



Bedfordshire' Chilli specialist awarded £40,000 grant from BRCC to develop new Edible Kitchen

Bedfordshire's celebrated chilli specialists, Joanna and Shawn Plumb of Edible Ornamentals, have been awarded a major grant in excess of £40,000 to create an Edible



Kitchen. The grant was awarded through the Rural Development Programme for England (RDPE) by the Greensand Ridge Local Action Group which is managed locally by Bedfordshire Rural Communities Charity (BRCC). This new facility will open in early May to provide refreshments and light lunches for the many people who visit the chilli specialist nursery. The Edible Kitchen is the next stage in the development of the Chawston nursery as one of the UK's leading specialist chilli centres, attracting more people to visit the county, and will create at least two new job opportunities within the local community.

Bedfordshire Rural Communities Charity is the leading community development agency working across Bedfordshire supporting and developing strong, thriving local communities, and creating opportunities for enterprise and job creation. The Rural Development Programme for England is funded by Defra and the EU.

Joanna said, "We have established Edible Ornamentals as one of the UK's leading experts in growing and supplying superb fresh chillies and now grow over 100 different varieties including the world beating super-hot Trinidad Moruga Scorpion. People from all over the country visit us to buy chilli peppers and plants and ask our advice on all aspects of growing and cooking with fresh chillies. There are currently no catering facilities on site, so the Edible Kitchen will mean that all our visitors, whether local or from far away, can not only relax with

a cup of tea or coffee but will be able to enjoy a light lunch, freshly prepared from ingredients which we grow ourselves and pick fresh each day.”

The Edible Kitchen will continue the chilli theme, providing a range of dishes including Mexican, American and Sicilian fusion styles.



Joanna added, “We want all our visitors to enjoy a total chilli experience. The Edible Kitchen is a natural addition to the nursery which will not only provide food and refreshments, but show the versatility of chillies and how they can add that extra sparkle to a whole range of different culinary styles.”

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Date February 2013

Editor’s notes

Funder’s logos for use with the press release



High res image of Edible Ornamentals available on re quest

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 Ornaments 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'.

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

For further information about Edible Ornaments Company visit www.edibleornamentals.co.uk

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