



Pork Farms 'tuck in' to Lion egg products

Pork Farms, the market leader in the savoury pastry category, is the first major retail brand to display the British Lion egg products mark on-pack.

The move follows the decision to use 100% British Lion egg products across its scotch egg and snack egg range and underlines Pork Farms commitment to provenance and quality.

The British Lion Quality logo has been displayed on shell eggs for several years, but increased consumer awareness and interest in the provenance and quality of food has seen an increased demand for British Lion egg products from the food manufacturing industry.

The savoury egg market is currently worth £65m, with that figure set to be bolstered by a £2m investment in sponsorship, sampling, advertising and PR across the Pork Farms brand in 2009.

Andy Napthine, Head of Marketing for Pork Farms, said: "This is an exciting step; quality eggs are an integral ingredient in the production of our delicious scotch and snack eggs. Pork Farms is delighted to be the first manufacturer to lead the field in sourcing and using 100% British eggs and we're proud our products will feature the British Lion Quality logo. We're also looking to attract new consumers with a significant packaging redesign to improve food values and the introduction of new variants; such as snack eggs with bacon, to broaden the appeal of the category."

Ian Jones, Vice Chairman of the British Egg Products Association, commented: "Pork Farms decision to stipulate British Lion egg products amongst its purchasing requirements and display the Lion on-pack guarantees the highest standards of food safety, helps to minimise food miles and supports British farmers."