

Wateralls Celebrates British Sausage Week With a Sparkle

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The biggest sausage celebration of the year, now in its 18th year, gets underway from 2-8 November as the nation goes mad for British Sausage Week 2015!

Bonfire Night falls bang in the middle of British Sausage Week and with Guy Fawkes Day being a uniquely British occasion there is no better way of warming up whilst watching a fantastic firework display, than with a hot, filling British sausage.

Waterall Bros, a traditional, family butcher based in the centre of Sheffield are celebrating British Sausage Week by launching a limited edition sausage; The Bonfire Sparkler – a porky sausage with a sweet chilli heat guaranteed to ignite the taste buds. Perfect for Bonfire Night as it is perfect as a hot dog with caramelised onion standing around the bonfire watching the rockets and sparklers in the sky.

Steven Waterall, owner of Waterall Bros, said: "We are delighted to launch our Bonfire Sparkler sausage during sausage week. We Brits go mad for sausages, eating over 300, 000 tonnes of them a year, so we are thrilled to be able to offer a limited edition sausage to help celebrate Sausage Week and add some sparkle to people's Bonfire Night food."

The Bonfire Sparkler will be available to order from 28th October to 7th November.

ENDS

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