



Interview Opportunities and Press Information

British Sandwich & Food to Go Designer 2021 Competition – Winners Unpacked

Strawberry and pink pepper wraps, venison and chocolate, avocado and tequila-soaked goji berries, pickled cabbage and gunpowder potato bites – just some of the ingredients on show at this year’s Sandwich & Food to Go Designer competition, part of the annual ‘Sammies’.

Every year as part of the annual British Sandwich & Food to Go Industry Awards, hailed as the Grammys of the sandwich world (The ‘Sammies’), sandwich makers up and down get their most creative sarnies ready for the Sandwich & Food to Go Designer competition.

Organised by the British Sandwich & Food to Go Association and announced just in time for British Sandwich Week, which begins on Sunday 16th May, this year’s entries have been unwrapped, tasted, and judged by a panel of industry experts.

Entrants competed over five categories which were judged on their creativity, design and technical ability:

- The Danish Crown Pre Cooked Bacon Category
- H.Smith Food Group Shredded Chicken Category
- La Boulangerie Brioche Baguette Category
- Mission Foods Chocolate Flavour Vegan Tortilla Wraps Category
- The Royal Greenland MSC Cooked and Peeled Cold Water Prawns Category

Category winners were then put forward for the coveted overall competition winner.

And the results are in...

Jim Winship, director, The British Sandwich & Food to Go Association said:

“There’s a lot of excitement in the sandwich and food to go industry as commuters and office workers head back into our city centres. The sandwich industry is thought to be worth around £8billion each year, so as people head back to the office, I’d urge them to pick up a sandwich to eat on the go and be happy that they’re helping the economy too. Luckily thanks to our thriving industry and the creativity of all our sandwich makers up and down the country both independent and larger chains, there are lots of tasty treats waiting for them when they do.”

Competition Winners

Sandwich & Food to Go Designer 2021

Royal Greenland - MSC Cooked and Peeled XL Cold Water Prawn Category



PRAWN TO BE WILD

Ingredients:

60g Royal Greenland - MSC Cooked and Peeled XL Cold Water Prawn
x2 Bao Bun
20g Yuzu Mayo
40g Avocado
12g Chinese Leaf
4g Ginger
Pinch Chopped fresh chili
Drizzle Sirach Mayo
Sprinkle Togarashi
4g Fresh coriander



This sandwich was also crowned the overall winner of the competition, Jim Winship said:

“Winners are judged on innovation, technical ability and of course, taste, across five sub-categories with one overall winner taking ‘best in show’.

“This year, the standards were extremely high, but we were delighted to award the top accolade to Emma Taylor for her Prawn to be Wild Bao Bun – which combines fresh oriental flavours with avocado, prawns and just the right amount of spice to take a walk on the wild

side. The judges thought this was a brilliant concept and one to be applauded. It really showcased the product brilliantly.”

Winning Sandwich Name: Prawn to be Wild

Sandwich Designer Biography

Emma Taylor - Worksop, Nottinghamshire



Emma has worked for Greencore, one of the UK's leading producers of convenience foods, for 10 years where she originally started as a placement student. She fell in love with sandwiches on her sandwich year and was invited back to start work as a concept technologist after graduating. She has progressed through the ranks to product development controller, working with many customers most recently Coop Greencore's biggest FTG customer. She is very passionate about the sandwich designer competition and enters every year, as she feels it really helps showcase how FTG has changed and adapted over the years and continues to give developers an outlet to be really creative and have fun with food. She can't wait for food events/ and restaurants to return to see what new ideas this brings

Sandwich & Food to Go Designer 2021

Danish Crown - Pre-Cooked Bacon Category



CRISPY EGGS AND BACON

Ingredients:

70g Danish Crown - Pre-Cooked Bacon

15g Homemade brown sauce

50g 'Crispy panko runny Egg'

10g Beef tomato

5g Pea shoots

1 Brioche Bun



"A creative take on a traditional bacon and egg sandwich, it was the showstopping panko runny egg that sealed the winners' accolade on this entry, along with that amazing homemade brown sauce."

Winning Sandwich Name: 'Crispy Eggs & Bacon'

Sandwich Designer Biography

Edd Melloy, Exeter



Edd is the chef at Chandos Deli Exeter. He has always been passionate about food and has worked in hospitality his whole career. Edd started as a bartender and eventually worked his way up to General Manager running several busy chain restaurants. He then decided it was time for a change and wanted to work more directly with food and focus on his own ideas. He has been the chef at Chandos Deli Exeter for just over a year and loves the freedom he now has to create new sandwiches, salads and other food to go dishes. Making everything from scratch championing local and seasonal ingredients from Devon.

Sandwich & Food to Go Designer 2021

H.Smith - Shredded Chicken Category



Target Market: Street Food Vender
RRP £: 4.85

NAAN CHICKEN TIKKA TACO

Ingredients:

80g H.Smith - Shredded Chicken
63g Self raising flour
63g greek yoghurt
1.5g honey
1 red onion
2 tbsp white wine vinegar
0.2g salt
15g fresh mint
6ml lemon juice
100g greek yoghurt
10g mango chutney



“This was certainly an entry that looked good enough to eat. Colourful, vibrant, and full of flavour. It is especially delightful when served warm on the homemade naan bread.”

Winning Sandwich Name: Naan Chicken Tikka Taco

Sandwich Designer Biography

Frances Cope, Worksop, Nottinghamshire



Frances is a Product Technologist at Greencore, living in Sheffield. She graduated last year with a BSc in 'Food Development and Innovation' and this is her first time entering the competition. She loves getting creative with her own recipes, also styling and photography, so she started a food blog at 16 called The Spoon and Whisk and has never looked back. She has also gained experience assisting on cookbook shoots, working with the likes of Anna Jones and bake-off winner John Whaite.

Sandwich & Food to Go Designer 2021
La Boulangère - Brioche Baguette Category



Target Market: Food market
RRP £: 6.50

BANGING FINGER SANDWICH

Ingredients:

- 1 La Boulangère - Brioche Baguette
- 3tsp Banging sauce
- 4 buttermilk fried chicken fingers
- 80g Halloumi (as sticks)
- 25g Shredded iceberg lettuce
- 1-Feb fresh tomato (sliced)



“Combining halloumi and buttermilk fried chicken fingers and the chef’s own recipe ‘banging’ sauce.”

Winning Sandwich Name: Banging Finger Sandwich

Sandwich Designer Biography

Barry Luxmoore, Leamington Spa, Warwickshire – Banging Finger Sandwich



Barny has been working with food for the best part of 20 years and 10 years ago he and his partner Flic started their adventure with street food when they founded The Jabberwocky. Since 2011 Barny has hand-made, cooked, and sold 100,000 sandwiches and toasties at events ranging from weddings to the Glastonbury Festival. As we know 2020 was a hard year for anyone in hospitality, but for Barny it was a chance to finally publish his cookbook "The Toastie Construction Manual", which was written and illustrated completely by Barny. This has gone onto make it (briefly) into the top 1% of books sold on Amazon. Barny was a category winner last year.

Sandwich & Food to Go Designer 2021

Mission Foods - Chocolate Flavour Vegan Tortilla Category



Target Market: Street Food Stall
RRP £: 7.50

THE POACHERS POCKET

Ingredients

- 1 Mission Foods - Chocolate Flavour Vegan Tortilla
- 30g Vension Jus Mayonnaise
- 35g Blackberry & Juniper Chutney
- 50g Seared Venison Steak
- 40g Shoestring Potato & Nettle Fries
- 10g Lambs Lettuce
- 10g Pickled Walnuts



“We were blown away with the combination of chocolate wrap and venison on this entry. We always try to reward creativity and those who think outside the box, which was certainly the case here – especially when finished with nettle fries and blackberry chutney.”

Winning Sandwich Name: The Poacher's Pocket

Sandwich Designer Biography

Catherine Farrell, Park Royal, London



Catherine has been working in the sandwich industry for seven years. Having started out in technical she realised her passion was to be found in the foodie side of things and so she moved into a product development role in Greencore's Southern sites and currently looks after the Waitrose account as Product Development Manager. One of her proudest moments to date was being part of the team that developed last year's 'sandwich of the year award' winner - the Beetroot & Turmeric Wrap for Sainsbury's. She was also a Sammies winner in the duck category in 2018. Outside of work she makes the most of living in central London, regularly trawling food markets and enjoying the London restaurant scene.

For a full list of entries and winners visit: <https://awards.sandwich.org.uk/>

Other winners at this year's 'Sammies' include:

Starbucks

- Beyond Meat Breakfast Sandwich - New Sandwich (Hot Category)
- Plant Based Sweetcorn Fritter Wrap – Healthy Eating
- The One with the Gravy Layer Sandwich – Marketing Award

Scotmid Cooperative

- Prosciutto, Mozzarella & Rocket Pizza Sandwich - New Food to Go Category

M&S

- No Salt Beef Pretzel Roll - New Sandwich (Cold Category)

Wild Bean Café (BSA Member)

- En-Route Retailer

Caffe Nero

- Café Retailer

Greggs (BSA Member)

- Chain Retailer

Tesco

- Multiple Retailer

Co-op

- Convenience Retailer

Deli-Lites (BSA Member)

- Manufacturer Award

ENDS

**For additional information, images and interview requests, please contact:
The British Sandwich Week Press Office team: (e) press@pretzelgroup.co.uk (t) [01625 447963](tel:01625447963) / [07951 605454](tel:07951605454)**

Or visit the media hub here: <https://www.britishsandwichweek.com/media-hub/>

Editors Notes

The British Sandwich & Food to Go Association is a trade body established in 1990 to represent the interests of all those businesses involved and the food on the move industry. Members range from supermarkets and food to go manufacturers to sandwich bars, cafes and the suppliers of ingredients and equipment for the industry. As well as representing the interests of members to Government, the Association sets industry standards as well as organising events such as British Sandwich Week and the annual British Sandwich Industry Awards, also known as the 'Sammies'.