



The New Salumi Artisan Producers in the UK

Presentation by BARRY Walker
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About Barry Walker

- Self-taught Salumi Producer & Educator
- Age 65 and started making salumi at 55
- Started making salumi commercially at 63
- One of the top salumi producers in the UK
- Making salumi in an Italian style
- Has visited 15 of the regions in Italy looking for influence and recipes
- Has established own retail shop
- Supplies products to restaurants and other retailers in the region of Hampshire
- Teaches salumi making



Businesses – I have three



Hampshire Salami Co
– a commercial
producer of Salumi



CURED – British School of
Charcuterie – salami school
teaching making Salumi to
butchers and chefs



Hampshire Deli – a
retail outlet selling the
Salumi that we make

Award Winning

Hampshire Salami is an award winning Salumi maker. In the last three years we have won the following awards:



National Craft Butchers Awards (for the butchery industry in the UK)
2020 Winner – 2 Gold Medals, 1 Silver Medal
(#1 Salami maker in the UK butchery industry)



Hampshire Charcuterie Awards
2020 Hampshire Charcuterie Champion (#1 Salami maker in the region of Hampshire)
2020 Winner – 3 Gold Medals, 2 Silver Medals, 1 Bronze Medal
2019 Winner – 2 Gold Medals & 4 Silver Medals



British Charcuterie Awards
2019 Silver Medal – Best Salami Product
2018 Gold Medal and two Bronze Medals – Best Salami Products

"I am delighted to have made a significant contribution to the industry in just a few years of commercial operation and look forward to raising the sector profile even higher in the years to come"



Salumi in the UK

The UK has little history of salumi making in the UK . Preserving the meat of the pig was confined to:

- Making bacon from the belly
- Curing a ham



Salumi in the UK

The number of products is limited to a few, which would include:

- Cured hams / Bacon
- Pigs blood sausage (a cooked product)
- White pork and lardo sausage (a cooked product)
- Brawn (a pressed terrine made with the pig's head - similar to Porchetta di Testa)
- Cured pig jowl (similar to guanciale)
- Corned Beef – beef chopped and salted



Regional Foods

- The UK does not have the local food culture that Italy has
- In Italy the local cuisines have not changed for hundreds of years
- UK is a diverse country, with many nationalities influencing the cuisine



Regional Foods

- Imported cuisines have become adopted as British
- Curry is the #1 most popular food in the UK
- The new Salumi producers and copying imported recipes, before making their own new recipes



Consumers

- UK food consumers are becoming more demanding
- Wanting better quality products
- Farmers markets and more popular
- UK public looking for alternatives to large supermarkets



Consumers

- Small producers gaining popularity
- COVID-19 has changed shopping trends
- Consumers are supporting local food producers



New Artisan Salumi Makers in the UK

- In the last 10 years the number of commercial salumi makers in the UK has increased
- Number of producers has doubled in the last 5 years
- But – it is still a very small market



New Artisan Salumi Makers in the UK

- Approximately 200 commercial salumi producers in the UK
- Influence from new immigrants to the UK making products from: Italy, Spain, France and Eastern Europe



Who are the new salumi producers?

The new salumi producers are coming from many business sectors.

They are not only farmers and those in the food industry. They include:



Who are the new salumi producers?

- Farmers – hoping to make better profits from their animals
- Chefs – wishing to offer their customers better products
- Butchers – wanting to make better profits from their meat products
- Enthusiastic amateurs – like Barry Walker with passion to start a new food business
- People retiring / looking for a LIFE CHANGE in their older age – like Barry Walker





Training

New producers need to learn new skills.

Who is teaching these new skills?

➤ CURED – British School of Charcuterie

➤ Artisan School of Food

What is the future

- Artisan food producers in the UK are increasing
- A very strong movement of new entrants into the market with AMAZING ideas and products
- Salumi making is VERY technical and Government officials do not fully understand the processes
- More education is needed and support for new salumi producers



What is the future

- Help from Government required
- We are making products that rival those made in Italy, Spain, France and Germany
- We can compete on an international level
- This is very good for the food industry in the UK



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Thank you

For more information please contact Barry Walker at
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