



## Top Comic eats 'The Most Evil Chilli in the World' at Bedford's Edible Ornamentals

Stand up comedian, actor and writer, Omid Djalili, accompanied by a TV film crew recently dropped into Bedford's renowned chilli experts Joanna and Shawn Plumb at Edible Ornamentals. The reason for their visit was to discover some of the truths and myths behind the fascination so many people have for this fiery gourmet ingredient to include in Omid's new culinary programme 'Hot and Dangerous'.



**i** Despite his fame as a funny man, Omid's has never found the UK's passion for chillies in the slightest amusing. He commented, "I grew up with Iranian cuisine which is mostly meat and rice and we don't like chillies at all, in fact I absolutely hate chillies. But I love my food and I'm hoping that in making this programme I can discover another new culinary world."

Bedfordshire is the chilli capital of the UK and Joanna and Shawn are recognised as leading experts in growing and cooking with chillies. Edible Ornamentals grow over 100 varieties of chillies, so a visit to the nursery was a perfect opportunity for Omid to try a range of chillies from the mildest to the super hot.



Shawn commented, "I'll give Omid his due because he was willing to try several raw chillies while the cameras were rolling despite saying he has never been a fan of chillies. We started with some of the milder chillies and then went on to the hotter ones. His jaw dropped when we got to the Trinidad Scorpion as it measures over 2 million on the Scoville heat scale, and it was fortunate he

had a first aider ready to rush in if he needed assistance. Omid bravely battled on and after recovering from eating the Scorpion, he admitted that it was absolutely evil, which is quite apt as the programme went out on Halloween night.”

Ends

### **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', ITV's 'Sunday Brunch' and most recently Channel 4's 'Heston Blumenthal's Great British Food'.

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)

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