

# FREE PROGRAMME

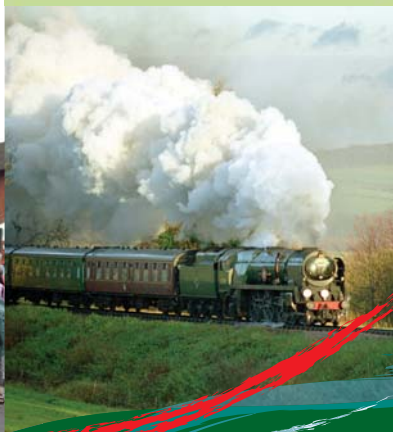
Come see, come taste, come enjoy the wonders of the Watercress Festival...



## watercress festival



ALRESFORD, HAMPSHIRE  
SUNDAY 13 MAY 2007



A fantastic food market, celebrity cookery demonstrations, giant green insect stilt walkers, a puppetry walkabout, children's craft workshop, folk music, farm tours and much, much more...

A wonderful day out for the whole family.

10am - 4pm, admission and entertainment is **FREE**

# Watercress, Gloucestershire



Get ready for the annual Watercress Festival on Sunday 13 May, an unmissable FREE event for food lovers of all ages.

Held in Hampshire's beautiful Georgian town of Alresford, the UK's capital of watercress farming, it's the perfect way to celebrate the main start of the British watercress season and the launch of National Watercress Week (13 - 20 May).

Feast your senses and your taste buds at the fabulous Hampshire Fare farmers' market, offering the best food and drink from across the county. With more stalls than ever before, it will be a culinary treasure trove.

And, of course, watercress will be the star of the show, with producers showcasing how versatile this peppery salad leaf can be, with products ranging from watercress sausages to watercress soup, watercress crêpes and even watercress chocolate.

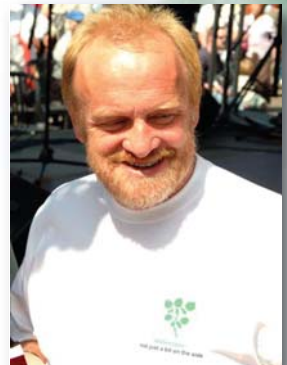


Meet the watercress farmers, some of whom can trace watercress farming back through four generations of their family. Learn the fascinating history of this original superfood,

which has been revered down the centuries for its health giving properties. Discover more on a tour of a nearby watercress farm. And, of course, there will be plenty of watercress for all festival goers to enjoy.



Back by popular demand is celebrity chef Antony Worrall Thompson, who will be showing just what you can do with those salad leaves once you get them home.



# Lovious Watercress!



There will be plenty of entertainment for the whole family with giant green stilt walkers, an enchanting puppetry walkabout, bouncy castle, face painters, folk band, arts and crafts stalls and much, much more.

If the festival whets your appetite for watercress and you want to find out more, log onto [www.watercress.co.uk](http://www.watercress.co.uk). There are over 90 watercress recipes plus lots of fascinating information on the health properties, heritage and farming of watercress.

The festival is a result of the combined efforts of British watercress farmers – Alresford Salads, Vitacress Salads and The Watercress Company – plus New Alresford Town Council, Alresford Chamber of Commerce, Hampshire Fare, Winchester City Council, The Watercress Line and other community groups. So come along and join us for a great day out from 10am until 4pm.

## *A Colourful History*

Watercress is a crop well worth celebrating. It is the UK's most historic salad leaf, bursting with more than 15 essential vitamins and minerals. In Victorian times, it was a staple part of the working class diet, most often eaten for breakfast in a sandwich. If the family was too poor to buy bread it was eaten on its own, with the stems wrapped in paper and munched ice-cream cone style – the first 'on the go' food.

Its noble history and reputation as a cure all made it increasingly sought after by all social classes and, to meet demand, the first commercial watercress beds in England were laid out in 1808 by a William Bradbury at Springhead, in Northfleet, Kent, with production soon spreading into London and its suburbs.

## *Bursting With Goodness*

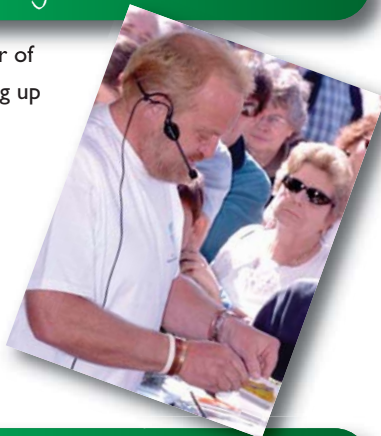
Grown in mineral-rich spring water, drawn from deep under the Hampshire Downs, watercress is one of our natural superfoods. Gram for gram, watercress contains as much vitamin C as oranges, more calcium than whole milk, more folate than bananas and more iron than spinach. It's packed with beta-carotene and vitamin A equivalents, which are great for healthy skin and eyes. And new research shows it is emerging as an important player in the field of cancer prevention.

# Festival Highlights -

## Antony Worrall Thompson Cookery Demonstrations

Celebrity chef Antony Worrall Thompson, a staunch supporter of great British food and lover of watercress, will again be serving up some delicious watercress recipes in a series of cookery demonstrations in Broad Street. Well known for his TV appearances on 'Ready Steady Cook', 'I'm a Celebrity Get Me Out of Here' and 'Saturday Cooks', he will inspire you to get creative in the kitchen. So make sure you get along to one of his three shows.

**11.00-11.30, 13.30-14.00, 14.30-15.00**



## The Food Market

A delicious range of locally grown, speciality foods will be available **all day** for visitors to sample and buy at the fabulous Hampshire Fare market in Broad Street. With over 45 stalls selling a range of delicious produce - from watercress quiche to chilli jam, sausages, cheese and much, much more – there will be something to entice everyone's taste buds.

Suthwyk Ales, who specialise in producing the finest Hampshire ales using traditional methods and award winning barley grown on Portsdown Hill, will have a range of their delicious ales for sale. Fruit, vegetable and salad plants,

edible flowers and herbs will all be available at The Kitchen

Garden Company, and don't miss the winners of last year's 'Best Traditional Watercress Product,' The Soup Ladle Company.



# Things to Do and See!

## Festival Food Awards

Pubs, restaurants, cafés and stall holders will be showcasing the very best watercress dishes as they compete in the Watercress Food Awards. So be sure to sample some of the

mouth-watering entries. Previous years have seen

Watercress, Pear and Melon Smoothies,

Watercress Pesto and even

Watercress Chocolates, not to mention the eateries' delicious

Watercress and Ricotta Tart with Red

Pepper and Cumin Sauce, Melting

Watercress Risotto Cake and the

Pinglestone Pizza - a concoction of

watercress, pancetta ham, egg and fresh

parmesan.



### Did you know...

Philosopher and statesman Francis Bacon (1561-1626) claimed watercress could restore a youthful bloom to women.

### Did you know...

Romans and Anglo Saxons ate watercress to prevent baldness.

## The Watercress Parade

New to this year's festival will be the Watercress Man, a magical riverbed creature celebrating the earth and the rhythm of the seasons, who will lead a horse and cart carrying the first of the watercress harvest into Broad Street. Assisted by local school children, the Watercress Man will distribute the watercress to the waiting crowds.

Like the Green Man, the Watercress Man represents the cycle of life and the coming of Spring.

**10.30-11.00**



## Arts and Crafts Stalls

If you are looking for unique goods or special gifts, be sure to explore the delights of the arts and crafts stalls located on the top floor of the Community Centre in West Street.

# Things to Do and See

## *Stilt Walking Praying Mantas*

A comic walkabout stilt act of two insectoid characters with glowing eyes and fluorescent bodies. These serene mutes love nothing more than a good beat and a boogie. Catch their act in and around Broad Street.

**10.30-11.00, 11.45-12.15, 13.45-14.15**



## *The Flying Butresses*



An enchanting, interactive puppetry walkabout featuring an elderly couple of miniature proportions, with huge personalities and a not-so-firm grip on the ways of modern living. A truly unique and magical performance that's not to be missed. Performances will take place in and around Broad Street.

**10.30-11.00, 12.30-13.00, 14.30-15.00**

## *Other Street Entertainers*

**Juggling Jake and The Jugglers in Human Form** will wow the crowds with their brilliant juggling expertise.

**10.30-11.00, 11.15-12.00, 15.00-15.15**

**The Winchester Morris Men** will perform their historic dance routines - a traditional celebration of the rebirth of spring to ensure the safety of the harvest and the fertility of the flocks and herds - in and around Broad Street.

**11.15-11.30, 13.15-13.30, 15.15-15.30**

And don't miss the fantastic sound of the **Albatross Pie** folk band performing on stage.

**10.15-11.15, 12.45-13.30, 15.00-15.45**

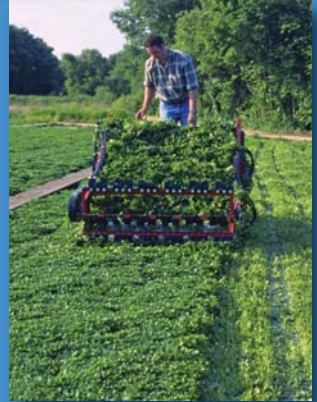


# More to Explore

## Farm Tours

The vital ingredient for growing watercress is pure, mineral-rich spring water, from which the plant derives its many nutrients. For this reason, many watercress farms are situated alongside streams and rivers where the springs rise. Farmers either harness the water from the spring-head before it enters the river or from bores sunk between 80 to 200 feet deep into the ground.

To find out the fascinating story behind watercress production, book a FREE watercress farm tour at either Pinglestone or Manor watercress farms. Both farms are just a short stroll from Alresford's Broad Street. Tours are running at **11.30**, **13.30** and **14.30** at Manor Farm (call 01929 463241 to book a place) and at **11.00**, **12.30** and **14.00** at Pinglestone (call 01264 732034 to book a place) – **pre-bookings only**.



## Alresford - One of Hampshire's Finest

Alresford is a beautiful town with gorgeous colour-washed Georgian houses, interesting shops and old-fashioned inns.

If you want to escape the bustle of the festival, why not go for a stroll along the River Arle? The Millennium Trail footpath takes in the thatched, timber-framed Fulling Mill, which was built in the 13th century. It used water-driven hammers to work raw cloth into useable material. As you pass the mill, the bed of the river joins Pinglestone Road – an ancient highway which has run along this riverbed for centuries. This is probably the best stretch of the river to see the large variety of local plants and wildlife, not to mention the ever-present ducks.

Although essentially a Georgian town, Broad Street was laid out at the beginning of the 13th century by Bishop de Lucy. It was a busy thoroughfare with regular coaches and commercial wagons rumbling through, plus a busy market hall. At one time the town is reputed to have had 32 pubs. Two old coaching inns, The Bell and The Swan remain.



Visit the Watercress Alliance stand in Broad Street to collect your FREE Millennium Trail guide.

# Even More

## Children's Mask Making Workshop

'Creatures of the river bed' is the theme of a FREE mask making workshop, where children of all ages are welcome to join in the fun using child-friendly materials and washable paint. Not only do they get to keep and wear their mask all day long, but they can also enter the Mask Making competition, which will be judged and announced by the Mayor of Alresford on stage at 12.15. The workshop, which will be held at St. John the Baptist Church, off East Street, will run in two sessions. Children can drop in at any time. The more the merrier!

**10.15-12.15, 13.15-15.15**



## Children's Cookery Classes

To help develop those masterchefs of the future, be sure to enrol your child on one of the watercress cookery workshops at the Watercress Line's Goods Shed (to the right of the car park, upstairs above the shop). Having taught more than 10,000 children to cook in the last 8 years, Cookie Crumbles returns to Alresford to give your budding chefs a chance to get messy in the kitchen!

Donning a chef's hat and apron, the children will get the chance to cook up two tasty watercress recipes and take home their yummy creations, plus they'll receive a recipe pack with additional cooking ideas. The classes, which are suitable for children aged 5 to 12 years, cost £12, last an hour, and start at 11.30 and 13.30. Places are limited, so book in advance by calling 020 8892 5665.

**11.30-12.30, 13.30-14.30**

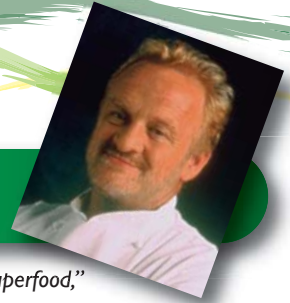
## Kiddies Area

Other FREE kiddies activities - including face painting, a bouncy castle and ball pond - will be available in East Street.



# to Enjoy...

## Celebrate National Watercress Week – The Antony Worrall Thompson Way



“National Watercress Week is a fabulous event celebrating this great British superfood,” says Antony Worrall Thompson. “I am a huge fan of watercress; its distinctive mustardy flavour suits a variety of different dishes, from meat, fish and stir fries to soups and salads.”

Try this mouth-watering recipe which Antony developed specially for National Watercress Week.

### THAI GRILLED WATERCRESS SALMON

Preparation: 10 mins plus marinating

Cooking: 10 mins (serves 4)

#### Ingredients

- 100g watercress, roughly chopped
- 18 mint leaves
- ½ teaspoon salt
- 2 cloves garlic, crushed
- 2 green chillies, seeds removed
- 3 tbsp fresh lime juice
- 1 tbsp caster sugar
- 1 tbsp chopped fresh ginger
- 1 tbsp fish sauce (Nam Pla)
- 4 x 175g salmon fillets

#### Watercress Raita:

- 200ml Greek yogurt
- 100g watercress finely chopped
- 1 small clove garlic, finely chopped
- salt and freshly ground black pepper to taste



**1** Place the watercress, mint, salt, garlic and chillies in a food processor and whizz until finely chopped. Add the lime juice, caster sugar, ginger and fish sauce and process to make a paste. Place the salmon on a glass dish or plate, spoon over the paste and toss until evenly coated. Cover and leave to marinate in the fridge for at least 20 mins.

**2** Whilst the salmon marinates, mix the yogurt, watercress and garlic together with seasoning to taste. Spoon into a bowl and chill until required.

**3** Cook the salmon on a hot griddle or barbecue for 4-5 mins on each side. Serve with the watercress raita on the side.

#### Did you know...

Glucosinolate compounds within watercress make it a vital component for any detox diet by increasing the liver's detox enzymes. It is these that make watercress a good hangover cure.

## **Travelling from London on the A3, head for the FREE Park & Ride from The Watercress Line's Ropley Station:**

Follow A3 out of London to Guildford, then via A31 which is signposted Farnham/Winchester/Alton. Ropley Station is located just off the A31. Turn right into Station Hill which is before the Shell garage.

## **From M3 Motorway heading south, head for Stratton Bates Car Park:**

Exit at M3 Jct 9 and follow signs to join A31 towards New Alresford & Alton. Continue to Percy Hobbs roundabout and turn onto the B3047 (old A31) into Alresford, turn right into Jacklyns Lane, turn right into Grange Road. Stratton Bates Car Park will be clearly marked on this road.

## **From M3 Motorway heading north, head for Stratton Bates Car Park:**

Exit at M3 Jct 10 and follow signs to join A31 towards New Alresford & Alton. Continue to Percy Hobbs roundabout and turn onto the B3047 (old A31) into Alresford, turn right into Jacklyns Lane, turn right into Grange Road. Stratton Bates Car Park will be clearly marked on this road.

## **From Petersfield, head for the FREE Park & Ride from The Watercress Line's Ropley Station:**

Take A272 towards Winchester, turn right at Bramdean Garage, continue through Bramdean Common. At the roundabout turn right onto the A31, then turn left into Station Hill which is after the Shell garage.

## **From Basingstoke, head for Old Alresford (Hollingbery Field) Car Park:**

Take A339 under the motorway. After 100 yards, turn right onto the B3046. Continue through the Candovers into Old Alresford and turn right into Abbotstone Lane. Follow signs for Hollingbery Field.

## **By train from London:**

Take a train from London Waterloo Station to Alton, change at Alton for the Watercress Line to Alresford.

### **Did you know...**

*The ancient Greeks called watercress kardamon; they believed it could brighten their intellect, hence their proverb "Eat watercress and get wit."*

Please note: Alresford, Hampshire was later renamed New Alresford, and this is the name you should input if you are using National Rail, AA Route Finder or any other website programme to obtain directions.

