



Innovation requires creative and original thinking, but must also draw from a deep knowledge of curing: both as a science and an art.

If you want to do something nobody else can, you need Bacon Wizard.

How can you cure properly, without using nitrites? It's impossible isn't it?

How can you increase the quality of a ham, while cutting the cure-time to a quarter?

How can you compete with modern curing practices on a large scale, if you want to remain true to artisan values?

How can you come up with something completely new in the market, without breaking tight food regulations?

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