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Single document

Sneem Black Pudding
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PGI

1. NAME(S)

Sneem Black Pudding (en)

2. APPLICANT COUNTRY(IES)

Ireland

3. DESCRIPTION OF THE AGRICULTURAL PRODUCT OR FOODSTUFF

3.1. Type of product

Class 1.2. Meat products (cooked, salted, smoked, etc.)

3.2. Description of the product to which the name in (1) applies

'Sneem Black Pudding' is a traditional blood pudding uncased and tray-baked in trays (approximately 500mm x 200mm x 75-100mm) and is commonly sold in squares or blocks of between 500g-1kg. The finished 'Sneem Black Pudding', sold to the customer, has a deep red-brown colour. The pudding can be consumed without further cooking if desired.

'Sneem Black Pudding' has a smooth almost mousse-like texture when compared with most other Irish black puddings, giving it an exceptionally smooth mouth feel.

The following ingredients are used in the production of 'Sneem Black Pudding' and the percentages of ingredients used must fall within the following ranges:

- Beef and/or Lamb Suet - minimum 8% to a maximum of 15%
- Oatmeal - minimum 20% to a maximum of 25%
- Onions - minimum 15% to a maximum of 25%

- Sheep or Cow or Pigs Blood - minimum 15% to a maximum of 25%

- Water - minimum 15% to a maximum of 25%

- Seasoning and Spices - minimum 0.5% to a maximum of 2.5%

'Sneem Black Pudding' must be free from artificial colours, flavours, bulking agents and preservatives. It has an average moisture content of between 75% - 80% and on average a 100g portion will provide the following:

- Energy: 130-150Kcal

- Protein: 10-15g

- Carbohydrate: 10-15g

- Fat: 4-7

- Iron: 20mg

3.3. Feed (for products of animal origin only) and raw materials (for processed products only)

- N/A

3.4. Specific steps in production that must take place in the identified geographical area

All stages of preparation and production of 'Sneem Black Pudding' are performed indoors, and must take place in the defined geographical area, under controlled and monitored conditions to ensure consistency in the quality of the product.

Blood is harvested from the animals slaughtered directly in an approved abattoir in the Geographical Area, and is immediately refrigerated on site in labelled food grade containers, ensuring full in-house traceability. Sheep, cow or pigs blood is usually used in the production of 'Sneem Black Pudding'.

Suet is collected directly from the animals slaughtered in an approved abattoir in the geographical area. The use of lamb suet is supplemented with beef suet during periods when the fat content is lower than average (e.g. when using early spring lamb).

The dry ingredients are then carefully weighed, prepared and mixed, along with the suet to ensure a consistent product and an even distribution of the ingredients throughout the product. The addition of the wet ingredients creates a thick gruel.

The wet ingredient mixture is then transferred into rectangular trays, as the product is un-cased. The tray dimensions are approximately 500mm in length X 200mm in width X 75-100mm in depth.

The mixture can be oven-baked in either of two options:

- A high-temperature and short-time approach (250° C for 2 hours)
- A low-temperature and long-time approach (100° C for 6 hours).

The finished product is then cooled to ambient room temperature (approximately 15° C) before chilling to between 2 - 4° C. As an un-packaged, totally natural product free from chemical additives or preservatives, shelf- life is relatively short at between 14 to 21 days. The finished Pudding is commonly cut into squares or blocks of between 500g and 1kg.

3.5. Specific rules concerning slicing, grating, packaging, etc. of the product the registered name refers to

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3.6. Specific rules concerning labelling of the product the registered name refers to

The product to be labelled 'Sneem Black Pudding' and packaging and promotional materials will bear the logo underneath:

4. CONCISE DEFINITION OF THE GEOGRAPHICAL AREA

The geographical area for the production of 'Sneem Black Pudding' is the village of Sneem on the Iveragh Peninsula in County Kerry. Its geographical coordinates are 51° 50' 0" North, 9° 54' 0" West.

5. LINK WITH THE GEOGRAPHICAL AREA

The causal link between the product and the area in which it is produced is based on its reputation, which in turn is derived from its origins in the village of Sneem and the expertise of the butchers who produce it.

The production of ‘Sneem Black Pudding’ in its current form dates back to the early 1950’s: a time of economic hardship in Ireland. Due to the economic misfortune of the time, farmers had to ensure that every part of the animal was utilised to the full, including the fresh blood and suet. Regina Sexton notes in her February 2005 Irish Examiner column that, “the fresh blood pudding is one of Ireland’s most enduring products”, of which ‘Sneem Black Pudding’ is one of the few remaining.

Suet has been traditionally used in almost all Irish black puddings, its role in ‘Sneem Black Pudding’ is to increase the fat content and improve the texture and mouthfeel of the pudding. Suet has a low melting point 45-50 degrees centigrade which means it is easy to use in the solid form when making the pudding. The high calorific value of suet makes ‘Sneem Black Pudding’ an ideal food in winter.

All of the Sneem Butchers have been making and selling their products since 1950’s and ‘Sneem Black Pudding’ has been sold by that name since that time. The butchers have cooperatively used the ‘Sneem Black Pudding’ name and have sought to maintain high standards in the production and to retain the link back to the South Kerry heritage. The skill and experience of Sneem’s butchers trade means that the village has a history of tradition in producing fine ‘Sneem Black Pudding’ As a result the ‘Sneem Black Pudding’ has gathered a reputation for its taste and quality and is now recognised as one of the top gourmet puddings in Ireland.

The village of Sneem is also different in a less obvious way. With the rationalisation of small scale local abattoirs in recent decades, it is most unusual for a village of this size to have two licensed abattoirs located in such close proximity to each other thanks to the continuous production of ‘Sneem Black Pudding’.

It is obvious that Black Pudding is a fixture of the traditional Irish breakfast; however the style of ‘Sneem Black Pudding’ is unusual in the Black Pudding industry as recalled by Carla Blake in her Irish Examiner Farming column of July 1995 where she states “that ‘Sneem Black Pudding’ is the most delicious black pudding she ever tasted, while it is a very unusual pudding, as it differs from a traditional ring of pudding”. This is also reflected on the Black Pudding Club website by the following statement: “Traditionally Kerry black pudding was cake baked in trays and cut into squares. Up until maybe ten years ago, the only black pudding in square blocks that we were aware of were ... and ‘Sneem Black Pudding’. The square shape has become more popular in recent years yet the chubb of black pudding is still by far the most common”.

The finished product which is sold to the customer has a deep red-brown colour and a smooth, almost mousse-like texture when compared with most other Irish black puddings, giving it an exceptionally smooth mouth feel. In other Irish black puddings, ingredients such as onion and oatmeal are obviously visible when the

product is cut, or to feel in the mouth when the product is being eaten. Lucinda O'Sullivan, one of Irelands most widely read Food and Hospitality Critics, comments in her October 2001 Sunday Independent column reviewing the Kenmare Park Hotel that her starter of "'Sneem Black Pudding' was silky smooth…and totally different from anything sold in a supermarket".

Lucinda O'Sullivan, noted in her Sunday Independent article of local food producers in October 2010 about 'Sneem Black Pudding'....."a Black Pudding recipe that is quite different to anything else around". This statement is of great significance as it recognises that the method and style in which 'Sneem Black Pudding' is made and endorses the principles of the traditional recipe which is strictly adhered to by producers.

The tourist season was an important time for local businesses and the Sneem butchers who produce 'Sneem Black Pudding' were no different, as referenced by Jean Sheridan in the Irish Press newspaper in August 1975, producing the "slabs of Black Pudding for foreign visitors" who were keen to sample the curious pudding, either as a souvenir or taste of the Ring of Kerry and Sneem.

'Sneem Black Pudding' is an essential element of the local food market and there is national recognition of the product and the link to Sneem as an area. This is demonstrated by the statements on the Our Mountain Home website (http://sneemireland.com/wheretostay.html): "You can also enjoy a traditional home cooked Irish breakfast, including the famous @Sneem Black Pudding'...." and on the Irish Tourism website (http://blog.irishtourism.com/2019/01/10/best-food-in-ireland/): "The most famous flavors' of black and white pudding come from Clonakilty or in Kerry you will find the Sneem black pudding which is extremely popular. Pudding is not unique to Ireland but the recipe here is quite special."

Reference to publication of the product specification

LINK: http://www.agriculture.gov.ie/gi/pdopgitsg-protectedfoodnames/products/

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