



New Chilli Restaurant officially opened in Bedfordshire

A new café/restaurant at Chawston serving chilli inspired dishes has just been officially opened by Rt Hon Alistair Burt, the MP for North East Bedfordshire. The Edible Kitchen is the latest addition to Edible Ornamentals which will ensure that every chilli aficionado will enjoy their visit to the nursery even more.

At the event which was attended by the Mayor of Bedford Dave Hodgson and over 50 local dignitaries, Mr Burt said: “Joanna and Shawn’s passion for chillies has seen Edible Ornamentals grow from a small family business into one of the treasures of Bedfordshire. The new café demonstrates that genuine



enthusiasm together with the support they have received from local authorities and organisations really can result in success. “

The Edible Kitchen serves a range of chilli-based dishes created from Joanna’s own recipes that are unusual and use chillies of differing heat. Fearless chilli fans who like sizzling hot dishes may be tempted to try spicy chicken wings and hot legs which are marinated in Joanna’s special home made chilli sauce. Those with gentler taste buds will enjoy the Chilli Poppers which are fresh Jalapeno peppers stuffed with cheese and wrapped in bacon, while



adventurous chilli enthusiasts wishing to take a risk can try the Pimento De Padron. These are a Spanish tapas chilli dish in which most are mild, but one in ten is mind-blowingly hot.

The Edible Kitchen was created following a grant awarded to Edible Ornamentals to develop facilities that would help local communities attract visitors to the area. 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).

Joanna and Shawn supply fresh chillies and Gourmet chilli sauces to quality outlets such as Harrods, Fortnum and Masons and Waitrose as well as leading London restaurants. The nursery is also open from 10am until 4pm on Fridays Saturdays and Sundays so visitors can buy chilli plants and pick fresh chillies direct from dedicated Pick Your Own chilli polytunnel. Visitors are spoiled for choice as Edible Ornaments grows over 100 varieties of chillies from the mild Anaheim chilli to the eye-watering Trinidad Moruga Scorpion which has peaked at over 2 million on the Scoville heat scale.

Mr Burt added: “We are delighted that Joanna and Shawn chose Bedfordshire as the base for their successful venture and it’s thanks to them that Bedfordshire is now recognised as the Chilli capital of the UK.”

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Editor’s notes

Funder’s logos for use with the press release



High res image of Edible Ornaments available on re quest

More about Edible Ornaments

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

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.edibleornaments.co.uk

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