



## Become a partner and maximise your exposure to the industry before, during and after the high profile annual UK Sausage week

It's back with a banger!!! Once again, butchers, manufacturers, retailers and trade associations in the UK will be promoting the great British sausage. This will include hosting their own sausage events, special promotions, new product launches, competitions and tastings to celebrate UK Sausage Week from 26th October – 1st November 2020.

It's set to be another fantastic opportunity for the industry to get behind one of the nation's culinary delights, supported by Meat Management magazine. We kick the week off in the autumn with a celebration lunch at Butchers' Hall, London on 26th October to announce the competition winners.

**Make sure you are a part of it by becoming a UK Sausage Week Partner!**

### How can we help you...

Michelle Ingerfield of Meat Management magazine is available to offer help and advice: "With some of the biggest names in meat manufacturing, processing, wholesaling and retailing involved, plus leading trade bodies, you will be in great company should you come on-board and work with us as a partner of UK Sausage Week 2020. It would be my pleasure to help and assist you in any way I can, so please give me a call for more information. The 2020 Awards will be another sell out, so don't delay contact us today".

Tel: 01908 613323 or email [michelle.i@yandellmedia.com](mailto:michelle.i@yandellmedia.com)



### Meet our 2020 ambassador, Nicholas Owen

The UK Sausage Week celebrity ambassador for 2020 will be broadcaster Nicholas Owen.

A well-known face on television, Nicholas Owen has presented a range of news programmes, including BBC1's *Six O'Clock News*, *Ten O'Clock News*, *BBC Breakfast*, and the Corporation's 24-hour News Channel.



*Celebrity appearance subject to change.*

## As an official category partner, you get all this...

- Free tickets for 2 persons at the prestigious Awards presentation lunch and ceremony.
- Your logo in every edition of Meat Management over the marketing period.
- Free half page advert and full branding with logo in the 4-colour awards feature.
- 12-months coverage online in the awards feature which will link to your own website.
- You, as a partner of a category, will present the framed certificate on stage during the presentation ceremony with our VIP celebrity guest.
- Logo in Awards 4-colour menu.
- Logo on voting forms and stationery.
- Logo included on the video screen at the Awards ceremony and when your individual category is announced.
- Your category partnership announced by the presenter.
- Inclusion in the Meat Management photographic round-up following the Awards ceremony, pictured with the winner of the category you have supported.
- Inclusion in the online photographic review gallery which goes live shortly after the Awards ceremony.

## It's not just a luncheon and presentation ceremony, it's so much more



Be in the middle of all the pre and post event publicity!

Kudos!  
Tell everyone you support this fantastic initiative.



Your logo in the voting section of the website - exposure in all the right places!



## Categories available for partnerships

**Best Independent Butcher: North**

**Best Independent Butcher: North East**

**Best Independent Butcher: North West**

**Best Independent Butcher: East Midlands**

**Best Independent Butcher: West Midlands**

**Best Independent Butcher: South East**

**Best Independent Butcher: South West**

**Best Supermarket/Multiple Retailer Sausage**

**Best Foodservice Sausage**

**Best Manufacturer Own Brand Sausage**

**Northern Ireland**

**Scotland**

**Wales**

**UK Supreme Sausage Champion**

For full information about UK Sausage Week and current partnership availability, or to book your participation, contact **Michelle Ingerfield** now on **01908 613323** or e-mail **michelle.i@yandellmedia.com**