

Newsletter

SUMMER 2022

**Weddel
Swift** 

DISTRIBUTION LTD.



Summer sizzlers!

Welcome to Weddel News

Summer is finally here! As usual, a lot has been happening at Weddel Swift, at our Depots, through to other members of our team going out.

In this issue, you can find out what we've been up to over the last few weeks and what we have on offer for you to share with your customers during the summer months.



AWARDS

Out and about

We have been getting back to 'normal' and enjoying the freedom of attending some industry events during the Spring. Find out more about what we have been up to.

BUTCHERS SHOP OF THE YEAR AWARDS 2022



The 2022 awards took place during the Farm Shop and Deli Show, held in April at the NEC in Birmingham.

Weddel Swift was delighted to support this awards event and it was fantastic to see so many people not only at the Show but also at the awards.

Congratulations to all the winners who won their category at The Butcher's Shop of the Year Awards including two of our customers. Mark Wolsey from Prendergast Butchers was awarded Highly Commended for Young Butcher of the Year and Mike Kennedy from FR Kennedy Butchers won Champion of Champion for best sausage in the UK.

Watch our next episode of Weddel TV which includes a special message from renowned food and drink broadcaster Nigel Barden who is also Chair of Judges for the Farm Shop and Deli Show and left a special message for you!

BUTCHERS Q GUILD SMITHFIELD STAR AWARDS 2022



We were delighted to sponsor this year's Butchers Q Guild Smithfield Star Awards 2022.

It was great to be able to join the awards event at The Worshipful Company of Butchers and be amongst some very deserving winners, including some of our own customers!

Well done to everyone who was nominated and who won their prestigious award. ♦

WEDDEL TV

Behind the scenes of Weddel TV!



As you always see the 'front' of Weddel TV, we thought we'd show you what goes on behind the scenes and who's who.

When we aren't filming on location at our Depots or in a customer's shop, we have a small studio set up at our Head Office. It encompasses our recording equipment and a studio area. It's not as glamorous as any big TV studio but it's cosy and our Filming Manager, Dev can create all sorts of scenes from it.

If you have caught an episode of Weddel TV you will be familiar with Emily our Marketing Manager who is one of the faces of the show. Emily comments; "It can be a little nerve-wracking to be in front of the camera, but now we've been doing this for a few months it's not so bad. It is funny when we meet customers and they say; 'I recognise you from Weddel TV!' It's good fun to do but most importantly, we hope you enjoy watching." If you don't yet receive the link to Weddel TV, you can sign up to do so here wsdepots.com/sign-up ♦



It's easy to
subscribe – visit
www.weddeltv.com

PRODUCT FEATURE

BBQ season

Summer is here and we have plenty of BBQ meats in stock that will be perfect for the warmer weather.

Our range includes burgers, sausages, kebabs and mouth-watering steaks. In addition, if you are making your own sausages, we have rusks and casings a plenty and flavouring mixes for your own sausages and burgers.

We also have our range of 18 Farmer's Gate glazes, all of which are available in 2.5kg tubs. Check our cooking demo using these on YouTube.

Contact your local Depot for information, prices and to place your orders. ♦

COMPETITION NEWS

As seen on...



We loved spotting PB Bickerstaff from Prestatyn Butchers posting his Easter competition prize on the Butchers and Slaughtermen Facebook group!

There were lots of comments about his prize and he even explained how to win our brilliant prizes; "Just watch Weddel TV, follow Weddel Swift on social media and read our newsletter and enter any of the competitions!"

We will be featuring Prestatyn Butchers in a future episode of Weddel TV, so watch out for this episode. ♦

WHAT'S ON

Seasonal dates



National BBQ Week

30 MAY – 5 JUNE

National BBQ Week starts the summer season with lots of outdoor gatherings. Stock up your fridges with our product range, so your customers can get sizzling on the BBQ!



Platinum Jubilee

2 & 3 JUNE

Everyone throughout the UK will be celebrating this important landmark for H.R.H Queen Elizabeth II. We are keeping our fingers crossed for warm weather, and we will have a range of BBQ meat products on offer.



Glorious 12th Game Season starts

12 AUGUST

Make sure you talk to your local Depot and order your game products in readiness for autumn. ♦

CELEBRATIONS

Father's Day



You don't need an excuse to cook something special, but Father's Day is a good weekend for a family get together for a roast, or even a steak. ♦

Social Poole

Our Depot at Poole is now on Facebook! If you want to follow them, just search for them at **Weddel Swift Poole**.



Along with all our other Depots, they will be posting their latest news, product details and more. Do keep an eye out so you don't miss out on what is happening and what they have available. ♦



Competition time!

Fancy a night at the pub on us?

We have ten pub token gift vouchers to give away, to celebrate Father's Day which is on Sunday 19th June. All you need to do is answer this question:

How many years does the Platinum Jubilee celebrate?

A) 55 years B) 70 years C) 90 years

Entries by replying to your text message or text to 66777.

Start the text with 'Weddelnews' followed by your answer and name. Entries close by Friday 17th June 2022.

Good luck! (Standard text message rates apply.) ♦

WIN A
PUB GIFT
VOUCHER!

Call your local depot



Bridgend
01656 727720

Exeter
01395 239066

Merton
020 8545 0022

Rochdale
01706 353010

Brighton
01273 561003

Hull
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Norwich
01603 423022

Wolverhampton
01902 453201

Canterbury
01227 454531

Leeds
0113 249 4594

Poole
01202 676955

Our teams are always happy to help you!

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Market Harborough
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