



PRESS INFORMATION

07 June 2013

'ELITE' PORK PATE HITS THE TOP SPOT BPEX ROADSHOW CHAMPION CROWNED

After more than six months on the road, testing 1300 products, the National Champion of the 2012-2013 BPEX regional roadshow and pork product excellence awards has been unveiled.

At a prestigious ceremony at Butchers Hall, 20 year old Charlotte Atkinson from Harrogate-based Elite Meats Ltd was awarded the prized title for what judges described as a simply sublime 'Caramelised Onion Pork Pâté'.

Charlotte and her father Gordon Atkinson, champions of the North Eastern leg of the roadshow (one of the most popular and hotly contested regions), joined the six other regional champions in London to celebrate the end of the 2012-2013 awards season. They were presented with an original watercolour painting of an Oxford Sandy and Black pig by artist Chris Pendleton, with the other finalists receiving a limited edition print.

Charlotte, who works alongside her father in the business, learnt the recipe and used it to make her competition debut at the Harrogate event in January.

Gordon Atkinson said: "I am an immensely proud dad; Charlotte has achieved an accolade that has eluded me – the National Champion title! When we originally dropped the pâté off at the regional roadshow I knew it was special and potentially an award-winning product. Not only does it have a rich and intense flavour, it looks good too."

The recipe, which was passed to Gordon by a Belgian chef along with a range of cooking techniques, makes use of pig's livers – a product they couldn't always retail. As well as reducing waste, the pâté has become a firm favourite with customers in the shop and can also be used as a filling for other products such as beef and pork wellington.

Gordon added: "We now sell four to five big blocks a week and will soon need more livers to satisfy demand, particularly as we are looking to the foodservice sector as a potential outlet for the pâté as the business grows."

Keith Fisher, BPEX butchery and product development manager said: "This was a very well deserved win. The judging panel was overwhelmed by the quality of all seven products and it was an exceptionally close call, however, Charlotte's pâté edged ahead thanks to its well-balanced flavours and creamy texture – just perfect on a slice of fresh bread!

"We are seeing more speciality pork products entered into the roadshow, as butchers look to innovate in order to offer customers a wide range of exciting cuts and products that also make wider use of the carcase. This year interest and success in it has absolutely boomed, with two of the seven regional champions triumphing from this category.

"At a time when food safety and security remains very much in the spotlight, these awards also mean that butchers and farm shops can differentiate themselves based on the, quality and provenance of their products.

"Everyone who came to the roadshows and received an award for their product can be proud of their achievements. For the top seven, who were chosen from a staggering array of entries, they can rightly say that they are among the best of the best."

NATIONAL CHAMPION	PRODUCT	CATEGORY
Elite Meat Ltd, Harrogate (North East)	Caramelised Onion Pork Pâté	Speciality Pork Products
REGIONAL CHAMPIONS	PRODUCT	CATEGORY
Tavern Tasty Meats, Norfolk (East of England)	The Black Quack	Speciality Pork Products
Tim Potter Son & Daughter Ltd, Somerset (South West)	Pork and Apple Pasty	Speciality Hot Eating Pork Pies or Pasties
Ye Olde Sausage Shop, Oswaldtwistle (North West)	Cumberland Sausage	Speciality Pork Sausages
Robin Maycock Family Butchers and Baker, Derbyshire (East Midlands)	Pork and Apple Burger	Pork Burgers
Elite Meat Ltd, Harrogate (North East)	Caramelised Onion Pork Pâté	Speciality Pork Products
Allan Bennett Ltd, Wolverhampton (West Midlands)	Pork Pie	Traditional Pork Pies
Flock and Herd Butchers, London (South of England)	Treacle Back Bacon	Home Cured Bacon and Gammon

- 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. For more information about the roadshows go to <http://porkforbutchers.bpex.org.uk>

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.

For further information, please contact Toni Williams at HD Communications Limited.

Direct Line: 01932 445274 E: toni.williams@hdcommunications.co.uk