



What do you have planned for British Sandwich Week?

This year's British Sandwich Week takes place between 16th and 22nd May with the aim of supporting the sandwich and food to go industry after a year of lockdowns.

To help with any content or articles you may be planning to celebrate the occasion we have all the sandwich facts, official statistics, research, and imagery, as well as access to a huge range of retailers who are members of the British Sandwich Association.

Alongside this we'll be sharing details of the award-winning sandwiches from The British Sandwich & Food to Go Industry Awards (The Sammies).

Over the next week we will be sharing a number of articles for your use, which include:

- 1) The Nation's favourite fillings revealed.
- 2) Great British vegan sandwiches.
- 3) Great British gluten free sandwiches.
- 4) Winners of The British Sandwich & Food to Go Industry Awards (The Sammies).
- 5) How to make the perfect sandwich – a scientifically proven formula.
- 6) Best hangover sandwiches.
- 7) The nation's favourite fillings by region.
- 8) Is it better to cut your sandwich into a triangle or a square, the debate settled!

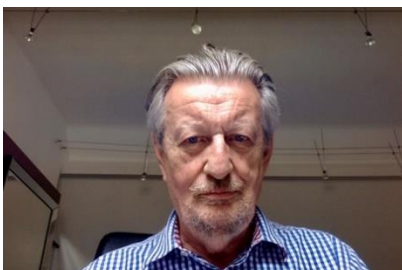
About British Sandwich Week

Taking place from 16th May, this year's British Sandwich Week is being relaunched to support the industry as it comes back to some normality after a year of lockdowns.

According to research by Lumina Intelligence 33% of consumers are bored with making the same lunches at home and are seeking inspiration and variety – so the focus will be on welcoming customers back to the creative and wonderful world of sandwiches.

Interviewee:

Jim Winship:



Jim Winship is responsible for managing three food trade associations - The British Sandwich & Food to Go Association, the Pizza Pasta & Italian Food Association and the Café Life Association. After working as a journalist, Jim moved into public relations advising a number of leading food brands. He was asked in the mid-1980s to manage the Pizza Pasta & Italian Food Association and later to help launch the British Sandwich Association.

As Director of these bodies, he is responsible for representing the interests of these industries to Government as well as for providing members with technical support and for organising activities, such as British Sandwich Week and industry Awards. He also publishes three food trade magazines covering these markets.

We also have our sandwich award winners from across The Sammies who are happy to be interviewed.

Sandwich facts – did you know?

It's estimated that the British Sandwich industry is worth around £8 billion to the economy each year, that accounts for around 3.6 billion sandwiches per annum*.

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.

Around 35% of all commercially bought sandwiches are made with traditional square sandwich bread.

Wraps account for about 9% of all sandwich sales in major retailers. The big new thing with wraps has been the hot wrap, with a number of new products being launched recently. They really do taste great hot!

Panini sandwiches are also gaining in popularity – sales having risen by about 14% in recent years, although they still only account for around 5% of sandwich sales.

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.

Many consumers buying sandwiches in busy City locations will not queue for more than two minutes!

The record for creating the most expensive sandwich ever made is claimed by chef Tom Bridge whose Lancaster Cheese Sandwich which was sold on eBay in 2006 for £345. The creation included white Umbrian truffles at £1700 per kilo.

The world's largest 'pre-packed' sandwich is believed to be one created by Roberts Bakery in Norwich that was 2.5 metres long (down the longest edge) and encased in 1/2" thick perspex packaging. It was filled with Marmite, Princes Tuna & Hellmann's Mayonnaise and weighed the same as 1,000 loaves.

The first 'packaged' sandwich is believed to have been launched by Marks & Spencer in 1985 thanks to the creation of a 'easy seal' pack by Hans Blokmann, the then technical director of packaging supplier Danisco Otto Nielsen.

Britain's biggest sandwich retailer by £value in the UK is the American franchise chain Subway which has shot ahead of the UK's biggest retailers, including Tesco, Greggs and Marks & Spencers, in the sandwich stakes in the value of the sandwiches they sell. However, Tesco outsells them in the numbers of sandwiches sold by several million.



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**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'.

* Estimate based on the average high street price of around £2.20 a sandwich. Figures include sandwiches made in catering environments.

** Data sourced from Kantar and Luminar