



**CHRIS COUBROUGH**  
**Owner**  
**Flying Kiwi Inns**

Chris Coubrough is owner of Flying Kiwi Inns, an independent group of inns and luxury hotels in rural and coastal Norfolk with each hotel combined with an outstanding restaurant.

Passionate about local produce, the Kiwi Master Chef hosted ITV's Coastal Kitchen, where he travelled around the coastal areas of Norfolk, Suffolk and Essex in search of food producers and locally-grown ingredients. He has also recently visited Greenland and had the chance to cook some amazing dishes using traditional Greenlandic ingredients for a forthcoming TV series.

Coming from an isolated farming background in the North Island of New Zealand, Chris's understanding and knowledge of food grew from being part of a family where they nurtured and butchered everything that was put on the table.

Married to Jo, and with two young children, Chris's businesses are The Crown in Wells-next-the-Sea, the King's Head in Letheringsett near Holt, The Ship in Brancaster, The Crown Inn in East Rudham and The White Hart in Hingham.

**QUOTES:**

**Chris Coubrough on the EDP Adnams Norfolk Food & Drink Festival:** "The Norfolk Food & Drink Festival is a very inclusive event; it does not matter if you are a beekeeper selling honey or a major brewer such as Adnams, there is a place for you at the Norfolk Food & Drink Festival and that is what is so great about it. There is also an opportunity for producers, whether they are large or small, to work together and it is that which helps make Norfolk such a great place for people who are interested in food and drink."

"The festival is an excellent opportunity for people to come to Norfolk from other parts of the country to enjoy what we have."

**Chris Coubrough's Festival highlights:** "One of my favourite events is the Moveable Feast in and around Norwich, which is on Tuesday, September 25<sup>th</sup>; it's the sort of thing my parents would be involved in back in the 1980s in New Zealand when I was younger. It is such a great idea, where you don't just have to choose one place to dine at, but get the chance to eat different courses in different restaurants. I am also looking forward to the North Norfolk Food & Drink Festival on the opening weekend at Holkham Hall on September 1<sup>st</sup> and 2<sup>nd</sup>, and the Battle of the Bangers competition on September 8<sup>th</sup>. The British are pretty serious about their bangers, and there's no shortage of opinions on a sausage in Norfolk."

**Chris Coubrough on the 2012 event:** "The 2012 Norfolk Food & Drink Festival comes at a perfect time and is a continuation of a great British summer of activities. We have the Olympic torch going around the country, we've had the Diamond Jubilee, there are the Olympic Games and the Food Festival comes on the back of all that. There is a real groundswell of people looking ahead and planning their next event and the Norfolk Food and Drink Festival will be part of that. And by that time, we must be having some good weather!"

**Chris Coubrough on producers and suppliers:** "The Festival provides a platform for producers to showcase what they do and also brings them together. It is good for the consumer, too. What we find in Norfolk is that a lot of the producers are small cottage industries, often husband-and-wife teams who are not only selling the produce, but they live, breathe and eat it as well, and what they sell to you and me is the same product that

their children are consuming. They are people like small jam-makers; they know exactly what goes into the jam they are selling and have spent many long nights putting lids on the pots and labels on the jars and even growing the strawberries for it.”

“In addition, because we have a lovely coastline, we have great seafood producers and, while you can get crab and lobster from elsewhere, you can’t get it from that wonderful chalk shelf offshore off Cromer and Wells. It is the best crab and lobster I have tasted and that’s why Harrods have been selling it for 100 years.”

“We also have the best brewing barley in the country for the larger brewers and the many smaller microbreweries we have in Norfolk. The sea fret gives the barley that salty edge and that great bitter taste.”

**Chris Coubrough on being a Festival Patron:** The Norfolk Food & Drink Festival is fantastic for Norfolk and I am always keen to do something to help where I can and I wanted to ensure that the patrons were all from the area. My roots now run deep in this region, I have been in East Anglia since 1994 and Norfolk for the last 10 years, and I am here to stay.”

**In addition to providing the above quotes, Chris Coubrough is happy to conduct further interviews and can be contacted in the first instance via email at [chris@flyingkiwiinns.co.uk](mailto:chris@flyingkiwiinns.co.uk). Flying Kiwi Inns can be contacted at: The Kiwi Nest, Fakenham Road, East Rudham, King’s Lynn, Norfolk, PE31 8QZ. Tel: 01485 528048.**

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**Further information about the EDP Adnams Norfolk Food and Drink Festival 2012 can also be found at: [www.norfolkfoodanddrinkfestival.co.uk](http://www.norfolkfoodanddrinkfestival.co.uk)**