

# LUSSMANN'S

## FISH & GRILL

NEWS RELEASE – 13 October 2016

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### **Pudding Power: Diners help Lussmanns Restaurants donate £1,500 to the Bumblebee Conservation Trust**



Staff at the Bumblebee Conservation Trust's head office in Stirling

Lussmanns Fish & Grill, the independent restaurant group based in Hertfordshire, has this week donated over £1,500 to the Bumblebee Conservation Trust (<http://bumblebeeconservation.org>).

Diners at the group's four restaurants in Hertford, St Albans, Harpenden and Hitchin can take much of the credit for this fundraising effort. By consuming 10,161 puddings, with a donation of 15p per pudding by Lussmanns, diners helped to generate a £1,524.15 contribution to support the conservation of bumblebees across the UK.

The money has been donated from the profits of two of the most popular desserts at Lussmanns: honey and thyme pudding with caramel sauce and sticky toffee pudding with toffee sauce.

Andrei Lussmann, founder and managing director of Lussmanns explained: *“As part of our commitment to sustainability, we are corporate members of the Bumblebee Conservation Trust, which works to protect these vitally important insects that pollinate our wildflowers, along with the fruit and vegetables that make up so much of our food source.*

*“Although bumblebees do not produce honey, we linked our fundraising to puddings because treating yourself to a home-made dessert is more enjoyable when you are also supporting a really worthwhile cause. We also wanted to help raise awareness through our menus, newsletters and website of the urgent need to halt and reverse declines in the UK’s bumblebee populations”*

Gill Perkins, CEO of the Bumblebee Conservation Trust said: *"Few people realise how important bumblebees are. They are excellent pollinators and carry pollen from flower to flower, allowing them to produce seeds and tasty fruit and vegetables. Lussmanns have shown through their tasty fundraising initiative, they have not only raised vital funds for the Trust, but awareness with their customers about the plight of the bumblebee".*

## **ENDS**

### **About the Bumblebee Conservation Trust**

The Bumblebee Conservation Trust is a UK based charity that was established because of serious concerns about the ‘plight of the bumblebee’. In the last 80 years the bumblebee populations have crashed and two species have become extinct in the UK. For more information, please visit [www.bumblebeeconservation.org](http://www.bumblebeeconservation.org).

### **About Lussmanns Fish & Grill Restaurants**

- Lussmanns is the locals' fish & grill restaurant, championing the best welfare-driven British producers, and dedicated to looking after all the family.
- We have been recommended by *The Good Food Guide* since 2010.
- We are founder members of the Sustainable Restaurant Association (SRA), SRA Three Star Sustainability Champions and won UK Sustainable Small Restaurant Group of the Year at the SRA Awards 2014 & 2015.
- We were voted ‘People’s Favourite’ at the national Food Made Good Awards 2016 and described by the awards partner, the Independent on Sunday as *‘Ethical, delicious and preach-free’*.
- We have restaurants in St Albans, Hertford, Harpenden and Hitchin in Hertfordshire.
- For more information, including supplier details, please visit our website at [www.lussmanns.com](http://www.lussmanns.com), join us on facebook at <http://www.facebook.com/LussmannsRestaurants> and twitter @lussmanns and @AndreiLussmann.

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