



Making Bacon... it's a Butchers' Tradition!

GET INVOLVED AND GENERATE POSITIVE PR FOR YOUR BUSINESS

Bacon Connoisseurs' Week is a celebration of the quality bacon cures and varieties to be found in butcher's shops today. The Week has grown to become a popular event that is celebrated by consumers and the media, and is a fun way of bringing great bacon to the nation's awareness. It regularly generates highs of £3million worth of press coverage, reaching the equivalent of 200million people.

We're a nation of bacon lovers and munched our way through 8,500 tonnes of bacon produced by butchers in 2012 – whether eaten as part of a full English breakfast, in a bacon sandwich or main meal. This makes Bacon Connoisseurs' Week an exciting and profitable opportunity for butchers, farm shops and premium bacon suppliers.

From bacon tastings to fundraising events, simply getting involved in Bacon Connoisseurs' Week will not only help raise awareness of the versatility and taste of premium bacon, but have a positive impact on sales.

We've lots of exciting activity planned for Bacon Connoisseurs' Week 2013 and we've created this guide to help you take part and get everyone talking about YOUR bacon.

Email baconenquiries@bpex.ahdb.org.uk, visit <http://porkforbutchers.bpex.org.uk> and www.lovepork.co.uk



Tweet us [@porkforbutchers](https://twitter.com/porkforbutchers) and [@lovepork](https://twitter.com/lovepork)



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GENERATING POSITIVE PR FOR YOUR BUSINESS

What's going on?



A celebrity bacon face

TV favourite and cookbook author Fay Ripley will be leading activity to make Bacon Connoisseurs' Week and quality bacon hit the headlines. Fay will front the media campaign to showcase that not all bacon is the same and urge consumers to explore the different cuts and speciality cures that are now readily available – including those entered into the Great Bacon Revolution Awards.

Recipe inspiration

Butchers will be provided with recipe literature to give customers added inspiration in the kitchen during Bacon Connoisseurs' Week. Orders for material can be made by emailing baconenquiries@bpex.ahdb.org.uk. The selection of quick and tasty bacon bites will also be available from www.lovepork.co.uk

The Great Bacon Manifesto

Consumers will be encouraged to revolutionise their relationship with bacon; to look for quality assured marks, such as Red Tractor, explore the different cures and extend their enjoyment throughout the day. Celebrity bacon lovers will be honoured and food bloggers given an insight into what makes great bacon – all activities that butchers can emulate at local level.

Here are some ideas for Bacon Connoisseurs' Week activity that you can hold in-store, in the local community or online, all of which will help to positively promote your business.

The key is to make sure you tell your customers and the local media (newspapers, radio stations, TV stations) all about it – that way you will get maximum value for your time and effort.

Get a taste for butchers' own bacon!

The easiest and most popular event to hold is an in-store bacon tasting – in particular to unveil any new varieties or cures. These are interesting for customers and appeal to local media, helping to generate lots of positive PR and create a real buzz in the shop.

Timings:

- Choose a day between Monday 18 and Friday 22 March to hold your tasting (press are less likely to attend at weekends)
- Hold the tasting throughout the day or over a number of days, as you wish
- Invite the media to attend between 10.00am - 12.30pm and 2.00pm - 4.30pm as these are the best times for them

Publicising your event:

- Use posters, window displays and word of mouth to promote your event
- A few days beforehand, send out a press release containing a brief overview of your event (what's happening and when) to the news desk on local newspapers and the forward planning department at radio stations. (It's best to send it by email - you should be able to find the address on the website or in the newspaper). Don't be afraid to follow it up with a phone call to ask if they're intending to come
- If any media do attend you must be prepared for both you and your customers to be interviewed about the event and/or bacon
- If a reporter asks for more information on Bacon Connoisseurs' Week, please ask them to call the press office on 020 7257 6470
- Newspapers may not have a photographer available so take some digital photos of the event and send them to the newspaper picture desk via email.

TIP: Take interesting, clear photos, including close up shots of your bacon display and customers enjoying the event.

GENERATING POSITIVE PR FOR YOUR BUSINESS

Boosting awareness

Making the most of competitions

If you've entered the Bacon Connoisseurs' Week competition make sure your customers and the local newspapers know about the awards you receive. BPEX will generate publicity and if you are selected as a finalist, will let your local media know – but you can help too! Put your certificates up in your shop to tell customers and contact your local newspaper to let them know about your award-winning bacon

Supporting your local community

You can use Bacon Connoisseurs' Week to help support your local community in a number of different ways:

- During Bacon Connoisseurs' Week, sell a specialty cure to raise money for a local charity or good cause
- Deliver bacon sarnies to a local homeless shelter, retirement home or hospice during the week
- See if there is a cause a local radio station or newspaper supports and offer to help using your specialist skills

Using social media

Facebook and Twitter have grown rapidly and are fantastic ways of reaching customers. They can be used to talk about your competition success and highlight special promotions and activity. Download our Butcher's Guide to Twitter at <http://porkforbutchers.bpex.org.uk>

Brits love a Bacon Sarnie!

To celebrate the start of Bacon Connoisseurs' Week and our love of bacon why not hand-deliver hot bacon baps with your own special bacon to your local radio station?



- Call a couple of days beforehand to explain its Bacon Connoisseurs' Week and as a local butcher you want to deliver bacon sarnies in celebration

TIP: As a morning or lunchtime treat, a hot bacon buttie is sure to tempt customers too!

- Agree a day and a time and make sure you take information about your shop with you. Any additional information about the Week can be found on **www.lovepork.co.uk** along with a dedicated Bacon Fact Sheet

Run a cure competition

Why not ask customers to help you create a new bacon flavour?

- Use posters to encourage ideas, hold a judging or tasting day to shortlist the finalists and invite media or perhaps even a local celebrity to help decide on a winner

TIP: An official prize-giving will make an ideal photo story for local media

Hold a 'Bacon Masterclass'

Bacon curing is one of the country's oldest traditions, so show customers – and media – how great bacon is made!

- Hold an evening event to show the different curing methods and a step-by-step to guide to making bacon
- Combine it with a cookery class to demonstrate the versatility of bacon and show how it can be used to add flavour to dishes (see **www.lovepork.co.uk** for recipe ideas)
- Schools, pubs and other catering outlets are raising awareness of quality food and its origins. Join forces with them and offer to give a talk or demonstration about the quality bacon you produce – or invite them along to your masterclass – along with your meat supplier or farmer, if local.

GENERATING POSITIVE PR FOR YOUR BUSINESS

Make your business the star!

Newspapers love to support local businesses and Bacon Connoisseurs' Week is a great opportunity to make your business a star! If you've got an interesting story to tell, then make sure they know about it!

- Do you have the oldest bacon cure, handed down through generations?
- Has your bacon been tasted by Royalty or a celebrity?
- Is your bacon supply chain within a short distance of your shop?
 - Have you developed a revolutionary cure?
 - Have you won awards?
- Is your business celebrating a special anniversary in 2013?

Your favourite recipes

- Many local newspapers run dedicated food pages, either once a week or once a fortnight, so contact them with a your favourite bacon recipe (there are plenty available at www.lovepork.co.uk) for use around the time of Bacon Connoisseurs' Week or your event.
- BPEX also has a range of images available for use. Please email your requirements to baconenquiries@bpex.ahdb.org.uk
- Alternatively, hold a competition for the most 'revolutionary' recipe suggestions using your bacon, offering a luxury food hamper filled with goodies from your shop as a prize.



Six reasons to get behind Bacon Connoisseurs' Week

1. Pig meat is the single most popular in-home meat consumed and almost a third is accounted for by bacon
2. Bacon sold through butchers is worth £51 million, with consumers purchasing 8.5k tonnes per year¹
3. Bacon is not just for breakfast, 29.2% of bacon rashers eaten in the home are served at the evening meal²
4. There were 762million out-of-home bacon servings in the 12 months to June 2012 – that's a 7% increase³
5. Bacon accounts for the largest share of total pig meat eaten out of the home (43% of servings)³
6. A tasty bacon butty is our greatest national treasure, beating tea, Big Ben and Buckingham Palace⁴

¹ Source: Kantar Worldpanel 52 weeks ending 23 December 2012

² Source: Kantar Usage 12 months ending August 2012

³ Source: The NPD Group/CREST, year ending June 2012

⁴ Source: T Mobile poll, February 2012



The Red Tractor Bacon logo indicates the quality and country of origin of the bacon, that it has been produced responsibly to rigorous standards, is traceable back to Red Tractor farms and independently inspected at every stage of production.