



## Bedfordshire Chilli Grower voted Best Loved Farm Shop in UK

Bedfordshire-based chilli specialists Edible Ornamentals have once again achieved national acclaim having topped the poll as 'The Best Farm Shop in the UK' in the Local and Loved Awards organised by Thebestof.co.uk national website.

The Local & Loved Awards has seen the best businesses across the UK go head to head to earn the title of 'The Most Loved Business in the UK'. For the 14 days leading up to Valentine's Day, consumers had the chance to review their favourite local businesses and vote for the one they felt stood head and shoulders above others in their local community. During the competition tens of thousands of reviews were added equating to one every 11 seconds as the contest reached its crescendo.



Started in 2001 by Joanna and Shawn Plumb, Edible Ornamentals is now recognised as one of the top chilli specialists in the UK. Jo and Shawn have appeared on many television shows including Ready Steady Cook, Countrywide, The Hairy Bikers and will be featured in Heston Blumenthal's Great British Food programme in a couple of weeks time.

Joanna said, "We've always been passionate about chillies and love showing people them around our nursery, explaining the best ways to grow, cook and enjoy this very special ingredient. Now we have the Edible Kitchen on site, customers can also sample different chilli-based dishes when they visit. We feel very honoured that all our efforts have been recognised by our loyal customers, and we shall continue to make sure that Bedford is well and truly recognised as the chilli capital of the UK."

ends

**Date** 25<sup>th</sup> February 2014

**Editor's notes**

Hi res images available on request

**More about Edible Ornamentals**

Joanna and husband Shawn started growing chillies when they moved to the UK in 1996, and their chilli plants and sauces quickly gained in popularity. In 2007 they purchased the derelict Cherwood Nursery in Chawston which they renovated. Now established as a 'Pick Your Own' chilli nursery the site also has a specialist commercial kitchen for preparing the growing range of sauces.

Edible Ornamentals is now established as a leading producer of high quality chillies and specialist fresh vegetables that visitors can pick straight from the plant. As well as local farmer's markets they also supply fresh chillies to Harrods, Fortnum and Masons and leading London restaurants. Joanna's special chilli sauces are available from the nursery and local Waitrose stores.

Edible Ornamentals has featured in the national daily press, The Economist and leading national trade publications The Grocer and Fresh Produce Journal. Joanna has featured as a chilli expert on BBC's 3 Counties Radio, Radio 2's 'Chris Evans Show', and Radio 4's 'You and Yours' and has appeared in many TV programmes including Ready Steady Cook, Economy Gastronomy, Market Kitchen, Countrywise, Gordon Ramsay's 'Ultimate Cookery Course' and 'The Hairy Bikers' and most recently ITV's 'Sunday Brunch'.

Edible Ornamentals won the Best Effective Promotional Campaign category in the Conquest Business Awards, and was awarded the accolade of 'Local Food Hero for East Anglia by Good Food Channel's Market Kitchen.

Edible Ornamentals has also partnered with Virgin and offers special half day Chilli Experience days.

For further information about Edible Ornamentals Company visit  
[www.edibleornamentals.co.uk](http://www.edibleornamentals.co.uk)

For media information contact: Colin Caldicott, Ultimedia PR  
Tel: 01767 601470 email [colin@ultimediapr.co.uk](mailto:colin@ultimediapr.co.uk)