



**September 2015**

### **A revolution in cauliflower!**

A revolutionary new variety of cauliflower from China could turn the cauliflower world on its head. Launched by Waitrose at a limited number of stores, the new version is versatile, easier-to-cook and sweeter than traditional cauliflower. The retailer believes that the new product suits modern lifestyles and will appeal to all ages. Sweet Sprouting Cauliflower has been grown by the leading UK vegetable producer the Produce World Group as part of its ongoing innovation programme.

“Sweet Sprouting Cauliflower has been popular in China for a long time and it has a number of characteristics which we believe will appeal to British consumers of all ages,” says Gemma Hodgson, Fresh Produce Buyer with Waitrose, “We know that people are under time pressure, and preparation and cooking times are getting shorter. This product can be eaten raw in salads, used in stir-fries, steamed, roasted or barbequed and it’s ready in a matter of minutes. We also think that the sweet taste and crunchy texture will appeal to children and adults alike.”

Sweet Sprouting Cauliflower is less dense than traditional cauliflower. It has long stems which grow from a single central stem and small, white heads similar to normal cauliflower but much smaller. The revolutionary product has been grown by Produce World at a secret location in Lincolnshire.

Sweet Sprouting Cauliflower is low in cholesterol and saturated fats, a good source of fibre, a great source of protein, thiamine and riboflavin, phosphorus and potassium. A small serving, 100g, will supply 80% of the daily requirement of Vitamin C and 10% of Vitamin B6. It is also a good source of Vitamin K. Vitamin-C is a proven antioxidant that helps fight against harmful free radicals and boosts immunity preventing infections.

Frank Robinson, Sales and Marketing Director with the Produce World Group said: “This is a healthy and exciting innovation, and will be a new way to enjoy cauliflower for a younger generation. It is not as intimidating as traditional cauliflower in terms of size. It is available in manageable one meal portion sizes, targeting premium meal occasions.”



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#### **Notes to Editors**

**Hi- res images available**

**Produce World Group Website:** [www.produceworld.co.uk](http://www.produceworld.co.uk) **Produce World Group Twitter:** [@produceworld](https://twitter.com/produceworld)

#### **About Produce World Group**

As the largest supplier of fresh vegetables in the UK the Produce World Group designs and manages complex supply chains in order to deliver a wide range of fresh vegetables to its retail, food service and food manufacturing customers.

We work with our expert grower partners to grow the widest range of top quality fresh vegetables; we wash and pack them at our sites across the East of England; and deliver them to our customers on time and on budget.

In addition to our headquarters in Peterborough, we have sites across Lincolnshire and Cambridgeshire.

#### **Media Enquiries:**

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