

Presenting the Q Guild Butchers Smithfield 'Star' Awards 2022



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 & local media -

**Raises standards &
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 11 February 2022

Products received for judging on 8 March 2022

Awards announced on 6th April 2022

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 2022 Lunch

To be held at Butchers' Hall, London EC1A 7EB
on Wednesday 6th April 2022



Quatercentenary Window
Butchers' Hall, The City of London
Etched and painted stained glass
Designer: Mel Howse

TIMING

12.30pm

Welcome drinks served in the foyer

1.00pm

Lunch served in the impressive Great Hall

3.00pm

Awards Ceremony

3.30pm

Group Photographs

4.00pm

Finish

Reserve your tickets today to ensure a place

Email info@qguild.co.uk for an order form - Cost £80+Vat per person or a table of 8 for £590 +Vat



- Award 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 2022 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 2022 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 2022 we're looking for the best **Gluten Free Sausage** produced with any meat type and flavour. Quantity 1lb (450g) uncooked;
12. **Naked Steak*** in 2022 we're looking for the best **8oz sirloin steak**, quantity x4 8oz steaks with no added seasoning;
13. **Artisan Product*** for 2022 is **Black Pudding** to be produced in the shop, any flavour profile. Quantity min ½lb (227g) ;
14. **Best Q Guild Butchers Shop Promotional Meat Display** in 2022 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 (Note: entry to this category is free)** - open to all Young Butchers aged **under 24yrs on 1st January 2022**. 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**.
To enter, you need to 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 6th April 2022 in London.

- 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/qguild OR by completing this digital pdf and emailing to info@qguild.co.uk OR completing a printed form and posting to 8-10 Needless St, Perth PH2 0JW by **11th February 2022**;
6. **All samples for evaluation must be received on 8th March 2022 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 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 category entry (£25 +£5VAT) and if entering more than 5 categories from Categories 1-14 inclusive, the 6th will be free of charge:** } e.g. Select 6, you pay for 5; select 12, you pay for 10; select 15, you pay for 12
19. **Category 15 is FREE to enter:** }
20. The organisers reserve the right to accept or reject entries if they do not meet these requirements or appear inedible.
21. The Evaluation will take place on **Tuesday 8th, Wednesday 9th and Thursday 9th** at the **City of Glasgow College**;
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	.	+	.	+	.	+	.	+	.	+	.	+	.	
<div style="display: flex; justify-content: space-between; align-items: center;"> <div>Judges Comments</div> <div style="border: 1px solid black; width: 100%; height: 100%;"></div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">A W A R D</div> </div>														



Q Guild Smithfield Star Awards 2022 - Entry Form (digital)

Contact Name:

Business Name or Shop Branch:

Contact Tel:

Contact Email:

***Every 6th selection is FREE; Category 15 is FREE
[see 18/19 in Rules of Entry (previous page)]**

FEE (£25+£5VAT) per product

Total Number of entries submitted

No. of chargeable entries* at £30 each = £

A cheque (payable to 'Q Guild') has been posted or I have paid by BACS

Sort Code: 20-57-40 Account no. 30050199 quote reference SSA22 plus your *business name*



This page only needs to be completed once

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



Product Category: Select the ☒ box that applies

1	Traditional Pork Sausages	5	From the Deli	Speciality Categories		12	8oz Sirloin Steak
2	Innovative Sausage	6	Bacon	9	Hot Steak Pie	13	Black Pudding
3	Burgers	7	Kitchen Ready	10	Cold Pork Pie	14	Display & Young Butcher Categories <i>see separate entry form at the end</i>
4	BBQ Product	8	Game KR Product	11	Gluten Free Sausage	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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Category 14 Fresh Meat Display
Category 15 Young Butcher of the Year
On next two pages



Category 14 Fresh Meat Display

DISPLAY NAME:

Description of display contents and butchers involved:

Attach **5 good quality photos**, displaying up to 1 metre of counter or window display.
One of the photo's **must** include the butcher(s) involved in the display.

Category 15 Young Butcher of the Year

‘Free to enter’



NAME:

Age on 1st January 2022

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 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 6th April 2022 in London, or they will forfeit their chance of becoming a winner



Q Guild of Butchers
8-10 Needless Road, Perth, PH2 0JW