

PRESS RELEASE

Booths to feed Your Imagination

EH Booth & Co Ltd, the family-owned retailer with 26 stores located in the north of England has joined the growing stockist list for award-winning Company, Feeding Your Imagination® (FYI®) with their range of handmade organic aromatherapy chocolate bars. The bars have been made to unique recipes developed by Masterchef of Great Britain, Paul Da-Costa Greaves. Each aromatherapy bar is made using natural essential oils, blended with the finest organic Belgian chocolate, to create a chocolate bar which is rich, creamy and full of therapeutic properties.

"We are delighted to be represented in the North of England by such a reputable business sharing the same values for fine food & drink as we do". Says Chef Director Paul Da-Costa-Greaves of Feeding Your Imagination Ltd – himself originally hailing from the north, a Liverpool lad driven south on a quest for knowledge. "I know we can offer customers a taste experience unrivalled in a natural therapeutic product, and we have been proving this in the Devon fine food circles for the last 3 months. This new supply channel now gives us the opportunity to expand the brand and 'feed the imagination' of the North".

Feeding Your Imagination™ launched six new chocolate bars: 'Dreamy' - Lemon & Geranium Rose, 'Lovely' - Peppermint & Cardamom, 'Fantastic' - Ginger, Black Pepper & Grapefruit, 'Beautiful' - Bergamot & Cinnamon (Gold Award winner), 'Sensual' - Sweet Orange, Nutmeg & Chilli (Gold Award winner) and 'Sexy' - Chilli.

For further information about Feeding Your Imagination Ltd please visit www.feeding-your-imagination.co.uk or email eatme@feeding-your-imagination.co.uk

For further press information please contact: FYI Media Tel: 0845 602 6862 or email: media@feeding-your-imagination.co.uk

Dec 2006