



## News Release Template

Adapt the **red text** on this news release to showcase your facility's activities. Send it to your local media to let them know how you are supporting the campaign.

### **British Sandwich Week 2021: 16<sup>th</sup> - 22<sup>nd</sup> May**

Every year British Sandwich Week celebrates the humble sandwich in all its glory as well as the contribution that the sandwich industry makes to the economy. The British Sandwich & Food to Go Association is the trade body behind the week which is 16<sup>th</sup> May – 22<sup>nd</sup> May 2021.

*Insert the name of your organisation and what activities you have planned for British Sandwich Week here*

*Add any relevant images here*

The association represents those businesses where sandwiches form a core part of the Food To Go offer. Sandwiches are a British staple to be enjoyed at any time of the day, and as we can see in the latest statistics, it's very clear that as a nation we still love our sandwiches.

Nationally, the sandwich is still the go-to lunch option for the vast majority of Brits – with 72% of spending at lunchtime going on sandwiches.

Jim Winship, Director of The British Sandwich & Food To Go Association behind British Sandwich Week says: "As lockdown restrictions ease and we all start to get back to normality it's no surprise the love for everything sandwich is reigning supreme.

"British Sandwich Week celebrates the sandwich in all its glory as well as the contribution that the sandwich industry makes to the economy. This year, it has the even greater aim of supporting the industry as it comes back after a year of lockdowns. Sandwiches are a British staple to be enjoyed at any time of the day, and as we can see in these latest statistics, it's very clear that as a nation we still love our sandwiches.

"It's the perfect time to be exploring the wider range of options that the professional sandwich industry has to offer. Sandwich shops, supermarkets, and retailers will have their fridges stacked high with freshly made sandwiches for British Sandwich Week, so look out for your favourite fillings or try something new."

British consumers manage to munch their way through over 11.5 billion sandwiches each year. If you laid each one end to end, they would go around the world about 44 times. More than half of these were made and eaten in the home.

Well over 3.6 billion sandwiches are purchased from retail or catering outlets each year and we paid over £8 billion for them – that's as much as 475,765 brand new Vauxhall Corsas (2020's most popular car). The average price of a sandwich is conservatively estimated at £2.20.

What is a sandwich? The British Sandwich Association defines a sandwich as: Any form of bread with a filling, generally assembled cold - to include traditional wedge sandwiches, as well as filled rolls, baguettes, pitta, bloomers, wraps, bagels, and the like, but not burgers and other products assembled and consumed hot. Hot eating sandwiches are also included.

For further information contact *insert your name and telephone number here*.

**-Ends-**

Visit the media hub here: <https://www.britishsandwichweek.com/media-hub/>

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**#BritishSandwichWeek #SandwichSelfie**

### **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'.