

HUNTERS of HELMSLEY

Press release



Calling all sandwich lovers!

Deli calls for customers to create a signature sandwich to mark British Sandwich Week

Hunters of Helmsley is celebrating British Sandwich Week (15th - 21st May) by asking its customers to come up with an iconic new sandwich to add to its menu.

Hunters, which sells an estimated 50,000 sandwiches a year from its deli on Helmsley's Market Place, is asking people to come up with a unique creation which can become a permanent signature sandwich on the menu. The winner will get to name their creation, see it take pride of place on the menu and receive a hamper full of local Yorkshire goodies from the shop as a prize.



Hunters of Helmsley
13 Market Place, Helmsley, North Yorkshire YO62 5BL
Opening Times 8.00am - 5.30pm 7 Days a week

Web www.huntersofhelmsley.com
Telephone 01439 771307

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Sandwich Stats

- Across Easter weekend, Hunters sold over 1,100 sandwiches to the hungry of Helmsley - laid on top of each other, they'd be taller than any of the towers on York Minster.
- If all the sandwiches Hunters sold in a year were laid end to end it would loop an Olympic sized athletics track almost 19 times.
- Hunters is famous for its deep filled sandwiches, the most popular of which is roast beef, followed by ham and salad. The locally sourced beef and ham is roasted on site.
- Following influence from across the Atlantic, Hunters' pastrami and cheese sandwich is the fastest growing in terms of popularity.
- UK consumers currently consume nearly 11 billion sandwiches per year, according to the British Sandwich Association (BSA).
- The BSA estimates people in Yorkshire spend more on sandwiches than any other region - an average of £114 a year.

Chris Garnett, owner of Hunters of Helmsley, commented: "Whether people take inspiration from the local area and all the wonderful ingredients we have close by, or perhaps from a holiday where they tried unusual new flavours, we can't wait to see what people come up with. Sandwiches are definitely one of the most popular products we sell, so the winning entry will be seen and sampled by tens of thousands of people each year."

"We're lucky living in such a beautiful part of the world - there are plenty of places to go and sit and enjoy a sandwich in the fresh air. You can't beat it! We've even pulled together a top five list of the best places in the area to enjoy a sandwich, so we can help visitors find the best spot, but also remind those living locally to take a minute to really savour the experience."

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The Top Five Picnic Places around Helmsley

- Sitting on the steps of Lord Feversham Monument in the centre of Helmsley's pretty Market Place.
- Sitting in the grounds of the impressive Helmsley Castle.
- By the Folly on Helmsley Moor at the top of Baxtons Road, just a five minute drive from Helmsley.
- The picture perfect village green at Hutton Le Hole, in between Helmsley and Pickering.
- By the White Horse of Kilburn - perfect for combining a bracing walk with a delicious picnic.

Anyone can enter the competition, either via Facebook (www.facebook.com/huntersofhelmsley), Twitter (www.twitter.com/huntershelmsley) or by visiting the Hunters of Helmsley Shop.

Entries must be submitted by 31st May 2011.

For further media information or photography contact: Shona Nutter
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