

**MONDAY 2 JULY 2018**

## **SOUTH AUSTRALIAN KALETTES SHINE ON MASTERCHEF** ***Australia's newest vegetable sprout into Coles thanks to local grower***

South Australian growers Samwell & Sons watched as their Kalettes starred on Sunday night's episode of *MasterChef Australia*. The top 10 contestants whipped up unique, creative and delicious recipes highlighting the vegetable as part of the show's Mystery Box challenge.

Now Coles customers across the country can follow suit and cook Kalettes themselves thanks to the collaboration between Samwell & Sons, Fresh Select and Coles supermarkets.

Available for its fourth season at Coles, Kalettes are an innovative hybrid vegetable between kale and Brussels sprouts that have a sweet and nutty flavour, making it perfect for any dish or meal.

Samwell & Sons Managing Director, Scott Samwell, said it was an incredible feeling to see Kalettes lauded by the contestants and judges on last night's episode of *MasterChef Australia*.

"Watching as our Kalettes were prepared in a variety of ways on one of Australia's most popular reality television shows was a dream come true for our family," said Samwell.

"We already knew they're easy and versatile but to see that for ourselves on television was an incredible feeling. None of this would have been possible without the support from Coles and Fresh Select."

The third-generation farming family saw the trend emerging globally and introduced the vegetable to Australia. After a successful first season, their crop has grown five-fold from 12,000 kilograms in 2015 to 60,000 this year.

The *MasterChef* Mystery Box episode comes within days of Scott Samwell receiving the highest accolade in his industry when he was named Grower of the Year at the horticulture industry's biggest annual conference, Hort Connections, in Brisbane.

"It was a great honour to be recognised for this prestigious award, especially considering the launch of Kalettes helped to establish our farm as a key player in the horticulture industry."

Coles General Manager Fresh Produce, Brad Gorman, said, "It was great to see this season's *MasterChef* contestants respond as positively to Kalettes as our customers have over the last four years of harvest."

Kalettes are available at Coles supermarkets nationally in a 200 gram pre-packaged bag.

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**For further information, please contact  
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