



Q Guild East Region

Minutes of AGM, Bury St Edmonds.

23rd January 2017 at 3.00pm.

Present: Will Bowell, Sheila Lane-Grasmere Farm, Andrew Edmonds-Bradwell Butchery, Jamie Archer-Archers Butchers, Robert Jones, Peter Lamburn-Walter Smith Fine Foods, Chris Prior, Andy Prior, -Priors of West Lynn, Icarus Hines-Icarus Hines Butchers, David Lishman - Q Guild Vice Chairman, Gordon Newlands- Q Guild,.

Corporate Members: Nick White, Charlotte Epsom, Danny Upson-all Dalziel, Steve Bowles, Ashley Tomlinson-The Dalesman Group, Robert Sproat-William Jones Packaging.

Apologies- Mike Richardson-AHDB. Michael Drewery-Michaels Butchers, Mark Turnbull-Q Guild, Duncan Hepburn, Chi Johnson, Charlotte Absalom-South Coast Systems.

Welcome by Andrew Edmonds to the members and the butchers who came along to see what the Guild is all about. Warmly welcomed by Andrew.

Minutes of the last East meeting were circulated before the meeting and approved by Jamie Archer and seconded by Gordon Newlands

Election of Regional Chairman and Vice Chairman. David Lishman took over the chair at this point and asked the meeting to nominate for the position of -

Chair- Andrew Edmonds- Proposed-Robert Sproat, Seconded -Peter Lamburne

Vice- Jamie Archer- Proposed Andrew Edmonds, Seconded by Robert Sproat.

The position of secretary would also fall to vice chair or Guild manager when in attendance.

Xmas Round Up;

David Lishman- Up 10% on last year. December up 3%. Pigs in blankets show massive growth. Brochure produced and explained which is sent out at roughly £1 per brochure. Xmas orders taken and contact details captured. Which is used at other times in the year. Next big thing is GRAVY. David explained the costings of a large tub of gravy which created 36 tubs for customers. Big seller.

Grasmere Farm- December up 12% overall.

Stamford up 12%, Deeping up 9%.

Stamford up 50 orders

Deeping down 20 orders.

Boneless Turkey breast huge sales, Freeze Pigs in blankets as too large to keep fresh, Collate orders before they go out, Brochure circulated and explained, Xcel used to monitor sales and ordering. Feel good factor is high with consumers. Good Xmas and hope to build in 2017.

Priors of West Lynn- 15% up on retail and wholesale.

Hampers- £80, £100, £120 and £150 hampers for sale. Big sales of all sizes this year. Pork Pie trade is very good anyway but tried a cranberry topped pie which proved popular. Looking to roll out more variations in 2017. All poultry comes long legged and they process accordingly. 3 Bird roasts -Chicken turkey and duck were extremely popular. Orders taken only for poultry.

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Walter Smith- Huntingdon-

10% sales up. Only 2nd year in this venue so really good trade which has built nicely. Turkey butts up with huge growth, Turkeys- Goodmans- actually reduced some this year as we didn't wish to be left. Brochure circulated and priced for the consumer.

Phoned every customer this year in October to inform them that Xmas was just around the corner and not to leave it late. Half and Whole gammons which they cook in the rationale ovens is just crazy sales. Pigs in Blankets- sold in a sandwich tray for convenience is £13.99KG and we cannot make enough of them.

Walter Smith- Fine Foods-

Decreasing sale of whole birds is the trend. Knocked 100 of the order as they were slow in selling. Turkey breast- huge sales, Strong ribs of beef sales, Fillet Steak we were caught out and had to buy some in late on which cost us dearly.

Icarus Hines-

5% up on last year. Pigs in Blankets- sold fresh and just a huge trade. 8 on a tray which was priced at £4.99. Hamper- Boxes produced for £1 each. £59.95 hamper and sold 120.

Presented in vac pack bags and presented with Holly and Xmas trimmings. Poultry had to be ordered. Daily stock book- Checked at the end of each day to ensure there was enough in stock for orders and daily customers. Gluten Free sausage sales are a huge trade and will only grow as this is a lifestyle choice now.

Jamie Archer-

Turnover up 8%. December was slow to start. Whole turkeys were steady. Boneless breasts are massive trade for us, 3 bird roasts -60. Hampers also big sellers. Fresh meat was on par with last year, Beef wellingtons sell more each year-Centre cut £35Kg and Fillet tails £25Kg. Butchers App used and it is a good programme which we utilise all year round.

Andrew Edmonds-

Fraction down on last year. Down on trade 8%. Work hard at the game and I have had problems with staff this year and just getting back to a good team again. Whole turkeys down, Turkey Butts up, Stuffed and plain butts-£12.99kg. Bronze birds up, Turkey and chicken orders taken for, Less stressful Xmas ever had with the 7 day lead in time, Hampers were on par as last year. Streamlining the business in 2017 and hope to progress with new initiatives.

Corporate Members:

Dalesman-

Good sales of products. Chilli pork pie seasoning sales were strong. Maple Cure bacon was also strong sales. Xmas lines all sold well and repeat sales proved this. Gluten free- we are concentrating more and more on this, Bespoke mixes- use our expertise for bespoke mixes, sample bag for every attendee.

Dalziel-

Overall sales held up really well and up on last year. Less stressful and more organised than last year. Curing-strong sales, Speciality sausage sales-good growth along with the stuffing mixes. Fastest growing categories is Gluten Free.

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William Jones Packaging-

Build up to Xmas was excellent with good sales beforehand. Re-sealable bags is the emphasis on 2017. Bags for life- get your customers to carry and promote your advert FOC, Cool Bags are also popular in the summer months, Printed packaging- to be seen is to be counted. Website all the products are on there and if you need anything packaging, let me know.

Executive-

Gordon Newlands, Guild Manager gave an overview to the members present on the Executive Committee representing the seven regions in the UK. These Executive members are the regional chairmen and your voice on the Executive. If any issues please let your regional chairman know. Executive have backed the website launch which went live before Xmas to be a consumer facing website. Please complete your own page directory as this is important to be seen. 2nd stage of the website will go live on 31st January and will contain the following-

- Asset Bank- 120 food images for your use, PDF's of all Marketing material and POTM.
- POTM- all recipes ever produced and sold for POTM
- Butchers recipes- 350 of butchers award winning recipes.

Gordon demonstrated the images to the members which look fantastic.

TAC- steps to quality has been renewed and will be sent out in a new folder in February and members are urged to throw away all they have and keep this as the bible.

Terms and Conditions- Intellectual Property lawyer has been employed to draw up a set of terms and conditions which protect the Guild and the member. This is due to the Guild taking 5 non members to court to remove Q Guild logo and marketing when they have never been members.

Manager Report-

Quick update on website (as above).

123 members now in the UK and growing quickly with several butchers coming in in 2017. BBQ Final was informed of the 21st and 22nd May with the venue to be set. Likely to be in the South region.

Gordon informed the members that he is going for a knee replacement and will be off for 8-10 weeks. However, the phone and laptop will be on after 2 weeks recuperating. The office will handle all works in this time.

Member Presentation-

Danny Upson from Dalziel. Long standing friend of the Guild Danny Upson presented on AW Smiths a business which comes under the Dalziel banner. Powerpoint presentation shown on the huge range of products which can be offered by Smiths. Some 6000 products in stock which is remarkable. Danny went through every department of Smiths and talked about-

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- Tools-Eicker Knives and sharpeners
- Display- trays and display bowls
- Engineers- measuring service for butchers to fill their counters with display trays and bowls.
- Engineers- Very experienced engineers who can service and install machinery.
- Machinery- All sorts and every make of machine you can think of we can source- Italian, German, French you name it we can get it.
- Storage- racking for space utilisation in chills and tight compartments of the business.
- Ticket Machines- Nice and new ticketing options which look really good in the counter.

Fully explained. Danny presented a new initiative- Cook in a Bag.

Launched last year but not heavily promoted. Roast in a bag mini joints or different sizes of bags. Moisture retained whilst cooking and browns nicely to produce a stunning product. Easy to seal-vac pack and nice branded packaging made a nice convenient product which was easy to cook and store on a multi deck or counter. All attendees thought this was a good product and good interaction and discussion took place around this product.

Lastly- Danny presented a media show on the Dalziel Group which was to "Inspire" butchers in their every day working life. Media show was slick, powerful and very professional.

Round of applause for Danny Upson ensued for this very good presentation.

Dates of Events- Calendar.

March 20th BBQ Heats- Venue- Jamie Archers, Norwich.

May 21st/22nd-National BBQ event- South venue TBC.

June 20th and 21st - Visit Scottish Butchers.

August 21st- Xmas planning meeting- Venue TBC

October- 23rd - Presentation by member TBC

November 20th - Social Xmas Meal- Bury St Edmonds.

Any Other Business-

Robert Jones produced a Low Fat Fine Food poster which has went on sale in all the outlets and is going really well. RRP-£56.03 Now-£29.99 Saving-£26.04 Good poster and profit on this. Products to follow. (Image to follow)

Andrew Edmonds- Bizerba scales in Bradwell Butchery which has caused Andrew all sorts of grief. Winders keep on breaking on his scales and replacing them is a small fortune. December fix and broken again this week. Frustrating and asked if any member had the same issue. No members had the same issue.

David Lishman- moved from Bizerba to Avery berkel with South Coast Systems a corporate member. Good system and a few teething problems but overall he is relatively happy.

Thank you from the chairman to all that attended the meeting and welcomed their feedback to the new butchers who attended.

Meeting finished at 4.55pm. *a Masterclass in Meat...*

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