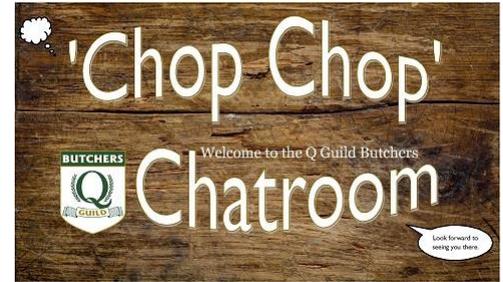


16th Sept 2020 - Chatroom Minutes

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 – 23rd Nov
- May do something on English Breakfast Day 2nd 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
- Ne 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 5th 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 23rd 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 vatable service
- Some charge an admin fee to cover the vat fee

Meeting closed at 5pm.