



Heston Blumenthal visits Bedfordshire Chilli Experts

Michelin star chef Heston Blumenthal accompanied by a film crew visited Bedfordshire's celebrated chilli specialists Joanna and Shawn Plumb at their Edible Ornamentals chilli nursery in Chawston. Heston's visit was to film a feature on chillies for his Great British Food programme



which will be screened on Channel 4 in the New Year.

In the new series, Heston looks at the history and science behind some of the iconic dishes we have been known to love over the years and recreate them in his own individual style. One of the ingredients that has become more popular in many dishes is the chilli pepper, and Heston spoke to Joanna about the different varieties she grows and how each can add that extra zest and distinct flavour to many dishes.

"The programme won't be broadcast until next year, but Heston wanted to be surrounded by chillies while we chatted about them." said Joanna, "Winter isn't the best time for growing chillies, but luckily we still have some plants still in fruit, so Heston was able to get the shots he needed for his programme. He was really interested not just in the history of the chilli but how the British



public have become much more selective in the varieties they use in their cuisine."

Heston then joined Shawn to sample a selection from the 100 different varieties they grow at their Chawston nursery. "Heston was more interested in the subtle flavours rather than the pure heat that chillies can introduce, but I'll give him credit for tasting them all. He even tried Naga and Moruga Scorpion chillies which are the hottest in the world, which brought him out in such a sweat that his glasses steamed up! Fortunately we had glasses of milk at the ready to help Heston recover, and we are looking forward to seeing the programme which will be broadcast on Channel 4 in March.

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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

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