

Lishman's

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MEMBERS OF THE BUTCHERS Q GUILD

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THE YORKSHIRE SAUSAGE – IT'S OFFICIAL

Lishman's have created Yorkshire's very own signature sausage after a four-month campaign involving county-wide public tastings and feedback on six potential candidates for the coveted title. The brand-new 'official' Yorkshire Sausage – pork with parsley and traditional spices – was unveiled to much acclaim on Yorkshire Day, August 1, on the steps of the Winter Gardens in Ilkley.

Assisting David in the declaration, below, was the celebrity chef Rosemary Shrager, the former 'Ladette to Lady' star who runs her own cookery school at Swinton Park.



The new Yorkshire Sausage is now gaining a much stronger foothold across the county, both among Lishman's own customers and those of fellow White Rose butchers. Lishman's have released the recipe to them and many are now producing their own Yorkshire Sausages. Demand has soared and Yorkshire's signature sausage is now one of the most popular in the shop. David explained: "We created the

Yorkshire Sausage campaign in April with the aim of plugging a glaring gap in the market. Cumberland and Lincolnshire have their own sausages, yet we – the biggest county in the kingdom – did not.

"We delved into the recipe books and created six trial sausages that we felt best represented the best of all things Yorkshire. We then went out to the people of God's own county to stage a series of tastings over 15 days this summer at six high profile venues. Over 3,300 people tasted the six candidates – in total, almost 5,000 sausage were consumed – and told us which they felt should become Yorkshire's official sausage.

"We soon discovered that the people of Yorkshire preferred a slightly peppery sausage containing parsley, suitable for breakfast, barbecuing and recipes such as toad in the hole – a good all-rounder catering for all Tyke tastes!" The business then took its sausages to the nation's seat of power, the House of Commons no less, where six Yorkshire MPs – local member Kris Hopkins among them – participated in the great Yorkshire Sausage search – no three-line whip here! David said: "Creating Yorkshire's own signature sausage has been a long-held dream of mine.



• Bringing the House down! – David Lishman, centre, at the House of Commons Yorkshire Sausage tasting, with, from left, Yorkshire MPs Jason McCartney, Craig Whittaker, Robert Goodwill, Stuart Andrew, Kris Hopkins and Nigel Adams.

Within the first two weeks of launch, around 60 Yorkshire butchers were already making the new Yorkshire Sausage. "It truly reflects the agricultural heritage of the county, using only pork from Yorkshire-reared pigs. It is going down a storm – it's already well on its way to becoming the best-known banger in the county."

• Below – public participation in the Yorkshire Sausage campaign.



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