



## The Guild of Q Butchers - Britain's Best Butchers!

In an age of mass marketing, more consumers are seeking the individuality on offer from the independent food retailer.

And when it comes to meat and meat products...look no further than your local Q butcher. A cut above the rest!

We are proud to be members of the Guild of Q Butchers - Britain's finest independent butchers.

Q butchers are the only meat retailers to voluntarily submit our businesses to regular audits to rigorous standards of technical excellence.

**With a Q butcher you can be confident of quality meat from a quality retailer - guaranteed!**

**Q butchers** - promoting traditional butchery craft skills with a modern approach to exciting ideas on products and service.

**Q butchers** - committed to supporting the British farming industry with home produced beef, lamb, pork, game and poultry the preferred choice.

**Q butchers** - independently audited to "above the norm" standards of quality and hygiene by European Food Safety Inspection Service (EFSA).

**Q butchers** - membership of the Guild is one of the meat industry's highest endorsements of excellence.

**Q butchers** - total accountability, trust and confidence.

**Q butchers** - award-winning meat products with consumer appeal on presentation, taste and price.

**Q butchers** - for outstanding choice of meat and meat products including pies, sausages, bacon, cooked meats and "kitchen ready" products.

**Q butchers** - dedicated to the development of new lines through product evaluation and the exchange of Q ideas.

**Q butchers** - advice on cooking, suitable cuts, seasonal buys and new recipe ideas.

**Q butchers** - for friendly, personal and knowledgeable service... and customer dialogue!





## The Guild of Q Butchers



For more information on the Guild of Q Butchers or to find your nearest Q Butcher please visit our website at -

[www.guildofqbutchers.com](http://www.guildofqbutchers.com)

Our website contains details of our members in Britain, news on current promotions, recipe ideas and cooking tips.

**Guild of Q Butchers**  
Algo Business Centre  
24 Glenearn Road  
Perth PH2 0NJ

**Helpline: 01738 450443**



## What it means to shop at one of Britain's Best Butchers!



### Quality Meat



### Quality Products



### Quality Advice



### Quality Service

Only the best butchers are admitted to the Guild of Q Butchers. To gain entry to this select group, a prospective Q butcher has to submit the whole business - shop, products, staff, procedures and customer service - to an audit process that can take many months.

That's why you can trust your Q butcher to provide only the best!

## Look for the Q.. Q for Quality!