

# When it comes to our favourites salads, we're a nation of carnivores says kitchen tool specialist OXO

Submitted by: The Lenny Agency

Monday, 9 July 2012

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When it comes to our favourite salads, we're a nation of carnivores according to a recent survey published today.

The survey of the UK's favourite salads by kitchen tool specialist OXO (<http://www.oxouk.com>) revealed that chicken salad was by far the most popular with over a third of us, proving we're a nation of carnivores at heart.

Following behind in second and third place was caesar salad and tuna nicoise respectively, but sadly meat-free options such as waldorf, pasta and bean lagged greatly behind, disappointing our tastebuds.

And as for our favourite salad dressing, well it has to be honey and mustard according to the study, with caesar in close second. Honey and mustard was voted the number one choice in England, but in Northern Ireland balsamic came out on top. More adventurous dressings such as ranch and green goddess, the trendy dressings of choice with celebrity chefs such as Jamie Oliver, were shirked by the public in favour of the classics.

The survey also revealed that 6 in 10 of us saw ourselves eating more salad this summer, with more men converting to salad as a popular lunch or dinner choice, pointing to the fact that the call for healthier living has resonated with the public and an increasing number of men are watching their waistbands in the run up to the holiday season.

OXO'S UK Marketing Manager, said: "With our tastes becoming more ever more cosmopolitan in the UK, we thought that the European classics such as Greek and Italian salads would be the firm favourite, especially with the rise of celebrity chefs giving these salads a complete overhaul with more adventurous, seasonal ingredients.

"We were all really surprised to see that meat-free options were not in favour but perhaps the fact that more men are turning to salad is swinging the popularity. They do like their meat after all."

For all salad lovers out there, OXO offers a range of kitchen tools to help make the preparation much quicker and easier including its salad spinner (GBP25.55), which can be operated with just one hand, and its new zesty green salad dressing shaker (GBP11.99) that will liven up your salads and have you looking like Tom Cruise in Cocktail in next to no time.

For further information on OXO products, please call 0114 290 1455 or visit [www.oxouk.com](http://www.oxouk.com)

Notes to editors

The research was conducted in May 2012 by UK National Research panel YourSayPays. Results were collected from a nationally representative sample of 2000 adults. YourSayPays is a national research panel with over 40,000 opt-in panelists from across the UK. Details can be found at [www.yoursaypays.co.uk](http://www.yoursaypays.co.uk)

Designed to make everyday living that little bit easier, the award winning OXO Good Grips range offers over 200 stylish, yet practical tools for the home including kitchenware, organisational tools, bathroom and cleaning products. The company has also now extended into the nursery with the launch of OXO Tot, an exciting new design-led collection of award winning baby equipment including essential feeding and weaning tools in three bright colours, handy cleaning tools and a super stylish, ultra functional highchair.

-ENDS-

For further information, <strong>samples or product images</strong> please contact:  
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