

Common Ground

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Media Release

June 21 2004

THE GOLD HILL LOAF



A new loaf for Shaftesbury will be trialed at the Gold Hill Fair on Saturday July 3rd by Smith's the Bakers who have been baking in Dorset for over 100 years. Good bread is Peter Smith's trademark.

Challenged by Common Ground to produce a special loaf for Shaftesbury, Peter Smith has created a loaf that is deeply indented to resemble the cobbles on Gold Hill, allowing it to be torn easily for eating.

The first loaf will be a brioche-type, with a cobbled top to be sold from a stall at Gold Hill Fair, and from his shop at the top of Gold Hill.

Edible souvenirs are what tourists hope to find in a place, but there is seldom anything authentic or locally distinctive to buy. By making a special kind of bread for Shaftesbury, Smiths are helping to reinforce the identity of the Fair and the town.

For many years Gold Hill has been known for another kind of loaf, itself with a long history, made famous by a Ridley Scott television advertisement filmed in 1973 – the one with a small boy wheeling his bike with a basket full of bread up the hill. Now Shaftesbury is proud to have a loaf which it can call its own.

Please contact: Peter Smith on 01747 822337
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NOTES:

1. Peter Smith's grandfather established a bakery in Portland, Dorset in 1903. Peter's father and two of his uncles carried on the business, moving to Charmouth in 1936. They came to Gillingham in 1977 and have remained there ever since, opening a shop in the town and in Shaftesbury. They also sell bread, pastries and cakes to other shops in the vicinity.

2. The Hovis Loaf was invented by another Smith, Richard "Stoney" Smith in 1886. First called 'hominis vis' (strength of man) and then shortened to Hovis, it reintroduced wheatgerm to the British loaf.

3. Gold Hill Fair is on the 3rd and 4th of July. The Gold Hill loaf will be sold on Saturday 3rd.

4. Common Ground plays a unique role in linking nature and culture, working to inspire, inform and involve people in learning about, enjoying and taking more responsibility for their own locality.

See websites : www.commonground.org.uk,
www.england-in-partiicular.info

