

Press Release

JUNE 2017

Waitrose

WAITROSE FIRST TO LAUNCH 'SNOWBERGINES'



As the country enjoys the sunshine, shoppers will find snow on supermarket shelves in the form of 'snowbergines', the nickname given to the white aubergines which are hitting Waitrose branches nationwide for the first time this week.

Early varieties of aubergine were traditionally white skinned, which coined the name 'eggplant' in America, as they resembled goose eggs.

The white aubergines launching at Waitrose are similar in shape to the regular purple variety but are creamier and milder in taste, giving them a wonderful capacity to take on other flavours, including tomatoes, spices or cheese. They also absorb less moisture when cooking than purple aubergines, meaning they soak up less oil, resulting in a lower calorie dish.

White aubergines have the same familiar shape but are slightly smaller than the most common variety. They are best served roasted or chargrilled – making them the perfect vegetable for the barbecue.

Jade Symonds, Waitrose Vegetable Buyer, comments, "Aubergines are particularly popular during the summer months as they are great for grilling. It's the perfect time to introduce a new speciality range of aubergines, which includes our 'snowbergine' as well as a striking purple and white striped variety."

White aubergines, which are grown in Holland, are on sale at Waitrose shops nationwide from this week and will be available until the end of June at £1.35 each for both the white and the purple and white striped varieties.

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For further information please contact the Waitrose press office at ZPR on 02078963404 or email waitrose@z-pr.com