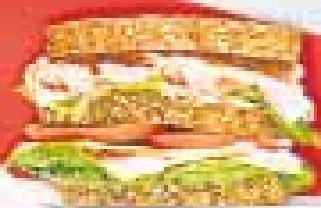


# THE GREAT BRITISH sandwich



Lyonsdown   
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**Rise, bread, rise:**  
The enduring popularity of a  
great British creation

**P04 Nation's favourite:**  
what's hot and what's not in the  
UK's top 20 fillings?

**P08 So you want to  
sell sandwiches?**  
now is a good time to start

**P12 Sandwich  
of the year:** winner of  
2009, the world's best butty



WINNERS OF THE NEW SANDWICH PRODUCT OF THE YEAR  
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## World Cup sandwiches



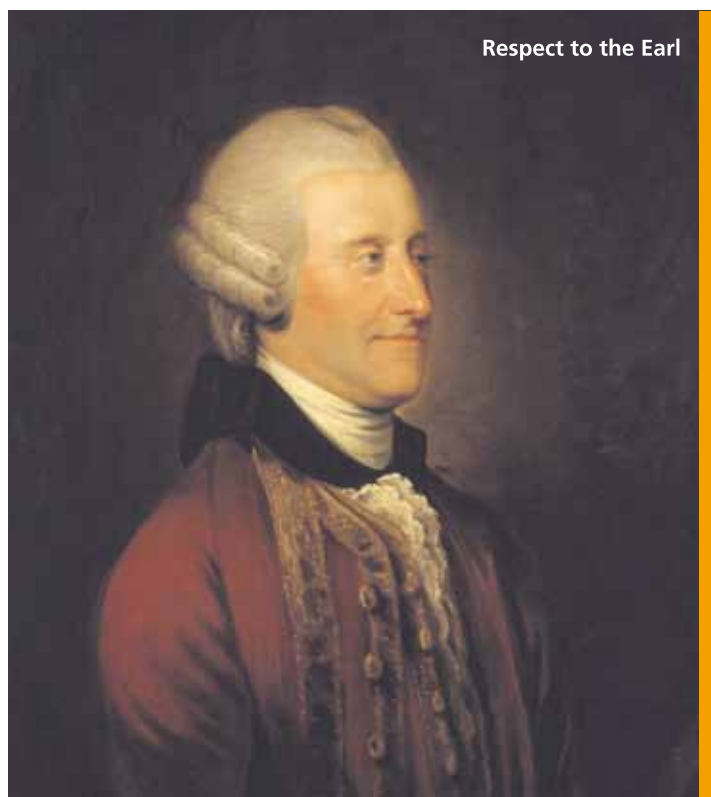
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# A truly British creation

The Earl of Sandwich gave us more than a handy lunch option, he gave rise to a highly creative, world-leading industry. And that's worth celebrating.



Respect to the Earl

**W**hen, in 1762, the 4th Earl of Sandwich called for his manservant to bring him some 'cuts of beef' between two slices of bread (toasted) he could hardly have imagined that his words were to set in motion a trend that, two centuries later, has come to dominate our lifestyles.

The Earl's motive was that he wanted something to eat but did not want the inconvenience of having to stop gambling. It is the same today with sandwiches providing a convenient, portable and easy-to-eat meal that can be consumed on the move or at a desk with the least disruption to our busy lives.

Today over 11 billion sandwiches are consumed in Britain every year. Around three quarters of these are made and eaten in the home or carried out of the home in lunch boxes to offices, schools and factories. The balance – some 3.3 billion – are made by commercial sandwich makers and either sold ready-to-eat in shops or served as meals in public sector establishments like schools and hospitals.

Indeed, since the launch of the first packaged sandwiches by Marks & Spencer in 1980, the UK has seen a whole industry grow up around sandwiches.

Today the commercially made sandwich industry employs well over 300,000 people and is a major contributor to the economy, with an annual turnover in excess of £6 billion.

Furthermore, what started out as a simple meal alternative in the 1980s has become highly creative, with a huge range of choices available in the high street. Even the simple ploughman's has become an exotic Italian mozzarella and baby tomato sandwich on ciabatta bread.

But it is not just in Britain that the sandwich has come of age. Most of the rest of the world is fast waking up to this 'new' way of taking lunch. From the USA to Japan and even France, the sandwich is now an accepted part of lifestyles and the UK industry is seen as the leader in this market.

**Over 11 billion sandwiches are consumed in Britain every year.**

So we really do have a world-beating food we can be proud of - which is why the British Sandwich Association, the trade body for the industry in the UK, takes the time every May to celebrate this success story with British Sandwich Week.

## Representing industry and consumers

As the trade body representing the UK sandwich industry, the British Sandwich Association (BSA) has the responsibility for trying to ensure that both consumers and the industry get a fair deal.

Since it was set up in 1990, the BSA has not only set minimum operating standards for those making commercial sandwiches but has also sought to ensure that the consumer's interests are looked after by setting minimum filling levels for sandwiches made by the industry. It monitors and audits its members against these standards and only those meeting these are permitted to display the BSA logo.

The BSA has also been working with the Food Standards Agency to draw up national guideline standards for sandwich manufacturing and is working towards producing similar standards for the food service sector of the market in the near future.

As well as providing technical support for the industry and an information resource which is widely used by those working in the sector, the Association also runs British Sandwich Week and organises a number of conferences and events each year for the industry.

**You can find out more about the Association by visiting its trade site at [www.sandwich.org.uk](http://www.sandwich.org.uk) or for consumer information, [www.sandwichesonline.org.uk](http://www.sandwichesonline.org.uk)**

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Prawns are on the up

**A**lthough chicken dominates the commercial sandwich market – about a third of all the sandwiches we buy contain chicken in one form or another – in general the top sandwich fillings are fashion driven and change from year-to-year.

Whilst chicken salad has held number one spot for some time, below it there is constant change. In the last year prawn mayonnaise has moved from seventh spot to number two, while ploughman's has dropped from fourth to ninth spot.

Notable is the return of some old favourites to the top 20 – egg mayonnaise, ham and mustard, and salmon and cucumber sandwiches have all returned this year, suggesting perhaps that in recession we look back for reassurance to the more traditional fillings.

In the home, however, it's ham and cheese that tend to dominate – which suggests that we are all, perhaps, a little less adventurous when it comes to making our own sandwiches – or maybe it's because those tend to be the only ingredients we have in the fridge!

### That's a wrap

But while fillings may be a fashion item, most of us continue to support the traditional wedge sandwich as our favourite when it comes to bread. Indeed, 58 per cent of all sandwiches are still made with standard sandwich bread, despite all the noise about wraps and other exotic



### The rise of the wrap seems to be slowing

alternatives. In fact the much vaunted wrap seems to have reached the pinnacle of its success with pack sales showing little sign of growth over the last year. They account for just 4 per cent of the market, well behind rolls and baps which account for over a quarter of all commercial sandwich sales.

### Women dominate the sandwich market

On the face of it the numbers might suggest that men hold their own in the commercial sandwich market by a small margin. But, as we all know, statistics do not always tell the absolute truth.

According to the new British Sandwich Association report, and data supplied for it by Kantar Worldpanel, men account for around 55 per cent of the commercially made sandwich

purchases. However, given that women only account for around 43 per cent of the working population, this would suggest that they are in fact consuming proportionately more sandwiches than men.

And, given that a large number of sandwiches eaten in the home are also consumed by women, it is thought that their consumption is considerably ahead of men overall.



### The BLT has slipped down

There is also some evidence that women are gradually taking a bigger slice of the commercial sandwich market. In the last two years they have increased their share of the market by half a percent, according to Kantar – no doubt reflecting data from the Office for National Statistics that more women than ever are going out to work.

# The greatest thing with sliced bread

There have been many exotic newcomers on the sandwich market in recent years, but the old favourites are staging a comeback.

### Britain's Favourite Sandwiches 2009/10

- 1 Chicken Salad (1\*)
- 2 Prawn Mayonnaise (7)
- 3 Egg & Cress (9)
- 4 Bacon, Lettuce & Tomato (3)
- 5 Mixed selection (5)
- 6 Chicken & Bacon (2)
- 7 Cheese & Onion (11)
- 8 Tuna & Sweetcorn (10)
- 9 Ploughmans (4)
- 10 Chicken & Sweetcorn
- 11 Salmon & Cucumber (-)
- 12 Ham & Mustard (-)
- 13 Breakfast (12)
- 14 Ham & Cheddar Cheese (20)
- 15 Southern Fried Chicken (16)
- 16 Chicken Caesar (14)
- 17 Chicken & Stuffing (8)
- 18 Egg & Bacon (15)
- 19 Tuna & Cucumber (13)
- 20 Egg Mayonnaise (-)

(Source: Kantar Worldpanel/BSA)  
(\* Position previously)

### Did you know...?

Charles Dickens was the first person to describe men who carried advertising placards up and down the street as 'sandwich men'.

**At home we are less adventurous with our sandwiches – ham and cheese tend to dominate**

Over 70 years of baking experience goes into every Greggs sandwich.

Mexican Chicken Oval Bite

Special blend of herbs and spices.



Crisp mixed leaf lettuce



100% Chicken breast slices



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9th - 15th May

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# The world is your sandwich...

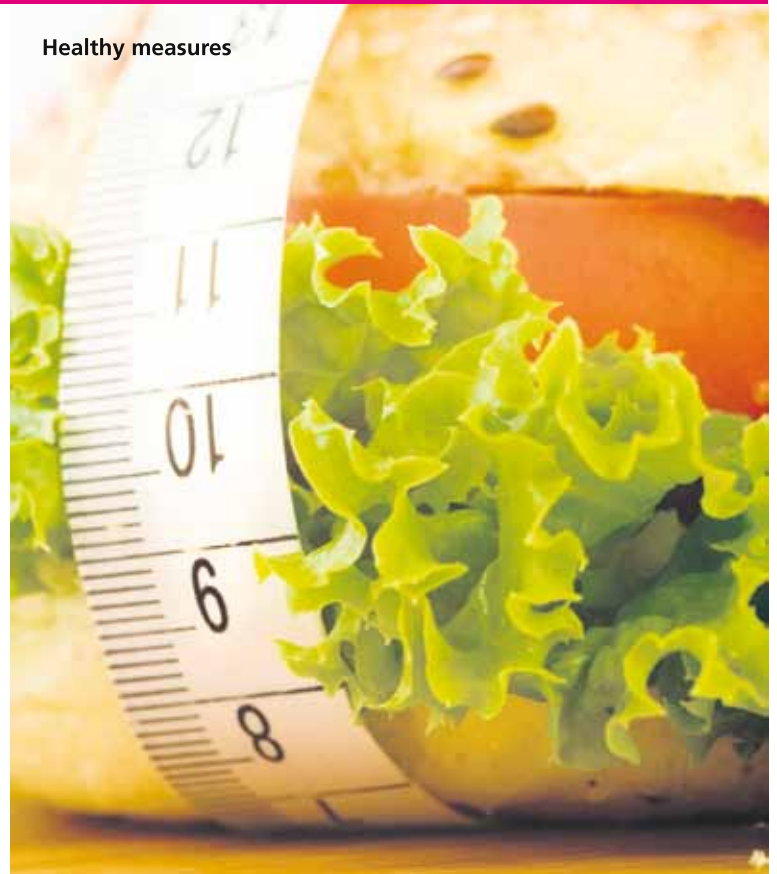
Not only have sandwiches never tasted so good, they have also never been healthier. Clear nutritional labelling has secured the place of sandwiches in a healthy, balanced diet.

There have been a lot of myths in recent times suggesting that all sandwiches are unhealthy. For the most part these are just tall tales. Many retailers sell a wide range of sandwiches offering everything from healthy options through to something more special and exotic. This gives real choice and variety to consumers throughout the week, adapting both to their lifestyles and how they feel day to day. Most of us start the week with the best intentions of being healthy but by the end of the week are looking for a treat. Sandwiches are a great way of taking a balanced approach. There is a wealth of well-documented evidence from health experts showing that a high calorie, high saturated fat and high salt diet can contribute to high blood pressure, type II diabetes, obesity or increased heart problems. Most experts advise that people eat a well balanced diet including a variety of food groups such as fruit, vegetables, protein, carbohydrates and to help optimise the intake of different vitamins and minerals. The Food Standards Agency website has a lot of helpful information on diet and nutrition ([www.eatwell.gov.uk](http://www.eatwell.gov.uk)). Most pre-packaged sandwiches

sold on the high street now carry clear nutritional labelling, usually describing the content of the sandwich per portion and per 100g. Some nutritional information can also be found on the front of pre-packed sandwiches, showing the contribution a serving makes to Guideline Daily Amounts of fat, saturated fat, sugars and salt. Some also have traffic lights to indicate whether these nutrients are contained in 'high', 'medium' or 'low' amounts, or a combination of both of these. All of these are designed to help customers make more informed choices. Increasingly we are seeing this labelling extend beyond packaged food as we know that this is contributing more to consumers diets e.g. Sandwich bars are also starting to display calorie information.

There are also sandwiches on offer to meet specific needs of customers, should they for example be dieting or controlling how much they eat. The new Marks & Spencer Simply Fuller Longer range covers sandwiches, salads and ready meals and offers high protein, balanced carbohydrate and calorie controlled products which give the consumer a feeling of fullness throughout the day, helping them control their hunger and reducing

## Healthy measures



## Healthy eating ranges account for 14 per cent of all sandwich sales, and are on the increase

the tendency to snack.

A great deal of work has been done by retailers to reduce the salt content in sandwiches within government targets to help make the whole sandwich range healthier. For example, as part of their Plan A commitment to healthy eating, Marks & Spencer has already met the targets for 2012. So a key factor in healthy eating is to assess what your particular requirements are and adjust your choice of lunch accordingly throughout the week. And also use the labelling to help you decide what the healthier options are!

Healthy eating ranges now account for around 14 per cent of all sandwich sales and are on the increase, particularly in January when more people tend

to go on a diet. Over a third of Marks & Spencer sandwiches are marketed as a healthy option. These are sold under their Count on Us range, signposted with the Eat Well sunflower, and the Simply Fuller Longer range. The whole sushi range also carries the Eat Well sunflower, which helps customers follow a healthier lifestyle by combining a balanced, varied diet with exercise. Over 60 per cent of the range is either green or amber traffic lights on the front of pack.

One of the beauties of a sandwich is whether you choose brown or white bread, with or without mayo, lettuce or not, the world is your sandwich! Most high street retailers offer real

choice for every whim and fancy.



YOUR M&S

**British Sandwich Association in conjunction with Marks and Spencer**

# Dip-licious Ideas to Celebrate National Sandwich Week

Add some 'oomph' to your lunchtime sarnie with fresh dips. They make a tastier alternative to butter and mayonnaise and are a lot lower in calories too. To celebrate British Sandwich Week we've created a dip-licious sandwich recipe for each day of the week, so get dipping!



## Monday Post Weekend Pick Me Up Guacamole, Bacon and Chicken Sandwich

Try this match made in heaven – chicken, bacon and guacamole. It's a scrumptious way to use up your leftover chicken from the Sunday roast and is only 392 calories. Instead of butter, spread guacamole over thick slices of Granary bread, and add the sliced chicken and crispy bacon. You're good to go!

**Health Tip!** The avocado in guacamole contains vitamin E.

## Tuesday Tex Mex Feast Tex Mex Chicken Wrap

Have a fiesta at lunchtime with a Tex Mex Chicken Wrap. You can get all the scrumptious dippy ingredients you need in a Tex Mex multipack. Just spread guacamole, salsa and sour cream and chive on a tortilla wrap, add slices of yellow and red pepper, shredded gem lettuce, sliced chicken breast and wrap. **Health Tip!** Salsa is naturally high in flavour and has only 10 calories per tablespoon, compared to butter, which has 111.



## Midweek Munch Smoked Salmon, Sour Cream and Chive Bagel

This lunchtime bagel is a sumptuous twist on a classic. Swap cream cheese for reduced sour cream and chive dip to save on calories and fat! Lightly toast a halved bagel, spread on a few tablespoons of dip and top with sliced smoked salmon and a handful of peppery watercress. Divine! **Health Tip!** This is a great way to boost your intake of oil-rich fish, which contains omega-3 fats.



## Crunch Time Thursday Grated Carrot and Houmous Sandwich

If you had to describe this sandwich in two words, delicious and nutritious would be on the money. Spread houmous on to multigrain bread and top with crunchy grated carrot. Try different varieties of houmous such as caramelised onion or red pepper – you'll never get bored! **Health Tip!** Houmous is made from chickpeas, which contain fibre.

## Friday – It's A Wrap! Smoked Salmon and Crunchy Slaw Wrap

To end British Sandwich Week in style why not try a delectable dippy wrap – it counts as one of your 5-a-day and is under 300 calories! Squeeze a half lemon over a bowl of shredded fennel, grated carrot and apple and stir in tzatziki until all the vegetables are coated. Then lay smoked salmon on top of your wrap, pile on the crunchy slaw and roll! **Health Tip!** Tzatziki is made from yoghurt, which contains calcium.



# So you want to start a sandwich business?

Now is an excellent time to set up your own sandwich bar. But be sure you get good advice before plunging into this diverse and competitive marketplace.

**W**e all know how to make sandwiches, we do it every day in our homes. But is stepping out to set up your own sandwich business as easy as that? The reality is that rather too many who have tried have come unstuck.

Firstly, running a sandwich business is not just about making the greatest sandwiches in the world – or believing you can. For a start, people have very different tastes and not everyone likes the

same things. Secondly, making sandwiches is only a small part of what's involved. Above all, you are running a business which involves finding the right premises (at an affordable cost to the business and in the right location to bring in trade) and organising your purchasing, staffing and marketing as well as pricing to be able to make a profit and a living.

Jill Sutherland, co-owner of Taste (UK) and author of *Start and Run a Sandwich and Coffee Shop* (published by How to Books), believes it is a good time

to get started, provided that you understand exactly what you are getting into.

"Everyone knows someone who has always dreamt of owning their own sandwich bar or café. Whether it's a passion for food or a desire to create a family business for the future, sandwich bars are often the ideal opportunity for business virgins seeking a route out of the rat race.

"As the co-owner of a busy town centre sandwich bar, I can certainly confirm that whilst there is never a perfect time to start a

business, now is looking pretty rosy for any aspiring café owners out there.

"That's because three key areas have changed significantly during the economic downturn. First, the number of retail premises that are now empty means that landlords can no longer afford to be quite so choosy about signing new tenants. They are much more willing to accept unknown brands alongside national chains.

"Furthermore, when we started it was hard to find good quality staff. We have definitely



noticed an increase in suitable candidates recently. And, thirdly, suppliers are keen to sign new accounts and there are definitely deals to be done for equipment as well as ingredients."

While Jill is bullish about the opportunities, like the British Sandwich Association she is keen that those coming into the market do so with a full understanding of what they are getting into.

"Running a sandwich business is not as easy as some people seem to think," says BSA Director Jim Winship. "We strongly advise anyone thinking of doing so to take the time to fully understand what they are getting into and to do so with their eyes open. The industry welcomes good operators. What we dread are those who come into the market, cause mayhem for a time, and then drop out leaving a mess behind them.

"Our advice to anyone wanting to enter this business is to get advice before you leap in."

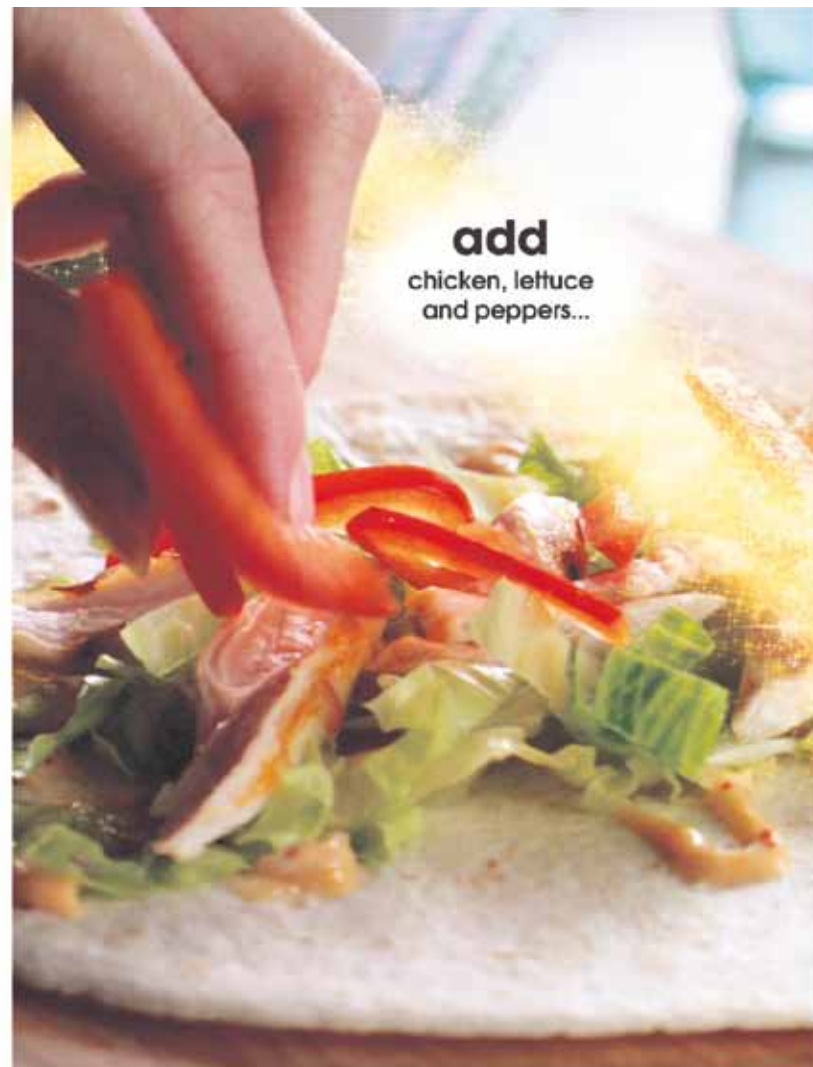
## "Sandwich bars are often the ideal opportunity for business virgins seeking a route out of the rat race"

The British Sandwich Association can provide new operators with copies of its guidelines as well as advice and help. The Association also has a panel of experienced consultants who can provide help with setting up a new business or, indeed, sorting out one that is not working as it should.

For further information visit [www.sandwich.org.uk](http://www.sandwich.org.uk) or call 01291 636338



9th - 15th May



**add**  
chicken, lettuce  
and peppers...



give it a  
**wrap!**

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GREAT LITTLE IDEAS...

# Do it with relish

Making your own sandwich needn't be the boring option, says leading sandwich chef Tom Bridge. Here he presents some of his favourite recipes.

## Italian Stallion

### Ingredients

1 stone baked ciabatta  
1 tbsp pesto, blended low fat mayonnaise  
1 free range chicken breast  
2 slices of Parma Ham  
Red & green Peppers, thinly sliced  
Small handful of salad  
A few basil leaves  
Seasoning

### Method

Cut the ciabatta in half and spread each side with the pesto and mayo blend. Place the chicken, Parma ham and sliced peppers on the base and top with the lettuce and basil leaves. Season and place the final slice of ciabatta on top. You can either make this sandwich up as it is or toast the ciabatta first as the Italians do.



## Did you know...?

In Joyce's *Ulysses*, Leopold Bloom decides to have a gorgonzola sandwich to take his mind off his wife's possible adultery. Critics have seen gorgonzola as an appropriate existential choice for Bloom, as it comes from an animal but does not involve slaughter.



## Spicy Egg & Tuna Health Booster

### Ingredients

2 thick slices of wholemeal bread  
Butter or spread  
3 tbsp free range egg mayonnaise  
30g flaked tuna  
Handful of baby spinach leaves  
2 spring onions  
Chopped chilli  
1 tbsp balsamic syrup  
Seasoning

### Method

Cover the bread slices with butter or spread. Combine the tuna, egg and mayonnaise so that they blend into a mix and then spread over the bread. Top with spinach, spring onion and balsamic syrup and season well. Top with the second slice of bread, gently press together and cut into triangles.

## Turkey, Bacon and Brie

### Ingredients

Panini  
Butter or spread  
Cranberry jelly or fruit chutney  
Slices of ripe brie  
3 slices of turkey breast  
Slices of naturally cured cooked streaky bacon

### Method

Cut the panini in two and spread one side with the butter or spread followed by cranberry jelly. Add the sliced brie, followed by turkey and bacon. Top with the final slice.



## Extra Special Prawn Mayonnaise

### Ingredients

2 thick slices of Bloomer bread  
Butter or spread  
1 tbsp mango chutney  
3 tbsp thick mayonnaise  
Squeeze of lemon and lime juice  
50g large fresh North Atlantic cold water prawns  
Fresh finely chopped parsley  
Grated carrot  
A few spinach leaves  
Seasoning

### Method

Butter the bread and then spread the mango chutney on both sides. Blend the mayonnaise, lemon and lime juice together in a large bowl. Dry the prawns on a paper towel, season them well and then toss them into the mayonnaise with the parsley, blending slowly. Place the Spinach leaves onto the base of the bread, adding the prawns and finally topping with grated carrot.

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in your  
lunch

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# A sprinkle of imagination...

A spicy reinvention of a classic recipe was the winner of last year's Sandwich Designer of the Year award.

One of the keys to the success of the commercial sandwich industry has been the skills of development chefs in keeping us all interested by coming up with ever more original and enticing combinations of ingredients.

Thomas Allen, Buckingham Foods' development chef, currently holds the title British Sandwich Designer of the Year, an award given annually by the industry for the designer who shows the most skill in coming up with novel yet commercially viable sandwich creations.

Thomas won the title last May with a chicken, chilli and avocado sandwich on malted bread, which was described by the judges as outstanding. Food consultant Nellie Nichols, herself a former sandwich designer with Pret a Manger, said "He selected a classic combination of chicken with avocado but took it into another dimension, making it so much more dynamic by adding what might be considered leftfield ingredients. He has a natural talent as a developer, which is as rare as hen's teeth!" Not formally trained, Thomas learned his skill at the coal face, working in a variety of kitchen workplaces but driven by a huge passion for cooking. This may account for his originality, as some think that the rigid approach of formal catering qualifications tends to suppress creativity.

"I just love trying new things. I'm a bit like a kid in a sweetshop really and doing development work in a sandwich environment is perfect for that," he says.

Like many in the industry, Thomas expresses increasing frustration at the draconian salt and fat targets being imposed by government. "I want to create sandwiches that are full of flavour," he says. "I think customers have enough sense to choose for themselves, when they have the information in front of them."

The question is whether Thomas can hold on to his title in this year's competition, the finals of which take place in London on Thursday (May 13). He faces stiff competition from some of Britain's top sandwich designers,



**Winning sandwich maker, Thomas Allen**

so it will not be an easy task to take the title two years running.

You will find the results of the competition, including the winning recipes, on the British Sandwich Association website at [www.sandwichesonline.org.uk](http://www.sandwichesonline.org.uk) after the competition.

## **Thomas' winning recipe in 2009**

### **Chicken, Chilli and Avocado on Malted Batch Bread**

#### **Ingredients:**

Roast chicken breast  
Chilli  
Avocado spiced with cardamom, kolongi seeds and lime  
Tomato  
Baby spinach  
Malted batch bread

**Method:** First place the spiced avocado on malted bread, followed by the chicken, tomato and baby spinach. Close and serve.

**Some think that the rigid approach of formal catering qualifications tends to suppress creativity**

#### **Swanky sarnies**

In 2006 Selfridges launched what was reported to be the most expensive sandwich in the world, at £85 each. The McDonald sandwich, named after the chef at Selfridges, Scott McDonald who created it, contained Wagyu beef, fresh lobe foie gras, black truffle mayonnaise, brie de meaux, rocket, red pepper and mustard confit and English plum tomatoes. The hefty price tag was mainly down to the beef – the Japanese Wagyu cows are given a special diet, including beer and grain and are regularly massaged with sake to tenderise the flesh.

For James Parkinson, the Executive Head Chef for the von Essen collection, the gourmet butty didn't go far enough. In 2007 he created the ultimate club sandwich for Cliveden's Waldo Restaurant in Berkshire, costing £100 each. Ingredients include Iberico ham, poulet de Bresse, white truffles and quail eggs. The particularly rare ham comes from the black-footed pig and is air-cured for about 30 months.

However, the record for creating the most expensive sandwich is claimed by chef Tom Bridge whose Lancaster Cheese Sandwich was sold on ebay in 2006 for £345. The creation included white Umbrian truffles at £1700 per kilo. The full recipe can be found on the British Sandwich Association website.

### Did you know...?

In the UK more people are employed in the sandwich industry than in agriculture. It is estimated over 300,000 people are now employed in the commercial sandwich sector. 'Sandwich' is also a town in Kent. Its name comes from the Saxon meaning for 'Sandy Place' or 'Place on the Sand' and it is likely to have been founded in Roman times. The town is also the birthplace of the Viagra pill.

Sandwich  
1 mile

# Bagel FACTORY



Whether toasted with jam, filled with smoked salmon or drizzled with honey, bagels are a great source of energy, enjoyed at any time of the day.

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Share your secrets online at [www.fordfarm.com](http://www.fordfarm.com)

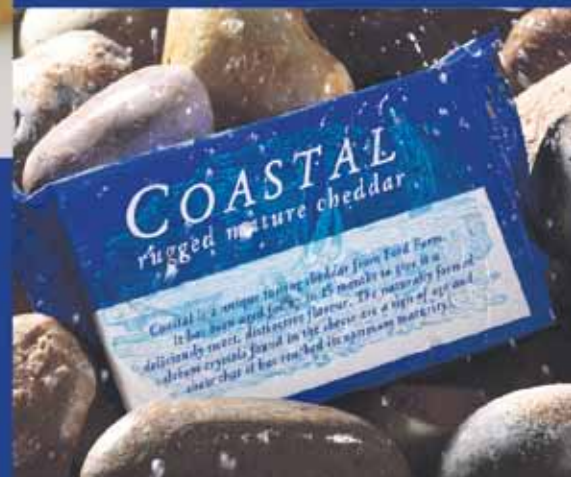
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Coastal Cheddar is the ultimate choice for toasted cheese sandwich connoisseurs.

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**COASTAL**  
rugged mature cheddar

# THE COASTIE



# A billion pound business

Sandwiches were more popular than ever during the recession, but consumers need to have more control over what's on the supermarket shelves.

**D**espite the pain felt in all parts of the economy, it seems that ready-to-eat sandwiches have become a staple part of our diet and are not something to be given up lightly.

According to a new report published by the British Sandwich Association (BSA) to coincide with British Sandwich Week 2010, over 126 million more ready-to-eat sandwiches were purchased last year than in 2008, an increase of 4 per cent. In all, the industry produced over 3 billion sandwiches with a market value of more than £6 billion.

Furthermore, although more people took lunchboxes to work, many bought ready-to-eat sandwiches from supermarkets which they took home, often to put into lunch boxes the next day. Indeed, 7 million more sandwiches were purchased in supermarkets last year to take home than in the previous year – an 8 per cent increase.

“Generally, it seems the commercial sandwich market has fared well through recession,” says BSA director Jim Winship. “Although some consumers have dropped out of the market to save money or because of redundancy, others have replaced them who were previously enjoying restaurant lunches.”

But while the industry remains optimistic about the future, it is also concerned that increasing pressures from government and food ingredient cost rises may present greater challenges in the future.

The report, which reviews the different sectors of the market, suggests that the manufacturing sector is likely to

## Over 126 million more ready-to-eat sandwiches were purchased last year than in 2008

become increasingly automated as costs, including the minimum wage, continue to rise. The focus on managing costs has already resulted in this sector becoming dominated by half a dozen major manufacturers, with few medium-sized businesses surviving.

“Although there are a large number of small manufacturers serving local markets, the BSA is increasingly concerned that many of these do not meet the standards that it feels are necessary,” Winship says.

Concerns are also raised in the report about some public sector procurement systems which put cost ahead of standards. The BSA believes this to be unwise where food procurement is concerned and particularly where vulnerable groups may be involved.

In the sandwich bar market, the report believes that there remains scope for the development of more chains, despite the problems many have faced in recession, particularly franchises. At the same time, the BSA is concerned that more people may be encouraged to enter the business as a result of the recession without fully understanding the complexities of running a sandwich business.

The report also raises concerns about the pressures being exerted by government on food businesses to drive their healthy eating targets. The costs of such measures are often unevenly distributed, it says, which could imbalance the market unfairly.

It also questions the ‘one-size-fits-all’ approach to reducing salt in foods and points out that the reductions being made by some retailers in order to meet government targets are resulting in more complaints from consumers about the blandness of some products.

“The assumption that all consumers have the same needs is not correct and pressures for arbitrary reductions by government are effectively removing the consumers’ freedom of choice,” says Winship. “Instead, we are suggesting that clearer labelling and consumer education to encourage healthier lifestyles is a better and fairer approach because consumers would then drive the changes themselves and at a pace they find acceptable.”

Another concern is that government targets are stifling innovation. As more resources must be pumped into reformulating existing products to meet imposed standards, less time and money can be spent on developing new products. For an industry that thrives on continually offering consumers new choices, a lack of innovation could seriously threaten growth.

**Further details about the report published by the British Sandwich Association can be found on their website at [www.sandwich.org.uk](http://www.sandwich.org.uk).**



# Deeper, thicker sandwiches

## Celebrate British Sandwich Week with the Cuisinart Overstuffed Sandwich Maker

Celebrate British Sandwich week with the Cuisinart Overstuffed Sandwich Maker and the finest home-grown ingredients. Designed with extra-large plates and pockets that ensure none of your filling escapes, the sandwich maker is suitable for all types of bread - including Focaccia and Ciabatta - and can be used to create desserts such as caramelised apple turnovers.

A variable temperature control; low, medium and high allows for perfect browning every time and the removable non-stick sandwich plates are dishwasher safe. A delicious recipe book is also included to help inspire you.



### Recipe idea: Toasted Prosciutto, Tomato and Fresh Mozzarella

#### Makes 2

**4 slices of bread or ciabatta bread**

**6 slices prosciutto**

**4 slices tomato**

**55g fresh mozzarella (approximately 2 to 3 slices per sandwich)**

**4 basil leaves**

**1 tbsp olive oil**

- Preheat the sandwich maker to high
- Lay two slices of bread on a work surface. Place 3 slices of prosciutto on each slice of bread and top each with 2 slices of tomato
- Divide fresh mozzarella and basil leaves equally between the two sandwiches. Place remaining bread on top of sandwiches and lightly brush tops with olive oil
- Once green indicator is on, place sandwiches in heated sandwich plates and close
- Toast sandwiches for approximately 5 minutes, until bread is evenly golden and toasted
- Cut sandwiches along the perforated edge and serve

### For vegetarians: Toasted Avocado, Cheese and Tomato

#### Makes 2

**4 slices multigrain bread**

**½ avocado, pitted, sliced**

**4 slices tomato**

**25g sliced Cheddar**

**pinch salt**

**pinch ground pepper**

**1½ tbsp unsalted butter, melted**

- Preheat the sandwich maker to high.
- Lay two slices of bread on a work surface. Place avocado slices evenly on each slice of bread, and sprinkle with a pinch of the salt and pepper.
- Top each with 2 slices of tomato and sprinkle again with the remaining salt and pepper.

- Top each with equal amounts of the Cheddar.
- Place remaining bread on top of sandwiches and lightly brush tops with melted butter.
- Once green indicator is on, place sandwiches in heated sandwich plates and close. Toast sandwiches for approximately 5 minutes, until bread is evenly golden and toasted.
- Cut sandwiches along the perforated edge and serve.

**Recipes by Helen Charlton, Home Economist for Cuisinart**



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