



Newbury Chef Creates Award Winning Sandwich

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

A chef from Kingsclere, Newbury 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 Sammies (the Grammys of the sandwich world).

Susannah Montgomery a new product developer at the Soho Sandwich Co. earned the accolade for her sandwich inspired by the Japanese word 'oishii' meaning 'delicious' & 'tasty' and aptly named, The Oishii Sando.

Combining H.Smith steamed cooked whole fillet breast, miso and lime mayonnaise, edamame bean and spring onion crush and pickled carrots, on black sesame coated thick milk bread, it's not hard to see why the judges were so impressed.



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!

"Susannah's creation brought in some bold Eastern Asian flavours with the miso and lime mayo giving it a salty, citrusy kick and the lightly pickled carrot balancing that with out with a touch of sesame oil. Overall, it was a very moreish sandwich and certainly lived up to its name.

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 22nd 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). 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 Susannah said: “I’m so proud to have a panel of such esteemed judges pick my product as the winner. The competition is strong and every year there’s never-seen-before innovation so I’m delighted to be recognised as part of that.”

Sandwich Designer Biog Susannah Montgomery

While studying Food Science & Nutrition at Leeds University, Susannah was fortunate enough to complete a placement year at Dr Oetker in New Product Development which confirmed the direction she wanted to take her career. She went straight into a product developer role, creating sauces, mayo and chutneys that typically went into retail food-to-go products.

This led into her current role at Soho Sandwich Company as new product development manager, developing sandwiches, salads, wraps and more! I’ve been at Soho Sandwich for four years, working with a really varied retail and hospitality customer base, developing and project managing the launch of all new products from concept to launch.

ENDS

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

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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'.