



**HINCHLIFFE'S**<sup>®</sup>

FARM

## **PRESS RELEASE**

What's the secret of a great pork pie? Craig Midwood is the man to ask – he's just run off with the Pork Pie Appreciation Society's top award for the sixth time.

The 28-year-old head butcher and pie maker got 'best pie' award in the society's 19<sup>th</sup> annual master pork pie maker's competition in Ripponden, Yorkshire.

And it wasn't the simplest of tasks because Craig works at Netherton Butchers at **Hinchliffe's** Farm Shop in Netherton, Huddersfield, an award-winning Yorkshire farm shop and restaurant that last year burned to the ground but is now back in business, working out of temporary buildings.

Craig, who started at the farm as a butcher's lad when he was 15, won the top award five times when he worked for the previous tenant butchers at **Hinchliffe's**. But he left after the disastrous fire and now he has returned, he has scooped the coveted award yet again and it makes it that much more special.

He was announced winner after a 'blind' tasting by members of the society and pork pie enthusiasts. The annual competition is an opportunity for pie makers and enthusiastic pork pie fanciers to get together in the famous Old Bridge Inn at Ripponden to sample excellent pies and real ale.

It is essentially a Yorkshire event – where pork pies have long been known as 'growlers' – though there were entries from as far afield as London and Devon.

Craig puts his success down to caring for the product, attention to detail and taking pride in what you are doing. Oh, that and his 'seriously' secret recipe for those succulent pies: "All I can say is, I use the finest British pork, the shoulder and the belly. After that, it is my own recipe and I am keeping it to myself. It has proved very successful up to now."

He won £100 for his efforts and he is donating it to bowel cancer research as **Hinchliffe's** are holding an open day for that cause on May 28.

Flushed with his continuing success, Craig now plans to enter more competitions further afield. "Once you have won the Pork Pie Appreciation Society's top award, the world's your oyster," he said.