

SMITHFIELD 2025 *Awards*

 GUILD BUTCHERS

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CATEGORY LISTINGS





Categories & Sponsors

Traditional Pork Sausage - Lucas
Innovative Sausage - Innovative Food Ingredients
Ready Meal - Dalziel
Burger - Dalziel
Hot Eating Pie - TBA
BBQ - DB Foods
Speciality Game - Eat Game
Best Butcher's Steak - William Jones Packaging
Home Cured Bacon - TBA
Al Fresco Dining - TBA
Black Pudding - TBA

Masterclass in Meat Display - DB Foods

Young Butcher of the Year - Institute of Meat

- Smithfield Platinum Award -

Our sincere thanks to our sponsors whose support for these awards helps continue the tradition of Q Guild's consistent drive for excellence.





Reasons **TO ENTER**

Showcase your craft butchery skills

Encourage staff to enter their innovations

Drive up some friendly in-house competition

Receive invaluable feedback from industry experts

Helps drive product development

A key opportunity to engage with your customers

Pivotal content for your social and local media

Raises standards & recognises innovation and quality

TIMELINE

Entries need to be submitted **ONLINE** by
Monday 21st OCTOBER 2024

Products received for judging on :

Wednesday 20th NOVEMBER 2024

Awards announced on :

Wednesday 21st FEBRUARY 2024

Don't miss out

ENTER ONLINE



qguild.co.uk/smithfield-awards-2025-entry-form

CATEGORY DESCRIPTORS

1. **Traditional Pork Sausage** can include traditional regional variations e.g. Lincolnshire, Cumberland, Lorne etc. (Quantity 500 gram).
2. **Innovative Sausage** This should be of your own making - not an “off-the-shelf” innovation. What’s the twist? What makes it innovative? New trend? Local ingredients? It’s your call. (Quantity 500gram).
3. **Ready Meal** where all ingredients should be contained for uncomplicated cooking at home. Meat should be raw with added ingredients. (Quantity – enough for 2 adult servings - full cooking instructions must be included).
4. **Burger** Judges will be recognising that your customer will be paying extra for the word “gourmet” so will be expecting something a bit special. (Quantity - 4 if large/6 if small – uncooked).
5. **Hot Eating Pie** - Pre-cooked or uncooked pastry permitted – any size. (Quantity - 2 family size or 4 Individual size - full cooking instructions must be included).
6. **BBQ** - a wide category here but does not include burgers or sausages! Must be capable of being cooked in under 30 minutes. (Quantity: enough for 2 adult main meals).
7. **Speciality Game Meat Product** - Hot Eating - using any wild game such as pheasant, partridge, woodcock, grouse, duck etc. Note: to be considered “game” it must be wild - Guinea Fowl for example would not be considered as it is reared and not wild.(Quantity – enough for 2 adult servings - full cooking instructions must be included).
8. **Best Butchers Steak** - It’s your choice this year. An opportunity to champion what works for you, be it the traditional Fillet, Sirloin, Rib-eye or slightly more off-piste with Denver, Flat Iron, Hanger etc. (Quantity 4 portions x weight to reflect what you would recommend to your customer);
9. **Home-Cured Bacon** - note: your home-cured bacon need not be restricted to having been produced from Pork - any protein/any flavour. (Quantity – minimum weight 300g);

10. Al-Fresco Dining - A wide range of product to choose from here. Whilst the category suggests picnic-orientated foods for outdoors in the summer months, its about what occupies your all-deli/cold counter throughout the year - from sliced cooked meats to the more bespoke salami, chorizo, or pâtés/terrines and yes, pork pies! As a guide, the product will be served cold, ready-to-eat, have a meat constituent and would **not** be applicable to any of the other categories listed (Quantity - minimum weight 300g or 4 portion equivalent);

11. **Black Pudding** - self explanatory (Quantity – minimum 225 gram).

Note: the Diamond award winner for this category will be automatically entered to the 2025 National Black Pudding “*Champion of Champions*” competition shortlist.

12. **Masterclass in Meat Display** You must submit no more than **FOUR** photographs that best represents your **counter display** which will measure up to **TWO** meters in length. Note, one picture must include a photograph of the butcher(s) who created it. Please make sure these are good print quality, high resolution pictures;

13. **Q Guild Young Butcher of the Year** open to all butchers **aged under 24 years on 1st January 2025**. Nominations to come from the business owner or shop manager they work for. As evidence of their suitability to be put forward :

- a description and picture of a new product they have developed and sold in the shop. **A sample of that product must be submitted** along with any other product you have submitted for judging.

- a description (between 100 and 250 words) of other work **or** personal attributes/ skills that sets them apart from the rest.

Pictures, **to include one of the young butcher**, must be hi-res print quality.



14. **Diamond & Platinum Awards** - All entries achieving the required criteria will be awarded Gold, Silver & Bronze status at the preliminary evaluation in November from which the Diamond “*best in category*” will be selected. It is from this illustrious shortlist that the Smithfield Platinum Award will be chosen.

**The Diamond and Platinum Awards will be announced at
the Awards Lunch on 26th February 2025**

Rules OF ENTRY

1. There is no limit on the number of entries per member;
2. Any product produced and for sale by the business is eligible for entry;
3. All products entered must have been produced in the shop by staff members;

4. Entries to be **submitted ONLINE** at qguild.co.uk/smithfield-awards-2025-entry-form



5. **All samples for evaluation must be received on Wed 20th November 2024 at City of Glasgow College, 190 Cathedral Street, Glasgow G4 0RF;**
6. Products previously entered into the Smithfield Awards are eligible for re-entry;
7. Where cooking instructions are required points will be deducted if they are not included with or on the product;
8. If any of the **14 key allergens** are present in a product they **must be clearly stated** on pack when sent in for judging;
9. All business identifying labelling or packaging must be **removed** prior to submission;
10. The scoring is out of a possible 70 points (see new judging form below) and Smithfield Awards are received as follows. For products achieving between:
 - a 63-70 points they receive a Gold Award
 - b 57-62 points they receive a Silver Award
 - c 51-56 points they receive a Bronze Award
11. Diamond Awards are awarded to the product judged the best out of all the products achieving Gold awards within each category.
NB: When judging this award the actual scores already attained are not taken into account, each product starts again at 'zero';
12. Judging forms with comments and any certificates attained will be posted to each entrant on the day of the awards;

Rules OF ENTRY - cont.

13. Entry fee is £36 per category entry (£30 +£6 VAT);
14. Categories 12 & 13 are FREE to enter - please note the requirements when entering these categories, particularly in respect to the sample of the product created by the Young Butcher;
15. The organisers reserve the right to accept or reject entries if they do not meet these requirements or appear inedible;
16. The Evaluation will take place on Wednesday 20th and Thursday 21st November at the City of Glasgow College where all Gold, Silver and Bronze status will be awarded;
17. The “best in category” Smithfield Diamond Awards together with the “best of the best” Smithfield Platinum Award will be announced at the Awards Lunch at Butchers Hall on 26th February 2025.

Product evaluation judging form

Entry Number _____
Product Name _____
Circle the number which best represents the products attributes



UNCOOKED APPEARANCE		PRODUCT COMPOSITION		COOKED APPEARANCE		SMELL		TEXTURE		TASTE		OVERALL APPEAL		SCORES / TOTAL	
Unacceptable	1	Unacceptable	1	Extremely raw / Burnt	1	Extremely unpleasant	1	Extremely tough / Dry	1	None / Extremely unpleasant	1	Unacceptable	1		
Very poor	2	Extremely poor	2	Very raw / Burnt	2	Very unpleasant	2	Very tough / Dry	2	Very unpleasant / Bland	2	Extremely poor	2		
Poor	3	Very poor	3	Raw / Burnt	3	Unpleasant	3	Tough / Dry	3	Slightly unpleasant / Bland	3	Very poor	3		
Messy	4	Poor	4	Slightly raw / Burnt	4	Poor	4	Chewy	4	Palatable	4	Poor	4		
Acceptable	5	Acceptable	5	Acceptable	5	Acceptable	5	Acceptable	5	Acceptable	5	Acceptable	5		
Good	6	Good	6	Good	6	Good	6	Tender / Moist	6	Good	6	Good	6		
Very good	7	Very good	7	Very good	7	Very pleasant	7	Very tender / Moist	7	Very flavoursome	7	Very good	7		
Extremely good	8	Extremely good	8	Extremely good	8	Extremely pleasant	8	Extremely tender / Moist	8	Extremely flavoursome	8	Extremely good	8		
Excellent	9	Excellent	9	Excellent	9	Excellent	9	Excellent	9	Excellent	9	Excellent	9		
Superb	10	Superb	10	Superb	10	Superb	10	Superb	10	Superb	10	Superb	10		
JUDGES COMMENTS															
AWARD															

SMITHFIELD 2025 *Awards*

GUILD BUTCHERS



LUNCH

To be held at Butchers' Hall, London EC1A 7EB
on Wednesday 26th February 2024

TIMING

- 11.45 am Awards Ceremony Reception
- 12.30 pm Lunch served in the Great Hall
- 1.45 pm Awards Presentation
- 3.00 pm Group Photographs
- 3.30 pm Finish...
- ...and thereafter at ...

THE HAND & SHEARS



SMITHFIELD
2025
Awards



Ticket Launch Date: Early November





qguild.co.uk/smithfield-awards-2025-entry-form



8-10 Needless Road, Perth PH2 0JW
info@qguild.co.uk

qguild.co.uk