

THE SEED CO

GROWING IN DORSET

P R E S S R E L E A S E

Launch of two new dressing recipes inspired by Dorset chef

Two new dressings, inspired by Brett Sutton, Executive Head Chef of The Eastbury Hotel in Sherborne, Dorset and made with single variety, cold pressed rapeseed oil, grown and crushed in Dorset, have gone down a storm in London and on home territory in Sherborne!

“When we showed the new Seed Company dressings for the first time in London at The Real Food Festival we had a great response and then back at the Country Fair at Sherborne Castle we were bowled over by the number of people who tried and then bought a bottle. The Honey & Mustard has been incredibly popular as people love the combination of natural honey, grain mustard and our locally grown and pressed oil which we chose for its exceptional flavour,” explained Aimee Rose of The Seed Company.

Brett Sutton, who is renowned for his commitment to supporting local producers, commented: “This is my first experience of developing recipes which are for the retail market and it has been a real lesson in how to refine and develop a ‘menu’ classic. The reaction to the dressings has been really great and I am flattered to hear what people think when they taste the dressings, but this is more about working in partnership with local producers which is central to our sourcing policy at The Eastbury and The Three Wishes”.

The Seed Company’s two new dressings are –

Honey & Mustard – a traditional combination using pure, natural honey and grain mustard, which is perfect with all cold meats, smoked fish, barbequed meat and as a superb dip, marinade or glaze. Also delicious stirred into warm new potatoes, in place of mayonnaise, to make a potato salad livelier.

Tomato & Chilli with Smoked Paprika – a hot, sweet and smoky combination which is made for drizzling over chicken, sautéed potatoes, wraps and flatbreads filled with salad and hummus, or a homely plate of baked ham and fried eggs!

The Seed Company's premium quality, Dorset grown rapeseed oil is pressed from one single variety of rapeseed, selected for flavour, versatility as an ingredient and importantly, its nutritional profile. The resulting clear, golden rapeseed oil is high in Omega 3, 6 and 9 and has half the saturated fat of olive oil. With a high smoke point of 230 degrees, rapeseed oil doesn't burn off in cooking, meaning 'less is more' and cooks can happily add around half the amount they'd usually use of olive oil. The Seed Company's oil is gathering in popularity amongst home cooks, chefs, caterers and as an ingredient in many other high quality products.

The two new dressings (rrp £3.99 for 280ml) and The Seed Company's single variety rapeseed oil (rrp £6.99 for 500ml) are available from delis, farm shops and online at www.theseedcompany.co.uk Larger quantities for caterers and producers are also available.

For further information please call Aimee Rose on tel 08458 737 222 or visit www.theseedcompany.co.uk

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