



Q Guild South Regional Meeting

Tuesday 17th January 2017

Balham, London.

Present: Graham Hall- Halls of Hazelmere, Gary Chadwick- Chadwicks Butchers, Chantalle Absalom- South Coast Systems, Michael Rawsthorne- IFI, Alex Farr- IFI, Mark Turnbull- Q Guild, Gordon Newlands-Q Guild; Jane Watts- Tilehurst Butchers; Chris Watts- Tilehurst Butchers; Paolo Riccio- Tilehurst Butchers; Philip Regan- Kelly Turkeys; Edward Walters- Walters Turkeys; Robert Sproat- William Jones Packaging

Apologies: Tom Newitt, Danny Upson, James Lally, Katie Lally, Danny Lidgate, Mike Richardson, Glen Kirkton

Regional Chairman Gary Chadwick before the meeting took the assembled guests to visit both his stores in Balham and Tooting. All present were suitably impressed.

Chairman Chadwick welcomed the guests over lunch at a nice French restaurant.

Election of officers and directors

Regional Chairman- Gary Chadwick, Proposed by Graham Hall and seconded by Chris Watts.

Vice Chair- Chris Watts, proposed by Edward Walters and seconded by Gary Chadwick.

Regards were passed onto Damon Buckingham who has moved onto his new venture and opened his own shop which we hope will become a Q Guild member once his 1st full year of business has been completed.

Xmas Round Up:

Chadwicks- 2 stores this year. Dynamics have changed. Click and collect was massive. Delivery service caused no end of problems 2% or orders and 987% of grief.

£26-£30K last year

£64-£70K this year

Whole birds -550 in total.

All pre-priced.

Put prices up 2 years ago to slow down the trade and this has had the opposite effect.

75% up on last year due to 2nd shop.

Overall massively pleased but still some streamlining to do for Xmas 2017.

Mark Turnbull- Slightly down on trade. New Year was flat trade.

Orders more and up on a 4 week period leading up to Xmas.

Turkey Butts trade was huge-eventually having to bone turkeys out to fulfil orders.

Beef plenty left and maybe slowed down this year.

Took a payment when ordering which maybe accounted for the trade at Xmas.

Tilehurst Butchers- Turkeys up 20%, Bronze Crown up 45%, White Crowns down 2%, Ducks Down 20%, Geese on par with last year,

Hampers with turkeys in was a huge trade which was marvellous- £85 fresh and £75 frozen- 130 fresh and 50 frozen sold.

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Hampers with Boned and rolled turkey breast in £85 fresh and £80 frozen. Sold 96 fresh and 30 frozen. 5% up on Boned and Rolled, Cockerels up 20%.
Easier trade due to 7 day lead in. £5 Delivery charge which worked well.

Halls of Hazelmere-

Good Xmas, 45th Xmas and the easiest one of the lot. Ribs of beef were collected from September and frozen down. Turkey Butts- 50 cases of 4 sold and could have sold more. £16.99 per kg.

130 Copas Bronze and 130 Copas white sold also.

Topside sales up

Sausage sales huge as usual.

Kilted chips-£13.99kg and Chips-£12.99kg

Gammons and Ham sales all up.

10% overall trade up.

Tilehurst at Reading- 2nd shop-

Paolo boned and rolled turkey butts and barded with bacon and orange and lemon which were huge trade. Convenience is the way forward for this outlet of Tilehurst and he sees no sign of it slowing down.

South Coast Systems- Chantalle explained that they have been really busy installing scales in December which usually was unheard of, but means the trade is buoyant when butchers are purchasing kit. Thanked the butchers for allowing her to attend the meeting.

William Jones Packaging- Bit quiet before Xmas but some really good leads for January and some good sales coming in so looks good for the start of 2017. Any members looking for packaging please contact him.

Edward Walters- 14% up on numbers with 99% sold.

More bronze then whites and sees this as the way forward.

Thanksgiving trade was up.

Nationwide distribution this year which worked really well and a good few new customers.

Happy with trade and building new plans for 2017.

Kelly Turkeys-

Philip Regan explained that they were sold out the Sunday before Xmas. Gate sales were stopped. Farmers were all sold out also. He urged butchers to take extra when ordering as stocks are tight and it is not always they can fulfil late requests although they do try. Online sales-90% up by 6%.

Mailshot reduced by 10K to 500

Value added products- Turkey mince went well.

Positive results.

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IFI-

Michael Rawsthorne then presented some curries on behalf of Innovative Food Ingredients. New company that is clearly making waves in the UK and seeing new customers on a monthly occasion. David Brennand is the owner and the work is split among Michael Rawsthorne- Middle England, Alex Farr-South, George Murphy TPS-Scotland. The link to Newly Wed Foods was explained fully by Michael and all were impressed by the offerings of such a large company.

Curries on taste- Thai Green, Rogan Josh and Korma.

Even after a meal the attendees tasted the curries and conversation was all positive in the taste and flavour of the products. Really flavoursome.

Application rate was 2kg of meat to 800 gram bag of sauce- easy steps.

Emphasis was placed on 2017 with IFI offering the facility for butchers to invite IFI into their business to develop new flavours and meal solutions.

Food to Go recipes were explained by Michael and this created some discussion around the table.

New website for IFI which has a butchers section and all the spec sheets and data sheets are on this. If you have not got a log in please contact IFI. All downloadable and available for your business.

Calendar of Events 2017-

27th March - Regional Heat BBQ. Venue- Halls of Hazelmere.

21/22nd May- BBQ Finals

13th/14th June- South Tour to Yorkshire Butchers. Xmas planning meeting will be discussed on this tour on the evening.

18th September- Meeting. Venue at TBC

6th November- Xmas Meal and social event- Central London

Manager Report-

Gordon Newlands informed the members of some of the other regional Xmas round ups.

French Butchery tour in March was discussed and informed to look out for the email as it would be first come first served.

Young Manager Club- Itinerary just about complete and this will be for 12-15 attendees to tour London Butchers with set KPI's and reports to write and send to their own business and Q Guild. *(subsequently postponed until later in the year)*

Any news should be passed either to the office or myself for news posting on the website. 2nd stage of website was fully explained and discussed and everyone attending thought the rebranding looked great and professional.

Any Other Business- No other business with the agenda to be compiled by Guild Manager for South BBQ Heats in March.

Meeting closed at 16.00 by Chair Gary Chadwick.

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