

# Hot OFF THE Block



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News and Information  
from the Q Guild



March 2019

## DIARY DATES 2019 ALL MEMBERS WELCOME

### April

**3rd** - NEast BBQ Workshop/  
Cook Off

**8th** - Visit to Rhug Estate, North  
Wales (overnight stay)

**9th** - Visit to The Hollies Farm  
Shop, Taporley

**15th** - Midlands BBQ Cook Off,  
White Lion, Brinsley

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

### May

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

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

### July

**Date tbc** - North East/West, 3  
Shop Tour for Young Managers

### June

**26th** - Exec Mtg &  
Members Networking Mtg,  
Glasgow

### September

**Sept 10/24th** - Exec Mtg &  
Members Networking Mtg,  
Butchers Hall, London

**Date tbc** - Trip to AVO  
Factory in Germany plus shop  
tour, courtesy of IFI

## General Update:

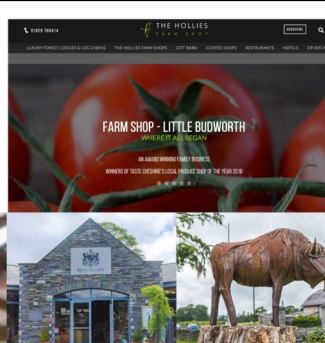
- ◆ The Spring issue of the Guildsman is due out in early April - containing members 'good news' round up, a Smithfield Awards recipe, Charcuterie feature, a new Meat & 2 Veg idea plus Health & Hygiene according to Aubrey!
- ◆ A full round up of the first **Networking Evening** in York is available on the BOS - four presentations were given all containing really useful business tips. See over page. The next **Networking Evening** is on 26th June in Glasgow. The line up includes David Lishman talking about his successful Charcuterie production and how it's not always plain sailing. Other speakers tbc.
- ◆ **National events & visits.** Cranswick Country Foods was visited last week by 18 members, early reports are it was a really interesting day with lots to see. April sees a two day visit. A great opportunity to see these successful and interesting businesses who are opening their doors to the Guild. Along with an overnight stay so that members can network and socialise.
- ◆ Debate at the recent **Management Meetings** saw a few changes to activities. These included adding a BBQ category into the next Smithfield product evaluation and not to hold a National BBQ event or Conference this year. The **Smithfield Awards** judging will now be held in January/February 2020 with the Awards in late March at the newly refurbished Butchers Hall in London.

- ◆ NB: A flipbook of all the Smithfield Award winners recipes is currently in production and will soon be available online

## THE LATEST GUILDSMAN

### Two venue visit open to all Members

The Rhug Estate, Corwen  
8th April, pm  
&  
Hollies Farm Shop, Taporley  
9th April, am



## Industry News

If you currently employ or have employed a Butchery Apprentice, or are interested in the development of the Butchery Apprenticeship Standard please **'Have your Say'**. Take part in the Industry's consultation to ensure the Apprenticeship is still fit for purpose. All views and comments count. For butchery Apprentices there is the option to win £50 in Amazon vouchers.

**SurveyMonkey** Questionnaire links

- ◆ **Butchery Apprentice** - [www.surveymonkey.co.uk/r/XKTJYZZ](http://www.surveymonkey.co.uk/r/XKTJYZZ)
- ◆ **Employer of a Butchery Apprentice** - [www.surveymonkey.co.uk/r/R6JSNXXB](http://www.surveymonkey.co.uk/r/R6JSNXXB)





## MAKE YOUR OWN CHARCUTERIE?

Why not Enter the British Charcuterie Live Awards & be included in their new Directory?

Last day to enter **20 May** enter at [www.britishcharcuterie.live/awards-2019](http://www.britishcharcuterie.live/awards-2019)

### Events:

- 23 April** - Charcuterie Meet & Greet Tasting event Borough Market, London
- 27 July** - Best Game Products **Final Judging** at Game Fair
- 1 August** - Best in Show Final Judging & presentations at Countryfile Live, Blenheim

**BRITISH CHARCUTERIE**.live

**Talking Game** - a stunning new recipe book featuring all types of game meat recipes from head chefs of some of our most prestigious hotels.

Produced annually, it is not sold through major retailers. Just under A4 in size it contains over 120 pages, with 48 recipes, a range of articles and features plus some wonderful photography. The next issue is available in August. Currently sold via the UK's leading shoots, copies available at [www.talkinggame.co.uk](http://www.talkinggame.co.uk)



**Q Guild members are being offered copies of the next issue at reduced rates to sell on in their shops for a profit.** Any interested members who wish to take up the offer will be included in the suppliers directory with a website link back to your site via the Talking Game website.

Interested members please email **Claire** ([manager@qguild.co.uk](mailto:manager@qguild.co.uk))

A free copy of the current book will be sent plus order details of the new edition, in time for Game Season on the Glorious 12th

## Great turn out for the Q Guild Open Networking Meeting on 20th February in York

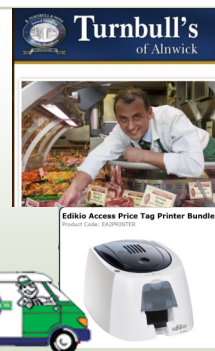
Presenters Included:

- \* **Mark Turnbull** - shared the results from his highly engaging Facebook live streaming marketing activity
- \* **Bitenetwork** - Phil discussed the merits of using Social Media and employing an agency
- \* **Scobie & Junor** - demonstrated the new Endikio Cabinet Ticket machine
- \* **activDS** - demonstrated how to get creative using an instore TV screen

Full report and further details are in the round up which can be found on the BOS -

[bos.qguild.co.uk/pdf/OPEN\\_MEETING\\_MINUTES\\_200219.pdf](http://bos.qguild.co.uk/pdf/OPEN_MEETING_MINUTES_200219.pdf)

(Next date for your diaries 26th June, Glasgow)



## CAMPAIGN DATES COMING UP

- ~ 1-7th April Great British Beef Week & 23rd April St Georges Day ~ Great opportunities to promote British Beef
- ~ Easter Weekend 19th to 22nd April ~ Why not promote it as 'Bacon Sandwich Weekend'



## Consumer Trend Insights from Kantar & AHDB - Three reports that may be of interest:

1. The latest on consumers Attitudes to Cooking - people want to cook more but confidence is a big barrier to exploring new recipes
2. An increase in Snacking and Family Meals mean both meals need to be catered for
3. The rise of plant based food and implications for meat and dairy consumption

### Attitudes to cooking

Wednesday, 15 August 2018

Interest in cooking from scratch is high and many people say they would like to increase the number of meals they cook at home and learn new recipes. However, confidence is a key barrier to scratch cooking and our meal repertoire is often made up of meals we feel confident cooking.



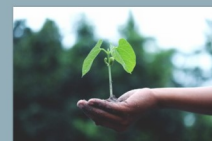
1. [www.ahdb.org.uk/news/attitudes-to-cooking](http://www.ahdb.org.uk/news/attitudes-to-cooking)



### Consumer Focus: The rise of plant-based food products and implications for meat and dairy

Report on the topic of the growth of vegans, flexitarians and plant-based food.

Download



KANTAR WORLD PANEL

2. [www.kantarworldpanel.com/en/PR/Fragmenting-Lives-](http://www.kantarworldpanel.com/en/PR/Fragmenting-Lives-)

3. [www.bit.ly/2EeOrk3](http://www.bit.ly/2EeOrk3)

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