

Hot OFF THE Block



News and Information
from the Q Guild

September 2018

SCOTTISH
FOOD & DRINK
fortnight

#LOVE
#LAMB

DIARY DATES

September

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

17th - Welsh Meeting,
Holiday Inn Cardiff, 3pm

24th - Southern Region
Visit to Walters Turkeys

25th - North East Region
Shop Visits, Dalziel Factory
Tour & Xmas Workshop

26th - Exec Meeting, York

October

8th - Midlands Meeting &
Visit to Packington Free
Range

16th - Smithfield Products
Delivery to Glasgow

22nd - South West
Meeting / Visit to
Jon Thorners, Shepton Mallet

23rd - North East - Shop
Visits

School holidays over, rain is back and nights are drawing in ☹

This month there are 'Meaty promotions' galore:

Love [Lamb](#) Week ~ [Scottish](#) Food & Drink Fortnight ~
British Food [Fortnight](#)

Coming up: UK Sausage [Week](#), British Game [Week](#) and Christmas!

Product of the Month



Enjoy great taste

September
- Oriental Pork Loin from
Verstegen

October
- Chicken Korma from Lucas

November
- Blackenburg Cake from
Scobie & Junior

General Update

- ♦ The Guilds own prestigious Smithfield Awards are now open for entries. which can be submitted online, via a pdf form or posted to Perth . To download forms or enter go to www.qguildentries.co.uk



Congratulations to the following Members

- ♦ **British Charcuterie award winners**
Lishmans, Elite Meat and Dales.
- ♦ **Great Taste Awards** went to:
Andertons Butchers, James of Shepperton & Owtons
- ♦ **Cooking with Meat Masterclass**, Autumn issue due to be printed end of Sept, further details plus how to order further copies on attached flier.
- ♦ **Some Great Regional meetings** and visits coming up, don't forget you can attend outside of your region, especially if the distance suits you better or if it is of more interest.



For details & offers from Key Partners click on the logos



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



Does Google recognise your business?

Claim your space and add your address, opening hours, phone number, link to own website and any photos of the shop.

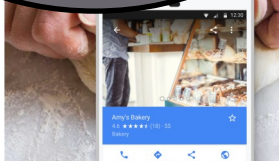
Google My Business
Home How it Works Resources & FAQ

Attract new customers with your free Google listing.

Your listing appears right when people are searching for your business or businesses like yours on Google Search or Maps. Google My Business makes it easy to create and update your listing—so you can stand out, and bring customers in.

START NOW

This is Free advertising - so make use of it.



The more information given the higher up the search listing you will appear. Adding your business info is really easy with a small number of hours work, which could really help you to dominate your presence on Google.

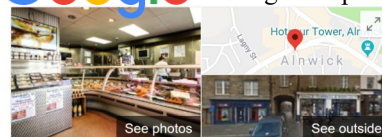
Gather Reviews

This can be easy - perhaps when promoting a new product ask customers to submit a review on Google with a picture of them enjoying or eating the product. Then, when someone searches for a butcher in your area and they find one with loads of reviews plus a five star rating and lots of pictures, you become the obvious place to try.

Don't miss out - every little helps.

This top tip was from the recent Conference Speaker Nigel Botterill.
Full transcript here ...<https://bit.ly/2C87GfM>

Google Listing example



Turnbull's of Alnwick

Website Directions Save
4.8 ★★★★★ 12 Google reviews
Butchers

Address: 33-35, Market St, Alnwick NE66 1SS
Hours: Open - Closes 5PM
Phone: 01665 602186

Suggest an edit

Q Guild - Facebook Forum Page

A great way of sharing, asking for help or ideas.



For those that don't use or like to use Facebook, this page is a closed group, so you don't get adverts and only the people in the group can see or comment on messages. All you need to do is set up a FB page so that you can connect with the group (it doesn't have to be active). Send me the link and I will invite you to join the group.

Some of the latest topics and questions have been;

- ~ Latest buying and selling prices ~ Carrier Bag charging ~ Promotions ~
- ~ Make your own Gravy ~ Payment Terminals ~ Christmas Brochures ~

Keep in touch and join the group

Since using Nigel Botterill's advice—**Turnbull's** have enjoyed an increase of 400 new email addresses through a FBook Customer Engagement programme and highlighting their Google page. Details to follow next month.



AHLDB Pork are launching another burst of activity in September to demonstrate the versatility of pork following their midweek meals campaign earlier this year,

Fresh pork medallions will hero in this promotion along with loin steaks all to be featured in their delicious new recipe leaflet, in TV and online ads, starting 17th September, 2018.

To help capitalise on the activity AHLDB Pork has developed a new FREE point-of-sale kit consisting of recipe booklets, posters and window vinyl. Q Butchers in England will be sent one automatically w/c 3rd Sept.

Don't forget to Enter...



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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