



Q Guild
8 Needless Road
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Minutes of the North East Regional shop visits at
Elite Meat, Harrogate and Ainsty Farm Shop, York
Commencing at 11.30am

Present

Gordon and Charlotte Atkinson, Ellison Butchers, Sandy Boyd, Stuart and Lilly Beaton, John and Andrew Green along with Peter Liversidge from Wilsons, Simon Osbourne, Ed Garthwaite, Brindon Addy, Kathryn Nicholson, Anna Blackwell and Mark Turnbull

Corporate:

Simon Nicholson and Andrew Williams from MRC, Mathew Sorrell from Unbar Rothon

1. Apologies

David Lishman, Anna Longthorpe, Rufus from Patchwork Pate and George Payne

2. Tour of Elite Meat

Elite meat have recently gone through a re fit which has extended the size of the front shop giving customers more room to view the produce and move up and down the shop with ease. Members were able to discuss the changes with Gordon and Charlotte whilst viewing the range on offer and any new items.

3. Tour of Ainsty Farm Shop

Members were able to take a tour around the farm shop whilst discussing new products and general business with Stuart and Lilly. The farm shop specialises in traditionally reared, locally produced meat along with fresh fruit and vegetables, on site bakery selling freshly made bread, deli and coffee shop.

4. Brief Regional Meeting

- Sandy gave a quick overview on the Smithfield awards and encouraged all to take part, stressing the invaluable marketing potential if an award is won. Deadline for entries 29th September.
- Following the success of the spring conference an autumn conference will be held in Exeter concentrating on sous vide and a presentation from Dennis Reid.
- Mark Turnbull gave a quick overview on allergens and the new regulations that will be put in place on 12th December. All food outlets will be expected to have an allergen system in place along with the adequate staff training in answering allergen based questions from the public. Sandy Boyd is to create a spreadsheet to assist members with collating allergen information

5. AOB

Mathew from Umbar Rotham gave a quick overview on the business and how they can assist butchers with ingredients and spices etc.

Contact details matthew.sorrell@unbarrothon.co.uk or 07713264407

6. Christmas meeting Monday 22nd September.

Golden Fleece, Thirsk - please bring a quick presentation on plans for Christmas 2014 - leaflets, marketing etc.

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Honorary President:
Gordon Hepburn