

Top Tips for submitting an award-winning entry into the: British Butchery Awards: Best Butchery Business

1. Prepare your entry

Before you start, read through the questions you'll need to answer. Once you feel confident you can provide everything required, we invite you to continue with your entry.

The judges will be particularly looking for evidence and testimonials to support your entry so include testimonials from staff, customers or other industry colleagues received during the past year.

"No matter how large or small you feel your accomplishments are please include them, we want to hear about your businesses successes and celebrate the incredible quality of our industry throughout the UK"

2. Entry Process

The entry process is online where you will be asked to set up an account, this will include your business contact information and a main point of contact, once completed the following steps are required:

NB: You can save and return to your entry before you submit the completed entry which is due in on or before 7th March 2025.

Step One - Basics:

Select the category that best suits your store / business:

- Butchery Business Large for stores with an annual turnover of over £1.1 million, or who are part of a business with a total turnover exceeding £2million.
- Butchery Business Small for those with an annual turnover of less than £1.1 million.
- Select the region your business is located in.
(Please see list attached for which county is in which region.)
- Upload mandatory images and videos of your shop. We require a picture of your shop front, a full counter. We also ask for a video of your premises from outside your shop, through customer areas and the butchery part of your business.

Step Two - About Your Business:

Answer the following mandatory questions providing supporting testimonials as required.

1. Tell us about your current business, in no less than 300 and no more than 750 words.
 - a. *(We'd like to know aspects such as how long it has been trading, is it a generational family business; or maybe you took over from a previous employer? The demographic profile of your customers; what your regular*

product range is, what specialities you offer, or do you specialise in certain products like sausages, pies or game?)

2. Tell us if and how your business supports the local community?
3. Tell us if and how your business supports the future of our independent meat retail industry?
4. Please tell us in detail about your product range.
 - a. *(How do you decide what your range is, have you re-evaluated you're offering since Covid? Do you unit price? How do you manage and/or how often do you conduct new or revised product development.)*
5. Tell us about your shop layout and merchandising?
 - a. *(We're interested in how you design your store layout and the style of merchandising. This isn't just about a new shop fit, it's about how you work with what you have? Why have you chosen certain categories for certain areas? How do you encourage shoppers to shop the whole store?)*
6. Please tell us about the sustainability initiatives in your business.
7. Please tell us about where the meat in your business comes from?
 - a. *(Do you source from local farmers, a nearby market or an excellent wholesaler? What ratio of meat is locally sourced, British or other?)*
8. Please tell us about the butchery in your business, do you practice whole carcass butchery?
9. Please tell us how you manage Food Safety?
 - a. *(What system do you use, what was your most recent FHRs (or equivalent in devolved countries)*
10. Please tell us about your team of staff.

How many employees do you have, include full and part time, counter staff, butchers and back-room support. Do you support staff through additional training and / or offer any form of apprenticeship? Do all your staff have written T&C's and do you follow a yearly / regular review process?
11. Please tell us what good customer service looks like in your shop?
12. Please tell us about the ways you sell your products.
 - a. *(include information on services like click and collect or selling via online, and does this change with the seasons?)*
13. Please tell us how you market your business
 - a. *(Is it local advertising, flyers, social media or radio, also do you manage this inhouse using your own staff, or do you employ an external company).*
 - b. Provide a link to your current website and all social media platforms you currently use (Instagram, Tik Tok, Facebook, Linked In and X).

Commerciality

This section asks some financial information.

Any answer will be kept confidential, the inclusion gives judges a better understanding of your business and could contribute to more points in each section?

14. If you have one, please tell us your marketing budget, % of turnover is acceptable.

15. What Staff Cost to sales do you work to, either % or budget?

16. What margin do you aim to work to across your business?

Check you have uploaded additional optional images or videos to support your entry

- the inclusion of these will give the judges a better understanding of your retail store / business and contribute towards more points in each section.

Read and accept the Terms and Conditions - then "Complete" your entry

Once you are happy with your entry and have uploaded your video and photographs, remember to 'Complete your entry'.

Details of the regions and categories can be found here.

Access the terms and conditions

Entries close Friday 7th March 2025.