

## Changing tastes in Britain

A gastronomic tour of the country, in six miniature servings



### Technical details

Printer Enschedé

Process Gravure

Stamp size 35mm square

Sheet size 25 and 50

Perforation 14.5

Phosphor One band 2nd class, two bands others

Gum PVA

Gutter pairs Vertical

### Cylinders and colours

All values E1 grey ● E1 black  
 ● E1 cyan (blue) ● E1 magenta  
 ● E1 yellow ● E1 phosphor

SIX STAMPS featuring traditional and recently introduced foods enjoyed by the British public go on sale at Post Office branches and philatelic outlets and Royal Mail Tallents House on 23 August.

The stamps feature: 2nd class, Rice; 1st, Tea; 42p, Sushi; 47p, Pasta; 60p, Chips; and 68p, Apples. The Queen's silhouette and value or service indicator is positioned at upper right, with the caption 'Changing Tastes in Britain' on the left side. The 1st and 42p stamps include the EUROPA logo at lower right and all six stamps have the year, 2005, at bottom right.

The stamps, designed by Rose Design, feature illustrations by Swiss-born Catell Ronca, a recent graduate of the Royal College of Art. Her illustrations result from a College project exploring multi-cultural Britain. For Catell, one of the great pleasures of living in London is the variety of its restaurants, cafes and takeaways. As she walked around with her sketchbook, Catell made rapid, thumbnail-size drawings from life, initially concentrating on the foods, but later including the people eating. From these sketches, Catell developed the characters, making notes of styles of clothing and hair. Her images were worked in strong blocks of gouache colour.

Rice is the staple food for more than half the world; tea was first drunk in China 5000 years ago, and sushi started as a way to preserve fish. Pasta originated with the Etruscans, potatoes were first cultivated by the Incas, and over 10,000 different varieties of apples are recorded.

The stamps will be issued to Post Office branches in sheets of 25. However sheets of 50 with gutter margins will be available from Post Office philatelic outlets and Royal Mail Tallents House.



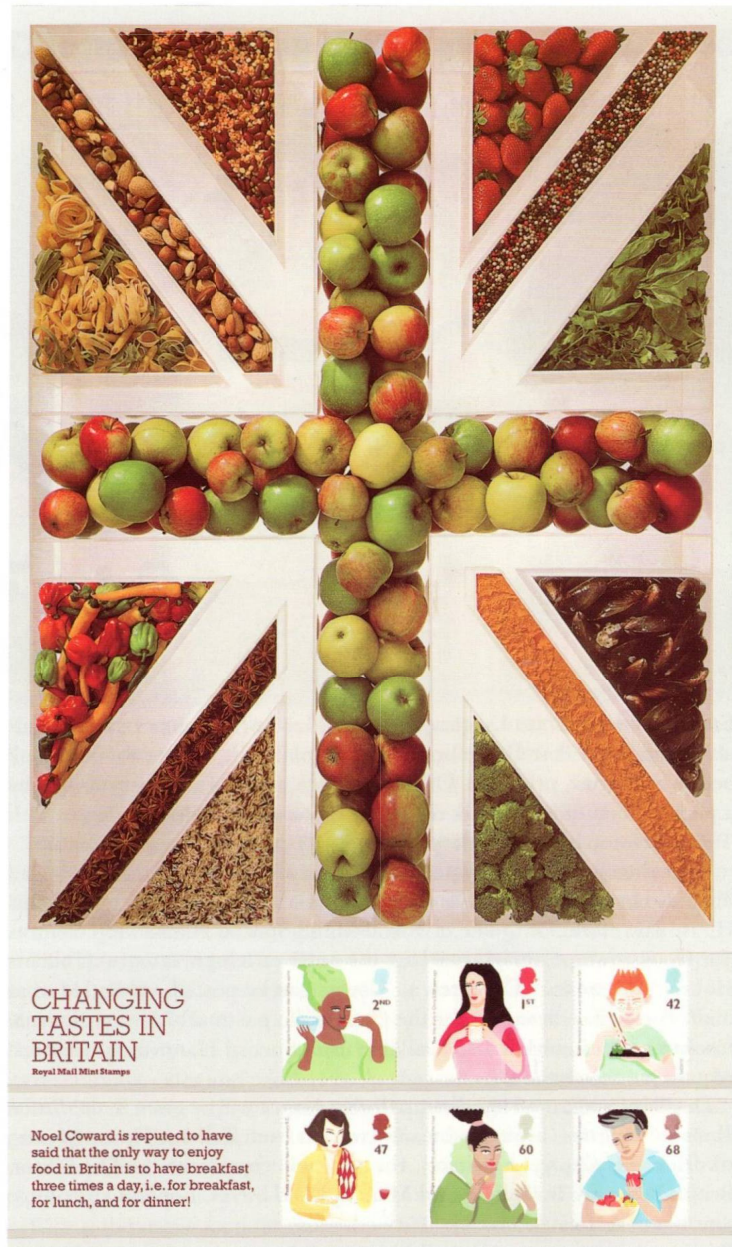
**FIRST DAY FACILITIES** Unstamped Royal Mail FDC envelopes will be available from main Post Office branches and philatelic outlets about a week before 23 August, price 25p. Orders for FDCs with the stamps cancelled by a pictorial first day postmark of Tallents House or Cookstown must reach Tallents House by the day of issue. Price £3.57 UK or £3.04 overseas.

Collectors may send stamped covers on the day of issue to: Royal Mail Tallents House, 21 South Gyle Crescent, Edinburgh EH12 9PB (for Tallents House postmark), or to one of Royal Mail's Special Handstamp Centres (for Cookstown postmark) marking the outer envelope 'FD0519' (Tallents House), or 'FD0520' (Cookstown). Covers can be posted or handed in at main Post Office branches for the Cookstown postmark. A non-pictorial Cookstown postmark is also available from Special Handstamp Centres, request 'FD0520 NP'.

Details of sponsored handstamps for 23 August will be given in the *British Postmark Bulletin* – available on subscription from Tallents House (£12.25 UK/Europe; £24.95 elsewhere). For a sample copy write to: The Editor, British Postmark Bulletin, Royal Mail, 148 Old Street, London EC1V 9HQ.

**PHILATELIC PRODUCTS** A well-illustrated pack (price £3.20) and stamp cards (30p each) will be available from main Post Office branches and philatelic outlets and Tallents House. The pack, written by TV cook Keith Floyd, looks at changing tastes in food since the 1950s, beginning with an interest in French cuisine (then other European countries), and foods from India and the Orient, Africa, Asia, the Caribbean, and the USA.

The stamps above, opposite and on the following page are shown at proof stage.



The inside of the presentation pack comprises a colourful (and mouth-watering) montage of a Union Flag made up of foods, including apples, strawberries, pasta, broccoli, peppers, beans, and nuts. (Part of this montage is also shown on the first day cover.) The pack was designed by Gene Cooke and Iain Crockett ●