



Q Guild Scottish Region Meeting

Garfield House Hotel, Stepps
Monday 11th June 2018

Present: John Davidson (chair), Steven Cusack, Ian Jack, James Patrick, Drew McKenzie, John Lawson, Stewart Collins, Bruce McCall (minutes).

S Collins shop visit: in addition to the above the following attended the tour of S Collins & Son shop: David Thomson, Graeme Johnston, Rod Gillie, Tom Rodger

Corporate Member: no attendance

Apologies: Alan Kennedy, Duncan Fraser, Judith Johnston (Lucas), Aubrey Christian (Paragon), Weddel Swift.

Minutes of last meeting. no matters arising.

Visit to S Collins & Son, Muirhead: Stewart Collins prior to the meeting gave a tour of his premises. Stewart was very open and invited questions about activities and answered everything. John Davidson thanked Stewart on behalf of the group with what was a very impressive shop and premises.

Corporate Member Presentation

Rowcliffe Product Brochure was circulated to all members present.

Business Conference 12th May:

Drew McKenzie attended the BBQ finals and had won a major prize. He had maximised local exposure to him. He felt it had been worthwhile entering.

The conference itself was the best he had attended. He said Nigel Botterill speech was very interesting, an extract was printed in SFMTA newsletter. The one day format for the conference was much better. John Davidson felt that this year's venue was not easy to get to and may have put people off going. He said conferences with inspirational speakers are excellent even if they are not from the butcher trade we can relate to their story. The meeting felt a more central venue with access would be better. It was noted that more members need to attend to make the event a success. John Davidson also noted it was also difficult to allocate time to attend everything.

The discussion moved on to the point of difference of the Q Guild members. It was noted everyone's hygiene levels had moved on. It was more about like-minded individuals who had an open shop between them to share ideas and resolve issues. It was noted that within the group that everyone were honest with each other. Customers

a Masterclass in Meat...

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look at the business name first. James Patrick felt more should be spent on the Q Guild brand promotion and did not feel it made any difference if he was to remove all the branding from his premises.

A lengthy discussion took place on winning awards and how to promote them. The meeting felt it was important the business built its own PR strategy. The number of possible award winning opportunities was at saturation point.

Facebook: the meeting felt that the social media posts need to be more generic with postings on recipes and general themes which members could then repost on their own page. Examples were given of How to cook a steak. Videos of recipes, maybe a Turkey video. Posts of shops should probably go in the members only page mainly these posts are not suitable for sharing and there are a lot on Q Guild Facebook.

Product of the Month

Drew McKenzie said the Black Garlic Steak was a good seller. He also puts it on chicken kebabs. James Patrick said he puts the Black Garlic on Pork Steaks. Stewart Collins said if he did not like the product of the month he just adapts it to suit him.

One Minute

Ian Jack talked about the retail climate in Stranraer. He is now getting beef from Millers from Speyside. Border Meats has become very expensive.

Steven Cusack said business was good retail was picking up. He offers free delivery in Elgin and sets up, a BBQ in front of shop from time to time to give customers tasters. They do a BBQ schools. They are doing a lot of meat packs. They had reduced the number of product lines when economy was sluggish but now are starting to introduce new lines again. They do an excellent trade in fruit and vegetables.

Scott Johnston said business was steady. He was now going to focus on freshening up the shop and bringing things more up to date.

Stewart Collins said sales are the same as last year. He said he was going to focus on moving the business forward and concentrate on retail.

John Lawson said they had been busy with BBQ, better at weekends. Sales had dipped for steak pies and stews. Nothing new in his shops. Vegetables sell well in shops and what is not sold can be used in his ready made products. He is looking to move forward local deliveries.

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Drew McKenzie said weekends very good and BBQ trade very good. He has started to buy live at Stirling and he is happy with the quality he is getting. He said he does a good trade in local deliveries particularly on a Friday between 5 and 7pm.

James Patrick said they were really busy the English bank holiday weekend. Other than this there was nothing out of the ordinary. He was considering sponsoring a boxer and a general discussion took place on the merits of it.

Date of Next Meeting

Monday 10 September, Perth Office. The group will discuss Christmas. The meeting agreed each member to bring a sample of a stuffing for tasting.

A general discussion started about different turkey suppliers in the market place. A discussion also took place on how to make chicken sausages.

Bruce McCall agreed to send list of microbiologists to Stewart Collins.

Stewart Collins was looking for help to make Italian Sausage.

Meeting closed at 4.40pm with a vote of thanks to the chair.

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