



food with vision

OUTLANDDISH MEAT RANGE LAUNCHES IN THE UK WITH NATIONWIDE LISTINGS

***Outlanddish* hits supermarket shelves this month**

Adventurous new food brand, *Outlanddish*, is bringing some of the world's finest meats to supermarket shelves this month.

The *Outlanddish* range is the brainchild of Dundee-based entrepreneur Christian Nissen who made venison mainstream with the launch of Highland Game nearly 20 years ago.

Currently available as a special buy in Tesco and Morrisons UK-wide, and Aldi in Scotland, the new *Outlanddish* range aims to bring some of the world's most sought-after and exceptional products from land, sea and sky to households across the UK. The current range includes Ostrich Burgers, Ostrich Steaks, Veal Burgers, Iberico Pork Sausages and Wagyu Burgers.

Outlanddish has been developed in response to growing consumer demand for high-quality and great tasting proteins. Founder Christian Nissen travelled the world to hand-pick the finest suppliers to create an exceptional product range which brings new tastes to UK shoppers, including Wagyu Burgers (£3 for two quarter pounders, Tesco while stocks last) from Jack's Creek in Australia, two-time winner of the World Steak Challenge.

Christian Nissen, founder of *Outlanddish*, said: "We went to intrepid lengths to source some of the world's most exciting meats that deliver on flavour, quality and provenance. We know that shoppers are becoming increasingly experimental in their own kitchens and relish the adventure of trying out new flavours and ingredients. I hand-picked and personally visited every supplier in order to ensure that they met our exacting standards. I want our products to inspire a sense of excitement in consumers and I believe that these speciality meats will do just that.

"When we launched venison into supermarkets under the Highland Game brand 20 years ago, it was unfamiliar to most consumers. Now it's one of the UK's favourite meats. The launch of *Outlanddish* has the potential to create a new speciality meat

category in the UK and, with high protein diets continuing to prove popular, we see a huge opportunity for this range to become a regular addition to the weekly shop.”