

Jason's Sourdough launches range of premium toasties and hot rolls



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[Jason's Sourdough](#) has announced its expansion into the food-to-go category with the launch of a range of premium toasties and hot rolls.

With a commitment to quality, Jason's Sourdough has developed this new range as a natural progression, combining the signature texture and flavour of its sourdough with new fillings and formats. These toasties and hot rolls deliver a balance of flavour and crunch, providing a premium experience for both on-the-go and at-home customers, the press release said.

Jason's Sourdough TOASTIE comes in four flavours:

- Ham Hock & Mature Cornish Cheddar – slow cooked ham hock with Davidstow mature cheddar and grape mustard on Jason's infamous white sourdough Ciabattin.
- Nduja & Mature Cornish Cheddar – Spicy Calabrian Nduja with Davidstow cheddar and gouda on Jason's grains and seeds sourdough Ciabattin.
- Kimchi & Mature Cornish Cheddar – Davidstow mature cheddar and gouda with kimchi on Jason's grains and seeds sourdough Ciabattin.

- Three Cheese and Onion – Davidstow cheddar, Swiss and parmesan with red onion and spring onion on Jason’s white sourdough Ciabattin

Jason’s Every Day HOT ROLLS come in three nostalgic comfort food flavours, full of slow cooked meats:

- Thick Cut Bacon with Posh Tomato Ketchup – Thick cut smoked bacon with posh tomato ketchup in a soft white Jason’s sourdough roll
- Roast Chicken with Sage & Onion Stuffing – Pulled chicken with sage and onion stuffing, chicken stock butter on a soft white Jason’s sourdough roll
- Hog Roast with Sage & Onion Stuffing and Chunky Apple Sauce – Slow cooked pulled pork, apple sauce and sage & onion stuffing on a soft white Jason’s sourdough roll

“Our sourdough’s unique texture and flavour make it the ideal bread for toasties, and this new range is a fantastic way to bring Jason’s signature quality range to the food-to-go category,” said Jason Geary, Master Baker at Jason’s Sourdough. “Whether served hot-to-go or chilled and heated later at home, these products are crafted to meet the needs of today’s busy consumers while maintaining our high standards of taste and authenticity.”

A collaboration with Around Noon

In a strategic partnership with [Around Noon](#), a manufacturer and distributor in the food-to-go market, Jason’s Sourdough will launch and distribute this range across foodservice, travel and retail sectors.

“We’re thrilled to be partnering with Around Noon, whose experience in food-to-go will ensure that our new range reaches consumers across a wide variety of settings, from high-street retailers to travel hubs,” Geary said. “Together, we’re bringing something truly special to the market, aligning with Jason’s Sourdough’s ethos of delivering superior products made with care.”

Guy Truman, Commercial Director of Around Noon also commented: “We are delighted to partner with Jason’s Sourdough, a brand that shares our commitment to quality and innovation. Since its launch Jason’s premium sourdough has shown great traction in the bread category and we’re excited to bring their unique flavour and texture, coupled with our high-quality fillings to the food-to-go market. Together, we’re able to offer a truly exceptional product that combines the best of both our expertise—delicious, high-quality toasties and hot rolls that cater to the evolving needs of today’s consumers. We look forward to seeing this range roll out across foodservice, retail, and travel.”