

THE WORLD'S MOST EXTREME SANDWICH

British Sandwich
Week is organised by



Is this the world's most extreme sandwich?

Following a challenge from the Director of the British Sandwich Association, chef and author Tom Bridge has created the world's most extreme sandwich and to mark British Sandwich Week 2008 it will be going up for auction on Ebay to raise funds for Fred Hollows Foundation, a charity which helps blind people in third world countries.

The sandwich, called 'A Taste of Luxury', combines fresh lobster tail with claw crab meat and wild red salmon in a strawberry and champagne salsa and is topped with Beluga caviar on a corn bread coated with white truffle butter.

Tom, who is just publishing a sandwich lunchbox book with the Association, hopes the sandwich will raise a substantial sum for the charity, which provides cataract operations for the blind. Every £11 raised means that another person can get their sight back.

Tom has been helped in creating his unique sandwich by a number of specialist suppliers to the sandwich industry, including Nadia Howell from L'Aquila who supplied the white truffle and other ingredients; Waterfields (bread), Phillips Foods (crab meat), Peter Robertson (Strawberry & Champagne salsa), Glennans (vegetable crisps) and Glenryck (wild salmon). Photographer Simon Mason from Bolton provided the picture.

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The British Sandwich Association is the trade body representing all those involved in the making and retailing of sandwiches, including sandwich bars, general food retailers, manufacturers and suppliers of ingredients and equipment.

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