New Year, New You, New 'Skinny' Chicken Sausages Heck Adds Two Tasty Recipes to Popular Range

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Hot on the heels of its popular low fat and gluten-free Chicken Italia sausages, Yorkshire food company **HECK** has added two new chicken recipes to its range. Leaner, lighter and lower in fat than traditional sausages but still packing a punch on taste, **HECK Zesty Chicken**and **Smoky Paprika Chicken sausages** fit perfectly with anyone embarking on a New Year health kick who might have thought such meaty treats were out of the window in their bid to go light.

HECK's Chicken Italia sausages have raced up the pecking order to become the nation's favourite gourmet bangers with a healthy twist since they went on sale last year, gathering a loyal following of fans including slimming groups, free-from groups and anyone wanting to stay in shape without giving up their favourite foods.

Based on the same award-winning recipe, the two new **HECK** chicken recipes are perfect for people wanting to give pork a miss or curb their red meat intake. Packed with 85% high welfare British chicken and a host of other delicious ingredients, they're also totally **gluten-free**and contain **70% less fat** than regular pork sausages.

Perfect with pasta and a revelation in recipes to replace regular pork sausages, the versatile trio can be used in a host of different ways.

HECK Zesty Chicken Sausages (340g/10 sausages per pack, £2.98). The luscious, lighter bite. Bursting with peppery watercress, a squeeze of lemon juice and a smattering of black pepper.

HECK Smoky Paprika Chicken Sausages (340g/10 sausages per pack, £2.98). Jammed pack with the flavours of Spanish sunshine including roasted red peppers, smoky paprika and spices. Pile on the pasta, scatter fresh basil over and serve with spicy rice. Nice!

If Willy Wonka had made sausage instead of chocolate, his famous factory might just have been HeckQuarters. Based in Bedale, North Yorks, the Keebles behind HECK are as passionate about creating clever formats, flavour combinations and taste experiences for sausages as Wonka was his sweet treats.

On a mission to take the boring out of bangers, the family started afresh three years ago and set up their sausage enterprise alongside their four grown up children who appeared on BBC's The Fixer last September. Proudly independent, Andrew and Debbie Keeble run the business with Jamie, Guy, Roddy and Ellie, and the conscientious farmers turned food producers have also added burgers and meatballs to their award-winning range this year.

With over 30 years of food and farming experience, they are mindful of the land and make clever, careful and ethical meat and ingredient choices. Never ones to cut corners or compromise quality in a bid to save a buck, they've managed to create an affordable range of farmers' market quality sausages for the supermarkets that benefits everyone in their supply chain.

Catch the **HECK Zesty Chicken** and **Smoky Paprika Chicken Sausages** in selected Asda stores from October, each £2.98 for 340g. **HECK Chicken Italia Sausages** are available in larger Tesco and Asda stores, £3 for 340g. **HECK Chicken Italia Burgers** and**Meatballs**, along with the rest of the HECK range, are available to buy online from www.heckfood.co.uk.

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NOTES TO EDITORS

HECK is a family run business making hand-mixed, farmers' market quality sausages for the British high street. With a 'what the heck' attitude, they have achieved the remarkable feat of starting a business in Britain's notoriously congested food market and growing it into a hugely successful company with more than £3m turnover in its first year of business. Sales are forecast to grow from £5.5m this year to £13.5m within the next three years.

Their batch-produced, high welfare meat and gluten-free recipes are gathering a growing army of fans and the company is now making over 2 million sausages a month to keep up with demand and keep the shelves stocked of the supermarkets they supply – Waitrose, Tesco, Asda and Booths to date and more to follow including Morrisons and Ocado. They also run a busy mail order business that enables them to get their sausages, and now burgers and meatballs, out to customers anywhere in the country.

Andrew and Debbie Keeble are the husband and wife farmers behind HECK and this is their second sausage venture, a family concern that they run alongside their four children – Jamie, Guy, Roddy and Ellie.

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