



British Sausage Week 2010
1st to 7th November



Britain's Star Sausages

- Are you a Sausage Star?
- British Sausage Week now in it's 12th Year.
- Annually sausage sales rise considerably during British Sausage Week.
- Consumer awareness of the week is heightened through high profile media coverage.
- So how will you make Sausage Week go with a spring...?



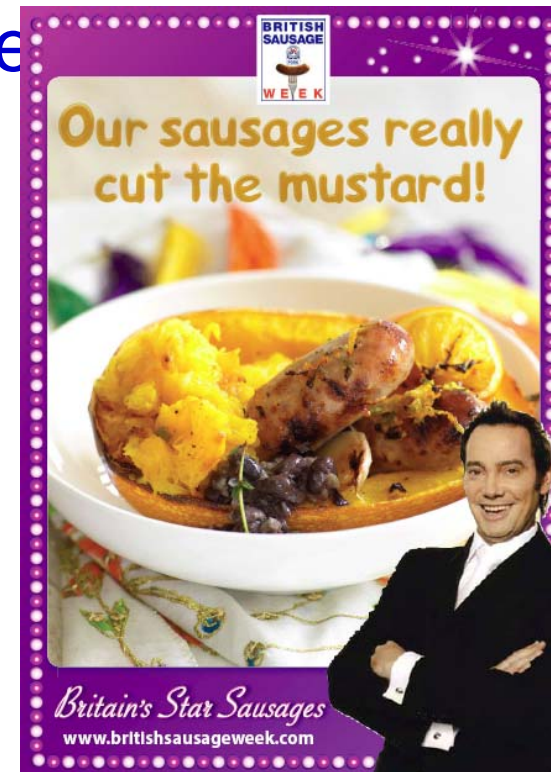
Celebrating British Sausage Week

- The Face of the week is TV personality Craig Revel Horwood who will be helping us to raise the profile of the week and of course, Sausages.
- We have produced 7 Dance inspired sausage recipes that can be downloaded from www.porkforcaterers.com/britishsausageweek
- Free British Sausage Week Point of Sale available on request.



Free Point of Sale

- Each kit will contain 1 pack of 2-ply 33cm x 33cm serviettes, 10 British Sausage Week balloons, 2 British Sausage Week Posters and 2 sheets of British Sausage Week
- You can also download the British Sausage Week logo from the web site for use on your own menu



Make Your Sausages The Star

- Highlight sausages on the menu and either create your own dishes or use our recipes.
- How about holding a Ballroom Dancing theme event with some local Ballroom Dance teachers coming in and either dancing round the tables or getting your customers to join in. You could sell tickets for this and raise additional income.
- How about additional an additional sum to the price of a sausage dish on your menu and see how much money you can raise for charity.
- Whatever you do, don't forget to tell your local media to (a) attract in customers and (b) announce how much cash you have raised for charity and (c) don't forget to tell us what you have done to celebrate British Sausage Week.



Contact Details

- To order your Free Point of Sale either Fax the application form to 0247 647 8903
- Or e-mail it to; tony.goodger@bpex.org.uk
- Or telephone me on 0777 5535212