

# Hot OFF THE Block



Find us on  
Facebook

News and Information  
from the Q Guild



January/February 2019

## DIARY DATES 2019 ALL MEMBERS WELCOME

### February

**20th** - Q Guild Exec Mtg, York followed by Members Networking Evening

**27th** - Midlands Mtg, Elliotts Abattoir, Chesterfield

### March

**11th** - Scotland, New BBQ Products Tasting, Perth

**12th** - NWest BBQ, Al Fresco, Blackpool

**13th** - BBQ Workshop, Dalziel, Newbury

**19th** - Cranswick Country Foods, Hull - largescale pork producer

**26th** - National Craft Butchers, BBQ Competition, Coventry

### April

**8/9th tbc** - Visit to Rhug Estate, North Wales

**28th** - MK Ingredients/Dalziel Butchers Event, Exeter

### May

**12th** - Scottish Craft Butchers Fair, Perth

**19th** - Dalziel Butchers Event, Harrogate

**June - 4th** - Exec Mtg & Members Networking Mtg, Edinburgh

## General Update

- ◆ Great to see members at the **Smithfield Awards**, held at Ironmongers Hall, London
- ◆ Huge Congrats to all the Winners and special mention to **Supreme Champion for a 2nd year - J A McMurchies** from Hetton-le-Hole with their winning product - Shepherds Purse
- ◆ **Award Winners Line-up:** *Frasers Butchers, House of Bruar, Ellison Butchers, Owen Taylor, John Davidsons, C N Wright, Cherrington Farm Shop, Robinsons Butchers, Aubrey Allen, Dales Traditional Butchers, Thomas Johnston Butchers and Martin Player Butchers*
- ◆ All Gold and Silver Certificates have been posted and are also listed on the Q Guild website [www.qguild.co.uk/award-winning-products](http://www.qguild.co.uk/award-winning-products) and the press release is featured here - [www.qguild.co.uk/news/winners-jan-2019](http://www.qguild.co.uk/news/winners-jan-2019) - Soundbite PR have been busy getting coverage in local and consumer media titles - so watch out for any requests for samples or interviews.
- ◆ Gold Award Stickers for on pack use will be sent next week.
- ◆ Please make use of all the promotional material and photography, it's a great way to promote you and your product - everyone loves an **'Award Winning Butcher'**
- ◆ Details on the award winning products will be put into a **recipe booklet** for all members - so pls don't forget to send me your recipes! *Thank you!*
- ◆ All images are now on the BOS if you need any for PR purposes



## Meat News

- ◆ In case you haven't read it yet this is a good article from AHDB on the 'Response to Eat Lancet Report' outlining the continuing debate about red meat consumption - [ahdb.org.uk/news/ahdb-response-to-eat-lancet-commission-report](http://ahdb.org.uk/news/ahdb-response-to-eat-lancet-commission-report)
- ◆ To help combat the Veggie tirade of messages over social media and the internet there are a range of images and assets that are available from AHDB which you can download and use in your own promotional material
- ◆ **Pork** - [www.lovepork.co.uk/assets/](http://www.lovepork.co.uk/assets/)
- ◆ **Beef & Lamb** - [www.qsmbefandlamb.co.uk/image-library](http://www.qsmbefandlamb.co.uk/image-library)
- ◆ **Health** - [www.ahdb.org.uk/redmeatandhealth](http://www.ahdb.org.uk/redmeatandhealth)



© 2019 British Meat Processors Association. All rights reserved. For more information visit [www.bmea.co.uk](http://www.bmea.co.uk)

Meat Advisory Panel

**British Charcuterie Live Awards Timetable**

10 January	Entries open
20 May	Entries close
12-14 June	Main Judging
27 July	Final Judging for Best Game Charcuterie at Game Fair
1 August	Final Judging, Announcements & Presentation at Countryfile Live, Blenheim Palace, Oxford Plus British Charcuterie Producer Day



**Products permitted entry:** Sliced meats, hams, bacon, black & white pudding, spreadable meats, cured and cooked sausage, faggots, bath chaps, & chine. Further details on entry criteria & to enter go to: [www.britishcharcuterie.live/the-classes/](http://www.britishcharcuterie.live/the-classes/)

[bos.qguild.co.uk/member-news](http://bos.qguild.co.uk/member-news)

**TRAEBER PRO DIVA 9 IS COMING TO THE UK**

THURSDAY MAY 16TH  
TRAEBER UK HQ  
BLACKPOOL  
0161 4240940 / WWW.THEALFRESCOCHIEF.CO.UK

FRIDAY MAY 17TH  
HAYES GARDEN WORLD  
AMBLESIDE  
WWW.HAYESGARDENWORLD.CO.UK/EVENTS

SUNDAY MAY 19TH  
RIVERSIDE GARDEN CENTRE  
HERTFORD  
01992 514778 / WWW.RIVERSIDEGARDENCENTRE.CO.UK

MONDAY MAY 20TH  
ALTON GARDEN CENTRE  
ESSEX  
01268 726421 / WWW.ALTON-GARDENCENTRE.CO.UK

ONLY FOUR UK DATES ARE AVAILABLE  
TICKETS ARE £50 PER PERSON  
PLEASE BOOK WITH YOUR PREFERRED CENTRE



**Meat Management Industry Awards 2019**

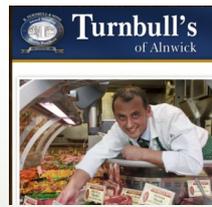
For product manufactured in the British Isles, entry is free there are 9 categories.  
Deadline for final product nominations - **Monday 4<sup>th</sup> March** (product delivery **Tuesday 12<sup>th</sup> March 2019**)  
Entry link: <https://meatmanagement.com/product-entry/>

**New Format - Q Guild Open Networking Meetings**  
20th February - Follows the Exec Mtg in York, 6pm

Presenters Include:

- \* **Mark Turnbull** - results from his highly engaging Facebook Marketing Activity
- \* **Bitenetwork** - Phil Keenan discusses the merits of using a Social Media agency
- \* **Scobie & Junor** - demonstrate their Endikio Ticket machine
- \* **activDS** - demonstrate how to get creative screen content [www.activds.com](http://www.activds.com)

Book your place to hear this informative line up via Email: [info@qguild.co.uk](mailto:info@qguild.co.uk) or text 'I'll be there' to 07918 762254



**BBQ PRODUCTS COMPETITION**



**26 March 2019**

Early bird discount - £10.00 per entry to be submitted by noon on 28 Feb.  
All entries to be registered by noon 22 March  
**Entry Form & Details** [bit.ly/2Bpulbi](http://bit.ly/2Bpulbi)



**11th - 17th March**

This is a great opportunity for you to engage with your customers by hosting an event, developing a new product or simply reminding your customers about the great quality meat available at your shop.

Save the date

Link to all MTJ campaigns - <https://bit.ly/2RwSJ9D>



**Local Business Support** Don't forget your **free** listing service for consumers to easily find your businesses. <https://bitenetwork.co.uk/> and for Q Guild Members in the NW you can upgrade and use a **20% introductory discount** offer on a premium listing service. Offer open until 14th February 2019. **Quote QG18**

**Perfect Timing: The Very Best Time to Send Email Newsletters**

Megan Marrs

Last updated: December 18, 2017



Marketing Ideas

Timing is everything - right? Well, it may not be *everything*, but it certainly matters, especially when it comes to getting subscribers to notice and open your emails.

Great review on which days and times are best to send out Emails - <https://bit.ly/2s4cBJK>

Any queries or additions for next month, please let us know. In the meantime, we look forward to seeing some of you at forthcoming events. Best wishes,

**Claire** ~ 07918 762254 &  
**Sue** ~ 07857 698322

**Happy Valentines Day!**



**Consumer Trend Insights from Kantar & AHDB**

- ⇒ **AHDB Consumer Insights Reports** Includes - *How to Find more Shoppers* [bit.ly/2WNLnT8](http://bit.ly/2WNLnT8)
- ⇒ **AHDB Horizons Report** on Brexit and Prospects for Agri & Food Trade which includes Reports for Pork, Beef & Lamb - [bit.ly/2E0F7Qx](http://bit.ly/2E0F7Qx)
- ⇒ **Kantar Consumer Shopping Insights** - [kantarworldpanel.com/global/insights](http://kantarworldpanel.com/global/insights) - has useful reports of recent trade activity (don't forget to switch the location to UK)

The latest report is the affects New Year Resolutions have had on sales <https://bit.ly/2HZm1hQ>



UK: New Year's resolutions raise healthy grocery sales

05/02/2019

Share [Facebook] [LinkedIn] [Twitter]



KANTAR WORLD PANEL #GROCERYMARKESHARE