

Gazette

Butchers are a cut above

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By Liza-Jane Gillespie

BUTCHERS in the region are celebrating after winning a string of awards for the quality of their products.

Cam Family Butchers walked away with four gold awards and Perry and Son Butchers of Alveston received two gold awards at the West Midlands Product Evaluation Event and Regional Roadshow for butchers.

The event, organised by the British Pig Executive (BPEX), had a record-breaking 49 butchers from across the region submit 300 products for evaluation.

Cam Family Butchers won gold for their traditional Wessex and West Country pork sausages and speciality farmhouse pork and pork, leek and herb sausages.

Mark Carr, of Cam Family Butchers, said: "We are very pleased with the results. It's one of the hardest shows we do."

Mr Carr's son Luke, who only started his apprenticeship after Christmas, took the silver award for his home cured bacon and Zoe Ball won silver for her pork pies.

Perry and Son Butchers took gold for their traditional pork sausages and speciality steak pie.

Mike Perry, of Perry and Son Butchers, said: "We are very pleased. We tend to get gold every time which is nice because it means we are doing the right thing for our customers."

Keith Fisher, BPEX butchery and product development manager, said: "We were absolutely delighted and quite astounded by the sheer number of products entered by butchers from across the West Midlands region this year.

"Our judges really had their work cut out to get through all of the entries.

"Congratulations to all those butchers who attended the event."

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