



Sweet Sixteen:

16 Reasons to Pick Up a Pack of Bellaverde®



1. Bellaverde® is a new **sweet tasting** long stemmed broccoli with a delicate, clean, fresh sweet taste, quite unlike any other broccoli. If you don't like the slightly bitter after taste of traditional broccoli (research shows that one in four of us don't), then this is the broccoli for you.
2. You'll be **supporting British** producers as bellaverde® is harvested by farmers in Lincolnshire from July right up until the end of November. Production then switches to Spain to ensure year round supply.
3. Bellaverde® is a true pure broccoli, rather than a cross with another vegetable, and therefore has all the health boosting **superfood** qualities of a traditional broccoli.
4. Bellaverde® broccoli is one of the **freshest products** in the supermarket. It's harvested by hand and packed in the field to lock in the freshness and can take from as little as 24 hours from point of harvest to the supermarket shelves during the UK season.
5. Bellaverde® broccoli stays a **fantastic vibrant green** colour after cooking. Because of this farmers christened it Bellaverde® which is Italian for 'beautiful green'.
6. It takes just **three minutes to cook**, with **nothing being wasted**, it all goes into the pan.

7. You don't even have to cook it. Bellaverde® is **delicious left raw**, you can serve it as a crudité with dips or toss into a salad.
8. Bellaverde® is wonderfully **versatile**. You can throw it into stir fries, toss it in pasta, serve it on the side with meat or fish, char grill it on the barbecue, enjoy in a warm salad or whiz into a soup.
9. An 80g serving of bellaverde® broccoli counts as **one of your five** daily portions of fruit and veg, as recommended by health professionals.
10. The bellaverde® packaging is **85% recyclable**, so you'll be doing your little bit for the environment.
11. Bellaverde® broccoli is **high in the B vitamin folate**, which is necessary for the formation of blood cells and for proper development of infants. It is routinely given to pregnant women as a supplement to help prevent birth defects such as spina bifida. Low intakes have also been linked to depression.
12. Bellaverde® broccoli is **packed with fibre**, which helps to keep the digestive system healthy and balance your blood glucose (sugar) levels. Fibre also helps you to feel fuller for longer so that you'll find it easier to maintain your weight.
13. Bellaverde® broccoli is a **source of potassium**, an essential mineral which helps regulate our blood pressure and nerve muscle functions.
14. Bellaverde® broccoli is **high in Vitamin C**, an antioxidant which helps to protect against free radicals, fight infection, boost iron absorption, and maintain healthy skin, blood vessels, bones and gums.
15. Being low in fat, salt and calories makes bellaverde® broccoli an ideal choice if you're trying to follow a healthy diet and **watch your weight**.
16. If you have trouble getting your kids **to eat up their greens**, then bellaverde® broccoli could be the answer to your dreams.

Visit www.bellaverde.co.uk (launching soon) for more information and inspiring recipe ideas.