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**Frequently Asked Questions*****What are Kalettes™?***

Kalettes, the product of a marriage between Brussels sprouts and kale, are an exciting new vegetable — the first to be introduced in about two decades, since broccolini.

***Where/when can I buy them?***

Kalettes will be available in grocery stores in fall of 2014. Look for them in the produce aisle — in the packaged vegetable section. For updates on product availability like Kalettes on Facebook or follow on Twitter.

***Are they GMO?***

Nope.

***What's fun about launching a new veggie?***

Most people don't eat enough vegetables. Kalettes are a new way for consumers to help make veggies exciting, new or different for themselves and their families. The variety helps us all eat more healthfully.

***How do you eat them?***

Kalettes are extremely easy to prepare and versatile. They cook faster than Brussels sprouts with less prep work than kale. Find recipes for Kalettes at [Kalettes.com](http://Kalettes.com).

- Roast Kalettes in a roasting pan or on a baking sheet, coated with olive oil in the oven at 475 F for 10 minutes.
- Sauté them in a large pan for 5-7 minutes, covering for increased tenderness.
- Grill whole Kalettes in a grill basket and place on medium heat for 10 minutes or until slightly charred.
- Leave them raw and maintain their nutty flavor by slicing Kalettes from stem to tip or slicing off the bottom for small salad leaves.

***What do they taste like?***

Kalettes get their great taste by combining the best flavors from the Brussels sprouts and kale, resulting in a fresh fusion of sweet and nutty.

***What do they look like?***

Kalettes are a Brussels sprout-like plant with a tall stem and rosettes forming all the way up to a frilly-leaved top. Their leaves are purple and green.

***Who made them?***

Tozer Seeds, the largest family-owned vegetable seed breeding company in England, hybridized the Kalette by cross pollinating Brussels Sprouts with kale using traditional methods.

***What's the nutritional value of Kalettes?***

The Brussels sprout and kale are both members of the cabbage family (*Brassica oleracea*), which are rich in essential nutrients like Vitamin C and Vitamin K.