



## The Smithfield Awards



## Smithfield Awards 2018

**9<sup>th</sup> August 2017**

Smithfield Awards 2018 Launched  
Enter via [www.qguildentries.co.uk](http://www.qguildentries.co.uk)

**25<sup>th</sup> September 2017**

Deadline for Entries

**18<sup>th</sup> & 19<sup>th</sup> October 2017** Judging, City of Glasgow College

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**7<sup>th</sup> February 2018**

Awards Presentation  
Stationers Hall, London

# CATEGORIES

| Category                                                                                                                                        | Sponsored by      |
|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Category 1 - Traditional Pork Sausages<br>(includes Regional variations such as Cumberland, Lincolnshire, Yorkshire, Northumberland, Newmarket) | Lucas Ingredients |
| Category 2 - Speciality Sausages (any species)                                                                                                  | Lucas Ingredients |
| Category 3 - Burgers                                                                                                                            | Verstegen         |
| Category 4 - Ready to Eat Meats including Cooked Roasts                                                                                         |                   |
| Category 5 - Bacon & Cured Products                                                                                                             | Lucas Ingredients |
| Category 6 - Pies & Bakery (Hot)                                                                                                                | Dalziel Ltd       |
| Category 7 - Pies & Bakery (Cold)                                                                                                               | Dalesman Group    |
| Category 8 - Kitchen Ready Products<br>(means raw products requiring cooking)                                                                   | Dalziel Ltd       |
| Category 9 - Ready Meals<br>(means products that only require re-heating)                                                                       | Verstegen         |
| Category 10 - Gluten Free Products                                                                                                              | Scobie & Junor    |
| Beef Products   English                                                                                                                         | AHDB              |
| Lamb Products   English                                                                                                                         | AHDB              |
| Beef Products   Welsh                                                                                                                           |                   |
| Lamb Products   Welsh                                                                                                                           |                   |
| Beef Products   Scottish                                                                                                                        | QMS               |
| Lamb Products   Scottish                                                                                                                        | QMS               |
| Pork Products   English                                                                                                                         | Weddel Swift      |
| Bacon Products   English                                                                                                                        | Weddel Swift      |

Enter online at [www.qguildentries.co.uk](http://www.qguildentries.co.uk)

# QUANTITY

## OF PRODUCTS TO SEND

|                                                     |                                                                                                                 |
|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| Traditional Pork Sausages                           | 1 lb (450g) uncooked                                                                                            |
| Speciality Sausages                                 | 1 lb (450g) uncooked                                                                                            |
| Burgers                                             | 4 x uncooked                                                                                                    |
| Ready to Eat Meats including<br>Ready to Eat Roasts | Minimum 1/2lb (227g)<br>Roasts - Minimum 1lb (454g)                                                             |
| Bacon and Cured Products<br>(Raw)                   | Bacon - Minimum 1/2lb (227g)<br>Cured Products - 1 lb (454g)                                                    |
| Pies                                                | 2 x family pies or 4 x individual pies<br><b><i>Full Cooking Instructions for Hot Pies must be included</i></b> |
| Kitchen Ready Products                              | 2 products but enough for 2 servings each<br><b><i>Full Cooking Instructions must be included</i></b>           |
| Ready Meals                                         | 2 products but enough for 2 servings each<br><b><i>Full Cooking Instructions must be included</i></b>           |
| Gluten Free Products                                | Dependent on entry please follow the guidance above that relates to the product.                                |

Enter online at [www.qguildentries.co.uk](http://www.qguildentries.co.uk)

# DELIVERY OF PRODUCTS

**TUESDAY 17<sup>th</sup> OCTOBER 2017**

**Address:** Via courier or van go to the Goods Entrance  
City of Glasgow College, 211 St James Road Glasgow, G4 0NT

If being delivered by hand go to the Goods Entrance  
Cathedral Street Campus, 211 St James Road Glasgow, G4 0NT.

**Time To arrive:** Between 9.00am - 4.00pm

Examples of couriers include: Parcel Force, TNT, Amtrak, Fedex

If you find it difficult to gain entry to the College, please call Douglas Scott on 07918 731751.

## **Packaging for Travel:**

Products should be packed in such a manner so as to ensure they remain safe to eat. This is particularly important in the case of products which require no further cooking such as Ready to Eat Meats and Cold eating Pies.

Products deemed unsafe will not be evaluated.

It is recommended that products are securely packed in insulated containers, such as polystyrene boxes, with sufficient gel freezer packs for the quantity of products being transported and likely time in transit.

Do not vacuum pack and freeze water, when it thaws out it damages products.

If you are using a courier it would be a good idea to test how well your products will travel to Glasgow by trying a delivery of the packed entries to yourself the previous week.

## **Labelling:**

Product identification and college address details will be included with your email confirmation, once you have submitted your entry.

Please ensure that the product identification information is securely attached and clearly displayed on your products when they are delivered. Also include with any **cooking instructions, especially if entering in the Kitchen Ready and Ready Meals categories.**

Attach the City of Glasgow College address labels provided within the email to the outside of your parcel.

# RULES OF ENTRY

- Products entered must be for human consumption.
- There is no limit on the number of entries per member. Any product on sale is eligible for entry. Entries must be submitted via the online entry form at [www.qguildentries.co.uk](http://www.qguildentries.co.uk) otherwise the entry will not be accepted.
- All samples must be received by the deadline specified or the product will forfeit its entry into the competition.
- Products previously entered into the Smithfield Awards are eligible for re-entry. Entry is not solely restricted to new products but there will be a prize for the most Innovative Product.
- For Roasts, Hot Pies, Kitchen Ready Products and Ready Meals the organisers undertake to prepare products by a team of chefs for tasting according to the submitted cooking instructions.
- The organisers reserve the right to change the categories and the judging panel without prior notice.
- The organisers reserve the right to accept or reject entries.
- The decision of the judging panel is final and it will not enter into any correspondence.
- Gold Award winners must submit recipe/s. Failure to submit your recipe when requested, will forfeit the right to be considered for a Diamond Award.
- It is a condition of entry that all entrants will be bound by these rules.
- No entry cancellations will be accepted or refunded after 4<sup>th</sup> October 2017.
- Entries successful or otherwise will not be returned.
- Entries must be received by **Monday, 25<sup>th</sup> September 2017**.
- **No late entries will be accepted.**
- The Evaluation will take place on **Wednesday 18<sup>th</sup> and Thursday 19<sup>th</sup> October 2017**. You will be notified of the results in mid November.

# JUDGING VENUE

Once again we are delighted to be holding the judging for the Smithfield Awards at the **City of Glasgow College's state of the art facilities**.

The college is the leading provider of education, training and research for the culinary industry in Scotland, and the great kitchen facilities and onsite team made a huge contribution to the smooth running of the awards for the last five years.



Judging sessions will take place in the College Restaurant. In the kitchen, the college's fully qualified chefs including **Masterchef winner Gary MacLean**, will be assisted by a team of third year Hospitality students to store, prepare and serve the products. They will follow the cooking instructions given by entrants for their products as well as making sure every judge gets a sample that genuinely reflects the whole product.

This means we are confident the integrity of the Smithfield Awards is upheld and that the awards maintain their very high value. The Guild will encourage the judges to make comments and constructive criticism, where they feel it is required, for each entry.

## JUDGES

The judging process encapsulates all elements of the product, from its ingredients, its cooking or serving suggestions and equally important - its presentation.

The products are judged blind so they do not see the outer packaging, so please present the product well; initial impressions can mean so much. They will respond as a consumer would - with their eyes first, and then with their nose and their mouth.



The description label or ticket should not include company names or addresses but we would like our judges to know as much as possible about the food they are sampling, so please make good use of the product description box under your product name. This description will be printed on the judging sheet to assist judges. All this information informs their judgement, raises expectations and fuels the passionate discussions that follow.

In essence your product will have been evaluated by experienced judges so the feedback that you will receive is incredibly useful.

We are conscious that since the venue is in Scotland that regional tastes might come into play if we drew all the judges from the surrounding area. This year we will again make sure that we have a widespread panel of judges and aim like last year to have 50% from England. Ireland, Wales and Poland were also represented on the judging panel last time and we will be inviting similar international enthusiasts this time.



If you win best product in the category, or if you win Gold, you have an outstanding product and have been found to be among the best of the best. Winning a Smithfield Award will deliver the potential to significantly increase sales since the PR issued by Charlotte & Joseph will make sure your winning product is communicated far and wide, and, as last year, you can keep up with news from the awards on Twitter.

# JUDGING PROCESS

Our stringent judging process.

Drawing on the knowledge and expertise built up through running the Smithfield Awards for over 30 years, the Guild of Q Butchers follow the same stringent procedure to arrive at their result.

Judging panels will be made up of respected experts, bringing together the widest possible pool of knowledge. Each product will be prepared in line with its on-pack instructions and then carefully judged by members of the panel, who will discuss its merits based on the following criteria:

- appearance
- taste, flavour
- texture
- aroma
- ingredient list
- innovation
- ticketing
- presentation

Each product will start with 100 points and points are deducted for not reaching any of the above mentioned criteria. Worth noting that, if cooking instructions are required and not submitted with the product, 10 points will be deducted from the overall score.

At the end of judging each category, the panel will decide on the finalists. Then a new panel, reviews those finalists, disregarding the original scores, and chooses a winning product from each category - A Smithfield Award trophy is then awarded to the winner of each category.

The overall winner called the **Supreme Champion** - is chosen from all the category winners by a fresh panel of judges.

## Feedback

Naturally, the ambition of everyone who enters the Smithfield Awards is to win an award. However, we are also aware that some entries that do not make the awards list are very interested in finding out why they fell short.

With this in mind we will be sharing the feedback from the judging panel with you to help with product development.

We know these notes have real value to entrants and so are very keen to ensure you get the most accurate and detailed feedback we can give. Therefore a moderating panel scrutinises the judges' comments before the evaluation process is completed to ensure that the opinions and advice given can be understood by the entrants.

**Please note:** the judging sheets and judges' feedback will not be available until mid November and we can not enter into any discussions about the detail they provide.

### **GOLD AWARD WINNERS**

If you are a Gold Award winner you will be notified as soon as possible after the Evaluation and be given ten days in which to submit your recipe/s by email.

If you fail to submit your recipe when requested, you will forfeit the right to be considered for a Diamond Award.

**So... which of your culinary delights will you put forward to our expert judges this year?**

**We look forward to judging them and discovering the fantastic products which are being produced by Q Guild members today.**

**If you are a winner, along with your certificates and trophies you will also be able to make use of Smithfield Awards promotional artwork alongside your winning products.**





# SMITHFIELD AWARDS LUNCHEON



Where: **Stationers Hall, London**  
Date: **Wednesday 7<sup>th</sup> February 2018**

Certificates and Trophies will be presented at the Lunch and a ticket order form will be enclosed with the judged sheets, which will be posted out mid November.

## **CERTIFICATES**

There will be Gold and Silver “Smithfield Award” certificates awarded in each category with Diamond Awards for the overall winners.

There will be further awards for the best Beef and Lamb products of English, Welsh and Scottish origin and the Best Pork and Bacon products of English origin.

# CELEBRITY PRESENTER

This year the awards will be presented by **Nigel Barden**.

Nigel Barden is a food and drink broadcaster, who works with Simon Mayo on Radio 2 on a Thursday evening. He has 7 million listeners which is the biggest audience of a cookery show in Europe.



Previously he worked with Chris Evans, on their Sony Gold award winning BBC Radio 2 shows and is the food correspondent for BBC London. He specialises in promoting British ingredients and artisan producers, particularly in his role as chairman of judges for The Great Taste Awards, Farm Shop & Deli Awards, World Cheese Awards, British Cookery School Awards and host of the National Fish & Chip Awards.

He said of the Smithfield Awards that he would be happy to utilise some of the winning produce, by tasting it on the radio and featuring meat from some of the award winning Q Guild butchers on his Radio 2 slot.

# The Smithfield Awards



## SPONSORS

The Guild of Q Butchers would like to thank our sponsors and ask members to support them as they do you.



*Verstegen, with pleasure.*

