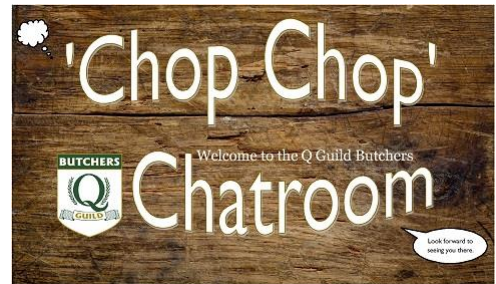


22nd Sept 2020 - Chatroom Minutes

In attendance:

Drew McKenzie, Port Glasgow; Lishmans of Ilkley; Gordon King, Q Guild; Clinton Bonner, Bonners Butchers, Somerset.

Robert Alexander



- plans to open shop in early October having been closed since lockdown,
- Turnover upped significantly at start of lockdown, Now required more advertising to keep the momentum going
- Used the learnings from the Q Guild social media training sessions which has made a difference.
- Online shop working well, thank goodness we had it already up and running in March as it has increased sales by £150,000 since March.
- Margins will be better, as no discounts
- Promotions are few, will take part in sausage week with an Italian sausage very popular - £6 for 5 sausages.
- Christmas everything is unit priced and all orders prepaid
 - Now expecting orders for smaller joints, stuffed turkey saddle very popular. We always give out instructions and cooking bags.
- Might be another boost in trade now with the tighter regulations

Lishmans

- Ilkley is a wealthy area and Trade is still up, 36% on last year
- We produce lots of charcuterie which is selling well, offers us higher profit margins and has been a popular product with local eating establishments, especially as catering Kitchens are working in smaller teams it means there is less prep.
- Not keen on using social media, so leave it all to Emma
- Will do sausage week, all our sausages are prepackaged. Promotion will be but 2 packs get 1 free and this increases sales three fold. Zim zim sausage is a weird and wonderful example.
- Christmas planning means all products will be unit priced and available to order online plus pre payment.
- We have large premises and operate a ticket system which leads to too many people in the shop. This means we will ensure all pre orders are collected at set time slots from the back of the shop.
- We use local turkeys and they are very good. But concerned that 15lb plus birds may not be popular due to restrictions. Have come up with a version of boned and smaller. Spec available from manager@qguild.co.uk
- Expecting a 40% increase in orders this year albeit smaller orders. Will offer 200 deliveries over 4 days. Charge £5 for delivery.
- Other members have been charging throughout Covid and no one complained.
 - There are increased admin costs which some do charge for and takes us approx 32 minutes per order to make up.
- Time slots for collections, some customers did not like to begin with accept more so now. We're offering 45 minute slots i.e. 9-9.45 and so on. This allow us to have the orders available in the chill at the right time. Allow us to spread it out.

Clinton Bonner

- Everything went crazy after lockdown
- Running up 40% on last year.
- Catering is back in a small way in Somerset, some Hotels now operating only as b&bs
- Home deliveries were difficult, but we sorted it out within an 8 mile radius of the shop. Still doing 15-20 deliveries a day.
- We have a deli next door which is very popular.
- Some pubs we dropped from our list of catering customers and just kept the good payers
- Christmas will be different, busiest day normally 23rd, this year will do over 4 days with collection time slots.
- Will do alphabetical collections as we can't have queues due to narrow pavement.
- We buy in Copas bronze and local producer for white birds.
- Don't want to let long term suppliers down.

Andy Benn - Scobies direct

Video presentation on stuffing and seasonings – available to view [here](#)

- Online deal - **buy now pay January** – live from 28th Sept
 - Picked a range of products which allow customers memories of happier times.
- Many products are nut free.
- We believe people are willing to spend more at Christmas with lots of centre pieces.
- Some will suit a party pack i.e. A giant pig in a blanket.
- New online shop will open on 28th September.
- Extra tasty glaze will be great on poultry.

Meeting closed at 5pm.