



## **PRESS INFORMATION**

18 November 2009

### **THIRSK BUTCHER 'DOES THE DOUBLE!' Double Award Triumph at Regional Roadshow**

A butcher from Dalton has been celebrating after collecting numerous awards – including two champion titles – for meat products.

Arthur Haigh Ltd picked up the accolades after attending the BPEX regional roadshow and product evaluation event in Harrogate last week. The event, which recognises and rewards product excellence and innovation among butchers and farm shops, was attended by 55 butchers who presented 210 products for judging across 12 categories.

Duncan Haigh, managing director, was awarded the champion title in the 'Black Pudding' category for the third year running! This time, the proud butcher also walked away as champion of the Home Cured Gammon category with 'Gammon Steak with Beer' and a total of four gold and six silver awards.

Duncan said: "We are absolutely delighted with the results, particularly being able to retain our 'Black Pudding Champion' crown for a third year. We also entered two new variations of black pudding this year – one with chilli and lime and the other with caramelised onion. They were both awarded silver awards which is a great result for products we only came up with a week ago!

"The judge's comments, as always, were really helpful so a minor tweak will bring these products up to gold award level, and will go on sale in our shop shortly. Up until 20 years ago most butchers would only sell a plain pork sausage and now there are hundreds of varieties available – we're seeing the same innovation happening with black pudding now.

"We first entered the 'Gammon Steak with Beer' a year ago and it has become incredibly popular since then. The beer is from a local brewery, about 10 miles away from us, and the steak is actually served in the brewery's own restaurant. Of course they were delighted to hear it about our award success and will be telling customers about it."

BPEX butchery and product development manager, Keith Fisher, said: "We couldn't have asked for a better turnout at Harrogate, and the number of awards presented on the night is indicative of the consistent quality we have come to expect from butchers in the region.

"The level of innovation and dedication being shown by butchers at these events is fantastic and we congratulate each and every one on their award."

The Product Evaluation Events are organised by BPEX and recognise and reward product excellence and innovation among butchers. The judges use the following criteria: overall appearance; size and colour; ease of cutting; texture and structure; and most importantly taste and smell.

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#### Notes to editors

The full list of Gold Awards achieved by butchers in Thirsk at the North East Roadshow and Product Evaluation event, are detailed below.

<b>BUTCHER</b>	<b>CATEGORY</b>	<b>PRODUCT AWARDED GOLD</b>	<b>AREA</b>
Arthur Haigh Ltd	Traditional Pork Sausage	Thick Pork Sausage	Thirsk
Arthur Haigh Ltd	Home Cured Bacon	Middle Bacon	Thirsk
Arthur Haigh Ltd	Home Cured Gammon	Gammon Steak with Beer	Thirsk
Arthur Haigh Ltd	Black Pudding	Black Pudding	Thirsk

About BPEX:

BPEX represents pig levy payers in England and works to improve the competitiveness and efficiency of the English pig industry. BPEX is a division of the Agriculture and Horticulture Development Board.

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