



To Dunk or Not to Dunk: Do you dunk your sandwiches?

Dunking a sandwich may sound strange, right? However, it could just be the greatest invention you have stumbled across. Dunking sandwiches are a classic way to add some extra flavour and moisture; what you dunk them in depends on your personal preference and what type of sandwiches you enjoy.

Dunking sandwiches adds both flavour and texture; the bread absorbs some of the sauce, making it softer and bursting with flavour. To celebrate British Sandwich Week, here are just a few of the British Sandwich & Food to Go Association's suggestions of the best combinations to try.

Cheese sandwich/toastie with tomato soup

Next time you find yourself with a bowl of tomato soup, grab a cheese sandwich, dunk it in and you'll never look back.

A cheese sandwich paired with tomato soup is a classic culinary combination, filling the taste buds with flavour. The creamy, tangy notes of the tomato soup complement the savoury richness of a cheese toastie, creating a taste sensation with every bite.

This is a must to try!

Chicken wrap dunked in Caesar sauce

Who doesn't love a chicken Caesar salad? Well, it's even better in wrap form!

The combination of tender chicken wrapped in a soft tortilla, paired with the creamy, tangy flavour of Caesar sauce creates a mouth-watering experience. The best thing about dunking your wrap instead of adding it in the wrap, is you can get as much or as little sauce as you want in each bite.

Prawn mayo sandwich dunked in Thousand Island sauce

It's like eating a prawn cocktail but in sandwich form!

Succulent prawns mixed with a creamy mayo wedged between two slices of thick bread, paired with the tangy, sweet flavour of Thousand Island sauce, create a satisfying and delicious flavour. The soft texture of the mayo compliments the rich Thousand Island sauce perfectly, creating a taste sensation with every bite.

You can even add some salad to your sandwich to recreate the much-loved prawn cocktail.

Roast beef sandwich dunked in gravy

A hearty roast beef sandwich nestled between two slices of bread dipped into a rich, succulent gravy sounds tasty, right?!

The bread soaks up the juicy goodness of the gravy, while the beef absorbs the flavours, becoming more succulent and flavourful. This combination may also be even better with a baguette. The inside of the bread will soak up the moisture whilst also keeping that crunch on the outside of the baguette.

Chicken sandwich dunked in curry sauce

We all love the British favourite curry sauce, but have you ever tried dunking your chicken sandwich into it?

Name a more perfect pair than chicken and curry sauce, and what better than in a sandwich? The sweet and spicy flavour of the curry sauce coating the bread and the chicken is like a flavour explosion of British Culture.

If you're someone who loves curry sauce with your chippy or Chinese, this is one for you.

With this week being British Sandwich Week, there's never been a better time to try dunking your favourite sandwich in a sauce, dressing or soup to add extra flavours and textures.

ENDS

**For additional information, images, and interview requests, please contact:
the press office team: claire@hoppr.co.uk / 07860 214067**

Editors Notes:

*Data analysis from Kantar based on any retailer within the out-of-home market, including grocery stores, pubs and bars, bakeries, coffee shops, cafes, quick-service restaurants, and full-service restaurants.

About British Sandwich Week:

British Sandwich Week takes place from 20-26 May 2024. The annual event showcases the breadth, quality and innovation found within the UK's sandwich and food-to-go sector. Find out more www.britishsandwichweek.com

Connect with us:

Social channels:

- Instagram: [@britishsandwichandfoodtogo](https://www.instagram.com/britishsandwichandfoodtogo)
- Twitter / X: [@BritishSandwich](https://twitter.com/BritishSandwich)
- Facebook: [@British Sandwich & Food to Go](https://www.facebook.com/BritishSandwichFoodtoGo)
- TikTok: [@britishsandwichfoodtogo](https://www.tiktok.com/@britishsandwichfoodtogo)

Hashtags:

#Britishsandwichweek

#Britishsandwichweek 🍷 #BritishsandwichweekGB#Britishsandwichweek2024

#BSW24

Website:

www.britishsandwichweek.com

About The British Sandwich & Food to Go Association:

The British Sandwich & Food to Go Association is a trade body established in 1990 to represent the interests of all those businesses involved and the food on the move industry. Members range from supermarkets and Food to Go manufacturers to sandwich bars, cafes and the suppliers of ingredients and equipment for the industry. As well as representing the interests of members to Government, the Association sets industry standards, as well as organising events such as British Sandwich Week and the annual The Sandwich & Food to Go Awards, also known as 'the Sammies'.