



Park Royal Chef wins Coveted Sandwich Industry Award

Competition winners announced just in time for British Sandwich Week which takes place from 16th – 22nd May.

A chef from Park Royal, London has scooped a top prize at the annual British Sandwich & Food to Go Industry Awards, for her chocolate wrap and venison creation. Greencore

Catherine Farrell, who has been working in the sandwich industry for the past seven years and currently works at Greencore, Park Royal, wowed the panel of judges with her entry, The Poacher's Pocket, which combined rich flavours of venison and chocolate with refreshing blackberry, all finished with nettle fries.

Catherine's innovation scooped her the winning prize for Mission Foods Chocolate Flavoured Vegan Tortilla Wrap in this year's Sandwich & Food to Go Designer competition.



The annual British Sandwich & Food to Go Industry Awards, otherwise known as the Grammys of the sandwich world or 'The Sammies', celebrates creativity, design and technical ability in the world of sandwich making.

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

Jim Winship, director at British Sandwich & Food to Go Association the organisation behind the Sammie awards 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 Catherine the winner’s prize in the La Boulangerie - Brioche Baguette Category.

“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.”



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



“There’s a lot of excitement in the sandwich and food to go sector as commuters and office workers begin to head back into our city centres. Luckily, whether consumers choose to visit a smaller, independent bakery or deli like Edd’s, or one of the larger more well-known players in the market, there is so much creativity on offer in the industry that workers will be spoilt for choice, when they do return.”

Talking of the award Catherine said: "I'm thrilled to have won the award in this category. Food is certainly my passion, outside of work I try to make the most of living in central London and the vibrant food to go scene that is here in usual times. I regularly trawl food markets and enjoy the London restaurant scene."

ENDS

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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'.

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.