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| | Geographical Indication Product Database<br>- Step 1-<br><br>Melton Mowbray Pork Pies | **SOURCE :**<br>**Author : Ness**<br><br>**Institution : UNEW**<br>**Date : Aug 2006** |

**DESCRIPTION :**

**1. NAME OF PRODUCT :**

Melton Mowbray Pork Pies

**2. COUNTRY AND REGION IN THE COUNTRY:**

Melton Mowbray, County of Leicestershire, UK

**3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)**

Pork Pie, (Savoury Pastry, Meat-based Products). Substitutes are generic pork pies and other savoury pastry products such as meat pies, pasties. Some 'imitation' products are mass-produced outside geographical area.

**4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :**

The product is a savoury flour confectionary that consists of pork in a pastry case. The Melton Mowbray pie is distinct from generic 'industrial' pies. The pies are prepared using uncooked chopped pork so that the pork is cooked in the pie, not beforehand. The pie is cooked 'free-standing' so that the pastry case adopts a bowed shape when the pie is cooked. The pie uses natural ingredients including salt, pepper, and natural bone jelly.

Substitute products are generally mass-produced, contain additives such as monosodium glutomate

**5. LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):**

By the middle of the 18th century, Melton Mowbray was located in an area popular for fox hunting. The hunting season coincided with the slaughter of pigs reared on surplus whey from the production of Stilton Cheese within the region. Some of the pork was used in the production of pork pies. The pork pies found popularity, initially with the hunt servants, and later with the hunting fraternity. In the early 19$^{th}$ century pork pies originating in Melton Mowbray were sold in London. Although the early part of the 20th century saw a decline, the trade revived and in 1998 the MMPPA was formed to bring together producers of what they would claim to be the authentic Melton Mowbray pork pie.

**6. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :**

The area is large, covers an area of 1800 sq miles and includes not only the original place of origin in Leicestershire, but Nottinghamshire and parts of Northamptonshire and Lincolnshire. The dominant, producer Dickinson and Morris has produced traditional Melton Mowbray pork pies since 1851. It is located in Melton Mowbray but is owned by Samworth Brothers who produce mass-produced savoury pastry including generic pork pies, Cornish pasties, sausage rolls. Hence distribution is national and local. The products are distributed nationally though multiple retailers such as Waitrose, Safeway, Booths, Budgens, and Morrison.

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**7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :**

The pork pie market is valued at £130 m per year. Within this broader market the Melton Mowbray Pork Pie sector enjoys the fastest growth and is valued at £50m.

The market leader, Samworth Brothers, is based in the region and has a 62% share. Northern Foods currently has a 28% share. Another company, Kerry has a smaller share of 4%.

Melton Mowbray pork pies are a premium product within the savoury pastry sector.

**8. APPLICANT / HOLDER (IF ANY) :**

Melton Mowbray Pork Pie Association

**RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?**

Traditional product under threat from manufacturers of industrial versions produced outside the geographical area. Hence is an illustration of potential misuse of a geographical name..

Subject of recent court case in December 2005 when major manufacturer Northern Foods objected to application for PGI status on the basis of the proposed definition of geographical area. The objection was rejected.

**CATEGORY :**

**Origin Product** **xGI product under application for PGI status** ☐ **Recognized GI**