



# THE GUILDSMAN

News and views from the best butchers in Britain

## ROBERT ALEXANDER'S CROWNED UK BBQ SUPREME CHAMPION

Drew McKenzie, who runs Robert Alexander Butchers in Port Glasgow, Inverclyde, has been crowned overall supreme barbecue champion in the UK final of the Butchers Q Guild 2016 BBQ Competition.



The shop's Coffee Crusted BBQ Steak was first chosen as overall winner of its product category, before going on to land supreme honours at the UK finale, staged at Eastwood Hall, near Nottingham. (Sunday, May 15)

The contest this year attracted a record entry of almost 400 products across the seven regional qualifying heats and six BBQ product categories.

While winning through to the UK final in three categories, it was Robert Alexander's BBQ Steak that really caught the eye of the judges when choosing their overall title winner. Based on an American idea, it is a fillet steak marinated in a rub of ground coffee, seasoned with salt, sugars and spices.

Drew McKenzie explained: "We use finely ground coffee. The outside of the steak caramelises really quickly, creating a crust on the outside, while the inside remains very moist. It has a unique taste – the flavours are fantastic."

The 2015 Q Guild supreme BBQ champion, H Clewlow Butchers, from Nantwich in Cheshire, again won through to the UK final with a brace of bangers and one of them, Chicken Lemon and Ginger Sausage, was chosen as national Speciality Sausage champion.

It uses meat from British chickens only and owner Charles Clewlow reckons it is proving so popular because it is a "refreshing alternative" to traditional barbecue sausages. "It's very, very low in fat and the lemon and ginger marry well with the chicken," he said.

Fraser's Butchers in Bolton, also a two times national finalist, became UK Beef Burger champion with the shop's Mega Burger, an 8oz burger hand-crafted in-house using locally sourced prime beef topside and skirt, plus a basic seasoning.

Black Barn Butchers, from Milford in Surrey, also a double regional champion, progressed to become national Speciality Burger champion with its Juicy Lucifer Burger.

The recipe was created by shop manager Damon Buckingham, who explained: "It's a beef burger made from brisket with a three-chilli burger seasoning, fresh chillies and jalapeno cheese."

There was local success for Scott Barlow's, from Kirkby in Ashfield, in the naked steak category with its Himalayan salt-aged sirloin.

The shop's Scott Barlow said: "We've got a Himalayan salt chamber and normally dry age our steaks for 90 days, but for this one we took it up to 100 days - the salt slowly seasons the meat and enables us to age it for longer."

Walter Smith Fine Foods in Melbick, another two times regional qualifier – the shop is based at a Wyevale Garden Centre in Coleshill - became national Pork Sausage champion with its Packington Free Range Pork Sausage.

Mark Healey, shop manager, said: "It's the free range Packington pork that makes the difference in these sausages."



2016 National Champions

The 2016 Q Guild BBQ Championships – all qualifying products were cooked pre-judging by Richard Holden, who is widely recognised as the UK's premier BBQ chef and sponsored by Innovative Food Ingredients, Dalziel, DB Foods, The Dalesman Group, Scobie and Junor, and Baro Lighting. The Q Guild's thanks and appreciation go to them all.

The competition was staged alongside the annual business conference, when five key partners – Dalziel Ltd, Scobie and Junor, The Dalesman Group, Verstegen UK and Lucas Ingredients – demonstrated new products, ideas and initiatives that members could utilise in our own businesses.

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## ...BBQ Championship Continued

All five partners are working with the Guild on the introduction of our ground-breaking new digital platform, which is currently being trialled and will be a UK first when it arrives later this year.

A keynote presentation on how to maximise customer service was also given by Jonathan Winchester, chief executive of Shopper Anonymous UK.

## National Runners-Up

All other national final qualifiers were runners-up in their respective product categories:

**Pork Sausage:** Moody Sow Farm Shop, Old St Mellons; Bradwell Butchery, Norfolk; Turnbull's Butchers, Alnwick; H Clewlow Butchers, Nantwich.

**Steak:** Owtons Butchers, Southampton (Cote De Beuf); Moody Sow Farm Shop (Ribeye Steak); James Archer Butchers, Norwich (Bavette Steak); Blackwell's Butchers, Norton (Ribeye Steak); Cranstons Butchers, Penrith (Ribeye Steak); Robert Alexander Butchers, Port Glasgow (Extra Lean Ribeye Steak).

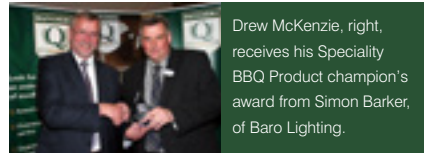
**Beef Burger:** Chadwick's Butchers, Balham; Martin Player Butchers, Whitchurch; Bradwell Butchery; Blagdon Farm Shop, Newcastle upon Tyne; Robert Alexander Butchers.

**Speciality Sausage:** Walter Smith Fine Foods, Melbicks (Steak, Onion & Black Pepper Sausage); Black Barn Butchers, Milford (Welsh Dragon Sausage); Martin Player Butchers (Pork, Coffee & Black Pepper Sausage); Bradwell Butchery (Tropical Tanner); Lishman's Butchers, Ilkley (Italian Gluten Free Sausage).

**Speciality Burger:** Moody Sow Farm Shop (Mango Chutney Burger); James Archer Butchers (Chilli Burger); George Payne Butchers, Brunton Park (Smoked Brisket Burger); Cranstons Butchers (Topside & Cheddar Cheese Burger); Mearns T McCaskie Butchers, Wemyss Bay (TexMex Burger).

**Speciality BBQ Product:** Walter Smith Fine Foods, Albrighton (Moroccan Lamb Kebabs); James of Shepperton Butchers (Royal Mint & Rosemary Lamb Rump); Moody Sow Farm Shop (Kashmiri Masala Lamb Cannon); Nicholson's Butchers, Whitley Bay (Bombay Beef Kebab); Frasers Butchers, Bolton (Lamb Donner).

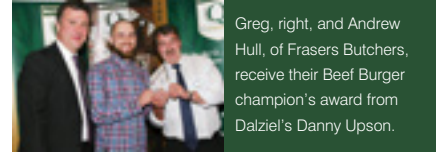
## National Champions



Drew McKenzie, right, receives his Speciality BBQ Product champion's award from Simon Barker, of Baro Lighting.



Clare Hudson, of Dalesman Group, presents the Speciality Sausage award to Charles Clewlow, Adrian Spender & Grant Richards.



Greg, right, and Andrew Hull, of Frasers Butchers, receive their Beef Burger champion's award from Dalziel's Danny Upson.



Black Barn's Damon Buckingham, receives his Speciality Burger champion's award from Tom Lawn, of Scobie Junior.



Scott Barlow receives his Steak champion's award from John Howes, of DB Foods.



Mark Healey, of Walter Smith Fine Foods, receives his Pork Sausage award from Michael Rawsthorne, Innovative Food Ingredients.

## WHY PRACTICE MAKES PERFECT ON THE BBQ



Richard Holden, who is widely recognised as the UK's premier BBQ chef and who cooked all qualifying products prior to judging in this year's Q Guild BBQ Competition final, provides us with a list of top tips for the perfect barbecue.

## Top 10 BBQ Tips

1. Always use a lid! Cook with the lid down and you will achieve a wonderful authentic bbq flavour as fats drip onto hot coals and create aromatic smoke! Lid on cooking also helps reduce flare-ups and will cook your foods faster.
2. Grilling at 250°C will give you the control and time to cook foods through before they have a chance to over colour on the outside!
3. Rapeseed oil is my go to oil for bbq cooking. It has a much higher burn point than the ever popular olive oil and can be used in salad dressings as well as to oil the grill.
4. Always leave a small section of your BBQ without fuel (aka indirect heat). With the lid down this creates a safety zone where meats can be put to cook through, without colouring up too much over direct heat.
5. Bring meats up to room temperature for 30-40 minutes before putting them on the bbq. They will be more supple and the high heat will penetrate the meat easier, cooking it quicker and without making the muscle tense.
6. Preheat your BBQ for 10-15 minutes before cooking. This will burn off and sterilise the cooking grate and allow the cook box time to heat up, meaning it will hold temperatures more easily.
7. Grab a good stiff wire brush to clean your cooking grates and get them smooth before cooking.
8. Avoid the chance of cross-contamination by having 2 sets of tools; one solely for taking cooked foods off the grill, and a second for anything that isn't cooked.
9. Always allow meats to rest once they come off the BBQ. For steaks and smaller pieces of meat allow at least 10 minutes, for roasts a good 20-30 minutes will do them the world of good. Rest on a warm serving plate, under foil and insulate with a tea towel. You'll notice the difference.
10. Temperature is King! Using a digital thermometer will guarantee your food is safely cooked every time. 75 stay alive is how I get people to remember the target temperature.

Practice makes perfect! The more you use your BBQ, the better you will understand how it works and your food will be better for it.

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## NATIONAL CHAIRMAN'S COLUMN

### Delivering ideas & inspiration

I would like to start by saying a massive thank you to all the member businesses who attended this year's BBQ Championships and Q Guild Conference in Nottingham. The weekend was a huge success and, as well as a hotly contested BBQ Competition, we had a very beneficial conference that delivered ideas and inspiration for all those attending.

The BBQ Competition saw an extremely high standard of entries and was fiercely fought out between all finalists. I would like to offer hearty congratulations to all those who succeeded in making it to the finals, as winning a regional event is in itself no easy

feat. In the end, the category winners really have proved themselves to be the cream of the crop and I wish to congratulate them all on their achievement.

The biggest congratulations naturally have to go to Robert Alexander Butchers in Port Glasgow for winning the Supreme BBQ Championship award. Their Coffee Crusted BBQ Steak was a worthy winner and we can all look forward to trying out this fantastic product in our shops very soon.

The conference itself delivered massive value to all those attending. I know it is always an effort to give up a weekend and attend events like this, but I have to say it was time well invested in running my business.

Our five key partners - Verstegan, Dalesman, Dalziel, Scobie Junor and Lucas - delivered real benefit during their workshops that were both hands-on and informative.

Richard Holden delivered a fantastic master class in the art of barbecuing. He is a good friend of the Q Guild and his 'Alfresco Chef BBQ' demonstration provided valuable information to the attendees. The BBQ market continues to grow year on year and I believe that as butchers we need to become experts in all the fields we operate in. Richard's demo certainly helped build our knowledge.

The conference was completed with a presentation from Jonathan Winchester, of Shoppers Anonymous. Jonathan is a well-known speaker and his presentation did not let us down. Customer service continues to give small business owners an edge over their competitors and Jonathan gave us a really interesting insight into how Q Guild

Butchers can take on their competition by focusing on this. His talk was not only informative, but highly motivational too. As I said earlier, attending these events is a massive commitment, but following this year's event I would urge all members who were unable to attend to make the effort to either attend themselves next year or send a representative to attend on your behalf. The benefit to your business is priceless.

The Q Guild Digital Platform has taken a massive step forward this month with the introduction of 'Product of the Month' and the accompanying new point of sale kits. A small number of member shops are also now trialling the Digital Platform, with initial results proving to be extremely exciting.

The future of the Q Guild is looking extremely healthy. I can't wait to see the programme roll out over the next twelve months. These truly are exciting times for the Guild.

I would like to finish by expressing thanks from both myself and all the membership for the outstanding work being done by our Q Guild manager Gordon Newlands and by Douglas Scott and all the team at head office. Their hard work has paid great benefits for the Guild, with all of them continuously going beyond the call of duty for the greater good of the Guild.

Wishing you all a successful summer trading season.



**Mark Turnbull** - Q Guild Chairman



## MANAGER'S NOTES

### Onwards and upwards the clarion call.

The first five months of 2016 has been frantic and extremely busy. I have been helping various members with queries and sending out lots of information.

The BBQ Finals/Conference has taken up a lot of my time in organisation and along with

help from Douglas and the team in the office a good weekend will have been spent.

Key partner training days form the focus of the BBQ Conference and these are the first benefit to the five key partners from their investment in the new Digital Platform.

The BBQ event is such an important one in the Q Guild calendar, when all members can exchange ideas and gain information in a sociable atmosphere. I would urge members to make a huge effort to attend in 2017.

**Continued on Next Page...**

## ...Manager's Notes Continued

I am organising the Smithfield Awards judging for October. Glasgow City College has again been booked and I am currently contacting judges for this high profile annual event.

The Scottish Region are planning a tour to Ireland in August and Innovative Food Ingredients have planned a visit to their parent company in Germany, AVO Ingredients, in September. Midlands are touring the Yorkshire butchers in June.

There's always such a lot going on in the Guild membership. A Young Manager Club is in the process of being set up and a two-day study tour is being planned for September/October. The attendees of this will have to complete written reports to take back to their business owners and implement new ideas in the business.

We can all help each other as members and you are all encouraged to attend regional meetings and corporate member events. As always, I have the phone switched on and if there are any questions or requests please do not hesitate to contact me.

*Gordon Newlands*

**Gordon Newlands**

Q Guild Manager

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**STOP PRESS**

**Simply The Best**

The Butchers Q Guild were crowned 'Best Trade Organisation' at the 2016 Meat Management Industry Awards, while its butcher members also clinched multiple accolades. Here, with awards presenter Gyles Brandreth are David Lishman, Mark Turnbull, Gordon Newlands, and category partner Arthur Pynenburg, of Treif. For full story and more pictures, visit the Q Guild website.

## CHAIRMEN'S CORNER

**North-East**

David Lishman

The North East Region had a great turn out for the BBQ competition, when 11 businesses entered and each person present judged a share of the 60-plus products.

It runs very smoothly, due to our extremely well organised vice-chairman Kathryn Nicholson and the excellent cooking facilities, venue and staff of Blacker Hall Farm Shop. It was good to see six different businesses winning the top regional awards and some great new products coming through for us to try at our shops.

In June, we have booked on to a smoking course in the Lake District. This includes a meal and overnight stay, with the aim of creating a further depth of knowledge on the art of curing and smoking, and possibly adding a new dimension to the products we sell in our stores.

**East**

Andrew Edmonds

We recently visited the South East on a tour of fellow Q Guild Butchers. We spent two days visiting super shops and I gained some valuable knowledge into how products or processes could work in my own business.

This to me is what the Q Guild is all about - the sharing of ideas and recipes and all done in a professional manner. We discussed over a few beers at night, where more invaluable information was gained.

My own business is suffering due to staff shortages at the moment and it is invariably left up to the business owner to pick up the slack. This has resulted in really long days and nights. However, I love working in different departments of my business to see what issues the staff have and listen to them to try to resolve any problems. It's been a hectic time, but I wouldn't have it any other way.

**North-West**

Greg Hull

At the recent North West BBQ heats, the judges selected some superb products to represent the region at the BBQ Finals. What was disappointing, however, was the number of products and businesses that entered.

The monthly product initiative has been extremely well received by customers and the marketing material is a fresh, new design.

The region and the Q Guild have parted company with Copas Turkeys, which has resulted in Guild butchers sourcing new suppliers for the ever-important Christmas period in 2016.

The Executive of the Q Guild meet on 22nd June. As your Regional Chairman, I sit on the Executive and should any of the membership wish me to raise a point or subject please let me know before this date.

The Guild is moving forward quickly and it is up to all the membership to get behind the initiatives we run and fully participate.



## Wales

Martin Player

Becoming the first Welsh regional chairman has been challenging to say the least.

Speaking to other butchers who I feel would possibly be suited to represent the Q Guild and benefit from the sharing of ideas from other like-minded butchers has been a hard sell.

Explaining to other Welsh butchers that the yearly membership is a good investment and will soon make the fee back with ideas and PR from awards and competitions just seems to fall on deaf ears.

I am not giving up though. I will find some new members to increase our Welsh region, invite them to the meetings and hopefully they will get an insight into what the Q Guild is all about and see the many benefits of membership.

The Welsh BBQ competition was held recently and at the time of writing we were looking forward to seeing what products come out on top in 2016.



## Midlands

Robert Jones

We are setting our stall out for a premium summer eating range and are dropping the word Barbecue in all point of sale material.

Steaks are prominent in our displays, with 10oz Sirloins and Rib Eyes at two for £14.99 selling well. Steaks also coated in Verstegen World Grill Argentinian Fire are achieving good sales.

Our Gourmet Burger range is a 6 oz offering retailing at £1.99p each, while new for this year is our Italian Burger - 50% Beef and 50% Pork, with oregano and basil added.

Kebab ranges are selling very well at £2.99p each, or take 5 for £10. All are coated in World Grills. We remove the rind from a square cut belly, cut down the centre and create 3 inch meaty ribs. These are coated in Verstegen World Grill and sold as sticky ribs; retail price £9.99 per kilo.

Spatchcock chickens in foil trays visually look good and are an easy, quick cooking option for customers. We display these every day. Mediterranean roasting vegetables and vegetable kebabs are also showing growth.

Midlands group are well represented at the BBQ finals and have some super products entered, so we hope to have a Midlands winner in 2016.



## London & South

Gary Chadwick

Our agenda this year as a group must be to support the new 'Product of the Month.' This idea is helping us to challenge our current range and ensure that we train our staff in new ideas. Other benefits include an increased communication between the staff and the customer when they sell these new products and ideas. I urge my colleagues in the South to support the new products and include them in their marketing strategy and advertising.

We have introduced all the products from April, May, June and July and they have been a huge success, and are now part and parcel of our normal routine.

Later in the year, we hope to implement the new Q Guild Digital Platform within our current website and supporting the Product of the Month will be paramount.

A recent request from a Q Guild member asked if anyone used sales targets and other motivational tools. We have a bonus system. However, we are scrapping this and are implementing some competition between our stores. They will be based on Best Shop, Best Idea, Best Team, Best Teamworker and Top Sales Person. We will report back on the trial in our September meeting.



## Scotland

John Davidson

Firstly, many congratulations to Drew McKenzie at Robert Alexander Butchers on being crowned the Q Guild's supreme BBQ national champion with his Coffee Crusted Steak. We have some superb beef cattle north of the border we're all very proud that this prestigious title has fallen to a long-serving Scottish member. With his inspiration and innovation, Drew has more than earned the bragging rights for the next 12 months!

The barbecue season is now getting into full swing and we're all hoping for some favourable weather to help maximise our summer sales and meet the many and varied needs – and tastes – of al fresco aficionados across Scotland. We have the products to help them do just that.

Looking further ahead, we are all looking forward to the Scottish trip to Ireland in late August. Those interested in attending should give their names to Gordon Newlands, who can also provide the itinerary.

It's our all-important Christmas planning meeting at Q Guild head office on September 19 and I urge all members to make every effort to attend.



## Are your customers brave enough to take The Dalesman Chilli Challenge?

Dalesman's new Chilli Challenge offering features chillies and spices from around the globe, which have been carefully blended to create a range of mild, medium and hot sausages, burgers and glazes to fire the taste buds.

Adventurous consumers continue to seek different chilli flavours, experimenting with hotter varieties in their cooking as tastes in world cuisines continue to trend into 2016.

Flavours include but not limited to **Country Fayre® Sweet Chilli Sausage Mix**, **Gourmet Moroccan Burger Mix**, **Gourmet Pork & Jalapeno Sausage Mix**, **Gourmet Chipotle Chilli Burger Mix**, **Low Sugar Gluten Free Piri Piri Glaze** and **Country Fayre® Extra Hot Sausage Mix**.

To view the full range visit our website [www.thedalesmangroup.co.uk](http://www.thedalesmangroup.co.uk). Alternatively contact Dalesman on 01274 758 000 / [taste@thedalesmangroup.co.uk](mailto:taste@thedalesmangroup.co.uk).



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### Hot

Selection includes

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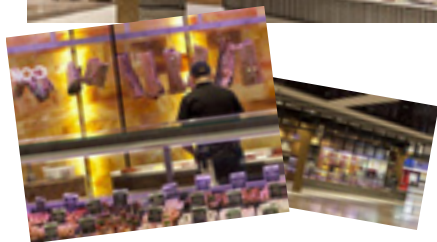
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## ANTIPODEAN ADVENTURES

### Shining the spotlight on two top butchers Down Under

It's always fascinating to discover what fellow butchers in other parts of the world are all about and Gordon Newlands has gone to the other side of the globe – literally – to source information from two top shops in Australia and New Zealand. They make interesting reading and provide plenty of food for thought.



### Tender Gourmet Butchery

Tender Gourmet Butchery, the most awarded Butcher's shop in Australia, has stores in Hornsby, Bondi Junction and Macquarie Centre in Sydney.

Adam Stratton writes: "At Tender Gourmet Butchery, we pride ourselves in our ability to make the best gluten-free sausages in Oz – sausages with over 35 amazing flavours, such as Moroccan Lamb & Raisin, Beef Spinach & Pine Nuts, and Thai Chicken, Basil and Coconut Cream.

We have over 25 years collective experience in the industry and we stock only the highest grade meats in our award-winning shop, which has won a multitude of accolades, including top honours for beef at the Royal Easter Show.

Our gluten-free sausages use far less fat than other butchers, with only a modest 12% compared to the usual high fat content.

We also produce multi award-winning Gourmet Sausages. Our snags are consistent winners at the Sydney Royal Fine Food Show. We can boast the Best Sausage in NSW, Moroccan Lamb & Raisin, and the 3rd Best Snag in Australia – Sweet Chicken & Corn. The flavours are amazing.

All of our sauces are preservative free and we have a wide selection of both gourmet and traditional salads to choose from, all of which are made fresh every day from only the very best ingredients.

As well as our prize-winning, gluten-free sausages, we also specialise in grass-fed beef and chemical and hormone-free chickens. So the meat you eat is always as healthy as it is tasty." For more, visit:

[www.tendergourmetbutchery.com.au](http://www.tendergourmetbutchery.com.au)



### Elite Meats, New Zealand

Corey Winder writes: "I started as an apprentice butcher in 1996 in the small South Island town of Cromwell. In 1999, I was awarded Apprentice of the Year and in 2001 moved to Christchurch and worked as a butcher for Peter Timbs Meats.

Then, in 2002 I moved into a Meat Tutor's roll at Christchurch Polytechnic, training and assessing Apprentice Butchers. In 2004, at age 27 I purchased my first butcher's shop, Ashby's Butchery, a small two-man butchery in the Christchurch suburb of Papanui.

Over the first four years, we created a great name supplying local restaurants and the butchery started growing, so we moved into a small factory to keep up with demand and increased our staff numbers to seven.

We were supplying meat from the bottom of NZ to the top, as well as a regular stall holder at the local Lyttelton Farmers Market, while still retaining a retail presence in Papanui.

In 2011, we were hit hard with the Christchurch Earthquake, losing a large portion of our wholesale customers. We had to lay off staff and try to rebuild. That same year, we won the NZ Bacon competition with our Dry Cured Loin, taking out the Supreme Award and also picking up a gold for our Loin Bacon. Later in 2011, we also won the NZ Sausage Competition with our Italian Sausage, taking out the Supreme and also claiming the People's Choice, the only sausage to receive both titles. This helped lift business back up, but not to the level pre-earthquake.

In 2013, I decided to sell the business and take a roll as a sales rep for the NZ Butchery Supplier Company, DM Dunningham Ltd. After 18 months and missing the trade, I purchased Elite Meats in September, 2014.

Elite Meats is NZ's only butcher's shop inside a shopping mall. We trade seven days a week and supply a small number of wholesale customers, but the majority is retail. We are supported by Pure South, which is a brand of Alliance Meats and the naming rights sponsor of the Pure South Sharp Blacks.

At Elite Meats, I have two permanent staff and a couple of casual staff. Since taking over the shop, we have turned our focus to serving quality products, which include Gluten Free Sausages, locally made Marinades (preservative and gluten-free), Dry Cured Bacon, Dry Aged Meat Cuts, Free Range Chicken and a large range of value-added products. All products are made in-house. We pride ourselves in selling 100% NZ products.

At Elite Meats, we are striving to be one of New Zealand's best butchers, offering top quality products and service.

Pure South Sharp Blacks: "I have been in the NZ Butchery Team since it was first selected in 2010. At first, the competition was between Australia and NZ and we lost the first two. In 2012, Great Britain joined the competition and we won the next three. The highlight of my time with the team was leading the team to victory at The Great Yorkshire Show."




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# 10 MUST-DO'S FOR A BETTER BUSINESS



Jonathan Winchester, Chief Executive, UK, of Shoppers Anonymous, who was one of the keynote speakers at the annual Q Guild Conference, has kindly provided this article for The Guildsman. There are some valuable lessons for all to learn.

How would you rate your business image? Ask the next customer who calls, or comes through the door, what they would say if prompted to share their views of you? Would you get a favourable response?

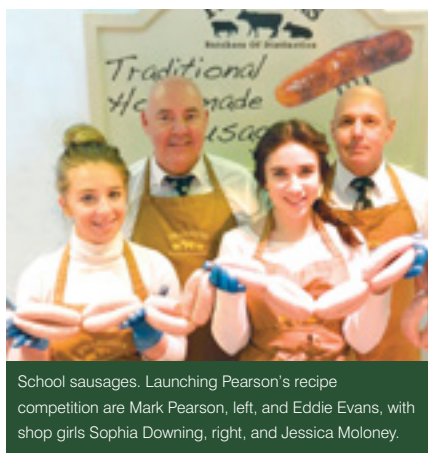
Sharing is certainly not always caring. As our smartphone-addicted teens grow and develop opinions and attitudes, their righteousness is quickly vented in forums that you may not even know exist! This is the future of brands. In our digital age, your entire business image can sink or skyrocket before you can say Snapchat. So, in order to create a positive brand or image that gets shared in positive contexts, here are ten 'must-dos':

1. Be nice. Simple. In everything you say and do, be pleasant and civil.
2. Surround yourself with a team who cares. And care for your team, lead by example.
3. Be respectful. Humour is great and can entice your customers to stay interested. But bad taste is a definite no, regardless of how funny you think you are.
4. Show your customers they are worth more to you than a pound sign. Develop a relationship, be committed.
5. If something goes wrong, fix it quickly. A disappointed customer will quickly turn into a lifetime customer if you handle the complaint with honesty and care.

6. Protect your brand. If you get a whiff of a negative rumour or incident, fix it! Immediately.
7. Use a third party for honest feedback. You may think you're giving off the right impression, but are you really? (We can help with that).
8. Your reputation cannot be measured on a balance sheet. Use your customers to assess your image and take on board their views.
9. Be responsive. Answer queries, tweets, posts, emails quickly.
10. Create raving fans. Let your customers be your best promoters (remember, if you want to get value from your fans and customers you have to provide value first). Social media has the power to make or break a brand. And even if you don't have a twitter account, your customer probably will. Don't think that your avoidance of social media will save you from the critics – it won't. If you have a website or even simply a business name, your whole brand could be plastered all over social media in a matter of minutes simply because we like to share. We all like to share. Marketing channels and digital forums may change but human nature won't. Make sure your customers are sharing only great things about you!

## MEMBERS NEWS

### Real-Life Learning



School sausages. Launching Pearson's recipe competition are Mark Pearson, left, and Eddie Evans, with shop girls Sophia Downing, right, and Jessica Moloney.

Mark Pearson, of A Pearson & Son Family Butchers in Ashton-under-Lyne, has launched a sausage-making competition for local primary schools.

They have to come up with a recipe for a pork or beef-based sausage with up to four different ingredients – and give it a name. Shortlisted entries will be made up in-house and public tastings staged in the Ashton Market Hall shop from June 13-18, when the public will vote for their favourite banger. The winner will be announced and crowned by the deputy lord mayor at a presentation on June 25 and the victorious school will receive a trophy, plus plenty of their own sausages to savour.

They will also go on general sale in the shop. Mark says he will also be entering the sausage in the next Smithfield Awards. His local press are already standing up and taking note.

Meanwhile, immediate past national chairman Brindon Addy continues to support a local school in its ongoing quest to achieve the Food for Life Silver Award.

Following a hand-raised pork pie making workshop in school with children as young as four, Brindon invited the pupils to visit his shop and see the wide range of Yorkshire-grown, made and sourced products he sells. They also saw how products were prepared for sale and participated in sausage making.

*"Young people need to understand where their food is sourced and how it is prepared. The importance of local sourcing and provenance are valuable lessons."* said Brindon.



Cementing educational links. J Brindon Addy's Dave Cannon demonstrates the art of sausage making to pupils. Brindon Addy is in the background.



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## RECIPES FOR SUCCESS

The Q Guild Shared Recipes initiative, posted on the cloaked members-only section of our website, continues to prove very popular among the general membership and while we are turning back the clock a decade, here are two more sure-fire winners:

### Britain's Best Sausage

This was Allan Bennett's 2006 Britain's Best Sausage Recipe.



Pork and Caramelised Onion Sausage.

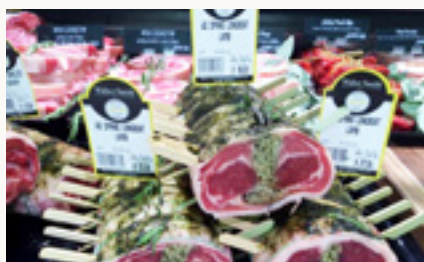
- Meat - Pork Belly or Shoulder Pork 70/30vl 3.400kg.
- Rusk 454g.
- Water (very cold) 600g.
- Pork Sausage Seasoning 100g.
- Raw Onion 300g.
- Caramelised Onion (Cottage Delight) 350g.

#### Method:

1. Mince the meat through a 8mm plate.
2. Mince the meat again, adding the raw onion.
3. Put the meat into mixer, add seasoning, mix about twice.
4. Now add two thirds of the water, mix until the water has been taken up and the meat is sticky.
5. Now add the caramelised onion, the rest of the water, mix two or three times; add the rusk and mix till the rusk is mixed in (do not over mix).

### Longboat of Lamb

Another champion in 2006 from Walter Smith.



#### Ingredients:

- Best End of Lamb.
- Sage & Onion Stuffing.
- Verstegen Royal Mint and Rosemary World Grill.
- Green Elasticated Bands.
- Gun Barrel Tepo Skewers.

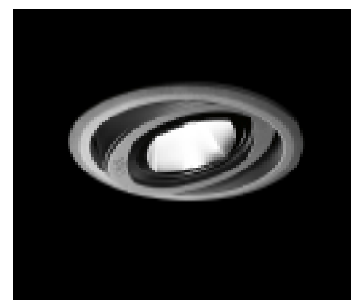
#### Method:

1. De-bone best end of lamb completely.
2. Mix sage and onion stuffing with cold water to a firm texture.
3. Add Verstegen Royal Mint and Rosemary at 3%.
4. Stuff the best end along the full length and fold together.
5. Secure the stuffed lamb at 2cm intervals using the green bands.
6. Skewer from left to right in a criss cross pattern, between the green bands, this will give the appearance of long boat oars.
7. Brush the top of the lamb with a coating of Royal Mint and Rosemary.
8. Finally, pierce the skin and garnish with sprigs of fresh Rosemary.

Any members who may still be unsure how to access the online Shared Recipes and Price Survey should contact Gordon Newlands: [gordon@qguild.co.uk](mailto:gordon@qguild.co.uk)

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## The ScobiesDirect Digital Platform

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We have been providing digital functionality as part of our service for the last 14 years via ScobiesDirect.com and are fully committed to enhancing this further to maintain our position as a modern supplier to the UK butcher industry.

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## Q GUILD WELCOMES NEW MEMBERS

Since the last issue of The Guildsman, the Q Guild has welcomed more new members to the fold, including branch shops run by existing members.

### New Butcher Members

Inverclyde butcher Mearns T McCaskie, of Wemyss Bay, owned by husband and wife Nigel and Helen Ovens, the reigning Scottish Haggis champions.

Two Grasmere Farm Traditional Butchers' shops in Market Deeping and Stamford, Lincolnshire, owned and run by Stuart Stables.

Rejoining member JW Mettrick & Son in Glossop, Derbyshire. John Mettrick is past president of the NFMFT and this year became a Fellow of the Institute of Meat.

Jesse Smith's Farm Shop in Love Lane Cirencester, newly opened this year. Their original shop in Black Jack Street was founded in 1808 and is one of the UK's longest established butchers.

### New Branch Shops of Existing Members

Davidsons Specialist Butchers, Inverurie, with its Dobbies Garden World shop in Lang Stracht.

Jon Thorner's Ltd, Shepton Mallett, Somerset, with two further farm shops with butchery counters – Farrington's Farm Shop in Farrington Gurney, and Whiterow Farm Shop in Beckington in Lancashire, Honeywell Meats, Woodplumpton, with two further shops at Barton Grange Farm Shop, part of Barton Grange Garden Centre in Brock, and Bents Garden Centre in Glazebury, Warrington.

Simpson Butchers, Heckington, Lincolnshire, with four more shops in Lincoln, Pennells Garden Centre in South Hykeham, Stamford Garden Centre and Spalding.

Owton's Butchers in Southampton, Hampshire, with its Country Market at Malthouse & Osbourne Farms, Kingsley.

### New Corporate Members

Rejoining member XL Refrigerators in Pudsey, West Yorkshire, manufacturing and supplying bespoke food counters.

The Alfresco Chef in Blackpool, whose sister company Innovative Food Ingredients is also a corporate member. Suppliers of the Traeger Grill and more.

B Smith Packaging (Worcester), from bags to boxes and associated products. Company headquarters are in the Midlands, along with a Manchester office in Hale.

## DON'T MISS THE BOAT

### Innovative Food Ingredient trip to AVO Ingredients\*

**12th – 14th Sept**

Names to Guild Manager

\*Itinerary available from Guild Manager.

### Scottish trip to Northern Ireland\*

**29th – 31st Aug**

Names to Guild Manager

## UPCOMING EVENTS

### East

**Jun 13th** – DB Foods Visit

**Sept 12th** – Chadwicks Butchers

### South

**13th Jun** – DB Foods Visit

**19th Sept** – Xmas Planning

**7th Nov** – Xmas Meal/Social Evening

### Midlands

**6th – 8th Jun** – N/W, N/E Tour

**Sept 12th – 14th** – AVO Tour

**10th Oct** – Xmas Planning, George Hotel

### North East

**14th Jun** – Smoking Course

**19th Jul** – Shop Visit, Wilsons, Crossgates

**15th Nov** – Christmas Meal

### North West

**12th Jul** – Chorley Meeting

**18th Oct** – Chorley Christmas Planning

### Scotland

**29th, 30th, 31st Aug** – Northern Ireland Tour

**19th Sept** – Xmas Planning, Q Guild Office

**28th Nov** – Meeting, Perth