

15th November 2011

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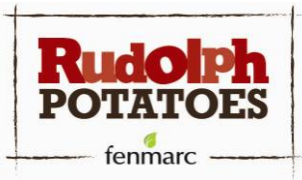
TUDDENHAM MILL GUESTS CELEBRATE RISING STARS

Visitors to Tuddenham Mill, near Newmarket in Suffolk, today (Tuesday 15th November) got the chance to get up close and personal with one of Britain's hot new chefs, Paul Foster, whilst celebrating a rising star of the fresh produce world too.

Head Chef, Paul Foster delighted guests by inviting them to the kitchen pass to watch whilst he cooked up a selection of his newly developed tasty and unique recipes featuring a new distinctive potato variety - Rudolph.

The event, organised by leading vegetable and potato growers and suppliers Fenmarc, in conjunction with the boutique hotel Tuddenham Mill, showcased two stars of the culinary world. Paul Foster was recently voted Young Chef of the Year by the Observer Food Monthly and has received more accolades in the past six months than any other chef. Paul championed Rudolph potatoes throughout the day – demonstrating recipes including pine confit Rudolph potatoes and a Rudolph potato and vanilla terrine.

Paul said: 'My food is all about purity of flavour in the dishes that I create, to achieve this I need the best quality ingredients available. Rudolph potatoes are available all year round and are one of the most versatile potatoes I have ever used, with a fantastic flavour and texture.'



The event also featured a private potato masterclass from Fenmarc and Agrimarc, a tour of Tuddenham Mill and a three course lunch that featured potatoes in every course – even the dessert!

Paul added: “All our ingredients are ethically sourced and chosen for their quality and fit with our menus. Wherever possible they are from local suppliers. We ensure that the food we produce follows the British seasons, meaning all our ingredients are at their freshest.”

The event was the latest in a series of promotions for Rudolph potatoes. Earlier this year a new website www.rudolphpotatoes.com was launched, and Rudolph potatoes have also been delivered to chefs, retailers and media across the country. Jo Giggs, Fenmarc said: “Paul Foster and Rudolph potatoes are a perfect match. Both are new and exciting additions to the culinary world, so we were delighted to work with Paul and the Tuddenham Mill team for this event.”

New season crop is available now. For sales enquiries please contact Fenmarc on: 01354 662 400 or visit www.rudolphpotatoes.com

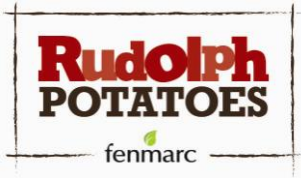
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Editors Notes

1. About Fenmarc (www.fenmarc.com) - Fenmarc, a leading fresh potato and vegetable grower and supplier was established as a farming co-operative over 40 years ago by growers across East Anglia. The business is now privately owned, with sales in excess of £80 million. Fenmarc is established as one of the leading fresh produce suppliers in the UK, employing over 400 colleagues.

2. About the seed - Last of the breeding programme in the UK by Agrolon (before Agrico purchased the Agrolon seed business in UK approx 10 years ago). The variety was listed by Agrico in 2007 who own the copyright until 2037. The initial cross was made in the late 90's from a crossing of Chieftain x Stirling. Stirling was a strong parentage variety with strong resistance to blight, which Rudolph has subsequently inherited.

There are currently 14 growers producing circa 1000 tonnes of seed for Agrico UK, both in England and Scotland, from high grade to commercial production. The seed is mainly grown in the region of Angus, Fife, Perthshire & some high grade in Aberdeenshire & Morayshire. There is a small area in Yorkshire where the crop is also being grown, which Agrico UK are hoping to expand year on year. Rudolph has also had promising results with organic trials.

3. About Tuddenham Mill - Stylish, boutique bolthole in a rural Suffolk setting. In the exclusive Mr & Mrs Smith portfolio this sympathetically converted historic watermill brings together an exceptional environment, a passion for great food and wine, the ultimate in bedroom comforts and discrete yet attentive service. Think: Italian designer furniture, old oak beams, Elemis toiletries, resident swans, Loewe televisions...

Visit to try the Head Chef's award winning food, "Paul Foster may well be one of the best young chefs you've never heard of. Tucked away in this quiet corner of a quiet county, he is doing something very much worth travelling for." (Jay Rayner. The Observer).

www.tuddenhammill.co.uk