

AFTERNOON TEA WEEK NEXT WEEK - SURVEY RESULTS & EVENTS AROUND THE UK

Submitted by: Nudge Communications LTD

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It's Afternoon Tea Week (<http://www.afternoontea.com>) next week from 10-16 August when we celebrate this quintessentially British tradition with a host of events around the UK, new launches, themed teas, offers, tea tastings and many more. The Ritz is launching a brand new cake, Paul a Young has created an exclusive afternoon tea themed box of chocolates and Moët & Chandon are hosting champagne tastings

Survey

The age old 'jam or cream first' question has finally been answered. According to a survey by the world's leading afternoon tea booking site, [afternoontea.co.uk](http://www.afternoontea.co.uk) (<http://www.afternoontea.co.uk>), 60% of us prefer to spread jam on our scones first, then the cream, revealing how the majority of us will be enjoying our scones this Afternoon Tea Week (<http://www.afternoontea.com>) (10-16 August).

Across the country, jam-first leads the way, with northerners much more likely to spread their jam before their cream, in fact the further north you go the more people go for jam first, 82% in Yorkshire, down to Londoners being the least divided, with 51% choosing jam first. (Regional breakdown available)

But the experts are still divided

[Afternoontea.co.uk](http://www.afternoontea.co.uk) also put the question to some of the country's leading bakers and chefs. Opinion was divided, with the spreading experience and how you taste the individual flavours influencing their decisions.

"Definitely cream first! It's easier to do and you get more clotted cream, definitely the best bit about scones!" Edd Kimber, Great British Bake Off winner

"Take a spoonful of jam and spread, then spread the clotted cream on top - better to spread the jam first - as it allows more control to spread the cream over the jam" Rosemary Shrager, Chef and TV personality

The survey of 5000 people, also revealed:

- Smoked salmon was way out in front as our favourite afternoon tea sandwich filling - chosen by 39% of respondents, beating egg mayonnaise (18%), ham & mustard 8%, cheese & chutney (10%), Coronation chicken (10%) and with the classic cucumber sandwich (8%) coming bottom of the table.
- Our favourite part of afternoon tea is the Scones (45%)
- When considering where to go for afternoon tea, the Menu is the most important factor (35%), beating specific venues, location and price
- While many people go for afternoon tea for a special occasion, more of us (43%) go simply to "meet up with friends"

Keith Newton, founder of Afternoon Tea Week and [afternoontea.co.uk](http://www.afternoontea.co.uk) says: "Afternoon Tea Week is all about celebrating one of the most quintessentially British dining traditions. For years the jam/scone debate has raged but it's always been associated with Devon and Cornwall. We're glad to shed light on the rest of the country's perspective but we don't expect this will end the debate."

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- Survey conducted through Constant Contact by afternoontea.co.uk

Afternoon Tea Week is sponsored by www.afternoontea.co.uk and English Provender

For a full breakdown of the regional results, a list of top Afternoon Tea Week events, more celebrity baker quotes or for the whole survey please contact kate@nudgepr.co.uk m: 07801 442733