

NEWS FROM LEWIS & COOPER

• PURVEYORS OF FINE FOOD AND WINE SINCE 1899 •

Drummer lifts the lid on street music

MUSICIAN Alex Cromarty swapped his drumsticks for wooden spoons today [THIURS] when he got behind one of the world's most unusual drum kits.

Snare drum and cymbals gave way to casseroles and pan lids outside Lewis & Cooper, in Northallerton, when Alex tried out a drum kit made from a selection of pots and pans by top cookware maker Fissler.

The kit comprises an assortment of casseroles and stewpots from Fissler's best-selling Original Pro Collection. The gourmet High Street foodstore stocks a range of pans, gadgets and other cookware from the German manufacturer.

The drum kit has been used in impromptu gigs around the world and was on display in Harvey Nichols' Knightsbridge store, before its trip up to North Yorkshire.

Sam Booth, Lewis & Cooper's gift department manager, said: "It has been upstairs in the shop this week and has certainly attracted lots of attention.

"It's great fun, and I've caught one or two seasoned air drummers clearly delighted to get their hands on a 'real' drum kit - even if they've only had wooden spoons to play with!"

Mr Cromarty, aged 26, is a professional musician who has performed in front of audiences of more than 25,000, worked on television and radio and recorded more than 500 songs in the studio - mainly as a session musician.

He has played with noted bluesman Eugene "Hideaway" Bridges and Steely Dan guitarist Elliott Randall and shared a stage with performers such as The Sugababes, Atomic Kitten and Chesney Hawkes.

Alex, from Northallerton, has also taught drums for more than five years in



schools, prisons and youth centres. He recently returned from London to his North Yorkshire roots and is currently teaching drums to private pupils in between gigs.

"It's certainly the most unusual kit I've ever played on," he said. "It's really fun, and makes a surprisingly good noise!"

* Alex can be contacted on 07903 366279 or via drumlessons@alexcromarty.co.uk.

November 12, 2009

NOTES TO EDITORS

* Please find attached jpeg photographs showing Alex Cromarty playing the Fissler cookpot drum kit outside Lewis & Cooper in Northallerton High Street. Short video clips of Alex playing will be available later today.

* For press inquiries, please contact Gareth Dant at *maximedia* on 01609 760059 or 07929 869269.

* The Northallerton store is at 92 High Street, telephone 01609 772880; a second, new store is 109 High Street, Yarm, telephone 01642 784158. The Northallerton store is open 8.30-5.30 Monday-Friday, 8am-5.30pm on Saturday and 11am-4pm on Sunday. The Yarm store opens at 9am, Monday-Friday, otherwise its hours are the same.

* Lewis & Cooper stocks more than 35,000 lines, including its multi-award winning hand-made plum puddings, luxury fruit cakes and massive range of world-famous hampers. For more details of these, and of their many awards, please visit www.lewisandcooper.co.uk.

ENDZ

