British Sausage Week Celebrations With A Flexitarian Sausage

Friday 25 October, 2019

The Gog Farm Shop is celebrating British Sausage week (28th Oct – 3rd Nov) in style this year offering its customers a wide variety of traditional classics, plus favourites including the ‘Gog Toulouse’, ‘Corleone’ Sicilian and Three Herb, that features in their Great Taste award-winning sausage rolls. In addition to these, head butcher Miles has created a Flexitarian sausage.

Paradoxically, with consumers eating slightly less meat, The Gog Butchery is experiencing a significant increase in demand for better quality, well-sourced meat and also leading to the development and launch of their first ‘flexitarian’ sausage. It is a delicious free-range chicken and spinach sausage, with a hint of Moroccan flavours. It’s very low meat content means it offers a perfect alternative for those wishing to have a reduced meat diet.

“I am delighted to be able to create a high-quality product that does not compromise on flavour or quality of ingredients. The reaction has been overwhelming we sold out the first batch in a day”. Miles Nicholas (The Gog Farm Shop Head Butcher)

With one in five consumers identifying as "flexitarian” The Gog wanted to add to its range of vegan products with a flexitarian sausage, offering a high-quality lower meat content sausage packed with flavour.

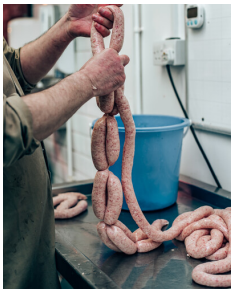
A pack of Flexitarian sausages retail at £4.95 for a pack of 8

Further information, samples and images please contact vhari@thefoodmarketingexperts.co.uk or call 01480 276555

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