

21
/

22

IT'S TIME TO RENEW YOUR MEMBERSHIP

I'm delighted to enclose your Scotch Butchers Club membership renewal form and, on behalf of Quality Meat Scotland, invite you to renew for the year ahead.

A new look for the club

Following on from a successful club relaunch at the end of 2020, our exciting new look and direction for the Scotch Butchers Club continues to gain momentum with plenty of exclusive member-only benefits and resources. This includes:

- Use of the Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork logos
- Point-of-sale kits 5 times a year, along with campaign digital and social media assets
- Expert advice and support including our knowledge transfer programme
- Monthly insights and access to consumer research and sales data

We continue to receive very positive feedback from our members about the support and promotional materials they have received in the last 12 months. We strive to continue this top quality support over 2021/22 to help increase your sales, footfall and build strong relationships with your customers.

Renewing your membership

To continue enjoying your benefits, please complete the separate renewal form as fully as possible. All documents are also available to download from scotchbutchers.com/for-butchers and should be completed and returned to sbc@qmScotland.co.uk.

Payment can be made by card (over the phone), BACS or Direct Debit payment. The Direct Debit mandate is enclosed with this letter and should be printed off, signed and returned via post to Quality Meat Scotland, FAO Gordon Newlands, Rural Centre, West Mains, Ingliston EH28 8NZ or via email to sbc@qmScotland.co.uk – an electronic signature can be added if you have one. All forms of payment will be accepted until 31st May 2021. Please use the payment amounts below:

1st Shop – £75 (Inc VAT)

Multiple shops thereafter – £50 each (Inc VAT)

Once we receive your completed renewal form and confirmation of payment, your membership certificate and window vinyl will be sent out for you to proudly display in your shop. **Please note that you will not receive any promotional materials until you have renewed your membership.**

Renewals should be sent to Quality Meat Scotland, FAO Gordon Newlands, Rural Centre West Mains, Ingliston EH28 8NZ. Electronic copies should be sent to sbc@qmScotland.co.uk.

I look forward to welcoming you into the Scotch Butchers Club for the 2021/22 membership year and wish you a bright and prosperous year to come.

Yours sincerely,

Alan Clarke
Chief Executive
Quality Meat Scotland

