



Save the Date: British Sandwich Week 2022

The 28th annual British Sandwich Week takes place between 22nd and 28th May - how will you mark the occasion?

Love Sarnies? You're in good company, around a fifth of women even said they regard a tasty sandwich to be better than sex in a survey to celebrate British Sandwich Week.

The nation's love of sandwiches is one of the reasons why, the British Sandwich & Food to Go Association holds an annual event to honour our devotion to clubs, subs, wraps, rolls, baguettes, baps, bagels, toasties, pittas, and paninis.

So be sure to mark the 22nd – 28th May in your diary as we have a feast of activity to help you celebrate.

If you're among the Brits who love their butties, then this year's event is a real treat for your taste buds.

During British Sandwich Week we'll be:

- In contact with chefs and professional sandwich-makers who'll be sharing their tips on sandwich wine, crisp and soup pairings (yes, that's a thing) and showing you what it's like to have a 'day in their life as a sandwich maker.'
- Sharing sandwich facts, official statistics, research, and imagery, and providing a gateway to the huge range of retailers who are members of the British Sandwich & Food To Go Association.
- Putting together a number of articles for your use, which include:
 - 1) Is this the best job ever? Do you have what it takes to be a sandwich taster at this year's Sammies (the Grammys of the sandwich world).
 - 2) Cucumber sandwiches, coronation chicken and street party celebrations. We mark Her Majesty's 70th year on the throne with Sandwiches fit for a Queen.
 - 3) The Sammies: we'll share the secrets of creating an award-winning sandwich and give you the chance to interview all the winners at this year's event.
 - 4) Hangry Nation – we explore the phenomena of being hangry, along with the best was to solve it. What is the UK's hangriest location and when is the most likely time for 'hangriness' to strike?

And there's lots more to come...

So, if you're planning a story on any aspect of sandwiches and sandwich making for British Sandwich Week, we'd love to help.

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**For additional information, images, and interview requests, please contact:
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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.'