

BioRegional



Rule the BBQ this summer!

Looking for the charcoal that will see you crowned the king or queen of the BBQ?! BioRegional HomeGrown Charcoal has superior burn qualities and can be lit without firelighters or lighting fluid. It's all natural so there's no chemical food tainting, and you will look every inch the BBQ expert – Ray Mears would be proud!

Why BioRegional Home Grown Charcoal is so good:

1) It's made in the UK from British hardwood trees which have a more open structure than those used in imported BBQ charcoals. This makes UK charcoal easier to light – with just newspaper – and then burn hot for a long time at an even temperature. So a little goes a long way.

2) Being made in the UK, it provides much needed jobs for rural workers and keeps traditional skills alive.

3) The woodsmen and women in BioRegional's nationwide producer network practise sustainable forestry management and create habitat for British wildlife, such as threatened species of woodland butterflies and birds.

BioRegional shows you the knack for lighting their charcoal without firelighters with their new video at www.bioregionalhomegrown.co.uk. You can also find out more about the benefits of using all-natural, UK-made charcoal, and about the people who make it.

BioRegional HomeGrown Charcoal can be purchased from Homebase, Sainsbury's and on-line at www.ethicalsuperstore.com and www.naturalcollection.com.



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Editors Notes

1. BioRegional Charcoal Company offers sustainable wood fuel products with a fantastic burn quality. As a social enterprise, the majority of profits are invested back into the Company and donations are gift-aided back to the BioRegional charity and Butterfly Conservation each year. <http://www.bioregionalhomegrown.co.uk>

BioRegional Charcoal Company is an associated company of BioRegional, an award-winning, entrepreneurial charity, which invents and delivers practical solutions for sustainability. <http://www.bioregional.com>

2. BRCC has calculated that its local transportation strategy reduces CO₂ emissions from transport by 85% compared to charcoal imported from South Africa.
3. The charcoal is made from woodlands certified by the Forest Stewardship Council (FSC) - this denotes the highest international environmental standard for forestry, guaranteeing sustainably managed woodlands and is supported by WWF.
4. It is priced at around £7 for a 3kg bag.
5. Photographs of the bags, charcoal burners and coppiced woodlands are available on request.