
Newsletter

SPRING 2023

**Weddel
Swift** 
DISTRIBUTION LTD.

Spring is here...



Welcome to Weddel News

Welcome to our first issue of Weddel News in 2023!

It's good to feel some Spring weather in the air and we are looking forward to a good year ahead. In this issue, we've visited a customer to see what they are up to in their shop, we discover what's popular to cook in an air fryer and focus on some exciting events ahead this year.

Don't forget we have a competition inside so look out for it! Wishing you all the best for the year ahead. ♦

PRODUCT NEWS

Weddel Matured English Beef turns 10



Matured English Beef

Our range of Weddel Matured beef is celebrating its 10th birthday this year. Weddel Swift developed this product in 2013 for our customers who were in the market for a superior and consistent quality Matured English Beef.

With the right breed of livestock, rearing and age at slaughter, Weddel Swift, in conjunction with its supply partner, source only the finest cattle reared on farms which operate to the highest standards of animal welfare and husbandry. We ensure rigorous control throughout the whole supply chain which has ensured our customers have trust and confidence in the product range so that they keep returning to us for more.

During the slaughter process the carcasses are subjected to high voltage stimulation combined with a slow chilling method to eliminate any chance of cold shortening. The sides are butchered and packed in a state-of-the-art production facility under the tightest controls, ensuring adherence to specification and traceability throughout the whole process. It is then matured for a minimum of 28 days before delivery further improving both tenderness and flavour.

With the combination of high voltage stimulation, extra maturation and the high trim specification, we are able to offer a consistently superior product. In addition to the range of boneless vacuum-packed cuts available, Weddel Swift English bone-in beef can be tailored to your specific requirements.

If you haven't tried our range of Weddel Matured Beef, then contact your nearest Weddel Swift Depot for more information and prices. ♦

EVENTS

Mothering Sunday

19
MARCH



Mothering Sunday is just around the corner, on Sunday 19th March.

Our Depots have a range of roasting joints including Weddel Matured Beef, Weddel Matured English Lamb as well as our range of pork and poultry, perfect to share for any size of family.

Contact your sales team who will be able to provide some offers and product availability. ♦

LATEST NEWS

Butcher's Shop of the Year



For the second year in a row, we are delighted to be sponsoring this year's Butchers' Shop of the Year Awards 2023.

The finalists have now been announced and can be viewed here mtjevents.co.uk

The winners will be announced at a networking awards lunch at The Bierkeller in Birmingham on 22nd May 2023. ♦

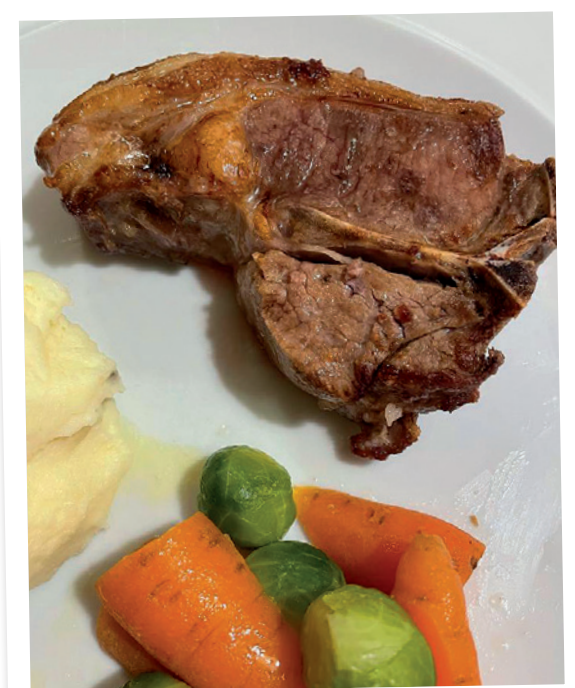
The hype behind the air fryer

WIN AN AIR FRYER!
(SEE BACK PAGE FOR DETAILS)



The air fryer was first introduced into the market in 2010 after Fred van de Weij, an inventor in the Netherlands was looking for a way to crisp a French fry without deep-frying it.

Its popularity grew during the Covid pandemic as a knock-on effect of people spending more time at home and buying more appliances and cooking more than ever.



The popularity of the air fryer continues – who got one for Christmas or knows of someone who did? According to Which? this current popular gadget is three times cheaper to run than an oven, but the cooking results are the same. They are cost-effective to run so ideal for anyone having to keep a close eye on their budgets during the cost-of-living crisis. Not only that, but they are also great for people who are cooking for one, only have a small kitchen or for students away at university.

We get asked a lot what is good to cook in an air fryer so here's some ideas from Anna Stanford, recipe and content creator as well as author of Anna's Family Kitchen. Anna specialises in family-based meal ideas that can be adapted using whatever is in your fridge and can be cooked in an oven or an air fryer. Her top meat products to try include bacon, sausages, chicken – whole, thighs and fillets – and steaks. She also suggests both pork and lamb chops also work very well. ♦

Broxup Butchers



Broxup Butchers who are based in Leeds are a regular customer of Weddel Swift. They are proud to fill their counters with a wide range from us.

We recently visited Neil, the business owner, who told us what his bestsellers are:

"Consistent quality and good service from Weddel Swift means my customers keep coming back for more!

Beef knuckles, braising steak and heels are all popular customer choices for casseroles. We buy in sides of pork for belly pork joints and middles for pork chops and pork loins.

Our selection of ribeye, sirloins and fillets always look mouth-watering and sell quickly.

Our customers buy chicken fillets and whole chickens on a weekly basis and lamb is a great choice for Sunday roasts." ♦

WHAT'S ON

Event dates



National Butchers' Week

6-12 MARCH

Celebrate your business during the highlight of the year. Find out more at mtjevents.co.uk



British Pie Week

6-12 MARCH

We have a wide range of meat choices available for pies, so call your local Depot to place your orders. Find out more at british-pie-week.co.uk



Great British Beef Week

23-30 APRIL

Our Weddel Mature Beef is always a winner and particularly one to highlight during this event. Find out more at ladiesinbeef.org.uk/gbbw

Seasonal dates



St Patrick's Day

17 MARCH

We offer a range of Irish branded beef products, all good for a casserole or stew – the perfect accompaniment to a pint of Guinness.



Mothering Sunday

19 MARCH

Our Depots have a range of roasting joints including Weddel Mature beef, Weddel Mature English lamb as well as our range of pork and poultry, perfect for a celebratory roast lunch.



Easter weekend

8-10 APRIL

We always have a good range of roasting joints available, which are perfect for your customers to enjoy over the Easter weekend. Contact your local Depot to get stocked up. ♦

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

Portsmouth
023 9269 6821

Rochdale
01706 353010

Wolverhampton
01902 453201

Our teams are always happy to help you!

COMPETITION

Win an air fryer!

WORTH OVER £200!

Earlier in the newsletter you will have seen our article about air fryers – the current trend in cooking.

With the feedback from our customers being asked by the consumer what meat cooks best in them, we thought we'd give one lucky reader the chance to win an air fryer so you can show your customers what they can cook from your counter in-store.

All you have to do is to answer this question:

Which year was the air fryer invented?
A) 2000 B) 2010 C) 2020?

Send a text with your answer to 66777. Remember to start the text with Weddelnews and include your name/business name. Standard text charges apply, and the competition will end on 31st March 2023 and the winner will be announced shortly afterwards. ♦



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