

Press Release
New York, New York

Thomas' English Muffins emerged today from the atmosphere of a delightful breakfast treat to also become an important item for imaginative recipes for luncheons, snacks, h'ors d'oeuvres, desserts, and a variety of other uses.

Some of the nation's most prominent food authorities sampled the original Thomas' English Muffin recipes at a High Tea in the English tradition held at the Park Lane Hotel in New York City.

"This is the most delightful food news since Samuel B. Thomas first brought his tempting recipe for English Muffins to the United States in 1880," Robert S. Swanson, Jr., spokesman for S. B. Thomas, Inc., said.

"While there has been a tremendous amount of effort put into developing new ideas in some areas of cooking, others have been more or less dismissed as too inconsequential, or passed over in favor of some more exotic uses," Mr. Swanson stated.

Why the sudden burst of enthusiasm for the English Muffin? "The use of the English Muffin in dishes such as eggs benedict and pizza prove that it has remarkable possibilities as a base for tempting treats -- the different kind of dish with a personality of its own that homemakers are always looking for. The ten recipes offered today represent the beginning of a continuous home economics program that will be conducted by S. B. Thomas, Inc."

The new recipes are decidedly English in character, and as such have been given appropriate names based on the geography of the British Isles.

For instance, Thames Salmon and Cucumber is a tasty luncheon idea using a mixture of salmon, cucumber, onion and a variety of spices on a base of a hot muffin half. The dish is served piping hot.

Buckingham Chicken and Cheese Muffins are designed to become a luncheon favorite, sliced cooked chicken topped with tangy melted Swiss cheese.

For canapes, S. B. Thomas suggests Picka'Dilly' Strips or Kent Cheddar Cheese.

After theater, try delightful Surry Sardines in Curry Butter.

On the dessert menu is Essex Meringue and London-Berry Shortcake -- a hit with any member of the family.

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ENGLISH MUFFINS 100 YEARS OLD

One hundred years ago, young Samuel Bath Thomas opened a little bakery on 20th Street in New York City.

In his basement, Sam was baking something special from a treasured family recipe that he brought to America from his native England.

The original Thomas English Muffin, with the distinctive flavor that has never been duplicated, soon won over the discriminating palates of New Yorkers. The basic recipe is virtually the same today, and still a guarded secret.

Baked in the early morning, the muffins were sold on the streets of New York by a muffin man, who carried a basket on his arm and rang a bell.

Sam sold the muffins in his retail store on the street floor (his living quarters were upstairs) and made deliveries to restaurants in the immediate area with a push cart.

The unique taste, and all those little nooks and crannies that made them crisp and crunchy outside and yet light and airy inside, brought great popularity to Sam's muffins. He bought a horse and wagon to increase his distribution, which soon spread to the suburbs. Then to New England and Pennsylvania, via bus.

The origin of the English Muffin can be traced all the way back to the 10th century. In Wales, cakes were baked on hot stone, and the idea moved to England, where it became popular in Charles Dickens' day.

Now the English muffin is fork split so it can be gently pulled apart to create the hills and valleys which toast to golden perfection. An English muffin should never be cut with a knife, as most Americans now know.

While breakfast is the time most English Muffins are eaten, it is only the beginning because there are so many delicious recipes for brunch, lunch and dinner as well. A 100th anniversary English Muffin recipe booklet is free by sending a stamped self-addressed envelope to: Dept. PRC, 230 Park Avenue, Suite 319, New York, N.Y. 10017