

Minutes from North West Meeting

Tuesday 4th September 2018 held at Hartwood Hall, Chorley

Attending

Philip Cranston, Greg and Alison Hull, John Mettrick, David Lishman, Mark Porter, Jonathan Wallwork, Martin Jones, Sue Woodall

Apologies

Howard Callaghan, Neil and Jan Corry, Mark Duckworth, Judith Johnson, Philip Regan, Karl Pendlebury

Presentation – Dalziel

Mike Winrow and Matt Inskip of Dalziel gave an informed demonstration on a range of finger food and buffet items suitable for parties and Christmas. These included Bombay Sausage rolls and garland, Italian sausage rolls, oriental Belly Pork Bites, mini Kiev bombs, Lamb Koftas, Tear and share oven bread Bakes, southern fried chicken and Honey mustard Parsnips



They also talked about making ready meals of Chilli and spaghetti Bolognese for New year customers. Recipes were circulated to all members present.



a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk

Xmas products and marketing

A discussion was had regarding what Christmas products the butchers where promoting this year and what worked well last year.

Jonathon W - 3 bird mini roast. Made with 5oz Pheasant Breast, 7oz Chicken Breast and Duck Breast plus stuffing, this was a Smithfield Award winner with 100 marks last year.

Battened out the all the breasts, wrap the pheasant breast round the stuffing then the chicken breast and then the duck breast, rolled together finished off with a wrapping of duck skin. Looked absolutely fabulous. Sells for £17, approx 700g in weight. Makes before Christmas and freezes.

Also produces brochures, offers a hamper prize draw plus a loyalty scheme.

Greg H

Greg showed his large pork pie which he sold vacuumed packed giving a life of 5 days with no detrimental effect on eating quality, £5.25 at Christmas He also talked about his Christmas hampers, which contained a pudding, goose fat, pork, ham, turkey, pie, sausages and bacon. £99 hampers being offered in October, take away and freeze.

Mark from Higginson's.

Mark demonstrated his individual Beef Wellingtons - Made with sirloin strips, mushroom sauce and pate. 25mins in the oven. These sell really well for £4.25 now and £4.99 at Christmas (See photo)



He also showed his English cured gammons that are bought in netted priced at £10 and £20

£45 & £75 hampers being offered which attract new customers. Hampers include gravy, pudding and cranberry sauce.

They have started using Cool bags with their shop logo on, they bought from B Smith 500 minimum @£2.05 sell in the shop for

£4.99. The orders for turkeys and Christmas hampers will be sent out in the cool bags. Also this year the cool bags were packed with picnic ideas for the local races and these sold really well on race day and customers carrying the bags around at the races was a brilliant advertisement for the shops.

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John M

Mettrick's produce an extensive brochure, hampers are family, deluxe and super.

They do early Post card drops around sausage week with an incentive on the post cards.

They offer a butchery course £125 for Christmas present. -3 hours of tuition in butchering Chicken, Lamb, Beef and Pork -A variety of meat that you have butchered to take home -Mettrick's apron, bag & high quality professional butchers knife that you've used throughout the course.

Loyalty card scheme works really well.

David L

On the run up to Christmas they have 3 time slots per day 7-11 am 11-2pm & 2-6pm for the collection of orders which helps reduce queuing time.

David brought some of his homemade ham hock rillettes and farmhouse pates for the members to try. They sell these vac-packed within the shop so customers can pick them up easily and add to their shopping.

Philip C

Postcard drop resulting in 20% redemption, Well-designed brochures.

Use facebook social media to advertise most of their offers. Last year they had a £100 voucher to give away and received 193K like and shares.

2 open evenings on the run up to Christmas with suppliers attending offering tasters etc. They sell tickets for the open evening for £6 with some of the profits going to the local hospice.

Promotional Christmas posters around the shop.

Social Media Discussion

- All members found that social media is playing an important part in marketing their businesses
- Sue asked if the members would like a social media workshop organising to help with a few more tips.

To be followed up by SW/CH

Apprenticeships

- How much do you pay at the age of 16 years old?
How to you keep staff once they have completed an apprenticeship?
- Most of the members used Jane Dales or Crosby's.

Executive report was given

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Sue reported that Claire has sent out the new HOTB Newsletter and also the Consumer magazine is nearly ready - please let Claire know how many copies are needed. The Autumn content will include Cooking of poultry and game meat recipes.

Members were invited to enter their products for the Smithfield Awards judging 17th. 18th October. Closing date Entries is 30th September 2018.

Q Guild lapel badges and leaflets available

AOB Any ideas to Sue for meetings etc

DATE FOR YOUR DIARY

- **NW AGM** TUESDAY 22ND JANUARY 2019 Hartwood Hall Hotel, Chorley. 7PM

Meeting closed at 9.40pm

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