

## **Ready, Steady, Pork**

### ***Love Pork teaches the nation how to “love pork properly”***

Pork is one of the most versatile and succulent meats when cooked properly, however there are a number of us who don't understand how to cook pork well or what flavours can be mixed with pork to make it really taste fantastic. But don't worry, Love Pork is on a mission to teach the nation how to cook pork properly! When you understand the basics, pork can be so delicious it melts in the mouth, and it works for so many dishes, from traditional British roasts and casseroles, to curries and Chinese recipes.

Celebrity Masterchef winner, Liz McClarnon, will be touring the country during February to campaign for people to cook pork properly by demonstrating recipes and cooking techniques.

Liz McClarnon said: “Before I won Celebrity Masterchef I hardly ever chose pork at the supermarket. Pork to me meant dried up chops and that was about it!

“Working with Love Pork has been a real eye-opener. I've discovered that actually it's really easy to cook pork properly, and it's so tasty and succulent when you do. So come and join us and learn how to wow your family and friends with some delicious and easy to prepare recipes.”

Love Pork has created a recipe booklet that helps enthusiastic novices learn how to cook chops, steaks, leg, shoulder, collar, belly and loin joints to perfection. With easy to follow instructions including timings, oven temperatures and step by step guides, along with handy recipe tips, this booklet really is essential for anyone looking for a bit of help in the kitchen.

There are ideas for after-work quick and easy dinners such as a pork steak with a delicious cheese topping, to a slow cooked curry with parsnips and butternut squash and the long-time favourite Sunday roast pork and crispy crackling. And what's more the handy size means you can easily take the booklet with you to the supermarket to help with the weekly shopping.

The **Simple Steps to Cooking & Enjoying Pork**, along with a host of other sensational recipes, are now available to download from [www.lovepork.co.uk](http://www.lovepork.co.uk).

## **Notes to Editor:**

### **Top Nutritional Benefits of Pork**

- 1 Lean pork contains only 4% (ie, 4g per 100g) fat. What is more, over 50% of the fat present in pork is unsaturated – the type that is better for you. The Guideline Daily Amount (GDA) of fat for adults is 70g.
- 2 Pork is an excellent source of protein (21.8% per 100g) and essential amino acids. Protein is vital for healthy growth and helping the body to heal itself. The GDA of protein for adults is 45g, thus a pork steak provides almost half of our daily needs.
- 3 Pork is rich in Vitamin B1 (Thiamine), with 100g steak containing almost 90% of our daily requirement (RDA) of this nutrient. B1 is important for general vitality and energy release.
- 4 Pork is a source of Vitamin B12, an important nutrient for keeping the nervous system healthy and boosting vitality.
- 5 Pork contains zinc which can help to boost your immunity.
- 6 Pork is naturally low in sodium, the hazardous component of salt. On average we are eating about 9.5g of salt per day, about 2 teaspoons. We should cut down to less than 6g to maintain a healthy blood pressure. A 100g pork steak will contain less than a pinch of salt.
- 7 Pork contains useful amounts of Haem iron, the type which is most readily absorbed by the body. Iron is important in helping to prevent anaemia, the most common nutrient deficiency in the UK.

Source: McCance & Widdowson

### **Pork Quality Standard Mark**



Quality Standard Mark - The UK has an independently audited quality assurance scheme for pig meat, which covers all aspects of production, including animal welfare from birth to slaughter. All pork, gammon, bacon, ham and sausages produced under this scheme carry the distinctive Quality Standard Mark (QSM) on pack. EU countries supplying the UK are not legally obliged to meet the UK minimum legal standards on stalls and tethers as a result an estimated two thirds of imports are produced in a way that would be illegal in Britain.

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