

## SANDWICH DESIGNER OF THE YEAR

# Sandwich Designer of the Year: *Regional Heat Winners 2011*

The art of creating new sandwich recipes is a critical part of keeping consumer interest and vital to the future of the industry.

The British Sandwich Designer of the Year Award aims to recognise the major contribution made by those involved (often behind the scenes) in creating new recipes.

Through a series of four regional heats, we have now scoured the country for the very best sandwich

creator in the UK. There are five sections to the award, each a competition in its own right.

- English Provender Chunky Tomato Chutney Sandwich Designer of the Year
- The Cheese Cellar/ Bel UK Smoked Port Salut Cheese Sandwich Designer of the Year
- Moy Park Chicken Sandwich Designer of the Year
- Alaska Seafood Wild Alaska

Salmon Sandwich Designer of the Year

- Oasis Citrus Punch Sandwich Designer of the Year - design a sandwich to complement the drink.

Here we bring you the heat winners and their recipes. All will go on to compete in the final at the Lancaster London Hotel, London on Thursday 19th May 2011 – the same day that the Sammies (The British Sandwich Industry Awards) are held.

## London Heat

At Bel UK Kitchen, London Road, Sevenoaks, Kent on Monday March 7th

### CHEESE CELLAR/BEL UK SMOKED PORT SALUT CATEGORY

#### WINNER:

Claire Whitfield,  
Greencore Sandwiches, Twelvetrees Crescent, Bromley-by-Bow, London  
Smoked cheese, maple smoked bacon with apple and mustard relish  
Market: Premium/deli  
Price: £3.50



### MOY PARK CHICKEN CATEGORY

#### WINNER:

Sumaya El Kroni,  
Greencore, Prologis Park, Twelvetrees Crescent, Bromley-by-Bow, London



Chicken, lemon, coriander, roast vegetable and salad flat bread  
Market: Coffee shop/retail café  
Price: £2.75

### ALASKA SEAFOOD WILD ALASKAN SALMON CATEGORY

#### JOINT WINNERS:

Nicola Buckingham, Chartwells, Haileybury College, College Road, Hertford Heath

Alaska salmon, horseradish, dill, crème fraiche and rocket flat bread  
Market: Café/forecourt  
Price: £3.25

Tom Hollands, Raynor Foods Ltd, Unit 4, Farrow Road, Widford Industrial Estate, Chelmsford, Essex

West goes East  
Market: Deli/Café  
Price: £3.95



### ENGLISH PROVENDER CHUNKY TOMATO CHUTNEY CATEGORY

#### WINNER:

Frank Boltman, Sandwich Consultant, Princess Park Manor, London  
Grilled chorizo sausage, chunky tomato chutney, manchego cheese, with mixed baby leaves dressed with olive oil on grilled sourdough roll  
Market: Sandwich bar  
Price: £3.95



Amelia Parker, from English Provender, congratulates Frank Boltman on winning the Chunky Tomato Chutney category with his chorizo, tomato chutney, Manchego cheese on sour dough roll.

### OASIS CITRUS PUNCH CATEGORY

#### WINNER:

Chris Rai, Chapati Man Ltd, 19 St Matthews Gardens, St Leonards-on-Sea, East Sussex

Chicken Saag wrap, with a mint chutney and cachumber salad  
Market: Supermarkets, convenience stores, forecourts and sporting events  
Price: £2.50



Tony Burton, sales director, Bel UK, Angela Trofymova, national account manager, The Cheese Cellar, winner Claire Whitfield, Greencore, Camilla Deane, foodservice controller, Bel UK