

Brits falling out of 'loaf' with classic BLT and are opting for more 'modern' fillings like pulled pork

BY **ASTRID HALL**

Researchers who carried out a detailed study found a string of traditional sarnies have now fallen by the wayside, including tuna mayo, ham salad and cheese and pickles.



Brits are shunning the humble BLT for more sandwich fillings (Image: Getty)

Brits are falling out of 'loaf' with the classic BLT - in favour of more modern fillings, such as brie, cranberry and pulled pork, it has emerged.

Researchers who carried out a detailed study found a string of traditional sarnies have now fallen by the wayside, including tuna mayo, ham salad and cheese and pickle.

They have been replaced by cooler varieties such as hummus and falafel, avocado, chicken and über trendy pulled pork.

The study was conducted by Warburtons to mark the launch of Mighty White, made with 50 per cent wholemeal and 50 per cent white flour. Despite the evolution of fillings, sandwiches remain a firm UK favourite, with more than a third listing them as a much-loved meal.



And when it comes to generational changes, almost half of respondents said they are more adventurous with their sandwich options than their parents.

Taking a look at the numbers, the research revealed Brits don't rush the construction of their trusty sandwich, spending an average of four and a half minutes getting it just right, and consuming five sandwiches a week, on average.

Darren Littler, Innovation Director at Warburtons, said: "Whilst the humble sandwich has remained a classic UK favourite over the decades, it's interesting to see the fillings that fall in and out of favour in line with trends and preferences.

"Now, with a vastly increased number of choices compared to years gone by, more adventurous fillings are now clearly the order of the day for many Brits, with corned beef no longer cutting the mustard.



According to Warburton's data the humble ham salad reigned supreme as the most popular sarnie of the 1970s, chicken salad topped the charts in the 1980s and the BLT took the vote as the 1990s favourite.

Smoked salmon and cream cheese beat other popular fillings for the noughties, with more adventurous options now on trend in the current decade, with hummus and falafel coming out on top.

The Great British Sandwich Evolution over the last 50 years: Top 5 Sandwiches

Pre-1970



Jam



Corned beef



Cheese



Ham



Cucumber

1970-1979



Ham salad



Ham and cheese



Ploughman's



Cheese & Onion



Egg Mayonnaise

1980-1989



Chicken Salad



Tuna Mayonnaise



Tuna & Cucumber



Tuna Salad



Breakfast

1990-1999



BLT



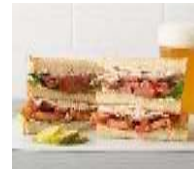
Tuna mayo



Chicken Mayo



Chicken Salad



Chicken Club

2000-2009



Smoked Salmon



Brie & Cranberry



Stilton & Pear



Prawn Mayonnaise

2010-present



Hummus & Falafel



BBQ Pulled Pork



Avocado



Beetroot Hummus

Tasks

- Discuss whether you think the sandwich has become healthier over the decades
- Discuss how tastes have changed and why
- Find out the most popular sandwich at Pilgrim
- Find out the most popular sandwich amongst generations of your families and friends
- Premade sandwiches are big business. Investigate the range and cost in your local shops. Compare the cost with those made from scratch
- Investigate materials other than sliced bread that can be used, for example, wraps, pitta, taccos, flat breads etc
- Devise and promote your own healthy 'sandwich' that would be popular at Pilgrim