

bellaverde[®]
Sweet Stem Broccoli
www.bellaverde.co.uk
hand picked for perfect freshness and taste

7 July 2009

Bellaverde[®] the New Sweet Tasting Long Stemmed Broccoli to Launch in UK



Bellaverde[®], a new sweet tasting long stemmed broccoli, will be launching into the supermarkets across the country from the middle of July, backed by a PR campaign featuring celebrity chef Gino D'Acampo.

Bellaverde[®] has been specially developed by Seminis and Marshalls, to tap into consumer demand for a less bitter tasting broccoli - one in four of us are known to dislike the bitter after taste of cruciferous vegetables. It also creates a point of difference in the market, in that it has a long UK season. Marshalls will be harvesting the crop from one dedicated farm in Lincolnshire from July right through until the end of November. Production will then switch to a dedicated farm in Spain to ensure year round supply.

Catriona Mowbray, marketing manager for Marshalls, which will be growing, packing, distributing and marketing the product, said: "We are really excited by this launch. Bellaverde[®] is a traditional broccoli and so like other traditional broccolis is healthy, the 'king of superfoods.' Bellaverde[®] is a true pure broccoli, meaning it has not been crossed with another vegetable. Consumers preferred the taste of bellaverde[®] to other long stemmed broccolis in our preference testing and sensory research so we believe it has great potential."

Because of its vibrant green colour, it was decided to brand the product bellaverde®, which is Italian for “beautiful green”. It is very similar in appearance to the traditional wild broccoli Cime di Rapa, eaten by our forbears. The young shoots are hand picked after just 10 days of growth and have a delicate, clean, fresh sweet taste, quite unlike any other broccoli.

Available in 200g punnets, bellaverde® will initially be available in Sainsbury’s, when it will then be rolled out to other supermarkets. It takes just three minutes to cook, with nothing being wasted, it can all go into the pan.

The PR and marketing support plan includes recipe development, media briefings and sample drops, a consumer website www.bellaverde.co.uk (launching soon), in-store tastings, recipe cards, point of sale shelf barkers and concertina tip-on round recipe leaflet stickers.

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