

Simon Howie's haggis now available at Asda

Butcher Simon Howie has landed a great deal with Asda who will stock their haggis this week.

In a deal worth £291,000 Asda will offer the original and vegetarian haggis products on their shelves until 30 January.

Simon's vegetarian haggis is Vegan certified by the Vegetarian Society so that everyone can enjoy a taste at home to celebrate the bard.



Pictured Simon Howie and Yvonne McArthur, Asda trading assistant Scotland local Asda launch the Original and Vegetarian Haggis into stores nationwide. Photos Ian Georgeson
Business owner, Simon Howie said: "We are overwhelmed at the success of our haggis lines in Asda stores over the years and are delighted to have now secured a national contract, which will allow people further afield to taste our delicious haggis this Burns Night.

“Burns Night was traditionally a Scottish celebration but now with haggis becoming increasingly more popular we’re seeing a high demand for it across the whole of the UK. We anticipate selling more haggis out with Scotland during Burns this year which demonstrates its’ growth in popularity.

“We’re looking forward to hearing people’s thoughts and hopefully in the future we will be able to offer Asda shoppers outside of Scotland some of our other products including our dry-cured bacon and black pudding.”

Heather Turnbull, Asda local Buying Manager, said: “We’re delighted to be able to offer Scotland’s National Dish to more of our customers across the UK just in time for Burns Night.

“It’s all about offering customers great tasting regional products at affordable prices and having worked with Simon Howie for a few years now we know that’s exactly what we can guarantee with these haggis lines.

“We look forward to working with Simon Howie closely over Burns and hopefully we can grow our relationship in the future and go on to offer customers across the UK some more of their delicious Scottish produce.”

As well as producing the UKs best-selling original, vegetarian, gluten free and family sized haggis the brand is also Scotland’s number one choice for dry cured bacon and black pudding. Simon Howie’s haggis product range also includes, gluten free haggis (454g), wee haggis and wee veggie haggis (200g), haggis truffles (500g), haggis bonbons (240g) and Chieftain haggis (908g), which are currently available in Scottish stores only.

Simon Howie’s original haggis line is stocked in Scottish Asda stores all year round.

Simon Howie haggis range:

- Original and veggie haggis (454g) was £2.40 now £2
- Gluten free haggis (454g) £2
- Wee haggis and wee veggie haggis (200g) £1
- Haggis truffles (500g) £3
- Haggis bonbons (240g) £2
- Chieftain haggis (908g) £3