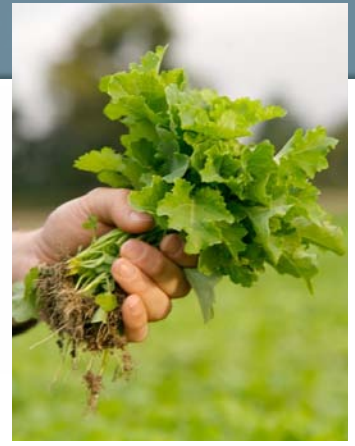




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GREEN



Greens Revolution – Baby Leaf Curly Kale is the New Green Traditional Kale Gets a 21st Century Makeover

- **Contains six times more calcium than broccoli and is high in vitamin A1 and vitamin C!**
- **A tasty alternative to traditional greens**
- **Nature's ultimate fast food – cooks in just 2 minutes**

Baby Leaf Curly Kale is the “little green” set to take the vegetable world by storm. Picked when the leaves are young and tender, this beautiful baby leaf will tantalise the taste buds with its sweet flavour and delicate texture.

Packed with vitamins, minerals, antioxidants and phytochemicals, the health benefits of this baby leaf make it one of the most nutritious green vegetables around. Cooked Baby Leaf Curly Kale provides **more calcium per 100g than milk, yogurt, cooked broccoli or cooked spinach.**

Added to all this, 100g of cooked Baby Leaf Curly Kale **provides over half (55%) of the Recommended Daily Allowance of vitamin C** – the powerful antioxidant that helps to protect the body from free radicals. **It also contains seven times as much Vitamin A as cooked broccoli.**

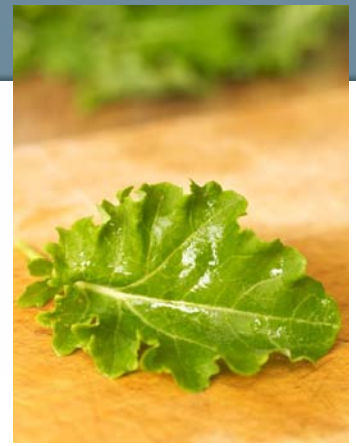
Lyndel Costain, B.Sc.RD, award winning dietitian and author of Super Nutrients Handbook, says, “Baby Leaf Curly Kale is a more delicately flavoured, convenient and easily prepared version of a highly nutritious, British favourite. Rather than an exotic, hard-to-pronounce and trend-driven food, its everyday appeal, will hopefully help consumers to eat more valuable green vegetables, as part of a balanced diet. In the UK only one in seven adults manages to eat the recommended daily five portions of fruit and vegetables – and children fare even worse.”

The beauty of Baby Leaf Curly Kale is that it can be cooked in a couple of minutes and is perfect for a quick healthy alternative to more traditional vegetables – flash fry in a wok, steam in a pan or simply pop in the microwave in the bag. The leaves are pre-washed in natural spring water and are ready to cook straight from the bag. They can also be eaten raw in salads.

“Baby Leaf Curly Kale was selected from over 50 varieties of leafy winter vegetables, which have been trialed over the last three years. We chose Baby Leaf Curly Kale for its appearance, mild flavour and tender texture,” says Rob Corlett, a Wiltshire farmer with over 12 years experience growing baby leaf salads and vegetables who was a key person helping introduce Baby Leaf Curly Kale to the UK. Baby Leaf Curly Kale is grown in the UK between April to October and is primarily grown in Portugal and Italy the rest of the year.



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Renowned vegetarian restaurant The Gate, London, was given exclusive access to Baby Leaf Curly Kale and introduced it to its menu this September. Adrian Daniel, chef-proprietor says, "As a chef and long time fan of curly kale, I was intrigued and excited about the new 'baby' variety of this leaf. I found it to be tasty, versatile and it has proved a great success with our chefs."

"We are always looking for fresh new ingredients to inspire our customers. It is easy to cook with and we have developed some exciting "Gate inspired" recipes to maximise its interesting taste and texture. Kale was already a popular side dish at the restaurant but Baby Leaf Curly Kale has been a huge hit with our customers since we brought it in nearly a month ago."

¹ Vitamin A from beta-carotene is important for the skin and helps keep the immune system healthy.
² Vitamin C is a powerful antioxidant that helps to protect the body from free radicals.

Notes to Editors

	Nutrient/ 100g, cooked produce**	%RDA	Nutrient/ 80g, cooked produce- One Portion	%RDA
Vitamin A (µg)	562µg	70%	450µg	56%
Vitamin C (mg)	33mg	55%	26mg	43%
Calcium (mg)	240mg	30%	192mg	24%
Folic acid (µg)	27µg	14%	22µg	11%
Calories	26	*	21	*
Fat (g)	0.4g	*	0.3g	*
Fibre (g) AOAC	3.2g	*	2.6g	*
Beta-carotene (µg)	3371µg	*	2697µg	*
Vitamin K (µg)	78.6µg	*	62.3µg	*

* No EC RDA (Recommended Daily Allowance)
 ** Data analysis commissioned by Vitacress from an independent laboratory

Stockists Details

Baby Leaf Curly Kale will be stocked nationwide at selected stores of Marks and Spencer, Sainsbury and Tesco, from October (120g RRP £1.49).

Also launching from October – a premium mix alternative at selected stores of Tesco and Waitrose...Baby Leaf Greens – a mixture of Baby Leaf Curly Kale, Baby Leaf Black Cabbage and Baby Leaf Spinach (120g RRP £1.49).

