



Q Guild North East Meeting

Date: Tuesday 15th August

Time: 4pm

Venue: Lishmans of Ilkley

Attendees: North East Members (12 business's)

D & E Lishman - Lishman's, A. Waterhouse, Lishman's, K. Meadows, Nicholsons, G. Atkinson, Elite Meat, B. Ellison, Ellisons Butchers, A. Wear, Ellisons Butchers, M. Duckworth, Dales Butchers, A. Green, Wilsons, B. Addy, Addy's, .Kenworth, Addy's, M. Turnbull, Turnbolls, S Beaton, Ainsty Farm Shop, E. Garthwaite, Blackerhall Farm Shop, G. Taylor & B. Scott, Country Harvest

Corporate- S. Jones - Dalesman

Apologies for Absence: A Blackwell, Blackwells, J McMurchie & B Lawson, McMurchies, D Higginson, William Peat, G Payne, George Payne Butchers, M Richardson, AHDB, B Fields, Fields of Anlaby, D Nicholson, Nicholsons.

Minutes of last meeting

Have been circulated. There were no matters arising.

Exec Report

TAC (Technical Advisory Committee)

Members were encouraged to look over the quality manual if not already done so.

Correspondence

Members were reminded/ encouraged to use the Q Guild back office system to access the large portfolio of images available to all members.

Reminder to all members for Smithfield entries - all entries are to be completed online by 25th of September with products to be sent in October. Award ceremony will take place in February 2018.

Clare Holland officially takes on her new role in September but is starting to work with the Guild and members can expect to see emails/correspondence from her.

AOB

Trends - Muscle food was touched on but not many members had taken advantage of this.

Date of Next Meeting -

Tuesday 26th September - Golden Fleece, Thirsk.

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
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Nibbles and Party Food

Many of us sell items that are ideal for parties and entertaining – it is all about how you package, market and communicate with your customer.

How the product is packaged and marketed will make all the difference in sales.

Often party food is put on offer to increase extra sales for example: 3 packs for £10 or buy 2 packs get 1 free.

Give your customers a reason to want to buy your party food, highlight some key selling points – makes entertaining easier, reduced stress, less washing up, will impress your guests.

The big retailers put party food on the shelves at the end of November/early December and make the range freezable – that way the customer can spread Christmas costs and also may lighten your Christmas workload!

Pack your products that require cooking in an oven tray giving the customer less washing up – another great marketing point!

Examples of products you could offer:

- Mini Sausages (chipolata) in a honey and mustard dressing with a pack of cocktail sticks for the customer to pop into sausages after cooking with a cranberry chutney
- Pigs in Blankets with a dip packed with sticks as above.
- Mini Kebabs – Chicken and Chorizo, Tikka Chicken, Chinese Chicken, BBQ Chicken, Spicy Beef, Chicken and Halloumi etc. (Think of all you summer BBQ kebab range). Provide a dip for post oven.
- Puff Pastry Squares with different fillings (Parma ham, pesto and mozzarella, sun-dried tomato, stilton and pear etc.)
- Mini Meatballs – you could call them lollypops on sticks
- Mini Beef Wellingtons – filled with a Christmas style chutney.
- Mini Kiev's
- Mini Chicken Fillets – add something into the crumb (herb or spice) produce a dip.
- Quiches and Pies that can be sliced into small portions
- Pork Pies and Scotch Eggs that can be cut into 1/4's
- Slow Cooked Belly Pork with a Marmalade Glaze (cooked by the butcher and diced) ready for customer to just re heat.

Other Items to promote for entertaining –

- Whole Hams or Portions of a Ham - for the customer to place on a table to be carved. Why not add a flavour variety to add some interest?
- Sliced cold meats in a platter
- Coleslaw, Potato Salad, Pasta Salads.

Party Food is not just for Christmas.... You can offer this range all year round – Birthday Parties, Dinner Parties, Celebrations.....