



## **PRESS RELEASE**

# **BRITAIN'S FAVOURITE SANDWICHES**

Although chicken dominates the commercial sandwich market – about a third of all the sandwiches we buy contain chicken in one form or another – in general the top sandwich fillings are fashion driven and change from year-to-year.

Whilst chicken salad has held number one spot for some time, below it there is constant change. In the last year Prawn Mayonnaise has moved from 7<sup>th</sup> spot to number two, while Ploughmans has dropped from fourth to ninth spot.

Notable is the return of some old favourites to the top 20 – egg mayonnaise, ham and mustard, and salmon and cucumber sandwiches have all returned this year, suggesting perhaps that in recession we look back for reassurance to the more traditional fillings?

In the home, however, it's ham and cheese that tend to dominate – which suggests that we are all, perhaps, a little less adventurous when it comes to making our own sandwiches – or maybe it's because those tend to be the only ingredients we have in the fridge!

But while fillings may be a fashion item, most of us continue to support the traditional wedge sandwich as our favourite when it comes to bread. Indeed, 58% of all sandwiches are still made with standard sandwich bread, despite all the noise about wraps and other exotic alternatives. In fact the much vaunted wrap seems to have reached the

pinnacle of its success with pack sales showing little sign of growth over the last year. They account for just 4% of the market, well behind rolls and baps which account for over a quarter of all commercial sandwich sales.

No.	
1	Chicken Salad (1)
2	Prawn Mayonnaise (7)
3	Egg+Cress (9)
4	Bacon+Lettuce+Tomato (3)
5	Mixed Selection (5)
6	Chicken+Bacon (2)
7	Cheese+Onion (11)
8	Tuna+Sweetcorn (10)
9	Ploughman's (4)
10	Chicken+Sweetcorn (10)
11	Salmon+Cucumber (-)
12	Ham+Mustard (-)
13	Breakfast (12)
14	Ham+Cheddar Cheese (20)
15	Southern Fried Chicken (16)
16	Chicken Caesar (14)
17	Chicken+Stuffing (8)
18	Egg+Bacon (15)
19	Tuna+Cucumber (13)
20	Egg Mayonnaise (-)

**(Source: Kantar)**

**Figures in brackets show position a year ago**

- Ends -

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For further press information please contact BSA Director Jim Winship on 01291 636331 or 07850 104034



**The British Sandwich Association is the trade body representing the sandwich industry both in the UK and overseas, including both commercially made sandwiches and the ingredients used for making sandwiches in the home. The commercial sandwich in the UK employs in excess of 300,000 people in the UK.**