

## **THE EAST CROWNS ITS LANDMARK BANGER**

### **Primrose Pork reigns supreme at British Sausage Week**

The East of England has found its Landmark Banger! Robert Moss from Primrose Pork was crowned regional winner with his Traditional Best Pork sausage by legendary cricket umpire and national icon Dickie Bird MBE at his butchers today.



The competition marks the high point of a week of activity to celebrate British Sausage Week 2008. Robert, who was one of many outstanding entrants, won the regional heat with his Tradition Best Pork sausage. He has won a prestigious Banger Award and received £150 to donate to the British Sausage Week charity, the Cystic Fibrosis Trust.

Dickie Bird MBE has led this year's search for Britain's Landmark Bangers. This year's 'King of the Sizzle' will be travelling the country from Monday 3rd November tasting a plethora of regional 'specialities' and crowning the best in each region.

Commenting on Robert's winning sausage, Dickie Bird said: "the standard of entries has been so high this year that it was truly difficult to pick just one winner. Having said that, the winning sausage was absolutely delicious, and truly is a Landmark Banger for the East of England."

Robert said, "I was really surprised and delighted to win. I never imagined I would get this far when I submitted my entry a few weeks ago. It was great to meet Dickie and be a part of British Sausage Week 2008 – I've had a fantastic time!"

Organised by The British Sausage Appreciation Society, British Sausage Week celebrates the taste, quality and diversity of the sausage, of which there are some 400 individually named varieties in Britain alone.

To celebrate British Sausage Week, independent butchers across the country will also be running events and creating mouth-watering bangers for customers to sample. There are also likely to be unmissable offers on sausages from supermarkets, whilst pubs and restaurants will be joining in the festivities by offering special sausage meals on their menu. For those of you that prefer to spend the week at home, visit [www.britishsausageweek.com](http://www.britishsausageweek.com) for some tasty sausage recipe ideas.

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**For further information and images please contact:**

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**Notes**

Cystic Fibrosis Trust and British Sausage Appreciation Society are joining forces to help raise vital funds for the UK's most common life threatening inherited disease. The partnership is a perfect fit, as people with Cystic Fibrosis often have poor appetites and require diets high in protein to maintain a good body weight and help fight infection.