



PRESS RELEASE

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## Produced in Kent takes a taste of the county to Brussels

**EMBARGO 30.6.09:** On Tuesday 30 June Produced in Kent helped bring a taste of the 'Garden of England' to the capital of the European Parliament – Brussels, in Belgium. The invitation to showcase Kent in Brussels came from Kent born Dr Rachel Aron, who is Her Majesty's Ambassador to Belgium. Her Excellency Dr Aron hosted a **Visit Kent** Garden Party and a reception for **Locate in Kent & Kent County Council** to enable the three organisations to showcase what Kent has to offer in the areas of tourism, inward investment and business.

As Julie Monkman, manager of Produced in Kent, said: "It was a thrill to be called on to represent our county's food and drink at such a high profile international event. England might once have been the culinary laughing stock of continental Europe, but Produced in Kent's members are now proving that we are growing and producing some of the finest cheeses, wines, fruit juices and fresh summer fruits in the world."

The award-winning Taywell Farm Shop and ice-cream maker generously offered its company van to make the 300 mile round trip to deliver the produce fresh to the door of Dr Aron's official residency. Taywell filled the van with fresh strawberries, tayberries and loganberries and a Taywell Hamper packed with produce from all over the county to present to the Ambassador.

Other Produced in Kent members stepped forward to provide a veritable feast for the occasion too, with Cheesemakers from Canterbury, The Kent Cheese Company and Winterdale Cheesemakers putting together an outstanding Kentish cheeseboard for the day.

On the drinks side, Clearly Juice provided its delicious Kentish pear juice; whilst the award winning and internationally recognised vineyard Chapel Down offered a selection of its wines along with Biddenden Vineyards who provided wines and Kentish apple juice.

Commenting on Taywell Farm Shop's involvement, Alastair Jessel the dynamic owner of Taywell, said: "I am delighted to help anything Produced in Kent does to put this county on the map. They do a wonderful job for the smaller producers in Kent who don't normally have the voice or the resources to get noticed. Quite simply, Produced in Kent is the champion of the unsung food and drink heroes in Kent!"

Produced in Kent was formed in November 2005 as a non profit making organisation to champion the food and drink producers and retailers of Kent. In just four years the organisation has helped develop and stimulate the market for Kentish products in the public and private sectors across the county and has helped gain national recognition for leading producers and retailers with its prestigious Taste of Kent Awards.

Visit [www.producedinkent.co.uk](http://www.producedinkent.co.uk) for more information.

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Issued: June 2009

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**Produced in Kent, supported by**



**Notes to the editor:**

In 2008/09, **Locate in Kent** created almost 3,000 new jobs through 76 successful projects and the number of projects from overseas is expected to increase as new domestic high speed train services are launched this year.

Kent visitor attractions have had a strong year too, thanks to the work of **Visit Kent**, with a 37% increase in visitor numbers compared to April last year. Figures also show an increase in visitors from mainland Europe, with the current currency exchange rates.