

# Hot OFF THE Block



News and Information  
from the Q Guild



August 2018

## DIARY DATES

### August

**2nd** - British Charcuterie  
Live Event, Blenheim

**12th** Glorious 12th

**21st/22nd** - [National Young Stars](#) - Three Counties  
Showground

### September

**2nd** - North East Region  
Visit to [Meatopia](#)

**4th** - North West Region  
- Speciality Xmas Products,  
Chorley

**10th** - Scotland  
Xmas Products Meeting,  
Perth

**10th** - Last day for  
Sausage Week Entries

**13th** - Management  
Meeting, Penrith

**24th** - Southern Region  
Visit to Walters Turkeys

**25th** - North East Region  
Dalziel Factory Tour & Xmas  
Workshop

**26th** - Executive Meeting,  
York

**2019 - Save the Date**

**January 30th** - Smithfield  
Awards, London

### Happy Holidays!

- ◆ And the heatwave goes on....hope sales are still soaring as well as the heat...
- ◆ A quick round up of POTM, News and Dates to remember.

### Product of the Month



**Garlic & Rosemary  
Lamb Rump**

by BBQ Champion 2018  
[Dales Traditional Butchers](#)



**September  
Product of the Month**  
Stuffed Pork Loin by  
Verstegen

**October  
Product of the Month**  
Chicken Korma by Lucas

### General Update

- ◆ Demonstrating at an event and want to give the audience something quick and easy to read that explains the Q Guild? These A6 Q Guild information postcards recently produced for a consumer event are available. Drop me an email if you would like some.
- ◆ **Smithfield Awards** announcement - this years celebrity will be **Matt Tebutt** from Food Unwrapped and Saturday Kitchen. Entries will be open mid-end of August, for Judging in October. Entry will be available online, by email or post, & includes a new **Game** Category Award.
- ◆ **UK Sausage Week** product awards open for [entries](#) until 10th Sept.
- ◆ Going to **Meatopia**? Don't forget to pre- book tickets they are selling fast.
- ◆ All POTM info is on the [BOS](#) and a range of new images are now in the Asset Bank Images folder.
- ◆ Good luck to all entrants into the British Charcuterie event in August.



1. Representing the Q Guild at an event  
2. Membership is an endorsement of industry excellence  
3. Award winning butchers and leading experts in their field  
4. Quality produce produced meat products contain only the finest ingredients  
5. Progressive and dedicated to developing new products  
6. Friendly, approachable and friendly offering trustworthy advice  
7. "Purveyors of Quality Produce" - Buy with Confidence  
For more information or to find your local Q Guild Butcher go to  
- [www.qguild.co.uk](#)



## For details & offers from Key Partners click on the logos



For details of Corporate  
Members, check out their  
listings on the [BOS](#)



Find us on  
**Facebook**

**44% of UK online population use FB  
more than once a day**

Useful phone apps to improve images used within social media posts:

**Snapseed** - photo editing, resizing, frames, text  
**Boomerang** - 3 sec gifs  
**Canva** - layering text and logos over pics

Check out **Owtons at Chalcroft FB** page, they are getting some great results from their video's and comps

**NB:** Remember when posting your own images to always ensure there is a logo or some form of shop or Q Guild branding included, this will stop people copying & using your imagery whilst also promoting your brand and the Guild even wider.

This and other snippets of Social Media information can be found on the information sheet sent out recently with the Southern Meeting Minutes or download a copy [here...](#)

### National Craft Butchers

The National Federation of Meat & Food Traders launched their new rebranding at their Annual Members Meeting in July. The President, John Mettrick, felt the rebrand better reflected their members and butchery in the 21stC. The expert services offered by the NCB would stay the same along with their knowledgeable staff and board members. [www.nationalcraftbutchers.co.uk](http://www.nationalcraftbutchers.co.uk)



## Don't forget to Enter, Vote or Submit....

**21st/22nd August**

**National Young Stars Butchery Challenge** - Three Counties Showground, Malvern Worcs

The event is aimed at under 26yr olds and has been devised to enable young butchers to display their abilities in butchery, cutting and presentation techniques. To enter download an entry form [here](#) by 6th August



### Congratulations to the Q Guild Associated Finalists

**Jan Corry from Corry's Butchers ~ Lucianne Allen from Aubrey Allen**  
**Caroline Houghton, J W Mettrick ~ Sally-Anne Thorley, Weddel Swift**  
#WomenInMeat [Voting open until 31st July](#)



### Q Butchers Q&A

Jess and the Team at Sound Bite PR wish to produce a full list of the services you offer. This will help to be quicker with media requests and make it easier for them to know who to ask, for specific content. The info will not be circulated to any other party. Pls click on the image (to the right) to start completing the questionnaire... Or go to web link:  
<https://goo.gl/forms/TAbTkKjihfpHhmaW2>



Any queries or additions for next month, please let us know. In the meantime, we look forward to seeing some of you at forthcoming meetings and visits. Best wishes, [Claire](#) ~ 07918 762254 & [Sue](#) ~ 07857 698322

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