

Press Release

For immediate release: 23/3/15



There's something dirty in Bruntsfield

Photo/Interview opportunity: Dig-in Community Greengrocer, its volunteers and seasonal fruit and vegetables, including our famous dirty carrots.

Famous for its dirty carrots, Dig-in Community greengrocer is launching a new order and collect veg bag this week with a soup event in the shop on Bruntsfield Place. Dig-in was born out of the desire by local people to re-establish a greengrocer in Bruntsfield to complement the other independent shops in the area. Owned by the community and run by an army of volunteers, Dig-in has really got back to the roots of what community is about.

After being open just over 9 months, Dig-in is now launching its brand new Order and Collect Fruit and Veg bags which are available in a variety of sizes to suit individuals, couples and families. Each contain a selection of the best seasonal products available and are available to collect from the shop between Thursday and Saturday each week.

"Dig-in has put fruit and vegetables back on the high street" Caroline Rye, Local resident and shareholder.

Dig-in is launching its fruit and veg bags on Wednesday 25th March 4:30-7:00pm at the shop in and would love people to join us for a cup of homemade soup.

Ends

Notes for Editors

Dig-In opened in May 2014 to put fruit and vegetables back on the local high street. Owned by the community, we are a Community Benefit Society (just like the Coop used to be). We currently have 300 community shareholders who together contributed over £30,000 to help us open the shop.

Dig-in is run by an army of volunteers, from the smiling face behind the counter through to admin and finance. We couldn't do what we do without the support of our volunteers.

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