



PRESS INFORMATION

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NORWICH BUTCHER IS 'NATIONAL CHAMPION'

Archers Butchers were toasting their 'Pork Wellington' after being crowned 'National Champion' at the 2011-2012 BPEX regional roadshow and product excellence final.

The Plumstead Road shop, which employs 16 staff and includes a delicatessen and takeaway food bar, delivered a dazzling combination of succulent pork fillet and perfect pastry to take the prestigious Championship title in the dedicated evaluation event for butchers throughout England.

The speciality product had triumphed in the East of England leg of the BPEX roadshow when it stopped at the Norfolk Showground in September 2011. It then went on to join seven other champion products from each region in one final taste test by the toughest of critics; members of the public. They were unanimous in their decision that the 'Pork Wellington' was the stand out product of the day.

Picking up the award – an original watercolour painting of a Saddleback pig by artist Chris Pendleton – at a special ceremony at Butchers Hall in London, was an extremely delighted James Archer. The butcher, who followed both his father and grandfather into the trade, said: "I'm absolutely thrilled! This is real credit to the great team we have at the shop. We were blown away to get the regional champion award and be in the top eight, so to come away with this national title is an honour as well as a complete shock!

"The Pork Wellington was introduced especially for the competition. Like all of our other products, it is made from scratch on the premises and has gone on to be a popular addition to our range – ideal for weekend dinner parties and celebratory occasions such as Christmas.

"We source 100% free range Suffolk 'Blythburgh' pork, for its quality, flavour and consistency and it really shines through in this dish. We use pork fillet, combined with mushroom duxelles and Parma ham, which is then encased in a light puff pastry to deliver a tender and tasty dish. To be able to say it is now the supreme Champion product in England is hugely exciting and another string to our awards bow."

BPEX butchery and product development manager, Keith Fisher, said: "When the judges first came across the Pork Wellington at the East of England roadshow they were extremely impressed and our panel of consumer testers agreed. It really is a very worthy winner and proves that pork performs just as well as other meats in some of our most favoured classic dishes.

"We received almost 1,500 products for evaluation from the eight regional events, so to be judged as the best from so many high quality entrants is quite truly a fantastic achievement."

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