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# Newsletter

SPRING 2024



## A taste of Spring...



# Welcome to Weddel News

Welcome to our first issue of Weddel News in 2024!

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 have an update on our Shop Makeover Competition, with details of our winners and a feature from one. We also have a competition to celebrate Easter – it's always worth entering. Good luck! ♦

## COMPETITION

# On the hunt for Easter

As mentioned in our What's On guide on page 4 of this newsletter, Easter is scheduled slightly earlier this year.

Our Depots will have a wide range of roasting joints in stock as well as other tasty products for your customers to enjoy with family and friends over the long weekend which takes place at the end of March.

It's been a while since we ran a competition, and we thought Easter was the perfect time for a treat from the Easter bunny!

We have Easter eggs to give away and for a chance to win one, all you need to do is to answer the following question:

**Which country is the biggest consumer of chocolate in the world?**  
A) Switzerland B) Poland C) UK

Enter by text to 66777\*. Start the text with 'Weddel' followed by your answer, A B or C, along with your name and shop name. Entries close by Friday 22nd March. Good luck! ♦

\*Standard text message rates apply



## EVENTS

# Mothering Sunday

10  
MARCH



Mothering Sunday is just around the corner, on Sunday 10th 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 the sales team at your local Depot who will be able to provide some offers and product availability. ♦

## HELP THE HIGH STREET

# In-store posters



As part of our Help the High Street campaign, we will be sending out in-store posters for seasonal events over the next few months.

Included in the envelope with this issue is a poster to promote Easter, and we'd be delighted if you can display it in your shop.

If you need more copies, or if there are any specific product posters you'd like to display in your shop, contact Emily on text/WhatsApp 07760 663683 or email [emilyhumphrey@wsdepots.com](mailto:emilyhumphrey@wsdepots.com) ♦

## COMPETITION NEWS

# Our Shop Makeover Competition winners



Jon Cogley Butchers



A.J. Cliffe & Sons Butchers



S and C Baitup Butchers



Terry Aucott Butchers



Wood Family Butchers



Lower Wilbury Farm Shop and Butchery

We are delighted to announce the winners of our recent Shop Makeover Competition.

It was a tough decision to decide on our finalists as we had so many worthy entries. Thank you to everyone who entered and for the time taken during our visits to judge. During our visits to each entry, we gained a lot of knowledge, which has been invaluable, and we are keen to share this with you over time.

In the next few issues of Weddel News, we will be covering their shop makeover journey.

In this issue we start with Dean and Katie Whybrow from Lower Wilbury Farm Shop and Butchery who have transformed an unused part of their shop into an already successful deli.

We hope their stories will inspire you! ♦

## PRODUCT NEWS

# Join our research group

We are looking to set up a new market research group, who we can approach to test new products, whether it's a protein or something from the sundries range some of our Depots offer.



We would like to be able to gain feedback before we launch something new, and our customers are the ideal group to help us with this.

If you'd like to be included and would like to know more, contact Emily on text/WhatsApp 07760 663683 or email [emilyhumphrey@wsdepots.com](mailto:emilyhumphrey@wsdepots.com) ♦

## COUNTER TALK

# Dean & Katie Whybrow

Last autumn, Dean and Katie Whybrow who own Lower Wilbury Farm Shop and Butchery were partly using the end room of their shop to sell some deli products.

They saw the potential of what this area could be, which is one of the reasons they applied for the Shop Makeover Competition. When we told them they had been successful, they used our contribution to transform this space into what is now a thriving deli.



The deli now comprises two walls of fruit and vegetables contained in specialist boxes, a cheese counter, homemade pies, bread, eggs, condiments, and a fridge filled with local dairy products.

In the lead up to Christmas, Dean and Katie's customers took them by surprise and were obviously delighted with the deli expansion which resulted in the Whybrow's needing to order extra stock.

Dean and Katie commented: "giving this room a new lease of life to realise our dream has been amazing. We've increased sales more than we expected and we can now look at the final phase which will be to retile the floor, provide a coffee machine and offer sandwiches and rolls at lunchtime. Our view is, even if you have a small space that isn't being utilised, with some creativity, there's a way to use it to help your shop sales". ♦

## WHAT'S ON

# Event dates



## British Pie Week 4-10 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](http://british-pie-week.co.uk)



## National Butchers' Week 4-10 MARCH

Celebrate your business during the highlight of the year. Visit [nationalbutchersweek.co.uk](http://nationalbutchersweek.co.uk) for more information.



## Mothering Sunday 10 MARCH

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



## 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.



## Easter weekend 29 MARCH-1 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.



## 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](http://ladiesinbeef.org.uk/gbbw) ♦

## INDUSTRY NEWS

# Financial support

Since 1828, BDCI has been there to provide vital financial support whenever it is needed.



Not only to colleagues with current or historic connections to the meat trade in UK and Ireland, but also to their dependants and loved ones.

BDCI will consider applications for a wide and varied range of purposes. Grants to help fund aids and adaptations to a home in cases of disability or life-changing events; replacing domestic appliances to make life easier; cash support to help when people, through no fault of their own, are in need; and for those who require that extra little help that ongoing payments would provide. The Charity is also able to provide support for education in the form of financial grants for students and apprentices pursuing meat trade-related studies and training.

Please visit BDCI's website at [bdci.org.uk](http://bdci.org.uk) for further details. A flyer has also been included with your newsletter. ♦

# Contact your depot



### Bridgend

T 01656 727720

W 07766 383807

### Chester

T 01244 371548

W 07795 577323

### Leeds

T 0113 249 4594

W 07795 036966

### Portsmouth

T 023 9269 6821

W 07990 704062

### Brighton

T 01273 561003

W 07787 434018

### Exeter

T 01395 239066

W 07495 309227

### Market Harborough

T 01858 464305

W 07747 456898

### Rochdale

T 01706 353010

W 07795 037926

### Canterbury

T 01227 454531

W 07717 478063

### Hull

T 01482 320401

W 07721 500455

### Norwich

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W 07795 037233

### Wolverhampton

T 01902 453201

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