



## Amazon.co.uk and Sauce Shop launch Bert's Stuffing Ketchup, concocted by seven-year-old winner of a nationwide search for a new festive sauce

November 10, 2020



[Bert's Stuffing Ketchup](#), designed by competition winner Bert from Derby and created by UK condiment connoisseurs Sauce Shop in collaboration with Amazon, is available exclusively on Amazon.co.uk for £2.99 a bottle

The unique Christmas ketchup is one of the many gifts available from [The Amazon Christmas Shop](#)

**LONDON, 10 November 2020** – Seven-year-old Bert has seen his festive dream come true as the winner of Amazon.co.uk and Sauce Shop's Christmas sauce competition. [Bert's Stuffing Ketchup](#), a limited-edition Christmas sauce, will be available exclusively on Amazon.co.uk for £2.99 a bottle from today. The launch follows a nationwide competition which saw children submit their ideas for their perfect Christmas ketchup.

Following last year's sell-out [Brussels Sprout Ketchup](#), the first festive collaboration between Amazon and Sauce Shop, Bert's winning entry was for a Stuffing Ketchup in a festive red, white and black bottle, designed to replicate Father Christmas's iconic coat.

Sauce Shop, an artisan British sauce maker who sell a variety of condiments on Amazon.co.uk, set about bringing Bert's idea to life by creating a ketchup flavoured with onions, sage and parsley to give the taste of a festive stuffing, with a sprinkling of breadcrumbs for a touch of classic stuffing texture.

Upon tasting the final product, Bert said, "it tastes even yummier than I imagined, I can't wait to have it on my Christmas dinner! It might even convince me to eat all my vegetables." The seven-year-old, from Derby, is a huge fan of both ketchup and stuffing, insisting it is the best part of every roast dinner and the highlight of his Christmas dinner. As well as seeing his idea become a reality, Bert received a gift card to enjoy on Amazon.co.uk, which he says he wants to use on a pair of night-vision goggles to spot the local wildlife after dark.

The competition entries were wide ranging, with runners up including: nine-year old Finley's 'Rudolph's Ketchup', featuring crunchy carrots, hot chillies (to keep Rudolph warm in winter) and juicy tomatoes (to make his nose glow red); nine-year-old Kitty's 'Jingly Gingerbread Ketchup'; and seven-year-old Dan's 'Reindeer Poop', featuring a BBQ sauce base with added raisins. The runners up all won an Amazon.co.uk gift card to enjoy this Christmas.

"Here at Sauce Shop we love creating imaginative sauces from natural ingredients, and we are always up for trying something new," said Pam Digva, Co-Founder of Sauce Shop. "[Berty's Stuffing Ketchup](#), is a great addition to our collection of sauces available on Amazon.co.uk, bringing the delicious flavour of stuffing into a ketchup everyone can enjoy this Christmas."

"Stuffing is a beloved part of Christmas dinner and I am sure Berty's creation will take pride of place on family tables up and down the country," said James Bate, Director of Grocery at Amazon.co.uk. "We are so pleased to team up with Sauce Shop once again and thank Berty for creating something special for our customers this Christmas."

[Berty's Stuffing Ketchup](#) (suitable for vegetarians and vegans) will be available through [The Christmas Shop](#) and [Grocery Store](#) on Amazon.co.uk for £2.99 a bottle. For festive sauce fanatics, Sauce Shop has also created a limited-edition [Christmas Collection Gift Box](#) for £11, which features a trio of festive ketchups to liven up your Christmas table, including Berty's Stuffing Ketchup, last year's sell-out Brussels Sprout Ketchup, and Sauce Shop's new Spiced Cranberry Ketchup which will also be available on [Amazon.co.uk](#).

Customers can find the sauces and thousands of other gift ideas on [The Amazon Christmas Shop](#), the one stop shop for all your festive needs. For gift inspiration based on the interests of the person you are buying for and preferred budget, browse thousands of ideas through the Amazon [Gift Finder](#). To find out more, visit [amazon.co.uk/christmas](#).

It's easy for customers to support a good cause this Christmas on [Amazon.co.uk](#). While shopping for [Berty's Stuffing Ketchup](#), and other gifts for family and friends, customers can support one of more than 30,000 participating UK charities by using AmazonSmile at [smile.amazon.co.uk](#) on a web browser, or by activating AmazonSmile in the Amazon app on iPhones and Android phones under "Programs and Features" (after selecting a charity via [smile.amazon.co.uk](#)). AmazonSmile has the same low prices and convenient shopping experience customers have come to expect from Amazon, with the added bonus that Amazon will donate a portion of the purchase price to a charity of your choice. AmazonSmile has donated more than £4.6 million to UK charities and more than \$215 million globally to hundreds of thousands of charitable organisations.

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

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