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## **Vogel's partners with Anorak for its new 'Keep Exploring' campaign**

Vogel's has partnered with Anorak to launch its new campaign, **Keep Exploring**.

We have a mutual love of the great outdoors; it's where Alfred Vogel a Swiss nutritionist found the inspiration to create the first Vogel's loaf way back in 1954. **Keep exploring** sums up Alfred's commitment to food and enjoyable healthy living inspired by nature.

We're giving away 100's of beautiful Anorak picnic blankets which we hope inspire people to just get out there and enjoy the British countryside whatever the weather! They've even let us borrow their iconic designs to brighten up the bread aisle, so lookout for hedgehogs, squirrels, rabbits and stags featured on four Vogel's products: Soya & Linseed, Sunflower & Barley, Original Mixed Grain and our new product, Superseeded Bloomer.

We want people to discover that Vogel's unique texture, seeds & grains make the most tremendously tasty toast, a perfect way to start your day, or a warming welcome home after a wonderful day out in the fresh air. Winning mini 'Toast Tickets' can be found in Vogel's loaves from November 2015 to February 2016. Even if you don't find a winning ticket, you can enter a free prize draw on our website, for an opportunity to win a bundle of Anorak goodies including picnic hampers, cool bags, picnic blankets, every month.

Seb Willis, Commercial Director commented:

*"We are very excited to be launching our new campaign with Anorak, a business with the same ethos as ours. The new promotion packaging represents the essence of the Vogel's brand which is truly inspired by nature and enjoyable healthy living."*

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### **For further information:**

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