

LET'S GET freaky



WHAT DO RED VELVET, THE CORNISH CREAM TEA AND CLINT EASTWOOD ALL HAVE IN COMMON?

Words by Claire Durkin

f you were at the Royal Cornwall Show in June, you might have seen swarms of people going mad over Trewithen Dairy's epic "Freakshakes". Thanks to a collaboration between Trewithen Dairy and TV chef James Strawbridge, this global phenomenon has arrived here in Cornwall, and these outrageous dairy delights are proving a major success.

The inspiration for the Freakshakes came when James saw a photo from an Australian cafe online that was producing very overthe-top milkshakes. What excited James was the compelling use of colour and the idea of revitalising something a bit old-fashioned like the humble milkshake into something freakishly stunning and delightfully delicious.

James is well-known as the chief executive and founder of The Posh Pasty Company, and executive chef at Havener's Bar & Grill, which opens this month in Fowey. When the Freakshake inspiration hit, he knew that Trewithen Dairy was the company to collaborate with, having worked with the team for many years, ever since filming the Hungry Sailors for ITV with his father Dick. He has always been impressed by the range and quality of its products, and has really enjoyed being able to play with Cornish clotted cream, yoghurt and milk to create the Freakshakes,

even saying how the milk froths in the most perfect way, creating a deliciously light

Provenance and Cornish ingredients are incredibly important to James. "Having grown, reared and produced a huge amount of my own food here in Cornwall over the years, I always want to support local businesses and place a strong emphasis on sourcing locally wherever possible," he said. "The exciting new things happening in food and drink are making the coast and county of Cornwall groundbreaking in the UK foodie scene, without a doubt; it's great to be based here."

James has devised several recipes; featured here is The Eden, inspired by the Eden Project's eco-friendly ethos. Its gorgeous appearance is reminiscent of a beautiful summer's day, and it contains the colourful super-food turmeric for a welcome energy boost. Trewithen Dairy's managing director Francis Clarke said: "It's the care taken at every step that makes our products taste so great, and James' recipes really bring them to life. We were inspired by his fresh ideas and the end result is something that looks and tastes incredible."

Other Trewithen Dairy Freakshake flavours include Red Velvet, the Clint Eastwood and the Cream Tea. Find them at www.trewithendairy.co.uk

