

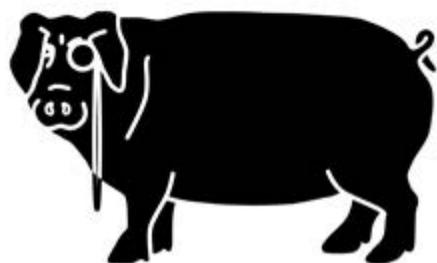
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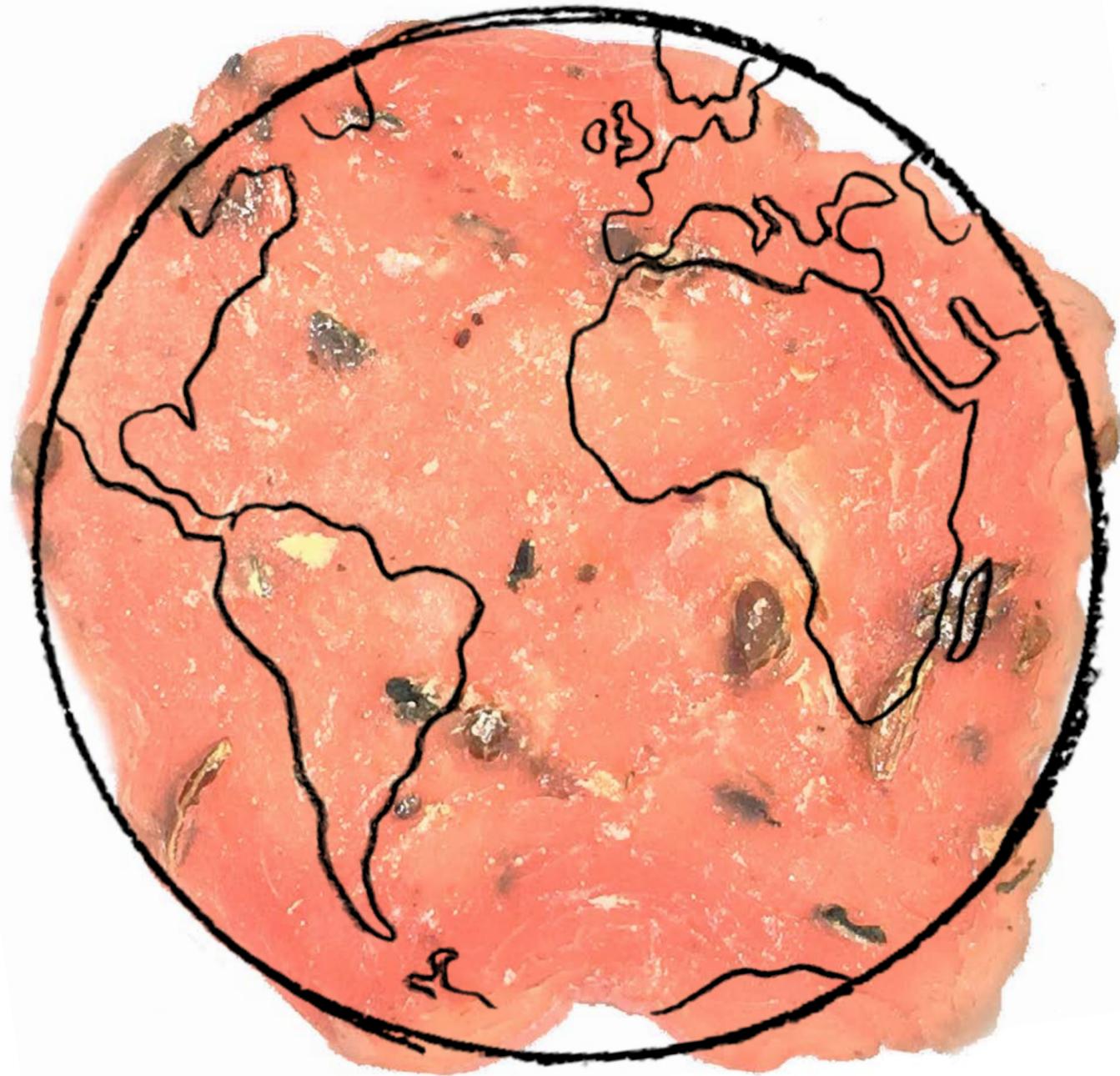
# THE BOOK OF PIG

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SERIOUSLY!

SERIOUS PIG





# WELCOME TO THE WORLD OF SERIOUS PIG.

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## Ingredients\*

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\*all in the best possible taste

# LIKE ALL THE BEST STORIES...

**...it started down the pub. The Junction Tavern beer garden, in NW5, to be precise. It was there, on one of their many lost evenings, that our founders, George Rice and Johnny Bradshaw, found themselves pondering a serious question.**

What would be the perfect snack to accompany their recently ordered pint of real ale and glass of red Bordeaux? It had to be a delicious taste complement to these fine beverages; but it also had to provide proper sustenance to power the boys through to their late dinner.

Several packets of crisps, nuts and scratchings later, the boys agreed that it had to be something more serious. They hit on the concept of a "Posh Peperami." It could only be made with top quality British charcuterie, they decided. This would be

real food – satisfying, full of flavour and better for you than any existing pub snack. The very next day, Serious Pig was born.

*"the concept of a Posh Peperami' was hatched. 'Serious Pig' was born the very next day!"*



# SERIOUSLY GOOD



Where we began



### Snacking Salami

This is where it all began. Our original classic now also comes with a chilli and paprika twist. Both these authentic salamis are made from top quality British pork, with a careful blend of herbs and spices. Just like Peperami, but much posher. And much, much nicer. Recipient of a Guild of Fine Food Great Taste Award.

### Snackingham

Perfect for sharing. The finest British pork is infused with a special blend of herbs and spices, cured and air-dried in the traditional way, before being sliced to produce a seriously tasty bite-sized snack. High in protein, low in fat – and way more satisfying than a bag of crisps. Recipient of a Guild of Fine Food Great Taste Award.

Perfect for sharing





**Snackling**

Our latest invention. Not fatty, fried scratchings, but proper, crispy pork crackling – oven roasted to achieve a beautiful golden colour and a rich flavour that is full of delicious porkiness. All from just 3 simple ingredients: pork, sea salt and olive oil. Not yet a recipient of a Guild of Fine Food Great Taste Award, as we haven't had the opportunity to win yet!



**Snackling with apple**

Pork and apple have long been friends. Salt and sweet have a solid track record too. So here for you, our discerning customer, a delicious collision of salty oven roasted pork crackling and sweet chunks of crunchy red apple. Open up and savour our new snack invention.

*best served warm*

**Baked nuts**

We love nuts, they're the dependable snack, a reassuring and satisfying savoury friend.

Given much of the success of snacking on nuts is thanks to their dusting of salt, we thought why settle for just any salt? That question took us on a journey to find the best salt we could possibly find and eventually led us to Cornish Sea Salt Co. and their incredibly pure, complex and intense sea salt.

*We've gone nuts*



**Snacking cheese**

We've reinvented the wheel... of cheese!

Whole virgin wheel of mature Italian quattrocento cheese. Crumbled and baked in a super special oven. The result: A seriously crunchy 100% cheese snack that's off the chart tasty. It's a snacking game changer, mark our words.

*OMG! GAMECHANGER.*

# TEAM & HQ



ANITA, intern  
Travels from Watford  
every day. now that's  
dedication for you.

GEORGE, Boss Hog  
Fat thumbs  
Fascinated by planes.  
Loves making stuff.  
(including this office)

RICH, Sales Supremo  
Heavy kiwi accent so  
couldn't say 'serious pig'  
so what comes out is 'pig'!

ALEXANDRA, operations  
Head meat packer. Oh, and  
also studying for a PhD in  
Human Geography.

Jo  
Operations  
Loves a colour-coded  
plastic tub

Tea

Beer

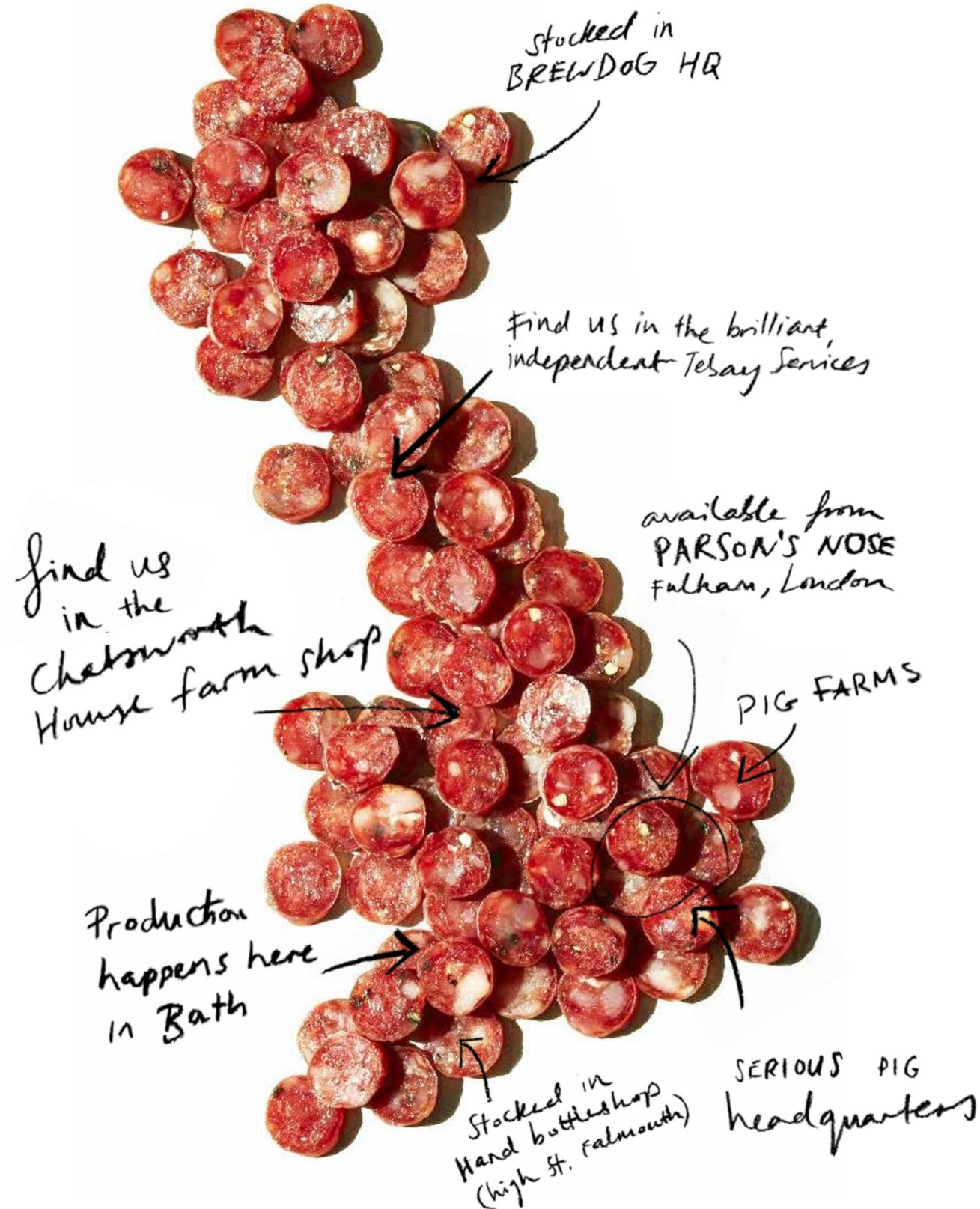
GIN

COFFEE

HUNGOVER

SERIOUS PIG





# OBSESSIVE. INVENTIVE. OBSESSIVE. DISCERNING. OBSESSIVE.

Ok so we're a little bit obsessive. In a good way.

We have to be if we're going to satisfy the most discerning of tastes. And make no mistake, that is why we're here.

So we source our high quality pork from the very best, British farms; and we ensure that our curing, roasting and packaging processes are rigorous. We also obsess over the quality, taste and texture of our products: trying all number of blends of herbs and spices before approving the right flavour profile for our Paprika and Chilli Snacking Salami; and testing half a dozen versions of salty and not so salty Snacking before arriving at the perfect saltiness quotient.

Our obsession also means that we're always on the lookout for the next big thing. We're consumed with the idea of improving people's taste experiences\*

\*when we're not making maps of the UK with salami

# ONE DAY...

...there will be a salami shaped revolution!  
And here is our manifesto\*

We are still living under the reign of logic. Under the pretence of civilisation and progress, we have managed to banish from the mind everything that may rightly or wrongly be themed SALAMI or CRACKLING; forbidden is any kind of search for the tastiest treats which is NOT in accordance with accepted practices.

But we believe in the future of salami when all the world will fall in love with salami. We believe in the resolution of these two states, SALAMI and ART, which are seemingly so contradictory, into a kind of absolute reality, a SALAMIREALITY, if one may so speak.

CECI N'EST PAS UNE SALAMI!!

\*Pst....it's accidentally not too dissimilar to Andre Breton's Surrealist manifesto from 1924



Circle of life,  
2018  
Alexander Calder  
The fourth plinth



The Physical Impossibility of Hunger in the Mind of Someone with Pepperoni, 2018  
Private collection

# OUR NATURAL HABITAT



# TODAY...

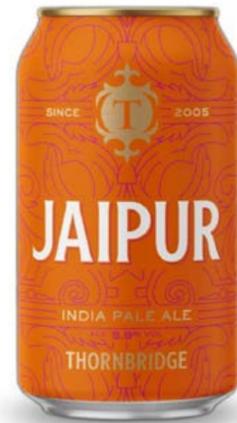
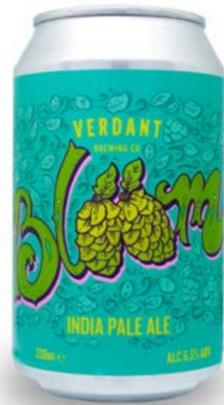
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& THAT



# GO WELL WITH...



**THIS.**

**THIS.**

**THAT.**

**THIS.**

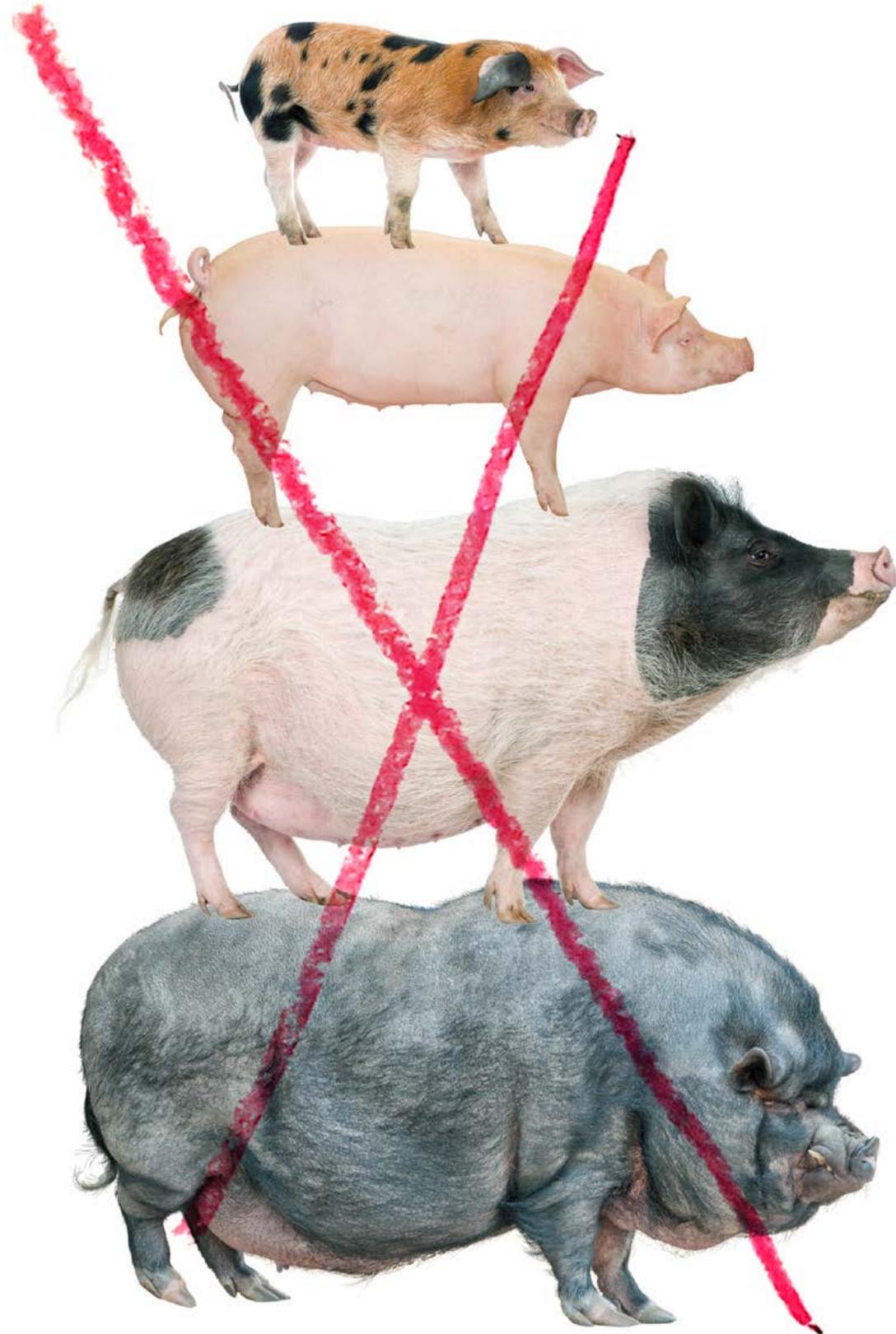
**THIS.**

**THIS.**

**MAYBE  
EVEN THIS?**

*SERIOUSLY!*

**DEFINITELY  
THIS.**



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**WE DON'T  
PIGGYBACK.  
WE INVENT.**

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# MY PECKHAM WITH GEORGE RICE

### Home is...

Luckily for me not only do I work in Peckham\* but I also live here. It's London in micro; the haves, the have-nots, the old, the young, the cool, the not so cool, and every single colour and race from around the world. I love it.

### Favourite shop...

It has to be Khan's Bargains. If it's not sold there, it's not been invented! Seriously, people make special visits to Peckham to go to Khan's.

### What do you collect?

I had an inconvenient obsession with chairs once but, for space reasons, that had to stop. Nowadays I like a good bit of cutlery. My wife brought me a hand-made knife with a walnut handle from Blenheim Forge for my birthday last year and I really cherish it. It's pure craftsmanship and makes chopping onions something to look forward to.



### Best pub...

There's a good selection of pubs and bars in Peckham, obviously they all sell Serious Pig! Our favourite for an after work Friday pint is the taproom of Brick Brewery where the beer is as fresh as it can possibly be.

### If you could have a pint and a bag of Snacking there with anyone, who would it be?

Tough question. Music is important to me and I'd love to chat with someone who's lived and worked through so many different periods. David Bowie was a local lad and he would have been an amazing man to have a pint with in Brick. He was also a man of great taste, so I bet he'd have loved Snacking too.

### If you were going on a long train journey, who would you want to sit next to?

If I'm going on a journey, it has to be with Steve Coogan and a couple of our special edition Caraway & Juniper Snacking Salamis.

### What would you talk about?

It's all about the detail with Steve. You watch him with Brydon when they talk about impressions, the subtle nuances. They're both totally obsessed about getting it exactly right and that's



what drives them. It's almost like they're talking about cooking – getting the seasoning just right until they really nail it.

### Apart from Serious Pig, what else have you invented?

I had a dabble a few years back with furniture design and put together a range of metal tables that embodied efficient design. I'm more an engineer than a designer, though, so they were

a triumph of function over form! A bit like our Snacking Salamis...

### Are you really serious about the perfume?

You mean Eau de Cochon Sérieux? What smells better than bacon frying? I rest my case.

*\*According to The Sunday Times on 19th March 2017 "The best place to live in London"*



# A BRAND WITH AMBITION



#SERIOUSPIGSFLY

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**Yeah seriously.  
We've worked it all out.**

**We need a drone + an inflatable pig  
+ a license to use the airspace over  
a field in Buckinghamshire + a risk  
assessment.**

**But we are definitely going to do it.**

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# A BRAND WITH A FOLLOWING

Charlotte A.  
Serious Pig Fixt  
To: Serious Pig  
24 September 2015

Hiya,

I bought a snack pack on a flight recently which was hosting your Salami :) It was amazing!  
Where can I get my hands on some to share with show to my friends? Need a seriouspig fix, other salamis just won't cut it!  
Heellpppp!

Kind regards  
Charlotte

Sharon F.  
Serious Pig for my wedding  
To: Serious Pig  
11 June 2014

Hi there

I wish to enquire as to whether I can purchase your serious pig salamis directly?

I am getting married next Friday (20th June) and we would like to buy about 70 of the salamis to have as bar snacks for our guests.

Could you advise if this is possible and if so what the price would be and delivery details?

Many thanks  
Sharon

James B.  
I want to...blame you...  
To: Serious Pig  
5 January 2015

I want to...blame you... eat you... I am lost - as you are so bloody good!

So we walk into a pub around King's Cross that serves our favourite tipple. Neither my mate Brian or I were expecting anything exceptional - the usual - nothing out of the ordinary. We order up a couple of drinks and that are pig-related and in the pub I usually expect something deep fried: pigs knuckles, etc. or heavy. When I purchased your bag of "SNACKINGHAM - Classic" - boy was I wrong!

I had a slow-motion moment that some would call enlightenment as soon as I put my hands in your wrapper. I was greeted with a soft, warmth of beautiful meat that was pornographic for meat lovers - the lovely texture, watering mouth I exploded with joy! Thank you, thank you, thank you. I want to quit my job and join SERIOUS PIG! God you are good. I could go on about the fantastic flavour but there is no point as I just want MORE...!

Yours most sincerely  
James

Andy C.  
Serious man-cave decoration  
To: Serious Pig  
17 February 2017

Dear Sir / Madam

I am currently half-way through converting my garage into a home bar for my family and friends to enjoy. This has been very time consuming and rewarding so far as I've carried out all the work myself and relied on reclaimed products. I have been taking many photos and writing a diary throughout each stage as I'm looking at having it published in DIY, man cave, home bar type magazines. (Please find a couple of photos in the attached pdf file.)

As a big fan of your snacks I wondered if you would be kind enough to help me decorate and display my bar with any products you may have. I would love to have your logos around my bar which I can showcase in the magazine and to my family / friends.

Many thanks for taking the time to reading and responding to my email.

Kind Regards  
Andy



# CLUB SERIOUSLY JOIN NOW

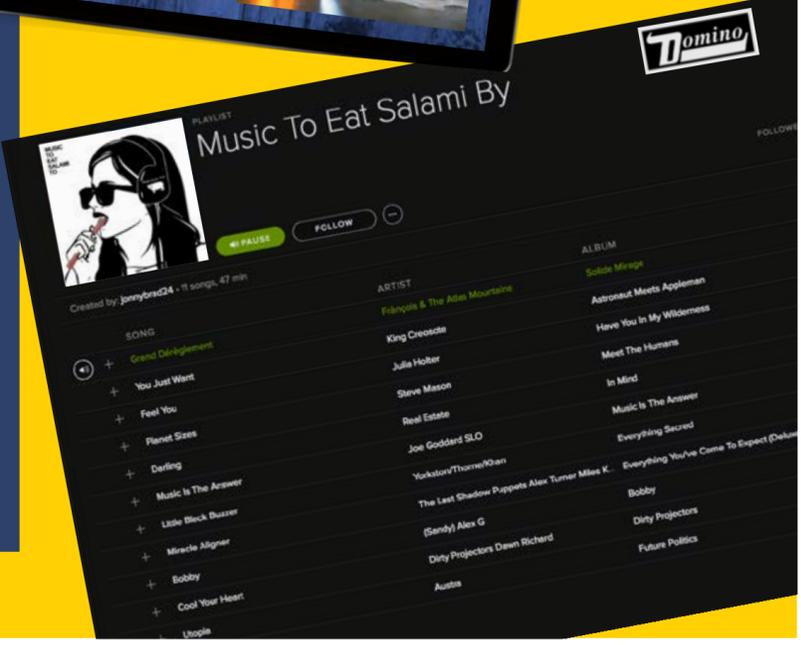


BY PLEDGING YOUR ALLEGIANCE TO CLUB SERIOUSLY YOU'LL GET YOUR MITTS ON A WHOLE LOAD OF SERIOUS PIG MERCHANDISE AND SERIOUSLY PORKY PERKS.

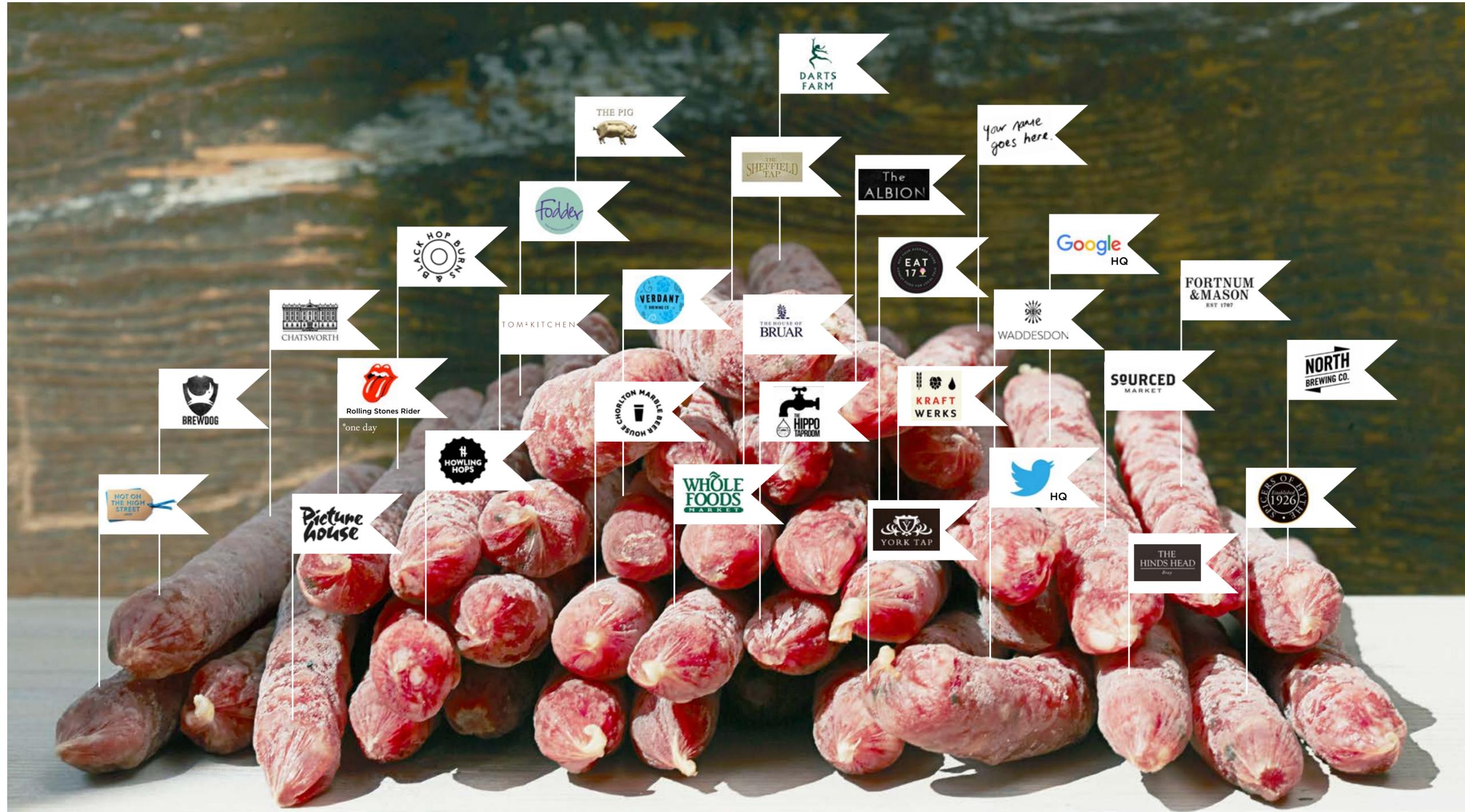
AS A MEMBER, YOU'LL GET TO HEAR ABOUT ALL OUR LATEST NEWS AND EVENTS BEFORE ANYONE ELSE. EXCLUSIVE OFFERS, DEALS AND RECOMMENDATIONS FROM US AND ALL OUR FRIENDS.

OUR FRIENDS AT DOMINO RECORDS HAVE COMPILED A PLAYLIST OF RECORDS FOR ALL OUR SERIOUS PIG MEMBERS TO PERFECTLY COMPLEMENT THEIR SALAMI EATING EXPERIENCE.

JOIN NOW AT [SERIOUSPIG.LONDON/CLUBSERIOUSLY](http://SERIOUSPIG.LONDON/CLUBSERIOUSLY)



# WHERE YOU'LL FIND US



## WHAT PEOPLE SAY ABOUT US

"I've known the Serious Pig team for a couple of years and have watched them lead a revolution that's close to BrewDog's heart - similar to how we make craft beer, Serious Pig is passionate about craft meat. I've got high hopes that they're the ones ready to seriously lead the snacking revolution."

**James Watt, Founder BrewDog**

"We can't speak highly enough of George and what he's created with Serious Pig. He's really delivering a top-notch selection that fills a gap that really needed filling, so to speak. The Snackling in particular we're big fans of - combined with a dipping sauce and a can of something fruity from our extensive beer range, it really does the job. And, being Peckham residents ourselves, it's great to support a local business like George's. We can't wait to see what he comes up with next!"

**Glen Williams and Jen Ferguson - Owners, Hop Burns and Black Shop & Tasting Room**

"Serious Pig has been seriously popular ever since it first appeared in our Food Halls in 2011. The flavours are fantastic, the quality always exceptional."

**Tara Kaur, Fortnum & Mason**

"When we became acquainted with Serious Pig, and got to know more about the care and attention George puts into the production of his products, we pretty quickly felt that his was a brand that would feel at home in The Southampton Arms. As a truly tasty treat with a pint of ale or cider, you can't get much better than a Snacking Salami or bag of Snackingham - our customers certainly think so."

**Pete Holt - Owner, Southampton Arms**

You've got  
to be quite  
round here. →

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## WE'RE ALL EARS AT SERIOUS PIG

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