The Black Farmer Celebrates Great British Beef Week

Wednesday 27 April, 2016

Great British Beef Week (GBBW) is an annual event which takes place around St George's Day (23 April) each year, to raise awareness of the quality and versatility of assured British beef and give the British Beef industry a much-needed boost.

Organised by Ladies in Beef, Great British Beef Week puts the spotlight firmly on the fantastic food that British beef farmers, like The Black Farmer, produce. It also raises vital funds for those in need in the farming industry by partnering with the Royal Agricultural Benevolent Institution (R.A.B.I.).

In April 2016 The Black Farmer launched a new Beef and Cheese Burger and alongside its Beef Burger; it will be stocked in regional Asda stores across the country.

Using 100% British beef, The Black Farmer Beef and Cheese burger contains 82% beef and 11% cheddar cheese. The cheese is distributed through the burger and makes for a very tasty alternative.

Tweet the @theblackfarmer #GBBW

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