



## **Celebrate the UK's First National Bacon Butty Day on Thursday 23<sup>rd</sup> September**

The British Sandwich and Food to Go Association has named Thursday 23<sup>rd</sup> September as the first ever National Bacon Butty Day, celebrating a great British institution.

As we approach the end of the first full month back at school and for many, a full month back commuting to the office, the association is encouraging Brits to treat themselves to the nation's favourite sandwich and give the food to go economy a much-needed boost.

If every commuter in the UK bought a breakfast sandwich on National Bacon Butty Day, it would be worth more than £77million to the industry. And let's face it, we all deserve a treat!

With many commuters working from home on a Friday, analysis of the breakfast market highlights that Thursday is the new Friday when it comes to treating ourselves too. In London, food to go operators are seeing a 50% drop in trade between Thursdays and Fridays.

Jim Winship of the British Sandwich and Food to Go Association:

"We couldn't find a more perfect day to celebrate the inaugural National Bacon Butty Day. We're nearly through the week and we're nearly through September, a month that often tires out the best of us as we struggle back into routines, but even more so this year as workers have headed back to offices in droves. Bacon nearly always tops our polls of the UK's most popular sandwich filling. It's thought that more than 10 bacon butties are eaten every second in the UK and we love the smell of bacon so much you can even buy bacon scented candles.

"It's clear you can't get much more British than a bacon butty so what better way to treat ourselves than grabbing a bacon butty and a hot cup of coffee or tea on the way to work on National Bacon Butty Day."

**ENDS**

**For additional information, images and interview requests, please contact:**

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**#YourBreakfastIsWaiting**

## **Editors Notes**

The British Sandwich & Food to Go Association is a trade body established in 1990 to represent the interests of all those businesses involved and the food on the move industry. Members range from supermarkets and food to go manufacturers to sandwich bars, cafes and the suppliers of ingredients and equipment for the industry. As well as representing the interests of members to Government, the Association sets industry standards as well as organising events such as British Sandwich Week and the annual British Sandwich Industry Awards, also known as the 'Sammies'.