

East of England Agricultural Society

Press Release

Society is a Record Breaker!

The East of England Agricultural Society has set a new Guinness World Record for the Largest Simultaneous Roast Meal. With an initial count of 1,362 people turning up to eat a Quality Standard British Roast Beef Lunch in the exec Peterborough exhibition hall, on Sunday 22nd February, the Society's place in the record books was assured.

The event has also raised over £6,500 for Help for Heroes, the charity supporting wounded service personnel.

All the food consumed on the East of England Showground is sourced under the Society's Food Direct from the Farm scheme, which means it is all sourced from local farmers and producers, ensuring the best quality, local food, at all times. The Record Breaking Roast Lunch was no exception, and all the Quality Standard Beef was donated by local farmers and EBLEX. Likewise all the potatoes, vegetables and Yorkshire puddings were donated by our farmer members and the Showground's suppliers.

The Society made the first step towards ensuring the record attempt has the finest beef possible by purchasing the reserve champion at last year's East of England Winter Stock Festival. The Chancer, a Limousin cross steer owned by Sharon and Phil Sellers from Belper, Derby, won his cross bred class and then went on to stand reserve overall. He then also became reserve champion at the Royal Smithfield Christmas Fair.

The Record Breaking Lunch also featured a talk by Falklands veteran, Simon Weston OBE, and the Band of the Air Force College. The event was compèred by Heart FM presenter, Kev Lawrence.

Over 200 volunteers helped with the event and ensured that service was quick and slick, with the two course and coffee being served in less than 55 minutes.

Andrew Mercer, Chief Executive of the East of England Agricultural Society said: 'We were delighted by the number of people who supported us in this venture, both by helping us and by coming to eat on the day. There was a marvellous atmosphere and the food was superb. We would like to thank all our supporters, volunteers, and the suppliers who have donated goods to this worthwhile cause.'

Ends.