



THE GUILDSMAN

News and views from members and the industry

Shoppers have changed where they shop, and how often they do so

AHDB



Online
+68%
+3.7pp share change



Butchers
+30%
+0.4pp share change



Convenience
+10%
0.0pp share change

Source: Kantar, Total meat, fish and poultry (MLC9), Yr on Yr Chg – Volume, 24 wks 06 Sep 20

+19%
Trip volume



-10%
Frequency

HOW COVID INFLUENCED CONSUMER BEHAVIOUR



By necessity COVID has brought with it many changes in how we all live our everyday lives, with social distancing and mask-wearing now the 'new normal'. It has also led to significant changes in how and where we shop, and what we want to eat.

The biggest change has been the move towards online grocery shopping for red meat. According to Kantar in the 24 weeks ending 6 September online meat, fish and poultry sales experienced a 68% year on year volume growth.

As important though is the 30% volume increase in sales through butchers.

This was one of the early features of the pandemic, but experts were unsure whether it would last. Indications are that at least for some consumers, changing habits, initially driven by lack of availability in supermarkets now have deeper roots.



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DRIVERS FOR CHANGE

Less bad news stories about red meat

One effect of the news agenda being dominated by COVID is that the negative news around red meat has to an extent dropped off. As a result, consumer recall of negative media stories about red meat have reduced whilst at the same time red meat sales have been increasing.

Homeworking means more scratch cooking

According to AHDB's Consumer Tracker research with 35% of people working from home there has been an increase in the number of meals cooked from scratch compared to the average before the March lockdown. With 57% of consumers stating that they plan to eat out less this trend could be set to continue.

Revived interest in provenance

The Tracker also reports that 24% of consumers said buying British/local had 'become more important' compared to the early lockdown period. In addition to this, trust in British supply chains has increased.

Price remains key

Not surprisingly, price remains an important factor influencing where people shop and what they buy. Thirty-three percent of consumers say it has 'become more important' as a factor when choosing red meat. That doesn't mean British meat needs to be cheaper but that consumers need to feel it represents good value.

Opportunities for Butchers

It's clear that there's a renewed interest in buying British, but that value for money remains important. Butchers are in a unique position of being able to communicate directly with their customers and to explain what buying British meat really means

- Less food miles so more environmentally friendly
- Supports British farmers and local businesses
- Higher welfare
- Better quality and freshness

In addition, butchers are able to respond to the needs of their customers more swiftly and in a more knowledgeable, personalised and engaging manner. By offering innovative recipe ideas in their displays, unique and interesting flavour combinations, advice on cooking at home or retail products that complement their meat purchase, for example gravies, crumb mixes, sauce pouches, chutneys to name but a few.



At the same time online shopping is here to stay. Opportunities exist for Butchers who are able to communicate these messages simply and clearly through an e-commerce addition to their business, perhaps offering a local delivery service or mail order for customers who are further afield.

OPPORTUNITIES FOR RED MEAT

Health

There tends to be less focus on health during recession (but this time round it's pandemic-driven)

Innovate around 'healthy indulgence' and provide reassurance about the nutritional benefits of red meat

Environment

Despite a short-term distraction, environmental concerns are growing

Show all efforts to address concerns – however small the initiative is, and however small the gains

Provenance

Tap into increased interest in supporting British businesses

Remember British alone isn't enough – communicating other benefits and remaining price competitive are key

Inspiration

Regardless of shopper type, the meat aisle lacks inspiration

It's time for better experience in-store, whether that be in-aisle, or in other relevant aisles that complement meat

AHDB Presentation Nov 2020 - Changing consumer landscapes: How have consumer attitudes to red meat shifted during the coronavirus pandemic?



WHAT THE FOODIES SAY WE'LL ALL BE EATING MORE OF IN 2021

Food trends think-tank, The Food People, specialise in spotting early changes in eating habits and attitudes that later become established trends. Amongst the team are professional chefs, New Product Development managers, hoteliers and food writers.

Their hot predictions for trend-setting cuisines this year are:

- Modern British
- Middle Eastern/Persian
- Modern Asian
- Plant-based
- Mexican

Good news for butchers is that Modern British tops the charts, as the cuisine with the most mass-market appeal, generating the biggest 'buzz' in the foodie community.

But what is Modern British?

Modern British is not so much a revival of traditional dishes, but a re-interpretation. Think Lamb shanks, savoury pies, traditional stews – reinvented with a modern twist. This can be as simple as the addition of a new herb or spice or a variation on a topping or pie crust.

This trend goes hand in hand with the renewed interest in locally sourced, good quality British meat. Chefs cooking Modern British food are taking regional specialities and using the finest beef, lamb and pork as a starting point to develop exciting new dishes.

The Pig hotel chain are an excellent example of the Modern British food trend, serving produce from a 25mile radius. www.thepighotel.com

And the others? The rising stars of flavour?

- **American, Mexican and Asian** cuisines continue to be amongst the most popular year after year. Varying the cuts, recipe ideas, regional flavours, levels of spicy heat, display techniques and suggested 'cook at home' methods help these cuisines to remain interesting, familiar and appealing to customers as you take them on a culinary journey of discovery!
- **Japanese**, perhaps a katsu style sausage, a breaded panko style goujon or chicken breast
- **Middle Eastern/Persian** cuisine why not tap into this growing trend of with a delicious slow cooker lamb tagine with added apricots and warm spices or spicy meatballs in a rich tomato sauce.

Innovative tasty flavour profiles can offer customers a new experience with new or traditional meat cuts.

Join us in the Chat Room on 9th March at 3pm when AHDB will present a Butchery Trade meat market review.

FOODY 'BUZZWORDS'

'Conscious Consumer'

Means – wanting to 'do the right thing' but struggling with mixed messages. So... keep your promotional messages simple, highlight provenance, engage with consumers.

'As it is'

Means – 'un-mucked about with food', as nature intended. So... use natural flavourings, consider selling your own versions of wonky veg such as 'off cuts' like fillet tails or bacon off cuts.

'Take that flame'

Means – flame cooking equals natural cooking and family gatherings. So... don't stint on your BBQ offering and family packs.

'Tasty Ageing'

Means – consumers are recognising the taste benefits that ageing food and drink products can bring, everything from Gin to Chocolate is now available in aged versions. So... use POS to tell the story of how your meat is aged and the taste/tenderness benefits this brings.



'MEATY ACCOMPANIMENTS'

It is hard to speak about the Artisan Food Club without first mentioning Marcus Carter, its founder, who is described by customers as a 'one man walking food show'. In light of the Covid19 lock downs, which led to the cancellation of all food-shows and related events, he might just be what you are looking for to reinvent the shop shelves in 2021.

It is Marcus' passion for connecting the UK's independent shops with a vibrant artisan food industry that is the key driver behind the Artisan Food Club's primary objective: to give a voice to small shops and the artisan producers in a century that saw the rise of the supermarkets and the decline of the high street.

In early 2020, the first lock down saw sales at the Artisan Food Club quadruple across its butcher clientele as customers turned away from the supermarkets and went back to their local independent shops. People suddenly had more time to cook and indulge their passion for food. In doing so they sought out local craft butchers and bought ever more interesting artisan brands to cook with.

In response, Marcus created a 'Brochure for Butchers', listing over forty artisan brands that had flown off the shelves during the first lock down. Products that perfectly accompanied cold meats, turned Dad into an all-American pit boss and transformed a trip to the local butchers into one of culinary discovery.

The big question for butchers now is how to keep the customers coming back once the lock downs ended? Marcus thinks the answer to this question is in the origins of what customers have always wanted: access to high quality butchers stocked with great meat and unique artisan brands that you can't find in the supermarkets.

The Artisan Food Club's approach is unusual amongst wholesalers in that it offers a very personal service so feel free to phone Marcus directly to request a link to the digital brochure or have a physical copy posted out. OR better still scan the QR code on page 10 and check out the 'brochure for butchers' on your smartphone.

marcus@artisanfood.club - Tel: 07971270299 - www.artisanfood.club

Meet Marcus in the Q Guild chat room on 9th February at 4pm discussing the Artisan Food Club!

SUPPORTING BRITISH BUTCHERS



After an unexpectedly rocky 2020, **MRC** are committed to supporting British Butchers more than ever in the year ahead, and keep those new customers coming back to their local high street for quality meat and exciting flavours.



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SO MUCH MORE THAN SUSHI – WHY JAPANESE FLAVOURS HAVE A PLACE IN BUTCHERY

At MRC, we've noticed Japanese flavours becoming more mainstream, particularly with younger shoppers who are on the hunt for exciting new flavours from across the globe, and it's so much more than sushi! Sizzling teriyaki grills, flavoursome noodles and hearty curries all make up a Japanese menu, with plenty of inspiration coming from street food in Tokyo where you can find yakitori skewers on almost every corner.

Popular products we've seen trending are katsu curry, teriyaki, yakisoba and yakitori – and none of them would look out of place in a butcher's counter, whether it's on skewers or stir fry. There may be some names that look a bit out there, but the flavour profiles are easily recognised and loved, with plenty of soy, ginger, garlic, miso, chilli and other punchy ingredients that are sure to cook up a tasty meal.

Our team has worked closely over the past few years with YO! Sushi, the Japanese Street Food restaurant chain, to develop a range of sauces and seasonings; we'd love to see those appearing on counters in 2021, and with the Tokyo Olympics now happening this Summer, we expect demand and intrigue to increase with customers. Something we do know is that shoppers buying Japanese flavours and food from supermarkets has increased by 30% in the past year, so let's get those shoppers coming to butchers' counters instead.

- Olivia Parkes, Butchery Brand Manager, MRC





Fancy Something on the Side?

There's plenty of profit to be made by offering your customers kitchen-ready side-dishes – even if you don't already offer main meals. Bangers with Mash, Cauliflower Cheese with a chop, Potato Gratin with a joint – the choices are yours to make. All you need is to visit the Lucas Kitchen for recipes, great ideas and videos.

There's Cash in Mash!



Visit www.lucas-ingredients.co.uk for lots of ideas and how-to videos or for more information, call free on 0800 138 5837.

FOOD AND FLAVOUR TRENDS FROM CORPORATE MEMBER LUCAS INGREDIENTS

The biggest driver we've experienced in the market this year has been borne out of the need for customers to eat at home far more often.

That need has led us to reviewing our existing products and getting creative to come up with new recipes and ideas for their use. It's been vital that our customers in the retail butchery sector have been able to offer their customers interesting and exciting meals that can easily be prepared and cooked at home. We've very successfully introduced seasonal menus that have proved very popular throughout the year.

The need to feed all the family has also been a consideration, as collectively, we've been trying to make life as easy as possible for consumers. Our vegetarian and gluten-free options have been key in this.

There has been less emphasis on launching new products, but we did introduce two new flavours to our Coaters range: Garlic & Herb and Smokey BBQ, both of which have proved very popular as they can be applied to a wide variety of meats. The development of Smokey BBQ particularly reflects the continuing demand for smoke-flavoured products, which continues to rise apace.

Lucas has the enormous benefit of being able to tap into the marketing insights of our parent company Kerry, which gathers information on trends and new flavourings from all around the world. This means that we can ensure our new products are really relevant to customers' current preferences, as well as to identify what will be popular in the future. In turn, our butchery customers know that they can rely on us to keep them at the forefront of the market with real knowledge and confidence.

We're very active on social media and butchers can easily access information and recipes on the Lucas website:

www.lucas-ingredients.co.uk

Join us in the Q Guild Chat Room' for a members only reveal of our New Products for 2021

Including: flavour trends, frozen products, menus for eating at home, feeding the family, lifestyle choices as well as vegetarian ideas.

Date: 26th January 2021 - Time: 3.30pm

Register your interest by emailing manager@qguild.co.uk





brochure for butchers



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artisan brands

marcus@artisanfood.club - 07971270299 - www.artisanfood.club



LOVE BRITISH FOOD PARTNERSHIP WITH Q GUILD OF BUTCHERS

Our aim is simple... to encourage people to discover the diverse and delicious food made in Britain and to actively seek it out on menus and in shopping aisles. In doing so we hope to secure a robust market for British food that makes it viable for farmers and producers to continue to invest in farming and domestic food production because they will feel confident in consumer demand for their product.

As part of that goal, we partner with a whole range of food lovers. Think, producers, enthusiasts, retailers, foodservice providers, chefs and foodies; all of whom are passionate about buying, using and eating British home-grown produce.

Although the campaign is for two weeks in September, we campaign and promote throughout the year and so we encourage our partners to do the same by joining and supporting our Love British Food activities.

Members of the Guild will be able to join in or support the campaign in a variety of ways, including;

- Being featured as a Butcher of the Month on the LBF website, also shared on all social media.

- Featuring in educational videos about meat cuts and cooking techniques on the LBF website and social media.
- Opportunity to network with LBF Ambassadors, Stakeholder Groups and other Partners which enables cross-promotions.
- Be part of the #BritishFoodisGreat imagery, send in images of you in your shops or by your counters featuring the wording '#BritishFoodisGreat' so it can be used on posters.
- Be one of the featured butchers in the LBF newsletter.

Use the logo's

- Q Guild members can use Love British Food and British Food Fortnight logos throughout 2021 – download from bos.qguild.co.uk/asset/promotional-material/british-food-fortnight
- Stand out from the crowd when you display the Love British Food logo
- Licence to use the wording 'Official Partner of Love British Food 2021'
- Listed as Official Partner on Love British Food website - www.lovebritishfood.co.uk/partners/partner-the-q-guild-of-butchers

Want to get involved more?

Email info@qguild.co.uk and let us know how.

Further information from Love British Food can be found on www.lovebritishfood.co.uk





Moule Media

NEVER UNDER-ESTIMATE THE POWER OF PRESS RELEASES IN HELPING TO BOOST YOUR BUSINESS

With the 2021 Smithfield Awards in mind, our awards media guru Robin Moule offers some timely advice on how effective, well written press releases can help spread the word and boost your profile, your business – and your bottom line!

These days, all butchers are familiar with the undoubted value of social media as an extremely powerful marketing tool.

However, its very success has had a dramatic knock-on effect on traditional media, with drastic cutbacks across all forms of press and broadcast media, notably local and regional press. But for those of us of a certain age – and I count myself a key contender here! – there's nothing quite like the look, feel and appeal of a real newspaper. Yet, many among the younger generations, Britain's up-and-coming butchers among them, while social media savvy, are perhaps unaware of the continuing value of the written word in an in-paper context.

The biggest reason to do both is you can reach a wider, and potentially different, audience. Facebook is the most used social platform, and crosses generations; however, the largest chunk of its users are aged between 25 and 34. Local newspaper readers on the other hand have an average age of just under 50.

Think about the customers who use your shop – you may want to appeal to a younger audience, but you certainly don't want to neglect your older customers.

Getting attention from a newspaper, TV or radio station adds a certain authority to your news – authority which can then be shared to your social media pages! A link to a newspaper article, radio or TV click instantly says your story is newsworthy.

And it's worth remembering that people still trust their local media far more than both national and social media.

Harking back to the earlier comment about staff cutbacks, these days reporters simply don't have the time or resources to check or follow up on press releases, and they'll dismiss a poorly written release out of hand.

But it's actually easier than ever to get press coverage if your release is well written, accurate, and contains all the relevant information. Basically if you make it as easy as possible for the reporter, and your story is relevant to them (ie local), there's a very strong chance it'll be used.

So, what about potential subject matter? You may have won an award (if it's a Smithfield one, don't worry we'll take care of that!), improved or extended your premises, opened/taken over a new shop, launched a new product or range, bought champion primestock at your local auction mart, promoted a member of staff or strengthened your team due to expanding business. All have PR value.

It's also said that a picture paints a thousand words, and local media often rely on submitted photos. So take your own, or enlist a friend who's handy with a camera, even a good smart phone camera can work. Failing that, ask a professional photographer for a quote, but remember that a good selection of pics, possibly both inside and outside the shop, is normally required for potential press usage. And while product shots are always good (especially if award winners), faces and names are what the press is really looking for.

Consider, too, the boost such exposure gives to staff morale across all forms of media – and I'm not forgetting the meat trades press here. Seeing their names and faces in print can help make your people feel integral to both the team and the business in general.

Some Q Guild butchers already recognise the benefits of effective PR in all its forms and employ their own agencies– in fact, the current national chairman and his two predecessors have made good use over many years of Moule Media's services.

And while your author is about to enter his 70th year (in age not business!) he's still not sheathing his pen or closing his notebook completely, but pressing on, primarily in a figurehead role, with the full support of a younger, highly experienced team proficient in all aspects of the media.

A visit to the www.moulemedia.com website will reveal who we are and what we do and any Q Guild members who have any questions or would like to seek help or advice in general are more than welcome to pick up the phone for a no obligation chinwag, or drop us an email.

Robin is on 07976 559961, email robin@moulemedia.com
Or if you want someone younger and more social media savvy then talk to Matt Cornish on 07939 486255 email mattcornish@moulemedia.com



Q GUILD BUTCHERS SMITHFIELD STAR AWARDS 2021



14 categories and 14 chances to achieve a Diamond Award.

Now's the time to enter your best products.

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

The Smithfield Star Awards certificate's will reflect the standard your product(s) 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 encourage our younger members so the Young Butcher category has been updated to include a video of their counter display along with knife skills and a new product.

With varying prizes such as knives, aprons and vouchers on offer for all categories we're looking forward to seeing your entries in 2021 and hope this is a great way to start off a fresh new year.



Members of Lishman's Butchers celebrate their 2020 Q Guild Smithfield Star Awards Diamond and Supreme Champion success – remember – this could be you, though you'll need to enter this year's Smithfield Awards first!

UPDATE ON THE JUDGING AND AWARDS PRESENTATION

In light of the revised tier announcements on December 20th and the spread of the new covid strain, dates and details of when the judging and awards will take place are under review. Notifications will be sent as soon as the situation changes for the better, when hopefully we can re-arrange events and a vaccine means we can all meet up in person. Updates will follow in 'Hot off the Block' and via email.

Stay Safe everyone.

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Exeter
01395 239066

Hull
01482 320401

Leeds
0113 249 4594

Market Harborough
01858 464305

Merton
020 8545 0022

Norwich
01603 423022

Poole
01202 676955

Portsmouth
023 9269 6821

Rochdale
01706 353010

Wolverhampton
01902 453201

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Winning Haslet from Owen Taylors Butchers

BRITISH CHARCUTERIE.live

BRITISH CHARCUTERIE LIVE AWARDS ANNOUNCED FOR 2021

The British Charcuterie Live Awards, unfortunately delayed in 2020, will now take place in April 2021.

Depending on the pandemic, they will either be judged at Westminster Kingsway College in Vincent Square, London or virtually – online.

The increase of our home-grown dried, cured and smoked meats in terms of numbers, reputation and market penetration is really exciting. The British Charcuterie Live Awards – UK's only national, independent awards – offer the growing band of producers, whether butchers, chefs or meat processors – the perfect platform from which to evaluate and promote their products.

The Awards, with nine classes and eight Stars Awards, cover all aspects of Charcuterie - for full details please go to www.britishcharcuterie.live/classes-awards-2020. Increasingly popular and gaining in reputation as setting industry standards are **Class 6 for Cured Bacon** and **Class 7 for British Regional Products** such as Black & White Puddings, Haslet, Lincolnshire Chine, Potted Meats etc. Also, of particular interest to butchers, is **Class 2 for Cured & Cooked Whole Muscle Products** as it includes hams, tongue, smoked turkey, salt beef etc – all products so often found on butchers' counters etc.

With an impressive line-up of judges (www.britishcharcuterie.live/meet-the-judges) producers are certain to receive essential and worthwhile feedback on their products

On entering the Awards, producers also receive a valuable "bundle" of benefits at no extra cost. These include

- Free entry to British Charcuterie Live online Market Place for all Charcuterie Producers offering an online delivery service (no commission or referral fees charged) plus an opportunity to promote special offers within the Market Place
- Free entry into Britain's only online searchable Charcuterie Directory
- Free product exposure & promotion through British Charcuterie Live's Social Media Channels
- Free entry into British Charcuterie Live Events Diary to publicise virtual & real events
- Opportunity to be included in British Charcuterie Live's popular monthly series Meet the Producer
- Opportunity to promote products in the monthly Charcuterie Lovers Newsletter POA
- British Charcuterie Live medals to promote your products POA
- Priority booking & discretionary discounts for British Charcuterie Live Events, Tastings, Markets & Exhibitions

For information on how to enter – please go here www.britishcharcuterie.live/enter-award

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NEW MEMBERS IN 2020

We're pleased to announce 3 new members joined during 2020 and I hope you will join me in giving them a warm welcome at the next event or zoom call.



Hugh Black and Sons –
Cowdenbeath, Fife

www.hughblackandsons.co.uk/our-locations#cowdenbeath

Contact: Hugh and Laura Black



Established in 1987 and committed to producing quality products made from the best, locally sourced meats and excellent service, Hugh Black and Sons has grown to become one of Scotland's largest independent butchers. Still a family business, the same values are what drive us today. All of our Scotch Beef, Lamb and Pork is sourced locally and processed by our expert team of highly skilled butchers at our cutting plant and purpose built factory. This means that we have full control of the entire process from Farm to Fork. Our 12 retail shops are situated in the heart of the local Communities which they serve. Offering award-winning quality products with low food miles and excellent service.

Cowdenbeath has been part of the Hugh Black & Sons family of shops since 2015. Situated between the Main Street and Morrisons, you will find this large, bright, and friendly shop. With a butchery counter and deli counter selling a range of cakes and filled rolls along with all of our other award-winning products. This shop also has a Butcher's Café attached, where you can get a range of hot food to sit in or take away along with a cup of Brodie's Coffee.



Trussells Butchers – Knebworth

www.trussellsbutchers.co.uk

Contact: Paul Elleston



Trussells are a family run traditional Butchers in Knebworth, Hertfordshire. The shop has been in the village for over 120 years! Quality is paramount and they only sell local, British and entirely Free-range or Grass-fed meats. This includes pork from Blythburgh Free Range Pork, Scotch grass fed dry aged beef and free range Turkeys farmed in Essex.

Based on one of the main roads in Knebworth it was originally a compact corner shop packing a big butchery punch but since buying next door about 4 years ago and an extension to the shop they now offer a full range hot and cold Deli. This offers a range of homecooked and cured meats alongside over 30 cheeses and not forgetting their signature pies. They also offer a take-away service catering for breakfast and lunch where they offer a full range of hot and cold snacks & drinks to go, ably managed by Kimberley.



Buckingham's Artisan Butchery

buckinghamartisanbutchery.com/

Contact: Damon Buckingham



Buckingham's Artisan Butchery is a traditional Butcher shop using old school butchery techniques and adapting them for the modern day customer. Starting as a concession in March 2017 at Greensmith's supermarket in London, Buckingham's moved to its permanent residence in West Meon, Hampshire in March 2020.

Buckingham's is a whole carcass butchery who work with local farmers to provide the best quality produce available. We also have an impressive deli counter with an in house Cheese specialist, home-made pies and pastries as well as many sweet treats & artisan condiments.



With the event of a New Year it's a new look for nationwide UK meat wholesaler DB Foods. The wholesale business, established in 1991, has long been serving the High Street and Catering Butchers within the UK with its unparalleled range of meat, poultry, game and deli.

It's also a new look Board of Directors, creating a new management structure, with Gary Smith (CEO/Group CFO), George Holliday (Sales Director), Max Prudon (Operations Director) and Stuart Robson (Buying Director) now charged with running the established wholesaler.

It has been a year of significant change within DB Foods. After securing investment into The DB Foods Group of £6.25m from corporate investor British Growth Fund. A proportion of the additional investment funds will be used to support the ambitious growth plans of online food retailer MuscleFood which is part of the group. A new production business, Vantage Foods, has been separated from DB Foods operations.

The re-branded wholesale business will focus on building on previous successes with servicing the needs of Butcher outlets throughout the UK. The business remains committed to delivering the right product to all customers at the right price.

It's not just about a new look board or brand, the initiatives will go a lot further in 2021 with the expansion of the sundry and packaging supplies providing a true one stop shop for all a butcher's requirements.

DB Foods operates its own fleet of trucks from its depots in Banbury (the previously acquired, and significantly expanded, Tadmarton Products site) plus its main head office in Poole, Dorset. It also has a long-established depot in Belgium which will be instrumental managing the challenges of import post-Brexit. This approach ensures that customer service remains central to the DB Foods ethos. A number of technology initiatives are planned to improve the communications and systems keeping DB Foods at the forefront of the market.



Stuart Robson



Max Prudon



George Holliday

AN EXCITING YEAR AHEAD

"Last year was a challenging year with all the changes coupled with the obvious threat of COVID19. We emerge from this period much stronger with a new look, new management focus and business plans that will make 2021 a very exciting year. We would like to wish all existing and new customers a prosperous new year, secure in the knowledge that DB Foods will be supporting their business".

Gary Smith, CEO, DB Foods Limited



FRESH BEGINNINGS



The leading wholesalers in the UK, DB Foods Limited supplies a comprehensive range of quality wholesale meat, poultry, game and deli products. We have a renowned track record in providing quality products, competitively priced, with an exceptional level of service. The head office, located in Poole, Dorset, was purpose built utilising the latest industry technology.

We care deeply about our environmental impact and the source of the products we sell. We continually strive to source unique and innovative products to give customers that all important point of difference. With our large modern fleet of refrigerated vehicles, we deliver across the UK and Europe seven days a week. The ongoing investment in production and distribution facilities across the UK and Europe, ensure we remain at the forefront of the industry.

www.dbfoods.co.uk | 01202 238238



MESSAGE FROM JOHN METTRICK – VICE CHAIRMAN

I am very honoured to be taking over the Chair of the Q Guild during this coming year.

Firstly, I would like to thank outgoing Chairman David Lishman for all the work he has done over the last three years. He has continued to give the Guild direction by building on its strengths. This has included the exchange of information between members to help their businesses, through regional, national meetings and more recently on zoom.

I too value the exchange of information between Q Guild members and know it's often said, but ideas on products and marketing have greatly benefited my own business as I am sure they have yours. My motivation on taking this position is to give a little back to the organisation that's helped me along the way. I hope I can count on your support throughout 2021 and beyond.

I hope all Q Guild members had a busy but prosperous Christmas and New Year with a well-earned rest in between. I look forward to taking the Guild forward into 2021 and meeting up with you all later in the year.

Regards

John Mettrick, J W Mettricks & Son Ltd, Glossop



MESSAGE FROM THE CHAIRMAN

As my tenure as chairman of the Q Guild comes to an end, I can look back at the previous 3 years and genuinely say that in that time the world has changed considerably.

I doubt many of us had 'pandemic' down in our business SWOT analysis but that has been at the fore front of our minds for almost a year.

It is irrefutable that being a member of the Guild has had great value these past months. Speaking to others with like-minded thinking, with whom one can bounce ideas off and create a more focused approach for our businesses is invaluable. This has been achieved with adopting technology in the use of zoom meetings which have brought us closer together.

It's not until we are faced with some adversity that we realise the Q Guild family is so important.

I would like to thank Claire our Guild manager who has supported me throughout my time in office as well as the day to day running of the organisation, regularly kept the membership up to speed with the rules and laws we have had to abide to; also our team in Perth and the management and executive team with whom we have met regularly to keep the Guild moving forward.

I hope John Mettrick, our incoming chairman, enjoys his tenure as much as I have and I am sure that the membership will support him and be encouraged to participate in the many varied events and trips that we can hopefully attend once the world returns to some form of normality.



Kind Regards, **David Lishman - Q Guild of Butchers**



AND LASTLY... WHAT A YEAR!

As I write this after the last zoom meeting of the year, many of you are gearing up for the Christmas rush, some are already seeing an increase in orders on last year and thinking about closing their order books. So, fingers crossed, predictions are looking favourable for a prosperous Christmas.

This year has been one of good times and bad, with Covid utterly devastating some and their businesses to others who

have had to step up to new challenges. This has included the independent butchery sector who have been fantastic throughout. Whilst not being on the frontline, it has been a privilege to support you and this industry through these times. Hearing about you working all hours, supporting your local communities, changing your working conditions and especially getting up to speed with new or updated IT systems, has shown what we all knew, that towns and high streets need their independent retailers, more than ever. All credit to you, you know how to pull out all the stops!

And thank you

I also write this knowing it will be my last Guildsman and column, as in February I move on to a new Marketing position within the industry. I have enjoyed my three and half years with the Guild, especially working alongside the supportive Management Team, David Lishman, Philip Cranston, Mark Turnbull, the Executive Team members, plus latterly Gordon King and the Perth office team. Everyone has been really helpful, friendly and welcoming. The Guild has an amazing ethos and has a fantastic group of forward-thinking members that are a credit to the Membership.

As I'm staying within the industry no doubt I will see some of you at industry events, awards or as a customer, so best wishes for now and I look forward to reading and hearing all about your activities in the future.

Kind regards to all

Claire



MEET THE TEAM

Management Team

INCOMING CHAIRMAN - John Mettrick
J W Mettricks, Glossop
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VICE CHAIRMAN- TBC

PAST CHAIRMAN – David Lishman
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FINANCE DIRECTOR - Philip Cranston
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Email: philip@cranstons.net

Technical advisory committee

Mark Turnbull
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Kathryn Meadows
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Support Team

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Email: manager@qguild.co.uk
Contact for all things ...zoom calls
News stories, features, meetings and trips

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ADMIN SUPPORT – Kelly Geraghty
available for wide variety of membership enquiries.

SECRETARIAT – Gordon King
Organises the management meetings,
manages the legal bits, admin office and accounts team.



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 - Drew McKenzie
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NORTH EAST - Kat Meadows
& Emma Lishman
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WALES - Martin Player
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SOUTH - Chris Godfrey
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SOUTH WEST & EAST
Positions available



CORPORATE MEMBERS

Meat Suppliers Meat Wholesalers

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Pork & Poultry

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Barton under Needwood,
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Butchers Sundries Sundriesman

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Packaging

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www.wjpackaging.co.uk

Deli & Ingredients Seasonings, Spices & Herbs

MRC - The Flava People
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Refrigeration

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Worshipful Company of Butchers
www.butchershall.com/wcb



Log on to:

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

for updates on when the judging and awards
will be re-arranged.

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