

# THE BLACK FARMER®



## THE BLACK FARMER® WINS TOP ACCOLADE

The Black Farmer® has yet again been voted a winner. This time the brand, created by Wilfred Emmanuel-Jones, better known as The Black Farmer®, has scooped ‘Best Poultry Product 2007’ at the annual SuperMeat Awards for its Ultimate Roasting Chicken – the only branded product to receive an award in a host of categories dominated by supermarket own label products.

“My biggest reason for developing The Black Farmer® brand was to offer consumers an alternative to supermarket own label. I want to give them innovation, great quality and great flavour all at an affordable price in every sector that is dominated by own label. As the only brand to win an award, I know that my decision was right, and I will continue to launch innovative products that bring something new to consumers,” comments Wilfred.

The Ultimate Roasting Chicken, produced in conjunction with West Country firm Lloyd Maunder, was a firm hit with the judges, beating top selling premium products from both Asda and Co-Op.

Using a corn fed Devonshire Red[] chicken slow reared to the RSPA Freedom Food welfare standards, the succulent breast is crossed with smoked streaky bacon and stuffed with tarragon butter. The Ultimate Roasting Chicken is ready to roast.

The Black Farmer[], based in St. Giles on the Heath Devon, is one of the great brand success stories of recent years. Launched three years ago, The Black Farmer®’s trademark premium pork sausages are in national distribution through all major supermarkets. The Ultimate Roasting Chicken joins BBQ chicken thighs, ribs and burgers, dry cured hickory smoked back bacon, ham and premium pork sausages in the brand’s ever-growing portfolio of premium quality products.

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Note to editor: Photograph shows Wilfred Emmanuel-Jones receiving his award from John Inverdale at the SuperMeat Awards ceremony last night, June 19<sup>th</sup>.