

**THE
GREAT
BRITISH**

SAUSAGE

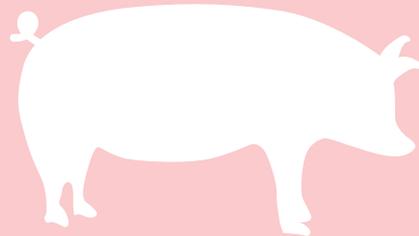
Report

compiled by

The British Sausage Appreciation Society



The British Sausage Appreciation Society



The British Sausage Appreciation Society was founded for sausage enthusiasts nationwide. Its function is to raise awareness and promote delicious tasting, quality pork sausages such as those produced under the Red Tractor quality assurance scheme.

This annual report is dedicated to one of the hardest working staples of the British dinner – that is, the mighty sausage. Each year, the sausage appears on the dinner plates of over 850 million Brits. It's time we appreciated the banger, and gave it the place it deserves in the culinary world!

History of the Sausage

Despite being some of the biggest fans in the world of sausages, us Brits weren't the first to appreciate the merits of the banger. Sausages are even older than Ancient Greece or Rome – the Sumerians (modern day Iraq) made sausages 5,000 years ago. It is believed that sausages were brought to Britain by the Romans some time before 400 AD. Since then, various English counties have each had their own way of flavouring their local sausage – Lincolnshire favours fresh sage and Cheshire uses caraway and coriander.



Top Quality & Top Value



Our research found that Brits are a discerning lot when it comes to choosing top quality sausages. 91% of people agreed that the quality of meat was important when it came to buying sausages. For a mark of quality bangers, look for the Red Tractor label on pack when shopping.

It's a symbol of quality assurance which ensures that your sausages have been produced to exacting quality control and welfare standards. That way, you will also be supporting the very farmers who uphold these standards.

A Banger for All Seasons

From breakfast to dinner, summer bbqs to winter casseroles, the British sausage is the foundation of many mealtimes. Don't just take our word for it – our research found that:

81% of Brits agreed that sausages provide a good value family meal

85% of Brits agreed that sausages are a convenient meal choice

86% of Brits agreed that sausages are suitable for a variety of different meals from breakfast to dinner.



No.1 When it Comes to Dinner Choices

- The banger is Britain's single most popular choice for dinner – a staggering 864 million meals eaten in a year feature the mighty sausage
- This is the equivalent of 2.3 million people tucking into sausages for their dinner each day
- Sausages beat off competition from other traditional favourites, including pies and pasties, curry and fish and chips, when it came to popular choices for dinner
- The most popular flavour of sausage is the plain pork sausage, which accounts for over 40% of sales, with the Cumberland (13%) coming in second place.

Our Love Affair with the Sausage

In a year, we Brits:

- Tuck into almost 200,000 tons of sausages
- Fork out £707 million on sausages
- Purchase sausages as a staple of the weekly shop, with the average household buying sausages 12.8 times every year, equal to one purchase per month.

So, what is it about the sausage that makes our mouths water and keeps us coming back for more? According to psychologists, it's the combination of a hard exterior and soft interior, and the moreish quality and succulent aftertaste that makes the sausage irresistible.

Sausages also evoke strong emotional ties to childhood, bringing back memories of happy occasions such as comforting meals like the revered bangers and mash on cold days, and weekend or holiday breakfasts after a well-earned lie-in.

In a top five poll of comfort foods, bangers and mash came in at number 3 and was only beaten by chocolate and ice cream.

TOP FIVE COMFORT FOODS

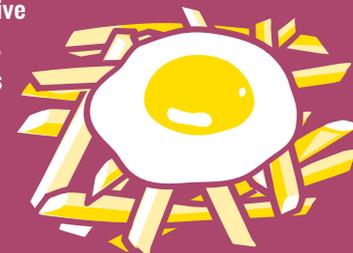
- 1 Chocolate
- 2 Ice Cream
- 3 Bangers & Mash
- 4 Fish & Chips
- 5 Beans

TOP FIVE ACCOMPANIMENTS TO THE SAUSAGE

- 1 Mashed Potato
- 2 Chips
- 3 Beans
- 4 Eggs
- 5 None – on their own

Partners in Crime

Man does not survive on sausages alone. The sausage needs a partner in crime to truly achieve greatness.



Sausage Eating Frequency

The peak day for sausages to be eaten is Saturday.

The majority of sausages are eaten at evening meals.



Wish You Were Here

There's nothing more British than the banger.

From the top ten foods people miss most when they are abroad, unsurprisingly the sausage comes out on top – only beaten to the number 1 spot by tea.

TOP FIVE FOODS BRITS MISS WHEN THEY GO ABROAD

- 1 Tea
- 2 Sausages
- 3 Chocolate
- 4 Cheese
- 5 Bread

West Midlanders proved true sausage-lovers, claiming that sausages were the thing they missed most when they went abroad.

The Perfect Sausage Sandwich

The sausage sandwich is the backbone of the British breakfast – hard-working, filling and tasty. But what makes the perfect sausage sandwich for the great British public?

Is it tomato ketchup or brown sauce?

Traditional white bread, the continental baguette, or maybe a healthy wholemeal?

And how many sausages does it take to create Britain's perfect sausage sandwich?

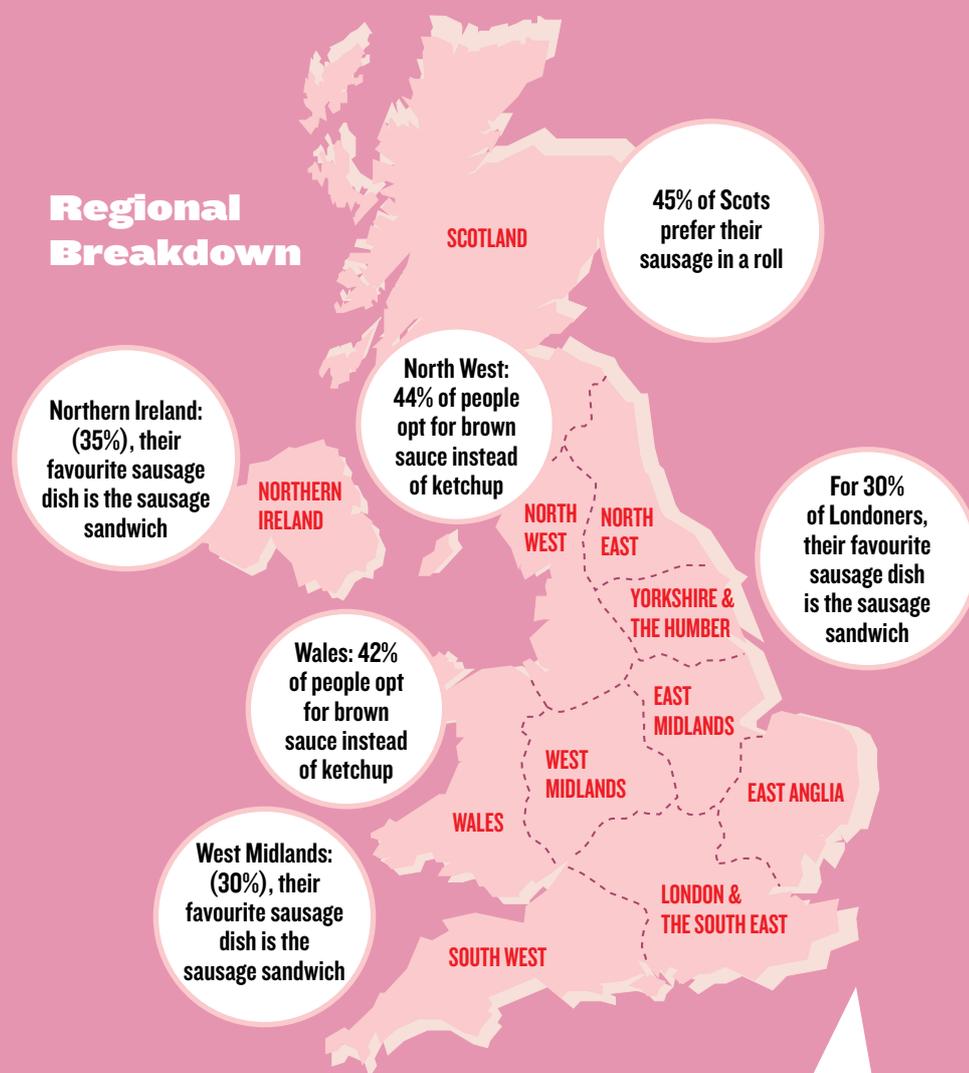
For The Great British Sausage Annual Report, 1,000 people were polled to find out the recipe for Britain's perfect sausage sandwich.

We can now exclusively reveal that the perfect sausage sandwich has:

- 2 quality British sausages
- Tomato ketchup
- White bread



Regional Breakdown



Do you love sausages? Well, you're in good company.

Celebrity fans of the mighty sausage include: Prince Charles, Elizabeth Taylor, Michael Caine, Roger Moore, Keith Floyd, Elvis (a big fan of sausage rolls), Des O'Connor and Rachel Stevens, whose favourite comfort food is a sausage sandwich.

Celebrity Sausage Fans

Saucy Sausage Facts

- There are more than 470 recipes and flavours for sausages in Britain. If you take into account all the different variations from butchers across the country you could eat a different British sausage every day for ten years!
- The most expensive sausage ever was made from fillet steak with Champagne and truffles, and cost £20 a pack.
- Approximately 196,152 metric tons of sausages were consumed in the UK last year! Laid end to end this gives us enough chipolatas to:
 - Form a wall, four sausages high, around the entire coastline of Great Britain!
 - Cover a distance from London to Perth in Australia and back twice!
 - Wrap around the London Eye, the capital's Millennium wheel, 129 thousand times!
 - Add another layer, 10 sausages high, to the entire length of the Great Wall of China!



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Research carried out by OnePoll
(12–15 October 2012).
Sample: 1,000 UK adults.

Great sausages start with great pork.

For more sausage-related facts,
sausage recipes, and information about
the Red Tractor pork standards, go to:
www.lovepork.co.uk