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*For immediate use*

**Award-winning Perthshire butcher celebrates another success**

Gloagburn Farm Shop, Perthshire, has once again been crowned champion of the Scotch Butchers Club Challenge by a panel of international judges, announced today by Quality Meat Scotland (QMS).

In what was the second contest of its kind, head judge Michael O’Kane from Northern Ireland highlighted the standard of entries coming from Scotch Butchers Club members across the country:

“This year’s contenders were exceptional and ticked all the right boxes for us with the way they showcased the quality and versatility of Scotch Beef, Scotch Lamb and Specially Selected Pork.

“Despite a very marginal number separating the scores of the final three, Gloagburn Farm Shop’s winning entry, which was created by Colin Brown, demonstrated a unique combination of standout produce, visual appeal and practical ability.”

The finalists were tasked with creating a counter display of Scotch Beef, Scotch Lamb and Specially Selected Pork. Showcasing their craftmanship, the finalists were assessed on their overall technical skill, product innovation, creativity, presentation of the products on display as well as health and safety.

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

Owner of Gloagburn Farm Shop, Fergus Niven, said he was thrilled to be the winner of the Scotch Butchers Club Challenge for the second year and praised Colin Brown:

“To take home the title once again has been a real honour, and it is both a testament to the skill and dedication of our team here at Gloagburn, and a reflection of the craft inherent to modern butchery.

“We are immensely proud of the produce we serve to our local community, and this trophy will sit with pride above our countertop for another year, in recognition of their continued support too. We are already looking forward to taking part in the competition again next year.”

Hunters of Kinross and DH Robertson, based in Arbroath, were awarded runners up respectively, with Cairngorm Butchers, John Saunderson, Castletown Butchers and the Smiddy Butchery all highly commended.

Presenting the Championship Trophy and £500 prize was Gordon Newlands, QMS brand development manager and qualified butcher, who said:

“Scotch Butcher Club members have an incredible story to tell, and this competition is a way of celebrating the teamwork and expertise involved in running a successful butchery business.

“We are a unique community, combining tradition and innovation in our everyday practice to produce quality products for our customers. I would encourage any of our members to get involved in the Challenge, as it truly shines a light on the craft as well as allowing contestants to connect with other experts in the field.”

Once again, I would like to congratulate the team at Gloagburn Farm Shop for an exceptional entry.”

The Scotch Butchers Club proudly supports independent butchers from across the UK who stock Scotch Beef, Scotch Lamb and Specially Selected Pork. For more information and details on how to get involved, visit [www.scotchbutchers.com](http://www.scotchbutchers.com).

**/ENDS**

**Notes to editors:**

This press release was issued by Jane Craigie Marketing on behalf of Quality Meat Scotland. For additional press information, please contact Rose on 07493 876646 or rose@janecraigie.com.

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.