



### Midlands Meeting Minutes

22<sup>nd</sup> January 2018 held at  
Chase Farm Shop & Café, Sutton Coldfield.

**Attendees:** Nick McAndrew, Richard Taylor+1, Stephen Hewitt, Steve Robinson+1, Cyril Wright, Robert Jones, Claire Holland, Tony Yorath, Allan Bennett,

**Apologies:** Frank Parker, Sheila Lane, Glen from Grasmere, Scott Barlow, Julie Henshaw, Simon Kelly,

Minutes from last meeting agreed

### Election of Officers:

- RJ proposed SR as Vice Chairman
- RT proposed RJ to continue as Chairman which he agreed

### Scobie & Junor Update

#### Christmas 2017

- Good growth on sales , more than 20% up from previous year
- Opened Christmas shop on 1<sup>st</sup> October, dedicated spot on the web site and Christmas stock in place early to support this
- Buy now , pay January from 1<sup>st</sup> October was popular, good uptake from butchers all over the country
- Biggest growth products - vacuum pouches, gold/silver boards, foil dishes, aluminium trays, gluten free rusk, turkey gravy, goose fat, cranberry sauce, gluten free sage and onion stuffing, hog casings
- Good machinery sales on Black Friday period.

Smithfield Awards - Sponsoring gluten free category and attending on 7<sup>th</sup> February

Product of the Month - March - Cherry Cola Pork Belly

### Dalebrook / Counter display

- Come to our FREE event on Thursday 8<sup>th</sup> February in central London (day after the Smithfield Awards)
- Seeing is Believing , 10:00 - 15:00 with buffet lunch and refreshments
- Learn how to make a 2 foot wide counter space make you money with a full demonstration of all of the new Dalebrook counter ideas.

### Foodmaker, Corby, Visit

Happy to host any 2018 Q Guild meeting at Foodmaker, Corby , the ingredients blending division of Scobie & Junor

### Members Christmas Update -around the table:

#### C N Wrights

- 53<sup>rd</sup> Xmas - best organised, busy Friday, opened Sun morning 8-11am
- Trade excellent up on each week.
- Turkeys slightly up, butterflies up a bit, ribs of beef.
- Over counter ordering, Hampers up on last year.
- 28-30 already paying into Xmas club for next year
- New Year - quiet and didn't open Sunday.

*a Masterclass in Meat...*

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#### Allan Bennett

- 20% up on last year.
- Sausage sales were mental! 2.2tonne of sausages sold in a week
- 700 orders
- Xmas Club - from Sept, cards printed with opening times, each card has a number, collect
- Turkey whole bird up, Turkey breast - sells all year round, Geese - no good only sold 5
- Pies pre made, and can order what size and finishing you want

#### Robinsons

- Sales up on last year, not as prepared but still busy
- Turkey crowns up, whole bird down, FR Bronze up, Cockerels up, Beef & Pork good
- NYr quiet.
- 2 styles of hampers
- Order form in shop...

#### Walter Smith - Birmingham

- Xmas sales OK
- Whole turkeys down in no.s breasts up, offer to buy early and freeze.
- PPie's up
- sold full size 6 Beef Fillet wellingtons
- whole hams up
- NY quiet.

#### Chase Farm

- 8% up on last year. Sold 230 Goodman Turkeys, 30 geese, 30 cockerels + Packington Pork
- 2 night shifts of making pies
- boneless butterfly turkey sold in a box with cooking instructions
- opened Sun
- NY was quiet

#### Owen Taylor

- Xmas good and NY v quiet
- Shop trade fantastic, whole birds slightly down/capon down, ham good, beef good,
- Took orders for everything, some online, 3 sized hampers did very well.
- Pigs in Blankets did really well...

**Pop up thermometers warning** - keep dry as springs can go rusty if stored outside or in damp conditions, then they won't work i.e. spring will not pop up when meat is cooked.

#### Robinsons

- 10% up, meat buying worked out about OK
- Whole Turkeys, bought a few more than last year,
- Provided info on order form, re crowns being boneless.
- Orders on a sheet, Whole, Half, Quarter crown,
- Pigs in blankets 12 for £6.95

#### Cooked side:

- Pork Pies went really well
- 1.2kg lasagne £24 - £3.50 per portion in small foil portions (generally sell 3 a week)
- Making gravy from bones, 25 1ltr pots at £5@

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- 45ltrs of home-made turkey gravy, £5
- Yorkshire Puddings 250-300 sold at 60p per YPud

**Walter Smith** - Bridgemere, Huntingdon, a record xmas

Really busy, Xmas week, only made 2 types of sausages, Trad and Cumberland, to cut down on time and choiuce  
- no one complained!

**CH Covered an update from the recent management meeting**

**Smithfield Lunch** - tickets still available

#### **POTM**

Feb - Lucas Moroccan Sausage Mix

- March - Scobie, Cherry Cola Pork Belly
- April - Dalziel Spatchcock Lemon Chicken
- May - Smithfield Award Winner
- June/July - possibly new Key partners or BBQ Winner

#### **Consumer Magazine**

- due out in March/April to cover BBQ & Summer Eating
- recipes, cooking tips, relevant consumer advertising
- 100 copies per member

#### **BBQ/ Conference - 13th May**

Aubrey Hotel, Redbourne, Hertfordshire

This year it is a one day event with options to stay over the night before or the night of the event.

Speaker suggestions included:

- Dick Van Leeuwen talking about AHDB Meat Education Programme
- AHDB insights with Kantar Worldpanel.
- Update on Apprenticeships
- Barbecue products to be entered by 1.00pm prior to the Conference lunch, viewing would be possible after lunch and cooking and judging to be undertaken during the key partners presentations during the afternoon session.
- Awards presentation to follow in the evening.

#### **Key Partners Confirmed this year**

- Lucas, Dalziel, Scobie & Verstegen
- Discussions with IFI & W R Wrights

#### **Corporate Members**

- addition of Paragon - cleaning products and HACCP services
- Dalesman resigned as a Key Partner and Corporate Member

#### **Media Update:**

- 107 articles and consumer proportion improving.
- between March and December - 67 consumer / 40 trade
  - BBQ awards, National Sausage week & Burger Day have been the greatest focus.
- Currently working on Smithfield Awards PR and will then move on to National Butchers Week, British Pie Awards, Easter, Meatopia and Butchers BBQ tips.

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#### BOS updating

- CH concentrating on new images, recipes, news stories, and recategorizing the folders to make it easier to find items

#### Current Members 219

- 4 resignations
- A couple of Enquiries this year and past interested butchers to be invited/contacted again.

#### Shoppers Anonymous Audits due to start this year

- 40 shops chosen each year, so all done at least once every three years, but EHO ratings still checked yearly, if you are audited the shop will receive a comprehensive report.

#### Guildsman - due out in March

CH asked what the members would like to see in the next issue

- Shop info
- Statistics

#### Midlands BBQ, Comptn

- Request to be held at Scott Barlows, 12<sup>th</sup> March,
- Need to book a Judge so members can have a meeting +Workshop between 11-3pm
- Include Summer Eating Presentation
- CH to come up with a few presenter suggestions

#### BBQ Comptn

- members requested a decision on which type of steak could be entered
- Suggested a 10oz Sirloin

#### Visits:

- Sept - Dalziel Factory Tour
- 8th Feb - Dalebrook Showroom via Scobie
- On offer Scobie NPD Kitchen in Corby

#### Suggested Midlands Trip

- The Gog Magog Farm Shop & Deli - Cambs - outdoor Shack Café [www.thegog.com](http://www.thegog.com)
- One of the Simpsons Shops
- Request if there are to be any 1-2 day trips organised, further afield i.e. Holland, Ireland or Scotland - CH says there has been talk and further information will be sent out once anything is firmed up.

RJ Thanked Nick for refreshments

Close of mtg - 5.30pm

**Next Meeting** - 12<sup>th</sup> March to include BBQ Comptn

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