



Q GUILD

Minutes of Midlands Region Meeting

Held on 27 March 2017 at 11.30am

At the White Lion Hotel, Brinsley

Present: Allan Bennett, Scott Barlow, Arthur Wright, Stephen Hewitt, Julie Henshaw, Sheila Lane, Steve Robinson, Steve Bennett, Richard Taylor

Apologies: Gaynor Richards, Nick McAndrew, Simon Kelly

1 minute:

Robert Jones - Walter Smith

January Trade very flat. Some shops started 15% down year on year. Signs are showing trade seems to be returning to normal. Margins have suffered. Wholesale costs rising sharp. Associated casings potential £18K save. Larger Pack Sizes £20 - £25. Low fat food pack £29.99. Launched loyalty card - Big success. Planning for summer 2017 - will be putting £50/£30 BBQ packs

Scott Barlow

3 for £10 deals. Change of staffing profile from butchers to female assistants. Minted Lamb Pasties. Staffing issues.

Julie Henshaw

Lamb Kofta (Meatballs on Skewer). January low fat product. Meat for the week (mixed pack for price!)

Arthur Wright

Trade struggling to mirror last year. Trend seems to be 5% down. Weekend trade strong.

Richard Taylor

On par with last year. Catering trade strong. £10 offer trays.

Allan Bennett

We must retain traditional butchery. Fine balance to stay different to supermarkets.

Steve Robinson

Similar to last year. Turnover margin a bit softer. Had to make price increases. Deli sales very strong.

Results of BBQ Competition

Traditional Pork Sausage	Chase Farm Shop	Speciality Sausage	Allan Bennett
Traditional Beefburger	Melbicks	Speciality Burger	Albrighton
Sirloin Steak	Chase Farm Shop	BBQ Product	Teryaki Pork Kebab
			- Albrighton

a Masterclass in Meat...

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