

News Release
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*For immediate use*

**Finalists of the Scotch Butchers Club Competition announced**

Fourteen independent butchery businesses from across Scotland are finalists of the inaugural Scotch Butchers Club Competition, managed by Quality Meat Scotland (QMS).

The finalist will now compete in a counter display competition of Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork. Showcasing their craftmanship, the finalists will be assessed on their overall technical skill, product innovation, creativity, presentation of the products on display as well as health and safety.

The displays will be judged by an international panel of industry leaders from England, Wales, Northern Ireland, Republic of Ireland, New Zealand and Holland.

Michael O’Kane from O’Kane Meats in Northern Ireland who is part of the judging panel said that he is excited to see what the finalists create.

“There are a lot of butchery competitions out there, but the Scotch Butchers Club competition offers a unique experience by bringing in a team of international judges to provide feedback and forge new connections.

“So much of butchery is about teamwork, too. With most butchery competitions focusing on individual skill, the finalists will have to demonstrate real teamwork to get over the line.

“I’m excited to be a part of the judging panel and look forward to seeing the displays and awarding the inaugural Championship Trophy and £500 prize.”

The competition was open to members of the Scotch Butchers Club which is managed by QMS. The club has close to 275 committed members across GB who are independent butchers and approved stockists of Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork.

Gordon Newlands, QMS Brand Development Manager, said:

“We are delighted with the entries and the 14 finalists from across Scotland are proof that many of the businesses continue to celebrate their craft.

“Competing against some of the best butchery businesses in Scotland is a great learning experience and provides an opportunity for everyone within the business to develop new skills.

“I have no doubt that we will receive some fantastic displays that will showcase the quality Scotch Beef, Scotch Lamb and Specially Selected Pork we have to offer in Scotland.”

The Scotch Butcher Club winner will be announced on 19th July via the Quality Meat Scotland website and social channels.

The 14 finalists from across Scotland include:

* Briggsy's Quality Butchers (Jedburgh)
* S.Collins & Son  (Glasgow)
* S.Collins & Son  (Uddingston)
* Gloagburn Farm Shop (Perth)
* Elderslie Butchers (Johnstone)
* D.G Lindsay & Son (Perth)
* Smiddy Butchery (Stirling)
* The Butcher the Baker (Dundee)
* D.H. Robertson (Angus)
* Bert Fowlie Butcher (Aberdeenshire)
* Forbes Raeburn & Sons (Aberdeenshire)
* Strachan Craft Butchers (Blantyre)
* Gillespies Good Food (Lanark)
* Mccaskies (Wemyss Bay)

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**Notes to editors:**

This press release was issued by Jane Craigie Marketing on behalf of Quality Meat Scotland. For additional press information, please contact Alana on 07596 122184 or alana@janecraigie.com.

To download a word version of this press release, please click here.

QMS is the public body responsible for promoting the PGI labelled Scotch Beef and Scotch Lamb brands in the UK and abroad and also promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef PGI and Scotch Lamb PGI brands is correct and should not be substituted for an alternative such as Scots or Scottish. The history of the use of the word Scotch in this way, traces back to the 18th century.

QMS also helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy.

The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.

Scotland’s beef, lamb and pork producers make an important contribution to the country’s economic, social and environmental sustainability, contributing over £2 billion to the annual GDP of Scotland and supporting around 50,000 jobs (many in fragile rural areas) in the farming, agricultural supply and processing sectors.

For more information visit www.qmscotland.co.uk or follow QMS on Facebook or Twitter.