



Media Release

For Immediate Release

At Last Zucchini Flowers To Cook at Home

Until recently the only place you were likely to see zucchini flowers would be in a restaurant, however thanks to a dedicated Yarra Valley grower and his clever retail packaging, the exquisite vegetable is now available in good greengrocers across Melbourne.

Australia's leading grower of zucchini flowers and Managing Director of Brad's Produce, Brad Harvey, has been growing flowers for restaurants in Melbourne and across Australia for over ten years.

More recently Brad has recognised an increasing demand for his product in the retail market and has developed a pack which protects the delicate flowers and provides an excellent shelf life.

"When we began growing zucchini flowers few people even knew what they were, but now most good restaurants have them on their menu and they're always featured in newspapers and magazines," explains Brad.

"As more people want to try cooking them at home we have developed a retail pack that protects the delicate product and ensures consumers are receiving the same quality that we supply to restaurants," adds Brad.

Recognising that many people have not cooked zucchini flowers before, Brad's Produce retail packs also contain a recipe card with simple, seasonal suggestions, including zucchini flowers in tempura batter and barbecued zucchini flowers and steamed zucchini flowers stuffed with salmon.

'Brad's Produce' zucchini flowers starts very soon in mid November and the stunning flowers will remain available until the end of May.

For further information visit: www.bradsproduce.com.au

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