



Running a Successful Sausage & Mash Night

Tony Goodger
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Running a Successful Sausage & Mash Night.

- These guidance notes have been written by the British Pig Executive with assistance from the British Potato Council.
- A Sausage & Mash Night can be a great way of generating early week trade as well as encouraging customers to enjoy one of the great pub meals.
- The event can also be a great way of generating both publicity for your pub and generate high levels of gross profit.

Promoting a Sausage & Mash Night.

- Once you have decided to run a Sausage & Mash night tell your staff and devise the menu along with the price for the event.
- Put up posters in your outlet and issue a pre-event press release to the local media (see template).
- If required, place an advert in the local press.
- Talk to your food and drink suppliers and see if they are prepared to support the event either by promoting it through their premises or with stock.
- Once you have run your first Sausage & Mash theme night issue a post event press release to the local media (See template).

Sourcing your Sausages.

A great place to start when sourcing sausages is a farmer's market. See what's available and talk to sausage producers about what they can make and what they can supply.

Also, Food from Britain's Regional Food Group will have a number of members who produce sausages or log onto Food from Britain's Regional Foods Directory at: - www.regionalfoodanddrink.co.uk

Sourcing your Sausages

Alternatively, talk to your current supplier about what sausages they sell and ask them if they'd like to support the event.

Finally, your high street butcher is, nowadays, likely to produce a range of different flavoured sausages and may even, if the volume of sausages required is high enough, make up a range specifically for your business.

Remember though, try to buy the best sausages you can afford and be happy in your own mind that the supplier has high health and hygiene standards in their factory / shop.

Regional Food Groups

- Taste of the South West – Contact Gill Ainge
01392 440745
- South East Food Partnership – Contact
Henrietta Reindeers 01730 893724
- Produced in Kent – Contact Rob Weaver
01622 221928
- Hampshire Fare – Contact Tim Brook 01962
845999
- Taste of Anglia – Contact Colin Clarke 01473
785883

Regional Food Groups

- East Midlands Fine Foods – Contact Paul Cullen
0115 875 8884
- Heart of England Fine Foods – Contact Karen Davies
01694 771713
- North West Fine Foods – Contact Cath Smith 01695
732734
- Deliciously Yorkshire – Contact Karen Carlyle 01937
830354
- Northumbria Larder – Contact Sandy Duncan 0845
456 2340

Alternatively contact Kirsty Grieve at Food from Britain
on 020 7233 5111 / www.foodfrombritain.com

Cooking Sausages

- Ideally we recommend grilling sausages, alternatively they can be baked or barbequed.
- We do not recommend deep fat frying sausages as this may cause the sausages to split and can also leave them greasy to the palate.
- The sausages should be cooked and browned on all sides and the juices within the sausage must run clear prior to serving.

Cooking Sausages

- For best results, do not prick sausages.
- **To Grill** – Place under a preheated moderate grill for 12 – 18 minutes, turning occasionally.
- **To Oven Bake** – Place on a baking tray in a preheated oven at 190°C, 375 °F, Gas Mark 5 for 20 – 30 minutes, turning once.
- **To Fry** – Coat pan with a little oil and cook on a low heat for 15 – 20 minutes, turning frequently.

Ensure sausages are thoroughly cooked before serving.

Holding Tips - Sausages.

You may wish to cook up some batches of sausages and keep them warm ahead of service.

You will need to keep them stored at +70°C and we suggest that you also cover them with foil.

If you are cooking the sausages in advance, **DO NOT FORGET TO LABEL THEM IN THE HOT CUPBOARD.**

How to cook the perfect...mashed potato



www.potatoesforcaterers.co.uk



Sourcing your Potatoes.

- We suggest that you start by looking at what's available from the market, farmer's market or farm shop, again, the regional food group for your area can assist with identifying growers and suppliers.
- Alternatively, your vegetable supplier will be able to advise you on which potatoes they stock and which will be best for mashing.



Great Varieties for Mashing

Using the correct potato variety is essential for great mashed potato; ask your potato supplier what they would recommend. Some varieties you could use are **King Edward, Desiree, Wilja, Romano or Kerrs Pink.**



How to cook the perfect...mashed potato

SERVES: 10

INGREDIENTS

2.4kg potatoes, washed and peeled

300ml milk

125g butter

To season: salt, pepper and nutmeg

METHOD:

1. Boil the potatoes until tender, drain and return to the pan to dry. Pass through a sieve or mash.
2. Heat the milk and butter together until the butter has melted and using a wooden spoon, gradually beat into the potatoes until creamy.
3. Season with salt, pepper and nutmeg. Heat through and serve.



Holding Tips - Potatoes.

We suggest that you cook sufficient plain base mashed potato to cover the event and keep it warm in a bain-marie.

Then produce the different flavours of mashed potato to order by mixing the required flavour (see next page) into the base mashed potato.

We do not advise that you use a dried mashed potato mix. Freshly cooked potatoes will help to make the menu special and the night memorable for your customers.



Flavoured Mashed Potato

Looking for something a little bit different, try one of the following flavoured mashes with your sausages.

- **Mustard Mash** – just add some mustard into your mash for a delicious accompaniment to sausages, depending on the flavour you're after, English, Dijon or Wholegrain Mustard can be used.
- **Apple Mash** - simply add grated red skinned eating apple, tossed in a little lemon juice, to the mash just before serving.
- **Horseradish Mash** - try adding horseradish sauce to the mash just before serving with sausages.
- **Onion Mash** - add caramelised onions into your mash just before serving with pork sausages.
- **Herb Mash** – mix in some freshly chopped herbs that complement the flavour of the sausages you're serving.,



Gravy & Sauce Ideas



Gravy & Sauce Ideas

- We recommend that you use a stock base (ideally low in salt) as the basis of any gravy and then add in flavouring such as grain mustard or sweated red onion slices.
- As with sauces, if you are using a mix again try for a low salt base and then add in other ingredients / flavours as required.

Gravy & Sauce Ideas

Gravy

- Red Onion
- Grain Mustard
- Cider & Apple
- Sage & Onion
- Wine
- Real Ale
- Roast Tomato

Sauces

- Mushroom
- Mustard
- Red Wine
- Mild Curry
- Creamy Herb
- Black Pepper
- Bourguignon

What Should You Charge?

- This depends on what level of Gross Profit you wish to make. For example to deliver 60% you will need to multiply your food cost by 2.5 and then add 17.5% to cover VAT.
- Work out your food costs by adding together all the cost of the ingredients in a single portion.
- Work on a minimum 60% Gross Profit.

What Should You Charge?

| Gross Profit Requirement | Multiply Food Cost by: | Example based on £2.30 food cost | Add 17.5% VAT |
|---------------------------------|-------------------------------|-----------------------------------------|----------------------|
| 75% | 4 | £9.20 | £10.81 |
| 70% | 3.33 | £7.66 | £9.00 |
| 65% | 2.85 | £6.56 | £7.71 |
| 60% | 2.5 | £5.75 | £6.76 |
| 55% | 2.22 | £5.11 | £6.00 |
| 50% | 2 | £4.60 | £5.40 |

What about Vegetables?

- The main aim of the event is to focus on sausages and mashed potato. However, we strongly advocate the concept of a balanced meal and as such vegetables will need to be served.
- We advise that you should try to make the meal special and serve fresh seasonal vegetables in a separate serving dish.
- We also suggest that where possible you should offer a range of different coloured vegetables such as carrots and cabbage but that you should avoid a white vegetable as you already have the white of the mashed potato on the plate.
- We suggest that you offer a minimum of 80g cooked weight of vegetables (one portion within the 5 a day definition).
- We suggest that the vegetables served should be sourced fresh and that a good starting point is the market, farmer's market or farm shop.

What's in Season January to June

| January | February | March | April | May | June |
|----------------------------|----------------------------|----------------------------|----------------------------|------------------|---------------------|
| Artichoke, Jerusalem | Artichoke, Jerusalem | Beetroot | Broccoli, purple sprouting | Asparagus | Artichokes, globe |
| Beetroot | Beetroot | Broccoli, purple sprouting | Cabbages | Beans, broad | Asparagus |
| Broccoli, purple sprouting | Broccoli, purple sprouting | Brussels sprouts | Cauliflow er | Beetroot | Beans, broad |
| Brussels sprouts | Brussels sprouts | Cabbages | Chard | Cabbages | Beetroot |
| Cabbages | Cabbages | Carrots | Dandelion | Cauliflow er | Broccoli, calabrese |
| Carrots | Carrots | Cauliflow er | Endive | Chard | Cabbages |
| Cauliflow er | Cauliflow er | Chard | Garlic | Dandelion | Carrots |
| Celeriac | Celeriac | Chicory and endive | Garlic, wild | Endive | Cauliflow er |
| Chard | Chard | Garlic | Lettuce | Garlic | Chard |
| Chicory and endive | Chicory and endive | Kale | Mushrooms, morel | Lettuce | Cucumber |
| Garlic | Garlic | Leeks | Nettles | Mushrooms, morel | Dandelion |
| Kale | Kale | Lettuce | Onions | Nettles | Endive |
| Kholrabi | Kholrabi | Nettles | Onions, spring | Onions | Garlic |
| Leeks | Leeks | Onions | Potatoes | Onions, spring | Lettuce |
| Lettuce | Lettuce | Onions, spring | Radishes | Peas | Onions |
| Onions | Onions | Parsnips | Seakale | Potatoes | Onions, spring |
| Parsnip | Parsnips | Potatoes | Sorrel | Radishes | Peas |
| Potatoes | Potatoes | Radishes | Spinach | Rocket, wild | Potatoes |
| Salsify | Salsify | Seakale | Spring greens | Seakale | Radishes |
| Scorzonera | Scorzonera | Sorrel | Turnips | Sorrel | Rocket, wild |
| Spinach | Spinach | Spinach | Watercress | Spinach | Samphire |
| Squash | Squash | Squash | | Spring greens | Sorrel |
| Sw ede | Sw ede | Turnips | | Turnips | Spinach |
| Turnips | Turnips | | | Watercress | Spring greens |
| | | | | | Turnips |
| | | | | | Watercress |

What's in Season July to December

| July | August | September | October | November | December |
|---------------------|---------------------|---------------------|----------------------|----------------------|----------------------|
| Artichokes, globe | Artichokes, globe | Artichokes, globe | Artichoke, Jerusalem | Artichoke, Jerusalem | Artichoke, Jerusalem |
| Beans, broad | Aubergines | Aubergines | Aubergines | Beetroot | Beetroot |
| Beans, French | Beans, broad | Beans, broad | Beans, runner | Brussels sprouts | Brussels sprouts |
| Beans, runner | Beans, French | Beans, French | Beetroot | Cabbages | Cabbages |
| Beetroot | Beans, runner | Beans, runner | Broccoli, calabrese | Cardoon | Cardoon |
| Broccoli, calabrese | Beetroot | Beetroot | Brussels sprouts | Carrots | Carrots |
| Cabbages | Broccoli, calabrese | Broccoli, calabrese | Cabbages | Cauliflow er | Cauliflow er |
| Carrots | Cabbages | Cabbages | Cardoon | Celeriac | Celeriac |
| Cauliflow er | Carrots | Carrots | Carrots | Celery | Celery |
| Chard | Cauliflow er | Cauliflow er | Cauliflow er | Chard | Chard |
| Cucumber | Chard | Chard | Celeriac | Chicory | Chicory |
| Dandelion | Cucumber | Cucumber | Celery | Endive | Endive |
| Endive | Dandelion | Dandelion | Chard | Garlic | Garlic |
| Fennel | Endive | Endive | Chicory | Kale | Kale |
| Garlic | Fennel | Fennel | Courgettes | Kholrabi | Kholrabi |
| Kholrabi | Garlic | Garlic | Cucumber | Leeks | Leeks |
| Lettuce | Kholrabi | Kale | Endive | Lettuce | Lettuce |
| Onions | Leeks | Kholrabi | Fennel | Mushrooms, w ild | Onions |
| Onions, spring | Lettuce | Leeks | Garlic | Onions | Onions, spring |
| Peas | Mushrooms, w ild | Lettuce | Kale | Onions, spring | Parnsips |
| Potatoes | Onions | Mushrooms, w ild | Kholrabi | Parnsips | Potatoes |
| Radishes | Onions, spring | Onions | Leeks | Potatoes | Pumpkins |
| Rocket, w ild | Peas | Onions, spring | Lettuce | Pumpkins | Salsify, scorzonera |
| Samphire | Potatoes | Peas | Mushrooms, w ild | Salsify, scorzonera | Spinach |
| Shallots | Pumpkins | Potatoes | Onions | Sorrel | Squash |
| Sorrel | Radishes | Pumpkins | Onions, spring | Spinach | Sw ede |
| Spinach | Rocket, w ild | Rocket, w ild | Parnsips | Squash | Turnip |
| Turnips | Samphire | Samphire | Potatoes | Sw ede | |
| Watercress | Shallots | Sorrel | Pumpkins | Turnip | |
| | Sorrel | Spinach | Rocket, w ild | | |
| | Spinach | Squash | Salsify, scorzonera | | |
| | Squash | Sw ede | Sorrel | | |
| | Sw eetcorn | Sw eetcorn | Spinach | | |
| | Tomatoes | Tomatoes | Squash | | |
| | Turnips | Turnips | Sw ede | | |
| | Watercress | Watercress | Tomatoes | | |
| | | | Turnips | | |

Plate Presentation.

- Ideally the sausages and mashed potato should be served with the gravy / sauce presented in a separate gravy / sauce boat thus allowing for the customer to add as little or as much gravy / sauce as they wish.
- The vegetables should also be presented in a separate dish, again allowing for the customer to help themselves to whatever portion size they wish.

Drinks.

- Obviously it is up to your customers what drinks they order with their meal but themed nights can often link food to drink.
- There is a growing movement towards matching Beer and Food and many believe that heavier beers such as bitter are a good match for sausage and mash.
- Similarly, wines which are rich in tannin such as Cabernet Sauvignon and Syrah / Shiraz are also believed to be good partners for sausage and mashed potatoes.

Check List.

One Month Pre-Event.

- Send pre-event press release to local papers and local radio.
- Place any press advertising.
- Design and Print Point of Sale Posters and display at your premises and at any other display points identified.
- Identify potential sausage suppliers.
- Identify potential potato suppliers.

One Week Pre-Event

- Highlight the event on your posters and encourage bookings.
- Order your sausages and potatoes.
- Tell all customers about the event and encourage bookings.

Your Day-to-Day Menu.

- We believe that in all instances you should identify your suppliers on your menu. This not only helps to promote their businesses but it also shows that you have a thoughtful sourcing policy for the food you serve.
- We also believe that the customer has a right to know the origin of the meat being served to consumers out of the home (www.meatorigin.co.uk) and therefore you should ask your sausage supplier(s) where the pork used in the sausages is from.
- Finally, if the sausages you are serving have an additional feature, such as the pork is from outdoor reared pigs or from free-range pigs or that the sausages are organic, make a point of featuring this on the menu.

Your Menu for Sausage & Mash Night.

- Try to use a variety of Pork Sausages and allow customers to mix and match sausages to flavoured mashed potatoes (always offer a plain mashed potato) and then to a gravy or sauce.
- Use a blackboard for the menu as this allows you to rub off any of the sausages which sell out during the evening.

Sausage & Mash Night ... £6.99

Choose a flavour of Sausage, a flavour of Mashed Potato and a Sauce or Gravy from the list below; -

Today's Sausages

- Pork & Leek
- Pork & Apple
- Pork & Stilton
- Pork & Cranberry
- Wild Boar

Today's Mashed Potato

- Apple Mash
- Grain Mustard Mash
- Bubble Mash
- Cheesy Mash
- Low fat Mash

Today's Gravy / Sauces

Cider Gravy...Grain Mustard Gravy...Onion Gravy
Mushroom Sauce ... Red Wine Sauce

Free Serviettes



The British Pig Executive have free Sausage and Mash serviettes in packs of 100.

If you are running a Sausage and Mash night just call us on 01908 844114 to request the serviettes, they're free of charge.

www.mlcposters.co.uk