



Shell and Jamie Oliver unveil new food offering for UK sites

'Jamie Oliver Deli by Shell' range to give Britain's busy motorists a variety of healthier and tastier food choices.

Shell announced yesterday the launch of its new range of food on the go, which has been created with famous British chef Jamie Oliver. From 31 January, over 80 new products will be available at more than 500 of Shell's service stations across the UK.

The new Jamie Oliver deli by Shell range includes classic items, such as sandwiches and wraps, that have been given a Jamie update, alongside a brand new selection of delicious products including salads, sushi, hot pots and a mealbox just for kids.

The products contain an average of 69% more fruit and vegetables than Shell's previous food-to-go offerings in an effort to offer healthier, fresher items.

"I'm incredibly excited about this partnership. It requires creativity, imagination and serious determination to change food systems and working together we will give millions of Shell customers each week the opportunity to enjoy tastier, healthier and more varied food choices," commented Oliver.

Oliver, 43, is one of the most recognisable chefs in Britain with his approachable cuisine putting him in front of numerous television shows and opening many restaurants.

He has faced criticism over the £5million deal with Shell, with some claiming it undermines his role as a UN environmental champion. "I think I've earned trust over the last 20 years and I would hope that people think I've thought about it correctly," he responded in comments to the media.