

A toast to this year's Sammies winners

The winners of this year's British Sandwich Industry Awards, the Sammies, were announced at a ceremony at London's Royal Lancaster Hotel on 15 May.

Winners include Paul, Bedford Street, London as Bakery Sandwich Shop of the Year while Coffee Bar Sandwich Retailer was scooped by Costa. Morrisons won Sandwich Retail Multiple of the Year; Melton Foods took the prize for BSA Sandwich Manufacturer of the Year; and Marks & Spencer Simply Food won the award for En Route Sandwich Retailer of the Year. Brecon-based Beacon Foods won New Ingredient of the Year Award for the Hot Indian Banana Chutney from its Indian Spice Magic range.

Also among the winners was Fred de Luca, the American founder of the Subway chain, who was honoured with The British Sandwich Industry Award for the success of his international chain, which has opened 1198 shops over the last few years.

The Sammies, launched 13 years ago, were attended by around 580 guests from retailing and manufacturing, and judged by an independent panel of judges from the industry.



CATEGORY BRAND MANAGERS DEBBIE MELHUISE AND KATE THOMPSON PICK UP COSTA'S AWARD FOR 'BEST COFFEE BAR SANDWICH RETAILER 2008'. THE CHAIN RECENTLY CARRIED OUT A FULL REVIEW OF ITS SANDWICH RANGE, IMPROVING BOTH RECIPES AND PRESENTATION, AND INTRODUCED A NEW FLATBREAD VARIETY