

## **Plant, Grow, Eat...Dobbies launch culinary Roses collection**



*Rose 'Very Berry', available in-store now, £19.99 each*

### **- Discover the edible plants you can grow on your doorstep, as brand new collection of edible roses lands in stores across the UK -**

Spring is here and as a busy time in the gardeners calendar, there is plenty to be planting, pruning and preparing for a colourful season.

As gardens burst into life and we enjoy more time outdoors, the launch of a brand new variety of roses looks set to add even more interest and excitement to flower beds in spring 2021.

It's time to take a fresh look at one of the UK's best loved flowers, as Dobbies Garden Centres celebrates the launch of their 'Taste of Love' culinary Rose collection.

Not your average garden centre, Dobbies is the first UK retailer to sell the 'Taste of Love' range, which has just landed in store. Heading up the in-house horticultural team, gardening expert and Horticultural Director, Marcus Eyles said:

*"Roses are well-known for adding an elegant touch of beauty to any outdoor space, but the fact that there are edible varieties is often forgotten. Just like any other fruit or vegetable, different varieties taste better than others, so the final 'Taste of Love' line up was decided after a number of expert taste tests.*

*"The three Roses that feature in the collection have each been specifically chosen for their unique flavours and textures - from silky sweet to refreshing citrus. The floral medley will leave your garden brimming with beautiful blooms, that can be used to complement a variety of sweet and savoury dishes."*

Just like different varieties of fruit, roses have different tastes and aromas. The 'Taste of Love' collection at Dobbies features three different roses – 'Very Berry', 'Nadia Zerouali' and 'Theo Clevers'.

- **Very Berry Rose** – With strong, upright branches, this Rose has a sweet taste of redcurrants. With an intense pink colour, it's very eye catching and is certain to make your garden stand out from the crowd. Flowers are nicely rounded and full of soft petals, blooming all summer long. In the kitchen, use them in confectioneries such as Rose petal preserve or rose syrup. Also suitable to sprinkle on salads.
- **Nadia Zerouali Rose** – The petals of this Rose are edible and have a fresh lemon/lemongrass taste. Strong medium-sized, healthy and resilient, it blooms continuously throughout the season and is very attractive to bees and butterflies. Best used in salads, Mediterranean cuisine, confectionery and drinks.
- **Theo Clevers Rose** – This variety has a gentle aroma of strawberries and has beautiful rosette-shaped flowers in large, tight clusters. These work well planted next to pergolas or porches where they will give a great display in combination with climbers. Also suitable for growing in larger pots if you only have space for containers on the patio. Use in confectionery, salads and beverages – this variety makes a lovely base for a rose petal ice cream.

The easiest way to enjoy Rose petal flavour all year round is to preserve their essence by making Rose water or Rose syrup, or dry them and store in an airtight container. Roses contain high levels of vitamin C and antioxidants, matching and even outperforming lots of common fruits and vegetables.

#### Top tips –

- The best time for harvesting Rose flowers is early in the morning, as that is when the concentration of aromatic and nutritional compounds is at its peak.
- If flowers are not to be used immediately after they are picked, they should be kept in an air tight container in the fridge. Petals can also be air-dried and stored in glass jars.
- Even though stamens of Roses are also edible, and they contribute to the overall aroma, people with pollen allergies should avoid them and use petals only. The 'Theo Clevers' Rose is perfect for those that do not like to deal with the little golden beads, as it has no stamens.
- Water thoroughly before planting, positioning in full sunlight. Prune in late winter or early spring and feed in late spring and again in mid-summer with good quality rose fertiliser.



*Rose 'Nadia Zerouali'; Rose 'Theo Clevers'*

#### A growing menu of edible flowers...other garden plants you can plate up

- Hollyhock, such as Crème de Cassis
- Calendula fruit twist
- Violas
- Sunflowers
- Marigolds

*It's best to avoid eating any types of flower if you suffer from hay fever or other plant allergies or are allergic to pollen.*

The 'Taste of Love' collection is part of Dobbies wider own-brand Rose collection launch this spring, featuring over 100 varieties. Roses start from £16.99 and are available instore. To find your nearest Dobbies, visit [www.dobbies.com](http://www.dobbies.com)

For more expert growing advice and seasonal trend insights, listen to Dobbies gardening podcast, available on Apple Music and Spotify, <https://www.dobbies.com/content/podcast.html>

For information on virtual events hosted by Marcus Eyles, with his gardening tips and advice, visit: <https://www.dobbies.com/content/events.html>

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### **Notes to Editors**

Visit Dobbies Pressloft to browse all Spring Summer lifestyle photography: <https://www.pressloft.com/app/press-office/dobbies>

Click for the Dobbies Spring Summer look book: <http://redmcgregor.com/dobbies/mobile/index.html>

Watch Dobbies virtual Look Book video: <https://www.youtube.com/watch?v=vcAh258WJ-k>

### **About Dobbies**

- It all started in 1865 with James Dobbie who created a business selling seeds. He named it Dobbie & Co. The company went on to build up a customer base and started opening garden centres that fast became a go-to destination.
- A new turning point in the business came in 2019 with the acquisition of 37 stores, more than doubling our national footprint. We are UK's leading garden centre retailer with 70 centres nationwide.
- Our smallest store is little dobbies Clifton and the largest is Morpeth at 18,973sqm.
- Dobbies is not your average garden centre; we exist to enrich people's lives and nurture connections between people, the community and the environment.
- Dobbies offer carefully considered ranges in-store and online, high quality services, great restaurants and cafes as well as engaging experiences.
- Dobbies is proud to be part of the #TerraCarta from HRH Prince of Wales' Sustainable Markets Initiative.