Put A Different (And Healthier) Banger On The BBQ

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National BBQ Week fires up on 25 May so if you fancy a bit of gastro-grilling and putting a completely different banger or burger on the coals this year, look no further than the **HECK Chicken Italia** range. Much lower in fat and gluten-free but still packing a tasty punch, the sausages in the range have been cooking up a storm since they went on sale at the end of last year. Now the Yorkshire farming family behind them has created a line of delicious 'skinny' chicken burgers and meatballs to shape up mealtimes and waistlines, based on the same award-winning recipe.

With 70% less fat than regular sausages, the Mediterranean-inspired sausages have been a huge hit with slimming and fitness groups, Paleo followers and anyone wanting to eat better and get fitter without giving up their BBQ favourites. Now the same recipe has been used in the new burgers and meatballs that have just gone on sale via mail order from www.heckfood.co.uk. The sausages are already available from selected Tesco, Asda and Booths stores nationwide.

The **HECK Chicken Italia** recipe is packed with British chicken breast and thigh, tomatoes, basil and mozzarella for a mighty, meaty flavour hit that packs a punch. Hand-mixed using high welfare, fully traceable meat, the range is also deliciously gluten-free and has up to 70% less fat than regular sausages, burgers and meatballs. Where possible, all other ingredients are British too and the range has had fans flocking to the supermarket shelves since being launched by the farming family who recently appeared on BBC's The Fixer (Andrew and Debbie Keeble and their children Jamie, Guy, Roddy and Ellie).

Brilliant on the BBQ, 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. The Keebles have also created the **'Patio Plan'** – a collection of light, delicious and easy to prepare recipes featuring the chicken sausages, burgers and meatballs - all lower in fat and saturated fat, low in sugar and high in protein to add a healthier twist to summer eating.

HECK CHICKEN ITALIA SAUSAGES (10 per pack, 340g, rrp £3): 40 calories each / 70% < fat than a standard pork sausage.

HECK CHICKEN ITALIA MEATBALLS (12 per pack, 340g, rrp £3.50): 30 calories each / 70% < fat than a standard meatball.

HECK CHICKEN ITALIA BURGERS (2 per pack, 228g, rrp £2.50): 121 calories each / 56% < fat than a standard beef burger.

So don't be chicken – put a different banger, burger or ball on the BBQ this summer!

ENDS

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For more information, interview opportunities, photography, or HECK samples, please contact: sarah@intelligentprofile.com / 07958 397637

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.

Their hand-mixed, high welfare meat and gluten-free recipes are gathering a growing army of fans and, having just celebrated their second birthday, 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 three of their children – Jamie, Roddy and Ellie. Andrew and Debbie originally set up the popular Debbie & Andrew's sausage company but decided to part company when their new owners made fundamental changes to the business and moved production out of Yorkshire.

HECK comprises a team of 30, including the family, and is the only independent producer making premium sausages on a national scale - all other brands are either PLC or multi-national entities. In just two years they have become the nation's Number 2 premium sausages and they're on a mission to become Number 1 by 2016.

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