

The Black Farmer Launches New Chicken Flamenco Sausages

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Wilfred Emmanuel-Jones aka The Black Farmer, best known for his market leading gluten free Premium Pork sausages, has launched a new pork-free gluten-free chicken sausage reinforcing the brand's status as reflective of modern Britain and its diversity.

"A significant proportion of our society does not eat pork and is therefore excluded from enjoying the majority of sausages. My Chicken Flamenco sausages not only offer exciting flavours, but are completely pork free," says Wilfred.

The new products bear The Black Farmer's striking flavour profile. Chicken Flamenco – with Roasted Red Peppers, Smoked Paprika and Rioja red wine - is a perfect reflection of Wilfred's love of great flavour mixed with his well-known passion for Spain and Flamenco dancing.

"Everything about The Black Farmer brand is a reflection of my life and loves. So Chicken Flamenco was a no brainer!," he adds.

The launch comes hand in hand with refreshed pack design – designed to make the protein and flavour variant very easily identifiable for shoppers. The Black Farmer retains its iconic silhouette and Union flag image, now instantly recognisable on shelf.

Chicken Flamenco launch in selected Waitrose stores from 23rd September.
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