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## PRESS RELEASE

### Sweet Pea Sales up by 13% as Emilia Fox Soars to Third Place (MRF567)

Mr Fothergill's reports that mail order and website sales of its sweet pea seeds have risen by 13 per cent to the year ended 29 February 2016 compared with the same period ( to 28 Feb) the previous year. The company's John Fothergill says "It's good to see sweet peas remain the 'queen of annuals', as our customers continue to grow more of them". And while the top two places are held, as usual, by mixtures - Incense and Old Spice - Mr Fothergill's exclusive introduction Emilia Fox, a fragrant bicolor named for the much-loved actress, has clinched third place in the ratings.

Also included in the sweet pea top 10 are Mr Fothergill's exclusive introductions Sir Henry Cecil in eighth place, ironically for a variety named after a racehorse trainer more associated with winners, and flake-blend Tiller Girls in ninth. Mr Fothergill's full range of sweet peas comprises more than 70 varieties and mixtures.

The full sweet pea top 10 is:

- 1st Incense Mixed
- 2nd Old Spice Mixed
- 3rd Emilia Fox
- 4th Bouquet Mixed
- 5th Gwendoline
- 6th Hi-Scent
- 7th Blue Velvet
- 8th Sir Henry Cecil
- 9th Tiller Girls
- 10th Cupani

To request a copy of Mr Fothergill's Seed Catalogue 2016, go online at [www.mr-fothergills.co.uk](http://www.mr-fothergills.co.uk), telephone 0845 371 0518 or write to Mr Fothergill's, Gazeley Road, Kentford, Suffolk CB8 7QB.

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Date: 11 March 2016



**Emilia Fox**



**Sir Henry Cecil**



**Tiller Girls**

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