

## Case Studies



“We were very impressed with the work Smye Holland Associates put in and are grateful for their cooperation. The competition was a huge success and we have a good feeling that the sales of chicory will increase in the coming years.”

Ad Klaassen, Dutch Produce Association



“The Chicory Challenge offered the chance to win up to £5,000 for charity”

Smye Holland Associates was asked by the Dutch Produce Association to promote Dutch chicory to the UK market.

The Dutch Produce Association was founded in 1997 to represent the interests of the Dutch fruit and vegetable sector, at both national and European level. It has ten members, all of which are growers' co-operatives or similar organisations.

We came up with the idea of running a cooking competition, known as The Chicory Challenge, which offered amateur and professional cooks throughout England the chance to win up to £5,000 for a charity of their choice. Its aim was to draw attention to chicory's potential and inspire English cooks to create some great new chicory recipes.

We organised and managed the competition as well as undertaking all public relations work, competition coordination and organisation of the final. This involved a cooking competition in Amsterdam judged by celebrity Dutch chef Chantel Veer.

Smye Holland Associates also launched the Chicory Challenge recipe book which is being sold to raise money for the BDF Newlife charity. The book includes a selection of the competition's top entries and the recipes from the three finalists.