

Fenmarc @ British Potato 2011

Fenmarc headed to Harrogate and the Yorkshire Event Centre on the 23rd and 24th November with a stand at the British Potato Show 2011. With more than 6,000 industry players and over 150 exhibitors from the UK attendance was over 6,000 – a ten per cent increase on BP2009!



The Fenmarc stand represented all three areas of the business, including the Rudolph campaign “All tastes catered for” and our agricultural division Agrimarc. With lots of activity across the business we were keen to talk to all industry players. The day provided great opportunities to meet potential new suppliers, growers and talk to current and potential customers.

We were delighted to have TV Chef and Farmers Daughter Rachel Green cooking delicious samples all day, giving visitors the chance to try our fantastic Rudolph potato in various dishes like Potato Rosti

with Smoked Salmon and Crème Fraiche, Fiery Red Wedges, Pavta Batata and Moroccan Shepherd's Pie. We demonstrated the versatility of potatoes too, with mashed potato Chocolate Brownies and CourgetteLemon Drizzle cake baked to perfection by Saints and Sinners Bakery in Spalding.



All of Rachel's recipes can be found on the Rudolph website www.rudolphpotatoes.com you can also follow Rudolph on Twitter @RudolphPotatoes.

Further information about British Potato 2011 can be viewed at:

<http://www.potato.org.uk/>