



SIZZLING START TO PRODUCERS' SHOWCASE

The famous Battle of the Bangers competition at the EDP Adnams Norfolk Food & Drink Festival is an opportunity for visitors to decide on their favourite Norfolk sausage.

It sees the public given the chance to sample a selection of sizzling sausages and then vote for the county's best banger, while expert judges make their own choice. And it may be no surprise to discover that the two opinions often differ.

The event, held outside The Forum in the centre of Norwich on Saturday 8th September, is also part of a wider showcase for Norfolk produce and takes place alongside the Norfolk Producers' Food Fair.

This means that, after visitors have sampled the best that Norfolk's sausage makers can produce, they can enjoy what other sectors of the Norfolk food and drink sector have to offer.

The Battle of the Bangers Sausage Competition is organised and supported by the Royal Norfolk Agricultural Association and sees several local sausage makers pitch their bangers against one another.

Last year 4,133 public votes were cast in this popular event, with Archer's Butchers from Plumstead Road, Norwich, making it four wins out of five to once again clinch the Best Sausage Prize as voted by the banger-buying public.

However, the judges selected a sausage produced by Brambles Farm from Briston – which came second in the public vote – as their favourite.

Jamie Archer, owner of Archer's Butchers, said the contest gives sausage-makers the chance to connect with a wider audience.

"Winning the public vote is really important to us, but the number of people who vote also shows the importance of the event to sausage makers," he said. "It also makes people aware of the quality of local pork available."

"As butchers, we all know and support each other and have a bit of pre-competition banter on Twitter but none of us are really in direct competition and we often share recipes, though we keep our sausage recipe close to our heart!"

In June 2012, Archer's was also crowned National Champion at the 2011-2012 BPEX Regional Roadshow and Product Excellence Final for their Pork Wellington, beating 1,500 competitors.

But, as Jamie added: "For us, it all goes back to the Battle of the Bangers Sausage Competition and it was our success there that encouraged us to enter other competitions, which has now seen us lift this national title."

Whoever the competitors are for the 2012 Battle of the Bangers Sausage Competition at the EDP Adnams Norfolk Food & Drink Festival, a sizzling finale is a certainty.

EVENT:

Battle of the Bangers Sausage Competition: Outside The Forum, Norwich, Saturday 8th September 2012. Tastings start at 9.30am and voting finishes at 3pm, with the winner announced from the steps outside The Forum at 4pm.

For more information, please contact:

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