



# THE GUILDSMAN

News and views from the best butchers in Britain

## Q GUILD BUTCHERS SMITHFIELD STAR AWARDS 2020

*Reviewed, revamped and updated!*

With 15 categories and 15 chances to achieve a Diamond Award now's the time to enter your best products or people.

With the addition of new categories and a slight twist in some there are plenty of categories to choose from.

Also renamed the 'Smithfield Star Awards' your certificate's will reflect the standard your product achieved after being judged using the new meat industry judging form, by our team of esteemed judges. With stickers and downloadable artwork you can then showcase your awards on all types of POS and packaging.

We also want to reward work that goes on in the store by your teams and so the two new categories, 14 & 15 we hope will capture this. We are looking forward to seeing your Fresh Meat displays and nominations for who you feel should be the 'Young Butcher of the Year'.

Prove you are the Best of the Best and achieve the accreditation your products deserve. Enter today either online or complete the form enclosed.



## WONDERING WHY YOU HAVE RECEIVED A GUILDSMAN IN JANUARY?

A few changes to the membership terms and activities were decided at the last management and executive meeting. Full details can be found within the revised pages of the members manual (copies enclosed) which we hope you'll agree are aimed at the way our businesses work now. David explains more in his column on Page 2.

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- **Page 3** feature on the dreaded Veganuary, but the stats show it's not all bad
- **Page 6 & 7** is a full years calendar of foody promotional dates, to help you plan for the year
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## MESSAGE FROM THE CHAIRMAN

Dear Members,

Happy New Year and I hope you had a prosperous trade over the Christmas period.

I am proud to be Chairman of this prestigious 30+yr old Membership and even after all these years I still feel it has a place within our industry. It was built on developing and supporting each other through shared ideas and friendly competition, which remains the focus today. Many things have changed over the years which affect our businesses, how they are run and at what cost. Many of us don't have much spare time, little extra manpower or budget to devote to activities outside of the shop. But sometimes, in order to grow we have to challenge ourselves and stick our heads above the parapet, and what better place to do this than with other like-minded people.

**"For just £15 per week this continues to be available to you"**

We are not asking you turn up to every meeting, just to contribute in some small way. Be it a story for the newsletter, an entry into the Smithfield Awards and if it's really hard for you to leave your shop perhaps an invitation for members to visit your shop. Sharing best practise and ideas helps us all. Many members have quoted that one good idea from a meeting has often saved them their entire years membership.

To that end the management and regional contacts have been discussing how best to keep the Guild thriving and continuing to be a worth-while membership for all. With this in mind the membership terms were adjusted. Full details are laid out in the revised Members Manual pages, enclosed. Have a read and check you are still happy to continue being a Q Guild member.

In summary, the changes which mainly affect you are:

- **Reduction of membership fee to £750 for both butcher and corporate members**
- Regional Chairman renamed Regional Contacts and duties reduced
- Executive Council Meetings (which include Management and Regional Contacts) reduced to once a year in February, to endorse proposals for the year
- Mystery shopper audits to cease, for business and shop guidance refer to the 'Steps to Quality' manual
- Limit membership to 100 butcher's businesses – to create a Q Guild Top 100 Butchers
- New members will ideally have a member propose and second their application plus a visit by a member, otherwise membership entry will be at the Chairman's discretion.
- To save on paper, postage and printing, a reduction in printed promotional material and documents being sent to members, ensuring availability and access to material through the BOS
- Activity to focus more on trips, visits and meetings
- Update the [www.qguild.co.uk](http://www.qguild.co.uk) website to provide information to prospective members whilst promoting current members.

I hope you will join me in continuing to be a part of the Q Guild of Butchers. I look forward to meeting, seeing or hearing about you and your business over the coming year.

Kind regards

David Lishman  
Q Guild of Butchers Chairman



### Reasons to re-join:

- **£750 Membership fee**
- **£15 pw offers access to experience, knowledge and advice**
- **100 Q Guild Butchers, be part of an elite brand**

## VEGANUARY: LET'S CELEBRATE MEAT!

With consumer media continuing to publicise meat-free diets, we separate fact from fiction and hear from Q Guild butchers.

January is an interesting month for butchers. The busy Christmas rush is over, the turkeys have been eaten and a new year has begun. However, January also marks the start of the annual Veganuary campaign, which urges consumers to ditch animal-based products for a month.

With the so-called meat-free trend gaining more publicity in the mainstream media, we take a look at how real the trend really is and whether plant-based diets should be of genuine concern for Q Guild butchers.

But despite high media attention the vegan diet **AHDB** is still adopted by a minority



Claimed 2%

7%

8%

↓  
Actual 0.6%

Here we define flexitarian as cutting back for health reasons

Source: AHDB/YouGov Consumer Tracker & Kantar Worldpanel

### Crunching the figures

The facts speak for themselves. Recent data shared by AHDB suggests that the number of vegan and vegetarian consumers remains low and the real trend is a focus on healthy eating, provenance and quality.

Kantar Worldpanel states that health is the main driver of all food choices globally, and its Meat, Fish & Poultry (MFP) market update for the 12 weeks to 27th January 2019 – which included last year's Veganuary campaign – showed that there was no decline in overall MFP volumes year on year despite an influx of media interest in vegan diets.

**According to YouGov, almost three quarters (73%) of Brits are meat-eaters, 3% are pescatarians, a further 3% are vegetarians and 1% are vegans – although recent insight from AHDB suggests the number of people following a vegan diet is as low as 0.6%.**

Some 14% of Brits describe themselves as flexitarian, which YouGov defines as those who consume meat occasionally, but choose a mainly plant-based diet. Interestingly, less than half (42%) of flexitarians believe a completely meatless diet is healthier.

However, YouGov insight does show that 13% of people are trying to reduce their meat intake. Also, plant-based foods are not only being enjoyed by vegans – Kantar states vegans consume just 14% of plant-based meals and vegetarians consume 11%. This data clearly suggests that meat eaters are including meat-free meals in their diets.

Health, the environment and animal welfare are the claimed drivers for those reducing their meat intake, according to Kantar. However, the impact on meat categories is overstated and demand remains high. In fact, market researcher IGD's data shows that 57% of consumers worry that meat-free diets cut out key nutrients, while 47% of people surveyed by IGD believe vegan foods 'don't taste as good' and 39% described vegan meals as 'boring'.



## Quality over quantity

So what does all this mean for butchers? Well, with health being the main driver for food choices, there is clear reason for butchers to raise awareness of meat's nutritional value and promote their products – and there is also real opportunity to meet the needs of consumers seeking better quality meat in small portions.

**Chair of the Q Guild, David Lishman, who runs Lishman's of Ilkley, says the meat-free trend's impact on sales is "small but noticeable" and advises butchers to utilise social media for spreading the word about meat's health benefits.**

"Vegans seem to have a loud voice backed up by one sided television programmes, so we must keep pressing home the point that meat is healthy and nutritious. British meat is not changing the climate as is suggested and, above all, the vast majority of us enjoy eating meat, he comments.

"If customers are more concerned about the [quality and provenance] of the meat they eat, I believe as a Q guild butcher we are more likely to supply them. We are the craftsmen in the retail meat world and take care over sourcing and supplying meat. We are not just commodity sellers."

In addition to fighting meat's corner, David has diversified his product offering by including a small section of vegetarian products and a special veggie wellington for Christmas.

"We offer a very small number of vegetarian dishes such as a 'Goats Cheese, Butternut Squash & Beetroot Wellington'. This is because we recognise that there is often a vegetarian at the Christmas dinner table and it means the customer doesn't have to worry about what to feed them," he says.

David keeps on top of industry trends so his business is always ready to adapt, and he finds AHDB's data releases (which are circulated to Q Guild members via the Q Guild Manager) useful for staying abreast of consumer preferences.

Kathryn Nicholson of Nicholson's Butchers in Whitley Bay shares similar views to David. She believes the meat-free trend 'is real' and is having some impact on business – but she is unsure as to what extent.

"Sometimes I actually feel it is a positive for us as we can jump on the band wagon of the negative press that the big retailers are getting. Other times I think we are losing sales because people are eating less meat," she muses.

**"However, we have gained more customers this year [in 2019] and I think that is because, although some people are starting to buy less meat, they are opting for quality meat when they do buy it."**

Like David, Kathryn isn't afraid to experiment with launching some meat-free products. These include vegetarian burgers and sausages, and the business also plans to introduce vegetarian options to its Christmas 2020 product offering. However, she is confident that meat is here to stay and advises Q Guild butchers to: "Stick to your guns and keep going!"



## Butcher's winning vegan pie

One butcher who has not only adapted his product selection in order to encompass the meat-free sector, but has also enjoyed national publicity for doing so, is Jon Thorner of Jon Thorner's in Somerset.

The business's vegan Curried Sweet Potato and Butternut Squash Pie was named Supreme Champion at the British Pie Awards.

Jon first started pie production after being inspired by products from other Q Guild butchers. Commenting on why he entered the vegan pie into the awards, he said: "It's absolutely delicious! The product is our first vegan pie and as a meat eater I was very happy to try it."

"Added-value products offer huge opportunity for butchers. I would say around 20-30% of our pies are vegetarian following a foodservice customer's request and they've gone down extremely well," he added.

"I would advise other butchers to introduce a few meat-free options. The more people you can appeal to, the better, and it means you can cater for the whole family – for example, you might have parents come into your shop whose children have gone vegetarian. If you have more options, they can buy a meal for everyone at your premises."

Jon's top tip for butchers dabbling in meat-free products is to ensure everything is handmade. With supermarkets providing so many options, he says butchers need to stand out by offering top quality produce that is a bit different from the mainstream.

"There are good margins to be made on vegetarian dishes and if you appeal to more members of the public, you will get more customers in," Jon advises, "and with butchers being well known for providing quality meat, there is no reason why they shouldn't also be known for quality veggie dishes."

## Health, the environment and animal welfare are the claimed drivers of meat reduction

AHDB

### Dropping red meat from one meal a week could slash emissions eight per cent, study shows

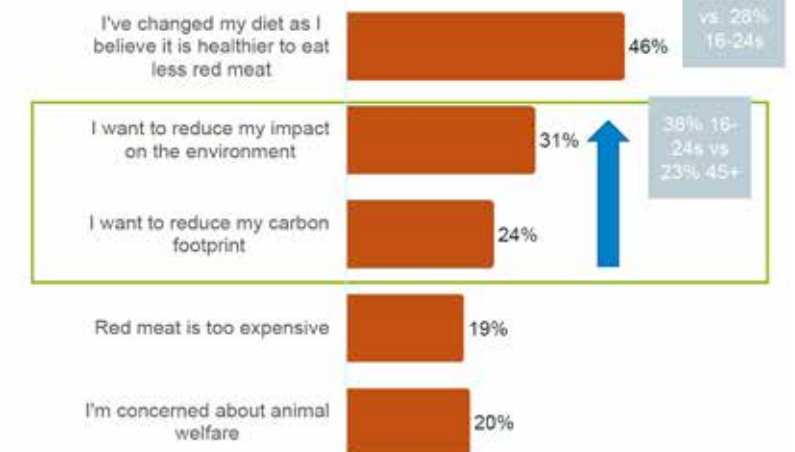


Encouraging UK consumers to swap red meat for plant-based alternatives for just one additional meal a week could slash the UK's emissions by more than eight per cent, a new analysis has found.

UK greenhouse gas emissions could be cut by more than eight per cent if everyone in the UK swapped one red meat meal for a plant-based meal each week, a new analysis has found.

The switch would slash UK emissions by 50 million tonnes, the equivalent of taking 14 million cars off the road, according to a study commissioned by the Meatless Farm Co. and conducted by Oxford University climate change researcher Joseph Poore.

### Top reasons for eating less red meat: (May-2019)



Base: All respondents in Meat 1 section who ate less meat than previously (May-19-2019)  
 EOS\_b2: Which, if any, of the following are reasons why your consumption of red meat has changed over the last month?

## TOP TIPS FOR BUTCHERS DURING 'VEGANUARY':

- **Educate:** point out the nutritional benefits of quality meat
- **Innovate:** create more convenient meat-based products
- **Build trust:** inform customers about your products' provenance, animal husbandry and welfare
- **Mix and match:** consider adding meat-free products to your regular offering
- **Flexitarian concoctions:** experiment with 'combination' recipes by adding vegetables, nuts etc. to meat-based dishes
- **Premiumisation:** offer luxury products for consumers with a 'less is more' mindset



## THE AWARDS LUNCHEON RETURNS TO BUTCHERS HALL

on Tuesday 24th March 2020

**12.30pm** Welcome drinks served in the foyer showcasing one of the many stain glass windows

**1pm** Lunch served in the impressive Great Hall

**3pm** Awards Ceremony

**3.30-4pm** Close and Celebration drinks

**Reserve your tickets today to ensure a place**

Email [info@gguild.co.uk](mailto:info@gguild.co.uk)

£80+Vat per person or a table of 8 for £750+Vat



## 2020 CALENDAR OF FOODY PROMOTIONAL DAYS TO HELP PLAN YOUR INSTORE PROMOTIONS.



	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
JAN													Love Pork Promotion Starts												Chinese New Year						
FEB		Yorkshire Pudding Day		Smithfield entries arrive	Smithfield Judging									Valentines																	
MAR	St David's Day	British Pie Week							National Butchers Week								St Patrick's Day					Mother's Day			Smithfield Awards Luncheon						
APR																															
MAY																															
JUN																															
JUL																															
AUG																															
SEP																															
OCT																															
NOV																															
DEC																															





## AN INTRODUCTION TO THE HAPPERLEY MOVEMENT

Heard of Happerley? Or of the fast-growing food and drink network and the momentum it is gaining within the industry? Here is what you need to know;

Happerley offers a platform for food and drink businesses to be transparent and in return awards a unique QR code to each business which can be scanned using the Happerley iOS and Android apps, revealing their supply chain.

This QR code can be used on websites, packaging, marketing literature and more, giving the brand an interactive and engaging marketing edge, a new USP, and a competitor advantage.

Displaying not only a brands supply chain but all their membership and accreditation information in one easy digestible profile, allows consumers to better understand what makes each business special, thus further reinforcing a premium.

The Happerley Network is being utilised by businesses nationwide to not only help set them apart from competitors but to give their consumers what they now crave; provenance, honesty and transparency.

All Happerley Transparent businesses also have the unique opportunity to sell their produce in the very first National Centre of Food & Drink Provenance, Happerley England, opening Spring 2020.

**You can apply online by clicking 'Join Today' and use the referral code 'QGUILD2020' to receive free point of sale marketing materials for your business. Offer expires February 29th.**

To find out more visit  
[www.happerley.co.uk](http://www.happerley.co.uk),  
 email [support@happerley.co.uk](mailto:support@happerley.co.uk)  
 or call 01242 222 848

## THE CHARCUTERIE BOARD

After a long time in development and as a result of much discussion throughout the world between charcuterie producers, consultants, chefs and those in allied industries, we are proud to finally announce the full launch of The Charcuterie Board. A member driven association to advance the craft and quality produce of the cured meat sector.

The Board will aim to provide a unique networking resource for all of those involved in the industry to help tackle the technical challenges, marketing objectives of makers while acting as an umbrella organisation, welcoming all stakeholders to be part of discussions, working groups and events to ensure the highest standards and the greatest mutual benefit for all members.

We are already collaborating on live events, awards schemes and the development of invaluable on line resources all of which will be free for members to utilise or join in with.

The online platform will allow effective interaction between all parts of the sector, as well as offering a public shop front for producers, space for collaboration and a long needed official body to speak for the charcuterie sector and give a voice to its members.

Whilst there is a focus on specialist Charcuterie Producers we are very aware that, especially in the UK, this also includes many traditional Butchers too and for this reason we have created a membership that



allows Shops, whose main business maybe typical butchery but who also have a toe in the cured and processed product world too!

**Become an 'affiliate' member by signing up at [thecharcuterieboard.org/memberships/affiliate/](http://thecharcuterieboard.org/memberships/affiliate/) - if you join during January it is just £25 for the year**

You get a Great promotional space on line just for your shop, direct access to Charcuterie makers if you want to buy product in, great resources if you are looking to start making more of your own value added products and plenty of other benefits that will leave you well ahead like discounted food safety programs, training courses, recipe databases and a public shopfront to show off your work and networking opportunities with other affiliate members such as farmers, chefs and other trade organisations, guilds and associations such as Q Guild itself!

## JAPAN WELCOMES BRITISH BUTCHERS

Trip review by Emma Lishman who visited Japan in September 2019

Following on from Dad's trip last year Lishmans were again invited to work at the British Food Fayre held in Mitsukoshi Department Store in Tokyo, similar to our Harrods or Fortnum and Mason stores. This year it was my turn to make the 12 hour flight and try it for myself along with support from Matthew Anderson. Matthew is an old friend of Dad's from Hull, who lives in Japan and works as an agent for dept stores finding suitable demonstrators for their events.

We were asked to be there for a week selling British Belly Pork Sandwiches with Bramley apple sauce – which had to be on the side, because the store managers thought it would make the sandwiches soggy! There was also a side order of crispy onions because Paxo stuffing is not available in Japan. We were also selling fresh bacon and sausages which were produced to a similar recipe we use in the shop. Interestingly in Japan it is the German frankfurter style sausages which are on offer and the bacon is all precooked and packaged. This meant that the majority had no idea how to cook our sausages or bacon. To add to the confusion, Japanese people don't really have ovens like we do, as a lot of their food is either grilled or boiled. So, this led to lots of interest and discussion.



I enjoyed every part of Japan, the only slight downside was that the day I arrived a typhoon had just gone through Tokyo. The result being there was no transport from the airport, so even though flights were landing there was no way passengers could leave. Therefore, my first night in Japan was spent on the floor of Terminal 1! Fortunately, the airport were very obliging and gave out free sleeping bags, water and crackers... Welcome to Japan.



Japan wasn't at the top of my list for countries to visit but I absolutely loved it and would definitely go back. Even though they couldn't quite get my name right – as I was promoted as Mr Emma Risch men. It is such an interesting country with so much history, also the culture is very different to ours which made for a great experience.

For more information and how butchers can get involved in this type of exchange contact David or Emma Lishman at Lishmans of Ilkley.

<Risch men X the クリケッタ  
 a. Roast pork sandwich 1,08  
 One portion, product made in Japan  
 b. Grilled sausage three kinds  
 each 324 yen  
 (Yorkshire, Cumberland, Risch man) for  
 a product made in Japan



Mr. Emma  
Risch men

Matthew  
Anderson



## MEET THE TEAM

### Management Team

CHAIRMAN - David Lishman

Lishmans of Ilkley  
Tel: 01943 609 436  
Email: david@lishmansofilkley.co.uk



VICE CHAIRMAN - John Mettrick

J W Mettricks, Glossop  
Tel: 01457 852239  
Email: john@mettricksbutchers.com



PAST CHAIRMAN – Mark Turnbull

Turnbolls of Alnwick  
Tel: 01665 602186  
Email: mark@turnbullsofalnwick.co.uk



FINANCE DIRECTOR - Philip Cranston  
Cranstons Cumbrian Food Hall, Penrith, Cumbria  
Tel: 01768 868680  
Email: philip@cranstons.net



### Technical advisory committee

Mark Turnbull  
Tel: 01665 602186

Kathryn Meadows  
Tel: 0191 252 5250



### Admin Support

Kelly Geraghty – administrator, membership and general enquiries.

Hours Mon & Tues 10-2pm, outside of those hours call Gordon in the Perth office or the General Manager

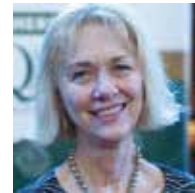
Secretariat – Gordon King takes management meeting minutes, manages the legal bits, admin office, budget and accounts team.

Perth Address  
OFFICE: 8 Needless Road, Perth PH2 0JW  
Tel: 01738 633160 Email: info@guild.co.uk



### Support Team

GENERAL MANAGER – Claire Holland  
Mob: 07918 762254  
Email: manager@gguild.co.uk  
Contact for general enquiries, website, BOS, images, news stories, features, meetings and trips.



### Regional Contacts

Regional Contacts - They are invited to offer a voice for fellow regional member views at the yearly Executive Council meeting and be a point of contact for that region.

SCOTLAND - John Davidson  
Davidsons Specialist Butchers, Inverurie  
Tel: 01467 621212  
Email: john@johndavidsons.com



NORTH WEST - Philip Cranston  
Cranstons Food Hall, Penrith  
Tel: 01768 868680  
Email: philip@cranstons.net



NORTH EAST - Brindon Addy  
Addys Ltd, Holmfirth  
Tel: 01484 682897  
Email: brindon@jbrindonaddy.co.uk



MIDLANDS - Stephen Robinson  
Robinsons Butchers and Deli, Tetterhall, Wolverhampton  
Tel: 01902 751692  
Email: office@robinsonstettenhall.co.uk



WALES - Martin Player  
Martin Player High Class Butcher, Cardiff  
Tel: 0292 061 6094  
Email: info@martinplayer.com



SOUTH - Chris Godfrey  
F Godfrey Ltd, Highbury, London  
Tel: 020 7226 9904  
Email: chris@godfrey.co.uk



SOUTH WEST & EAST  
Positions available

## CORPORATE MEMBERS

### Meat Suppliers Meat Wholesalers

**DB Foods Ltd**  
D B House, Vantage Way,  
Fulcrum Business Park, Poole,  
Dorset, BH12 4NU  
Nick Froud  
01201 238238  
nick.froud@dbfoods.co.uk  
www.dbfoods.co.uk

**John Penny & Sons**  
Low Green, Rawdon, Leeds, LS19 6NU  
Juliette Johnson  
0113 2504162  
juliette@johnpenny.co.uk  
mickS@johnpenny.co.uk  
www.johnpenny.co.uk

**Weddel Swift Distribution**  
The Old Rectory, Banbury Lane,  
Cold Higham, Towcester, NN12 8LR  
Jon Ainley  
01327 832001  
JonAinley@wsdepots.com  
wsdepots.com

### Pork & Poultry

**Packington Free Range**  
Blakenhall Park, Bar Lane,  
Barton under Needwood,  
Burton On Trent, Staffs, DE13 8AJ  
Rob Mercer  
01283 711547  
steve@packingtonfreerange.co.uk  
feedme@packingtonfreerange.co.uk  
www.packingtonfreerange.co.uk

### Turkey

**Kelly Turkey Farms Ltd**  
Springgate Farm, Bicknacre Road  
Danbury, Essex, CM3 4EP  
Phillip Regan  
01245 223581  
paul@kellyturkeys.com  
philip@kellyturkeys.com  
www.kellyturkeys.co.uk

**Kelly Turkey Farms Ltd**  
Glencairn, 10 Stewarton Road  
Dunlop, Ayrshire  
Aileen Monk  
aileen@kellyturkeys.com

**Walters Turkeys Ltd**  
Bower Farm, Aldworth, Reading  
Berkshire, RG8 9TR  
Edward Walters  
01635 578251  
edward@efwalters.com  
www.waltersturkeys.co.uk

### Game

**Taste of Game**  
BASC, Marford Mill, Rossett  
Wrexham LL12 0HL  
Annette Woolcock  
07584 685141  
Annette.woolcock@tasteofgame.org.uk  
www.tasteofgame.org.uk

### Butchers Sundries Sundriesman

**Dalziel Ltd**  
100 New Greenham Park, Greenham,  
Thatcham, Berkshire, RG19 6HN  
Danny Upson  
01635 265 160  
danny.upsen@dalziel.co.uk  
www.dalziel.co.uk

**Scobie & Junior**  
1 Singer Road, Kelvin Industrial Estate,  
East Kilbride, G75 0XS  
Anna Wilson  
01355 237041  
anna.wilson@scobie-junior.co.uk  
www.scobie-junior.com

### Hygiene

**Paragon Products (UK) Ltd**  
Newhailes Industrial Estate,  
East Lothian, EH21 6SY  
Aubrey Christian  
0131 653 2222  
aubrey@paragongroup.co.uk  
sales@paragongroup.co.uk  
www.paragongroup.co.uk

### Knives & Steels

**McDonnell's Ltd**  
19 - 20 Blackhall Street, Dublin 7, ROI  
Ann Maguire  
+353 (01) 6778123  
maguirea@mcdonnells.ie  
customerservice@mcdonnells.ie  
www.mcdonnells.ie

### Labelling

**Cosmos Supplies**  
Unit 2, Mercury Quays, Ashley Lane,  
Saltaire, BD17 7DB  
Aaron Barber  
01274 906023  
aaron@cosmoslabels.com  
www.cosmoslabels.com

### Packaging

**William Jones Packaging Ltd**  
Unit B5, South Point Industrial Estate,  
Foreshore Road, Cardiff, CF10 4SP  
Alwyn Evans  
029 2048 6262  
alwyn@wjpackaging.co.uk  
robert.sproat@wjpkg.co.uk  
www.wjpackaging.co.uk

**B Smith Packaging**  
Stanier Road, Warndon, Worcester, WR4 9FE  
Christina Brown  
01905 757124  
christina.brown@bsmithpackaging.co.uk  
bsmith@bsmithpackaging.co.uk  
www.bsmithpackaging.co.uk

### BBQ

**Alfresco Brands**  
Unit 12 Westby Close, Whitehills Business  
Park, Blackpool, Lancashire, FY4 5LW  
Michael Brennand  
0161 424 9940  
mike@thealfrescochef.co.uk  
www.thealfrescochef.co.uk

### Deli & Ingredients Seasonings, Spices & Herbs

**MRC - The Flava People**  
Flava House, Beta Court, Harper Road,  
Sharston, Manchester, M22 4XR  
Andrew Williams  
0161 945 3579  
andrew@theflavapeople.co.uk  
theflavapeople.com

**Innovative Food Ingredients Ltd**  
Globe Industrial Park, Globe Lane,  
Dukinfield, Cheshire, SK16 4RE  
David Brennand  
0161 331 4923  
email@davidbrennand.co.uk  
www.ifing.co.uk

**W R Wright & Sons**  
110 - 118 Cherry Lane, Liverpool, L4 8SF  
Ian Wright  
0151 2702904  
sales@wrwright.co.uk  
steve.sefton@wrwright.co.uk  
www.wrwright.co.uk

**Lucas Ingredients**  
Bradley Road, Royal Portbury Dock, Bristol,  
BS20 7NZ  
Judith Johnston  
01375 378500  
judith.johnston@kerry.com  
julian.warner@kerry.com  
www.lucas-ingredients.co.uk

**Verstegen Spices & Sauces UK Ltd**  
Plough Road, Great Bentley,  
Essex, CO7 8LG  
Jon Childs  
01206 250200  
jchilds@verstegen.co.uk  
lclark@verstegen.co.uk  
rmmorris@verstegen.co.uk  
www.verstegen.co.uk

### Shop Fittings Lighting

**Baro Lighting, Rutherford House**  
Warrington Road, Birchwood  
Warrington, WA3 6ZH  
Nicola Greenslade  
0845 519 2154  
nicola.greenslade@baero.com  
sbarker@baro.co.uk  
www.baero.com/en/retail-lighting

### Refrigeration

**Acold-Sifa**  
Acold Distributors Ltd, Unit 5,  
Great Northern Way, Netherfield,  
Nottingham, NG4 2HD  
Tim Cooper  
0115 9404090  
tim@acold.co.uk  
www.acold.co.uk

**XL Refrigerators Ltd**  
Kent Road, Pudsey, Leeds,  
LS28 9LS  
Richard Bruce  
01132 577277  
richard.xl@hotmail.co.uk  
www.xlrefrigerators.com

### Associate Members

**AHDB**  
Stoneleigh Park, Kenilworth,  
Warwickshire, CV8 2TL  
02476692051  
kart.pendlebury@ahdb.org.uk  
info@ahdb.org.uk  
www.ahdb.org.uk

**HCC**  
Ty Rheidol, Park Merlin, Aberystwyth,  
Ceredigion, SY23 3FF  
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**Institute of Meat**  
www.instituteofmeat.org

**Worshipful Company of Butchers**  
www.butchershall.com/wcb



**DON'T FORGET TO GET YOUR  
ENTRIES IN BY MONDAY 20TH  
JANUARY 2020**

Log on to

<https://entries.easydb.uk/qguild>

Q Guild of Butchers, 8-10 Needless Road, Perth, PH2 0JW

Admin: 01738 633160 or Manager: 07918 762254

[info@qguild.co.uk](mailto:info@qguild.co.uk) or [manager@qguild.co.uk](mailto:manager@qguild.co.uk)

[www.qguild.co.uk](http://www.qguild.co.uk)