



By Nina Pullman

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CN Seeds signs deal to market new range of chillis

Seed firm has partnered with Gourmet Genetics to launch and distribute a new range of cocktail tomatoes and chilli peppers



Seed company CN Seeds has signed a new deal with fruit and veg breeder Gourmet Genetics to distribute a new range of cocktail tomatoes and chilli peppers.

The agreement will see CN Seeds launch and market six new chilli varieties and a new tomato to the UK, northern Europe, US and Canada.

"In chilli peppers, there is a lot of hype around how hot a chilli can be, but rather than heat Gourmet Genetics has selected a range that focuses on really good taste and flavour," said CN Seeds business development manager, Charles Seddon.

Gourmet Genetics partner, Maggie Goodsell, said: "Our strengths in the business have been the breeding and selecting of new varieties. To allow us time to continue with this side of the business we have come to an agreement with CN Seeds who will now be doing the marketing and dispatch on our behalf.

"CN Seeds will stock all our core varieties and will also be responsible for the launch of six new chillies and a cocktail tomato planned when seed becomes available later this year."

Gourmet Genetics has previously

focused on developing more complex flavours, rather than finding the hottest chills, the company said. The Trinidad Perfume variety looks like a typical Habanero but rather than heat, it has an intense and aromatic flavour, while Hot Thai has won the RHS Award of Garden Merit for its high yield potential. Cherry tomatoes from Gourmet Genetics include Sweet Aperitif, with Black Opal and Garnet as more recent introductions.