



Q Guild Quality Audit

The Q Guild's membership aims to reflect the country's best, forward-thinking meat retailers along with young, developing and aspirational businesses. The Guild's members will promote traditional craft butchery skills, modern innovation, consumer knowledge & advice and outstanding customer service.

The ethos of the Guild is to build member businesses through the open sharing of ideas and information. This will be achieved through regional meetings, events and communications.

Members will be encouraged to help the Guild achieve national brand recognition and consumer awareness through the use of in-store branding and promotions. The Q Guild will provide members with marketing Point of Sale (POS) material, such as cooking guides that will also highlight to consumers what it means to shop at a Q Guild butcher.

Members must adhere to the Guild's quality standards and meet minimum expected hygiene standards at all times. Entry to the Guild will be through a quality audit. Members will then be audited every three years by an external body and the process managed by the Guild Manager.

The Quality audit is in place to make sure members adhere to standards set by the Q guild. Any members found to be falling short of these standards will be referred to the Guilds TAC (technical advisory committee) under code, to determine what actions the Q Guild should take. These measures could be requests for further information, a re-inspection or in extreme cases a suspension from the organisation. This is done to uphold the reputation and standards of both the Q Guild and all its members.

The Quality Audit is measured using a colour coded scoring system. Green and Amber are signs of high standards. Orange is a sign that a standard could be better and a Red gives cause for concern. Once the audit is completed the member will have either passed or be referred to TAC under code. Referrals will occur as follows:

3 Reds = Referral

2 Reds and 6+ Orange = Referral

1 Red and 10+ Orange = Referral

14 Oranges+ = Referral

The audit takes place in two stages. The first stage is a standard mystery shop that will provide information for scoring certain sections of the audit. The second stage would involve the mystery shopper announcing who they are and working through the remaining sections of the audit with the member business. Verbal questions and answers are all that are required for the second stage - no physical inspection is required.

Guidance is given as to what colour the auditor should award the business on each section and where appropriate, auditors are encouraged to provide photographs, in-particular to red marks. The auditor should be aware that 3 reds could result in a suspension meaning that the standard of the business met did not represent that of one of the country's best butchers.

a Masterclass in Meat...

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