Give Us A PECK! HECK Creates Heart-Shaped Sausage For The Season Of Love

Wednesday 22 October, 2014

Perfect for a breakfast treat for your loved one, HECK are hotting things up in the kitchen this Valentine's Day with their limited edition heart-shaped PECK sausages.

The family-run Yorkshire sausage makers have cheekily changed their name and created a scrumptious sausage cut into a cute heart shape which will be available to buy in Asda from January 29th to 18th February and by mail order fromwww.heckfood.co.uk throughout January and February 2015, £2 for four.

Best served between two slices of bread (heart-shaped too if possible) and with a generous squeeze of brown sauce or ketchup, PECK patties are the best way to your loved one's heart - through their stomach! - and are based on HECK's square sausages developed earlier this year which won the affections of sausage fans everywhere, including Nigella Lawson who was caught Tweeting about her perfect square sausage sandwich.

Made with HECK's signature 97% high welfare British pork and the family's own homemade seasoning, PECK sausages are perfect for breakfast, lunch or dinner. For the ultimate, full English on Valentine's Day morning, go the whole hog with a heart-shaped egg and toast too!

ENDS

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NOTES TO EDITORS

HECK Food was opened last year at Leeming Business Park near Bedale, North Yorks, by husband and wife team Debbie and Andrew Keeble and three of their children, Jamie, Roddy and Ellie. The couple had previously established the award winning Debbie & Andrew's sausage company which they sold to J and J Tranfield in 2005. But after the company decided to transfer production out of Yorkshire the couple, who live at Kirklington, near Bedale, decided to part with the brand and set up HECK.

This time around, the company's aim is to get a younger audience back into eating sausages following the meat industry's image-damaging horsemeat scandal a year ago - through its combination of quirky branding, hand-mixed and high welfare meat and "what the heck" attitude, it is well on its way to achieving this aim. Already stocked in major supermarkets including Tesco,

Morrisons, Asda and Waitrose, the Keeble family has achieved £3m turnover in their first year of trading and are expected to grow revenues to £7m in 2015. Producing more than 200 sausages a minute and over 500,000 a week, the company employs 20 people as well as the family. HECK is the only independent producer making premium sausages on a national scale, all other brands are either PLC or multi-national entities.

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