Peas-De-Resistance

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The Yes Peas! campaign are cock-a-hoop to announce the launch of their new look website – the brief was for a refreshing, user-friendly and appealing website, featuring hundreds of recipes for all occasions, and that is exactly what has been achieved. See for yourself at www.peas.org

The Yes Peas! campaign celebrated its 10-Year Anniversary this year and is backed by both growers and freezers. The initiative is coordinated by the British Growers Association with Kenyon Communications, and was started in 2004, when frozen pea consumption was actually in decline.

"This has been another successful year for us," says Tim Mudge, Commercial Manager at British Growers Association. "Yes Peas! Ambassador and TV Chef Rachel Green has once again pulled the rabbit or rather peas out of the hat, and produced an exciting batch of inspiring pea recipes for us with photography by Michael Powell. We have distributed almost half a million of our free recipe books and our bi-monthly newsletter database goes from strength to strength with over 25,000 subscribers."

Following the new website launch, the campaign is set for another 12 months of intensive activity, aimed at showing how frozen peas can be used as an ingredient in creative cooking. 2015 will also see the launch of a mobile app and our recipe books can now be downloaded as e-books.

For festive pea recipes, including Pea Blinis with Parma Ham and Mint, Honeyed Duck with Pea and Potato Mash or Peas, Stilton and Potato Frittata, visitwww.peas.org

Hap-pea Christmas

-Ends-

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