



PRESS INFORMATION

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YOUNG SAUSAGE MAKER IS A NATIONAL CHAMPION BPEX ROADSHOW FINAL DELIGHT FOR WORCESTER BUTCHER

Young butcher Tristan Meier has been crowned the National Champion at the 2009/10 BPEX Awards Final for 'Excellence in British Meat Products'.

The 23 year old from H Dayus Family Butcher was thrilled to pick up the coveted title for his 'Pork, Honey and Wholegrain Mustard Sausage', which had originally triumphed in the Young Sausage Maker category at the South West event.

All seven of the regional champions from the 2009/2010 roadshow tour re-submitted their products for final evaluation and after much deliberation the judges agreed that the sausage was worthy of winning the overall champion award.

Tristan said: "I'm absolutely delighted and can't quite believe it! The sausage was a fairly new addition to our range when we entered the South West event late last year. Having been well received in a number of other competitions and by our customers I decided to try it at the BPEX event, never imagining it would get to the point of being the National Champion.

"You need to use quality meat to produce good sausages and all our pork is free range rare breed, which we get from a local farmer. We're always experimenting with new flavours to complement and enhance the pork, and the honey and mustard combination has been a great success, in fact it almost outsells our traditional pork sausage.

"Winning awards is very important to us as it demonstrates our commitment to making products of the highest quality, consistently. We stick to the same routine, making sure weights, quantities and timings are exact and it really pays off. To hear the judge's comments makes it all worthwhile – this is the pinnacle and we really couldn't be happier."

Tristan was presented with an original watercolour painting of a traditional large white pig, which the butcher will be making space for in their shop and hopes will become a talking point for customers.

Keith Fisher, BPEX butchery and product development manager, said: “Our congratulations go to Tristan as it was an immensely tough final. However, the judges were full of praise for his Pork, Honey and Wholegrain Mustard Sausage and couldn’t fault the flavour, texture and overall quality; it really did deliver exactly what you expected it to.

“It is a fantastic time for the industry as consumers increasingly look to their local butchers for quality meat products and it is particularly pleasing to see that there is such dedication, focus and skill coming through from the next generation – we really need young butchers like Tristan in the trade. To get a gold award is a real achievement and from those, the best products are selected to be category and regional champions. So to triumph through all of that and compete amongst seasoned butchers for the National Champion title is certainly something Tristan and H Dayus Family Butchers can be exceptionally proud of.

“This latest season of product evaluation events was another fantastic success. A total of 279 butchers entered 1352 products for evaluation, with 90 per cent picking up an award. These awards do not only demonstrate product and butcher excellence but give a welcome boost to customers and continue to show the industry in a positive light.”

All seven regional champions (below) were invited to attend the National Awards presentation at Butchers Hall in London on 2 June, and received a limited edition, commemorative print.

CATEGORY	CHAMPION	WINNING PRODUCT (Category)
NATIONAL CHAMPION & SOUTH WEST CHAMPION	Tristan Meier, H Dayus Family Butchers, Worcester	Pork, Honey and Wholegrain Mustard Sausage (Young Sausage Maker)
EAST OF ENGLAND CHAMPION	H Dayus Family Butchers, Worcester	Moroccan Lamb with Apricots (Ready Meal)
NORTH EAST CHAMPION	Kendalls Farm Butchers, Harrogate	Pork, Apple and Black Pudding Pie (Speciality Cold Eating Pie)
EAST MIDLANDS CHAMPION	Mellors Farm Butchers, Newark	Picnic Pie (Speciality Cold Eating Pie)

WEST MIDLANDS CHAMPION	Mellors Farm Butchers, Newark	Traditional Pork Pie (Traditional Pork Pie)
NORTH WEST CHAMPION	Vaughan's Family Butchers, Chester	Traditional Pork Sausage (Traditional Pork Sausage)
SOUTH OF ENGLAND CHAMPION	William Dyer Ltd, Surrey	Lamb Hot Pot (Ready Meal)

-ENDS-

Notes to editors:

The Product Evaluation Events 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.

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 (AHDB).

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