

For Immediate Release



Press contacts: Larry and Caroline Lewis
503-684-3980 (o)
503-807-6646 (m)
caroline@verduragardens.com

Jenny Davis, Saucy Communications
360-241-5319
jenny@saucycommunications.com

**Verdura Culinary Gardens will launch February 2, 2009
to help Portlanders become urban farmers.**

By helping locals grow their own, Verdura seeks to have a positive impact on food sources for a more sustainable approach to organic vegetables.

December 30, 2008 – Today, Verdura Culinary Gardens announces they will open their doors for business on February 1, 2009. The company is the inspiration of founders, Larry and Caroline Lewis.

Both partners spent over twenty-five years in the corporate world, Larry as an electronics engineer and Caroline as a graphic designer and marketer. Newly married, the couple left their corporate careers in early 2008 to travel, with the goal of establishing a plan for a new business by the end of the year. Verdura Culinary Gardens was the result of this sabbatical.

Larry and Caroline saw a need to help Portlanders grow organic food locally, even people with little experience or time to garden. Further, since the development of Portland and its suburbs has largely been comprised of condominiums and houses with smaller yards, they designed a way to give clients a space-saving, high-yield garden.

All clients need to do is provide a sunny place as little as four feet by four feet, and decide among three maintenance plans ranging from weekly visits to a do-it-yourself model for more experienced gardeners. What each client grows is customizable based on the preferences evaluation form completed before design and installation.

As a result, clients are free to share a love of cooking and fresh organic ingredients with family and friends, just as Larry and Caroline intended.

“We wanted to find a niche that was tied to our mutual love of cooking, but also something a little different,” said Caroline. “We were inspired by the victory gardens of World Wars I and II, and wanted to help people eat better by cooking with absolutely fresh, seasonal, local ingredients.”

The couple also owns and runs a local catering and personal chef service, Fleur de Sel Cuisine. They offer in-home catering and cooking lessons for Verdura clients and others. For more information, visit www.FleurdeSelCuisine.com.

(more)

About Larry and Caroline Lewis

Growing up in San Diego with a father who was raised on a Nebraska farm, Larry spent childhood summers helping his parents grow much of the family's fruits and vegetables. After earning an advanced engineering degree from Stanford University, Larry worked for more than thirty years in Portland's high tech industry before going into business with his wife Caroline.

Caroline's forays into cooking and gardening began at age seven when her father Dan, a talented home cook with a passion for French cuisine, introduced her to French cooking, language and culture. She went on to pursue a career in graphic design and marketing that lasted over twenty-five years, founding and managing Fox Creative, a respected creative agency on the Portland scene throughout the 1990s. Caroline left the marketing world and kicked off her return to culinary pursuits by obtaining a degree at the Robert Reynolds Chef Studio in 2007.

About Verdura Culinary Gardens

Verdura Culinary Gardens designs and maintains organic vegetable gardens in raised beds. The gardens are designed to be compact and intensively planted, therefore requiring far less space than conventional row gardens. They can be installed in any sunny location, even a small patio or deck. Every garden is comprised of organic and heirloom seeds, a proprietary soil mix, and the highest quality building materials to support a safe and sustainable lifestyle. For more information, please visit the company's website at www.VerduraGardens.com.

###