



## Amazon.co.uk teams up with Sauce Shop to deliver 'Brussels Sprout Ketchup' in time for Christmas

November 25, 2019

*Brussels Sprout Ketchup, created by UK condiment connoisseurs Sauce Shop, will be available exclusively on [Amazon.co.uk](https://www.amazon.co.uk) for £3.00 a bottle*

*The unique Christmas ketchup will be one of the many gifts available from [The Amazon Christmas Shop](#) –the one stop shop for the festive season*

*Browse thousands of gift ideas on the Amazon Christmas [Gift Finder](#) to find that perfect present for loved ones this Christmas*

**LONDON, 25 November 2019** – Amazon.co.uk has teamed up with UK condiment experts *Sauce Shop* to create its first 'Brussels Sprout Ketchup'. The limited-edition Christmas ketchup will be available to pre-order exclusively on [Amazon.co.uk](https://www.amazon.co.uk) for £3.00 a bottle from today. The festive sauce will begin shipping from Monday 2<sup>nd</sup> December, in plenty of time for Christmas.

Sauce Shop – an artisan British sauce maker who sell a variety of ketchups on Amazon.co.uk – are known for creating flavoursome condiments using all-natural ingredients. Each bottle of the seasonal sprout ketchup will contain around 15 sprouts per bottle. The British Brussels sprout variety has been chosen for the bespoke recipe for its sweet, nutty flavour and has been blended with cloves, nutmeg and cinnamon to give the tasting notes of braised red cabbage, making it a perfect accompaniment to any Christmas dinner.

The Brussels Sprout ketchup, which is suitable for both vegetarians and vegans, will also be a particularly welcome addition to the ubiquitous Christmas sandwich, and perfect as a dipping sauce for festive canapés or as a tasty accompaniment to leftovers on Boxing Day.

"Our mission has always been a pursuit of flavour, which can only be achieved using high-quality, natural ingredients," said Pam Digva, Co-Founder of Sauce Shop. "Our limited-edition Brussels Sprout Ketchup, which we've developed exclusively for Amazon.co.uk, is testament to the versatility of this highly nutritious, seasonal vegetable which has more vitamin C in one sprout than in an entire orange. It's been a wonderful challenge to bring out the natural sweet, nutty flavour of the often misunderstood Brussels sprout and we're very proud of our sauce."

"We're delighted to offer our customers this unique festive treat as part of our collaboration with Sauce Shop and Brussels sprout ketchup is just one of thousands of products we have on offer to make sure our customers' have the best possible Christmas celebration." said James Bate, Director of Grocery at Amazon.co.uk. "We're sure this delicious ketchup will change the minds of some of the humble sprout's harsher critics and hope to see it added to festive feasts and slipped into Christmas stockings nationwide."

The Sprout Ketchup will be available through [The Christmas Shop](#) on Amazon.co.uk as a fun gift to deliver smiles this Christmas. Customers can find this and thousands of other gift ideas through the Amazon [Gift Finder](#), which provides suggestions based on the interests of the person you are buying for tailored to your preferred budget.

Find out more about Sauce Shop Brussels Sprout Ketchup (225g) from 25 November at [Amazon.co.uk](https://www.amazon.co.uk)

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### Notes to Editors:

For high res images, please click [here](#)

### For information, please contact:

Hunt & Gather: [amazon@hunt-gather.com](mailto:amazon@hunt-gather.com)

For more information on Sauce Shop visit: [Sauceshop.co](https://www.sauceshop.co) and find them on Amazon.co.uk [here](#)

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