

What first inspired your food career?

I got interested in food from childhood because my parents were very interested in food and we travelled a lot. We would regularly go out to restaurants, so food was part of growing up. I was also lucky because we lived by the sea. When you see the fishermen coming in with their catch, whether it's lobster, cod or haddock – which were all the local things – you just get very excited about food. It's something that just always seemed a natural part of life for me.

You've had a succession of very successful TV series. What do you enjoy most about presenting?

Most of the programmes I have done are either food or domestic, and I have done a fair amount of travel as well. What I find most interesting is the ability to get behind the scenes. It's that journalistic thing, and being able to see stuff that you normally wouldn't get to see, and that is a prime motivation. There is also the teamwork of television. Beforehand, I was mostly in journalism, which is a much more solitary job. Teamwork is much more fun, and you get to work with some really interesting and talented people as well.

What projects are you currently working on?

We are very excited because the new version of *Through the Keyhole* has started with Keith Lemon on ITV on Saturday nights. David Frost and I created *Through the Keyhole* and we wanted to bring back a new, fresh contemporary version of it and we thought Keith would give it a whole new life and generation of fans.

What are your fondest memories of this show?

We did twenty years worth of *Through the Keyhole*, and the houses that were generally the most interesting – not necessarily the most beautiful or that you wanted to live in – were the ones that were most expressive of the personality of the owner. The ones that had a lot of individuality were the ones that were the most fun.

What was your original inspiration for the programme?

We were trying to figure out a way of doing a programme about people's houses, which had never been done before. Now there are dozens of programmes about houses, but

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Presenter Loyd Grossman talks food, inspirations and *Through the Keyhole*

when *Through the Keyhole* started in 1983 there hadn't been anything like that at all. What other people live like was a huge subject of interest, and that's why we came up with that format. In the same way, *MasterChef*, which began in 1990, spawned the mass market for food programmes.

Your range of sauces has been going since the mid nineties. What do you feel has been key to their popularity?

We are bringing out new products all the time. The whole way that people experience food has been revolutionised in the last twenty years, with travel and people eating out more. We have wanted to make things that would continue to excite people so we have been trying to keep up with all the new wonderful tastes and flavours that are coming in from all over the world. For example, I think we were one of the first national brands to do a lot of Thai sauces, but now obviously it is quite commonplace. It is also very important to have very simple, authentic and honest ingredients.

What do you like to do when you're not working?

I don't have any down time. I like being busy. I am doing a lot of work with the Churches Conservation Trust, which I am Chairman of. We have a lot of churches in Oxfordshire and 344 all over England, for which we are always raising money and looking for ways to make historic churches the centre of communities. It is a very big challenge. I am also Chairman of the Heritage Alliance, which is for the non-governmental organisations in the Heritage business, including the Historic Houses Association and the National Trust, and the Oxfordshire Preservation Trust. I spend a lot of time promoting the Heritage.

What other projects are you working on at the moment?

I'm working on my sauce range which is always being developed. I strive for vibrant flavours and taste sensations in every jar, so we are always looking for new flavour combinations and delicious ingredients.

For meal inspiration using the vibrant flavours which make up the Loyd Grossman sauces range, visit www.loydgrossmansauces.co.uk.

www.visitchurches.org.uk

www.theheritagealliance.org.uk

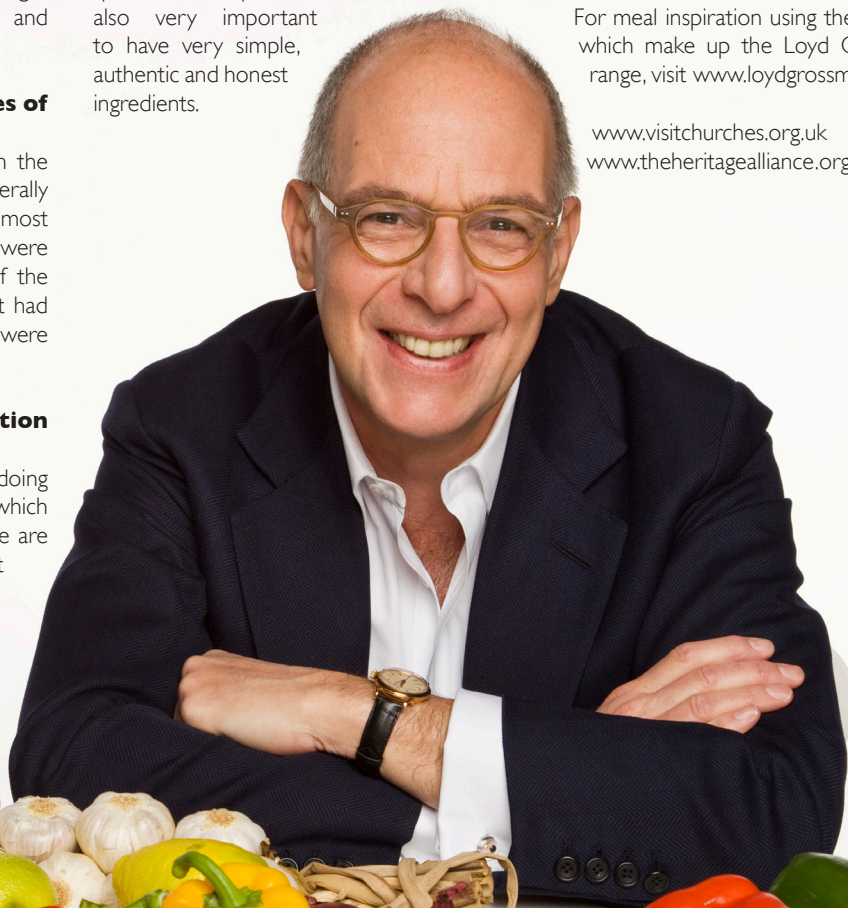


Photo: Brian Aris

