

FEAST OF DORSET

TWC attended the Feast of Dorset festival, held in the gardens of Wimborne's Deans Court estate on 17-18 September 2011. The two day event consisted of food demonstrations and tastings, music and entertainment with almost 7500 visitors attending. Our stall was set amongst the extensive gardens of the property, where we had our watercress barrow showing the growth stages of watercress and blending in with the heritage of the property.



To assist in promoting and selling watercress we had crackers and two watercress based dips to taste, giving visitors alternative ideas for using watercress other than salads and soup. The dips were well received by visitors of all ages and feedback was positive and encouraging to the diversity of the product. We took the opportunity of this event to market Red Watercress which was well received for its differing taste and colour within a mixed salad. Sales over the two days were steady with Saturday being the better trade day, mainly due to the challenging weather on Sunday morning dissuading numbers earlier in the day.

The atmosphere and enthusiasm of people at this event was quite outstanding. Their knowledge and interest of food and in particular watercress was impressive. We look forward to exhibiting again at next year's event.

Watercress and Crème Fraiche dip

300ml Crème Fraiche
250g Full fat soft cheese
1 teaspoon English mustard powder
150g Watercress
Salt and pepper to taste

Thoroughly wash and spin the watercress, then chop as finely as you can. Combine the Crème Fraiche and Cream cheese together with the mustard powder until smooth. Add the finely chopped watercress and mix. Add seasoning to your personal taste.

Watercress and pumpkin seed pesto

300g Pumpkin seeds
200g Fresh Watercress
2 Garlic Cloves
1 Large red Chilli
350ml Olive oil

You can always cut down on the ingredients to make smaller amounts.

Thoroughly wash and spin the watercress, then finely chop. Put the pumpkin seeds into a food processor with a blade and chop down to a breadcrumb consistency. Roughly chop the garlic and chilli, add these to the pumpkin seeds and blend together until all the large pieces have gone. Add the watercress along with some seasoning and blend again until thoroughly mixed. Gradually add the olive oil with the machine on slow. When fully mixed you should have a paste like pesto.