

Q Guild North East Meeting: 29th July 2020, 3.30pm

Present: Addy's, Walmsleys, Frasers, Higginsons of Grange, Turnbells, Nicholsons, Lishmans, Blackwells



1. What's working for you and making money?

Lishmans

- Wholesales trade back to 80% of where we were and shop 40% up
- Back to normal delivery days as of next week
- Sales & customers still the same, customer spend slightly down, maybe due to hot counter now open
- Hired a new butcher

Nicholsons

- Prepack /multideck selling really well now – multideck slacked off over Covid (maybe due to more people cooking)
- Mince/chicken still selling well and no's up
- Wholesale back to 60% - not sure if really want the rest back?
 - More profit margin in serving customers over the shop counter
- Not as busy as normal, better than last year, but hoping it is not going to dwindle back to what it was.

Walmsleys

- Sales still good, re-introducing some existing lines, but haven't put out pies yet, maybe next month
- Still trading up, first week of Summer hols, trade was up 45-50% on last year even without pies. Hope Sept will bring back some normality

Turnbells

- Call & Collect still on, but collecting orders slacked off now, mainly coming instore
- Week on week still record sales
- Staycations – people on hols and buying which is great, just hope it doesn't spread more Covid-19!
- KR / oven ready products back on sale – 5 varieties of truffles!
- Back to proper marketing now – wherever businesses were in Feb it is felt now is the time to return to 'normal' day to day business
- Looking to do more 'fun things' in the shop – tomorrow we have a battle of the butchers between 2 butchers in the shop

Frasers

- Changed business model overnight due to Covid, went from serving over the counter, to hatches, screens, 2 people per shop so queues have been really long
- Offered phone orders, where we take mob no. send our bank details for payment, then order is ready for collection
- Now later into Covid, seeing a drop in queues, but C&C busier
- Deliver only for really vulnerable – scaling back unless really genuine, no charge

- Stopped sarnies since Covid – but may start again next week
- Sales per customer are still up – many using CCards – will there be a pay back?
- Now people are eating out – custom has dropped back a little

Addy's

- 40% up on retail – although trade slightly dipped
- Almost back to normal and opening Sundays from Aug
- Seen a slight dip since restaurants open

Higginsons

- Busy at start of Covid, shop quietened, home deliveries,
- Last few weeks busier due to tourists – 40% up on last yr
- Weekends v busy
- Reopened takeaway – 30% behind on last year
- Wholesale increasing – trading on our terms
- Pie sales increased – never ending job, the amount it takes to produce is getting too much – 12hr days
- RM, sausage, sales good – mainly Tourist sales
- Still closing 4pm – quietens down mid-afternoon onwards
- Value-added sells really well – mainly to tourists
- Lamb sales good & sausages sales fantastic, beef steady
- Sirloins on offer – buying striploins taking rib ends off, rolling rib eyes, then moving sirloins on
- Looking at the Bizerba Bacon Slicer offer and investing in other items

Blackwells

- New hot counter and salad bar just installed
- Pie and counter sales now almost back to normal
- Website working well – investing in the back end now working with an agency to get all the reports needed and make it easier to update, streamlining so it's purely a shop
- Queueing in the shop a bit of nightmare, so have opened a window/type drive thro to help alleviate

Blagdon

- Trading up – last week slow – maybe school hols
- Butchery sales good, KR meals & veg flying out
- C&C worked well with time slots
- Looking at Metcalfs Bacon slicer by Wrights

2. How will you manage customer collections this Christmas whilst social distancing?

Lishmans

- Usually get 30-40 in shop at one time – now it will be only 10
- Unit price everything, push extra's earlier i.e. non xmas items
- Trying to only sell what's on order form otherwise they will have to risk what is left in the shop, on the day

- Xmas orders to be collected from back of shop – all prepaid – leaves shop free so can still SDistance for last min shopping, to stop queues
- more collection times thro out the day plus 40-80 home dels, over 3 days of Xmas mainly to the vulnerable, will charge flat fee,
- All online orders and in shop orders will take prepayment
- Busiest day last year we were packing up 150 orders per time slot

Nicholsons

- Same as Covid will offer 3 systems.
 - Front of shop, queue or delivery
- Del is usually free plus collections at back door – all day from really early to late at night – in back lane
- Queues in the Street a problem as so narrow.
- Worried about Space – re amount of stock required – may have to hire a refrigerated unit, any ideas welcome

Walmsleys

- Hoping vacant neighbouring properties will not be open, to alleviate any queueing issues
- Will continue to offer the C&C out the back perhaps under a gazebo, with collection times later in the day, to try to reduce queueing
- Reduce some of the lines on offer, making it clear what is available
- Usually only take orders for big items but may have to include some of the smaller items too.
- May have to consider hiring a refrigeration unit as well

Turnbulls

- Unit price everything – so easier to work out order price and require upfront payment for all orders
- Only accept orders from items in the Brochure
- Having a bigger premises makes it easier
- Mark thinks people may buy/trade up this Xmas – due to celebrating the end of this year.

Frasers

- Will repeat for Xmas – ordering, prepay and collect –
- Not considering unit pricing, or reducing any lines
- Think it will be really busy.

Addy's

- Think this Xmas will be high spending and good celebrations
- C&C round the back, where there will be 2 people (rather than the usual 4) – adopt item priced and prepaid, means no till required
- Still looking for an Ecommerce sight which links to their website
- 2hr time slots thro'out the day – to manage the queues – most stick to their times
- Shop just for add-on customers
- Prep the night before for collection next day

Higginsons

- Only put away large orders, birds, etc the rest is available in the shop. All items are unit priced – seen poultry sales increase yoy
- May consider C&C and an online presence
- Looking at possibly closing the take-out and using it for a collection point

Blackwells

- Website will have a separate xmas site/area, turning main shop site off
- Extending opening hours, deliveries,
- Time slots worked well as it minimised the queues. C&C was over 50% of orders

Blagdon Farm Shop

- Close xmas orders earlier
- Half hour collection slots
- Remove all the fatty bits – with a narrow xmas range
- Xmas ordering system online, Charge a premium for products
- Don't offer deliveries
- Q: re pre-freezing sausage in blankets/stuffing etc, all agreed it would be a good idea, customers all OK with it
- Have own Turkeys from the farm, and recently ordered smaller poults/bronzes

Finished off with an update from Aaron at Cosmos Supplies showcasing their supplies and services.

See attached flier.

Closed at 4.50pm