



## Local producers partner to produced Smoked Blodyn Aur Oil

Already grown, pressed and bottled in Wales, Blodyn Aur has teamed up with award winning Anglesey smokery Derimon to bring the taste of Welsh oak smoke as part of the company's first range extension to flavoured oils

The widely respected chef proprietor of Ye Olde Bull Inn at Beaumaris, Keith Rothwell, joined artisan oil producer Blodyn Aur, to launch the Welsh Oak Smoked rapeseed oil at the double AA rosette brassiere.



“Blodyn Aur must be one of the most well kept secrets in the Welsh culinary world, but we’ve been using it for nearly 3 years at the Olde Bull where it has become a key ingredient in the kitchen,” said Keith.

“I was only too glad to accept their offer to launch their latest innovation, Welsh oak smoked rapeseed oil, especially as the oil was smoked down the road from us at Derimon.” Known for its healthy profile and rich golden colour, the oil is increasingly favoured by chefs and avid home cooks across Wales.

“I know that Blodyn Aur have worked hard to get the right level of smokiness, and we are already enjoying experimenting with it in the kitchen. There’s no artificial supplement to the natural process of smoking.”



The company, which recently launched a challenge for Welsh consumers to abstain from olive oil for a month in favour of Blodyn Aur, are proud of being able to retain the oil's Welsh characters.

"We're picking up new fans every week," said Llyr Jones of Blodyn Aur. "Once people give it a try they seem to stick with the oil. It's more versatile than olive oil as it withstands much higher cooking temperatures and has a healthier oil profile."

"Our aim is to see a bottle of Blodyn Aur on kitchen worktops across Wales, sitting alongside the world famous Halen Môn."

Having been involved with Blodyn Aur from the beginning Annog has worked closely with the growers over the last 4 years with the farmers to develop the brand in 2009 and supporting the development of the supply chain, from the field to the supermarket shelves.

Annog has continued to provide administration and mentoring support to ensure that the product achieves its full potential and by working together with another local company Deri Môn, which has also received our support to produce a new exciting product."