

The Black Farmer Launches Roast Pork in the Bag

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Famed for its British premium gluten free products with unique, bold flavour profile, The Black Farmer is taking its taste and quality credentials into the fresh pork category for the first time with the launch of its innovative Roast in the Bag Sage & Onion Pork Loin Joint. This is the brand's first move into the convenience sector and will be launched in Co-Op and Budgens stores on October 26th 2015. A second 'Chilli & Garlic' flavour variant will be launched in March 2016.

Using the latest roast in bag technology to bring true convenience to a pork roast, this ready seasoned loin joint is oven ready. This technology is well tested and understood in the chicken category, The Black Farmer product is the first branded entry into the pork category.

"Consumer research indicates that a real barrier to purchasing pork is driven by lack of cooking confidence and the fear that the roast will be dry or tough and bland," says Wilfred Emmanuel-Jones, The Black Farmer. "This product addresses and overcomes all of those issues and, as with all our products we are using only British RSPCA assured pork."

The 'Roast in the Bag' format allows consumers to cook the product perfectly by simply putting the whole product in the oven and cook. No preparation is required. The bag locks in moisture during cooking which results in bold flavours being retained and a more succulent texture.

Hand prepared with a sage and onion and mixed herb rub, this 500g pack serves two. The joint takes just 50 minutes to cook so is perfect for a mid-week supper option.

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For further information, Sample Requests, Interview Requests and Images:

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