



## Leicestershire Chef Creates Award Winning Sandwich

**Winners of annual competition to find Britain's best sandwiches announced just in time for British Sandwich Week from 22<sup>nd</sup> – 28<sup>th</sup> May.**

A chef from Mountsorrel, Leicestershire has scooped a top prize at the Sandwich Designer of the Year competition, a highlight of the annual British Sandwich & Food to Go Industry Awards or The Sammys (the Grammys of the sandwich world).

Sam Tebbatt a development chef at Melton Foods based in Melton Mowbray, earned the accolade for his sandwich inspired by the Great British seaside, aptly named Hello, Seaside.

Combining Royal Greenland cooked and peeled cold water prawns, crushed peas, peashoot tendrils, tartare mayo on a sourdough bloomer and served with traditional chip shop scraps, it's not hard to see why the judges were so impressed.



Organised by the British Sandwich & Food to Go Association the winners of this year's Sammies, were announced just in time for British Sandwich Week which begins on 22<sup>nd</sup> May. This year's entries were unwrapped, sampled, and judged by a panel of industry experts which included celebrity chef Theo Randall, sandwich guru Max Halley and industry heavyweights James Newton-Brown (M&S) and Marta Pogroszewska (Gail's Bakery).

Winners were revealed by Theo Randall and comedian Jo Caulfield during a gala evening at the Royal Lancaster, London.

Jim Winship, director, The British Sandwich & Food to Go Association said: "What we tasted at this event were no ordinary sandwiches...with ingredients like duck confit, mashed potato, cronuts and bacon and banana (together) our chefs are pushing the boundaries of creativity within everyone's favourite everyday dining staple. We've tasted some truly tremendous sandwiches!

"Sam's creation included a nostalgic nod to the seaside holidays we've probably all enjoyed as children and the presentation was second to none. Who doesn't love chip shop scraps on the side, what a wonderful accompaniment to a very tasty sandwich.

Jim continued: "The Sammies is always a highlight in the calendar, and it is also a precursor to the annual British Sandwich Week, a seven-day celebration aiming to support the industry and celebrate the nation's love of a good sarnie. Some say, with all the events at this time of year, that it's sandwich season in the industry. Yet, we like to think that sandwiches are in season no matter what the time of year!"

### **Winners at the Sandwich Designer of the Year competition:**

Entrants competed over four categories which were judged on their creativity, design, technical ability and innovative use of the sponsor's product. Category winners were then put forward for the coveted overall competition winner title.

- The Danish Crown Category: Winner – You're Bacon Miso Bananas by Catherine Fleetwood, Greencore – **OVERALL WINNER**
- H. Smith Category: Winner - The Oishii Sando by Susannah Montgomery, The Soho Sandwich Co.
- Royal Greenland Category – Hello, Seaside, Sam Tebbatt, Melton Foods
- Mission Foods Category – Making a Pig of Yourself, Gary McDowell, Deli Lites

For full list of ingredients and how to make each sandwich, along with winners and images and more information from the event please go to:

<https://www.britishsandwichweek.com/>

Talking of the award Sam said: "I am honoured to take home the category prize. I cannot hide the fact I was overwhelmingly surprised - the talent and creativity that

had been presented to the judges table before me was second to none. However, it's absolutely brilliant to get this kind of recognition. There was a lot of love, thought and past experiences (nostalgic and culinary) that I poured into the sandwich - the presentation was deliberately very emotive and I'm so happy this struck a chord with the judges. I'm grateful that I was able to use Leicestershire bread, and, that I have an incredibly supportive team around me - from the shop floor all the way to the top."

### **Sandwich Designer Biog Sam Tebbatt**

Sam has been working in the Food to Go manufacturing Industry for four years, where he focuses on developing Sandwiches & Wraps for UK Supermarkets & Retailers. Previous to this, he worked in some of Leicestershire's finest dining venues including at Hambleton Hall in Rutland, with Aaron Patterson and his team, a position to which he attributes a great deal of his knowledge and enthusiasm for cooking. He describes the food there as 'exquisite'.

**ENDS**

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

**The British Sandwich Week Press Office team: (e) [press@pretzelgroup.co.uk](mailto: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'.