

SUTTONS
SEEDS
Est. 1806

ITALIAN KITCHEN

Quality Seeds from Italy



The taste of Italy in your garden

www.suttons.com

➤➤➤ Background

Suttons Italian Collection is a new collection of the best selling Italian vegetables and fruit seed. Following a previous trial in a selection of stores this tasty range proved itself to be incredibly successful. And, as the Italian Collection has a proven track record not only will it delight your customers and their cuisine but will also prove to be an excellent asset to your store.

Following Suttons recently commissioned market research we found that there is growing consumer demand for informative, clear and simple signage and messaging both on the seed packet and on the stand POS. As a result, the Italian Collection has been developed to be very clear and concise making it exceptionally easy for your customers to shop.



The Italian Collection

Suttons Seeds Italian Collection consists of a wide range of vegetables and fruit that have proven to be best sellers. The range has clear and simple signage and messaging backed up by the distinctively designed packets and header boards. As with all Suttons seeds we guarantee our seed and this is emphasised by our new Superior Germination Guarantee logo displayed on the stands' header board.

The **18 varieties** plus a tomato and basil collection ensure that the consumer has a wide choice whilst allowing the range to be displayed on our 680mm stand - perfect for locating in 'hot spots' such as cafés or in the cookware section.





➤ Awards and Accolades

Which? Gardening Best Buy

- Winner of Best Seed Brand 2010.
- Winner of most informative packs 2009.



Superior Germination Guarantee

You and your customers can rest assured that when buying any of Suttons Seeds you are buying quality seeds that will have a superior germination. If for some reason a customer is unhappy with their germination success we will happily exchange or refund their seeds.

Holder of the Royal Warrant

As suppliers to the Royal British households total commitment to quality and service has been the key to the remarkable history that Suttons Seeds has enjoyed. We are privileged to have held the Royal Warrant since 1858 and still supply seeds to several Royal households today.



Suttons Italian Collection USPs



- Recently trialled with excellent results!
- Proven best sellers
- Clear and simple signage and packaging
- It's fresh
- It's different
- It's proven
- Excellent presentation and packaging
- One price point £1.85
- One clear display
- 19 established varieties
- Incremental sales

Why Choose Suttons Italian Collection?

- Clear and simple messaging across POS and packets
- 680mm stand can be positioned in footfall 'hotspots'
- Attractive design to rouse your customers aspirations
- Suttons new guarantee logo on POS to reassure consumers

Product Information

Tomatoes

- Pomodoro Ciliegia
- Constoluto Fiorentina
- San Marzano 2

Basil

- Basilio Genovese

Beetroot

- Bietola Tonda Di Chioggia

Pepper

- Peperone Corno Di Torro Rosso

Rocket

- Rucola Selvatica Frastagliata

Dwarf French Bean

- Fagiolo Nani Bobis d'Albenga

Melon

- Melone Rugoso Di Consenza Giallo





Courgette

- Zucchini Nan Verde Di Milano

Fennel

- Finocchio Montovano

Onion

- Barletta

Spinach

- Spinacio Gigante De Inverno

Lettuce

- Lattuga Misticanza

Lettuce Cos

- Lattuga Lentissima a Montare 3

Aubergine

- Melanza Violetta Di Firenze

Cucumber

- Cetriolo Marketer

Leaf Salad

- Insalata Mista

Collection Pack

- Constoluto Fiorentina, San Marzano 2, Pomodoro Cour Di Bue, Basilio Genovese



➤ Fascinating Facts

Did you know?....

- Basil is traditionally used for supplementary treatment of stress, asthma, and, diabetes in India.
- The US Supreme Court still considers the tomato to be a vegetable.
- Aubergine as part of the nightshade family, is closely related to the tomato and potato and is native to India.
- Beetroot juice has been shown to lower blood pressure and thus help prevent cardiovascular problems.
- The Roman Emperor Tiberius had the cucumber on his table daily during summer and winter.
- The Latin botanical name for tomatoes is *Lycopersicon esculentum*, which translates to 'wolfpeach'.

Fascinating Facts

- Tomatoes contain the carotene lycopene, one of the most powerful natural antioxidants making the humble tomato one of nature's superfoods.
- The word "tomato" comes from the Nahuatl word tomatl, literally 'the swelling fruit'.





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