New Release

2nd April 2024

*For immediate use*

**Scottish sausage market** **on a roll!**

***Brown’s Food Group launches a new sausage range*** ***showcasing Scottish pork to take advantage of the sizzling market***

Scottish consumers are still very much in love with the humble banger - last year the Scottish sausage market grew by more than 14% (Source: Kantar) - and a new brand of sausage has been launched to take advantage of this double digit growth.

Scotland's biggest pork producer – Brown’s Food Group – have launched a brand new range called The Kilted Pork Company on the back of nationally impressive sausage sales, with British households spending just shy of £995m on the family favourite during 2023. Scots spent £10.3m more last year, taking the country’s 2023 sausage spend to £83.3m.

Brown’s, a £250m turnover business which was established in 1885 and remains in private ownership, set its product development team the task of creating an offering to shine a spotlight on a branded sausage range only using high quality pork that is born and reared in Scotland.

Wayne Godfrey, CEO at Brown’s, said: “The thinking behind The Kilted Pork Company was to add value to Specially Selected Pork - the flagship brand of the pork industry in Scotland - which identifies meat from pigs that have been quality assured all of their lives.

“The whole industry’s aim is that when consumers see the Specially Selected Pork logo, they can be confident that the pork was 100% born, reared and processed in Scotland and that it holds whole of supply chain quality assurance.

“The Kilted Pork Company range of sausages are an exciting new brand, combining tradition with innovation to bring a burst of flavour to consumers’ plates. We are immensely proud of these quality sausages and all the work the team has put in to creating and producing them.”

Kilted Pork Company sausages have been hitting the shelves of most key retailers in Scotland and now include 117 Tesco stores, 25 Sainsburys, 300 Coop stores and 80 Scottish Asda stores.

There are five products in the bold tartan-packaged range - Specially Selected Pork on its own, and four flavoured varieties of Specially Selected Pork with Cracked Black Pepper, Premium Haggis, Scotch Bonnet Chilli and Arran Mustard & Honey.

Mr Godfrey added: “It was important to include the plain Specially Selected Pork variety for those who like to keep it simple, while the others are there to ring the changes a bit and offer some more interesting flavour options to those who want to try something different. It is very important to us, as a company, to support Scottish farmers and promote Specially Selected Pork.”

The Brown’s Food Group backstory began with a small butcher’s shop in Biggar in the Scottish Borders in 1885, curing all their own bacon and distributing products by horse and cart throughout Lanarkshire and surrounding areas.

The family-owned company now operates from seven manufacturing sites, producing and supplying an extensive range of quality cooked meats, convenience foods and delicatessen items.

For further information contact Tavis McCabe at Browns Food Group tavis.mccabe@brownsfoodgroup.com

ENDS

Words count

**Notes to editors:**

QMS is the public body responsible for promoting the Scotch Beef and Scotch Lamb brands in the UK and PGI labelled Scotch Beef and Scotch Lamb branded products abroad, and for promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef and Scotch Lamb brands is correct and should not be substituted for an alternative such as Scots or Scottish. The history of the use of the word Scotch in this way, traces back to the 18th century.

QMS also helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy.

The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.

Scotland’s beef, lamb and pork producers make an important contribution to the country’s economic, social and environmental sustainability, contributing over £2 billion to the annual GDP of Scotland and supporting around 50,000 jobs (many in fragile rural areas) in the farming, agricultural supply and processing sectors.

For more information visit [www.qmscotland.co.uk](http://www.qmscotland.co.uk) or follow QMS on Facebook or Twitter.