

## Interview Opportunities and Press Information



### **Bacon and Bananas? This is OFFICALLY Britain's Best Butty...**

The world of sandwiches has gone bananas. Literally! A stupendous sandwich, featuring BACON, MISO, CARAMALISED RICE PUFFS and BANANAS has been awarded the official title of Britain's best sandwich in 2022.



A panel of industry experts, including celebrity chef Theo Randall, sandwich guru Max Halley and industry heavyweights James Newton-Brown (M&S) and Marta Pogroszewska (Gail's Bakery), taste tested some of the UK's finest and most innovative sandwiches at the annual Sandwich Designer of the Year competition, part of the Sammies (the Grammys of the sandwich world). The results were announced just in time for British Sandwich Week, which runs from Sunday 22<sup>nd</sup> May to Saturday 28<sup>th</sup> May.

Named 'You're Bacon Miso Bananas', the sandwich that wowed the judges with its unusual yet perfectly balanced flavour combinations, was created by product developer Catherine Fleetwood, of convenience food producer Greencore.

Talking of the accolade, Catherine said: "I still can't quite believe that I won the Sandwich Designer of the Year competition – it feels like a dream. What an amazing event to be involved in and to win was just the icing on the cake, or should I say the

bacon on the sandwich. I'd like to say a huge thank you to the team at The British Sandwich & Food to Go Association for hosting us."



Winners were revealed by Theo Randall and comedian Jo Caulfield during a gala evening at the Royal Lancaster, London, an annual event organised by the British Sandwich & Food to Go Association.

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!

"Catherine's creation demonstrated this innovation at its best, the flavours, on paper, seem unusual, but when arranged together with precision and skill, what we got was an extraordinary sandwich. It was this creativity that earned Catherine the 'best in show' accolade."

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, and 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 (bottom right) by Catherine Fleetwood, Greencore – **OVERALL WINNER**
- H. Smith Category: Winner - The Oishii Sando (top right) by Susannah Montgomery, The Soho Sandwich Co.
- Royal Greenland Category – Hello Seaside (bottom left), Sam Tebbatt, Melton Foods
- Mission Foods Category – Making a Pig of Yourself (top left), 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/>

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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**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.'

### **About Greencore**

Greencore is a leading manufacturer of convenience food in the UK and our purpose is to make every day taste better.

It supplies all of the major supermarkets in the UK. It also supplies convenience and travel retail outlets, discounters, coffee shops, foodservice and other retailers. We have strong market positions in a range of categories including sandwiches, salads, sushi, chilled snacking, chilled ready meals, chilled soups and sauces, chilled quiche, ambient sauces and pickles, and frozen Yorkshire Puddings.

We have 16 world-class manufacturing sites and 18 distribution centres in the UK, with industry-leading technology and supply chain capabilities. We generated revenues of £1.3bn in FY21 and employ approximately 13,000 people. We are headquartered in Dublin, Ireland.

For further information go to [www.greencore.com](http://www.greencore.com) or follow Greencore on social media.