

**February 2014**

**Roses are red, violets are blue but you should try some flower sprouts too!**

Why not treat your loved one to something a little bit different this Valentine's Day? Gone are the days of the traditional bunch of red roses, the new symbol of affection is a bouquet of flower sprouts.

Sprouts are not usually seen as the most romantic of vegetables, but these special green gems are sure to bring a smile to your Valentine's face.

Produce World Group, the largest supplier of high quality, fresh vegetables in the UK has been trialling these green blooms. The company's trials field, based at Butterwick, Lincolnshire is home to a rich variety of unusual vegetables that are yet to appear on the supermarket shelves.



Dara O'Doherty, New Product Development Manager at Produce World, says: 'We are very excited about this new vegetable. Flower Sprouts are extremely versatile and can be boiled, steamed, stir-fried or cooked in the microwave. They are milder and sweeter than the traditional Brussels sprout and I hope this may appeal to those who usually shy away from sprouts'.

Not only is a bouquet of flower sprouts an attractive gift, but it also doubles up as a highly nutritious and possibly romantic meal accompaniment! As a cross between the traditional Brussels sprout and the now fashionable vegetable of kale, this new green has double the amount of vitamin E and B6 as the original sprout.

Produce World has been working with No. 10 Flowers of Market Harborough, Leicestershire, to produce these unique arrangements. The florist has a limited stock of these special clusters, so hurry to Harborough to surprise your loved one on the special day.

Tweet a picture of our fun flower sprout bouquet to @produceworld.

**Ends**

## **Notes to Editors**

Produce World Group is one of the largest expert growers and suppliers of high quality fresh vegetables in Europe. It is a privately owned business, founded by the Burgess family in 1898, and the family ethos and values remain in place. The Produce World Group business is customer and category focused and it is an industry leader in sustainable and responsible agronomy, growing and lean supply chain management.

Its sourcing is a combination of produce from its own farming division Burgess Farms, joint-ventures, and collaborative working with dedicated grower groups, supplying a variety of root vegetables, potatoes, brassicas, alliums, and organic produce to leading retailers, food service and manufacturing customers.

In September 2013 Produce World Group featured in primetime TV programme Harvest in a bid to raise consumer awareness of how the nation's food gets from field to fork. The Produce World Group also secured three finalist slots at the 2013 Re:fresh awards for its CSR work, employee engagement and team management. Other successes include winning the Treading Lightly Waitrose Way Award, acknowledging the work Produce World Group does with innovative irrigation techniques.

### **Media Enquiries:**

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