



BENEFITS OF BECOMING A Q GUILD MEMBER

The Q Guild represents some of the finest independent butchers in the UK, established in 1987 with a reputation for unsurpassed quality and innovation then and now.

The Q Guild's sharing culture ensures that there is always advice and assistance available either at meetings, at the end of the phone, via email, in person and via the Q Guilds Facebook Forum.

BRANDING

- The Q Guild branding has good recognition amongst food writers and celebrity chefs and the distinctive green Q has a recognised status within the Meat Industry.
- A range of Q Guild branded shop livery is made available to all members in order to differentiate them from other high street butchers.

NETWORKING, REGIONAL MEETINGS & VISITS

- There are huge benefits in attending meetings with like-minded progressive fellow members, sharing trading models and patterns, show casing innovative products, sharing cost saving ideas, discussing promotions and trends plus the added camaraderie.
 - *“One good idea could pay for your subscription.” Has been said by many a member*
- Unique opportunity to be invited to other Q Guild member's businesses or trade suppliers in order to gain an insight into how their businesses operate as well as see first-hand what makes their business succeed.
- Organised tours to other regions or countries to see like-minded businesses, as well as visits to supporting businesses like equipment manufacturers, farms, catering and food teaching establishments, etc.
- Business workshops, speakers or demonstrations which enable members to learn or increase their knowledge on subjects like Social Media, Photography, Sausage Making for Competitions, Pie making, etc.

PRODUCT EVALUATION, EVENTS & AWARDS

- **Smithfield Product Evaluation Awards** are one of the industry's most long-standing awards. All products are reviewed by a team of expert industry judges and awarded certificates based on their score. These awards can add credibility to your products, and the opportunity to promote them locally, regionally and nationally.
 - The most outstanding product within each category is awarded a Diamond Award and these are presented at a luxury luncheon in London by a celebrity, usually in the early part of the year so that the award can be promoted throughout the year.

MEMBERS STANDARDS MANUAL

- The Guilds Technical Advisory Committee ensures the standards and regulatory procedures are appropriate and ahead of those legally required. The committee produce the Quality Standard Guidelines which form part of the 'Steps to Quality' manual. All members receive this on joining the Guild and are audited against the set criteria.
- The manual also includes a guideline on hygiene standards, which provides an invaluable aid to butchers wishing to ensure their standards match the best in the retail sector. It also offers a point of difference between you and your competitors.
- A Quality Audit is carried out every two years, from which you receive an invaluable report on your business and along with the required hygiene rating of 4* or 5* it means you can be seen to offer complete customer reassurance.

“For just over £20 a week in membership fees you can tap into a range of expertise and knowledge”

COMMUNICATION & PR

- The Guild produces twice yearly a printed magazine called The Guildsman. This contains news about Members and Corporate Members, articles of interest, a directory of supporting trade suppliers plus a list of future meeting dates and events.
- A monthly Enewsletter is also emailed to all members with bite sized news stories, updates and meeting dates.

PROMOTIONS

- Digital promotional material is produced for Guild members free of Charge. It can cover seasonal dates and events, cooking tips or national promotions. It is accessible via a members only area on the website. Occasionally printed copies are available for a small fee.

WEBSITE - www.qguild.co.uk

- The Guild has a consumer facing website which allows visitors to find each member through a map directory listing, hear about members news plus cooking suggestions and recipes
- It also has a members only area called the Back Office System where Members can access imagery, templates and branding for their own promotional use, review business documents and minutes from Regional Meetings along with Members or trade News. In addition, there is the option to include on your directory Web page any current messages or promotions.

CORPORATE MEMBERS

- These are companies whose standards and services match the quality of the Guild, they are very supportive of the Guild and its members and where possible will offer preferential rates. In return we ask that members support these businesses as much as possible.

CONCLUSION

- If your business offers quality; product innovation, customer satisfaction and service along with an impeccable hygiene standard, and you are prepared to commit to the Guilds ideas and activities, then join us and reap the benefits of becoming one of 'Britain's Best Butchers'

**WE HOPE THIS ENCOURAGES YOU TO APPLY AND JOIN ONE OF
RETAIL MEATS MOST HIGH-PROFILE MEMBERSHIPS**

For more information or to discuss further please contact the General Manager
Mobile: 07918 762254 | Email: manager@qguild.co.uk | www.qguild.co.uk

