

Press Release

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Compass celebrates British Sandwich Week with British breakfast sandwich

Tying in with British Sandwich Week (9th – 15th May) Compass Group UK & Ireland, the current holder of the Workplace Sandwich Supplier of the Year, has launched a new sandwich offering: the Great British All Day Breakfast Sandwich.

The sandwich, which celebrates the much-loved “full English” breakfast, uses British Lincolnshire sausage, British sweetcure bacon, free range egg and chunky tomato chutney, lovingly sandwiched between two slices of soft white bread. The hearty sandwich is part of the Compass’ award-winning Origin Foods range, a brand which promises provenance and traceability.

The Great British All Day Breakfast Sandwich is currently being introduced to 1,500 of Compass’ Origin Café locations around the country, including workplaces, hospitals, colleges and defence sites.

Adam O’Connor, Category Manager - Sandwich & Deli, Compass Group UK & Ireland, said, “Grab-and-go foods are increasingly popular for time-poor employees in the workplace and the sandwich represents the ultimate in convenience and choice. There is also a growing tendency for employees to regularly eat breakfast in the workplace and to graze throughout the day so by creating the Great British All Day Breakfast Sandwich, we hope to satisfy people’s hunger throughout the day.”

-Ends-

Notes to editors

¹ The top spot for the Workplace Sandwich Supplier of the Year at the British Sandwich Industry Awards 2009 (“Sammies”) was jointly taken by two of Compass’ offerings: SO Deli and Origin Foods.

For more information:

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About Compass Group UK & Ireland

Compass Group UK and Ireland is part of Compass Group plc, the world's leading foodservice company. We specialise in providing food, vending and related services on our clients' premises and we generated annual revenues of over £13.4 billion in the year to 30 September 2009. The company operates across the following core sectors of Business & Industry, Defence, Offshore & Remote Site, Healthcare, Education, Sports & Leisure and Vending with an established brand portfolio. For more information visit www.compass-group.co.uk