



Enjoy a good vintage this year – choose Jersey Royal new potatoes

The new potato season is upon us thus marking the imminent arrival of the vintage champagne of the potato world – the Jersey Royal new potato.

Just as the arrival of the first Beaujolais Nouveau marks the start of the new wine season, creating excitement amongst wine lovers, the first Jersey Royal marks the beginning of the season for new potatoes. The season for Jersey Royals starts as early as mid-March when there is a mad dash to get the first batch of these golden and flavoursome new potatoes off the shelves and onto our plates.

Jersey Royals are particularly special as they are the only British fresh product to boast having EU protection of designation of origin. These delicious potatoes, often termed 'brown gold' by real fans, are also gaining popularity with more and more consumers who are wanting to know exactly where the produce they eat comes from – each Jersey Royal can be traced back to its farm of origin. New potatoes, like wine, have varying flavours depending on where and how they are grown. Not only are Jersey Royals the first of the season but they are also seen as a benchmark for standard and quality. Similar to fine vintage wines and like a good vineyard that is nurtured to produce a fine wine, Jersey Royals are handled with tender loving care from start to finish.

Before the season starts in March, a great deal of preparation goes into making sure the season's crop is of the best quality. Approximately 90 farmers across the island are planting during January and most still use natural, seaweed fertiliser known as Vraic. The main crop is then harvested in March and carries on through the season until June. Those potatoes planted on the early slopes are hand lifted, as the slopes are too steep for machinery. Once the potatoes are harvested they are immediately graded, packed and transported to ensure they arrive in shops and supermarkets across Britain the very next day. This is all part of ensuring the quality of the Jersey Royals; the producers of Britain's favourite potatoes are committed to getting them into shops in the UK less than 24 hours after they are harvested.

All of these qualities ensure that the Jersey Royals are top of the shopping list when it comes to the start of the season.

For more information, recipe ideas or visuals, please contact Phipps PR on 020 7759 7400.