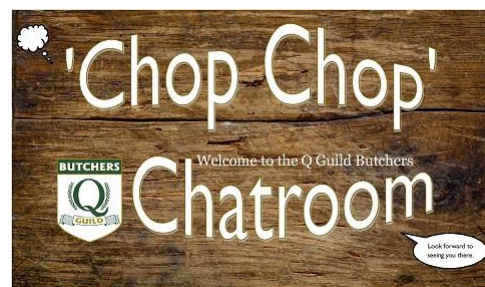


## 16<sup>th</sup> Sept 2020 - Chatroom Minutes

**In attendance:** Robinsons of Tettenhall; Frasers Butchers, Bolton; Frank Parker Butchers, Nuneaton; C N Wright Butcher, Ripley; Duncan Fraser, Inverness; Lishmans of Ilkley, Claire, Guild Manager



### Robinsons

- Trade still 20% up on last year – refurbished the shop during Covid, seems to be working well.
- Best product – Hunters Chicken – Chicken Breast brushed with Verstegen BBQ sauce, with a slice of BBQ sauce inside, wrapped in bacon with cheese on top £5.50 for 2 – presented in a ovenable dish – good money makers – easy to make - 6 variations – sell fresh & frozen
- Restaurant seats 22 was 36 – but trade still up 25% on last year – feel it could be due to it looking better since the refurb – more restaurant like not just a butchers with seats!
- Autumn promo – still doing Sausage Week in last week of Oct – usually 3 for 2 – really successful in the past
- Good supply of Game – so may do something for the campaign Week – 23<sup>rd</sup> Nov
- May do something on English Breakfast Day 2<sup>nd</sup> Dec

### Wrights

- Sausages and chicken fillets are the best sellers
- Will do a Sausage promo later in the Autumn, plus a Breakfast Sausage promo for Breakfast Day
- Shop still shut – take pre orders only, collection from 9am to 1pm – still working well and no queues – are looking to continue this process into Christmas
- Trade still up each week – on avg 20%
- Use Facebook to promote offering
- No good aspect to the shop being shut is we finish early every day
- Seeing extended families shopping with the shop since Covid
- Question posed re amount of customers in the shop
  - Parkers now let in 6, which alleviates the queues
  - Frasers 2
  - Really depends on space and where the door is situated

### Parkers

- Purchased 100 umbrellas for use when customers are queuing outside if weather is bad
- Charge £4 del fee
- Best-selling product is their range of stir-fry's

### Frasers, Bolton

- New ordering system had to be implemented during Covid, pre order, pay over the phone, then collect from out the back, works well considering never had to do it before
- C&C system is still working – as it's non contact – which customers still like
- Trade dropped now only 10-15% up, compared to about 200% up at beg of Covid, mainly due to local eateries opening up
- Were working long hours till 10pm then trimmed hours down to 9-4, now 8-4.
- Shop restricted to two people
- Best-selling products – always chicken with a marinade – always flies out

## Duncan Fraser

- Shop stayed open and limited to 3 Customers per shop, opening 9-3 and deliveries took off, luckily helped out by a laid off taxi driver
- Since restaurants and take aways opened – trade has dropped
- High St shops more are now open back to normal shop hours
- 15% up on last year
- Best product offer – mince Monday – buy one lb and get one free – sells at £12 a kilo
  - Some were even ordering 5lb so were getting 5lb free!
  - But some were only buying the mince so restricted to only getting more than 1lb if they buy other items
- Pick and Mix – buy 6 for £30 – very popular – 2lb rolled pork counts as two items – 1lb mince is included – but all items must be different
- All serveover – no prepack
- Low accounts of Covid
- Currently don't charge for deliveries

## Lishmans

- Retail sales 30% up, Trade sales are struggling 20% down and account for about a third of business
- Noticeable trade sales are struggling, Leeds city centre is quiet but York has good tourist trade
- What's selling – always used to sell sausages loose – since Covid prepacked into 400gm packs, in 6's £4.35 or 3 for £12 – seems now we sell more sausage with a good margin so will continue
- Will do sausage week from 5<sup>th</sup> Nov – promo is buy 2 get 1 free or buy 5 and get 3 free – sales are often 4 times up on normal week – we use it to get rid of some odd pieces of meat and marinades

**“General consensus that trade dropped noticeably when the takeaways and restaurants opened, proving that supermarkets aren't the butchers main competitors – customers who were having to cook 3 times a day, could now have a break and so didn't need to find 21 meals a week.”**

## Christmas Planning

### Robinsons

- Thinking of producing a unit priced order form – for the first time this year – possibly up to 30 items available all prepacked to a set pack and size
- Collect from the back door

### Wrights

- Posted Christmas order system onto FB along with Hampers and had orders already.
- Keeping shop shut, with pre orders and collections only
- Question raised has anyone tried selling half turkey?
  - DL says they had tried it but it didn't look very tempting

### Frasers

- Ordered a pop-up marquee for Christmas trade/queues with an airport type queuing system
- No hampers, but will do pre ordering – as restricted to 2 people in shop

- Think that 23<sup>rd</sup> Dec will still be a manic day, and that some of their customers won't change their shopping habits
- Only sell Copas (won't bone out as too expensive) the only other option is a boneless turkey breast, the trouble is orders are restricted to how well the birds are grown.
- Free deliveries

### Parkers

- Encouraging customers to take orders in early Dec and freeze down
- Sold Hampers last 4yrs, via a brochure – orders listed on a form which they hand over, all products ready when they turn up, with back up staff helping to pack up the orders.
- No time to bone out turkey's during the last week

### Duncan Fraser

- Order Copas Turkeys & produce lots of Hampers at a unit price
- Outside could be tricky as the weather can be harsh
- Deliveries may be a big part if people don't want to go out

### Lishmans

- Christmas – all goods will be unit priced – encouraged all bird suppliers to supply unit priced as well
- All items online and in a brochure - Pay in full when order – tricky pricing in Sept for selling in Dec
- Anticipating an Increase in customer orders 20-40% on last year, due to the six rule – orders smaller but more of them
- Delivering about 20% of the orders
- marquee to be installed in back yard – for prepaid collections – marquee cost £1200
- Tight time slots over the three days
- Hoping the shop will be quiet, and so no queues! in theory!
- Thinks the issue will be the Turkeys being too large this year therefore have created a new boned and rolled turkey product to have as an option for those wanting smaller birds – **specification available on request.**
- Will process week before Xmas if not earlier
- Buy dry plucked from a local farm – feel we ought to support these as they may not be there in the future
  - Cooked and sliced well. Not stuffed, sinews pulled, one leg and one wing bone left in for shape.



### Delivery Fees

- many use the fee to pay the driver – as sometimes just operating for Xmas
- range from £10, £5, £3 to free
- Delivery fee is a variable service
- Some charge an admin fee to cover the vat fee

Meeting closed at 5pm.