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Bacon Connoisseurs' Week 2010 – 22nd to 28th March 2010 'Bring Home the Bacon' Competition

The fourth annual Bacon Connoisseurs' Week takes place in March 2010. Growing in success each year, media coverage in 2009 reached a new high of £2.75m!

The week has been established to educate consumers about the many different varieties of premium bacon available today, and thus encourage them to indulge in some of our nation's finest flavoured cures. Under the theme 'Bring Home the Bacon' we will be undertaking a plethora of activity in the run up to the week and the week itself to promote quality bacon. The first and most important though, is the Bring Home the Bacon competition.

The competition this year will aim to uncover the most outstanding bacon from the following categories:

- Speciality Smoked
- Speciality Unsmoked
- Best New Flavour Profile*

(*a new bacon line introduced within the 12 months prior to Bacon Connoisseurs' Week 2010)

The competition will be judged by a panel of industry experts, including members of our very own Ladies in Pigs, and a leading food journalist. The task of rubber-stamping the judges decisions of course will fall to our Celebrity Spokesperson, whose identity will be revealed in January.

As independent retailers are often renowned for their quality bacon, why not be part of the campaign from the start and enter the competition to find the champion producer of Britain's Connoisseur Bacon.

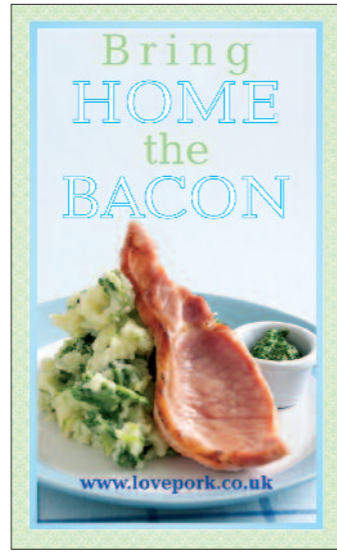
To enter simply complete and return the entry form before 29th January 2010 and we will confirm your entry and provide further information about when samples are required for the first round of judging - which will take place on 17 February 2010.

There will be a winner for each product category, a group winner from each of the 3 sectors, Independent Retailers, Foodservice Suppliers and Multiple Retailers and on launch day (22nd March 2010) the overall Bacon Connoisseurs' Week 2010 champion will be announced. This announcement will be at a special London launch event, to be attended by our celebrity on 22nd March 2010. If you are a finalist you will be told before the event, so you can arrange transportation.

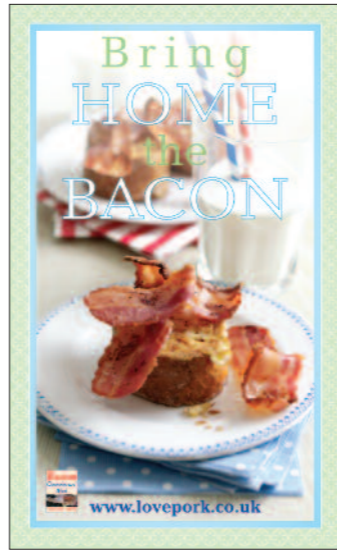
So, if you would like a chance to be a Bacon Connoisseurs' Week 2010 Champion, don't delay. Complete your entry form and return it today.

To help you promote the week even further, in store promotional material is also available (see images overleaf). To order a FREE kit, complete the Freepost form and return it today.

If you have any queries about the competition or the week, please contact 07503 871179 or alternatively email info@baconweek.co.uk



Poster 692 x 420mm



Poster 692 x 420mm



Special Offer - Campaign Bags Available



Window vinyl 91 x 490mm



12 page leaflet 210 x 99mm

BRING HOME THE BACON POS - ORDER FORM

Your Bring Home The Bacon POS kit consists of:

One each of the posters, one window vinyl and 50 recipe leaflets

To order your kit enter your details below.

Contact Name: _____

Company Name: _____

Address: _____

Phone Number: _____

Email: _____

To order your Bring Home The Bacon campaign bags at £10 for 25, £20 for 50 or £40 for 100 please indicate how many you require and send a cheque for the correct amount made payable to BPEX and enclose it with your order form.

Ordering by post: post your completed form (together with a cheque made payable to BPEX if applicable) to FREEPOST BPEX BUTCHERS POS.

Ordering by fax: fax your completed form to 01844 216755

Ordering by email: email your details and order to nicola@fsdistribution.co.uk

I would like to order ²⁵ ⁵⁰ ¹⁰⁰ Bring Home The Bacon campaign bags. I enclose a cheque made payable to BPEX for £ _____



BRING HOME THE BACON COMPETITION - ENTRY FORM

Entries can consist of premium bacon varieties from the following categories:

**SPECIALITY SMOKED
SPECIALITY UNSMOKED
BEST NEW FLAVOUR PROFILE***

Please complete the details below and either:
FAX: 01372 824582
POST: Bring Home the Bacon Competition, Dorset House, Regent Park, 297 Kingston Road, Leatherhead, Surrey KT22 7PL.
Any queries call: 07503 871179

*bacon introduced in the 12 months prior to Bacon Connoisseurs' Week 2010

We are looking for exciting and unusual flavour profiles that demonstrate how far our humble rasher has come in recent years.

Deadline for entries is by 3rd February 2010

My entries are: (Entry is limited to 1 product per category)

1. Speciality (Smoked) _____
2. Speciality (Unsmoked) _____
3. Best New Flavour Profile* _____

Contact Name: _____

Company Name: _____

Address: _____

Phone Number: _____

Email: _____

Please indicate whether you are a retailer or processor for the following sectors:

Independent retail Foodservice

What is so special about the flavour profile of your bacon and which type of meal would you suggest it goes best with?

1. _____
2. _____
3. _____

Confirmation of your entry will be posted to you along with details of where and when your samples are required.