

Nov - Dec 2011

Newsletter No. 24



**BUTCHERY    CHARCUTERIE    HOME MADE PIES    DELI**

## Christmas 2011

Our Christmas order books open November 1<sup>st</sup> and close December 3<sup>rd</sup>, all orders must be placed in the shop where you will receive a collection slip, this is our 5<sup>th</sup> Christmas at Winsford Avenue and over the years we have collected some very useful data, on that basis we are going to do things a little bit different and simpler this year, we will be repeating our 2 box promotions which can be found later in the newsletter, these can be pre-ordered along with any other joints over 1.5kg and any other specialist poultry ducks, cockerels, geese etc. We will be opening the full week on the run up to Christmas Eve Monday to Saturday and will be very well stocked based on previous years figures for all other products, sausage, bacon, pork pies etc. we will not be taking orders for these items but you can pick them up during the week or on collection of your order.

### Free Range Variety Sausage

Please see below the dates and availability of our famous variety sausage:-

Pork Cajun	1 <sup>st</sup> Nov – 5 <sup>th</sup> Nov	Pork & Tomato	29 <sup>th</sup> Nov – 3 <sup>rd</sup> Dec
Pork & Stilton	8 <sup>th</sup> Nov – 12 <sup>th</sup> Nov	Pork & Beef	6 <sup>th</sup> Dec – 10 <sup>th</sup> Dec
Pork & Sweet Chilli	15 <sup>th</sup> Nov – 19 <sup>th</sup> Nov	Pork & Maple	13 <sup>th</sup> Dec – 17 <sup>th</sup> Dec
Pork Chorizo	22 <sup>nd</sup> Nov – 26 <sup>th</sup> Nov	Pork Cocktail	20 <sup>th</sup> – 24 <sup>th</sup> Dec

All of our free range sausages are made in-house by hand using shoulder cuts of meat, organic seasonings when available and natural sausage casings.

## NEW EXTENDED OPENING HOURS

12<sup>th</sup> December to 24<sup>th</sup> December

Monday	10am – 2pm	Thursday	8am – 6pm
Tuesday	8am – 6pm	Friday	8am – 6pm
Wednesday	8am – 6pm	Saturday	7am - 4pm

### Weekly Promotion

Week commencing 1 <sup>st</sup> Nov	Pork Loin Roasting Joints	Save £4 per kg
Week commencing 8 <sup>th</sup> Nov	Turkey Breast Joint	Save £5 per kg
Week commencing 15 <sup>th</sup> Nov	Beef Roasting Joint	Save £5 per kg
Week commencing 22 <sup>nd</sup> Nov	Gammon Joints	Save £3 per kg

These can be pre ordered via email on [enquiries@haigsdirect.co.uk](mailto:enquiries@haigsdirect.co.uk), all suitable for freezing for Christmas.

### **Turkey Box and Turkey Boneless Box Promotion**

£49.50	Traditional Turkey 4-5kg. 350g streaky bacon 500g chipolatas Sage & Onion Stuffing Cranberry Sauce	£39.50	Turkey Boneless Joint 2kg 350g streaky bacon 500g chipolatas Sage & Onion Stuffing Cranberry Sauce
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### **Turkey Recipe**

The secret to a succulent roast turkey is in the cooking times. Follow our simple cooking guidelines, which have been meticulously tested by the British Turkey Industry, and you can't go wrong.

1. Weigh your turkey
2. Cover the breast with bacon – or smear with softened butter
3. Cover loosely with foil.
4. Preheat oven to 190C (180C for fan assisted) 375F, Gas Mark 5.
5. Cooking times – for a turkey less than 4kg – cook for 20 minutes per kg then add another 70 minutes cooking time at the end. For a turkey more than 4kg – cook for 20 minutes per kg and add 90 minutes cooking time at the end.
6. Remove the foil for the last 40 minutes to brown the top.
7. Allow the turkey to rest for 15-20 minutes in a warm place – it wont go cold and will be easier to carve.

Ovens vary so always test your turkey to make sure it is thoroughly cooked. Place a skewer or sharp knife into the thickest part of the turkey leg. If the juices from the leg run clear the turkey is done. If the juices are pink it needs further cooking. December and some of January, take this last opportunity to stock your freezers with your personal favourites.

### **Relocation 2012**

As you all know we have been planning to relocate from Winsford Avenue to grow our business, we have decided for personal reasons to return to Scotland to open an artisan food hall and rebuild the Haigs brand to include butchery, bakery, fruit and veg and luxury grocery. We have found a vibrant city centre site, hope you all understand and support us in our new challenge. The decision to relocate has not been taken lightly and we have been working on this for over a year now, we have met some lovely people during our time at Winsford Avenue whom we will truly miss. There are further details in this newsletter on how you can still shop with us should you wish to do so. We have extended our opening hours and will remain trading all through November and December and some of January, take this last opportunity to stock your freezers with your personal favourites.

### **New Online Shop**

Our website is currently under construction, our email database is still fully functional and orders can be emailed, we are rebuilding a brand new online shop to accommodate all butchery, bakery, fruit and veg, luxury grocery items and all Scottish products such as plain bread, tablet, potato scones etc, we plan to launch next day national mail order some time in Spring 2012, if you want to be kept informed then either join our email database by emailing [enquiries@haigsdirect.co.uk](mailto:enquiries@haigsdirect.co.uk) or like us on facebook (Haigs, Coventry). If you do not have internet access we will also be introducing a telephone order service where we contact you on a regular basis to be agreed, if you are interested in this please pass your name and number to us before the end of the year. All our products will be made to the same high quality you have all come to love but we will be introducing a much wider range.

### **Thank You**

We would like to thank each and every one of you for your loyal support over the 4 years and look forward to serving you through our next day national mail order service.

Haigs

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**[www.haigsdirect.co.uk](http://www.haigsdirect.co.uk)**

Open Monday – Friday until 6pm and Saturdays until 4pm.