



Q GUILD BUTCHERS Wales Regional Meeting

Minutes of the meeting of the Wales Region of the Q Guild held on Monday 16th January 2017 at 18:30 at Toby Carvery, Whitchurch, 21 Tyn-y-Parc Road, Cardiff, CF14 6BH

PRESENT

Mark Turnbull, Guild Chairman

Members:

Martin Player, (Regional chairman,) Ieuan Pincott, Joe Gibbs, Anthony Tilbury, Christian Regan,

Prospective New Members

Chris Hayman, (Caerphilly), Chris Rogers (Carmarthen).

Corporate members:

Steve Derrick, secretary, (Lucas Ingredients), Ian Pullen (Dalziel), Michael Rawsthorne (IFI), Chantal Absolom (SCS), Ian Williams (Wedel Swift)

Apologies

Gordon Newlands, Alwyn Jones (William Jones Packaging)

Welcome

Martin welcomed everyone to the meeting

Minutes of Last Meeting

These were distributed to everyone.

Election of Officers for 2017

Chairman

Martin Player was proposed by Anthony Tilbury and seconded by Christian Regan, and duly re-elected.

Vice Chair

Christian Regan was re-elected by members

Secretary

Steve Derrick agreed to act as secretary.

Christmas 2016

A discussion was held on Christmas trading in 2016. MP said that their Turkey sales were split 50:50 between whole birds and Crowns, Geese sales were up on 2016 as was Lamb sales, however Pork sales were down on 2015. Beef sales were also strong this year. MP hired extra refrigeration which

a Masterclass in Meat...

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was a major improvement on managing orders, also having Christmas at the weekend made planning easier.

MT reported that their system of having everything pre-ordered and unit priced worked well, though he felt that were slightly down on the previous year. Chris (Caerphilly) said that sales were on a par with last year, however he saw a change in popularity of meats chosen with Geese sales up on last year. A refrigerated van was hired as extra refrigeration which was a success in managing stock and orders. AT told us that overall sales were up on 2015, with strong sales of Turkey, Gammon and Pork loins.

CR said that this was their 5th year of trading and that they had seen a 10% growth in sales over the xmas period.

2017 Events Programme

- *Sunday 19th March.* BBQ Competition, Welsh Heats to be held at Moody Sow Farm Shop. Graham Palfrey to be asked to Judge.
- *May 21st & 22nd* BBQ Competition Final,. Venue to be confirmed.
- *Monday 5th June.* Regional Meeting, Toby Inn, Whitchurch, Cardiff. Christmas planning 2017
- *Monday September 4th.* Regional Meeting TBC.
- *October* - Proposed regional visit to London.
- *January 2018* - AGM

Managers' Report

In the absence of Gordon Newlands, Mark Turnbull read his report, and wished member a Happy New Year and that Christmas trading had been a profitable.

Topics included the following

- Regional Visits. Suggestions for visits to North or Southern Ireland
- A French Tour is being planned for 21st, 22nd & 23rd of March. An itinerary has been sent to the Guild, and the first 25 butchers that apply when the invitation email has been sent will go, as this is the maximum number they can host.
- Young Managers Club, are visiting London for a 2 day visit in late February. Plans are at final confirmation stage and will be sent out shortly. 12 places are available on this trip. Set KPI's and reports to be completed by attendees with reports going back to business's and Guild.
- Smithfield Awards Luncheon. Members are reminded to book their places ASAP if not already done so, as only a few places are left.
- Forum. The forum is designed as the place to discuss recipes, promotions, ideas and thoughts by Andy Hull at Frasers Butchers. Please contact Andy to sign up if not already done so.
- Executive Meetings. The next meeting is Feb 8th. Please contact Martin if you wish to bring up any issues to be brought attention to at these meetings.
- Website. The 1st stage consumer facing has now been completed, with members details on their own pages. If not already populated, please contact Gordon. Stage 2 will launch on Jan 31st. This will include:
 - Asset Bank. 120 copyrighted images of food for Guild members to use free of charge.
 - 350 butchers recipes

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- PDF's of marketing material

Stage 3 is planned for March which will contain templates for posters, newsletters and POS material.

- **Product of the Month.** Mark encouraged members to get behind these products, as this is the first step to getting a national promotion. Please pass on any ideas for products, please pass on to Gordon.
- **TAC.** The Steps to quality manual has been re-branded and will be sent to members in February. This is to be used as the "Bible" for quality standards in the shop and will supercede any previous manuals or guidelines.
- **T's & C's.** A new set of terms and conditions has been legally compiled and will be sent with the renewal letter. This is a legally binding document and must be signed in order to become a Guild member. This protects members and the Guild.
- **Marketing.** A Burns leaflet has been sent to you all. Plans for 2017 include consumer leaflets for; Steak Leaflet, BBQ guide, Roasting guide, Game guide and a Xmas leaflet.

Mark then informed us that Gordon will be going into hospital for a knee replacement operation in February and will be out of action for 2 weeks, then 6 weeks post op with no driving. If all goes well then Gordon will be working from home during this time. Any queries, please refer to the office during this time.

Corporate Members Presentations

- **IFI - Michael Rawsthorne.** Michael cooked 3 new "Mari Top" curry sauces, Thai, Korma and Rogan Josh for members to sample. He also presented and displayed a range of oil based marinades. Michael also mentioned their Bratwurst range of 3 sausage seasonings. Brochures, leaflets, samples and prices were made available for members.
- **Dalziel - Ian Pullin.** Ian presented AW Smiths Sundries product range with "Eiker" knife samples and tools, and a PowerPoint presentation which gave an overview of other products including machinery and uniforms. A discussion followed concerning new cook-in vacuum pouches that can be used up to temperatures of 220°C.
- **SCS - Chantal Absolom** told us about their new apps which are designed to be used with their Avery / Berkel scales to assist with staff timekeeping and another one for running customer loyalty schemes.
- **Weddle / Swift - Ian Williams** thanked members for letting him attend their meeting.
- **Lucas Ingredients.** SD thanked members that had supported the product of the month and to "watch this space" for new innovative products to be launched later this year.

A.O.B. No topics were brought forward, and Martin closed the meeting. Members and Corporate members retired to the bar to continue discussions.

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