

EST. 1972

SWISS FARM

THE COUNTRY BUTCHER

Have a very merry Christmas

Celebrating
54
magical years!



Christmas at Swiss Farm has always been about bringing exceptional food to the table.

For our 54th Christmas, our butchers have put together a **festive collection** made for sharing. From traditional turkeys and hand-prepared roasting joints to our exclusive stuffed bacon balls, Christmas sausages, and pigs in blankets, each product is prepared by us for Christmas.

Discover the full festive range at all Swiss Farm shops.

As you'll soon discover, when it comes to Christmas, we get rather excited...

ENGLISH TURKEY ★ STUFFED BACON BALLS ★ CHRISTMAS SAUSAGES ★ AND MUCH MORE

Made for Christmas. Made at Swiss Farm.



We've learnt a few things after **five decades**.
One is that we **absolutely love** the Christmas buzz.

The Christmas Turkey!

Nothing says Christmas quite like turkey.

Ours are 100% English, locally sourced from our friends at Kelly Farm, and carefully selected by our master butchers for their quality, flavour and tenderness.

Whether you're gathering the whole family around the table or planning something a little more intimate, our turkeys deliver the taste of Christmas your family and friends will love.

BONED & ROLLED TURKEY BREASTS

All the flavour. Beautifully simple to carve.

A Christmas favourite and an easy way to serve a crowd. Each one of our turkey breasts is expertly rolled by our butchers - giving you succulent breast meat that's neat, effortless to roast, and simple to carve.

Available in a selection of sizes:

2-3 kg (4.5 - 6.5 lbs) / 4-6 kg (8.8 - 13.2lbs) **£14.99/kg**

WHOLE TURKEYS

The traditional Christmas centrepiece.

For those who love the taste of tradition, our whole English turkeys are for you. They're wonderfully fresh, bursting with festive flavour, and give you both delicious white and brown meat. A family favourite for many.

Available in a selection of sizes:

5 kg (11-12 lbs) / 6 kg (13-14 lbs) / 7 kg (15-16 lbs) **£13.69/kg**



Turkey

Christmas Beef!

Roast beef. Crusty roasties. What's not to love?

When it comes to Christmas beef, our butchers have sorted the finest cuts to suit all tastes this festive season.

From richly marbled rib of beef to extra lean fillet, each cut is freshly prepared at Swiss Farm and pairs perfectly with our small batch beef gravy, stock, and our hot horseradish.

Fancy something **extra special** this Christmas? Try our range of Pure Wagyu, sourced just 15 minutes from our Ashbocking shop.

TOPSIDE

A lean and tender roasting joint with full flavour.

Value for money and perfect for a big feast. £17.99/kg

ROLLED SIRLOIN

The 'all rounder'. That means it's lean and tender, with a beautiful layer of fat for extra flavour.

£35.99/kg

SALT BEEF

Our beautiful topside soaked in brine for even more flavour and depth. Perfect hot or cold.

£24.99/kg

RIB OF BEEF

A show-stopping centrepiece with incredible flavour. It's rib on-bone and extra succulent.

£29.99/kg

FILLET STEAK (GREAT FOR BEEF WELLINGTON)

The leanest and most tender of all beef cuts.

Prepared by us and loved by all.

£59.99/kg

BRISKET

The ultimate slow-cooking cut. Packed with flavour thanks to the tender meat and rich marbling.

£15.99/kg



Beef

Perfect Pork!

Pork joints so good you'll want all three.

At Swiss Farm, we pride ourselves on sourcing the finest local meat. That's why our pork is sourced from Swaffham, on the East Anglian border, and prepared by our master butchers.

So whether you're roasting our lean loins, plentiful legs, or richly marbled shoulders, with Swiss Farm, you're getting pork that's tender and packed with flavour. It also gives the most incredible crackling...

LOIN OF PORK

Lean, tender and perfect for a small festive feast. **£14 each**
Like all our pork joints, they're pre-scored too. (approx. 1.8kg)

LEG OF PORK

With our legs, you get bundles of beautiful meat **£18 each**
and endless amounts of crunchy crackling. (approx. 3.5kg)

SHOULDER OF PORK

The perfect slow-cooking pork joint. Tender, **£18 each**
flavourful, and great in the oven or slow cooker. (approx. 3.5kg)

The Perfect Christmas Crackling...

You've got the perfect pork, now it's time for the crackling.
And we've got news for you — it couldn't be easier!

1. *Preheat* your oven to full temperature.
2. *Pat* the joint dry and drizzle with olive oil.
3. *Sprinkle* generously with salt, rubbing between scores.
4. *Place* in the oven for 25-30 minutes, then reduce to normal temperature and cook until done.



Pork

The Christmas Chicken!

The festive joint for everyone.

Did you know?

We sing all sorts of Christmas carols during the festive season, but we probably don't sing enough about our chicken — and we really should. So, without further ado, here it goes...

“We don't buy foreign chicken, nor do we add water or salt. Our chicken is always local and fine, and on Christmas Day, it's sure to shine...”

It's more like poetry, but you get the idea...



LARGE CHICKEN

Freshly prepared East Anglian chicken that roasts to golden perfection. Ideal for those having a smaller gathering.

£4.99/kg

CHRISTMAS CHICKEN

Fancy something different to turkey this Christmas? Then these larger birds are for you. Same great quality and flavour.

TBC

GRAVY & STOCK

The perfect partner to your festive feast, whether cooking up chicken or turkey. A favourite at the Swiss Farm HQ.

£2.99 per jar

100% ENGLISH | EAST ANGLIAN | PREPARED ON-SITE | NO ADDED WATER OR SALT



Chicken

Gammon & Bacon!

The cure that's stood the test of time.

What do our bacon and gammon joints all have in common? They're dry-cured by us using Dot Ridgway's original 1972 recipe.

That means you're getting gammon and bacon that's packed with flavour, but also guaranteed to be a hit on the festive table.

And for those who love a subtle hint of smoke, we slowly smoke these joints over oak, giving them a delicate yet delicious taste.

Experience the difference this Christmas.

TOP LEG GAMMON (SMOKED & UNSMOKED)

East Anglian pork that's dry-cured by us and ideal smothered in marmalade or honey.

£14 each
(approx. 1.8kg)

MAIN LEG GAMMON (SMOKED & UNSMOKED)

Same great flavour as our top leg gammons, just bigger. Perfect for ham lovers this festive season.

£26 each
(approx. 3.5kg)

GAMMON ON-BONE (SMOKED)

Bone-in means even more flavour. So, that's what we've done. A treat for those who love ham.

£35.00
(approx. 5kg)

BACK BACON (SMOKED & UNSMOKED)

Thick-cut back bacon that's bursting with flavour. Cured by us and perfect with the main meal.

1 pack from
£7.99
(approx. 900g)

STREAKY BACON (SMOKED & UNSMOKED)

Bacon everyone will love. Wonderful wrapped around our chipolatas or with a Christmas fry-up.

1 pack from
£4.50
(approx. 400g)



Gammon & Bacon

Lucious Lamb!

A wonderful option for those looking for something a bit different this Christmas.

Fancy mixing it up this Christmas?

Then try our rich and flavourful lamb joints. They're free range, freshly prepared at Swiss Farm and full of flavour, making them a wonderful alternative to the traditional Christmas joints.

For an extra flavour boost, try pairing with our tangy mint sauce.

FREE RANGE | PREPARED BY US | FULL OF FLAVOUR



WHOLE LAMB LEG

With a beautiful, rich flavour, our lamb legs make a terrific Christmas centrepiece. Try pairing with our mint sauce.

£29 each

WHOLE LAMB SHOULDER

The ultimate slow-cook lamb joint. After hours in the cooker, you're left with tasty meat that literally falls off the bone.

£29 each

MINT SAUCE

Our mint sauce has a wonderful tang making it ideal for all lamb cuts. Made in small batches and without the hefty price tag.

£2.99 per jar

MISSING SOMETHING? SEE OUR FULL CHRISTMAS LIST ON THE FOLLOWING PAGES...



Lamb

The Festive Trimmings!

Exquisite with the main meal.

Equally delicious as a festive starter.

ORIGINAL RECIPE PORK SAUSAGES

Made using Dot Ridgway's trusted 1972 recipe.
A family favourite crafted using East Anglian pork.
20 for £6.99

ORIGINAL RECIPE PORK CHIPOLATAS

Same recipe as our original recipe pork sausages
and perfect for making homemade pigs in blankets.
20 for £6.99

These 4 are made exclusively for Christmas!

ORIGINAL RECIPE COCKTAIL SAUSAGES

There's one thing you need to know about these -
they're impossible to stop eating. Freshly made
and the original festive trimming. £3.99 (24)

CHRISTMAS COCKTAIL SAUSAGES

Made using sweet cranberries, tangy oranges
and our sausage meat. It's literally the taste of
Christmas in a sausage. £4.99 (24)

STUFFED BACON BALLS

Sweet, savoury, and totally delicious. Our sage and
onion stuffing, wrapped in our streaky bacon, with
a delicious sweet date centre. £7.00 (9)

PIGS IN BLANKETS

A trimming so good, we get asked for these all
year round. Original recipe cocktail sausages
wrapped in streaky bacon. £10.00 (24)



Trimminings

*You didn't think that was it for
Christmas trimmings, did you?*

BECAUSE WE HAVEN'T EVEN GOT TO OUR SAUSAGE MEAT YET

**ORIGINAL RECIPE
SAUSAGE MEAT**

Sausage meat so good, we haven't changed the recipe since Dot Ridgway came up with it. Perfect for stuffing balls and sausage rolls.

2 tubes £5.99 (1 lb each)

**SAGE & ONION
SAUSAGE MEAT**

Our sausage meat, our sage & onion stuffing mix — and that's it. It's stuffing that's full of flavour and great value for money too.

2 tubes £5.99 (1 lb each)

**CRANBERRY & ORANGE
SAUSAGE MEAT**

We combine real cranberries, real oranges and our sausage meat to make the ultimate Christmas stuffing.

1 tube £5.99 (1 lb)

SEE OUR WEBSITE FOR THE **ULTIMATE CHRISTMAS SAUSAGE ROLL RECIPE**



This is our old logo. It's almost as old as our sausage meat recipe.



As you can see, we do more
than just great Christmas meat.

Explore our full festive pantry range at your nearest Swiss Farm shop

*Even if it's not a white Christmas,
with Swiss Farm, you know it will
be a tasty one.*

Circa. The early 70s





How to cook our Boned & Rolled Turkey Breasts – it's so simple!

1. *Remove* turkey from fridge 1 hour before cooking.
2. *Preheat* oven to 190°C / 170°C Fan / Gas 5.
3. *Season* with butter or oil, salt & pepper.
4. *Place* in a roasting tray and loosely cover with foil.
If making gravy, add celery/leek under the turkey with a bit of water.
5. *2-3kg* breast: roast for approximately 2-2½ hours.
6. *4-6kg* breast: roast for approximately 3-4 hours.
7. *Remove* the foil for the final 30 minutes to brown.
8. *Check* the thickest part reaches 75°C before removing from the oven.
9. *Rest* loosely covered for 20-30 minutes before carving — this lets the juices settle!

A sprig of holly with several dark green, glossy leaves and sharp points, resting on a dark, weathered wooden plank background.

Ready to
place your
Christmas order?

Great! Simply browse our **Christmas order** form on the next page, **make a note** of what you'd like, then **visit us in-store** to place your order with a member of staff.

Alternatively, you can give us a ring. Whatever suits you...

Find out more at www.swissfarm.co.uk

Simply jot down what you'd like and bring your list in-store!

We take a **£20 deposit** and you'll get an **order number**. And the tastiest festive meat around...

<i>Product</i>	<i>Price</i>	<i>Qty</i>	<i>Product</i>	<i>Price</i>	<i>Qty</i>	<i>Product</i>	<i>Price</i>	<i>Qty</i>
Whole Turkey (11-12 lbs) (13-14 lbs) (15-16 lbs)	£13.69/kg		Gammon Smoked/Unsmoked	£14 £26		Pigs in Blankets 1 pack (24)	£10.00	
Boned & Rolled Turkey Breast (small)	£14.99/kg		Gammon On-Bone (approx. 5 kg)	£35.00		Stuffed Bacon Balls 1 pack (9)	£7.00	
Boned & Rolled Turkey Breast (large)	£14.99/kg		Back Bacon Pack Smoked/Unsmoked	£7.99		Traditional Sausages (20)	£6.99	
Christmas Chicken	TBC		Streaky Bacon Pack Smoked/Unsmoked	£4.50		Traditional Chipolatas (20)	£6.99	
Rib of Beef	£29.99/kg		Shoulder of Pork (approx. 3.5 kg)	£18.00		Traditional Cocktails (24)	£3.99	
Topside	£17.99/kg		Leg of Pork (approx. 3.5 kg)	£18.00		Christmas Cocktails (24)	£4.99	
Fillet Steak	£59.99/kg		Loin of Pork (approx. 1.8 kg)	£14.00		2 Sausage Meats (1 lbs) Plain/Sage & Onion	£5.99	
Sirloin	£35.99/kg		Leg of Lamb (whole)	£29.00		Goose Fat	£3.50	
Salt Beef	£24.99/kg		Other					

*See our Christmas opening times
and shop locations at
www.swissfarm.co.uk*

*For more Christmas offers,
follow us @swiss_farm*

**All weights approximate. Prices subject to change.*

