

PRESENTING THE Q GUILD BUTCHERS SMITHFIELD 'STAR' AWARDS 2020



REASONS TO ENTER:

- ~ Showcase your craft butchery skills ~
- ~ Encourage staff to enter their innovations ~
- ~ Drive up some friendly in store competition ~
- ~ Receive useful feedback from industry experts ~
- ~ Helps drive product development ~
- ~ Aim for that coveted title by beating the Best of the Best ~
- ~ Provides an opportunity to engage with your customers ~
- ~ Provides great content for social and local media ~

Raises standards and recognises innovation and quality



Reviewed, Revamped and Updated!

With 15 categories and 15 chances to achieve a Diamond Award let alone a new Star award, now is the time to enter. There are new categories, some with a twist plus a new one to recognise and reward your Young up and coming talent. Each product is judged blind by a team of expert judges, headed up by Institute of Meat, Chief Executive, Keith Fisher. Using a newly devised judging form which details more precisely the attributes of each product so you will get even more feedback. Products achieving a set standard will receive either a 3***, 2** or 1* Certificate. All 3*** achieving products go forward for the opportunity to be crowned a Diamond Award.

TIMELINE:

Entries need to be submitted by Monday 20th January 2020

Products received for judging on Tuesday 4th February

Awards announced on Tuesday 24th March

***Don't miss out, involve your staff and get your entry form completed today
– enter 6 and pay for 5. Email, post or enter online at entries.easydb.uk/qguild***

The very best of luck!

PRESENTING THE Q GUILD BUTCHERS



SMITHFIELD 'STAR' AWARDS 2020 LUNCH

To be held at the newly refurbished Butchers Hall

ON TUESDAY 24TH MARCH 2020

TIMING

12.30pm - Welcome drinks served in the foyer

1pm - Lunch served in the impressive Great Hall

3pm - Awards Ceremony

3.30pm - Group Photographs

4pm - Finish



Reserve your tickets today to ensure a place and be in with a chance of an 'under the chair' surprise!

Email info@qguild.co.uk for an order form - Cost £80+Vat per person or a table of 8 for £600+Vat

Categories

1. **Traditional Pork Sausage** can include Traditional regional variations such as Cumberland, Lincolnshire, Lorne. Quantity 1lb (450g) uncooked
2. **Innovative Sausage** can include any flavour or meat type. Quantity 1lb (450g) uncooked
3. **Best Burgers** can be any size or flavour profile. Quantity x4 large or x6 mini uncooked
4. **BBQ product** each product must be able to be cooked on a BBQ in under 30 minutes (not to include burgers or sausages). Quantity enough for two adult main meal portions.
5. **'From the Deli'** can include charcuterie products such as salami sticks, pre-sliced ham, mortadella, pastrami, prosciutto, chorizo, or pate, rillettes and beef or lamb bacon. **No-pastry or scotch egg items permitted.** Quantity min weight ½lb (227g) must be produced in the shop.
6. **Best Bacon Category** open to all types of pork bacon, any flavour cure. Quantity min weight 300g
7. **Kitchen Ready Meal** where all ingredients should be in an oven-able tray for cooking at home, the meat should be raw with added ingredients and as little prep as possible for the consumer. Quantity, enough for 2 adult servings. **Full cooking instructions must be included.**
8. **Specialty Game Meat Product Hot Eating** such as a kitchen ready, ready meal or a hot sandwich filler, using any wild game such as pheasant, partridge, woodcock, snipe, woodpigeon, grouse, duck, goose, venison, rabbit, hare or squirrel. Quantity enough for 2 adult servings. **Full cooking instructions must be included.**

The following categories 9-14 are product specific and will change each year, this year they are as follows:

9. **Best Bakery Product - Hot Eating*** in 2020 we're looking for the best **Steak Pie**, where the main ingredient must be steak & may include other ingredients, precooked or uncooked pastry permitted, any size. Quantity x2 family size or x4 individual pies. **Full cooking instructions must be included**
10. **Best Bakery Product - Cold Eating*** in 2020 we're looking for the best **Traditional Pork Pie**. Any size of a traditional style pork pie (no other meat ingredient permitted). Quantity minimum x1 large pie, x2 medium, x4 mini.
11. **Gluten Free Product*** in 2020 we're looking for the best **Gluten Free Sausage** produced with any meat type and flavor. Quantity 1lb (450g) uncooked
12. **Naked Steak*** in 2020 we're looking for the best **8oz sirloin steak**, quantity x4 8oz steaks with no added seasoning.
13. **Artisan Product*** for 2020 is **Black Pudding** to be produced in the shop, any flavor profile. Quantity min ½lb (227g)
14. **Best Q Guild Butchers Shop Promotional Meat Display** in 2020 we're looking for the best **Fresh Meat display**. To be judged from x5 photos submitted, showing up to **1mtr of counter display**. One picture should show the butcher(s) involved in creating the display. One photo from each entrant will be displayed on a board at the Awards Lunch and afterwards all images will be produced into an online pdf and flip book. So please make sure they are hi resolution/ good quality images.
15. **Q Guild Young Butcher of the Year** open to all Young Butchers aged under 24yrs on 24th March 2020. Nominations to come from the business owner or shop manager who they work for, to include a description and picture of a new product they have developed and sold in the shop accompanied by a description of other work the young butcher carries out and why they deserve to be the Q Guilds Young Butcher of the Year. **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. 1 awards lunch ticket will be available for each of the three finalists who must be able to attend the lunch on 24th March 2020 in London.

Sponsors



RULES OF ENTRY

1. Products entered must be for human consumption.
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 entries.easydb.uk/gguild or by completing the printed form, scanning and emailing to manager@gguild.co.uk or send by Post to 8-10 Needless St, Perth PH2 0JW by 20th January 2020.
6. All samples for evaluation must be received on Tuesday 4th February at Regional Food Centre, Harper Adams University, Newport, Shropshire, TF10 8NB
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 Star awards are received as follows. For products achieving between:
 - a. 65-70 points they receive a 3*** Award
 - b. 64-60 points they receive a 2** Award
 - c. 59-55 points they receive a 1* Award
12. Diamond Awards are awarded to the product judged the best out of all the products achieving 3*** awards within each category. NB: When judging this award the actual scores already attained are not taken into account, each product starts again at 0.
13. Recipes for all Diamond Award winning products are requested to be sent as soon after the Awards as possible for inclusion into a Smithfield Awards Recipe Leaflet.
14. The decision of the judging panel on the day is final.
15. Judging forms with comments and any certificates attained will be posted to each entrant on the day of the awards.
16. It is a condition of entry that all entrants will be bound by these rules.
17. Entries successful or otherwise will not be returned and any remaining product will be disposed.
18. Entry fee is £30 per product (£25 +£5VAT) and if entering more than 5 products, the 6th will be free of charge
19. Category 15 is also free to enter.
20. The organisers reserve the right to accept or reject entries if they do not meet these requirements or appear un-edible.
21. The Evaluation will take place on **Wednesday 5th and Thursday 6th February 2019** at Harper Adams College, Newport, Shropshire.
22. 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	T
Unacceptable 1	Unacceptable 1	Extremely raw, burnt 1	Extremely Unpleasant 1	Extremely tough dry 1	None /extremely unpleasant 1	Unacceptable 1	O
Very poor 2	Extremely poor 2	Very raw, burnt 2	Very unpleasant 2	Very tough dry 2	Very unpleasant / bland 2	Extremely poor 2	T
Poor 3	Very Poor 3	Raw, burnt 3	Unpleasant 3	Tough, dry 3	Slightly unpleasant or overpowering 3	Very Poor 3	A
Messy 4	Poor 4	Slightly raw, burnt 4	Poor 4	Chewy 4	Palatable 4	Poor 4	L
Acceptable 5	Acceptable 5	Acceptable 5	Appropriate 5	Acceptable 5	Acceptable 5	Acceptable 5	
Good 6	Good 6	Good 6	Good 6	Tender, moist 6	Good 6	Good 6	S
Very good 7	Very good 7	Very good 7	Very pleasant 7	Very tender / moist 7	Very Flavoursome 7	Very good 7	C
Extremely good 8	Extremely good 8	Extremely good 8	Extremely pleasant 8	Extremely tender / moist 8	Extremely Flavoursome 8	Extremely good 8	O
Excellent 9	Excellent 9	Excellent 9	Exceptionally pleasant 9	Excellent 9	Excellent 9	Excellent 9	R
Superb 10	Superb 10	Superb 10	Superb 10	Superb 10	Superb 10	Superb 10	E
Add scores	. + . + . + . + . + . + . + . + . +						
Judges Comments							A W A R D

Q GUILD SMITHFIELD STAR AWARDS 2020 – ENTRY FORM

CONTACT NAME:

BUSINESS NAME OR SHOP BRANCH:

CONTACT TEL:

CONTACT EMAIL:

**** THE 6TH PRODUCT AND CATEGORY 15 ARE FREE TO ENTER ****

FEE (£25+£5VAT) PER PRODUCT

TOTAL NUMBER OF ENTRIES SUBMITTED

NO. OF ENTRIES AT £30 EACH = £.....

ENCLOSED IS A CHEQUE (PAYABLE TO 'Q GUILD') OR I HAVE PAID BY BACS

Sort Code: 20-57-40 Account no. 30050199 quote reference SSA20 plus your business name



THIS PAGE ONLY NEEDS TO BE COMPLETED ONCE

Either complete and email to manager@gguild.co.uk as an attachment
or alternatively post the completed form(s) to:
Smithfield Awards, Q Guild, 8-10 Needless Road, Perth PH2 0JW

PRODUCT CATEGORY: Tick the box that applies

1	Traditional Pork Sausages <input type="checkbox"/>	5	From the Deli <input type="checkbox"/>	Speciality Categories		12	8oz Sirloin Steak <input type="checkbox"/>
2	Innovative Sausage <input type="checkbox"/>	6	Bacon <input type="checkbox"/>	9	Hot Steak Pie <input type="checkbox"/>	13	Black Pudding <input type="checkbox"/>
3	Burgers <input type="checkbox"/>	7	Kitchen Ready <input type="checkbox"/>	10	Cold Pork Pie <input type="checkbox"/>	14	Display and Young Butcher Categories see separate entry form at the end
4	BBQ Product <input type="checkbox"/>	8	Game KR Product <input type="checkbox"/>	11	Gluten Free Sausage <input type="checkbox"/>	15	

PRODUCT NAME:

PRODUCT DESCRIPTION:

Up to 50 words, provide a product description. Use this to inform and drive up judges expectations e.g. a regional speciality pork pie made from outdoor reared Tamworth Pork. Also good for explaining what a product contains if the name does not make it clear.

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