



Midlands Region
Minutes for the Meeting
Monday 13th November 2017

Porterhouse by Barlows, Nottingham

Attendance: Claire Holland, Robert Jones, Danny Upson, Mark Healey - Walter Smith, Richard, John, Lennon - Owen Taylor; Alan Bennett; David Feeley - Chase Farm; Dave Mason & Sally Anne Thorley - Weddel Swift; Arthur Wright; George & Frank Parker; Steve Robinson; Sheila Lane & Glen - Grasmere

Apologies: Simon Kelly - Aubrey Allen; Julie Henshaw - A E Chambers; Stephen Hewitt & Gaynor Richards - Walter Smith, Tony Yorath, Nigel Poxon

Congratulations to

MTJ's Champion of Champions with his Sunshine Sausage - **Allan Bennett** - 4th time winner
UK Sausage Week Award for Best Independent Butcher: East Midlands

Owen Taylor & Son with their Taylors Country Special

Grasmere Farm Caramelised Red Onion Sausages - Grasmere Farm

Midlands & East of England Butcher's Shop of the Year

Aubrey Allen (Leamington Spa, Warwickshire)

Young Butcher of the Year

James Taylor from Simpsons Butchers (Lincolnshire)

Presentation by Dalziel

- Danny showed a compilation of the best bits from their **Proud to be a Butcher** series 3. These can all be found on You Tube along with their Butchers Masterclass, Prime Cuts and Sauce It video's - www.youtube.com/DalzielLtd
- They have been really well received to the extent that they have been approached by a National paper requesting to use them on their website! Latest views 100k
- Dalziel are not only a supplier but also wish to be seen as offering a service to butchers from support with NPD to counter displays and butchery advice.

Make-It

- They are there to help you get the best out of the products you offer
- They offer in house product support - as well as the account team who will help with 1-1 support and offer NPD advice
- Danny passed round a range of forcemeat Speciality Stuffings they produce, which were in Muffin cases or as a whole tray, with a variety of festive toppings.

Qstn from RT re Gluten Free regulations

- Some Local Authorities were requiring a costly test to prove the product was totally Gluten Free. It was suggested to include a statement along the lines of - 'this product has been produced in a Gluten Free environment' or if you can't confirm that the environment was totally clean and gluten free, then some people use : Made with Gluten free ingredients - rather than Gluten Free.

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



Good Merchandising:

- Work the counter and check out your promotional Hotspots
- Use round rotating platforms if you have room - they really catch peoples attention
- Any new product areas - maybe use hi risers to show off your latest creations
- Create an Easy cook/ Ready meal section

Pricing

- Unit pricing helps to stop the barrier of having to ask 'how much'
- many use multi decks for prepacked products all unit priced
- Also worth unit pricing on your loose counter as well
- Use different size/types/styles of trays, so the display looks interesting. Also add texture using stone/marble/wood as well as black/gold plastic trays
 - o To help with your displays it's worth checking out www.Dalebrook.com/industry/butcher as they offer a great range display items from trays, slates, wooden boards to tickets, garnish and utensils.
- An example of thinking differently was displaying Mince Meat already weighed out in 500g Bags, unit priced, using eye catching paper bags which stand up with the mince showing near the top. Easy to serve and the customer can see exactly what it is and how much.
- Also worth checking your display, less is more - so don't over stuff your window or counter, and unit price where possible.

Pack it:

- Think about how to wrap the product so that when the customer gets home it still looks good
- Use tubs & lids or trays with sealed tops
 - o use an Enterpack machine which will totally seal the product and helps when storing, they also offer a gas flush option which keeps the product for longer. This can all be sealed in front of the customer, adding a bit of theatre.
- Gum & seal bags also a good option for bacon/sausages etc - they don't sweat, they are leak proof, self-seal, fridge safe and freezer safe.

Xmas discussion round the table

- Robinsons : Offering a Branded Cool bag with their Turkey and saying to the customer if you have no room in freezer pack the cool bag with ice packs
- Turkey Labelling : suggestion to label how much a turkey/breast/crown feeds rather than by weight
- Some are offering a vacuum Cook-in bag - which goes straight into the oven, an additional suggestion was to offer or add Verstegen's Sous Vide roasted flavour powder which adds gives it that roasted flavour.
- Meat prices - 15p up on all poultry
- Pig prices going down

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- Alert for all to keep an eye out for Xmas cash fiddles/stealing overnight Xmas stock

Weddel Swift update

- orders trickling in now
- a bit of late ordering means there could be a last minute rush

AGM

- 22nd Jan - Suggested date for the AGM where the positions of Chairman and Vice Chairman are to be agreed. RJ explained about the Vice Chairman and his ongoing health issues, which means sadly he will not be returning to work or the Guild.
- **Venue** was not chosen but left open to any members who find it difficult to attend the Nottingham area, if they would like to host or suggest somewhere in their area, pls contact Claire to arrange on manager@qguild.co.uk.

Meeting closed 7.36pm

With a hearty thank you to Scott for his hospitality and for putting on a great Roast Dinner, fit for a King.

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