

Hall & Roberts breaks its own records for British Quality Assured pig meat used

Cheshire-based bacon producers, Hall & Roberts Ltd, are now processing half a million tonnes of bacon products per month. Almost two-thirds of this total is made up of British Quality Assured pig meat, with the balance comprising meat of European origin.

It has been company policy for some time to increase the amount of home produced meat across its product range. This is especially true of Hall & Roberts' 'Cheshire Oak' flagship range – the UK's fastest-growing bacon brand – whose success is largely attributable to heavy investment in state-of-the-art production facilities and strict quality control procedures.

Justly proud of this achievement, Hall & Roberts' Operations Director, Axxxx Xxxxx, commented:

“Cheshire Oak’ products are sourced from the very best pork suppliers, particularly from farms in the UK. Curing uses traditional Wiltshire ingredients which results in a range of products with a low brine and water content.

“Anyone familiar with the ‘Cheshire Oak’ range,” Axxxx continued, “will know that traditional taste and succulence are the hallmarks of all our bacon products including bone-in gammons, converter gammons, horse-shoes, corners and slipper joints, rindless back and converter middles.”

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.
- Hall & Roberts' modern laboratories carry out regular in-house microbiology testing with higher accredited EFSIS standards.

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

For more information, contact: