

DISCOVERING BRITAIN'S GREATEST SAUSAGES



**BRITISH
SAUSAGE
WEEK 2013**

CALL FOR ENTRIES!

**4th – 10th
NOVEMBER 2013**

MARKS THE

**16th
ANNUAL
BRITISH
SAUSAGE
WEEK**



**Celebrating the
quality and variety
of the Great
British Sausage**

Background

From its humble beginnings in 1997, the Week has grown to become a multi-channel awareness campaign. It encourages participation from a huge variety of sectors, including schools, pubs, restaurants, multiple retailers, independent butchers and branded manufacturers. Such is the drive to utilise this promotional platform that last year saw a 3% uplift in sausages sold during November 2012 compared to the same 4 weeks in 2011. This equals an extra 432 tonnes or nearly £2 million worth of sausage sales.

COMPETITION

One of the highlights of the Week is the national competition to find those sausages that are really worth discovering. The competition is open to multiple retailers, sausage brands and the independent retail sector. The regional traditions and variety of the sausage category is, we believe, one of the keys to the Week's continued success, so this year the two categories will be:

1. 'Discovering the Greatest Traditional Pork Sausage'
2. 'A New Pork Sausage Discovery'

(This award is for any pork sausage that represents a new sausage idea or ingredient/flavour combination, regional variation or perhaps you've launched a new pork sausage during this year.)

To take part in this year's competition, simply complete and return the attached entry form by 30th August 2013, or alternatively you can enter online at www.bpexentries.co.uk/sausages. Your entry will be confirmed along with further information about the samples required. Our team of independent expert judges are looking forward to receiving your entries, which will be judged in September 2013.

2012 Round-up

In total, the British Sausage Week 2012 campaign achieved a PR value of **£11.7million**, providing 474 million opportunities to hear or see information about the Week. The breadth of coverage the Week achieved can be seen in the following snapshot of the 2012 campaign highlights:

- **73 more articles than 2011 due to increases in consumer, national print and online coverage**
- **Reach increased by 9.1 million**
- **TV coverage: This Morning and Sunday Brunch lengthy features**
- **Lots of regional radio coverage from LIPs and regional winners**
- **A third of the media coverage was achieved within online media features**

Why not take part in British Sausage Week this year and utilise the unique opportunity it presents to drive the sausage category and raise awareness of quality sausages.

For more information about the Week and how you can be involved, either email sausageenquiries@bpex.ahdb.org.uk or check out www.britishsausageweek.com or porkforbutchers.bpex.org.uk.



Enter online at:
www.bpexentries.co.uk/sausages

Deadline for entries is 30th August 2013

Business Reply Plus
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