



**The She Grows Veg “Edimental” Exhibit at The RHS Chelsea Flower Show 2024  
Location: Great Pavilion GP045**

We are the UK’s new heirloom seed company, [She Grows Veg](https://www.shegrowsveg.co.uk), bringing our ‘edimental’ heirloom veg exhibit to RHS Chelsea Flower Show for the first time. We sell beautiful edible veg, fruit, tree and plant seeds to customers in the UK.



She Grows Veg Basket vs Still Life with Fruit and Oysters, Abraham Mignon

We think edible plants are beautiful. Renaissance painters portrayed humble vegetables and fruits as worthy of being a focal piece for fine art. This was the inspiration for this exhibit and we have given this idea a modern twist, presenting these wonderful edibles as aspirational and desirable.

We see seeds as the route to the best and most inspiring ingredients. Within our exhibit, there are a diverse range of edible plants at every stage of the life cycle; from seed to harvested produce.

**OUR EXHIBIT**



SEED SALES



SELFIE FRAME



FRAMED VEGETABLE DISPLAYS



Our exhibit will feature 9 beautiful gilt frames with stunning curations of veg within them. We also have a single giant selfie frame that visitors will be able to take selfies in whilst wearing veg crowns. Floral designer to the stars, [Hazel Gardiner](#) will be helping us to create the exhibit and Florist [Sophie Powell](#) is creating our veg crowns.



Recent Mock-up Days for Chelsea Prep

## Press Day



**On press day we will be joined by Raymond Blanc OBE at 1.30pm** who will be cooking on our exhibit in our giant selfie frame, wearing his own veg crown! Raymond will be cooking using our ingredients as part of an ongoing collaboration between [Le Manoir](#) and She Grows Veg.

Raymond will be cooking his Pistou Soup recipe and handing our tasters to those assembled!

She Grows Veg and Le Manoir have more exciting plans together later in the year!

# THE HEIRLOOM SEED COMPANY

Thanks for stopping by!

Scan the QR code below to access our digital press pack. In there you'll find press releases, photos and info about our business and seeds.



Alternatively, email us  
[info@shegrowsveg.com](mailto:info@shegrowsveg.com)

*Lucy & Kate X*



**#wegrowveg**



[WWW.SHEGROWSVEG.COM](http://WWW.SHEGROWSVEG.COM)

## **Our New Company**

Our company was founded by Kate Cotterill and Lucy Hutchings. Since its launch in November 2023, She Grows Veg has been making waves in the seed market with its range of over 150 open pollinated heirloom seed varieties that promise the most beautiful, unique and delicious veg, fruit and flowers that can be grown at home - perfect for the ardent gardener, kitchen novice or experimental cook.

Lucy says, “our shared passion for growing veg has led us to create the She Grows Veg brand and we are so excited to have this opportunity to speak to other keen gardeners and plant-lovers at The RHS Chelsea Flower Show about our heirloom seeds and how to grow them. We are also hoping to persuade new gardeners to grow food and experienced growers to make more space for edibles in their gardens.”

“Recent years have seen a rise in the numbers of people taking an interest in growing their own and we’re keen to show that growing and cooking with unique and delicious produce doesn’t need to be complicated,” Kate adds.

**She Grows Veg are doing things differently** in the seed market with:

- An entirely heirloom range
- New rare varieties never available before in the UK
- Beautiful seed packets
- QR codes on the back of every packet taking customers to a how to sow and grow video
- No catalogue printing and entirely compostable seed packets and packaging
- 100% commitment to peat free and organic principles

For interviews, images or samples contact Nikki Whiteford on 07733 261843 or email [nikki@nicolawhitefordpr.com](mailto:nikki@nicolawhitefordpr.com)