



THIS IS OFFICIALLY BRITAIN'S BEST SANDWICH

Britain's best butty is shared ahead of British Sandwich Week – and here's how to make it!

The world of sandwiches has now got a new 'best' ahead of [British Sandwich Week](#). A stupendous sandwich, featuring locally sourced smoked brisket, smoked rich Gouda cheese, mushrooms, horseradish sauce and herbs has been awarded the official title of Britain's best sandwich in 2023.



A panel of industry experts, including celebrity chef Theo Randall, 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 are announced just in time for British Sandwich Week, which runs from Monday 22 May to Sunday 28 May.

Named 'Smokey Roll', the sandwich that wowed the judges with its unusual, yet perfectly balanced flavour combinations was created by Katarina Broadribb, owner of Uptons of Bassett and lead of the Lemon & Soul Cookery School – both based in Southampton. The sandwich was inspired by Katarina living in Amsterdam for three years and falling in love with the strong, rich flavour of Gouda.

Talking of the accolade, Katarina said: "I am totally overwhelmed. I am still in shock that I have created the best sandwich in Britain!"

“I feel like my passion comes out in the food I create. I live and breathe it, inside and outside of work. My family, my team and my husband support my determination to innovate, teach others and continue to learn myself.

“The sandwich industry is full of life and brimming with transformative ideas. It’s been another tough year for everyone involved in making, creating, designing and owning sandwich shops. So, I stand here today extremely proud of myself!”

Organised by the British Sandwich & Food to Go Association, the competition invites sandwich professionals from across the country to enter. Finalists went head-to-head live, all under the watchful eyes of an expert judging panel. Winners were revealed by Theo Randall and comedian Andrew Ryan during a gala evening at the Royal Lancaster, London.

Jim Winship, director of The British Sandwich & Food to Go Association, said: “What we tasted at this event were no ordinary sandwiches...with ingredients like apple and stilton custard, crispy chicken and wasabi, bacon and Brussels sprouts, our chefs are continually pushing the boundaries of creativity within everyone’s favourite everyday dining staple. We tasted some truly tremendous sandwiches!

“Katarina’s creation included not only great tasting ingredients but ones that completely complemented each other – and the judging panel remembered all of its elements many sandwiches later – which made it a clear winner.”

Jim continued: “This competition is always a highlight in the calendar. 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. With all the events at this time of year, some say it’s sandwich season in the industry. We just want to make sure that those sandwich stars across the country are recognised for their hard work, creativity and passion in what is another challenging year.”

HOW TO MAKE BRITAIN’S BEST SANDWICH

Ingredients:

50g	Mona Dairy – Gouda
50g	Cooked mushrooms, mixed, chestnut, white, dried
60g	Smoked brisket
3tbs	Mayonnaise
1.5tbs	Chives
1.5tbs	Parsley
2tsp	Hot horseradish
1	Large roll
1	Cinnamon stick
15g	Mixed leaves
1	Garlic clove

Method:

Step 1: Warm roll – we suggest using fresh, locally sourced bread.

Step 2: Spread half of the mayo mixed with horseradish, chives and parsley.

Step 3: 25g of thinly sliced gouda cheese – Katarina used Mona Dairy's

Step 4: Cook mushrooms with one garlic clove and one cinnamon stick in 1 tbs of oil, and place on the cheese.

Step 5: Add the warm brisket –Katarina used her own locally sourced – but shop bought is fine too.

Step 6: A further 25g of the thinly sliced gouda cheese.

Step 7: Place on your mixed leaves.

Step 8: Slightly warm the rest of the mayo, parsley, chives, and horseradish and place on your warm roll top.

ENDS

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Editors Notes:

About the competition:

The annual British competition invites sandwich professionals from across the country to enter by creating an innovative sandwich or food to go product using the sponsor's ingredient as the key element, together with any other ingredients of their choice.

To enter, sandwich makers submit written entries, along with photography, which is judged anonymously by the sponsors. Then the top recipes chosen will be asked to the regional heats where creations are brought to life.

All contestants are asked to consider the judging criteria when creating their dish – which are taste, presentation, texture, commercial viability, and innovative use of the sponsor's product.

Each successful creator at the regional heats stage is then invited to London for the final, where each is invited to create and present their creation to the expert judging panel.

The competition is also seen as the precursor to another annual event in the sandwich calendar – British Sandwich Week, which is in its 29th year, and will be celebrated between 22-28 May 2023.

About British Sandwich Week:

British Sandwich Week takes place from 22-28 May 2023. Now in its 29th year, the annual event showcases the breadth, quality and innovation found within the UK's sandwich and food-to-go sector. Find out more <https://www.britishsandwichweek.com/>

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About The British Sandwich & Food to Go Association:

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 The Sandwich & Food to Go Awards, also known as 'The Sammies'