

Richmond Business Awards 2016

Have a butchers at top sausage peddlers



AFTER the contest to crown Richmond borough's best sausage ended in a stalemate between two Twickenham butchers, *The Richmond & Twickenham Times* stepped in to act as unofficial tie-breakers. Something we failed to do, with Ben Weich picking Bruce's and George Odling going for Armstrong's.

Earlier this month Bruce's Butchers, in Staines Road and Armstrong's Family Butchers, in St Margarets Road were both awarded Richmond's Best Banger award by public vote.

The firms enjoy a friendly rivalry and jostle for the top spot every year.

Bruce's Butchers' famous Cumberland sausage was a thick, meaty offering which went down well with reporters Ben Weich and George Odling.

Although it only costs £3.50 a pound – or roughly 60p per sausage – Bruce's doesn't skimp on the meat, with it coming in at 80 per cent pork.

Finishing off the famous recipe is a

healthy helping of sage and black pepper, with a little bit of rusk, making for a truly memorable banger.

Made with the same recipe concocted by Bruce Ricketts ever since he opened the eponymous store in the 1970s, it is well-known among Twickenham residents.

Bruce's son Gary, who now owns the shop, said: "I don't know what other butchers do but our recipe is popular with our customers so – there's no need to change. We put a lot of pork in there, too, most you find in the shop won't be up around 80 per cent. These sausages are our most popular product; it's what we're known for."

The banger itself was obviously delicious, and flavoured with pleasing subtlety, with reporter Ben Weich giving them a nine-and-a-half out of ten.

Armstrong's traditional pork sausages were smaller, yet packed a more powerful flavour than Bruce's.

Like Bruce's, their sausage recipe

has been handed down from three generations ago, when the family was based in Scotland.

But unlike Bruce's, they said they couldn't reveal their recipe, offering the tongue-in-cheek explanation that it was such a closely-held secret, staff are instructed to make them while blindfolded.

Robert Armstrong opened the family's first store in Richmond town in 1979, and expanded into the St Margarets area of Twickenham eight years ago, with sons Dean, 37, and Darren, 40, running that store.

Their bangers are so well-renowned that people come from all over the borough – and beyond – to buy them.

They are slightly pricier than Bruce's at £5 a pound, or 80p a sausage, and the overall quality has impressed residents over the years, with Armstrong's taking home the best banger title in 2013 and 2014, and sharing it this year.

In brief

Tuesday, July 19 – Chamber Business Masterclass: Using behaviours to manage customer or colleague conversations

Thursday, July 21 – Chamber Business Breakfast with the Bank of England at Le Salon Prive

Tuesday, August 2 – Chamber Coffee Morning at Organic Mind in Richmond

Tuesday, August 2 – Chamber Workshop: Mindfulness and Work-Life Balance

Monday, August 8 – Chamber Business Workshop: Show me the Money, Raising finance for business

Tuesday, August 16 – Chamber Business Masterclass: Develop Winning Strategies and Make them a Reality

Thursday, August 18 – Chamber Business Breakfast with golf at Strawberry Hill Golf Club

Thursday, August 25 – Chamber Business Evening at Old Deer Park in Richmond

Tuesday, September 6 – Chamber Coffee Morning at The Dysart Petersham, TW10 7AA

Thursday, September 8 – Chamber Business Masterclass: Make Social Media work for your business

Monday September 12 – Exclusive Members-only Chamber Group Mentoring Programme

Monday September 12 – Chamber Business Workshop

Thursday September 15 – Chamber Business Lunch at The Crown St Margaret's sponsored by NatWest

Tuesday September 20 – Chamber Business Masterclass: Customer journey mapping and identifying magic moments

Friday November 4 – Richmond Business Awards 2016 Black tie gala evening and reception

Tuck in: Gary Ricketts, above, and, bottom, reporter Ben Weich



Smashing it: Leigh Armstrong and Ashley Armstrong celebrate their sausage victory

Richmond BUSINESS AWARDS 2016

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