

Gazette

Butcher takes gold

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By Liza-Jane Gillespie

AN ALVESTON butcher has swept the board at an awards ceremony, proving he is a cut above the rest.

Mike Perry, of Alveston's Perry and Sons Butchers, walked away with five gold awards at the recent BPEX South West Roadshow and Product Evaluation Event, held in Exeter.

The Product Evaluation Events recognise and reward product excellence and innovation among butchers in the region.

Perry and Sons Butchers took gold award for their Traditional Pork Sausage, Speciality Pork Sausage, Traditional Pork Pie, Speciality Hot Eating Pie and Home Cured Bacon.

The family run butchers were also awarded Category Champion for its Pork Pie in the Traditional Pork Pie category.

Mr Perry said: "To come away with this amount of awards shows the general public and most importantly our customers that we're still on top and producing the highest quality products for them. After all, that's who we're here for."

The butcher's young trainee, 15-year-old William Whittingham, of Thornbury, also scooped his first award, a silver award in the popular Young Sausage Maker category for his Lemon and Fennel Sausage.

Mr Perry said: "William did incredibly well. He'll be sitting his GCSEs soon but has been coming here for work experience as agreed with his school. He was actually brought up on a farm and has a real passion for butchery. It's great having him on board and he'll become a permanent member of the team when he finishes his studies.

"In fact, to see that the trade is attracting the younger generation, like William, is really encouraging and something I think we need to see more of. The Young Sausage Maker category is an ideal way to help young butchers see their potential particularly at an event led by industry experts."

Keith Fisher, BPEX butchery and product development manager, said: "Congratulations go to all the butchers in the South West that entered but a special acknowledgement must be given to and Perry and Sons, who show us year after year they make fantastic products."

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