McWhinney's Sausages™

Sizzling for You since 1898

Nick asked eighty people...

to taste test a McWhinney's Irish Pork Sausage against other well known brands.

And Our Survey Said...

100%

Preferred McWhinney's

"Nick Cope, Alfie Bradshaws, increased the price of his sausage by 35p, stood back & watched his profits soar through increased sales and repeat business"

Nick Cope, Alfie Bradshaws

What's the best way to choose a sausage? Ask your customers! Chip shop owner, Nick Cope, decided the best way to find out which sausages his customers preferred was to give them away in a taste test survey to discover which one they favoured the most. The overwhelming winner was McWhinney's with their range of Irish Pork Sausages.

Kevin McWhinney, fifth generation butcher and owner of McWhinney's Sausages, was so pleased by Nick's success that he flew over to congratulate him at his chip shop in Bannerbrook Park. A delighted Kevin stated, "To get 100% positive thumbs up for our sausage is incredible."

Alfie Bradshaw's Traditional Fish & Chip Shop has proven to be a huge hit with the locals. "I wanted a quality butchers sausage", declared Nick, "and I gave away several different varieties of well known brands for customers to try. McWhinney's turned out to be everyone's favourite. I was happy to pay a little more for a much higher quality pork sausage, and I was confident that my customers would be too. When they were asked, all agreed that they definitely would." "I knew people would pay a little more and drive a bit further for higher quality, and the McWhinney's Irish pork sausage certainly drove them back here time and time again."

Pictured: Kevin McWhinney, Owner of McWhinney's Irish Pork Sausages & Nick Cope, Owner of Alfie Bradshaws

www.mcwhinneys.com