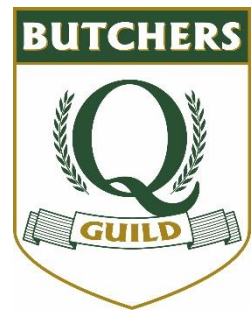


## Q Guild Zoom Meeting 19<sup>th</sup> Jan 2021



### Present:

Nicholsons, Frank Parker, Albion Farm Shop, Ainsty, Blagdon Farm Shop, Turnbills, Lishmans, Robinsons Butchers & Deli, Mettricks, Higginsons of Grange, Addys, Cranstons, Blackwells, Blacker Hall Farm Shop

### Lite bites of Christmas trade news

#### Sales Summary

- All trade excelled on last year with most orders taken online and paid for upfront
- Staff all pulled together and collection systems worked well

#### Collections

- More collections outside i.e. back or side of shops – meant less queuing for most especially if offered time slots
- Some had separate collection points i.e. one for Pies, Hampers, Birds
- Those with closed cafe's used these as collection points – decision for next year on whether to close and do the same.
- Different coloured on pack labels for different collection days worked well
- Drive-Thru's worked well for collection points and to avoid congestion in parking
- Time slots worked well for most – some reminded customers by text the day before re their time
- Interesting to see how many customers could be processed via time slots, possibly could increase the number per time slot next year by encouraging more to collect via this method.
- Tough to get orders ready for collection especially at the C&C or collection points, so some were saying they need to improve on the packing process

#### Products

- Side dishes – went really well and for some Gravy and Beef dripping were easy quick wins
- Accompanying products – sold really well – especially if they were listed online – easy to add to shopping lists
  - Potato Dauphinoise, Leek gratin, Sprouts with bacon, Cauliflower cheese, Goose fat roasties, honey and mustard parsnips
- Beef Wellingtons went really well this year, various sizes, everyone seemed to sell out.
- Trimmings pack went well i.e. Pigs in Blankets, bacon, sausages, stuffing etc. Pack sizes were all the same, so made it easy to produce and pick.
- Some had spare Butterflies or joints for those lastminute shoppers
- Gammon was a great seller this year

#### Online

- Most reported that over half if not 75% of their sales came from online
- Some put just their Christmas items online, others added side dishes or accompaniments, for next year some are saying they will put the whole shop online, as it worked so well.
- Per Basket sale was up on last year as well, with customers happy to add more of the smaller items when clicking from home!
- Some systems are using Shopify, say it works well

- Others use Dimension linked to Avery scales and also works well for them

### Unit Pricing & Payments

- Unit pricing on most products – worked really well – note of caution and to avoid margin hits, worth adding 10% to allow for any price or weight variants
- Margins on itemised pricing were tight on some pre-ordered birds and joints – worth looking at price/weight range for next year
- Upfront payments – most customers seem happy to pay for the whole order upfront
- Some took a deposit only for the birds and so at collection they could make up the balance

### Hampers

- Hampers sold really well for most – people trading up and treating themselves
- Separate collection points worked well
- Variety of sizes worked well
- Some did luxury hampers which normally only sell a couple, this year sold far more
- Corporate and Staff Hampers – for local businesses
  - some businesses are allowed gifts tax free up to the value of £50 so some priced their hampers accordingly and leaflet dropped local businesses
- Best, better and even better – go for a really high cost on the premium hamper i.e. £500-£1000 – you may not sell many but the PR will be priceless!

### Brochure

- Brochures had to work really hard this year, as not so many people were browsing instore
- Charcuterie a great upsell and worth adding to your order lists/brochures
- [Online link to view Members Brochures – if you haven't sent yours in yet please click this link and attach to the email](#)

### Bundles

- A bundle is a small group of fixed items which can be used to promote an occasion or time of year i.e Starter, main course, dessert & wine or Burns Night Bundle – soup, haggis and tatties, dessert, cheese, roadcakes
- Offer 3 price points, to get more people to buy into the middle price point, variants may be cost of the wine or the type of steak/main course
  - i.e. Valentines offer, Rib Eye, Fillet or Tomahawk, along with either basic bottle of Red, premium red, or Prosecco/Champagne.

### New Year Voucher

- Some offer a £10 money off voucher for January purchases, which is given to all customers who placed a Christmas order, includes an offer as well i.e. free drink, buy 2lb mince get one free, £1 off a pie. Some customers only spend up to the £10, but in general most people will buy more, on avg customers will spend £30 per basket.
- This helps with January sales and getting people thro the door

### **Scam Alert**

- Refunding on credit or debit cards -
- Always check the same card is presented and check the amount that is being input, as stolen cards are being used to remove the money and the refund is being placed back onto another card, usually the scammers own card.

### **Food Standards Agency Message**

- Message from FSA to say they were impressed with how Butchers have adapted to the current covid situation overall, which they feel this has taken the pressure off them so that they can focus on other more pressing areas.
- 

### **Next Zoom Meetings**

**2<sup>nd</sup> Feb, 4pm** – Members Zoom Call hosted by Jonathan Wallwork

**9<sup>th</sup> Feb, 4pm** – Artisan Food Club introduction presentation

**16<sup>th</sup> Feb, 3.30pm** – Members Zoom call hosted by Kat & Emma

**9<sup>th</sup> March, 4pm** – AHDB Trade & Consumer Insights Presentation