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# Newsletter

AUTUMN 2022

**Weddel  
Swift**   
DISTRIBUTION LTD.

# A change of season...



# Welcome to Weddel News

Welcome to the autumn issue of Weddel News. We've certainly had a scorching summer and we are sure everyone is looking forward to some cooler weather in the coming weeks. In this issue, we find out more from one of our poultry suppliers, Iqbal, and we have full information about our new WhatsApp groups that are now up and running. We hope you all have a good autumn and happy reading!



## PRODUCTS

# Warm up with Weddel Swift this autumn

With the start of autumn now underway, we can feel the change in season and the temperatures starting to drop, which may be a relief for some after the extremely hot spells we experienced mid-summer.

This new season calls for stews, casseroles and roasts and our Depots have all you need to stock up your shops.

From brisket, rump tenders, diced beef through to roasting joints and game produce, we have everything covered.

Watch out for video messages from our Depot Managers coming out soon in the next episode of Weddel TV with more details. You can also contact your local Depot for information, prices and to place your orders. ♦

## WHATSAPP

# Join the group!



**Our WhatsApp groups are the latest addition to our communication platform.**

With it being such a familiar tool for mobile phone and tablet users, our Sales teams also find it a great way to send out daily deals, exclusive offers and information about new products and products in real time.

Each Depot who has a customer WhatsApp group has it set up as a private broadcast list. This means all your contact details remain private and only seen the Depot Manager. Once you have joined our group, you will receive messages with special offers and products we have in stock. It's proving a popular way to keep in touch with customers and if you aren't already on the group with your local Depot then don't miss out and join up!

All you need to do, is choose the number below of your Depot that you belong to, save the number in your phone and send a WhatsApp to the number with the message 'sign me up', your name and business name. ♦

**Bridgend**  
07766 383807

**Brighton**  
07787 434018

**Canterbury**  
07717 478063

**Chester**  
07795 036161

**Exeter**  
07495 309227

**Hull**  
07721 500455

**Leeds**  
07795 036966

**Market  
Harborough**  
07747 456898

**Merton**  
07388 371568

**Norwich**  
07795 037233

**Poole**  
07795 037371

**Rochdale**  
07795 037926

**Wolverhampton**  
07747 457003

# Our successful campaign continues...



Our Help the High Street campaign has been in existence for the last two years and has already helped many of our customers to engage with their customers about the importance of shopping locally on the high street and in turn, retain existing and new custom.

Our tool kit, in the form of a marketing pack provides information on some ways you can do this which includes the following:

- How to guides on using Mailchimp, Facebook and Instagram. We appreciate some of our customers do already use these platforms, but if you do not, these are worth considering as a way to promote your business.

- Posters and window stickers to display in your shop.
- Information about our website design service.
- In-store merchandise – we have a selection of items you can purchase from us to use in your shop and to give away to your customers.
- Details on how to sign up to Weddel TV.

To order your pack send a text or WhatsApp to **07760 663683**

For more information, please visit our website [www.hths.co.uk](http://www.hths.co.uk) ♦



## Iqbal



In this issue, we are featuring a long-standing and trusted supplier, Iqbal, who supply some of our poultry range. Find out more in our Q&A with Gary Coleman, Sales Manager at Iqbal.

**Tell us more about you:** I am the sales manager at Iqbal's and manage the supply to Weddel Swift. I have over 30 years of experience in the poultry sector working for several major poultry companies.

**Background of Iqbal:** Iqbal Poultry who trade as Chesterfield Poultry have been supplying Weddel Swift with poultry products for the past four years. We began serving a small amount of the depots and overtime, volumes have increased supply year on year. To date we are supplying on average, in excess of 3,500 cases per week across 80% of the depots.

**Processing:** We are processing approximately 800,000 birds a week in Thorne, Yorkshire and are 100% red tractor assured. We also hold BRC accreditation.

**Supply information:** We do a certain number of direct deliveries on behalf of Weddel Swift to some of their customer base.

**Products supplied:** We supply loose whole birds, tied whole birds and tray wrapped whole birds. In addition, we supply selected large Christmas birds. Portions are served as fillet, double breast, offal, wings, thighs, legs, thigh meat and drumsticks.

If you are interested in trying out this range, contact your local depot for more information. ♦

## WHAT'S ON

# Seasonal dates



### Game Season

**FROM 12 AUGUST**

The first nod to autumn is the start of the Game Season. Contact your local depot to get stocked up with a variety of game, both fresh and frozen.

# LOVE LAMB WEEK

### Love Lamb Week

**1-7 SEPTEMBER**

Our Weddel Mature lamb is ideal to serve to your customers and one to highlight during Love Lamb Week. If you want more information on this campaign visit [www.ahdb.org.uk/lovelambweek](http://www.ahdb.org.uk/lovelambweek)



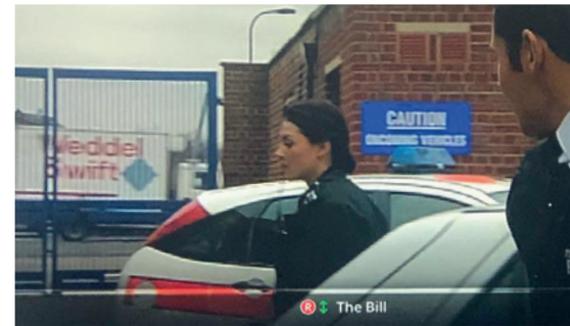
### Guy Fawkes Night

**11 NOVEMBER**

If you are making sausages for your customers to have on Bonfire Night, then we have all the ingredients you will need, including casings, rusk and flavourings. ♦

## LATEST NEWS

# As seen on...



In the last issue of Weddel News, we reported on being spotted on a Facebook group with some lovely comments about our competitions.

Since then, we have been spotted again on a repeat and very old episode from the television series The Bill! We know it is old, as the police drama used to be filmed on the same road as our Merton depot and since then, the production has moved locations.

We wonder where we will be spotted next! ♦

## WEDDEL TV

# Catch up with Weddel TV

Weddel TV had a short break over the summer, but is back this autumn.

You can catch up and rewatch all our previous episodes and supplier features on our YouTube page. Visit [wsdepots.com/youtube](http://wsdepots.com/youtube) ♦



## Join us online

We've become very social at Weddel Swift. Follow us on:



[@WeddelSwiftDistribution](https://www.instagram.com/WeddelSwiftDistribution)

# Call your local depot



**Bridgend**  
01656 727720

**Brighton**  
01273 561003

**Canterbury**  
01227 454531

**Chester**  
01244 371548

**Exeter**  
01395 239066

**Hull**  
01482 320401

**Leeds**  
0113 249 4594

**Market Harborough**  
01858 464305

**Merton**  
020 8545 0022

**Norwich**  
01603 423022

**Poole**  
01202 676955

**Portsmouth**  
023 9269 6821

**Rochdale**  
01706 353010

**Wolverhampton**  
01902 453201

Our teams are always happy to help you!

## EMAIL US

[info@wsdepots.com](mailto:info@wsdepots.com)

## WEBSITE

[wsdepots.com](http://wsdepots.com)

