

Hot OFF THE Block



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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:** *Fraser's 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 and the press release is featured here - 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
- ♦ 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/
- ♦ **Beef & Lamb** - www.qsmbefandlamb.co.uk/image-library
- ♦ **Health** - www.ahdb.org.uk/redmeatandhealth



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/

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 4th March**
(product delivery **Tuesday 12th March 2019**)

Entry link: <https://meatmanagement.com/product-entry/>



New Format - Q Guild Open Networking Meetings

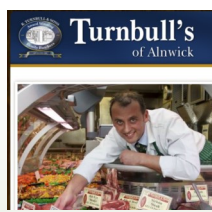
20th February - Follows the Exec Mtg in York, 6pm

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

Book your place to hear this informative line up via

Email: 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



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

⇒ **AHDB Horizons Report** on Brexit and Prospects for Agri & Food Trade which includes Reports for Pork, Beef & Lamb - bit.ly/2E0F7Qx

⇒ **Kantar Consumer Shopping Insights** - 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

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KANTAR WORLD PANEL

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