

EAST VILLAGE BAKERY LAUNCHES SCRUM-TIOUS 'BREAKFAST OF CHAMPIONS' AS RUGBY FEVER ARRIVES IN E20



28 SEPTEMBER 2015

To celebrate the arrival of the Rugby World Cup at the Stadium at Queen Elizabeth Olympic Park, East Village bakery and pasticceria, Signorelli, has teamed up with elite rugby nutritionist Matt Lovell to create the ultimate breakfast for rugby champions.

The delicious feast will be part of Signorelli's menu for match goers to enjoy throughout the competition. The menu consists of an egg white omelette, smoked salmon scrambled eggs, avocado toast with flaxseed and even a protein brownie*.

Several games will be held at the Stadium throughout the tournament, including Ireland v Italy on 4 October, South Africa v USA on 7 October, and the Bronze Final on 30 October.

Matt Lovell said: *"It's been great working with Signorelli at East Village to design this Breakfast of Champions. Good nutrition is so important for rugby players and this is a really fun, exciting and delicious way for fans to experience how the players eat before they watch a game over here in E20."*

Alberto Rosmini, Owner of Signorelli, East Village adds: *"Nutrition has always been an important part of the food that we serve here at Signorelli, so it's been great having the opportunity to work with Matt to design a delicious and healthy breakfast that is fit for athletes and fans alike. It's really exciting that the Rugby World Cup is being played in E20 - I can't wait for the fans to try out our Breakfast of Champions."*

For further information,
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*Whilst stocks last, subject to availability

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Signorelli's Breakfast of Champions menu

Detox wake up

Egg white omelette with spinach, red pepper and goats cheese, with a side of roasted sweet potatoes

Additional ingredient: extra virgin olive oil

Omega boost

Smoked salmon scrambled eggs on seeded Kamut loaf

Toast ingredients: Kamut flour, water and Himalayan salt

Go green

Avocado toast with flaxseeds

Ingredients: spelt bread, avocado, lime, chilli

Quinoa Bircher

Quinoa rested in beetroot infused yogurt with blueberry and pomegranate topped with pumpkin seeds and cocoa nibs

Protein brownie

Ingredients: almond flour, olive oil, flaxseeds, eggs, cacao, Demerara sugar 10gram per piece

To try the Breakfast of Champions visit:

Signorelli, 7 Victory Parade, East Village E20 1FS

Nearest tube: Stratford / Stratford International DLR

www.signorelli.co.uk and on [Instagram](#)

Open Tuesday – Sunday

Hours: Tuesday to Friday 8.30am - 7.30pm. Weekends 9.30am - 5.30pm

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Matt's top nutritional tips

In nutrition variety is the spice of life. Choose a wide variety of natural, unprocessed foods from all the food groups to increase the likelihood of consuming all the nutrients, vitamins and minerals you require for a healthy and balanced diet.

1. **Water** – Being well hydrated improves the way you feel and perform so try and drink 2-3 litres per day. Fruit teas, herbal blends and water flavoured with a little fruit juice are also great to keep you hydrated.
2. **Good Fats** – Not all fats are bad, 'good fats' such as Omega 3 and 6 maintain skin and hair, control inflammation and support immune health. Fish are rich in omega 3 fatty acids so try and include fish like salmon, trout and tuna in your diet 4 times a week.
3. **Carbs** – It is likely that half the energy in your diet will come from carbohydrates – try and avoid refined carbohydrates such as white rice and processed breakfast cereals and replace with wholegrains and fibrous vegetables. Eating five smaller meals each day helps control hunger levels and prevents long-term fat storage.
4. **Fibre** – Eat plenty of fibrous foods such as oats, vegetables, bran, pulses, citrus fruits and berries. Fibre controls your blood glucose, decreases cholesterol and slows digestion which helps the absorption of nutrients.
5. **Fruit and Vegetables** – Aim for four to five servings of vegetables each day and one to two portions of fruit – the more colourful the meal, the healthier it usually is. As a rule, the darker and brighter the colour of the vegetable, the more vitamins, minerals and fibre it will contain.
6. **Protein** – Try to include protein in every meal to help control blood glucose levels, support muscle and improve appetite control. Eggs, lean meats, fish, peas and beans, nuts and soya are all excellent forms of protein.
7. **Anti-nutrients** – Smoking and drinking alcohol are classic substances that deprive the body of more nutrients than they provide. Try to alternate your drinks with a mineral water or cut your drinks with soda or water to reduce alcohol intake. Salt can also increase blood pressure and water retention so try to cook with a small amount of salt and use garlic, lemon juice, chilli or ginger as alternative flavourings.
8. **Exercise** – Exercise helps control blood glucose, insulin and cholesterol levels and is one of the most important factors in decreasing body fat and increasing muscle mass. Try taking the stairs whenever you can and use the weekends to get out walking or cycling – finding a friend to exercise with or an exercise group will increase your motivation.

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Notes to Editors

About East Village:

- East Village is London's newest neighbourhood and first Olympic legacy village on the doorstep of Queen Elizabeth Olympic Park
- Set in 67 acres of breath-taking parkland, East Village includes more than 25 acres of mature parklands, new parks and open space
- Positioned next to the world-class sporting venues of Queen Elizabeth Olympic Park, East Village residents have easy access to a further 560 acres of parkland, waterways, and nature trails connected by paths for jogging, cycling and walking
- One of the best connected neighbourhoods in London with Stratford International and Stratford Regional stations offering links to key locations such as the West End in 20 minutes, St Pancras International in seven minutes (by High Speed 1), Canary Wharf in nine minutes and London airports within an hour
- East Village is a thriving place for residents and visitors, offering a world-class education campus Chobham Academy for students aged 3-18, a state-of-the-art health centre and plans for an eclectic mix of 30 shops, restaurants, cafés and bars
- Homes at East Village are available through two landlords:
 - *Get Living London* - is the residential owner of East Village managing a variety of homes for private rent
 - Triathlon Homes - manage the affordable tenures at East Village, comprising social rent, intermediate rent and shared ownership

For more information visit www.eastvillagelondon.co.uk or follow [@EastVillageLDN](https://twitter.com/EastVillageLDN)

To see *Get Living London* homes currently available to rent within East Village E20, visit GetLivingLondon.com, call **020 3714 8080** or follow [@GetLivingLDN](https://twitter.com/GetLivingLDN)

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