

Matthews Flour Hits the Spot “Crumbs” says our Chairman!

This summer I had to visit an electrical component business for a part I needed. It was on a vast industrial and retail estate at Pool in Camborne, Cornwall. It was a hot day and the company I wanted was hard to find.

There were little roads, byways and car parks that lured me in, all for nothing. I abandoned the car and walked, asking anybody I found to help me locate the place I wanted.

Why is the place you want always the last place you find? In the end I came across it almost by chance and extracted the part I wanted. I dreaded having to find my way out of the estate and back into the real world. But luck was with me: I suddenly espied Baker Tom's, a bakery business that was proudly advertising a new cafe/restaurant right there, on its main

baking site. A helpfully laid out car park put me right by the entrance and in I went. It was lovely and bright, with a surprisingly extensive menu and cheerful, helpful staff! I had a delicious cappuccino and, perversely perhaps, a toasted teacake.

As I left I passed a large pile of bags bearing the legend 'Matthews Mill'. I went back inside and said to the young man behind the counter, "I have been lost all morning on this industrial estate and I come in here by chance, over 250 miles from home, and find all those bags from Matthews in the village where I live!" He grinned, "That's the best flour we can get. Always best quality, always delivered on time. That's the flour we use. You're lucky to live there!"

Peter Hills

Crunch Point for Mr Cameron

The Prime Minister was recently asked to give the price of 'value sliced white-bread', - can you? In his reply he said that, rather than buying shop bread, he likes to make his own bread with a Panasonic bread-maker, using...yes you guessed "Cotswold Crunch beautifully milled in the Cotswolds".



love his home - made bread. How reassuring to think of our very own PM kneading away the tensions of the day after that essential visit to the new Matthews Shop for his flour! Our photograph shows him on an earlier visit to Shipton Mill, getting in some practice.

He extolled the moment when you "wake up to a wonderful smell that drifts through the kitchen" and said that his children

You too can buy your Cotswold Crunch in the new Matthews shop, £1.78 for a 1.5 kilo bag.