



COOKING WITH MEAT

Masterclass



Great British
Banger ideas
inside



AUTUMN CASSEROLE

Lovely warming dishes, great for autumn days



Christmas

MASTERCLASS



- Planning for Christmas
- Best Beef Cuts
- Turkey Buying
- Turkey Carving
- Perfect Gravy
- Let's Party



AUTUMN *Food* MASTERCLASS

Created with passion, backed by heritage and traceability, we love to give our customers something special.

Welcome

Autumn is on its way, with seasonal changes that see the countryside colours change into glowing reds and russets, bringing on thoughts of warm and wholesome cooking.

Hearty casseroles and stews are a great way of bringing out the best in the lesser used cuts of meat. And it's a time-saving way of cooking, the phrase 'It takes time, but not your time' sums this up perfectly. Pop all the ingredients into a casserole dish, leave them to simmer while you get on and you'll have a wholesome meal at the end of the day, with the minimum of effort and maximum taste.

We also highlight one of the most supported food 'Weeks' of the year, UK Sausage Week. Many butchers compete for the coveted title of being the UK's Supreme Sausage Producer, by producing the ultimate sausage judged by their peers to be the best. Last year it was won by one of our very own Q Guild members. Many butchers also achieve Gold Award certificates which they proudly display in their shops, so look out for these when shopping at your local Q Guild butcher for your favourite sausage.

In this issue we are also looking forward to Christmas, we have a 4-page guide to planning ahead to make Christmas stress free. It's never too early to get planning and your Q Guild butcher is full of great suggestions for you over Christmas.

For more ideas and recipes ask your butcher or check out www.qguild.co.uk/recipes

a Masterclass in Meat...

Lamb and Coffee (Espresso) Stew

A delicious slow-cooked stew with a secret ingredient - coffee! It really adds a depth of flavour to the stew with potatoes, onions, garlic, carrots, stock, chilli flakes, dried mixed herbs and a can of black-eyed beans and freshly chopped herbs.

For this recipe and more fantastic meal ideas visit www.simplybeefandlamb.co.uk



What is a Q Guild Butcher?

Q Guild Butchers represent the finest quality independent butchers in the UK. They are often award winners and leading experts in their field. The Q Guild brand indicates a seal of excellence and quality. A butcher belonging to the Guild indicates that they are one of Britain's best butchers shops. So, when out shopping, always look out for the Q Guild sign in your high street.

THE GREAT BRITISH *Banger*



Is there anything better than a traditional butcher's sausage? UK butchers produce amazing sausages, in all shapes, sizes and variety of flavours, it can be hard to pick a favourite.

We love the Great British banger and many of our butchers pride themselves on the sausages they produce. Each butcher produces their own speciality sausage, whether it's a local traditional recipe or an old family recipe either way it is usually their best seller.

Most sausages are produced using pork, however with the growth of flavours, diets and promotional campaigns such as Sausage Week, a greater number are now made using beef, lamb or chicken. It's usually the additional ingredients like herbs, spices, fruit or vegetables that can turn a standard sausage into something quite different. Some butchers can have on sale anything from 5 to 25 different types of sausages. Spoilt for choice!

Sausages are so versatile

- A traditional banger or chipolata can be great for breakfast. A chipolata can also be great party food, when twisted in half to make cocktail sausages.
- The meatier flavours which use lots of herbs and spices and are often made with game, beef or lamb are great for hearty casseroles.
- Sausages can also be used as an ingredient for other meals. Once cooked cut them into bite size pieces and add them to pasta bakes, stir-fries, warm salads or vegetable bakes.
- And of course, there are traditional favourites such as sausage and mash or toad in the hole.

Suggestions FOR SAUSAGES

This Spicy Lamb Sausage recipe uses Merguez sausages which are North African style spiced lamb and beef sausages.

Using an Italian Tomato Sauce, simply stir in some fresh tomatoes, olives, red onions, chickpeas and top with the Merguez sausages and crumbled halloumi (feta would make a great alternative) then garnish with fresh parsley.



Sausage Cassoulet

Bake in the oven 180°C for 20-25 minutes, until sausages are cooked through, drizzle with olive oil and serve with crusty bread for a tasty alternative evening meal.

This recipe works great with chorizo style sausages too!



And of course, a family favourite; Sausages & Onion Gravy



Spicy Lamb Sausage, Italian Tomato, Chickpea and Halloumi Bake

Photography kindly supplied by the Flava People.

BONFIRE SAUSAGES WITH CANDIED SQUASH

The perfect recipe for Halloween and Bonfire Night

Halloween

Serves: 3-6 (as a tasty treat)

Cooking time: About 45 minutes

Ingredients

- | | |
|---|---|
| 1 medium beetroot | } All peeled and cut into long thin sticks, approximately 1-1.5cm thick |
| 2 carrots | |
| 1 parsnip | |
| 1 sweet potato | |
| 2 banana shallots | |
| 3 x 15mlsp (3tbsp) vegetable oil | |
| Seasoning | |
| 400g (14oz) pork and apple or traditional pork chipolatas | |
| 100g (4oz) butternut squash | |
| 100g (4oz) caster sugar | |
| Wooden skewers for serving | |

Method

Place the vegetable sticks into a bowl and add the oil. Season with salt and pepper and mix well then place on to a baking tray and roast in the oven for 15-20 minutes until golden brown all over.

Meanwhile, cook the sausages on a griddle pan (if you have one) to give a really nice appearance to the sausages. Once cooked, keep the sausages warm until ready for serving.

Divide the butternut squash in half and reserve the wider end for serving. Peel the other half and, using a melon baller, shape the flesh into round balls. Blanch the balls in boiling salted water for 6-8 minutes and then drain on kitchen paper.

Make a caramel by placing the sugar into a clean pan and adding enough water to just cover the sugar. Bring to the boil and continue to cook until you have reached a light caramel colour.

Remove from the heat and allow to cool for 2-3 minutes. Secure each blanched butternut squash ball on to a small wooden skewer or cocktail stick and then dip, one at a time, into the caramel carefully coating each ball. Stand each ball on to oiled, greaseproof paper or a marble slab whilst completing the process.

Use the remaining half of the squash as a base for serving the sausages and candied balls (you may need to shave a slice off the end so that it will stand upright). Secure each sausage on to a wooden skewer and then stick all of the sausages into the bottom of the squash finishing off with the candied squash balls placed head down outside.

Place the roasted root vegetables into a serving dish and serve all together for a great sausage treat on bonfire night.



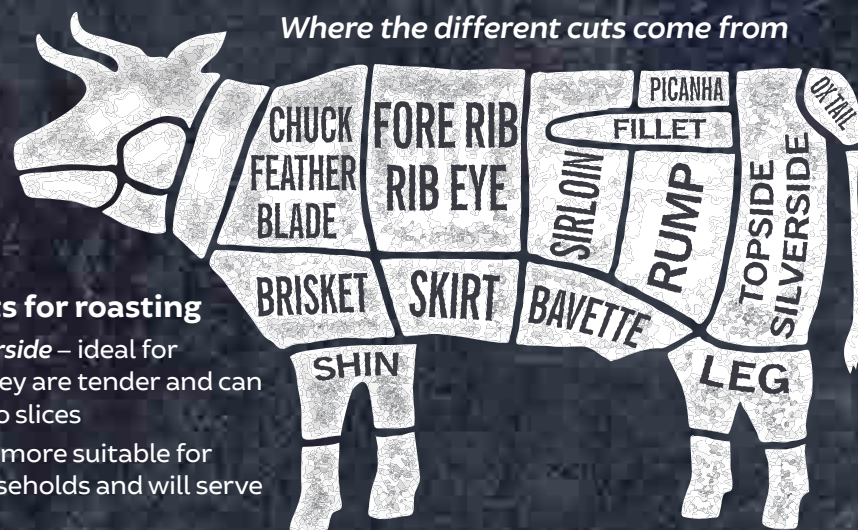
Photography by Tori McTernan.



Masterclass WITH BEEF

Take some time out to learn about some of the beef cuts Q Guild butchers can create for you.

Choosing the right cut of meat for your recipe is important, it can make a big difference to the end result in terms of cost, time to cook and flavour. Your Q Guild butcher will be happy to help you choose the right cut and guide you on how much you will need for the number of people you are serving. Do not be worried about asking for help.



Where the different cuts come from

The best cuts for roasting

Topside & silverside – ideal for roasting as they are tender and can be carved into slices

Mini roasts – more suitable for smaller households and will serve 2-3 people

Fore-rib, boneless rib – premium roasting cuts

Boneless rolled sirloin – a classic roast beef joint great for special occasions

Tips for roasting

- Make sure the oven is at the right temperature before you start cooking the joint
- Season the joint with salt and pepper just before cooking
- Remember to leave the roast to rest for at least 10 minutes before carving

The best steaks

Rib-eye – large and slightly rounded steaks cut from the eye of the fore-rib

Sirloin – sirloin steak has a great flavour

Rump – large and with a firmer texture

Fillet – the most lean and tender of all steaks

Flat Iron steaks – why not try this forequarter steak for a change

Thin cut steaks – taken from the hindquarter, these are perfect for quick cooking and midweek meals



Mince



Rump Steak

Braising Steak



Cubes

Boneless Shin

Braising Steak



Silverside

Topside

Mini Joint



Boneless Rolled Sirloin

Sirloin Steak



Fore Rib

Boneless Rib



Kidney

Oxtail

Liver

MasterTIPS

- ❶ If you are using a griddle pan or a frying pan do not try to cook too many steaks at once as the temperature will drop and affect the cooking

Always serve steak on a warmed plate

Let your steak rest for a few minutes before serving

❷ The best cuts for casseroling

Shin – A flavoursome cut from the leg that your Q Guild butcher can provide either bone-in or boneless as medallion shaped pieces

Brisket – Ideal for pot roasting and sold boned and rolled

Boneless cubes, braising steak – Usually from the chuck or blade, these cuts are ideal for casseroling or braising

Offal – For a stronger flavour in your casserole try adding kidney or liver

❸ Best herbs for beef

Herbs that complement the strong flavour of beef include

• Basil • Rosemary • Sage • Thyme • Parsley

Add them to your casserole or score the fat on your roast with a knife and rub with one of these herbs, mustard and seasoning for extra flavour

AUTUMNAL BEEF & CHESTNUT CASSEROLE

Ingredients

450g/1lb lean boneless shin, stewing or braising beef, cut into 2.5cm/1inch cubes
30ml/2tbsp plain flour seasoned with salt and freshly milled black pepper
10ml/2tsp ground nutmeg
20ml/2tsp oil
8 shallots, peeled and left whole
2 garlic cloves, peeled and crushed
175g/6oz baby carrots, topped and left whole
4 tomatoes, skinned, deseeded and roughly chopped
Grated zest of 1 lemon
450ml/3/4pint good, hot beef stock
200ml/7floz good red wine
15ml/1tbsp fresh thyme leaves
200g/7oz cooked and peeled whole chestnuts

Method

Preheat the oven to Gas mark 3, 170°C, 325°F.

Place the flour, seasoning and nutmeg into a large plastic food bag.

Add the beef in batches and coat with the seasoned flour.

Heat the oil in a non-stick frying pan and cook the beef for 4-5 minutes until brown on all sides. Transfer to a 1 1/2ltr/2pint ovenproof casserole dish.

In the same frying pan cook the shallots, garlic and carrots for 2-3 minutes.

Spoon into the casserole dish with the tomatoes.

Add the remaining ingredients to the casserole dish, bring to the boil, cover and transfer to the oven to cook for 1 1/2-2 hours.

Serve with mustard mash.





PLANNING A Christmas MASTERCLASS



To make sure your Christmas and New Year are stress free, start to plan well ahead. Your Q Guild Butcher is there to help and will have details of their Christmas range that can be pre-ordered. Just ask for details and book in your collection or delivery slot well in advance.

Whether it's ready-to-carve joints or whole turkeys you are after, your local Q Guild butcher will be able to help. They like to plan as well so the earlier you order the better. Most butchers place their orders at the beginning of December if not earlier so make sure you get your order in early, because once his order form is full it can be tricky for him to get more. Also it's one more thing ticked off your list.

What size?

If you already know how many you will be feeding, and you are having a whole bird we suggest you allow approximately 500g per person or 300-350g if buying a breast roast. This allows for left-over sandwiches on Christmas evening whilst watching TV or that all-time Boxing Day favourite, turkey curry.

For suggestions of other joints ask your Q Guild Butcher.



TOP Turkey TIPS

Q Guild Butchers will sell a range of good quality turkeys including Free Range, Organic or Barn Reared. These quality birds will have been slow reared to get the best flavour whilst also maintaining high animal welfare standards.

What to look out for when buying your turkey:

BUYING

- The secret to a good turkey is not always about the bird, but about the farmer who rears it to the highest welfare standards – these are not always the most expensive.
- A turkey under 8lb is not good value, it suggests it may not be healthy and means you are paying for the frame not the meat. If you need a turkey for a small number of people, it is better to buy a turkey breast or a couple of small game birds.
- A good bird should have a layer of fat under the skin which bastes as it cooks. This is the sign of a well reared and finished turkey. Flavoured butter can also be added under the skin to add more flavour and moisture.
- Free Range and slow grown turkeys are produced in a traditional and high welfare manner, hence they are very tender and it's really important they are not over-cooked.
- Maturation has the biggest single impact on flavour, it lays down natural fat which carries flavour and conducts heat through the meat whilst cooking.
- Mature birds result in lots of bone marrow, hence the meat remains succulent, tasty and produces oodles of it's own delicious gravy.
- A 'bronze turkey' is a black feathered turkey so it could be free range, barn reared, organic or mass produced.
- The turkey should be 'dry plucked' – which basically means hand plucked. This is more expensive but will keep longer than a wet plucked 'factory processed' bird.
- Mass-produced white turkeys, are often quickly grown and produced in about 10 weeks which can result in much less flavour and eating quality than a slow grown bird.

CHECKLIST

✓

✓

✓

✓

✓

CHECKLIST

Complete a check list early and plan each day in the lead up to your celebrations to ensure you are not rushing at the last minute.

There will be other things to do like wrapping presents, decorating the tree, school or family events to fit in too, so a daily planner will help.

If you are making home-made mince pies or cranberry sauce for example, then these can be done early and frozen, but planning will help free up time for the fun things.

Working with your Q Guild butcher you will get a helpful, friendly service from somebody who is happy to help ensure your celebrations go to plan.





CARVING Masterclass

WINGS OFF FIRST - Hold the wing by the tip. Cut it at the midsection. (repeat on the other wing).

LEGS OFF NEXT - Hold the leg by the end knuckle. Cut through the skin between the leg & the body and twist off. (repeat on the other leg).

BREAST MEAT OFF - Use the tip of the knife, cut along the breast bone (keep the knife close to the bone) until the breast is removed. (do the same again on the other side).

PEEL OFF BOTH LEG AND BREAST SKIN - Place on a baking tray. Season and return to a hot oven for approximately 10-15 minutes until crisp - it's delicious!

SLICE IT UP - Slice up the breast meat and carve the leg off the bone



ENJOY! - Pour the juices over the bird and allow time for the juices to be absorbed before carving.

Courtesy of www.kellybronze.co.uk

IT'S ALL GRAVY

The perfect complement to a great roast, here's a simple way to create a great gravy.

- After cooking the joint there are meat juices remaining
- Firstly, remove the leftover ingredients (onions/garlic etc)
- Take a bowl and spoon and carefully remove the layer of fat. This may take a while but you are left with just the delicious meat juices
- Add one tablespoon of flour (plain). Start stirring and don't be concerned if it is lumpy at this stage. Keep stirring and it will thicken and turn into a paste
- Then add 1/2 pint of stock
- Change over to a whisk and add 1/2 pint of wine (or more stock). Boil, as this will evaporate the alcohol away because you want the flavour of the wine but not the alcohol
- Then strain the gravy into a saucepan which will remove any remaining lumps
- There you have your perfect gravy



Let's Party



PIGS IN BLANKETS

Chipolatas wrapped in bacon or cocktail sausages are great party food nibbles, either on their own or with a creamy savoury dip, no-one can resist them.



CHEESES

Our UK cheese specialist recommends these four UK regional Cheeses will look great on your cheese board this Christmas.

Keens Cheddar, from Somerset - This farmhouse, cloth bound Cheddar is matured for a minimum of 10 months producing a full flavour with a nutty, fruity tang and a rich taste.

Colston Bassett Blue Stilton, from Nottinghamshire - One of the last independent Stilton makers, unrivalled in the world. Colston delivers a mellow flavour with melt in the mouth texture and no sharp acidic taste.

White Stilton mango and ginger, from Leicestershire - White Stilton combined with sweet and refreshing mango pieces and crystallised ginger.

Rosary Goat, from Wiltshire - A delectable soft, fresh goats cheese, light and fluffy texture, with garlic and herbs.



KEBABS, KOFTAS AND BURGERS

It may be cold outside but that doesn't mean these meaty nibbles are off the menu. Mini meaty kebabs or koftas are great party snack food with a sweet chilli or satay sauce and even mini burgers go down a treat with the kids topped with a slice of cheese packed in a sesame bun.



Order early from your Q Guild Butcher and it will save you loads of time knowing your party food is all sorted.





CASSEROLE

Masterclass

Slow cooking during the week couldn't be easier. It's such a great time saver for busy people especially if you use a slow cooker. It can take just a few minutes in the morning, especially if you have prepped all your veg the night before.

Here are some top tips to help you get the most out of slow cooking.

MasterTIPS

- ❶ Cut the meat evenly so they cook at the same rate.
- ❷ Dust your meat with seasoned flour before 'browning' in a frying pan as this will thicken the meat juices.
- ❸ Don't add too much meat in the pan as smaller batches give a better caramelised, browned surface.
- ❹ Place all the browned meat and veg into an ovenproof pan.
- ❺ Add some liquid of your choice enough to cover the meat and vegetables, for additional flavour use cider, ale or wine as well as stock.
- ❻ Bring to the boil, then lower the heat and cover with a tight-fitting lid.
- ❼ Simmer gently on the hob or place in a low oven or slow cooker for the rest of the cooking time.
- ❽ You can also save time in the morning by 'browning' the meat the night before, quickly cool the meat and transfer to a rigid plastic container. Don't forget to retain the meat juices.



- ❾ Casserole leftovers taste great, as the meat has more time to marinate. Store in the freezer, defrost overnight before reheating.

You'll now have a delicious meal with the minimum of effort.

IT TAKES TIME, BUT NOT YOUR TIME

Casseroles are great over a weekend as well, whether you use a slow cooker or cooking on the hob. It can be especially helpful if cooking for a large group in the evening, then all you need to do before they arrive is prep and cook the vegetables followed by dessert! Sorted.

COQ AU VIN

This is a recipe for eight to ten people. If you are cooking for fewer, half it.



Ingredients

2 large chickens, each cut into 8 or 16 pieces (or use a mix of chicken wings, legs, thighs or breast)	4 garlic cloves, squashed
115g butter	750ml full-bodied red wine
24 small shallots, peeled	200g button mushrooms, sliced
12 rashers smoked bacon or 200g pancetta, cubed	1 large bunch of chopped parsley
	Salt and pepper to taste

Method

Heat the oven to 200°C (Gas mark 6). Season the chicken pieces generously. Heat 50g of the butter in a casserole dish and fry the chicken with half the shallots and half the bacon. When everything is coloured, add garlic and the wine.

Bring to the boil, then cover tightly and transfer to the oven for 1½-2 hours, until the chicken is cooked.

In a frying pan, cook the remaining shallots with 65g of butter and half a glass of water. When the water has evaporated the onions will be soft. Add the rest of the bacon and the mushrooms, plus some more butter if needed.

Season with lots of ground pepper and a little salt. Toss until the bacon and mushrooms are just golden, and then tip them into the casserole, mix in the parsley and serve with crusty bread or boiled potatoes.

SLOW COOKER PULLED PORK

Serves: 6
Prep Time: 20 minutes
Slow Cooking Time: 8-9 hours

Ingredients

1.6kg (3lb 8oz) joint boneless pork shoulder (remove the rind/skin if you wish)
2x5ml (2tsp) sea salt
2x15ml (2tbsp) dark brown muscovado sugar
1x15ml (1tbsp) smoked paprika
1x15ml (1tbsp) sunflower oil
100ml apple juice
1x15 ml (1 tbsp) cornflour

Method

Remove the string, unroll the pork and pat dry with kitchen paper.

Mix the salt, sugar and paprika together and rub half of it thoroughly all over the pork. Keep the other half for later. Roll the pork back up (there is no need to re-tie the string).

Heat the oil in a large frying pan, and brown the pork on all sides. Put the joint in the slow cooker, pour in the apple juice and cover with the lid. Cook on low for 8-9 hours, or until tender and ready to pull apart. While the pork takes its time, you can relax.

Remove the pork from the slow cooker, wrap in foil and leave to rest for 30 minutes.

As the pork relaxes, blend the cornflour with 1 tbsp cold water. Add to the sauce in the slow cooker along with the rest of the seasoning mix. Cook on high for 20 minutes, until thickened slightly.

Shred (with the cooking juices) into chunky pieces with 2 forks. Return



the pulled pork to the sauce in the slow cooker and stir well.

Serve in bread rolls with coleslaw, potato wedges, corn on the cob or however you like.

Beef and Lamb photography kindly supplied by the Quality Standard Mark Scheme, AHDB.
Pork photography kindly supplied by AHDB Pork.





MasterTIPS

Seasonal vegetables – What's available when?

Autumn (September – November)

- Beetroot • Carrot • Celeriac
- Fennel • Field mushrooms • Kale
- Leeks • Lettuce • Marrow
- Potatoes • Pumpkin • Rocket
- Sorrel • Squashes • Sweetcorn
- Tomatoes • Watercress

Winter (December – February)

- Beetroot • Brussel Sprouts
- Cabbage • Cauliflower • Celeriac
- Chicory • Jerusalem Artichoke
- Kale • Leeks • Parsnips • Potatoes
- Red Cabbage • Swede • Turnips

And of course there are many tasty fruits about during the autumn and winter that also complement many dishes such as:

- Apples • Blackberries • Damsons • Elderberries • Pears • Plums



Win A SLOW COOKER or 1 OF 20 ROASTING TINS

To help us keep you up to date with special offers at your local butcher and informed about national events we would like you to register your details offers@qguild.co.uk.

Simply send us an email with the following details:

- 1 Name
- 2 Address
- 3 Mobile Number
- 4 Name of the Q Guild Butcher that you visit

All those completing their details will be entered into a free prize draw to win a prize. There is one slow cooker and 20 roasting tins to be given away. The winner of the slow cooker will be the first name drawn from all those who have provided their details.

The winners of the roasting tins will be the following 20 names drawn.

Draw will be undertaken by an independent person.

Closing date: 7 December. Winners will receive their prize prior to Christmas.



Name, address and mobile details will only be used by the Q Guild organisation and the Q Guild Butcher you specify. Contact details will not be passed to any third party. Please visit our website to view our privacy policy and full terms and conditions for the prize draw.

ZERO SUGAR FULL FLAVOUR

EVERYONE'S FAVOURITE TOMATO SAUCE WITHOUT THE SUGAR! SWEET & TANGY WITH A SUBTLE SPICE.

A SWEET AND TANGY SAUCE WITH A BLEND OF RED CHILLI, GARLIC & GINGER.

A FLAVOURSOME FIERY BLEND OF BIRDS EYE CHILLI, PAPRIKA AND RED PEPPER.

A WARMING THICK, STICKY AND SWEET BLEND OF TOMATO, PAPRIKA & MUSTARD.

[BLENDBROS.CO.UK](https://www.blendbros.co.uk)

TRY SOMETHING

Lighter

FOR THE NEW YEAR

Your Q Guild Butcher will have some great new, lighter product ideas for the New Year... **Just ask.**

It's all about balance

Balance your meat meals with a range of fresh or frozen vegetables. Fruit and vegetables are a great source of vitamins, minerals and fibre and are an important part of a balanced diet. You can even boost the vegetables by adding lentils, beans and peas to stews, bakes or salad.

Did you know?

BEEF naturally provides eight essential vitamins and minerals* that support good health and well-being. *Niacin, vitamins B6 and B12, riboflavin, plus iron, zinc, potassium and phosphorus.

LAMB is rich in protein. Protein helps the growth of muscles and supports the maintenance of both muscles and bones. Protein is also needed for normal growth and development of children's bones.

Keep celebrating

Then of course there are many key events to celebrate into the New Year. Ask your Q Guild butcher for ideas for your celebration. Here are just a few dates and ideas:

January 25th – **Burn's Night** – possibly a haggis

February 5th – **Chinese New Year** – try a quick-cook stir-fry

February 14th – **Valentine's Day** – treat your loved one to maybe a delicious steak or rack of lamb

March 31st – **Mother's Day** – cook dinner for mum – ask about easy roast ideas

Whatever your celebration we are here to help

EATING QUALITY GUARANTEED

Buy with confidence



The Quality Standard Mark Scheme is operated by AHDB, and promotes product integrity and enhanced eating quality.

for more information visit
www.qsmbeefandlamb.co.uk
#QualityAsStandard or call the
scheme Hotline 0845 491 8787

