

Press Release – Hungry Horse

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Hungry Horse launches 'Pin Pals' – the latest summer holiday craze for kids

To mark the start of the long-awaited summer holidays, Hungry Horse, the national chain of family restaurants, is launching a brand new range of quirky collectable pin badges – the Hungry Horse Pin Pals. The launch is taking place at the Hungry Horse restaurant 'The Spotted Cow' in Swindon on Friday 27th July and promises to provide an action-packed family fun day. The fun day, which kicks off at 12pm and parties into the evening with a disco until 10pm, will see magicians and face painters entertaining local children, along with a bouncy castle to keep the kids entertained all day!

The Pin Pal badges, which feature the much-loved characters from the Hungry Horse family, are set to be the latest must-have craze for children to get their hands on this summer. Seasonal ranges of the pin badges will also be launched later in the year to coincide with themes such as Halloween and Christmas, making the range perfect for children to collect and swap with friends and family.

The family restaurant is also launching a new Super Horse menu, with a selection of mouth-watering, great value dishes to treat the kids over the school holidays. Menu items include kids-sized Sticks 'N' Dip, Chicken Curry and Beef Chilli to name a few. To help kids and parents choose between a more healthy option and an indulgent treat, Hungry Horse has created a 'Flower Power' system that marks each menu item with four coloured petals, which indicates whether dishes are low, medium or high in fat, saturated fat, sugar and salt.

Tony Kear-Smith, Manager of the Spotted Cow restaurant, said: "We are looking to provide something special and good value for our family diners. Our restaurant is not just about great food and atmosphere, we're also about fun and creativity and offering families a unique day out."

The Hungry Horse Pin Pal badges will be sold at the bar of Hungry Horse restaurants across the UK. Starter packs cost £2.99 each, while individual badges will be sold for 99p.

The Hungry Horse family is made up of:

Hungry Horse (Dad)
Heather Horse (Mum)
Huey Horse (youngest son)
Hetty Horse (Daughter)
Howie Horse (eldest son)
Honey Horse (youngest daughter)
Grandad Herman
Grandma Hilda

-Ends-

Notes to editors:

About Hungry Horse

Located throughout the UK, Hungry Horse occupies a unique place in the market.

Hungry Horse has an ongoing success of local events and nationwide promotions, from themed sport celebrations to karaoke competitions.

Hungry Horse is a modern, light and contemporary place to enjoy a meal or a drink.

For more information, go to: www.hungryhorse.co.uk

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