
Newsletter

SUMMER 2023

**Weddel
Swift** 
DISTRIBUTION LTD.

Summer is here!



Welcome to Weddel News

We are finally glad to see the sun breaking through the clouds after what seems months of endless rain!

We are underway with the judging of the makeover competition and there will be more on this soon.

As we travel around the UK to judge our makeover competition applicants, we have also been calling in to see other customers and we are reporting back on what's happening in-store in this issue. There will be more to come as we haven't yet completed our travels!

We were also delighted to attend this year's Butcher's Shop of the Year Awards, of which we were one of the sponsors. It was great to be part of such a big event that showcases talent, quality products and creativity throughout the UK. Read on for more about this.

As Father's Day approaches we are running a competition in this issue to win a pub meal.

We hope you all have a good summer and happy reading! ♦

LATEST NEWS

Butcher's Shop of the Year Awards



This year's Butcher's Shop of the Year Awards took place at the Bierkeller in Birmingham.

It was a well-attended event with over 180 people in the room enjoying a delicious lunch, plenty to drink and some lively entertainment! It was great to see a new generation of butchers attending and if you haven't entered this competition before, look out for details for next year as it's well worth getting involved with.

We are thrilled that some of our customers made the finalist list in the majority of the categories.

On the right is a list of the winners and we wish everyone who won, many congratulations!

For full information on the finalists visit; www.mtjevents.co.uk/live/en/page/bsoty-winners-2023 ♦

THE WINNERS

Butcher's Shop of the Year 2023

McCaskie's Butchers & Café

Butcher's Display of the Year 2023

Bates of Atherstone

London & South East Butcher's Shop of the Year 2023

The Guildford Butchery

Midlands & East of England Butcher's Shop of the Year 2023

Essington Farm Shop

New Butchery Business of the Year 2023

Butcher Farrell's Meat Emporium

North of England Butcher's Shop of the Year 2023

Lishman's of Ilkley

Northern Ireland Butcher's Shop of the Year 2023

Carnbrooke

Online Butchery Business of the Year 2023

The Dorset Meat Company.co.uk

Scottish Butcher's Shop of the Year 2023

McCaskie's Butchers & Café

Specialist Butcher's Shop of the Year 2023

Durslade Farm Shop

Sustainability Initiative 2023

Sustainable Food Production, From Farm to Fork – Swans Farm Shop

Team of the Year 2023

The Dorking Butchery

Trainee of the Year 2023

Cameron Skea, The Guildford Butchery

Wales & West Country Butcher's Shop of the Year

Edwards Of Conwy

David Moore Butchers



David Moore Butchers, who are located in the Cotswolds has been trading for over 10 years and Weddel Swift has served them since they began business. In 2021 they opened a second outlet within the Fosseyway Garden Centre just outside the popular town of Moreton-in-Marsh.

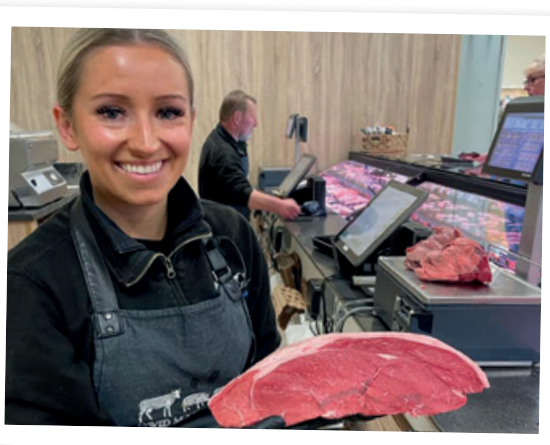
David Moore runs his business along with his wife, son and daughter. We recently visited Jemma, David's daughter, at their outlet store to find what they have in stock and what is proving popular with their customers.

Their counter is laden with some delicious looking cuts of meat which includes a range from Weddel Swift. Baby back ribs, pork and beef trim, long loins of pork, pigs' liver, Ridings striploins, Posh topside and knuckles and chickens are just a few of the products they buy from us.

Most recently they have also started stocking Herb Fed Poultry chickens from us, also a popular choice with their customers, who make a point of pre-ordering with David Moore, so they don't miss out.

Jemma spoke to us in detail to tell us why their longstanding relationship continues to be a positive one; "We can rely on Weddel Swift to provide consistency on taking our orders, receiving our deliveries, quality of products they offer, and they are competitive on pricing. Alongside this we have a great relationship with the Sales team at the Market Harborough depot. All of these traits are key to us running two very busy shops and Weddel Swift is an important part of our successful operation.

We will be featuring David Moore Butchers in a forthcoming episode of Weddel TV, so watch this space when you will find out more from them. ♦



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.



One of our customers, Dave French from Cottage Farm Quality Butchers is a returning customer for our glaze range;

"They are great value for money, good quality and the flavours are spot on".

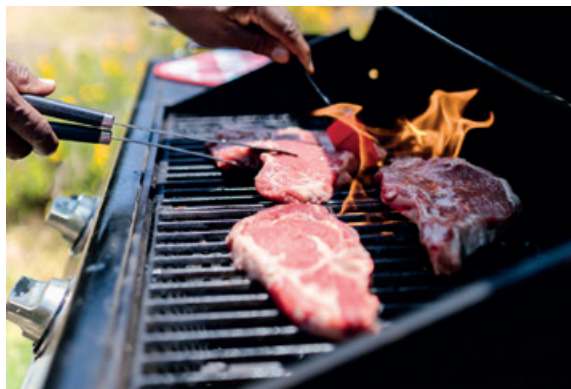


Dave's customers particularly like the Smokey BBQ and Garlic Butter flavours.

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

WHAT'S ON

Events & seasonal dates



National BBQ Week

29 MAY – 4 JUNE

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



Father's Day

18 JUNE

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.



Game season starts

12 AUGUST

Talk to your local Depot and order your game products in readiness for autumn.



Bank Holiday

28 AUGUST

Get stocked up to celebrate the last BBQ and bank holiday of the summer! ♦

COMPETITION

Win a £60 voucher!

Fancy a night at the pub on us? We have a pub voucher worth £60 to give away, to celebrate Father's Day.

All you need to do is answer the following question:



What date is Father's Day?

A) 14 May B) 2 August C) 18 June

Enter by texting your answer A, B or C to 66777. Start the text with 'WEDDELNEWS' followed by your answer and name. Standard text message rates apply and entries close by Friday 16th June 2023. Good luck!



Congratulations to the winners of our previous newsletter competition Nigel and Alison Cox from Nigel Cox Butchers who were delighted to receive their air fryer and have already put it to good use. It's always worth entering the competitions! ♦

Contact your depot



Bridgend

T 01656 727720

W 07766 383807

Brighton

T 01273 561003

W 07787 434018

Canterbury

T 01227 454531

W 07717 478063

Chester

T 01244 371548

W 07795 036161

Exeter

T 01395 239066

W 07495 309227

Hull

T 01482 320401

W 07721 500455

Leeds

T 0113 249 4594

W 07795 036966

Market Harborough

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W 07747 456898

Norwich

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Portsmouth

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