

# Delia's choice is firm's recipe for success

**A** business could be facing production problems – thanks to television cook Delia Smith.

Bosses at Maldon Sea Salt are bracing themselves for a surge in demand as the famous food maker plugs the seasoning.

They reckon sales of their flavoursome sea salt could rocket by a staggering 200 per cent – as it is to feature in the cook's next BBC series.

## **NATION**

Delia, who has been helping feed the nation since the 1970s, is beginning the second series of her hit show, *How to Cook*, next month.

Top of her list of ten items no cook should be without is Maldon Sea Salt.

Managing director of Maldon Sea Salt, Clive Osborne, said he was concerned the show would create a huge demand for the product.

"We're a small company, there's only ten of us, and it's not possible to flick a switch and produce more. But it just confirms a lot of people use a good old traditional product."

Mr Osborne's concerns are not unfounded.

On earlier shows Delia has created huge demand for cranberries and white-shelled eggs after she named them as must use ingredients. Demand for cranberries rose by 200 per cent while shops saw egg sales increase by 54 million.

When Delia – whose hardback book, *How to Cook*, is the fastest selling ever – used a special brand of

omelette pan, sales soared creating a shortage. One national newspaper even carried a special offer for the product.

## **PEPPER**

Other items cooks should be stocking up on in advance are cayenne pepper, Worcestershire sauce and nutmeg, which also feature in the show.

Sadly for Delia support of Norwich City Football Club, where she is the major shareholder, has failed to see a similar surge in demand.

