**National Picnic Week Begins Today**

* RECORD NUMBER OF PICNICS EXPECTED THIS PICNIC WEEK DUE TO HEAT WAVE FORECAST
* 94 MILLION PICNICS PER YEAR IN THE UK
* 70% OF BRITS WILL HAVE AT LEAST ONE PICNIC THIS SUMMER

**Embargoed until the morning of the 16th of June (16/06/17)**

Picnics are growing in popularity, it is estimated that 94m take place each year and that 70% of Brits make the most of the summer sun with a picnic.

National Picnic Week which takes place between the 16th and 25th of June aims to inspire the public to get out and enjoy the British summer with a picnic, friends, and tantalising recipes. The UK is predicted a truly great summer so this year’s National Picnic Week is tipped to be the biggest yet!

In a time of economic uncertainty and with living costs outweighing wages, picnics offer the perfect alternative to dining out. Preparing your picnic at home with friends is both great fun and can save a fortune.

Picnics are fantastic for all: older Brits may reflect on simpler times whilst the younger generation can take advantage of creating Insta-worthy dishes. Families can create memories whilst also getting the kids away from computer games and into exercise and play. Couples can create the dates of yesteryear in picturesque settings.

Adam Cox, Founder of National Picnic Week says “With a heat wave expected this summer, we’re expecting more picnics during National Picnic Week than ever before. I’d recommend in addition to taking a wide variety of food and a nice large blanket to bring the sun tan lotion. We want the UK to celebrate the very best of our parks, beaches and scenic sites so get organising your picnic now!”

Picnics have changed over the years as have eating habits, Brits now 285% more likely to pack a tub of hummus than they were fifteen years ago! Fifty years ago the most popular picnic snack was the humble cheese sandwich. Now, it’s a bag of crisps, which is why Seabrook crisps have partnered with National Picnic Week.

Mrs Elswood pickled cucumbers and No-No flatbreads are also partners. The flatbreads can be combined with delicious mayonnaise for an alternate to sandwiches. Marion Lebreton, Mrs. Elswood Brand Manager Comments.

“Take the jars out of the kitchen and put them on the picnic blanket or BBQ table!” - Marion Lebreton, Mrs. Elswood Brand Manager.

For more information, visit [www.nationalpicnicweek.co.uk](http://www.nationalpicnicweek.co.uk)

For media resources, visit <http://www.nationalpicnicweek.co.uk/media.html>

“Picnic Week is all about coming together and trying something new, getting friends and families out to the best places that the UK has to offer. Add some variety to your picnic by taking three foods you have never taken to a picnic before” urges Cox.

-ENDS-

For additional comment and for imagery to accompany this release please contact Danielle on danielle@kincomms.com or Lewis Gunnonlewis.gunn@kincomms.comor call +44(0)207 7179696

**Notes to editors**

National Picnic Week takes place from the 16th to the 25th of June and deliberately covers two weekends. This is the 12th year of National Picnic Week.

Facebook: <https://www.facebook.com/NationalPicnicWeek/>

Twitter: <https://twitter.com/PicnicWeek>

Adam Cox, the founder of National Picnic Week is available for comment or interviews and will be available on ISDN for radio interviews throughout the week.