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# Newsletter

SPRING 2025

**Weddel  
Swift**   
DISTRIBUTION LTD.

Spring is here...



# Welcome to Weddel News

Welcome to our first issue of Weddel News in 2025!

It's good to feel some warmer weather in the air which is putting a spring in our step! In this issue, we have put together some ideas on how small changes can make a big difference to your shop. This also links nicely to our latest 'How To' Guide on creating video content and a recent Podcast from the Australian Butchers' Guild. We do hope you find these ideas and information useful and a happy Springtime to you all! ♦

## HELP THE HIGH STREET

# Boost your business with a promo video



According to HubSpot State of Video Marketing Report, 2023;

**“ 96% of people say they watch explainer videos to learn more about a product, and 89% report having been swayed to purchase.”**

Source: [www.hubspot.com/marketing-statistics](http://www.hubspot.com/marketing-statistics)

If you aren't already a digital video content whizz and would like to be, then our latest 'How To' Guide is just for you!

As part of our Help The High Street inspirational guides, this latest edition provides a simple step-by-step guide which will enable you to create video content to promote the products on your counter via social media, simply using your mobile device or tablet.

You can download or request a copy of this card by visiting our Help The High Street website at [hths.co.uk/order](http://hths.co.uk/order). ♦



**SOCIAL MEDIA**

## Boost your business with promo videos

A step-by-step guide to filming product promos with a smartphone for use on social media.

**1. INTRO & OUTRO**

Quick intro and outro (start with a friendly greeting, have an establishing wide shot of the exterior of the shop for a maximum of 5 seconds and a quick shot of staff).

Clean, uncluttered area (approx. 1m x 1m, ideally at table height). Setup near a window source of natural light. Area is quiet, away from noise sources (fridges, fans, or fridges). Use a cloth or hard board in front of the product and background product stand out. Place a wooden board on the table to support the product. Allow around 1m of space between the product and the person filming.

*Here's my quick tips!*

## IN THE KNOW

# Insights from 'Down Under'



There's a wide range of podcasts to listen to, relating to the butchery industry.

Our team came across the Australian Butchers' Guild podcast, which is worth a listen, if you haven't already.

Led by Meat & Livestock Australia's Retail Manager and Corporate Butcher Doug Piper, we thought it was interesting to get an insight on trade from the other side of the world.

In one of their most recent recordings, they discuss the power of the shop window. If you have some time, it's worth a listen! You can find the podcast by searching for Australian Butchers' Guild Podcast. ♦

## HAVE YOU GOT NEWS FOR US?

We always love to hear from our customers about their celebration news.

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

# Small changes to your shop can make big differences



As we turn the corner into Spring, the thought of warmer weather and lighter, longer days puts everyone in a brighter frame of mind. Our circadian rhythm is becoming much more alert and the feeling of wanting to make some changes is in abundance.

If you've got a spring in your step and feel the need to refresh your shop, but if your budget is tight, do not fear! We have some great ideas that are inexpensive but could make all the difference and have customers turning their heads into your shop door!

Whatever your space, there's always a way you can change it. Here are our top ideas!



- **Ideas!** If you are struggling for new ideas, why not ask colleagues, family, friends, business neighbours or even your customers what they would do. It's amazing what a fresh pair of eyes can see!
- **Updating your existing signage** both inside and out can really lift the space. This could be in the form of pavement signs, a canopy or branded prints. Speak to your local printing business who can provide you with ideas on the type of material stocks to use and they will likely have an in-house design team to help with creativity. They will also be able to give you advice on creating items such as shelf talkers to promote your product ranges.



- **Printed materials** such as posters and flyers are great ways of keeping customers informed. Have you got space to have a noticeboard to put these on?



Why not contact your suppliers such as Weddel Swift who will be able to provide you with some marketing materials for the products they supply!



- Fill unused areas for countertop or floor standing displays to leave **product information, recipe cards**, or other information connected to your product lines. This is a great way to keep your customers informed whilst they wait to be served.
- Other **branded materials** such as floor mats or uniforms will strengthen your brand and bring a sense of unity to your business.

- **What's happening in your window?** This is sometimes an unused space when meat products can't be displayed due to warm weather. Use the space to make a bold statement – what about creating a seasonal display, maybe even non-meat related, which passers-by will start looking out for?
- Using **social media and email marketing** are recommended channels to update customers and potential customers on your offers, product lines, community updates, competitions and much more! You can get more information about this from our how to cards available from our Help the High Street online store.
- Creating **video content** which can be used on social media and via a private broadcast customer group on WhatsApp. If you've never created a video, visit our website [hths.co.uk/orders](https://hths.co.uk/orders) to get a copy of our How To Video guide.
- **Time!** Create some time each week to work out what products or news you need to promote. Create a space in the back of your shop where you film and photograph products for social media posts, or for new printed materials.
- **Plan!** Research National events that are coming up, e.g. Great British Beef Week so you can plan some in-shop events to promote a related product line with, to boost your sales!



We hope our top tips are useful and you can use these to continue building your brilliant business that is at the heart of the high street and community. ♦

## WHAT'S ON

# Advancing into April



## Easter weekend

**18–21 APRIL 2025**

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. There are promotional posters available to order – visit [hths.co.uk/order](https://hths.co.uk/order) ♦



## Great British Beef Week

**23–30 APRIL 2025**

Our Weddel Mature Beef is always a winner and particularly one to highlight during this event. Find out more how you can use this event to showcase your range of Great British beef [ladiesinbeef.org.uk/gbbw](https://ladiesinbeef.org.uk/gbbw) ♦

## Further ahead...

### May Bank Holiday

**5 MAY 2025**

### Spring Bank Holiday

**26 MAY 2025**

### Father's Day

**15 JUNE 2025**

Summer will be here so why not have a BBQ to celebrate!



## EVENTS

# Mothering Sunday

**30**  
MARCH

Mothering Sunday is just around the corner, on Sunday 30th 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. ♦



## Contact your depot



### Bridgend

T 01656 727720

W 07766 383807

### 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

T 01603 423022

W 07795 037233

### Wolverhampton

T 01902 453201

W 07717 382505

### Chester

T 01244 371548

W 07795 577323

### Leeds

T 0113 249 4594

W 07795 036966

### Portsmouth

T 023 9269 6821

W 07990 704062

## EMAIL US

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