

The Missing Link



BRITISH SAUSAGE APPRECIATION SOCIETY NEWSLETTER

British Sausage Weeks Legendary Tour

British Sausage Week 2011 launches on 31st October marking the 14th anniversary celebrating the great British Banger and promoting the wide range of exciting sausages available in Britain today.

The highlight of British Sausage Week 2011 is the Legendary British Bangers competition. It searches to find the country's most sensational sausages from all areas of the industry, from butchers and supermarkets to pubs and cafes.



This year, Noddy Holder joins the team to pre promote the week with a round of regional radio interviews on 7th September. This is followed by the official launch in London on Monday 31st October where finalists from the supermarkets and brands category are presented with their Legendary Gold Disc awards. The tour then continues for 4 days where we travel to 9 cities up and down the country. Butchers who have got through to the final round will attend one of the regional cook offs where Noddy and the team will taste, judge and award the regional winner with their Gold disc.

"When Love Pork people told me they wanted a British Legend to help them spread the word about Red Tractor sausages, well, I'm Nobody's Fool – I just said – When can I start?"

Don't know whether I'm a legend or not (flattered though I am to even be thought of as one) but heaven knows British sausages are – they're legendary the world over. In fact, we love 'em so much that every day you'll find a whopping 5,000,000 of us Brits eating them.

Keep up to date with the tours winners by visiting www.britishsausageweek.com

Legendary Sausages Sensations

For 2011, the British Sausage Appreciation Society have created a range of legendary sausage recipes. Start the day off with a Traditional Breakfast like, **My Big, Sharing Banger Breakfast** with chunky Pork Cumberland sausages to keep you full until lunch. For a tasty snack try, **Jammy Sausage Rolls** for a twist on a classic treat. Spice up your evening by serving **Sweet 'n' Spicy Bangers & Mash**. Or try some of the other great recipes such as **Beany Banger Bake, Sausage & Cider Hotpot** or **Toad in the Pudding**.



All the recipes can be found at www.britishsausageweek.com. There are some crazy sausage facts and even more tasty sausage recipes which will help count down the days to the week itself!

"That glorious smell of cooking sausages – it always could take me back 'ome."

Tell us your plans for British Sausage Week 2011

Are you a butcher, chef or farm shop owner? If you are and you are planning an event to celebrate British Sausage Week 2011 we would love to hear about it! Email sausageenquiries@bpex.ahdb.org.uk with all the details including time and place. We will produce a full listing and post it on the Britishsausageweek.com web page, or you could let our facebook fan base know by posting your event on our Facebook wall.

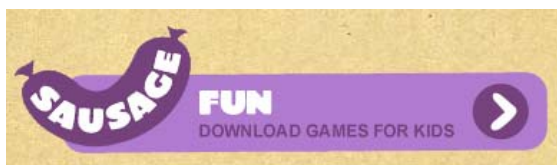


Not thought about it yet, and you need some event ideas go to the British Sausage Week page on porkforbutchers.bpex.org.uk and download the guide.



Let us know what you are doing for British Sausage Week.

Join us on our Love Pork Facebook page where you can vote on our fun poll of what is your favourite sausage flavour. From 3 October there will also be the chance to vote on the best supermarket sausage from all the finalists from our competition. Or comment on your Sausage world on our Twitter page twitter.com/Lovepork. We look forward to hearing from you!



Competition time for the kids!

Download the rocking picture of Mr Sausage from the 'Sausage Fun' button at

www.lovepork.co.uk/bsas and send in your coloured-in version for the chance to win a fabulous British Sausage Appreciation goody bag. First three drawn from all entries will be the lucky winners.



Please send entries to the following address by 6th November 2011

BSAS Missing Link Colouring Competition

BPEX, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL.

Include the following details on the back of the picture

Name; Age: (you must be 12 years or under) ; Telephone number of a parent; and full address.

British Sausage Week Merchandise

We have all sorts of wonderful goodies that you can purchase, from pens and tea towels, to boxer shorts and oven gloves. If you are interested in getting your hands on any of these exclusive items badged with Mr Sausage, please download the merchandise form from the British Sausage Appreciation Society webpage

www.lovepork.co.uk/bsas, or request one be sent to you by calling Naomi on 0247 647 8809 or

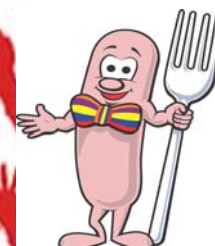
emailsausageenquiries@bpex.ahdb.org.uk



We hope you have a fun British Sausage Week – we always do!

Thank you for being part of the society of Sausage lovers, and if you have any queries or comments please email sausageenquireies@bpex.ahdb.org.uk

Best Wishes from all the British Sausage
Appreciation Society Team



"That glorious smell of cooking sausages – it always could take me back 'ome!"