



# SMITHFIELD 2024 Awards

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# *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**
- **Aim for that coveted title to be the 'Best of the Best'**
- **A key opportunity to engage with your customers**
- **Pivotal content for your social and local media**

## **Raises standards & recognises innovation and quality**

With a streamlined category list and eleven chances to achieve a Diamond Award for your products and an opportunity to nominate an up-and-coming member of your butchery team as Q Guild Young Butcher of the Year, now is the time to enter. Each category will be assessed blind by a team of expert judges.

Entries will be received on Wednesday 13th March 2024 and evaluated the following day using the well-proven rating system from which will be selected Gold, Silver & Bronze Award winners. All Gold Award winning products in each category will then be assessed for the category champion Diamond Award. The overall 'best of the best' Smithfield Platinum Award 2024 will be selected from a shortlist of Diamond Award winners on the morning of the Awards lunch at Butchers Hall on Wednesday 24th April.

Diamond Award winners and the Smithfield Platinum Award 2024 winner will be announced at the Awards Lunch.

## TIMELINE

Entries need to be submitted by  
Friday 16th February 2024

Products received for judging on  
Wednesday 13th and Thursday 14th March 2024

Awards announced on  
Wednesday 24th April 2024

*Don't miss out*

Involve your staff and get your entry form completed today

Email, post or enter online at  
<https://qguild.co.uk/smithfield-awards-entry-form>

Scan here



*The very  
best of luck!*

# SMITHFIELD 2024 Awards

## SPECIAL GUEST



### PAT WHELAN

We are delighted to be able to announce that this year's Smithfield Awards special guest is fifth generation butcher, food artisan and director of James Whelan Butchers, Pat Whelan.



Smithfield Awards  
Butchers Hall



Smithfield Award Winners 2023



# SMITHFIELD

2024

# Awards

## LUNCH

To be held at Butchers' Hall, London EC1A 7EB  
on Wednesday 24th April 2024

## TIMING

11.45am	Awards Ceremony Reception
12.30pm	Lunch served in the Great Hall
1.45pm	Awards Presentation
3.00p	Group Photographs
3.30pm	Finish

**Reserve your tickets today to ensure a place**

e: [info@qguild.co.uk](mailto:info@qguild.co.uk) for an order form

Ticket price £125 +VAT per person

# Award CATEGORIES

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. **“Simply Cook” Product** 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** - Just what it says - how you interpret that is up to you! (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. **Cold Eating Pie** - any size. (Quantity – Minimum 1 large, 2 medium or 4 mini).
7. **BBQ product** - ideally a value added product but does not include burgers or sausage as those are already covered in other categories. Must be capable of being cooked in under 30 minutes. (Quantity: enough for 2 adult main meals).

8. **Speciality Game Meat Product** - Hot Eating - using any game such as pheasant, partridge, woodcock, grouse, duck etc. Note - to be considered game, it must be wild - Guinea Fowl for example is not regarded as game in UK as it is reared not wild. (Quantity – enough for 2 adult servings - **full cooking instructions must be included**).
9. **Best Butcher's Steak** this year it's an 8 oz Sirloin (Quantity 4 x 8 oz with NO added seasoning).
10. **Home-cured Bacon** must be produced from pork - any flavour. (Quantity – minimum weight 300g).
11. **Cooked Meat Product** - A wide scope here - from traditional sliced cooked meats to the more bespoke continental or further afield meats but no pastry or Scotch Eggs please! (Quantity -minimum weight 300g).

**The following category is FREE to all who enter:**

12. **Q Guild Young Butcher of the Year** open to all butchers aged under 24 years on 1st January 2024. Nominations to come from the business owner or shop manager they work for and should ideally include a description and picture\* of a new product they have developed and sold in the shop, together with a description of other work or personal attributes/ skills that sets them apart from the rest and deserved of the title of Q Guild Young Butcher of the Year (approx. 250 words). Pictures, to include one of the young butcher, must be print quality/ high resolution. Please note: each of the finalists chosen in this category must be able to attend the lunch on 24th April in London

\*picture(s) can be emailed separately if preferred to [info@qguild.co.uk](mailto:info@qguild.co.uk)

# Rules OF ENTRY

- 1 Products entered must be for human consumption and delivered in the same manner as you would any customer;
- 2 There is no limit on the number of entries per member;
- 3 Any product produced and for sale by the business is eligible for entry;
- 4 All products entered must have been produced in the shop by staff members;
5. Entries can be submitted online at  
**[qguild.co.uk/smithfield-awards-2024-entry-form](http://qguild.co.uk/smithfield-awards-2024-entry-form)**  
**OR** by completing this digital pdf and emailing to **[info@qguild.co.uk](mailto:info@qguild.co.uk)**  
**OR** completing a printed form and posting to 8-10 Needless St, Perth PH2 0JW  
by Friday 16th February 2024;
6. **All samples for evaluation must be received on Wed 13th March 2024 at City of Glasgow College, 190 Cathedral Street, Glasgow G4 0RF;**
7. Products previously entered into the Smithfield Awards are eligible for re-entry;
8. Where cooking instructions are required points will be deducted if they are not included with or on the product;
9. If any of the 14 key allergens are present in a product they must be clearly stated on pack when sent in for judging;
10. All business identifying labelling or packaging must be removed prior to sending in of products;
11. 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
12. 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*




13. The decision of the judging panel on the day is final;
14. Judging forms with comments and any certificates attained will be posted to each entrant on the day of the awards;
15. It is a condition of entry that all entrants will be bound by these rules;
16. Entries successful or otherwise will not be returned and any remaining product will be disposed;
17. **Entry fee is £36 per category entry (£30 +£6 VAT)**
18. **Category 12 is FREE to enter:**
19. The organisers reserve the right to accept or reject entries if they do not meet these requirements or appear inedible.
20. The Evaluation will take place on Wednesday 13th and Thursday 14th at the City of Glasgow College;
21. Category finalists will be notified within 2 weeks of judging.

## 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

2024

# Awards

Entry Form also available as a fillable pdf\* or digital online

Scan here



If using this paper version then post the completed form(s) to:

Smithfield Awards  
Q Guild, 8-10 Needless Road, Perth PH2 0JW

\*Alternatively request download fillable pdf version  
and email back to [info@qguild.co.uk](mailto:info@qguild.co.uk)  
as an attachment





## ENTRY FORM

Contact name

Business name or shop branch

Contact number

Email address

### **FEE (£30+£6VAT) per product**

Total number of entries submitted

No. of chargeable entries\*

at £36 each = £

A cheque (payable to 'Q Guild') has been posted

or

I have paid by BACS

Sort Code: 20-57-40 A/c no. 30050199 quote reference '**SA24**' plus '*your business name*'

\* note Category 12 entry is free to all those who enter any other category

# Product category Select the box that applies

1	<b>Traditional Pork Sausage</b> <input type="checkbox"/>	4	<b>Burger</b> <input type="checkbox"/>	7	<b>BBQ Product</b> <input type="checkbox"/>	10	<b>Home Cured Bacon</b> <input type="checkbox"/>
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**Product Name** .....

**Product Description** Up to 50 words. Use this to inform and drive up judges expectations  
Also good for explaining what a product contains if the name does not make it clear.

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# Category 12 Q Guild Young Butcher of the Year 2024

(FREE to all those who enter any other category)

Entry to this category is FREE, send a photo of the product, the young butcher and approx. 250 words on how they are a great asset to the shop. Each of the finalists must be able to attend the lunch on 24th April 2023 in London, or they will forfeit their chance of becoming a winner.

Name .....

Age on 1st January 2024 .....

Description of a new product they have produced and sold in the shop plus other work carried out by the butcher and why they deserve to be '*Q Guild Young Butcher of the Year 2024*'.

**Young Butcher of the Year 2024 - Description - cont.**



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

[qguild.co.uk](http://qguild.co.uk)