



PRESS RELEASE

Pictures available on request

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BRITISH SANDWICH INDUSTRY AWARD WINNERS ANNOUNCED

With commercial sandwich sales continuing to show a clean pair of heels to recessionary Britain, the industry was justifiably in good humour at the Sammies, the British Sandwich Industry Awards, when they took place at the new Grange St Paul's Hotel in London on Thursday evening (May 13).

While some of the industry's biggest names were to be seen picking up awards this year, it was also a night for some of the smaller businesses that form an important part of this £6 billion industry.

While sandwich multiple retailer of the year was Marks & Spencer, who also took the new sandwich award, the workplace award was taken by a young business in The Phat Pasty Company from Milton Keynes while the relatively small sandwich manufacture Raynor Foods from Essex swept aside some of its multi-million rivals to become sandwich manufacturer of the year.

Also among the smaller businesses to win were Mortons from Oxford (Independent Sandwich Bar of the Year) and Rhode Island Coffee from Stockport (Coffee Bar Sandwich Retailer), who also recently won The Cafe Society award for best coffee bar, while another Essex business Taste UK won the Sandwich Marketing Award for their Munchy Monday Campaign alongside Brambles Foods (part of the Food Partners Group) from Middlesbrough who took the same award for a clever Wallace & Grommit Children's Foundation promotion.

"These awards are not only an opportunity for the industry to recognise the hard work that some people are doing to build this industry," says BSA Director Jim Winship, "they also provide an example for others that will hopefully help our industry to continue to develop positively. A lot of hard work has been done by some of these businesses and it is good for us to recognise this."

A full list of award winners is shown below.

- Ends -

For further information, please contact Jim Winship on 01291 636331 or 07850 104034

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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

SAMMIES 2010 – THE BRITISH SANDWICH INDUSTRY AWARD WINNERS

The full list of winners were:

British Sandwich Designer of the Year

Turkey Sandwich Category (sponsored by Bernard Matthews)

Winner: Ricky Bliss, The Sandwich Factory, Atherstone

Tel: 01827 719 100

Leerdammer Light Sandwich Category (sponsored by Bel UK & The Cheese Cellar)

Winner: Robbie Gleave, Heritage Portfolio, Edinburgh

Tel: 0131 555 8474

Corned Beef Sandwich Category (sponsored by Moy Park)

Winner: Thomas Allen, Buckingham Foods, Milton Keynes

Tel: 01908 838900

Ploughman's Plum Chutney Sandwich Category (sponsored by English Provender)

Winner: Ricky Bliss, The Sandwich Factory, Atherstone

Tel: 01827 719 100

Overall British Sandwich Designer of the Year

Winner: Thomas Allen, Buckingham Foods, Milton Keynes

Tel: 01908 838900

New Sandwich of the Year Award

(Sponsored by Sam Browne Foods)

Winner: Marks & Spencer's Mini Roll Sandwich Pack

Tel: Gerri Scott 0208 718 4781

New Sandwich Product of the Year Award

(Sponsored by Marks & Spencer)

Winner: Leatham's additive free Guacamole

Tel: Lesley Macbeth 0207 635 4041 (Leathams are based in Leyburn, Yorkshire)

Workplace Sandwich Provider of the Year Award

(Sponsored by Food Partners Group)

Winner: The Phat Pasty Company (Newport Pagnell, Bucks)

Tel: Paul Clark 07775 764 454

Bakery Sandwich Shop of the Year Award

(Sponsored by Rank Hovis)

Highly Commended: Reeve The Baker, Butcher Row, Salisbury, Wiltshire

Tel: Gary Reeve 01722 743272

Winner: Martins, Cross Lane, Gorton, Manchester

Tel: Katy Asprey 0161 6885588

Independent Sandwich Bar of the Year Award

(Sponsored by Fridays)

Highly Commended: Reynolds (London) Tel: Ben Reynolds 0207 5800730

Fernandez & Wells (London) Tel: Rick Wells 0207 287 8124

Winner: Mortons (Oxford)

Tel: Jim Kinniburgh 01865 721673

Specialist Sandwich Bar Chain of the Year Award

(Sponsored by Sandwich & Snack News magazine)

Winner: Chandos Deli (Bristol)

Tel: Iain Keith-Smith 07970567094

Coffee Bar Sandwich Retailer of the Year Award

(Sponsored by Solway Foods)

Highly Commended: Soho Coffee Company

Tel: Penny Manuel 01242 243999

Winner: Rhode Island Coffee

Tel: Andrew Smalley 07970 567094

The Sandwich Marketing Award

(Sponsored by Sandwich & Snack News)

Winners: Brambles (Part of Food Partners) for their Wallace & Gromit Children's Foundation Promotion

Tel: Mark Arnold 07776 231078 (Brambles are based in Middlesbrough)

Taste UK for their Munchy Monday Campaign

Tel: Jill Willis 01708 727288

BSA Sandwich Manufacturer of the Year Award

(Sponsored by TMI Foods)

Winner: Raynor Foods (Chelmsford, Essex)

Tel: Matthew Raynor 01245 353249

En Route Sandwich Retailer of the Year Award

(Sponsored by Sandwich & Snack News)

Winner: Rail Gourmet

Tel: David Small 0207 5298364

Sandwich Multiple Retailer of the Year Award

(Sponsored by Buckingham Foods)

Winner: Marks & Spencer

Tel: Gerri Scott 0208 718 4781

Sandwich Convenience Retailer of the Year Award

(Sponsored by Barclaycard)

Winner: The Co-operative

Tel: Helen Jagger 0161 246 3078

The British Sandwich Industry Award

(Sponsored by Ginsters)

Winner: Alan Dulin (lives in St Albans, Hertfordshire)

Tel: 01923 663191