from the sandwich, on a cold, wet and windy day they can be a lot more satisfying, as can be testified by many emergency and defence forces around the world who have used them for nearly 30 years.

If you're in an office you also don't have the hassle of having to wait for other people to finish using the microwave or kettle as you have to with other convenience ready meals, you can just activate the HOTCAN at your desk and 10 minutes later you have your hot lunch – it's as simple as that!

We're looking forward to taking on the mighty sandwich and HOTCANs will be available in stores near you soon.

ENDS

For more press information, interviews or images please contact:

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