



Enabling Food Innovation Project

J T BEEDHAMS & SONS

JT Beedham & Sons Purveyors of the finest English meat since 1884. Johnny Puztai and his staff are proud to continue the traditions of Service, passed through the generations of the Beedham family of Master Butchers. Johnny Puztai has a passion for great tasting products made from high quality, locally sourced ingredients.

Project Brief: 22 Nov 2016

1. Johnny Puztai makes high quality products from locally sourced ingredients. He is interested in developing a healthier sausage, either by using a leaner meat such as chicken, by including ingredients that have inherent health benefits or by replacing some of the less desirable ingredients (like salt) with more natural alternatives.
 2. Johnny is interested in creating healthier products for his customers, including using leaner meats, using natural ingredients as preservatives, introducing vegetables or pulses into the products or using 'superfoods' like turmeric or porcini mushrooms.
 3. Chicken meat is of particular interest as a popular and naturally lean meat but others can be considered.
-

The Response: 25 Jan 2017

1. It was agreed that this would become an NPD project, the brief being to develop a healthier sausage, from premium ingredients, with the right flavour and texture.
 2. As part of our 2 days free consultancy support a report on salt reduction on meat will be delivered in order to help develop healthier sausages.
-

Benefit to the Business

"The business will be able to promote itself as a more healthy meat producer based upon the latest University research and student input."

Johnny Puztai –Beedhams.

