



## Q Guild Visit to South & South West Members 25/26<sup>th</sup> April 2016

### Attended by:

Andrew Edmonds, Eastern Region Chairman  
 Edward Byford, Eastern Region Secretary  
 Chris & Jane Watts, Tilehurst Butchers  
 Graham Hall, Halls of Hazlemere  
 Peter Lamburne, Walter Smith-Huntington  
 Ben Powell, Abergavenny 25<sup>th</sup> April, only  
 Peter Powell " "  
 Neil Powell " "  
 Robert Trigg " "  
 Ian Pullen, Dalziel Ltd, joined us for the Kerry/Lucas visit only  
 Jon Thorner joined us for our evening meal  
 Sam King, Jon's Retail Operations Manager

Apologies: Gordon Newlands

25<sup>th</sup> April 11.00 am

Arrived at Walter Smith's concession- new Food Hall opened October 2015

Wyevale Garden Centre, Smallway, Congresbury, Bristol, BS49 5AA

This Wyevale Garden Centre was enormous, it was like an 'open plan' shopping centre Food Hall:

All the displays were superb with fresh garnish and great attention to detail.

The displays consisted of fresh & cooked meat, pies, kitchen ready products, sausages. All the processed products are prepared, 'made up' in front of the customer. This included making sausages and cooking pies and hams etc. (Serve over displays cabinets)

The remainder of the food hall was self- service, offering pre-packed whole chickens, chicken portions, bacon rashers & joints. Non refrigerated displays were focused mainly on local produce - fruit, vegetables, eggs, artisan breads, jars of condiments, oils, olives, and local beers and wine etc.

25<sup>th</sup> April 2.00pm

Arrived at Kerry/Lucas Portbury Way, Royal Dock, Bristol, BS20 7NZ

We were greeted by Judith Johnson and Steve Derrick, taken to the new guest suite.

Steve gave a brief introduction of the company and its commitment to the Q Guild.

Kerry/Lucas are a 'Key Partner' of the Q Guild, part sponsoring the development of the Guild's new 'Digital Platform' which incorporates promoting a Lucas/Kerry product of the month.

Lucas/Kerry is an international company operating in 115 countries with 25,000 employees. The Lucas original business was founded 90 years ago by Thomas Lucas, mainly selling rusk.

Our factory tour was hosted by Martyn Bull and Matt Wilson, they are computer systems development professionals working on continuous improvement/refinement

of the 'SAP' operating system. The system controls, goods received in, stock control, recipes, and various safety procedures to ensure correct ingredients are assembled

The Q Guild

8-10 Needless Road  
Perth, PH2 0JW

Tel: 0844 800 6560

info@qguild.co.uk  
www.qguild.co.uk





before they are mixed into the finished product, plus dispatch of finished products. There is a sophisticated barcoding system that identifies products and procedures etc. Their responsibility also includes staff health and safety and efficiency of working methods.

Our tour lasted one hour. The factory receives approximately 140 tons of ingredients per day, mixes and makes up approximately 140 tons per day. There are 11 large mixers on the upper floor, different types of mixers make up different products depending on whether the finished product is of a more delicate nature or not.

After our tour Steve gave a presentation of the Kerry/Lucas product range, currently offering

20 sausage mixes, 5 burger mixes, 'Easicure' for bacon/hams, recipes and ingredients for 20 kitchen ready products. Fairly new are gluten free sausage mixes and gravy.

Lucas/Kerry - Q Guild product of the month for May is Piri Piri chicken parcels.

Judith prepared/ cooked a selection of their gluten free sausages and gravy for us to sample,

All were incredibly tasty and no real difference in flavour than products which contain gluten. Social media- Steve showed us a few short films of Q Guild members being interviewed in their shops talking about their business and Lucas/Kerry products, 15/30 seconds promotional slots are uploaded onto Facebook.

## 25<sup>th</sup> April evening

Jo Thorner and Sam King (Jon's Retail Operations Manager) joined us for our evening meal at the Premier Inn restaurant Frome. We have a great evening of conversation, good wine, beer and food.

## 26<sup>th</sup> April

8.30 am we arrived at Jon Thorner's Bridge Farm Shop/factory Pylle, Shepton Mallet, Somerset, BA4 6TA.

This is a spacious shop offering a wide range of local produce. There is one serve over fresh meat cabinet which at the time we arrived had a superb display of traditional cuts of meat as well as appetizing kitchen ready products. Behind the fresh meat counter you could see through the windows the meat pie bakery with staff busy cooking meat, making pastry, filling pies and baking off etc.

Jon escorted us upstairs to his office which adjoins the main administration open plan office area. We were given clean white coats, hats, and shoe covers. Our tour began at the cooked meat/cheese prepacking area. This had recently been refurbished and was spotlessly clean.

Here the staff were preparing consumer packs ready for distribution to Jon's other three farm shops, plus other retail outlets. We then proceeded to a very busy fresh meat preparation/packing area, this was equipped with efficient industrial equipment.

Producing, sausages, burgers, mince, and portion controlled cuts of meat.

All meat arriving in and going out was fully traceable.

Jon's many customers included, schools, a leisure park, some supermarket self-service counters, an on-line grocery company, an internet company selling meat direct to the consumer and his other three farm shops

The Q Guild  
8-10 Needless Road  
Perth, PH2 0JW

Tel: 0844 800 6560

info@qguild.co.uk  
www.qguild.co.uk





26<sup>th</sup> April

10.00 am We arrived at Jon Thorner's White Row Farm

This is a farm shop where Jon has the concession for a serve-over fresh meat counter, pre-packed self-service fresh meat counter, a cooked meat/pie self-service counter, plus some chest freezers offering a selection of frozen meats.

The farm produces pigs. Jon has agreed with the farmer that he will only stock his pork in this outlet. On this expansive site there is a restaurant, a fish and chip shop, the butchery department serves both of them with sausages and other meat products. Jon's manager, is ex-army he has brought good discipline and runs a very tidy well organised department.

26<sup>th</sup> April

1.00pm Arrived at Tilehurst Butchers, Reading

Jane and Chris organised drinks and sandwiches for our lunch which we were very grateful for. They run a very busy shop offering a good selection of traditional cuts of fresh and cooked meats. They have a good size forecourt which they maximise by putting on a superb display of fresh vegetables. Just inside a wide doorway there is a self-service chilled fruit display. Fresh fruit and vegetable are purchased and collected daily from the London Market

by Chris or his colleague. Chris's working day sometimes begins at 1.00am.

From the shop they also serve numerous restaurants'.

They also own the coffee shop a few doors away from the butchers which Jane used to manage. However, she has now been promoted to office manager.

Chris has produced a range of professional looking leaflets: Master Class- Butchery Tuition

5 Day Meat planner, BBQ Packs of various sizes/prices

26<sup>th</sup> April

3.00pm Arrive at Windsor Farm Shop.

A Rustic, authentic looking shop, stocking produce from the Royal Farms as far as possible.

The meat department was mainly made up with traditional cuts of meat and sausages. All the meat looked of good quality, with the beef hind quarter cuts being hang for up-to three weeks. The delivery arriving on Wednesday the 27<sup>th</sup> April was expecting to be 4 bodies of beef, 17 pigs and 20 lambs.

When we arrive there was an older member of staff finishing off making sausages, he told us an interesting story.

The Duke of Edinburgh is unpredictable and can turn up at the farm shop at any time.

A few weeks ago he turned up early in the morning when this butcher was starting to prepare the sausage making process. The Duke looked at the stack of trays full of pork and questioned what it was for. The butcher explained it was for making sausages, he was going to mince the meat, then mix it with seasoning, water and rusk all by hand.

The Duke said "surely you need a machine to do that job" or words similar to that, the butcher had to agree! Within a couple of weeks a new Thompson mixer/grinder arrived courtesy of some Royal pressure.

Our day finished with a cup of tea in the Windsor Tea Room before heading home.

The Q Guild

8-10 Needless Road  
Perth, PH2 0JW

Tel: 0844 800 6560

[info@qguild.co.uk](mailto:info@qguild.co.uk)

[www.qguild.co.uk](http://www.qguild.co.uk)