











## Bursting with freshness

Our producers pick and pack their fresh berries perfectly to give you the berry best of British in store.



## 'Every berry is hand-picked'

Thomas, our Midlands-based grower, started growing soft fruit in the late 1970s with his family. His berries are digitally monitored and ripened in protective polytunnels using the high-tech equipment, but the picking relies on something else altogether.

"It comes down to human instinct," says Thomas.
"We work with experienced pickers who are
absolutely naturals and who know by sight which
berries are ready to pick. Some of these guys no robot could beat them! They're so extremely
quick and skilled at what they do. Because believe
it or not, every berry is hand-picked.

So, when you pick your punnet in-store, the last person to touch it would have been on the farm!



## Sweet strawberry cake

Serves: 12
Prep Time: 15 minutes
Cooking Time:
45 minutes













































holi-yaaay fun!

Discover more online at | Didl.co.uk/middleoflidl















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