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By Fred Searle

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Pop-up planned for Pea Week

Pea Place café will feature pea-based delicacies and a live stream of the harvest as Great British Pea Week returns for third year



A pop-up café in East London where visitors can sample pea-based snacks will be the highlight of this year's Great British Pea Week, British Growers has announced.

'Pea Place' will run for one day only on 12 July at Canvas Café on Hanbury Street in Spitalfields, featuring pea-themed decorations, a live stream of the pea harvest, and pea-based delicacies such as pea and mint ice cream.

These will be prepared by celebrity chef Rachel Green, who is once again an ambassador for the Yes Peas! consumer awareness campaign.

Growers will be on hand to share their passion for peas, answer questions and encourage the nation to put more peas on the menu.

In addition, a 'Pea-dal Power' tricycle ridden by a life-size pea pod will take to the streets of London on 11 July to raise awareness for the vegetable.

These marketing activities will run during Great British Pea Week (9-15 July), which is organised by trade body British Growers in conjunction with Hatch PR.

Funding for the week, now

in its third year, comes from growers, freezers and machinery companies in the vining pea sector.

Additional media relations and social media activity will include recipes from the Young Pea Chef 2018, statistics on the industry, interviews with growers and processors, and opportunities for field visits.