



Travel trade announcement

February 2022

Reading Biscuit Town 2022

The story of the largest biscuit manufacturer in the world comes to Reading this summer

Reading is celebrating 200 years of biscuit heritage in 2022 with a special exhibition, guided tours, museum collections and afternoon tea!

In 1822, one of the most famous names in baking, Huntley & Palmers biscuits, began life as a small baker's shop in London Street, Reading. Within 40 years, the company that created Nice biscuits, the Gingernut and the Bath Oliver, was exporting its goods across the globe and Reading became known as Biscuit Town, home to the largest biscuit manufacturer in the world with cakes and biscuit names still known today.

While the company is no longer located in Reading, biscuits have left their mark on the town. To mark the anniversary, Reading is re-discovering its biscuit heritage with a series of events and visitor opportunities focusing around summer 2022.

The MERL (Museum of English Rural Life)

A special exhibition *Biscuit Town: 200 years of Huntley and Palmers in Reading* takes place from 10 May - 25 September 2022.

The museum is located within what was Alfred Palmer's (of Huntley & Palmer) family home which also houses the Huntley & Palmer company archives 1837-1995, part of the University of Reading's Special Collections.

Reading Museum Huntley & Palmers Gallery

The astonishing collections of decorative biscuits tins and ephemera bring the story to life. The dedicated Huntley & Palmers Gallery displays almost 300 decorative biscuit tins and includes the earliest surviving film of a British factory. You can also see a biscuit supplied to Captain Scott's ill-fated Antarctic expedition, and the rude 'Kate Greenaway' biscuit tin that embarrassed the biscuit company in 1980!

Open Tues – Sat, all year.

Biscuit Walkabout tour

Book a Biscuit Walkabout guided tour of Reading's biscuit heritage with Terry's Walkabouts – weekly from April to October. Terry is passionate about all things Reading and offers a range of guided walks on Reading history. His family worked for Huntley & Palmers in Reading and this special guided walk will take in

many of the places synonymous with biscuits in Reading as well as other aspects of Reading's history.

Biscuit Crumb Trail

A new leaflet will help visitors explore Reading at your own pace. Pick up a copy of the self-guided Biscuit Crumb Trail at The MERL or Reading Museum.

Afternoon Tea... with biscuits

Finish off your visit with Afternoon Tea at the Roseate Reading Hotel, complete with biscuits. Or have Afternoon Tea afloat on a Thames River Cruise as the banks of the River Thames glide by.

Alex Brannen, Reading UK, said: "Reading's fascinating biscuit town story will be the centre piece of our trade and group offer for 2022. All of the itinerary components can be booked directly and there are lots of exciting other attractions in Reading such as the 900 year—old Abbey Ruins and the region's best shopping experience."

Travel trade brochure – link

Reading Biscuit Town 2022 film link

Reading UK, along with partners The Museum of English Rural Life and Thames River Cruise, will be on the Great West Way stand at Excursions 2022 on 19 March.

More information at www.livingreading.co.uk/travetrade