



THE GUILDSMAN

News and views from the best butchers in Britain



BATTLE OF THE BANGERS

Sausage Week 2018 It's back with a banger!

29th October – 4th November

Once again, butchers, manufacturers, retailers and trade associations in the UK will be promoting the great British sausage. This will include hosting their own sausage events, special promotions, new product launches, competitions and tastings to celebrate all things sausage.

It is set to be another fantastic opportunity for the industry to get behind one of the nation's culinary delights. Meat Management magazine have again this year organised the Week-long campaign and have made available a range of sizzling sausage recipes

for businesses to use and distribute to their customers. With this magazine you will receive an official UK Sausage Week poster which is also available to download along with the official logo for adding to your sausage product labels and packaging.

UK Sausage Week organiser Emma Cash of YPL Exhibitions & Events said:

"We are delighted to be organising and hosting UK Sausage Week again this year. It was such a brilliant success last year. It starts on 29th October through to Sunday 4th November and kicks off on day one with a celebration lunch at Plaisterers Hall, London when the winners of this year's competition will be announced. There are 14 categories including 8 regional winners in England and categories for Scotland, Wales and Northern

Ireland too. In addition, the competition includes a supermarket category, and own label manufacturers category, as well as the coveted overall Supreme UK Sausage Champion, which last year was won by J C Rook & Sons."

Q Guild butchers are encouraged to make the most of the 2018 promotion and organise tastings, recipes, price promotions, window displays and special events to boost sales. And importantly don't forget to tell the local press what you are doing, along with as many pictures as possible.

More details can be found at the UK Sausage Week website:

www.uksausageweek.com


BRING ON THE **BANGERS!**

A central collage featuring several sausages arranged around a glowing jack-o'-lantern. In the background, there are colorful fireworks exploding in a dark sky.

CELEBRATE HALLOWEEN & BONFIRE NIGHT

WITH LUCAS SAUSAGES!



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www.lucas-ingredients.co.uk, or call us free on 0800 138 5837 

...British Sausage Week Continued



The other big Sausage event is the **Champion of Champions**, created for butchers who are overall winners of regional sausage competitions, held between 1 September 2017 and 1 September 2018.

"This premier sausage competition recognises and rewards the very best sausage makers. It pits regional winners against each other to determine the Champion of Champions."

Says Deputy Editor, Aidan Fortune

The competition is judged by an independent panel of industry experts, who will decide which sausage has the best taste, texture, filling size and appearance to be crowned the overall winner.

Organised by Meat Trades Journal, the judging takes place and the winner is revealed on 5th November 2018 prior to the Butcher Shop of the Year Event at etc.venues County Hall, Westminster.



Image courtesy of Dales Traditional Butchers

WINNING MEMBERS FROM LAST YEAR TELL US WHAT THEY'RE DOING FOR SAUSAGE WEEK THIS YEAR?

'What type of sausage activity or promotion you are doing this year?'

Dales Traditional Butchers

50p per kg of sausages sold during Sausage Week will be donated to a local charity. **Special Offer: buy 5lb for £20**

Elite Meat

Special Offer: Buy 2lb get 1 free

Martin Player

We usually **double the amount of flavours** that we would normally have on sale.

'How many different types of sausages you will have for sale during the Week?'

Dales Traditional Butchers

20+ varieties available – 10 of them award-winning with several gluten free options

Elite Meat

15-20 varieties including their national winner Pork, Peach & White Stilton

Martin Player

We will have ten flavours available at any one time during sausage week.

'Are you intending to defend your title and enter the Sausage Week competition again this year?'

Dales Traditional Butchers – Yes

Elite Meat – Yes, as well as trying for Champion of Champions with our Pork & Leek

Martin Player - Yes, we are going to try and defend our title this year and are using some of our best recipes for it.

'What's your favourite sausage flavour?'

Mark loves his Traditional Plain Pork

Gordon prefers his national winner Pork, Peach & White Stilton

Martin's current favourite is their Honey Roast Pork sausage. The recipe has been tweaked a few times - now we think it is perfect! Local Welsh honey and grated fresh parsnip work really well with pork, it's very popular in the winter and great for sausage and mash.



SAUSAGE JUDGING - NOT FOR THE FAINT HEARTED?

When judging over 100's of sausages there needs to be a consistent method so that all are judged fairly. The basis of judging is carried out under the original NASCO (National Approved Standards for Competition Organisers) rules, which were created in 1998 by a group of experienced butchers, to provide future evaluations with a consistent judging framework.

Every product submitted is examined raw and cooked, tasted and judged against not only it's visual and taste appeal but also against its labelling description.

Judging is often performed in pairs and within each pair there is always someone experienced. Whilst one completes the judging form the other examines and cuts the raw and cooked sausage, then they both taste the cooked sample. To ensure all judges are working to the same criteria, the chairman or chief judge will cover how many sausages are to be judged that

day by each category, explain the judging format, process and emphasise that if anyone doesn't like a flavour or comes across a flavour they are not sure about they are to pass it on to someone else rather than score it unfairly.

Judging is anonymous with all packaging removed. Each serving has an ID number rather than a producer's name therefore, products must be delivered with a descriptive label along with the main ingredients, plus any provenance information.

Scoring is out of 100 and points are deducted for not achieving against the set of 10 criteria. The scoring works a bit like a golf score, with a perfect sausage scoring zero. Points are then deducted (up to -10) in each of the 10 categories. The system isn't intended to pick faults, but rather to find the perfect sausage.

Because sausage flavours and varieties are so different, they're always being judged on how well they live up to their claims – if it's "spicy" is there some heat, if they've promised "apple and ale" can you taste both of those?

Uncooked sausages

Appearance: Is yours an appealing sausage – customers will buy with their eyes first, so make sure it does not look dry, faded or pale?

Consistent size: Do they look similar, or are there thick and thin, fat and skinny sizes all in one tray? While customers may not mind what size your sausages are, the judges need to see you can produce to a consistent size and shape, as it shows that you have good production control.

Filling: Is your sausage well-filled? Air pockets can be because the mix is dry and could cause skins to split or burst, plus a plump, firm sausage looks far more appealing.

Internal faults: This might include gristle or bone, remember any internal nasties means points are deducted.

Texture: The sausage is cut open lengthways to check for a consistent meat and ingredient mix.

Cooked Sausages

**All sausages are cooked the same way whether that's grilled, fried or oven baked, to ensure fairness for all products*

Appearance: Does the cooked colour and skin look appealing enough to want to eat it.

Shrinkage: All sausages shrink a little when cooked, but the shrinkage needs to be as minimal as possible. This shows how well the ingredients have been mixed and if there was shrinkage whether there was perhaps too much liquid or fat content.

Splitting: Splitting, can be caused by excessive filling or the filling being too wet which leads to release of moisture and steam which causes the skin to burst. Can also be caused if cooked quickly on a high heat, so slow is always best. Small splits are often not marked down, but a big split will lose some points.

Texture: Finally, you get to taste the sausage! How does it feel in your mouth? Judges look for firmness, a good bite, meaty or smooth texture and definitely no gristle?

Taste and smell: Does it deliver the flavours as described on the label, and live up to expectations. Does the meat flavour come through as well, for example when tasting a spicy sausage the judge still needs to be able to taste the meat flavour, it shouldn't be all spice. If a judge can eat another bite or comments they would buy this for their meal, you are on to a winner.

Judges are asked to provide constructive feedback on each entry, even if it's a high score it's good to know why.

Quote from Keith Fisher, Chief Exec, IoM and head judge for UK Sausage Week

"The sausage market is a fiercely competitive and important sector of the meat industry and the multiple retailers are striving to produce sausages that are as good if not better than the independent retailer. Therefore the golden rule is to ensure that the sausages you make contain the highest quality ingredients available, from the meat to the seasoning plus all other ingredients. Remember that in many instances the sausages you produce are your signature product and a reflection of your whole business."



IT'S BACK WITH A BANGER FOR 2018!

**Make the most of Sausage Week,
it will be...**



Get involved...

Are your events and publicity ready for the most important week of the year?

Are you running any instore offers you want to promote?

Do you have a sausage dish recipe which you would like to share? Organising any sausage demonstrations?

Keep us informed! Make the most of this opportunity, miss it and miss out.

#uksausageweek #sausagetastic

FURTHER INFO...

Contact **Emma Cash** by emailing emma.c@yandellmedia.com

A special thanks to our award partners...



UK Sausage Week partnership packages are still available, contact

Michelle Ingerfield to find out more. Call **01908 613323**, or email michelle.i@yandellmedia.com

www.uksausageweek.com

*Terms and conditions apply. To view the full competition conditions visit www.uksausageweek.com

THE BEST BANGER IN THE EAST

MEMBER FEATURE – ARCHER'S BUTCHERS

Archers is a busy shop with a real community feel based on Plumstead Road in Norwich. Owned by Jamie Archer, grandson of John Archer who started the business on Norwich Market in 1929.

The shop covers all bases from a takeaway outlet with hot pork baguettes to the main shop offering a wide meat selection, ready meals and deli offerings including fresh seasonal asparagus and locally produced honey, oils and chutneys plus free range eggs.

Archer's employs 22 staff including his father Jim and sister Tracey as well as training up apprentices to ensure that traditional

butchery skills are passed on, and not forgetting his biggest supporter, Lucy, his wife who also looks after all the book work.

Having the right facilities and technology is critical to Archer's success and sustainability. "We've invested more than £60,000 in our on-site kitchen where we create our range of ready-meals,"

ARCHERS HAVE WON A NUMBER OF AWARDS THIS YEAR

3 Smithfield Golds for their Porchetta, Pork Hock, Black Pudding & Cider Pie and their Dry Cured Whiskey Smoked Streaky Bacon. This in June they won for the 7th time Norfolk's Battle of the Bangers title, but their proudest moment was for Britain's Best Butcher Shop 2018 award at the Meat Management Industry Awards in May.

The awards recognise and reward standout people, products, organisations and companies in the UK meat industry; celebrating the best the sector has to offer: from sausages to machinery suppliers.



"Judges have a long check-list when assessing butchers shortlisted for the Britain's Best Butcher Shop title, They look at every element of the business including our external signage and branding, the skill level of our staff, the variety of products we offer, our customer service and, of course, the quality of our meat. It's a very thorough process so we're extremely proud to have won the award."

"Whilst we've diversified over the years and built a brand that I'm really proud of, the core of the business hasn't changed; it's built on relationships with farmers," continues Jamie. "These days we source each meat from one farm, meaning we can be 100% confident of provenance, animal welfare, quality and sustainability." **says Jamie.**



Archer's beef comes from William Almey, of Tavistock Farm in Antingham, all pork is from Tim Allen at South Creak, lamb is from Andrew Clarke of Bull Farm in Costessey, and free-range chicken is from Martin's Farm in Hindolveston.

Jamie also plays a key role in the Norfolk food and drink community. He takes part in the Art of Butchery event held at the Norfolk Show in June where a team of local butchers including Q Guild member Bradwell Butchers demonstrate beef and pork butchery as well as sausage making.

Jamie is also part of the team behind Norfolk's Battle of the Bangers part of the Food & Drink Festival which took place on Fathers Day and is also part of the organising committee for Porkstock Food and Drink Festival which takes place in October.



BATTLE OF THE BANGERS

This event asks the public to choose which are the best sausages from 9 local butchers. It seems Archer's are always the ones to beat as they have won the public vote seven times and the judges' - sponsors' vote three times. "We had a lot at stake, as this year was the last Battle of the Bangers," says Jamie Archer, "and so we trusted that the public and the judges would vote for the best sausage on the day, whether it was ours or someone else's. The Battle of the Bangers has been a great competition and given us the confidence to enter more competitions over the years including our success this

year as Britain's Best Butchers – our best win to date."

The winning Archer's sausage was their classic Traditional Norfolk pork sausage which has always been the shop's best seller, made to a top-secret recipe handed down from Jamie's grandfather who started the business on Norwich provisions market in 1929. One year we entered a different sausage and came second, so going forward we always entered the Traditional. So what makes their links so good? They're made with the best cuts of Norfolk pork, have a high

meat content, natural casings and no artificial colourings or flavours.

Their range includes a whopping 20 flavours of which almost all have won an award. As well as the traditional pork and chipolata's other flavours include; Merguez, Jumbo, Smoked, Toulouse, Chilli, Italian, Caramelised Onion, Honey & Mustard, Sage & Black Pudding. During UK Sausage Week they have a special offer on sausages and as part of their loyalty card scheme customers also get some freebie sausages.

WHAT'S NEXT FOR JAMIE AND HIS TEAM?

A new E-commerce website is due to be launched in October so that customers can order online with the choice of click and collect or home delivery. Comments Jamie "Although we have a great customer base some of whom having been coming into the shop for years, we always have to be on the look out for more ways to engage and grow, providing them with the best shopping experience possible, with the ultimate aim to grow those ever-critical repeat purchases."

Latest news

Nominated as a finalist for best independent food and drink retailer in Norfolk

So the hard work goes on...

Best of luck Jamie and the Archers Team.



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*Orders placed until 28th December 2018

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for
Guy Fawkes*

Wishing all our customers a healthy, happy & prosperous Christmas & New Year

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WELCOME TO OUR NEW CORPORATE PARTNER

TASTE OF GAME

Taste of Game are passionate about game meat and encourage consumers to eat game through great recipes, special offers and products. Taste of Game informs people about local and natural produce that has been harvested or hunted, encouraging the sustainable, best practice use of a natural food.

Looking for somewhere to buy game go to our 'Buy Game' web page tasteofgame.org.uk/places where you will find nationwide suppliers who offer products from fresh game meat to pies, charcuterie and sausages.

Supporting Taste of Game are a passionate group of Chefs who showcase it at its best. They include Phil Vickery, Rachel Green and Richard Hunt to name but a few. A special mention must go to Jose Souto, senior lecturer of the butchery dept at Westminster College as well as a key demonstrator for Taste of Game, a keen stalker and falconer.

So what is so special about game meat?

It's Wild. It's Natural. It's Healthy. And above all it Tastes Great.

- Game meat is low in fat with a high content of polyunsaturates, so please impart to customers to never over cook it otherwise it will dry out.
- It is full of vitamins including Iron B6, Niacin and Riboflavin.
- Nutritionally it is akin to skinless chicken breast meat.
- Venison is a tasty and healthy alternative to beef.
- Game lives on natural habitat, roaming free, enjoying life.
- In the game larder you will find pheasant, partridge, grouse, duck, rabbit, pigeon and venison.
- Their natural diet gives game its distinctive taste.

There are various leaflets available to download from the website like the Simple Guide to Cooking Game. Goto the link:

tasteofgame.org.uk/wp-content/uploads/2016/10/TOG-Wild-Meat-Simple-game-guide-final.pdf

To order copies of the latest promotional material available please contact Annette.Woolcock@tasteofgame.org.uk

Taste of Game is supported by BASC with sourcing game meat and the great conservation work which produces sustainable quality game meat.

2018 Great British Game Week - 19th to 25th Nov

In partnership with Game to Eat, Great British Game Week celebrates all things game. With a focus on events, dinners and special offers promoting game to British consumers who will be encouraged to taste game for the first time and try new products such as pies, sausages, burgers and charcuterie.

If you have any events you would like Taste of Game to promote or would like to get involved contact us via the web page - tasteofgame.org.uk/contact-us

Marketing material will be available via the web page - tasteofgame.org.uk/great-british-game-week



UPSELLING WITH CHRISTMAS PARTY FOOD

These are great ways of adding value to your festive orders. Make them early in the season so they can be bought and frozen by the customer, or even freeze yourself to encourage repeat purchases. These sell especially well if packaged in such a way that it makes it easy for the customer to either cook or display straight from the packet.

Think M&S! Most large retailers will be displaying their Christmas party food by the end of November and as well as being freezable it helps customers to spread costs and lighten their workload.

If you are worrying about space to store all these extra packs, some members hire in freezers, or add mobile shelving to their chillers so they can be easily moved. Or perhaps this is a good time to sort out old stock, get that spare freezer checked and tidy up that chiller.



Give your customers a reason to buy!

- Quality products in festive packaging
- Ovenable tray means less washing up
- Plated and ready to serve
- Include dip and posh cocktail sticks
- Early bird order or Special Offers like:
 - One free party snack with every order over £xx, 2 packs for £10, buy 2 get 1 free...

Party Snack Suggestions:

Meaty Bites

- Cocktail sausages & pigs in blankets are all time favourites. Perhaps add the cocktail sticks and some dip or chutney to use post cooking.
- Sausage rolls – create a festive flavour and produce as individual portions or in the shape of a garland, for slicing at the table.
- Mini koftas or festive meatballs on lolly sticks are great for kids – offer a pick and mix option buy 5 and get one free!
- Mini beef wellingtons perhaps change the chutney for a more festive flavour with added spice, or try our Diamond Winner this year, McMurchies Beef Fillet Pave.

- Mini kiev bombs always go down well, as do mini scotch eggs perhaps add a bit of black pudding to the mix to make a 'mini breakfast bite'!
- Sell chicken goujons or Southern fried chicken in a festive bucket, so the customer just needs to heat, dip and eat!
- Slow cooked pork belly bites, use a festive glaze or marinade, precook, slice into cubes and sell in an ovenable tray, so they are ready to reheat along with some crunchy crackling, customers will love them.
- Then there are the fancy meaty bites like mini truffles, game borek (*shredded game in filo pastry*) or slices

of Blackburnburg - the latest POTM from Scobie & Junor.

Pies for all occasions

- Save time, produce and freeze into foil cases early in December. Chase Farm put on a couple of night shifts to keep their stocks full or at Allan Bennetts they pre-make their pies less the topping, and as the orders arrive they get topped as requested.
- Frasers vacuum pack their Pork Pies which gives a shelf life of 5 days with no detrimental effect on eating quality, selling for £5.25.



Platters

- Speciality cheese can be a great hit along with artisan biscuits and fig chutney on a slate board.
- And ready-made home-produced charcuterie platters are very popular – especially if pre-arranged on a covered platter, along with tubs of olives and manchego cheese.

Don't forget the Extra's!

- Premade stuffing in foil ovenable trays go down really well, not only saving on an extra tin being used but disposable too. With so many flavours along with some fancy decoration they can be a real money maker says Lishmans who use a basic sage and onion base and then adds a variety of flavours.
- Honey & mustard parsnips, ready to heat mash, glazed carrots and the all-time must brussels, chestnuts and bacon lardon mix.
- Home-made gravy and Yorkies are a big win. 'Liquid gold' as Gordon from Elite Meat calls it. And last year Robinsons of Tettenhall made 45lts and sold the lot for £5 a pot, along with 300 Yorkshire puddings!
- If you make or buy in bread, get some tear and share ready to bake bread, artisan bread is really popular now.
- In addition, jars of chutney Christmas puddings or desserts are easy quick wins for people looking for luxury add-ons to their Festive Hampers reports Ainsty Farm Shop

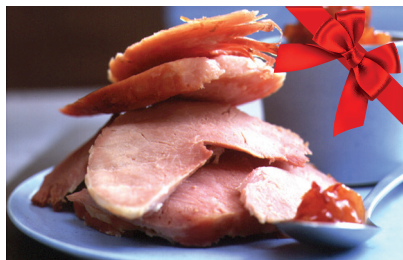


Some members are producing 'Turkey Trimmings Pack' in various sizes, and can include a set number of Pigs in Blankets, bacon, stuffing and condiments like cranberry or mustards. All pre-made and boxed ready to pick up on collection. It takes the decision factor away for the customer of how much to order and for the butcher it means you know exactly how much to produce.

"Why not also produce a 'Party Box', either a set list of items or let them choose a set number of packs for a unit price"
It's all about making it easier for your customers, and getting them to order all their Christmas meal requirements from one place – **You!**

Make early, freeze and... Sell, Sell Sell

- Many butchers offer customers the chance to order their hampers early, but Frasers offer their customers the option to buy their hampers from October to take home and freeze.
- Set price, prepacked Hampers sell really well and early bird savings are offered on paid for orders with many members specifying collection times to aid queuing on collection days.
- And for the days in between Christmas and New Year make up some freezable ready meals like Chilli, Lasagne, Spaghetti Bolognese or Curry - like the October POTM from Lucas, they make great emergency purchases for those with sudden guests.



"Some of these ideas may make you busier but hopefully they will also make you a tidy profit."

Merry Christmas

NATIONAL CHAIRMAN'S COLUMN



Welcome to the Autumn edition of the Guildsman. What a busy Summer it has been. May saw the business Conference and BBQ Finals. The line-up of speakers was superb and our key note speaker Nigel Botterill provided some simple but really effective business ideas. If you didn't catch him his full speech is still available to hear -

<https://bit.ly/2oLSBay>. Corporate members also exhibited and were well received by those in attendance, which sadly was low this year, so ideas for next year are always welcome.

The BBQ finals saw Dales Traditional Butchers take the award, but it was a tough call as all the finalists had some amazing products, which proved beneficial considering the warm Summer we have just had. I believe most members enjoyed a bumper Summer of sales.

The height of the Summer saw many regional food festivals and events happening along with two new national Cured Meat events. The inaugural British Charcuterie Awards held at Blenheim Palace and the Canon&Canon British Cured Meat Awards in Borough Market. This proves the rise in popularity of British produced cured meats can only go from strength to strength, of which many of you know I am a great supporter.

By the time this gets to you the 2019 Smithfield Awards judging will be in the process or will have been judged, so good luck to all who have entered. A huge thanks must also go to the judges who volunteer to take on this task. It is not easy and no doubt there will be some tough challenges to last year's worthy winners. Don't forget the PR agency Sound Bite PR endeavour to get as much exposure for all award winners as possible and last year they managed to exceed coverage received previously, so it is well worth entering to gain that media exposure.

Lastly I have just finished my Christmas brochure as I know some of you have as well, and so with Sausage Week just round the corner followed by British Game Week, I feel the Autumn and Winter are going to be rather busy. I wish you a prosperous Season and look forward to meeting up with a number of you in the New Year.

David Lishman - Q Guild Chairman



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Allergen transparency

Verstegen Pure - Verstegen products carrying the Pure logo contain no declarable allergens, no MSG, no phosphates and minimal levels of salt, without compromising on taste.

More and more customers are going to be looking for oven ready meals, and ways to make their cooking even easier. When cooking for a family, it's key that your customer knows about every ingredient present in what they buy.

That's where the Verstegen Pure label comes in.

When you see the pure label on any of our products, you know that you can use it on any product, without worrying about what needs to be declared in your counter.

For details on the entire Pure range, get in touch with your wholesaler, or with us directly.



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...Regional Chairman Round Up Continued

REGIONAL CHAIRMAN ROUND UP

North West - Philip Cranston

We've had some superb visits and meetings this year, including Keelham Farm Shop (joint with NE members), a visit to the Treagar Grill showroom courtesy of Al Fresco Chef in Blackpool where we also conducted our BBQ heats. May saw the conference and BBQ Final where Higginsons of Grange picked up the Speciality Sausage award and Mark Duckworth of Dales Traditional Butchers, Kirkby Lonsdale won the overall best product.

In June we had a tour of Brendan Andertons shop, production unit and farm. For a small family business they pack in quite a lot of business. Then in September our Christmas product and marketing meeting was held back in Chorley where some great Christmas product ideas were demonstrated and discussed. Especially interesting was the mini 3 bird roast, thanks to Jonathan Wallwork. The visits, demonstrators and speakers are always really informative however the most interesting and beneficial discussions often happen during the members round table discussions. Your input is always welcome and more often than not most people go away with an idea or an issue solved. Sue and myself will be working on some new ideas and suggestions for next year, but if there is anything you would like to do or see please let me know.

North East - Brindon Addy/Kathryn Meadows

On the back of our successful regional BBQ heats at Blackerhall Farmshop, big congratulations go to Dales for their fantastic achievement as the National BBQ winner this year, their lamb rump idea was so simple yet effective.

Leeds City College were our hosts in June and their Food & Drink dept's head tutor, Fabrice Teston, took us through some simple ready meal ideas from a chefs point of view. July saw a visit to three quite different NW members by our young managers. They were given a tour and asked to solve a question asked by each shop, all found it quite insightful. Our next meeting was kindly hosted by Dalziels, Newcastle after a tour of a couple of members shops, namely McMurchies and George Paynes. A warm welcome greeted us at both and the members had a good look around at the two different shops.

We have a 'Shop Visits' day planned in October as well as the usual Christmas social, so we hope to see most of you before Christmas kicks in and we don't surface until New Year. We will be working on some new ideas and suggestions for next year, so if there's anything you would like to do or see please let us know.

Scotland - John Davidson

We've had a couple of meetings this Summer, starting in April with the Business meeting in Perth. Discussing Guild membership benefits along with tasting of products brought in by members, which always sparks up conversations as there's always something new.

May saw the conference and National BBQ final where Scotland featured in the awards with Drew Alexander picking up the best Rump Steak award. June saw us visit S Collins & Sons newly refurbished and extended shop plus back room tour. Very impressive even if it did give Stewart some sleepless nights, worth a visit if you are ever in the Muirhead area. September is when we discuss all things Christmas from product ideas to brochures. Although Summer was great for BBQ sales it did have an impact on what type of cuts were selling. Added to the issue of livestock growth rates which in the long term may affect availability going into Autumn/Winter, it all adds up to more tricky lead into Christmas. As always we will rise to the challenge and so I wish you all a prosperous Christmas and New Year.

Midlands - Robert Jones

Our BBQ event at Robinsons saw a good turnout of members along with a demonstration from Michael at Innovative Food Ingredients. From our finalists Allan Bennett picked up two runner up awards for his Beef Burger and Rump Steak.

Summer has been a busy time for our Members in the Midlands and so our next meeting is not until October when we will visit and tour Packington Free Range farm, one of our corporate members who have a great business and brand. I will be working with Sue on some new ideas and suggestions for next year, so if there's anything you would like to do or see please let us know.

South

The BBQ heats in April were attended by a small number of members and saw James of Shepperton go on to win the Speciality Burger and Pork Sausages category at the National event in May. Superb win for James, well done.

In July members visited Owtons in Andover where they have a superb butchery counter inside the Rosebourne Garden Centre. John the retail manager for Owtons shared their social media success story against their increase in sales, which was pretty impressive. We were welcomed to Walters Turkeys in September by Ed who showed us around the farm where we saw the growing Bronze and White turkeys. This followed a visit to Vicars Game Ltd and Casey Fields Farm Shop where we were given a tour of their busy production unit which was most interesting.

East - Andrew Edmonds

Firstly, congratulations must go Jamie and his team at Archers butchers for achieving the Meat Management of the Year Award earlier this year, a great achievement along with his Battle of the Bangers win in Norwich.

Since the BBQ meeting at the Fur & Feathers we have all been busy over the Summer at various festivals and events, especially the Royal Norfolk Show where we both carried out butchery demonstrations at the Art of Butchery event. It's a great showcase for butchery and the local butchers. I'm looking forward to meeting Sue, our new Regional Support as I'm hoping she is going to help me to encourage the other Norfolk butchers to join up.

South West

Since the successful meeting to Philip Warrens in February it's been a bit quiet in the South West region, however some members have attended other regional meetings which is always welcome. The next meeting planned is a Game Cookery demonstration to be held in Exeter, kindly hosted by Taste of Game. Both Sue & I look forward to attending and meeting the SW members.

Wales - Martin Player

After the BBQ heats held at Moody Sow our newest member went on to receive the Runner Up award in the National BBQ finals, so well done to Chris Hayman for not only achieving an award but getting involved so quickly. Sadly I couldn't attend the Conference, but from Chris' feedback it was a shame I missed it.

Wales members have been invited to other regional meetings, as we are only a few we're always on the look-out for new members to help build the region.

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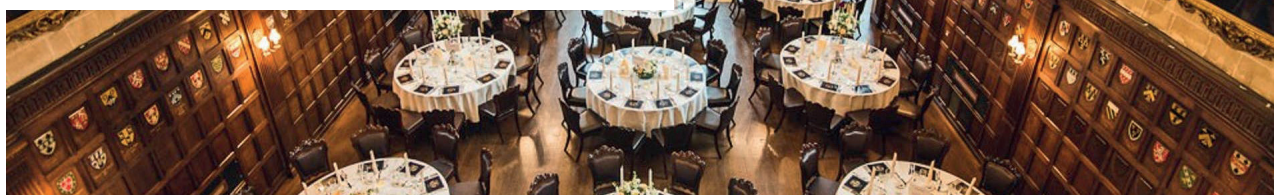
Celebrity

Matt Tebbutt is a chef and television food presenter best known for presenting shows such as Channel 4's Food Unwrapped and Drop Down Menu, the BBC's Saturday Kitchen and the Good Food channel's Market Kitchen. Matt ran The Foxhunter in Nant-y-derry for many years with his wife, Lisa, but gave it up to focus on his TV career. He does, however, have a restaurant called Shpoons & Forx at the Hilton in Bournemouth.

Tebbutt gained a diploma at Leiths School of Food and Wine in London, before working for some of London's most prestigious restaurants. This includes Marco Pierre White at the Oak Room and Criterion, and Alastair Little who he cites as the greatest influence on his cuisine.

Venue

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FORTHCOMING DATES:

Meetings

October:

- 8th** Midlands Meeting and visit to Packington Free Range farm
- 16th** Delivery of Products to Glasgow
- 17-18th** Smithfield Awards Judging, Glasgow
- 22nd** South West Game Cookery Demonstration, Exeter
- 23rd** North East Farm Shop Visits

January:

- 7th** South AGM
- 13th** Scottish AGM, Perth
- 15th** North East AGM
- 30th** Smithfield Awards Luncheon, Ironmongers Hall, London

Foodie Campaigns & Shows

October/November:

- 29th - 4th** Nov UK Sausage Week

November:

- 5th** Butchers Shop of the Year and Champion of Champion Awards
- 16th** Women in Meat Awards
- 18th** Stafford Winter Fare
- 18th** SFMTA 100th AGM
- 19th - 25th** GB Game Week

December:

- 3rd** South West Winter Fair

January:

- 16th** Great Taste Awards open to Members

February:

- 1st** Great Taste Awards open for general entry's

- 5th - 6th** Hampshire Fare Product Judging

March:

- 4th - 10th** British Pie Week

- 6th** British Pie Awards

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