

Mara now stocked at M&S



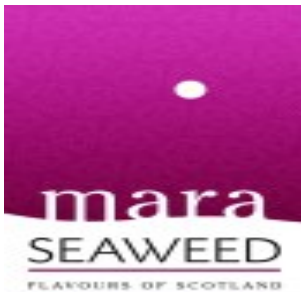
Good news for all you seaweed fans!

Edinburgh-based Mara Seaweed is now stocked UK-wide by M&S. Mara Dulse seaweed flakes will be available in 173 of M&S Food Halls across the UK as part of a new Artisan Range of branded products from the British Isles.

Mara's CEO, Fiona Houston said: "Launching as a branded product in Marks and Spencer is a huge step for us and shows that seaweed is now firmly on the British menu. Mara has moved from novel to mainstream."

The company was selected this spring to be one of three finalists in the BBC Food & Farming Awards for Best Food Producer.





Fiona continued:“This couldn’t have come at a better time and we are thrilled that Mara is finally being recognised for its vision.”

In 2014 Slow Food UK named Dulce a ‘Forgotten Food’. Mara’s listing at Marks and Spencer will reintroduce this ancient superfood with a unique taste, to a wider audience. “Dulsing”

(harvesting and eating Dulse) has been a tradition around the coast of the British Isles for centuries. Mara are reviving this tradition by hand harvesting in Scotland's clean, cold waters.

Melissa Webb, M&S Product Development Manager said: "Mara Seaweed taps into a trend we see growing through 2015, as shoppers start to understand how seaweed is used and search it out to use when baking, or to season dishes.

"We're really proud of the latest additions to our collection of artisan, branded foods. This is the first time we've featured anything from the UK and from April there will be over 20 new foods and ingredients from great suppliers across the British Isles."

maraseaweed.com