

The Black Farmer Attracts New Accolades For “Sausages of Distinction”

Monday 7 December, 2015

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In a month when The Black Farmer Premium Pork gluten free sausages have been voted joint first place winners in the Good Housekeeping November issue blind Taste Test, the company's new Pulled Pork gluten free sausages were shortlisted in the Specialist Category in the 2015 British Sausage Week 'Sausages of Distinction' in November.

“It is a real testament to the quality and flavour of The Black Farmer sausages that they should be recognised in this way by two independent panels,” comments Wilfred Emmanuel-Jones, aka The Black Farmer.

The Black Farmer gluten free sausages are the UK's number one super premium sausage brand (Kantar WPO 52 w/e | 13 September 15). Using only RSPCA Approved British Pork, the Premium Pork sausages boast a 90% meat content.

“The Black Farmer Pulled Pork sausages are new to the market this year. The flavour was chosen by our fans in a poll to be our next new flavour, so to have them shortlisted from over 700 entries is a resounding endorsement of that choice.”

The Black Farmer sausages are available in supermarkets across the UK. The company's full range is available online from Ocado.

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#thisismysoul #theblackfarmsausages

Notes To Editor:

British Sausage Week took place from 2-8 November 2015

Wilfred Emmanuel-Jones was born in Frankfield, Clarendon, Jamaica. He came to the UK at the age of four and was raised in Small Heath, inner city Birmingham. He left school without gaining any qualifications.

For a number of years Wilfred worked as a chef, before pursuing a career in the BBC, becoming a producer/director mainly working on food and drink programmes. He is credited with bringing many of the top celebrity chefs to the small screen including Gordon Ramsay, Antony Worrall-Thompson, Brian Turner and James Martin.

In 1994 during the last recession he founded a food and drink marketing agency in London which went on to launch and run successful marketing campaigns for innovative brands including Loyd Grossman sauces, KETTLE Chips, Plymouth Gin, and Cobra Beer.

In 2000 Wilfred bought a small farm on the Devon/Cornwall border, and ten years ago launched The Black Farmer food brand whose products are now available in all major multiple retailers. The brand markets award winning gluten free sausages – now the leading super premium sausage brand in the UK – as well as bacon, burgers, meatballs, chicken, eggs and cheese. In September 2009 he launched his first The Black Farmer Cookbook published by Simon & Schuster.

In 2011 The University of Plymouth awarded Wilfred an Honorary Doctorate in Business.

Wilfred tours the country giving inspirational talks to entrepreneurs and people starting up businesses. He also mentors young entrepreneurs.

Flavours without Frontiers – the promise offered by his products also goes some way to sum up his personality.

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