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# Newsletter

AUTUMN 2023

**Weddel  
Swift**   
DISTRIBUTION LTD.

## The arrival of autumn





# Welcome to Weddel News

What summer!? It most certainly felt like autumn for a good part of this summer – a complete change from last year!

This issue is jam-packed with news from our customers and what has been helping them boost their businesses. We also have a free giveaway so happy reading and enjoy this issue!

## FACEBOOK FEATURE

# How to create a virtual member of staff!



**In 2014, Paul Wood, owner of Wood Family Butchers in Shirehampton, Bristol decided to set up a Facebook page to promote his business.**

Within the page, Paul created a private group, which he uses to promote all things related to his business to anyone who has requested to join the group.

Paul's Facebook group mirrors his shop and from it he promotes everything he sells in the shop including his full range of meats, meat packs, condiments and dry goods. He also uses the group to promote his meat raffle and his mystery bags. Part of the reason for setting up the group was to also create an ordering service, with any orders taken being prepared for customer collection or home delivery.

As a result of a lot of hard work and consistent posting over the last eight years, Paul's group now has over 9,000 followers! Paul explained how his system works: "I don't need to promote our Facebook page; people just see it and they click onto the page and order them. They send a private message to me with their address details if they are having a home delivery."

Paul has spent time letting his customers know about the group and because of his hard work of posting products on the group four or five times a day, every day it has more than paid off.

"I would say a good 50% of our takings are through our Facebook page.

The income we get from our orders from Facebook pays for one of our members of staff. It has become an invaluable tool."

This is a great story of how Facebook can help with your business sales – all it takes is consistency and time! ♦



## PRODUCT NEWS

# Weddel Matured Beef turns 10



**To mark the anniversary of our Weddel Matured Beef brand turning 10 years old we were invited to visit Woodheads processing plant in Spalding, Lincolnshire where this brand starts its journey.**

We had a very interesting trip, and you can see some footage from the plant on our update video here: [wsdepots.com/weddel-matured-beef](https://wsdepots.com/weddel-matured-beef)



## PROMOTIONAL POSTCARDS

**As part of the 10 year anniversary of Weddel Matured Beef, we have designed some postcards to display in your shop and give to customers.**

If you stock our range of Matured Beef and would like a free set of postcards, please contact Emily by text or WhatsApp on 07760 663683 or email: [emilyhumphrey@wsdepots.com](mailto:emilyhumphrey@wsdepots.com) ♦

# New website for Chris Beech Quality Meats



**During the Covid pandemic, Chris Beech, owner of Chris Beech Quality Meats, realised he needed to create another avenue to handle the increase in sales from the extra customers that were coming through his door.**

Located in Fulwood near Sheffield, Chris set up a basic online form to enable customers to order their meat supplies either for collection or delivery.

Albeit simple, this new system worked well and as the pandemic went on, even more customers appeared through his door. Despite this, panic buying increased as the pandemic worsened, and meat supplies were becoming short. Chris had to take a hard decision to close for a month and put the staff on furlough.

He used the time wisely to reset and to improve his online ordering system. This resulted in a fully-fledged website listing his full list of stock available including his range of meat, own brand condiments and local honey and sauces, which was ready in time for when he re-opened his shop. Chris wasn't worried about losing customers after shutting, in fact his new customer numbers held.

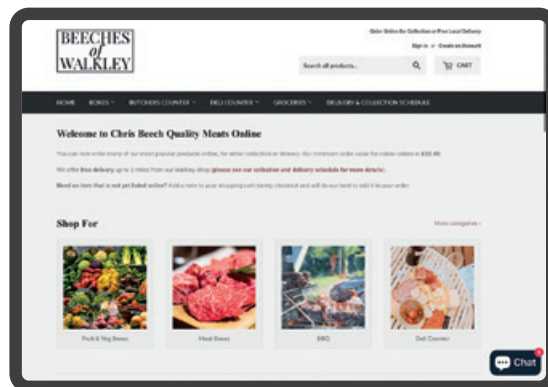
"I knew most of the customers who had previously used the existing ordering system would return to my new online shop. It instantly became popular as the lockdown was in full force."

During all the Covid lockdowns about 95% of Chris' sales were generated from his online service. Now things are back to normal, this has slowed down to about 10% but sales still remain consistent.

"I promote the online shop through Facebook, Twitter, Instagram, TikTok, and just recently my Grandson has helped me start on YouTube. On social media you can tag products you want to promote which takes potential customers straight to my online store."

Chris also commented: "A lot of people now work from home and have changed their shopping/going out habits. With an online shop you can still keep these customers happy, and it opens up your business to a wider audience without having to worry about physical footfall."

If Chris' story has inspired you to try out an online ordering service, we can help you set up a website through our Help the High Street campaign. For more information contact Emily by text or WhatsApp on 07760 663683 or email: [emilyhumphrey@wsdepots.com](mailto:emilyhumphrey@wsdepots.com) ♦



[www.beechesofwalkley.co.uk](http://www.beechesofwalkley.co.uk)

# Top tips for your shop

**We've been picking up some great ideas from customers over the summer and wanted to share them with you as they are great sellers in-store. Find out more below.**



## Just Cutts Butchers

Teresa Cutts from Just Cutts Butchers has recently expanded her pre-packed range to include a breakfast pack. A great idea as they are flying out of her door – especially as a weekend treat and after a night out!

# Christmas marketing

**We don't like to mention Christmas too early, but we thought it would be a good time to announce our FREE Christmas Marketing Packs.**

Each pack will contain marketing materials (poster, recipe cards etc) that will encourage customers to buy their Christmas meat from you.

To register your interest in one our packs please contact Emily by text or WhatsApp on 07760 663683 or email: [emilyhumphrey@wsdepots.com](mailto:emilyhumphrey@wsdepots.com) ♦



## WHAT'S ON

# Events & seasonal dates



## Love Lamb Week

**1-7 SEPTEMBER 2023**

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 [ahdb.org.uk/lovelambweek](http://ahdb.org.uk/lovelambweek)



## Guy Fawkes Night

**5 NOVEMBER 2023**

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.

## CELEBRATORY NEWS

# Congrats!



**Congratulations to one of our customers, Stuart and Cheryl, from East End Butchers in East Bergholt who have just celebrated their first wedding anniversary!**

If you have any celebratory news you want to share in Weddel News, contact Emily by text or WhatsApp to 07760 663683 or email: [emilyhumphrey@wsdepots.com](mailto:emilyhumphrey@wsdepots.com) ♦



## Small Business Saturday

**2 DECEMBER 2023**

Small Business Saturday champions the importance of high street shopping and is a great event to encourage consumers to shop with you! Find out more at [smallbusinesssaturdayuk.com](http://smallbusinesssaturdayuk.com)



## Burns Night

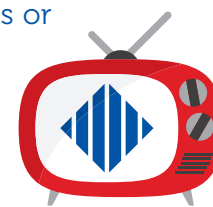
**25 JANUARY 2024**

The first big event of 2024! Get ahead and contact your local Depot to place your orders for haggis. ♦

# Weddel TV

**Our next episode of Weddel TV will be out in October!**

Look out for your text or email with the link to watch it. If you want to opt-in to receive our texts or emails for product offers and Weddel TV go to [wsdepots.com/sign-up](http://wsdepots.com/sign-up) and sign up today.



# 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

T 01858 464305

W 07747 456898

### Norwich

T 01603 423022

W 07795 037233

### Portsmouth

T 023 9269 6821

W 07990 704062

### Rochdale

T 01706 353010

W 07795 037926

### Wolverhampton

T 01902 453201

W 07747 457003

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