



29 December 2009

## **Bramley Campaign celebrates success of bicentenary year**

The Bramley Campaign is celebrating the success of the apple's bicentenary, after 12 months of activity.

Campaign chairman, Adrian Barlow says: "It's been a fantastic year for the Bramley, which has seen us hardly out of the news and has re-affirmed in the eyes of the consumer the Bramley's position as the world's best cooking apple. We are looking forward to maintaining the momentum we have built up."

The Bramley's bicentenary campaign was focused on celebrating the apple's versatility and relevance to modern cooking, as well as its rich and important heritage. Highlights of the year include:

- **Bramley Apple Week** – February saw the official launch of the bicentenary, with a round of radio and television interviews and a spread of recipe features in the media highlighting the Bramley's use in international cuisines.
- **Press, TV and radio coverage** – the bicentenary proved popular with all sections of the media, generating considerable print coverage, as well as features on programmes such as Countryfile (BBC1), The One Show (BBC1) and This Morning (ITV1), bringing the Bramley to the attention of millions.
- **Celebrity chefs** including Delia Smith, Antony Worrall Thompson and Phil Vickery donated their favourite Bramley recipes to an e-marketing campaign, reaching consumers directly through their in-boxes.
- **Online success** - the Bramley Campaign's website, [bramleyapples.co.uk](http://bramleyapples.co.uk), went from strength to strength, attracting thousands of visitors each month. The Bramley Facebook group also continues to grow.
- **Southwell Minster** – in March, the bicentenary was immortalised by the installation of a stained glass window, dedicated to the Bramley apple, in Southwell Minster, a stone's throw from the original Bramley tree.

- **The Brammy Awards** – retailers, manufacturers and foodservice organisations have been crucial to the year’s success and the bicentenary gave added importance to the annual Brammy Awards, which celebrate excellence in the use and promotion of Bramleys. Morrisons was named Best Retailer, while a special Chairman’s Bicentenary Award went to Fourayes Farm.
- **The Bramley Bursary** – held in June, the final of this competition saw the cream of Britain’s aspiring young chefs compete to create new and exciting Bramley dishes. Winner, James Kay secured a once-in-a-lifetime placement in the kitchens of Michelin star chef, Angela Hartnett.
- **The Worshipful Company of Fruiterers** was involved heavily in the Bramley bicentenary celebrations, donating and planting 19 Bramley trees in selected London schools and city farms to inspire young people to appreciate the unique qualities of the Bramley apple.
- **HRH The Princess Royal** planted a Bramley tree at the National Trust’s Cotehele Estate and awarded Celia Steven with the Worshipful Company of Fruiterers Award for Exceptional Service to the Food Industry. Mrs Steven is the great-granddaughter of Henry Merryweather, who first cultivated the Bramley commercially.
- **Long hot summer** - throughout the summer, the Campaign treated more than 8,000 consumers to hot Bramley apple pie and distributed 150,000 leaflets as it toured major county shows, including the Countrytastic fair at Malvern, the Bath & West Show and the Malvern Autumn Show
- **Bramley Apple Pie Week** – held in October, this saw Bramley apple pie promotions in thousands of retail and food service outlets throughout the country.
- **The National Fruit Show** – the Bramley Campaign won Best Themed Trade Stand.
- **And finally....** The year was rounded off with the Fruiterers’ Bramley-themed float at the Lord Mayor’s Show in London in November.

The Bramley Campaign is currently planning activity for Bramley Apple Week 2010, which takes place between 7-14 February.

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