



Kitchen Minis™ Tabletop Vegetables Collection Is A Rising Star In The Industry, Receives 2 Awards At Cultivate'21

The new Kitchen Minis vegetable program secured a Retailer's Choice award as well as a Best Program Medal of Excellence Award.

WEST CHICAGO, ILLINOIS USA – July 2021: PanAmerican Seed® is proud to accept two recent industry awards for its **new tabletop vegetables collection Kitchen Minis™** during the Cultivate'21 tradeshow and educational event in Columbus, Ohio. The compact potted edibles program received a Retailer's Choice Award during the show, which recognizes the most unique and innovative products each year, as well as a Medal of Excellence - Best Program Award by *Greenhouse Grower* magazine.

The Retailer's Choice Award is sponsored by the Garden Retailers Group and AmericanHort, organizers of Cultivate'21. It is determined by a panel of judges looking at the potential for new products to be best-sellers in garden center retail stores in North America.

Each year, the *Greenhouse Grower* Medal of Excellence program recognizes outstanding contributions to the industry in breeding and operations. Kitchen Minis was honored with the first award of the night in the Best Program category during the publication's Evening of Excellence event Monday, July 12.

"Speaking with customers at Cultivate, launching Kitchen Minis, and receiving these awards just makes it clear that people are excited to grow vegetables in a way they couldn't before," says **Josh Kirschenbaum**, Vegetable Sales Account Manager for PanAmerican Seed. "We are looking forward to the ongoing development of this program and setting new trends in vegetables."

The Kitchen Minis Collection from PanAmerican Seed includes ready-grown, fruiting, compact potted vegetable plants that consumers can enjoy inside on a sunny windowsill or outdoors on a patio tabletop. It includes tomato, sweet pepper and hot pepper varieties, and shoppers harvest their own homegrown vegetables regularly for about a month. No garden, no problem.

Several free retail marketing assets are also available to help with sell-thru: videos, social posts and in-store promotional signage. Branded tags are also available from tag vendors. For more information about Kitchen Minis and how to integrate them into your edibles or produce program, visit www.panamseed.com/kitchenminis or reach out to your preferred seed supplier.

About PanAmerican Seed

PanAmerican Seed is an internationally renowned breeder and producer of seed-raised flowers and vegetables based in West Chicago, Illinois, USA that produces high-quality and best-performing varieties. Research facilities in North and South America, the Pacific Rim and Europe enable us to test and evaluate new varieties under numerous climate conditions. Our state-of-the-art seed distribution center guarantees quick, efficient processing of orders for our worldwide customers. Visit www.panamseed.com for more information.