



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

First showing at Speciality & Fine Food Dorset-grown Rapeseed Oil Stand G 266

The Seed Company's single varietal cold pressed rapeseed oil, which was inspired in Dorset and is grown by farmers within the County, is being shown for the first time at Speciality & Fine Food 2007.

The exceptional quality rapeseed oil, high in Omega 3,6 and 9 and low in saturated fat, has been used as a key ingredient in several new products and these are also being launched at the Show - a delicious chocolate cake and a collection of new dressings – all made in Dorset by award winning producers.

"We are delighted with the way our cold pressed oil has been received, especially as the Dorset farmers we work with are totally committed to this project. Our rapeseed oil ticks all the boxes as far as consumers are concerned; it tastes light and nutty, has complete traceability from seed to bottle, its provenance is firmly in Dorset plus it has recognised nutritional benefits," said Paul Roberts of The Seed Company.

The variety of rapeseed, which is unique to The Seed Company, was chosen for its specific qualities, one being its versatility as an ingredient. A rich chocolate cake called Dorset Cloud Cake, which is made with The Seed Company oil instead of butter, has been launched by award winning Dorset producer Parker's Menu and three new distinctly British dressings have been created by Olives Et Al, Dorset-based artisan producer of marinated olives, sauces, dressings and kiln roasted nuts. Chefs in the South West are also using The Seed Company oil as a healthy alternative to traditional culinary oils because of its versatility for dipping, dressing, shallow frying and high temperature roasting.

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"We have been approached by several producers who are interested in using our Dorset-grown oil because they want to source local ingredients which have a strong point of difference. We have several projects in the pipeline and we eventually hope to see a whole range of products made with The Seed Company rapeseed oil on the shelves of delis and farm shops," commented Paul Roberts.

For trade/wholesale prices and further information please call Paul Roberts on tel 08458 737 222 or visit www.theseedcompany.co.uk

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(007) September 2007