

MEDIA RELEASE

FLORIANA

For publication in Spring/Summer 2004

Basil Genovese...the sweet perfume of summer

Seductive, spicy and fresh, basil has that sweet perfume to let you know summer's finally here. And for true basil enthusiasts the basil of choice is Genovese. Originating in the port city of Genoa, Italy, Genovese basil is well noted for the best aroma and taste.

Floriana basil is all grown from the finest quality Genovese seed and will not develop "rogue" plants that smell of aniseed known to appear from some basil seeds.

Basil is easy to grow and is even great in pots. Plant in a sunny position, protect from late afternoon sun and ensure good drainage. Floriana's Genovese basil will yield prolifically throughout summer with approx 7 to 8 cuttings per plant.



*All **Floriana** basil is grown from the finest sweet Genovese basil seed – the true basil for taste and aroma*

Genovese basil is available in **Floriana's Ready to Eat** range of herbs as a large pot, 170mm, where the leaves are ready to pick immediately for flavouring, RRP \$7.95. Genovese basil is also available in the 100mm **Gourmet Gardener** range of seedlings, RRP \$3.95 and in metric punnets in the **Easy Grow** range, RRP \$2.95. All Floriana Genovese basil is available nationally from September.

For images or further information, contact Floriana Marketing on
(03) 9798 9155 or email tlovejoy@floriana.com.au