



Q Guild Scottish Region Meeting

Q Guild Office, Perth

Monday 5th June 2017 at 4.00pm

Present: Stewart Collins, James Patrick, Ian Jack, Drew McKenzie, Nigel Ovens, Alan Kennedy, Douglas Scott (Minutes).

David Langley (Dalesman), Aileen Monk (KellyBronze Scotland), Daniel Johnston & Andrew Steel (Lawrie & Symington)

Apologies for absence: John Davidson, Duncan Fraser, Tom Rodgers, Tom Grierson, Bob Jamieson (Anthony Rowcliffe), George Whiting (Unilever).

Live buying

AK introduced Daniel Johnston and Andrew Steel from Lawrie & Symington, Forfar Mart. He claimed that he was getting a choice of good quality livestock from Forfar. DJ said that he would like to see more butchers buying through the live ring and being price setters not price takers. Competitive bidding cuts out the middle man and you see who you are bidding against. DJ claimed that as a farm assured market Forfar had the highest animal welfare standards. From a low number the market now had 40-50 cattle per week. Various hauliers can transport cattle to abattoirs - Shotts, Wishaw and Paisley. Costs were typically 370p per kilo deadweight coming in delivered at £4 per kilo (against 420p buying deadweight).

DJ said that he wanted to drive the business forward and sought support. AS is a director but first and foremost is a farmer supplier to the mart. All his quality cattle goes to the market so the butchers get the best selection.

Agents can buy for you. L&S are currently looking at one integrated bill system. AK said his recent cattle averaged 65% kill out. Members discussed their experiences of live buying. The ability to name the farms used to source creates a USP for the butcher. Pay on the day gets 0.2% discount from the mart. Auctioneers take commission of 3.5% up to £1000 then 1% over that.

Members wanting to follow up should contact Daniel Johnston on 01307 462651 or email daniel@lawrieandsymington.com

Corporate Members

David Langley from Dalesman Group talked about their Country Fayre Sausage Mixes and their Saltire Range. Glazes made by Dalesman include only 5g sugar in 100g of glazed meat. Gourmet burgers etc. information attached to this minute.

Aileen Monk from KellyBronze Scotland said that she was attending more to listen than to address the meeting. AM felt that at this stage there is an indication of a possible price rise in 2017 due to increased costs, wages, feed and packaging. SC stressed that prices need to be known as soon as possible since brochures require to state prices. Every Kelly's stockist is listed on their website and AM asked members to check that their contact details were there and correct.

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



Channel 4 will feature a sixty minute programme about Kelly Turkeys and members are asked to look out for this. Kelly's will inform when this is to be broadcast.

William Jones Packaging

Samples were forwarded and distributed to those present.

Unilever

New corporate member forwarded Maille Mustard samples which were distributed to the members present on the basis of testing their market.

One Minute

DM said he is doing costing on all his products. Ceased doing the five for £25 deals because they were too successful and everyone was buying the deals. Doing creative specials instead. Got to keep re-inventing your promotions. Limited time specials working well to counter resistance to paying the right price.

IJ said Stranraer was still quiet. Very successful with £5 sirloin steak (200g) on a Saturday, not every Saturday but will continue a Saturday special. Convinced Facebook is working for him and optimistic for future trading.

JP ticking over, loads of burgers when sunny. POTM steak skewers good success. Cheesy Sausage and Pizza Sausage introduced to keep sausage range interesting.

AK trade steady without being fantastic. More focus on retail, greater reward and he is staffing accordingly. Return per staff member is greatly improved. Short notice special offers effective. Retail was slow at the start of the year but now back to where they were last year. Steady as she goes.

NO enjoying his new space and new building. Everything is in its place and savings made on staffing. Mince now bagged from Handtmann. Three products for £12 going well.

SC: Trade much the same. Refitting and building work going on.

National BBQ and National Conference

DM observed that attendees were just those who had qualified for the BBQ Final. DM would prefer a Wednesday Conference, dinner on the Tuesday night, informal speaker, conference in morning prize giving at lunch or early afternoon. DM really enjoyed Ed Garthwaite's talk. SC felt event should have been condensed into one day.

POTM

If you buy into it and the enthusiasm rubs on to your staff can be very effective. Members felt it was a greater success when it was just a case of making a product. When involving customer action less success.

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Christmas Planning

SC felt that his 90 minute queuing time had to be addressed. Set prices the way ahead.

DM recommended all orders are made up. Hampers at set prices made Christmas easy in 2016.

JP said he had pick ready orders prepared. Everything was prepared and stored in separate locations prior to picking and then scanned to verify correct order in bag and the correct number of items.

NO said his 2016 brochure was good but too many products. Will rationalise and do six set price hampers in 2017.

Pigs in Blankets sold at £5 for 10, some at £12.95 to £16 per kilo. Members had mixed views on whether to open on the Sunday 24th December or 31st December. Feeling that the extra cost of opening on the Sunday would not be worthwhile.

Insurance: make sure it covers your stock levels at Christmas.

Date of next meeting: Monday 28th August, possibly at Stewart Collins shop, Muirhead

Meeting closed at 6.35pm

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Country Fayre®

Our multi-award winning Country Fayre® mixes are widely recognised and trusted in the industry.

With fantastic flavour profiles and incredible performance, they make the art of crafting succulent, delicious tasting sausages incredibly simple.

SAUSAGE MIXES

- Award winning flavours loved by butchers
- No need to add GRuSk - simply add meat and water!
- Extremely versatile – products to suit a variety of meat proteins
- Creates consistent sausages every time
- Meets 2017 Salt Targets
- Does not contain Monosodium Glutamate (MSG)
- Added preservatives for a longer shelf life
- Specifically designed to minimise cooking loss
- Top quality ingredients
- Packaged to suit chop size - 3x565g, 12x565g and 6x1.135kg

TOP 12 FLAVOURS

Country Fayre® Spicy but Nicey – CFSBN
Our signature blend that expertly combines the subtle pine spice of rosemary with sage to create a delicious tasting sausage every time!

Country Fayre® Pork and Chive – CFPC
A gourmet mixture of pork seasoning gently enhanced with chopped pieces of chive.

Country Fayre® Lamb and Mint – CFLM
A match made in heaven combining the rich flavour of lamb seasoning with the refreshing flavour of garden mint - guaranteed to make each bite more refreshing than the last!

Country Fayre® Lincolnshire – CFL
Inspired by the historic county, our Lincolnshire blend combines a subtle flavour of ground pepper with warming ginger, finely chopped sage and handfuls of refreshing parsley.

Country Fayre® Pork and Leek – CFPL
Crafted with delicate pieces of green and white leek to create a sweet yet mellow flavour - A common flavour done uncommonly well!

Country Fayre® Chorizo – CFCHO/I
A fiesta of flavour! Juicy tomato combined with sweet garlic, ground chilli and chunks of fruity bell peppers.

Country Fayre® Irish – CFI
A lucky Irish blend of sweet yet spicy garlic, flavoursome country herbs and a hint of cracked black pepper for that extra Irish kick.

Country Fayre® Cumberland and Sage – CFC
A regional favourite of Cumbria, this delightful mix combines the warming flavours of white pepper and ginger, swirled together with rubbed sage and a sprinkling of light, refreshing parsley.

Country Fayre® Plain Pork – CFPPL
It's just plain good! A simple yet classic combination of warming ginger, nutmeg and black pepper delicately finished with ground sage - guaranteed to be a family favourite!

Country Fayre® Pork and Apple – CFPA
Experience the unforgettable combination of pork seasoning with the mouth-watering flavour and texture of juicy apple pieces.

Country Fayre® Farmhouse – CFF
A cosy pairing of ground black pepper and mixed country herbs for a classic farmhouse flavour.

Country Fayre® Welsh Dragon – CFWD
Inspired by the red welsh dragon, savour the flavour of Wales with flavours of piquant ginger, refreshing ground coriander, white leek and a fiery kick of flameing chilli.

**LOW IN SUGAR
GLAZES**

GLUTEN FREE, HIGH IMPACT

Chinese



Piri Piri



NEW

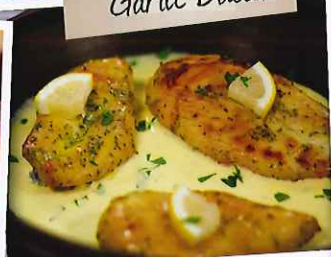
Dalesman Glazes

Low in Sugar* & Gluten Free

BBQ



Garlic Butter



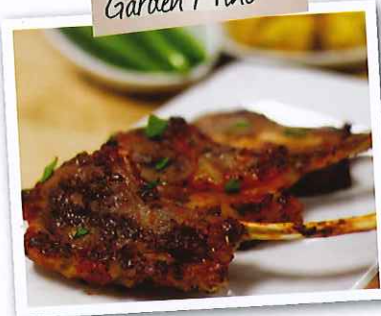
Maple & Chilli



Sweet Chilli



Garden Mint



Flavours available:
New Maple & Chilli
Piri Piri
BBQ
Garden Mint
Garlic Butter
Hot & Spicy
Salt & Pepper
Sweet Chilli
Tikka
Chinese

- ✓ **Low sugar* on finished product**
- ✓ **Gluten free - whole range**
- ✓ **No MSG**
- ✓ **No artificial colours or flavours**
- ✓ **No drip**
- ✓ **Excellent adhesion**
- ✓ **High gloss for visual impact**
- ✓ **Great tasting flavours**
- ✓ **Use on Chicken, Pork, Beef, Lamb and Fish**

Available in 2.5kg & 10kg buckets

**Less than 5g sugar in 100g of glazed meat*



Ask about our special edition flavours!

Product Code Product Description

Gluten Free Complete Sausage Mixes

| | |
|----------|------------------------------|
| CMGF/1 | Pork Sausage Mix |
| CMGFBH | Beef & Horseradish |
| CMGFC | Cumberland Sausage |
| CMGFCOCP | Onion & Cracked Black Pepper |
| CMGFL | Lincolnshire Sausage Mix |
| CMGFLM | Lamb & Mint |
| CMGFPA | Pork With Apple |
| CMGFPC | Pork With Chives |
| CMGFPL | Pork With Leek |
| CMGFPLC | Pork, Leek & Chive |
| CMGFPS | Pork & Sage |
| CMGFPSO | Pork, Sage & Onion |
| CMGFPWM | Pork & Wholegrain Mustard |
| CMGFRR | Rudolfs Revenge |
| CMGFTB | Tomato & Basil |



Gluten Free Burger Mixes

| | |
|--------|---------------------------------|
| BMGF | Dalesman Burger Mix |
| BMGFA | Dalesman Burger Mix & Apple |
| BMGFLM | Dalesman Lamb & Mint Burger Mix |
| BMGFO | Dalesman Burger & Onion Mix |

Gluten Free Stuffing

| | |
|-----------|--------------------------|
| RGRGFSMSO | GR Sage & Onion Stuffing |
|-----------|--------------------------|

Gluten Free Sauce Mix

| | |
|------------|------------------------------------|
| RGRSCGFBSM | GR Drop Bread Gorgeous Bread Sauce |
|------------|------------------------------------|



**Sausage and burger mixes available in
8 x 225g packs**



DALESMAN BURGER PATTIES

The burger equivalent of our Country Fayre range produces a selection of flavours and appearances ideal for today's varied market.

- *Easy to use - just add meat & water for perfect results every time*
- *Highly visual mixes for great eye appeal*
- *Over 30 different flavours available*



| Product Code | Product Description |
|--------------|---|
| PMCG | Dalesman Chicken & Garlic Pattie Mix |
| PMCH | Dalesman Chicken Pattie Mix |
| PMCHCOR | Dalesman Chilli & Coriander Pattie Mix |
| PMCHIL | Dalesman Chilli Pattie Mix |
| PML | Dalesman Lamb Pattie Mix |
| PMLCHGNN | Dalesman Lamb, Country Herb & Garlic Pattie Mix |
| PMLM | Dalesman Lamb & Mint Pattie Mix |
| PMLR | Dalesman Lamb & Rosemary Pattie Mix |
| PMPA | Dalesman Pork & Apple Pattie Mix |
| PMPAP | Dalesman Pork & Apricot Pattie Mix |
| PMPK | Dalesman Country Fayre Pork Pattie Mix |
| PMPL | Dalesman Pork & Leek Pattie Mix |
| PMPM | Dalesman Pork & Mushroom Pattie Mix |
| PMPOR | Dalesman Pork & Oregano Pattie Mix |
| PMV | Dalesman Venison Pattie Mix |

All Available in 8 x 340g packs