



Tuesday 1st March, 2016

'Beef up your Butty' for Great British Beef Week

Consumers are being encouraged to support Britain's beef farmers by 'beefing up their butty' for Great British Beef Week 2016.

This year's Great British Beef Week, which takes place from 23rd April to 2nd May, will focus on celebrating the humble sandwich, which research shows is increasingly becoming the meal of choice for time-pressed families. The campaign will educate consumers about getting the best from their beef, from creating a celebration roast for St George's Day and using up their leftovers in a proper butty, to advising on the huge range of steaks that can be used in the making of a perfect sandwich.

There will be a host of activities taking place to support the week including a radio and social media campaign, product sampling and promotional activity in retailers and butchers. Resources, including recipes and tips, will be available at www.ladiesinbeef.org.uk. There will also be a range of local fundraising events run in conjunction with Great British Beef Week's charity partner, the Royal Agricultural Benevolent Institution (R.A.B.I.).

Talented young butcher Sophie Cumber has been selected as the face of Great British Beef Week 2016. Sophie said: "I'm delighted to have this opportunity to represent the industry that I'm so passionate about and help consumers get the best from their beef.

"I grew up on a beef and dairy farm. That, combined with my experience as a butcher, means I fully understand what goes into producing top-quality British beef.

"As this year's Great British Beef Week representative, I'll be telling consumers to look out for the Red Tractor logo so that they know their meat is fully traceable from farm to fork and encouraging them to visit their local butcher."

Great British Beef Week is an annual event organised by Ladies in Beef which takes place around St George's Day (23 April) to raise awareness of the quality and versatility of assured British beef. More information is available at www.ladiesinbeef.org.uk.

R.A.B.I. is a grant-making charity that helps farming people in financial difficulty, visit www.rabi.org.uk for more information.



Suzy Deeley (RABI), Sophie Cumber (Face of Great British Beef Week), Laura Harding (Ladies in Beef), Jilly Greed (Co-Founder Ladies in Beef)



Sophie Cumber, face of Great British Beef Week

Ends

Notes to editors

For further information, please email admin@ladiesinbeef.org.uk.