

THE ILLUSION IS REVEALED...

Paul Daniels and Debbie McGee announced as 2009's British Sausage Week King and Queen

What: British Sausage Week 2009
When: Monday 2nd to Sunday 8th November 2009
Where: Nationwide
Who: Organised by the British Sausage Appreciation Society

The biggest food event of the year launches in November 2009 – the world famous British Sausage Week, and this year the nation's favourite magical partnership, Paul Daniels and Debbie McGee, will be leading the search to uncover the *Magic of the British Banger*.

Everyone knows there is something a little bit special about a sausage, whether it is the top secret blend of herbs and spices, or the magical pork at the heart of it. This year the British Sausage Appreciation Society will divulge the secrets of what makes a really good sausage. Paul and Debbie will be travelling the country from Monday 2nd November tasting a plethora of the best sizzlers in the country to crown the magical ones in each region. This year there have been over 300 entries from butchers, supermarkets, school cooks, and chefs across the country, all anxious to showcase the magic of their particular sausages. Regional winners will be awarded during British Sausage Week from 2nd November and will receive a much sought after Banger Award and a donation to a local charity of their choice.

Paul Daniels, commented: "I can't wait to start tasting the nation's best bangers! British Sausage Week is a national institution and an event I am proud to be involved in. Like with a good magic illusion, sausages come in some many varieties and I look forward to revealing what makes a really special sausage."

"Sausages are part of British heritage", added Debbie McGee. "That is why Paul and I are really excited to take part in British Sausage Week. We can't wait to hit the road and crown the best bangers in each region."

A national institution, previous British Sausage Week celebrity supporters include cricket legends Dickie Bird and Phil Tufnell, Dale Winton, Lesley Waters, Christine Hamilton and Carole Thatcher to name a few.

Organised by The British Sausage Appreciation Society, British Sausage Week celebrates the taste, quality and diversity of the sausage, of which there are some 400 individually named varieties in Britain alone.

To celebrate British Sausage Week, independent butchers across the country will also be running events and creating mouth-watering bangers for customers to sample. There are also likely to be unmissable offers on sausages from supermarkets, whilst pubs and restaurants will be joining in the festivities by offering special sausage meals on their menu. For those of you that prefer to spend the week at home, the British Sausage Appreciation Society have rustled up some exclusive recipes for you to try out! Visit www.britishsausageweek.com for recipes and further information about the week.

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For further information please contact:

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