

MEDIA RELEASE

fFLORIANA®

For publication in Spring/Summer 2004

Summer time - crunch time



Asian Lettuce Mix – Floriana Easy Grow - looks great even in pots



Lettuce Mini Cos Mix – Floriana Easy Grow – a favourite for picking leaf by leaf

Any time is crunch time but there's nothing like the crunch of a crisp garden salad in summer. And **Floriana** brings new meaning to the word "garden" in salads with NOW over 10 different seedling combinations of lettuce to plant out for picking fresh from the garden.

The **Easy Grow** range has Iceberg to Radicchio and everything in between RRP \$3.50.

The **4 flavours** range has a NEW Tossed Salad Mix – with 4 varieties for the perfect tossed salad RRP \$5.50



The NEW lettuce mix with 4 ideal tossed salad varieties

What we love about lettuce

- One of the easiest vegies to grow
- Produces just about all year round
- Great crop for children
- Some have more natural sugars while others are more bitter
- The bitter ones have higher levels of antioxidants
- Darker varieties provide beta carotene
- Good sources of folate (one of the B vitamins)
- Can double as a good looking border plant
- Can be grown in any type of pot

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