

Leading bacon producer doubles smoking capacity

Sub: Hall & Roberts invest £X,000 in new environmentally-friendly equipment

As part of a strategic company policy to continually improve its product range, Cheshire-based bacon producers, Hall & Roberts, have recently invested £X,000 in a new three-chamber bacon smoker.

The new Maurer equipment has doubled the company's smoking capacity to between 6,000 to 7,000 pieces per week of backs and gammon products.

Producing a traditional 'smoky bacon' flavour, the equipment nevertheless represents a move away from traditional wood-chip smoking.

By using condensed wood smoke, the Maurer smoker can produce smoked products at the touch of a button. This technique delivers consistent quality so that every batch smoked tastes the same.

In addition, condensed wood smoke is a more natural and environmentally-friendly process which produces a safer, healthier product.

Hall & Roberts' Managing Director, Sxxxxx Xxxxx, is delighted not only with improvements in productivity, but also in so many other areas of the smoking process:

"Apart from doubling our smoking capacity," says Sxxxxx, "we can now control flavour and colour much more easily. In fact, the whole smoking operation is much easier and quicker, with running costs reduced noticeably."

NOTES FOR EDITORS:

- Hall & Roberts Ltd is a well-established bacon producer based in Widnes, Cheshire.
- Over 60% of its produce uses British Quality Assured pig meat.
- Traditional Wiltshire curing ingredients are used to ensure less than 10% of added water content and a mild, consistent cure.
- The company's 'Cheshire Oak' bacon is the UK's fastest-growing bacon brand. This has been made possible by continuous investment in state-of-the-art production facilities and strict quality control procedures.
- 'Cheshire Oak' is available as bone-in gammons, converter gammons, horse-shoes, corners and slipper joints, rindless back and converter middles.
- Maurer smoking units using condensed wood smoke have short processing times; environmentally-friendly processing without the need to purify the exhaust air; and very low levels of tar and other impurities.

Company and product details are available on the Hall & Roberts web-site:

For more information, contact: