

# Maynard's Farm Haute Dogs And Hams Are A Sizzling Success

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Multi-award winning Maynard's Farm has had a smoking hot year, recently launching a brand new designer hot dog and adding yet more gongs to its trophy cabinet. Rob Cunningham, owner of Shropshire's artisan curer and pork specialist, is also looking forward to thousands of his latest sausage creations being sold for charity and Selfridges' shoppers adding his Treacle Ham to their Christmas baskets.

## Top dog

The casual dining trend in restaurants and bars throughout the country has seen the unstoppable rise of gourmet burgers and hot dogs. Maynard's Farm's latest sausage creation proves that fast food doesn't have to skimp on quality or flavour. Their Hickory Smoked Haute Dog is created using 70% shoulder pork that is finely ground to the correct consistency. The sausages are then gently infused with the distinctive hickory flavour in the farm's traditional on-site smoke house.

Maynard's Farm Haute Dogs have already won favour with industry experts, winning a Gold Medal in the Best Hot Dog category of the BPEX Foodservice Pork Sausage of the Year 2014.

## Winter Warmer at Taste of London

Maynard's Farm is a long term supporter of Action Against Hunger. Owner Rob has teamed up with charity's event organisers to participate in their latest foodie fundraiser taking place at Taste of London which runs from 20th - 23rd November.

Five top chefs will each be designing a gourmet hotdog using Maynard's Farm hotdog sausages. The line-up of kitchen talent includes Michelin-starred chefs – Jason Atherton and Alfred Prasad, television chef Valentine Warner, restaurateur Jose Pizarro and the popular DJ BBQ from Jamie Oliver's Food Tube channel. Taste of London Winter is expected to attract 35,000 visitors over the four days to Tobacco Dock, Wapping.

Catherine Davis, Corporate Partnership Manager, Action Against Hunger comments; "We are delighted to work with Maynard's Farm at Taste of London Winter for our 5 Star Haute Dog. They have been great Action Against Hunger supporters for a number of our events and we couldn't be more excited to serve their delicious hotdogs.

## Festive Ham available at 'Best Department Store in the World'

If you're heading to London to do some Christmas shopping then Maynard's Farm Treacle Ham will be available in Selfridges from Thursday 20th November. The iconic Oxford Street store has been voted "Best Department Store in the World" by Global Department Store Summits in 2010, 2012 and 2014.

Adrian Boswell, Cheese & Deli Buyer for Selfridges comments; "Maynard's Farm Treacle Ham is set to become a seasonal favourite at Selfridges. We take great pride in sourcing our festive food from the best producers and are delighted to stock a British artisan ham with provenance and a fantastic flavour."

The Maynard's Farm team are delighted to have had such a successful and busy year. Rob comments: "2014 has been marvellous and we are ending the year on an absolute high with a presence in Selfridges flagship store. Our experiments with the Hickory Smoked Haute Dog have been a real triumph! It's always rewarding developing relationships with people who share our passion for excellent produce – and our involvement at Action Against Hunger's fundraiser at Taste of London Winter is the icing on the cake. Providing thousands of sausages to five celebrity chefs to makes all the hard work worthwhile and raises awareness of the charities brilliant and essential work."

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