



Q Guild South Regional Meeting

Monday 2nd October 2017 at 12pm

Plough Pub, Gt Bentley & Verstegen Office

Present: Chadwick Butchers, Halls of Hazelme, Bradwell Butchery, Denis of Bexley, Frank Godfrey, Black Barn Butchers, Claire Holland - Guild Manager

Corporate Members: Weddel Swift, Anthony Rowcliffe, Walters Turkeys, Dalziel, WJPackaging, Windsor Food Machinery

Apologies: H G Walter

No minutes of previous meeting supplied, so none to be agreed

GC - presented Chadwicks Xmas ordering system, which GC had been working on since March after last year's system didn't run too smoothly.

- Currently in production an A4 glossy Magazine which shows all products available to order - not an overly extensive range as the view is 'less is more'. approx 2000 print run
- Also available a couple of small 'how to cook' your Xmas roast and a special offers leaflet
- Each member of staff gets their own A5 order form pad (50 orders per pad) orders completed with customer, who pays in full at time of ordering.
- Orders are listed in the staff folder by date of collection
- Yellow (raffle type) tickets used to keep a tally of products sold, once the number of tickets torn out reaches the number of products available a decision can be made whether to reorder
 - o separate books are used per size of bird and then for each roast type i.e. hams, beef, etc
- The aim is to ensure care is taken at point of order - to avoid over stocking at the end of Christmas and to encourage staff to sell from the Magazine, as well as upselling on 'Trimming Packs' which are a unit priced box of 'extras' like pigs in blankets, bacon, stuffing etc.
- Forms do not leave the store but customers can order from home via the website



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- Special Orders can be taken, but are ordered on a separate order form, separate from Hamper orders
- Staff bonus system paid on 20th Jan as well as holding an awards ceremony for Best Sales person from each category.
- Staff can get an on the spot bonus for large orders - ie 3 hams, multiple hampers, etc
- Focus will be on selling what is available to help reduce waste
- All Birds sold at unit price

General Discussion around Christmas

Opening hours:

- GC - opening both Sundays closing Mon- Thursday
- Most opening Xmas Eve and those who open on a Sunday will continue to do so

Turkey Suppliers:

- Copas Turkeys - only used by one member - others use EW and Kelly Bronze
- Walters Turkeys stated that Turkey prices were up 2½% and they could also supply Shop Branded boxes

Boneless/rolled turkeys biggest sellers

Some are selling 'Birds in a bird' using various types/mixes of birds others just use various types of breast meat

Visit to Verstegen, Gt Bentley

Rob and Reg prepared a great presentation of Christmas style buffet ideas, casseroles and single portion meals using a variety of their spice mixes, these included:

Casseroles

- Honey & Mustard Pork Casserole with carrots and mushrooms -using vera binder and beef steak spices
- Rabbit with Smoked Bacon casserole using vera binder - Italian herby tomato (using the old school meatball sauce)
- Beef Rolls stuffed with sausage meat and peppers and a balsamic thyme sauce - used rump steak, can use frying steak

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- Lamb noisettes stuffed with cranberry, orange, sausage meat stuffing, rolled in mediterranean world spice blend underneath olives, carrots, tomatoes with a small amount of greek passion

Nibbles:

Mainly used turkey mince (breast and thigh)

- Asia Meatloaf - using vera binding pure - gluten free binder alternative to breadcrumbs
- Indonesian Sweet Sliceable sauce in the middle of a minced meatball
- Burger mix with chorizo, onions, peppers and tomatoes
- Turkey Meatloaf using Verstegen meat ball mix, orange pepper & veg
- Burger mix with sliceable mushroom sauce inside
- Sausagemeat and onion crispies
- Mexican croissants - Mexican flavoured mince meat on a bed of puff pastry, rolled up to look like a croissant rolled in Mexican madness



A platter of cooked nibbles was presented to show how well they stand up to cooking which everyone enjoyed tasting.

In the future Verstegen are looking to develop more Asian style flavours

Charlotte from Dalziel mentioned that Japanese flavours are also a new trend coming through for cooking in the home.



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Presentation from Meze Publishing - on producing a Q Guild Butchers Cook Book

- Meze produce recipe books with content from local businesses either in one County, Region or Area, also Chef based versions - see <http://mezepublishing.co.uk/>
 - o GC due to be in the London version due out soon
- The premise is that most small businesses cannot afford to produce their own cook book, so this is a way of being part of a book without a large expense.
- Content and layout suggested is based on a hard backed 224 page book - content not set in stone all suggestions taken on board, current suggestion as follows
 - o Foreward
 - o Introduction
 - o Butchery information
 - o Myth busting and technical information for consumers and chefs
 - o Meat type based chapters i.e. beef, lamb, pork, poultry, BBQ, etc. suggestion is that they are sponsored by a supplier - 2 pages of content to promote their business
 - o Butchery businesses are offered 4 pages of content which could consist of a page promoting your business, an image, a recipe and an image
- Butcher is required to offer up his own recipe, and Meze's copy writer will keep consistency in style, also Meze will photograph the premises and recipe.
- A 3500 print run is suggested with copies to be distributed between all contributors
 - o All butchers who take part will get 50 books to sell
 - o Suppliers will get 250 books - to sell or distribute to their customers
 - o Current suggested RRP £20
 - o All money sold from the books the contributor gets to keep, should get a return after selling half.
- The books are also sold in local book shops, food outlets and anywhere else relevant to the subject or area.
- They also promote the books on social media and develop a whole PR programme
- GC is suggesting this is a South and East focussed book for those 20 members in the area
- All design, look and feel will be agreed by all members
- Payment is made upfront to Meze by each contributor approx. £600 per set of 4 pages by a butcher and approx. £150 from each supplier who wishes to sponsor a chapter.

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Questions:

Chris Godfrey - suggested there be more meat cuts information

DL - explained about his experience working with a book producer, which took up lots of time and effort, but luckily he didn't have to pay for it.

Charlotte - Dalziel suggested it may be better if it was aimed at all butchers in the Q Guild. GC suggested that there is a North and South taste difference and therefore wanted to keep it focussed on South.

Some suppliers suggested they would struggle to sell their allowance of books, and Meze said they would sell them on their behalf, and any profit/funds would sit in a central pot for the next book and GC highlighted that it would not go back in to Guild funds.

In closing the meeting:

- GC is a great advocate of this promotion as feels it's a better tangible item than a website, and also feels it would benefit the Members more by actively promoting the Guild and its members.
- GC expressed his view on how the Guild spends its funds and feels in the future this is a better way of spending funds than on the recent website system.
- GC suggested members think about this into the New Year and suggested another meeting is held in January whereby he wants to sign up interested members and suppliers
 - notification from GC and Meze will be supplied beforehand

GC thanked Verstegen for hosting the meeting in their offices and presenting the range of products seen earlier.

Meeting was closed at around 2.30pm

Next Meeting: No date planned for next meeting

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