



## National Pizza Week is Coming...

### Doughn't Miss Out!

From 22<sup>nd</sup> – 28<sup>th</sup> November, the Pizza, Pasta & Italian Food Association (PAPA) is holding the first ever week-long pizza party. And everyone's invited!

National Pizza Week is a homage to one of the nation's favourite meals, celebrating pizza in all its cheesy, gooey, glory, supporting retailers and food outlets to make a strong comeback and providing a much-needed boost to the economy.

If you're looking for a slice of the action, during National Pizza Week, we can offer:

- **Award winning pizzas** fresh from The British Pizza and Pasta Association Industry Awards. This includes the coveted Pizza Chef of the Year who will be available for interview and can even make their pizza creation for you live in a studio on request.
- We have all the pizza facts, statistics, trends, research, and imagery you could ever knead, right at our fingertips.
- During National Pizza Week we'll be sharing articles for your use, which include:
  - 1) **Data Delivery** – We'll deliver all the statistics on the size of the UK pizza market, along with sales/trends analysis with our partners Papa Johns and Stateside.
  - 2) We'll reveal which UK city is the pizza mecca of Britain, along with analysing regional pizza trends across the UK.
  - 3) **Pizzart** – we'll be creating some iconic 'master-pizzas' using the medium of pizza ingredients.
  - 4) **Emoji Kneaded** - campaign for a new 'inclusive' pizza emoji on iPhone and android. The Pizza, Pasta & Italian Food Association (PAPA) are behind the campaign to feature a vegan and vegetarian pizza option in the latest emoji update.
  - 5) **A real pizza work** - we'll share the story of the pizza entrepreneurs who've made their dough, through making dough, as well as a taking a deep-pan-alysis of jobs in the pizza industry, which has taken off spectacularly in recent years.

**Earning a crust:** we also have access to a huge range of the UK's leading food retailers who are members of the British Pizza, Pasta & Italian Food Association (PAPA). So, if you're planning a story on any aspect of pizzas and pizza-making, we'd love to help.

### About National Pizza Week

Taking place from 22<sup>nd</sup> – 28<sup>th</sup> November, this is the first ever National Pizza Week aiming to support the food to go industry in its comeback after restrictions, which have particularly hit restaurants over the last 18 months, and to highlight the rags-to-riches opportunities this fast-moving industry offers budding entrepreneurs.

National Pizza Week will celebrate pizza, one of the nation's favourite foods, in all its glory.

**Interviewee: Jim Winship**

Jim Winship is responsible for managing three food trade associations - the Pizza Pasta & Italian Food Association, The British Sandwich & Food to Go Association, and the Café Life Association. After working as a journalist, Jim moved into public relations advising a number of leading food brands. He was asked in the mid-1980s to manage the Pizza Pasta & Italian Food Association and later to help launch the British Sandwich Association.

As Director of these bodies, he is responsible for representing the interests of these industries to Government as well as for providing members with technical support and for organising activities, such as National Pizza Week. He also publishes three food trade magazines covering these markets.

The pizza award winners from across the PAPA awards will also be available for interview.

Website: <https://www.papa.org.uk/>

Instagram: @pizzaandpastauk

Twitter: @pizzaandpastauk

Facebook: @pizzaandpastauk

**ENDS**

**For additional information, images and interview requests, please contact:  
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