

SCOTTISH CRAFT BUTCHERS

NOT A MEMBER YET?

**You're warmly invited to
join us at our regional meetings!**

A great opportunity to see what we're
all about, meet other butchers and
hear from leading experts.

The next regional meetings will be held

 MONDAY 21st SEPTEMBER	Garfield House Hotel, Cumbernauld Rd, Stepps, G33 6HW
 TUESDAY 22nd SEPTEMBER	Peebles Hydro Hotel, Innerleithen Rd, Peebles EH45 8LX
 WEDNESDAY 23rd SEPTEMBER	Laichmoray Hotel, Maisondieu Rd, Elgin IV30 1QR
 THURSDAY 24th SEPTEMBER	Black Watch Castle, Balhousie Castle, Hay St, Perth PH1 5HR

**ALL
BUTCHERS
WELCOME**

**MEMBERS AND
NON MEMBERS
ALIKE!**

DALZIEL & VERSTEGEN PRESENTATION

Beyond the Block – Restaurant-Style Cooked Ready Meals.

As the cost of living continues to rise, more consumers are choosing to dine at home. To help butchers capitalise on this growing opportunity, we are pleased to partner with Verstegen to share five simple steps to success: Season, Seal, Cook, Chill and Create — restaurant-style cooked ready meals made simple.

Content of presentation:

- The dining at home market (data and trends)
- Verstegen Spices and Sauces impact on Dutch retail butchery scene
- The simple steps to success: Season, Seal, Cook, Chill and Create
- Display of Cooked Ready Meals and Marketing POS
- Marketing POS and tips
- Small assemble demonstration showcasing the simplicity
- Beyond the Block magazine (special edition)
- Tasting of a main cooked ready meal and a side dish



SCOTWEIGH PRESENTATION

“Media Display Screens: How Generative AI can help you create promotional material in minutes”

Scotweigh will show you how they can supply and install display screens that will let you create your own in-store marketing materials in a simple and straightforward way via their Connect scale system.



**Awards will be presented from the
Beef Burger, Black Pudding and Ready Meal competitions.**
A chance to celebrate the skills and creativity of our industry!



Meetings from
7.30 pm to 9.00 pm



Please book your place by
Tel: 01738 637472



or email:
bruce@craftbutchers.co.uk

WHY COME ALONG?



Network with
fellow butchers



Gain ideas and
practical tips



Stay ahead of
market trends



Discover the benefits
of membership

We look forward to welcoming you!

For more information about Scottish Craft Butchers and membership benefits,
please visit www.craftbutchers.co.uk

STRONGER TOGETHER.
SUPPORTING SCOTTISH BUTCHERS.