

PRESS RELEASE

Furniss of Cornwall teams up with Whistlefish on an exciting rebrand

Cornwall's oldest and most loved biscuit brand has teamed up with the talented design team at Whistlefish, Cornwall on a revamp of their Cornish biscuit gifting range. New and improved recipes have also been added to this range.

Chris Pauling, Managing Director at Furniss, said "Our Cornish gifting range is always extremely popular with locals and visitors alike; we've heard it said by many that they can't leave Cornwall without a box of Furniss biscuits tucked under their arm." Pauling went on to say, "Whilst we loved the images on our former packaging, we considered it was time for a refresh and so we teamed up with the very talented design team at Whistlefish, Cornwall to refresh the iconic Cornish scenes on our packaging. We took the decision to remain with the theme of iconic Cornish locations as that's synonymous with Furniss, and so our new designs now include wonderful illustrations of St Michaels Mount, The Minack Theatre, Lands End, Godrevy, Wheal Coates, Padstow, Port Isaac, Charlestown and St Ives. We simply love the new designs; the illustrations are just so fresh, are beautifully detailed and really depict the true essence of wonderful Cornwall".

Pauling added, "We have also taken this opportunity to update the range with some new exciting flavours and recipes. We wanted to ensure we give the consumer the best possible biscuit eating experience, so we have tweaked our shortbread recipes to add 30% more butter and have added some delicious new flavours." He said "When developing the recipes we just couldn't stop eating the samples; we just know our consumers will love them too".

According to Pauling, it was an easy decision to work with the talented team at Whistlefish on the new packaging, as their beautiful illustrations are just the perfect fit with Furniss and it's long Cornish heritage.

A spokesperson for Whistlefish added *“Following on from our successful collaboration on some delicious Cornish Fairings in 2020, we were thrilled to have the chance to work with Furniss again on the packaging for this rebrand.*

With the choice of such classic Cornish locations, the brief was such an enjoyable one for our designers to work on and it’s always a pleasure to be able to illustrate places that are so naturally beautiful.

Working with a brand with such a strong Cornish heritage as Furniss was a natural fit for us and we can’t wait to see the finished article out on the shelves and in customers bags”.

Just in time for what is expected to be Cornwall’s busiest holiday season for some years, these fabulous new designs will be hitting the shelves of local retailers at the beginning of June 2021, as well as being available direct from Furniss’s online shop.

Retailers interested in listing this new exciting Cornish range are encouraged to contact the team at Furniss who will be delighted to assist; simply give them a call on 01209 215425

End

Foot Notes:

- Furniss’s journey starts back in 1886 when Master baker, John Cooper Furniss, started making his celebrated Fairings, delicious Gingerbreads and other high-class confectionery in the Cornish city of Truro. Today, some 135 years on, the company he founded closely follows his traditional original recipes, producing Cornish biscuits with the same love and care as Mr Furniss himself.
- The Furniss bakery is based in Pool, Redruth, Cornwall.
- The Furniss business is going from strength to strength and is currently recruiting for an experienced Managing Director to help ensure it’s potential is maximized.
- The Furniss bakery is an A Grade BRC accredited site.

- Furniss has a dedicated team who develop and make delicious Cornish biscuits for their own Furniss brand, as well as a number of own label customers.
- The new Cornish gifting range is made up of three families -
 - “The Originals” – a ginger and spicy range, consisting of “The Original Cornish Fairing” (a recipe we would never alter, as it was developed by the founder of Furniss, John Cooper Furniss, way back in 1886, and it’s what Furniss is renowned for. Furniss holds a registered trademark for “Furniss Original Cornish Fairings”), “The Original Gingerbread” (again an existing tried and tested recipe, which is just loved by Furniss’s loyal consumers), and we’ve added “The Original Dark Chocolate Ginger” to this range, (it’s been a firm favourite in one of Furniss’s other ranges, so we wanted to include this delicious biscuit in the Cornish gifting line-up).
 - Next we have the “All Butter Shortbread” range. The crumbly, melt in the mouth shortbread is made with lashings of delightfully thick and creamy butter. The range consists of “All Butter Shortbread”, “All Butter Shortbread with Sicilian Lemon” and “All Butter Shortbread with Belgian White Chocolate and Raspberry pieces”.
 - Our third range, is the “Cornish Clotted Cream Shortbread” range. These distinctive shortbread biscuits are made with dollops of deliciously thick Cornish clotted cream, and provide a luxurious treat to tantalize the taste buds. The Clotted Cream Shortbread range consists of “Clotted Cream Shortbread”, “Clotted Cream Shortbread with chocolate pieces” and “Clotted cream shortbread with strawberry”.

(www.furniss-foods.co.uk/shop) (range will be added 1/6/2021)

Please Note: Furniss is also about to launch a range of Furniss Cookies by Teoni (please see separate press release)

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