



THE GUILDSMAN

News and views from the best butchers in Britain



January saw members and sponsors gather at the prestigious Ironmongers Hall, to be presented with their Smithfield Award trophy's by Matt Tebbutt from Saturday Kitchen.

A surprised John from J A McMurchie Meat of Hetton-Le-Hole in Tyne & Wear was crowned the overall Supreme Champion for the second year running with their new kitchen ready meal idea, The 'Shepherd's Purse'. An oven-ready meal brought together in an oven-able pouch. The 'Purse' contains a Northumberland lamb shank with Chantenay carrots and maris piper potatoes in a classic mint sauce for a quick and tasty yet wholesome meal.

John McMurchie: "We're completely in awe to have been given this honour. When we were named Supreme Champion last year it was a shock, and to have won two years running is just unbelievable. The team work really hard and this award is a seal of honour for all our staff."



Comments from other award winners:

Rod Gillie of Thomas Johnston Quality Butchers: "We produce a number of gluten free products and this sells really well in the shop but it's a big thrill for us to come to London and come home with the best Scottish Beef Product".

John Davidson: "I'm really delighted for the team after all their hard work. We develop our products based on customer feedback and this is an important part of the process that helps win these awards. So we're really thankful to the customers who support us every day - not just locally in Inverurie but those across the country."

Smithfield Awards Continued...

"I'm over the moon to win", **John Ellison** after the awards.

Stephen Robinson said: "It's a great reinforcement of the quality of the products we sell. A surplus of venison and innovative product development has enabled us to create something lean and delicious".

Simon Kelly of Aubrey Allen said:

"I feel fantastic! We always enter these competitions and we never expect to win anything, so it's always a great feeling when we do".

Martin Player said: "It's great to win - it keeps you sharp and maintains standards".

Greg Hull of Frasers Butchers said:

"I'm over the moon. It's always nice when you've worked hard on a product to have it reinforced by the industry and to be recognised by your peers. It's my son, Andrew, who makes the sausage so it's good to see that future generations do well, and it's just such a mood boost for the team."

Richard Taylor of Owen Taylor & Sons said: "We're thoroughly pleased by the result. It's always a privilege and an honour to be recognised. We were confident that we had made a good product, it sells well so our customers certainly think so, and this is just the icing on the cake."

Arthur Wright of CN Wright said:

"This is the third time we've won at Smithfield and we're over the moon - but then we have been practicing since 1888!"



An online winners recipe book is being produced, which will be available soon.

2019 Smithfield Award Winners

Supreme Champion

J A McMurchie (Meat) Ltd

Shepherd's Purse

Diamond Awards

Traditional Pork Sausage

Fraser's Butchers Ltd Gold Pork Sausage

Speciality Sausage

The House of Bruar Pork & Apple Sausage

Burgers

Ellison Butchers Ltd 8oz. Brisket & Wild Mushroom Burgers

Ready to Eat

Owen Taylor & Sons Pastrami

Bacon & Cured Products

John Davidsons Christmas Tinsel Pancetta

Pies & Bakery Hot

The House of Bruar Steak & Ale Pie

Pies & Bakery Cold

C N Wright Traditional Pork Pie

Kitchen Ready

J A McMurchie (Meat) Ltd Shepherd's Purse

Ready Meals

Cherrington Farm Shop Lamb Rogan Josh Curry

Gluten Free

John Davidsons Juicy Lucy

Best Game Product

Robinsons Butchers Deli & Bistro

Huntsman Pie

Innovative Product

Aubrey Allen

Guinea Fowl Delight

Best Products by Country of Origin

Best English Beef Product

Owen Taylor & Sons

Pastrami

Best English Lamb Product

Dales Traditional Butchers Ltd

Rosemary & Garlic Lamb Rump

Best English Pork & Bacon

Fraser's Butchers Ltd

Gold Pork Sausage

Best Scottish Beef Product

Thomas Johnston Butchers

Gluten Free Black Pudding

Best Scottish Beef Product

Martin Player High Class Butcher

Montreal Steak Burger

Best Welsh Lamb Product

Martin Player High Class Butcher

Tandoori Lamb Tomahawks

Press pieces across print, online and radio: **34** to date



Diamond winners sent their winning products to a food photographer and these will be used for **national press opportunities** in the future.

INTERESTED IN THE 'FLEXITARIAN' TREND? OFFER YOUR CUSTOMERS THE BEST OF BOTH WORLDS...



What does 'flexitarian' mean?

"Following a flexitarian diet highlights an increased intake of plant-based meals without completely eliminating meat."

An estimated 22 million Britons currently identify as flexitarians, reports the London Evening Standard.

Our message is clear...

The meat is always the hero but the associated health benefits of consuming vegetables, fruit and pulses is indisputable. Best of both worlds!

Make your sausages just that little bit healthier and even more delicious! They look fantastic too!

The three blends, Mediterranean Style, Middle Eastern Style & Kansas BBQ Style offer authentic flavour profiles based on regional market knowledge, culinary insights and flavour expertise.

The ingredients included are based on our health and wellbeing platform and are developed to be natural, providing a unique texture and optimum balance of meat, pulses, vegetables and fruit.



The mixes have been specially formulated utilising two types of bread rusk - coarse and fine. These are used in very specific ratios to create the perfect texture and correct speed on absorption. Complementing the various vegetable, fruit and pulse textures associated with a 'flexitarian' style recipe.

This product is brought to you by Innovative Food Ingredients who are a highly respected family owned business and specialise in the sourcing and distribution of quality food ingredients throughout the UK. IFI are proud to be trusted distributors for global food ingredients

manufacturers Newly Weds Foods (NWF) including the well established Arthur Pipkins brand. For further details on the mixes, to obtain samples or to arrange a demonstration, please contact;

sales@ifing.co.uk or call 0161 331 4923
or check out the website **www.ifing.co.uk**





Best of Both Worlds... Our Meat & 2 Veg Sausage Mixes

Tasty. Balanced. On Trend. Clean Label & Look Fantastic!

THREE UNIQUE MIXES

Kansas BBQ Style, Middle Eastern Style & Mediterranean Style



Kansas BBQ Style Sausage Mix
on the plate



Mediterranean Style Sausage Mix
on the plate



Middle Eastern Style Sausage Mix
on the plate

NEW &
INNOVATIVE!

They're not just a normal sausage mix!

Specially created for superior appearance, taste, texture and speed of absorption.

We're not Flexitarian... We're **Meat & 2 Veg!**

- **Complementary Ingredients Available - Chickpeas, Butter Beans, Red Kidney Beans & Dried Apricots**
- **Natural, Clean Label**
- **Healthier - Lower fat without compromising flavour!**
- **New & Unique Blend of Ingredients**
- **Simple to make - Complete Recipe Included**

Arthur Pipkins Meat & 2 Veg Selection Pack contains:

1 x Arthur Pipkins Middle Eastern Style Sausage Mix x 908g
1 x Arthur Pipkins Mediterranean Style Sausage Mix x 908g
1 x Arthur Pipkins Kansas BBQ Style Sausage Mix x 908g

PLUS

1 x Tin Chickpeas in Water x 2.5kg (1.5kg drained weight)
1 x Tin Butter beans in Water x 2.5kg (1.5kg drained weight)
1 x Tin Red Kidney Beans x 2.5kg (1.5kg drained weight)

Including full recipe and make up instructions **£29.95** for complete starter pack

For more information, samples or to arrange a demonstration, please contact us

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0161 331 4923 | sales@ifing.co.uk | www.ifing.co.uk



MEMBERS NETWORKING EVENING - REVIEW

Our first open networking evening following the regional executive meeting on 20th February saw the following four speakers presenting to over 25 members. These events are designed for all members to attend and enables business discussions with other members and the management team. They are in their infancy so any feedback, suggestions for speakers, discussions or timings are always welcome

The presenters were:

Facebook Live



On the surface, **Facebook Live** is a basic feature that offers live-streaming video capabilities to users. By tapping the live stream icon, you can start broadcasting video live from your smartphone, and write an optional description for the event.



Mark Turnbull inspired us with his highly engaging social media activity using Facebook Live. Mark feels video is definitely the way to go on Facebook. With the help of Entrepreneurs Circle, Turnbull's used a service called 'Ludify' - Let Us Do It For You - Mark was honest in that he is not an expert on Facebook but listens to the experts and takes advice. His campaign was for Pork Pie taster of the day - which involved filming someone live, tasting pie in the shop. The idea behind this campaign and all others is to involve customers and the product then becomes the secondary message. At the end of the campaign another video was made (not live) offering a £10 no strings attached voucher. This required customers to add their contact details giving permission to keep in touch with Turnbull's marketing communications. Mark admitted that the really difficult part was being videoed, it was his idea of hell.

The Results were worth it though:

400 people gave their details, 58% of the vouchers were redeemed. Average spend was £20.76, September sales up 19% and on the busiest week sales were up

27%. Want more information contact either Entrepreneurscircle.org or **Mark Turnbull** and check out Turnbull's Facebook page!

Bite Network are a local food and drink organisation based in the North West



providing marketing assistance to small food based businesses. Phil explained the merits and pitfalls of using an external agency to carry out social media on your behalf. As marketing and social media is an essential part of a business it can be challenging to outsource this support as it still needs input and attention. Maintaining regular communication with the person/agency is essential along with ensuring the messages are regular, consistent and above all accurate with a knowledgeable voice. Outsourcing can also bring professionalism along with an outside view into your business.

Phil offers membership to the Bite Network directory services for as little as 24p per day, to Guild members. Mark Duckworth of Dales Butchers in Kirkby Lonsdale is one of Phil's customers and feels that the extra work that social media can take up has been taken away, leaving him to concentrate on his job. Check out the bitenetwork.co.uk website.

Scobies Direct



Jonathan and Stephanie demonstrated the Edikio counter ticket printer, which comes in three sizes. This system provides point of sale tickets with clear product information including price, ingredients, allergens and country of origin. They are durable, easy to clean, create a professional brand image, are food compliant, easily replace handwritten counter tickets and are time saving but more importantly they don't break. The Edikio software is easy to use and butcher ready plus there are easy to upload existing files. Go to www.scobiesdirect.com/ **Edikio-Ticket-Printers** for more information.

ActivDS

Gerry and Mike



demonstrated the ActivDS system which offers great screen content in store. The screens provide connectivity, community reach, theatre and involvement, and are becoming more and more popular. The presentation showed how easy it was to connect their inexpensive media player to any TV. These then run video's, special offers, imagery, social media feeds, moving imagery, links to YouTube Live, and much more. Designed for small businesses but ironically the early adopters were Barclays Bank and Audi. The screens can work in portrait or landscape with a Sky News look showing different content and RSS feeds. Timing schedules can be set to change content throughout the day. QR codes can also be featured for customers to scan. Designed for small businesses, there is no need for a TV licence since as it is web based. Any live broadcast news must be via YouTube, Euronews or the like. The system software is available for an annual fee of £120 and a one off £165 for the 'plug and play' box.



Contact: mike@activDS.com

URL: www.activDS.com

The next Members Networking evening is on 26th June at the Radisson Blu Glasgow, 301 Argyle Street, Glasgow, G2 8DL.

Timings:

5pm - Light Buffet

6pm - 8pm - Presentations and discussions to include;

- David Lishman talking about his passion for all things Charcuterie.
- ActivDS presentation of how to create great instore screen content
- More speakers tbc.

THE BRITISH CHARCUTERIE LIVE AWARDS 2019

The British Charcuterie Live Awards – national, annual and independent - were created to promote quality, variety and understanding of British Charcuterie. Last year nearly 450 products from over 80 producers were entered into the awards, with already, an even greater level of entries registered for this year.

"Our wide-ranging classes cover the full range of British produced cured, preserved, hot- & cold-smoked charcuterie using all forms of meat, game and poultry. The classes are open to all British charcuterie makers, traditional and innovative, including butchers, farmers, producers and chefs, so we're offering the most inclusive opportunity for top charcuterie makers to take part," says founder Henrietta Green. "Whilst it's only the second year for our awards, the British Charcuterie Awards are already gaining a strong reputation for rewarding the best. We're very excited to see how the sector is developing."

Any butcher who preserves, pickles, cures or smokes is eligible and British Charcuterie Live Awards is very keen to encourage them to enter.

The classes of particular interest are:

- **Class 2 Cured & Cooked Whole Muscle Products**
- **Class 5 Soft & Spreadable Products**
- **Class 6 Cured Bacon.**
- **Class 7 British Regional Products**



There are two new awards for 2019. Chosen from the top scoring products from every class, they are Best New Product – for products new to market since September 1st 2018 and Best Game Product sponsored by Taste of Game.

Closing date for entries is Monday 20 May 2019. For details on the judges, the judging process and how to enter please go to www.britishcharcuterie.live/awards-2019

A further benefit is that this April, British Charcuterie Live is launching the UK's first ever **searchable directory of British Charcuterie makers** on www.britishcharcuterie.live. Entry in the directory is FREE to all producers who have entered the BCL Awards 2019. All that is asked in return is a link from your website to the theirs (full details will be sent after entry into Awards) Who can resist such an opportunity to have your products recognised and promoted?



British Charcuterie Live are also having a meat and greet event at Borough Market on St Georges Day, 23rd April between 12 and 8pm. Promoting charcuterie producers this will give consumers the chance to try before they buy all ranges of exciting flavours and products. For more information go the News section of the Q Guild website.

www.qguild.co.uk/news/british-charcuterie-live-at-borough-market-on-st-george's-day

BRITISH
CHARCUTERIE.live

BOROUGH
MARKET

DAVID LISHMAN TALKS ABOUT THE HIGHS AND LOWS OF PRODUCING CHARCUTERIE

I started producing salami and charcuterie about 8 years ago using an Italian fermenting chamber. The main reason was because I am very interested in the science behind the process, love the product and wanted to increase my product offering in the shop.

The lows points are the failures that often happen.

- When checking on progress 28 days before it was ready and finding the taste was not right can be a real blow.
- Wastage can be high – because there's nothing that can be done with product which doesn't taste right, it can't be used as an ingredient or left to mature for longer.

The highs points when all goes to plan are:

- Being awarded 3 stars at the 2017 Great Taste awards for our Yorkshire Chorizo based on the traditional Spanish pork sausage but with a 'made-in-Yorkshire' twist. In addition, two further products picked up 2 Star Awards: Nduja and our Beef & Red Wine Pepperoni.
- Being a big fish in a little pond is quiet exciting

MEATY STATS

- In 2010 there were approx 19 UK producers of continental style air dried hams and fermented salamis. In 2018 there are now around 140, plus the 100's of artisan producers and chefs who are now taking a renewed pride in producing bacon, bath chaps, and even biltong.
- 15 or so years ago British Wine was laughed at, now there is a vibrant industry, that is the hope for British Charcuterie.
- Start up costs can be anything from £2,000 - £10,000 depending on how good you are at turning old fridges into maturation chambers.
- The good thing for UK producers is that they are not bound by historic rules of production so can let their imaginations go wild, using unorthodox seasonings and different meats.
- However, to make a real difference it is felt that staying true to local recipes or ingredients by reviving old British cured products or traditions will encourage diversity.



- The market and interest in home produced charcuterie is growing with the overall Meat Snacks Category currently valued at £124m
- It's a very 'on trend' product, the foodie press increasingly feature it and the artisan producers, which means consumers are more aware when presented with it in store.
- Producing good artisan charcuterie is a skill and a craft, which all helps to raise the profile of craft butchers.
- Products can command a higher price and profit margin, although there are higher labour and equipment costs.
- Getting the right staff is also important, a new member of Lishmans Charcuterie team is Andrew, originally from South Africa. He joined as a butcher in June 2017 and has helped develop our charcuterie range.

All in all it is team work, persistence and time that gets us there in the end.

Red Meat NPD is also gaining momentum due to the rising profile of high-protein diets.

- The range of sticks, bars and jerky has grown. Plus a number of high profile brands are expanding in to the Biltong market.
- In the UK pork sausage snacking company Peperami has expanded in to beef.
- In the UK Foribars have launched beef, lamb or chicken snack bars providing 20g of protein, marketed as an on-the-go snack for workers, sportspeople and explorers.



WHY NOT CREATE YOUR OWN ARTISAN CHARCUTERIE?

Over the last few years the UK food market has seen a rapid growth in the sales of continental-style artisan charcuterie, but it is also worth remembering that Charcuterie is one of the oldest and traditional food preserving techniques, with a long history of British regional products.

With their existing knowledge of livestock, buying power, equipment and butchery skills there are endless opportunities for UK butchers to expand and develop a broader range of artisan charcuterie. Whether working with meat, game and poultry and a vast array of other fine ingredients, both retail and catering butchers could be cashing in this expanding market.

Research indicates there are several factors holding back many butchers from expanding their traditional ranges of bacon, hams and sausage. Is the market already saturated with artisan producers? What products will complement their existing offer and how will developing a bespoke charcuterie offer affect their existing business? Even with a good idea of what products and the desire to get involved, it's not always easy to know where to go to get support on and identify what additional profits can be achieved? Without knowing what equipment, skills and ingredients are needed and where to obtain them, it can be a daunting prospect. Then of equal importance is food safety and testing, along with questions about how the local Environmental Health Office will respond.

As specialist curing and fermenting equipment suppliers and charcuterie-making educators, Angel Refrigeration share the vision for a bright future for British Charcuterie producers. Working with British Butchery and Charcuterie experts across the UK, Angel Refrigeration have been instrumental in introducing small producers to those who can help them develop their business case, obtain equipment grants and how to best to

work with their EHO. Angel Refrigeration can provide guidance on interactive skills and product development courses. Tuition is to a high specification, focusing on cost/benefit comparisons, production methods and food safety standards.

Angel Refrigeration recognise the growing importance of the Charcuterie market and what is needed to succeed. As the UK's leading supplier of the Everlasting Stagionatore Charcuterie and Meat Ageing cabinets, it is not just about selling refrigeration. Understanding every aspect of the production process is important, as is the understanding of production process requirements and ensuring they supply the right piece of equipment to do the right job.

Angel Refrigeration is sponsoring the British Charcuterie Awards Class 3 – Cured, Fermented & Air-Dried Ready-to-Eat Sausage Products. It is fitting to the specialist equipment they supply. Information on Stagionatore cabinet and rooms, along with skills and product development courses will be available at all British Charcuterie Live Events.

Angel Refrigeration will be exhibiting at:

- British Charcuterie Event in Borough Market – 23rd April
 - MK Ingredients Depot, Exeter - 28th April 2019
 - Meat Trades Fair in Perth - 12th May 2019
 - The Dalziels Butchers Show at Harrogate - 19th May 2019
- where there will be a number of British Charcuterie Seminars running throughout the day.

It is important to Angel Refrigeration that customers choose the right product to do the right job, so for further advice, information courses and equipment:

Call Angel Refrigeration on **01327 810370**

Email sales@angelrefrigeration.co.uk

Visit www.angelrefrigeration.co.uk/category/charcuterie-fermentation-maturing-seasoning-cabinets/



The Everlasting range of Stagionatore ALL IN ONE charcuterie cabinets and Super Stagionatore rooms create the perfect conditions to support fermentation, drying and maturation. The equipment is specifically designed

with food safety and HACCP management in mind. The ideal climate is produced through the management of temperature, humidity and air exchange across several time phases. The equipment is easy to use with fully adjustable parameters to support all recipes and processes.



'GOOD NEWS' FROM ACROSS THE REGIONS

The Year of
2019
The Haggis

Scottish Craft Butchers Awards



John Davidsons, Blaggis Wellington & Stuffed Pork Chop — Gold Award



House of Bruar, Honey Roast Pork Sausage — Gold Award



Fergusons of Airdrie, Pork Caribbean — Gold Award



1st regional BBQ—those hardy Scots



Jonathan Seville from J W Mettrick's, receiving the IoM Best Abattoir Apprentice Award from HRH Princess Royal



Roger Anderton from Brendan Anderton Butchers becomes a liveryman of the Worshipful Company of Butchers, also recently attained Chartered Scientist status and PGDip in Food Safety Management.

Jon Thorne's Vegan Pie wins British Pie Awards!



Turnbulls Family Butchers won 'The Best Family Butchers' at the National Entrepreneur Awards 2019 presented by Lord Seb Coe





Owen Taylors won the **Manufacturing Excellence** award and achieved highly commended in the **Corporate Social Responsibility** Award of the Midlands Family Business Awards in late 2018.

Grasmere Farm are celebrating 50yrs trading and were recently voted best loved stall at Ealing Farmers Market.



Lishman's of Ilkley received a 'Customer Service of the Year' Award from the Ilkely Business Awards.

Congratulations to **Barker Bros** apprentice **Georgia** who completed her Apprenticeship in late 2018. After starting as a Saturday girl for a bit of cash, butchery is now her full time career.



Aubrey Allen have been awarded the **Delicatessen of the Year** at the recent Guild of Fine Food Shop of the Year Awards and are also finalists in the Farm Shop & Deli Awards



A top award was recently bestowed on **Cranstons** who have been part of the Cumbrian food scene for more than 100 years and also invests in the county that it serves.



A CLEANING SERVICE WITH A DIFFERENCE

On a cold wintery day last December Claire travelled up to Scotland to visit Paragon and tour their impressive facilities. A family business the Paragon Group was established in 1988 and has gained a solid reputation for superior cleaning products together with extensive industry knowledge. Meeting with Paul, the director, it was clear the business is going from strength to strength. From recently extended custom-built premises in Musselburgh, near Edinburgh they support all types of businesses from transport, food production, care and hospitality to facilities management. They pride themselves on 'providing a personal service that produces great results and often exceeds customer expectations'.

What does Paragon offer?

The expert knowledge and deep understanding of how to use superior chemical cleaning products to improve the running and hygiene of a



business. This can mean not only financial cost savings but staff time too. Indeed, less time spent monitoring, mixing or producing reports. The product range includes cleaning products for equipment to floors, automated temperature probes, mixing and dispensing systems.

- Colour coded tools for use in different areas of the business to stop cross contamination.
- Dilution and dispenser control systems automatically mix water with the correct amount of cleaning product reducing waste and usage cost. Automatic paper towel dispensers allocate a length of towel, so no more lengthy rolls of wasted paper towel.
- Saf-T-Log wireless temperature monitoring automatically measure, store, download and print HACCP reports. They run on Windows software for up to 300 items and 25 users. It can also record cleaning schedules and transport temperature reports.
- ThermoData wifi loggers use the latest technology to remotely record the temperature of chillers and buildings. No more paper logs, the system will produce reports of all your chillers. A mobile friendly app sends alerts when limits are exceeded, monitors if fridges have been left open, and remotely lets you adjust details.
- For both temperature systems there is a one off fee for the software and no further costs, any updates are free and happen automatically.



Paragons other asset is Aubrey! For those of you who have met Aubrey you will know his knowledge and passion for the job as well as the service he offers is second to none.

Working with Paragon for 7 years

Aubrey has brought with him a wealth of butchery knowledge after previously working in a family butcher's shop, in the South of England. For 12 yrs he worked his way through the business. From working in the slaughter house, to delivering meat, progressing to become a full-time butcher. After moving north to Scotland and wanting a change Aubrey took a role with Paragon. He used his knowledge to help build the business within independent food producers, from butchers to bakers. Working and training with EHO's he built up an understanding

of what is required and how Paragon's products could help businesses pass inspections.

What changes have you seen?

The amount of paperwork each business is required to do has increased to the extent that many butchers struggle to do the day job. With the help of technology, we help butchers to manage their business so they can get on with what they do best - butchering?

What savings have people noticed?

All these systems will aid EHO audits, save the business time and money leaving you and your staff to do the real job.

What do like best about working with butchers?

Aubrey really likes to help businesses. He just loves a challenge and is at his most happiest when owning problems and providing answers.

What do you do when you are not travelling around the country?

Aubrey loves to play bowls more often in the Summer when he plays in tournaments for Polmont Bowls Club in Falkirk. Known as 'Mr Consistent' by his club members we would say that is an apt description.

Customer Quotes

"Paragon provide great products and an efficient service. Aubrey is a great knowledgeable guy who knows exactly what you require when ordering" **Richards Family Butchers**

"Paragon provided us with a smooth installation of cleaning dispensers and equipment, Aubrey was a joy to have at the shop and trained all the team how to use the new products. After installation Aubrey has helped to fine tune our cleaning products by finding the right one for certain pieces of equipment. We have found Paragon to be reliable, helpful and the products do a great job. Thank you." **Lishmans of Ilkley**

Further details on the products and services Paragon offer can be found on the BOS or just contact Aubrey who will be only too pleased to help. 07595 780022 / 0131 653 2222
aubrey@paragongroup.co.uk and he is also on Facebook.

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PARA GEM F02
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IN ADDITION TO THE 4 PRODUCTS LISTED YOU WILL ALSO RECEIVE:

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www.paragongroup.co.uk sales@paragononline.co.uk





NATIONAL CHAIRMAN'S COLUMN



Welcome to the Spring 2019 edition of the Guildsman. Christmas and New Year seem an age away and from reports it seems trading was good for most members, so let's hope that trend continues into 2019. Even though we

got through Veganuary it seems this topic is still on the agenda and a number of members are embracing the trend by producing flexitarian or even vegetarian products. A commendable practise and as they say 'if you can't beat them, join them'.

During the recent Management and Executive meetings there have been a number of changes to events and activities undertaken by the Guild. Some due to costs and some due to low support. The main change has been that there will no Conference or National BBQ Awards this year. However this has not stopped a number of regional BBQ events going ahead. Some great products have been put on the

grill for discussion by all members present, which is a great example of what the membership is all about sharing of ideas.

The other change is that the Smithfield Awards judging will move to January/February 2020 followed closely by the awards lunch in March/April. We are looking to secure Butchers Hall for the Awards lunch as the refurbishment is due to complete in September of this year. It will be a great opportunity for all members to see the new design and we are hoping to secure a really exciting celebrity as well.

We held our first Members Networking evening in York, where we heard from Mark Turnbull about his Facebook Live campaign along with presentations from a number of Corporate members. These networking events are still in their infancy and are an opportunity to meet and network with other members and corporates. Their set up will no doubt adapt as we receive feedback but they are designed for you to hear interesting speakers or members. The next two planned meetings are to be held in Glasgow and London. I look forward to seeing you there.

I'll end on the hope that we all have a great Summer of trading and look forward to seeing you at one of the events planned throughout the year.

Regards
David Lishman – Q Guild Chairman

READY MEAL SMITHFIELD DIAMOND AWARD WINNER

LAMB ROGAN JOSH

From Cherrington Farm Shop



Makes about 18pots

Ingredients

Vegetable oil 500ml

Onions 3000g

Garlic 450g

Ginger ground 40g

Corriander ground 90g

Cumin ground 90g

Paprika 40g

Cayenne 20g

Cardamon pods 20

Turmeric 40g

Fenugreek 20g

Garam Masala 25g

Mace ground 25g

Cinnamon ground 5g

Bay leaves 2

Salt 135g

Pepper 25g

Sugar 180g

Lamb shoulder diced 5000g

Tomatoes chopped 5000g

Lemon juice 115ml

Yoghurt 1000g

Method

1. Soften onions in oil then add garlic and ginger, saute until very soft.
2. Add spices and seasonings and combine into the mixture. cook for 3 mins.
3. Add meat to the pan, mix well and cook until the meat starts to brown.
4. Add chopped tomatoes and lemon juice, stir well.
5. Bring the mixture to a simmer; add the yoghurt, a little at a time, stirring well each time.
6. Cover the pan and simmer over a low heat for 1.5hrs, stirring from time to time.
7. Remove the lid and continue to simmer gently until the mixture reduces to the desired consistency and the meat is tender.
8. Season to taste, check temperature to above 85 degrees. Tub into 600ml tamper pots.

First time entrants and new members Cherrington Farm Shop wowed the judges with their Heat to Eat range of dishes. All sold and displayed in tub containers, ready to heat in minutes, the Lamb Rogan Josh came out tops closely followed by the Chicken Dhansak. Absolutely thrilled with the news of their win, they have been upping production to keep up with media demand.

Cherrington are based in Shawbury, near Shrewsbury. Andrew Crow, who manages the shop now began producing ready meals as a way of utilising bits of the carcass he couldn't easily sell. From the normal meals such as cottage pies and lasagnes they have turned to more adventurous flavours in their curries, tagines and beef bourguignon all under their **Heat to Eat range**.

As a farming business they practise environmentally-friendly farming, with grass fed animals that are allowed to grow naturally.

The emphasis is on outdoor rearing methods rather than bringing them indoors and feeding cereals. The herd is made up of Stabilisers, a cross breed variety including Aberdeen Angus and Hereford, which Andrew claims provides meat with high eating quality. The sheep are Zwartbles, which are prized for their lean, sweet, full flavoured meat. This method of farming means less machinery and cereal crops. Growing more grass which is better for the soil and kinder to the environment and along with the rotational growing of grass means animals go to new pastures every three days. It also



proves more profitable per hectare increasing almost double in the last 5 yrs – yielding from £800 to £1500 per hectare. Cherrington also follow the Higher Level Stewardship Scheme, administered by Natural England.

For further details go to their website www.cherringtonfarm.co.uk

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
sally-annethorley@wsdepots.com
davemason@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

Springate 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.walters-turkeys.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.upson@dalziel.co.uk
www.dalziel.co.uk

Scobie & Junior

1 Singer Road, Kelvin Industrial Estate,
East Kilbride, G75 0XS
Tom Lawn
01355 237041
tom.lawn@scobie-junior.com
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,
Saltair, 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 Chef

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
Steve Derrick
01375 378500
judith.johnston@kerry.com
steve.derrick@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
rmorris@verstegen.co.uk
www.verstegen.co.uk

Mustard

Unilever

Unilever House, Springfield Drive,
Leatherhead, Surrey, KT22 7GR
Kirsty Beckman
0783 770 4792
kirsty.beckman@unilever.com
www.unilever.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@baero.co.uk
www.baero.com/en/retail-lighting

Imoon Lighting (UK) Ltd

Caspian House, Parlo Business Centre,
Caspian Road, Altrincham, Cheshire,
WA14 5HH
Simone Deaville
0161 710 3170
sdeaville@imoongroup.co.uk
rcoleman@imoongroup.co.uk
www.imoongroup.co.uk

Machinery & Scales

South Coast Systems Ltd

Station Approach, Buxted,
East Sussex, TN22 4LA
Chantal Absolom
01825 732497
chantal@southcoastsystems.co.uk
www.southcoastsystems.co.uk

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
karl.pendlebury@ahdb.org.uk
info@ahdb.org.uk
www.ahdb.org.uk

HCC

Ty Rheidol, Park Merlin, Aberystwyth,
Ceredigion, SY23 3FF
Emily Davies
01970 625050
edavies@hccmpw.org.uk
www.hccmpw.org.uk

QMS

The Rural Centre, West Mains,
Newbridge, EH28 8NZ
Graeme Sharp
0131 472 4040
gsharp@qmscotland.co.uk
www.qmscotland.co.uk

Institute of Meat

www.instituteofmeat.org

Worshipful Company of Butchers

www.butchershall.com/wcb



MEETINGS, VISITS AND NETWORKING SCHEDULE FOR 2019

April		May		July	
3rd	North East BBQ & Tour of Lishmans, Ilkley	12th	Scottish Craft Butchers Fair, Perth	(tbc)	North East Shop Visits
8th pm	Visit to Rhug estate, Corwen, North Wales o/night stay Macdonald Portal Hotel, Taporley	19th	Dalziel Butchers Event Harrogate	August	
9th am	Hollies Farm Shop, Little Budworth, Taporley	June		19th	Scotland – visit to Ewarts
28th	MK Ingredients/Dalziel Butchers Event, Exeter	3rd	Midlands BBQ - The White Lion, Brinsley	(date tbc)	North East - Meal at Blackwells
		26th	Executive Meeting, Glasgow, plus Members Networking Evening	September	
				10th or 24th	Executive Meeting plus Members Networking Evening, Butchers Hall, London
				(date tbc)	Visit to AVO Factory in Germany plus shop visits

MARKETING DAYS, EVENTS, SHOWS OR FAIRS

April		June		August	
1st-7th	British Beef Week	6th-8th	South of England Show	1st-4th	Countryfile Live, Blenheim
19th- 22nd	Easter Weekend	14th -16th	Royal Three Counties Show	5th	Bank Holiday (Scot)
May		16th	Fathers Day	12th	Shooting Season
6th	Bank Holiday (Eng)	20th -23rd	Royal Highland Show	23rd	National Burger Day
27th	National BBQ Week Bank Holiday (Eng)	July		26th	Bank Holiday (Eng)
29th-1st	Royal Bath & West Show	9th -11th	Great Yorkshire Show	30th -1st	Meatopia, London
		22nd-25th	Royal Welsh Show		
		27th	Game Fair		

Additional information and new dates can be found on the Back Office System - <https://bos.qguild.co.uk/login>