



**FESTIVAL**  
*of the*  
**ARTISAN**  
*at home*

**26 and 27 March**

The UK's best acoustic music livestreamed to your home.



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**For immediate release**

## **Festival of the Artisan bringing the bangers home with The Sausage Man announced as main sponsor**

Festival of the Artisan will be serving up food as well as music on the 26 and 27 March as the UK's leading premium festival-style sausages supplier 'The Sausage Man' is announced as the main sponsor for the two-day virtual festival, with a commitment to bring the whole festival experience home.

Some of the UK's most exciting acoustic talent and artisan musicians; including previous BBC Radio 2 Folk Award winners Blair Dunlop and Bella Hardy, and 'Artisan Music' pioneers Steve Bonham and The Long Road will be taking to the stage and now 'The Sausage Man' has been added to this sizzling line-up.

'The Sausage Man', whose sausages come from award-winning butchers in Germany, are leading suppliers to a host of festivals, including Glastonbury, and will now be taking their products directly to the home of festival goers as main sponsor for the Arts Council England-supported Festival of the Artisan. Fans are encouraged to go to [festivaloftheartisan.co.uk/thesausageman](https://festivaloftheartisan.co.uk/thesausageman) section of the festival website to pre-order their sausages for delivery and fully immerse themselves in the festival experience, as they enjoy authentic festival food alongside the array of music on offer from their home. There will be gluten free and vegan options on offer too.

As main sponsors, The Sausage Man will also be providing exclusive Festival of the Artisan discounts, as well as themed 'Bring the Festival Home' bundles and special Backstage Pass benefits for VIP ticketholders. Festival goers are advised to subscribe to the Festival of the Artisan mailing list and follow on social media for more details about these as they become available.

Festival Director Steve Bonham said: "It is brilliant for us to welcome 'The Sausage Man' on board as main sponsor for Festival of the Artisan and we are looking forward to working together to create a memorable virtual festival experience for music fans. It is very exciting to have a main sponsor who shares our vision and is equally dedicated to bringing the festival home, our thanks to The Sausage Man for supporting the Festival of the Artisan."

Jorg Braese, Managing Director of The Sausage Man, said: "We helped make sure thousands of people could still enjoy currywurst at Christmas, even when many winter markets could not go ahead last year. This year we hope to do the same with music festivals. We want to help you hold your very own festival at home, complete with hot dogs and German sausage, to make the experience as authentic as possible. We are very pleased to partner with Festival of the Artisan on this exciting endeavour, and we look forward to enjoying some fantastic music together this March!"

- ENDS -

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- Notes to Editors -

Festival of the Artisan is a two-day virtual celebration of the most exciting artists on the acoustic scene, which will be streamed worldwide on Friday 26 and Saturday 27 March. It is hosted by Artisan Creative, which was created to provide a platform for developing distinctive recordings, books and performances from the raw materials of experience and the extraordinary lives of ordinary people.

[festivaloftheartisan.co.uk](http://festivaloftheartisan.co.uk)  
[artisan-creative.com](http://artisan-creative.com)

The Sausage Man delivers authentic German sausage directly to your door. Supplying caterers and business customers wholesale for over fifteen years in the UK, The Sausage Man began selling directly to the end consumer in 2020. You'd usually find Sausage Man products served at major festivals and events across the UK, but this year The Sausage Man is committed to helping you bring the festival home.

[sausageman.co.uk](http://sausageman.co.uk)

Arts Council England is the national development agency for creativity and culture. We have set out our strategic vision in Let's Create that by 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high-quality cultural experiences. We invest public money from Government and The National Lottery to help support the sector and to deliver this vision. [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

Following the Covid-19 crisis, the Arts Council developed a £160 million Emergency Response Package, with nearly 90% coming from the National Lottery, for organisations and individuals needing support. We are also one of the bodies administering the Government's unprecedented £1.57 billion Culture Recovery Funds. Find out more at [www.artscouncil.org.uk/covid19](http://www.artscouncil.org.uk/covid19)