

July – August 2010

Newsletter No. 16



**BUTCHERY    CHARCUTERIE    HOME MADE PIES    DELI**

**Officially One of Britains Best Butchers and Coventrys Only Q Guild Butcher**

We have recently featured in the Coventry Telegraph after becoming the only Q Guild Butchers in the city, our new status is giving us huge recognition within Coventry and we are getting busier and busier each week as many people hear about what we are producing here at Haigs, if you are a new customer we would like to welcome you and assure you we only sell and produce the best quality products, our Scotch beef supplier holds a Royal Warrant to the Queen, all our other suppliers have been stringently vetted and accredited, if you are a regular customer we would like to thank you once again for your ongoing and continued support. We would like to remind all customers we are here to help, if you are not exactly sure what cut or what size you require or advice on cooking or any other butchery questions please ask.

**Low Fat Products**

Over the last couple of months we have introduced a low fat chicken and sage sausage with less than 1% fat, we introduced them as a trial, good news is they have proved so popular, we will continue to make them each and every week, lately we have also started making a low fat smoky chicken fillet burger which again is proving extremely popular. We also sell Bibijis curry sauce which is extremely low in fat, if you do require any advice on low fat alternatives feel free to ask us, we are both currently attending Weightwatchers which means we know every single point in each and every single one of our products, we can also give you some ideas if your feeling a bit bored and fed up with eating the same old things week on week.

**Variety Sausage**

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

Pork & Stilton	29 <sup>th</sup> June – 3 <sup>rd</sup> July	Garlic Chicken (low fat)	3 <sup>rd</sup> Aug – 7 <sup>th</sup> Aug
Pork & Sweet Chilli	6 <sup>th</sup> July – 10 <sup>th</sup> July	Pork, Honey & Mustard	10 <sup>th</sup> Aug – 15 <sup>th</sup> Aug
Pork & Black Pudding	13 <sup>th</sup> July – 17 <sup>th</sup> July	Lamb Bhuna	17 <sup>th</sup> Aug – 21 <sup>st</sup> Aug
Pork, Apple & Maple	20 <sup>th</sup> July – 24 <sup>th</sup> July	Hawaii Pork	24 <sup>th</sup> Aug – 28 <sup>th</sup> Aug
Pork & Chive	27 <sup>th</sup> July – 31 <sup>st</sup> July		

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

**3 for £10 Promotion July and August**

Our barbecue promotion proved so popular during May and June, this promotion will be available during July and August, choose any 3 for £10 from the following:-

5 x Beef Burgers	Chicken in Mint	Pork Piri Piri
5 x Lamb and Mint Burgers	Chicken in Sweet Chilli	BBQ Pork Ribs

**Weekly Promotion**

Our weekly promotions have returned, most weeks we don't actually know what the promotion is for that week until a Monday when we speak with our suppliers, if you want to be amongst the first to know about our promotions and also have the opportunity to pre order for collection later in the week then either give your email address to Julie or James at the shop or email us at [enquiries@haigsdirect.co.uk](mailto:enquiries@haigsdirect.co.uk) and we will add you to our email database, we don't pester you with emails, your email address will remain private, we will only use your email address to send you genuine promotions once a week and we will also send you the newsletter before it hits the shop every two months.

### **Our Sausage now Available to buy from Stretton on Dunsmore**

You can now purchase a range of our sausages from Brookside Stores, Brookside, Stretton on Dunsmore, Warwickshire, this shop is open longer hours than ourselves including Sundays.

### **Local Honey**

Our supply of local honey has dried up at the moment but the good news is our local producer should have stocks with us around about end of July beginning of August, we can take orders if you would like to place an order as this product is extremely popular and sells out very fast.

### **Local Free Range Eggs**

Just a reminder we sell local free range eggs and duck eggs from a farm near Leamington, they are very competitively priced and taste delicious, just how eggs used to taste, many customers have reported double yokers in the eggs they have bought from us. James has recently visited the farm and they are doing a great job.

### **Fresh Cakes and Baguettes**

The fresh cakes and baguettes we have introduced on the deli have been a real hit, we have for sale fresh baguettes daily, scones, muffins, lemon pavlova, trio of chocolate dessert, clementine and ginger cheesecake and caramel bramley apple pie.

### **Free Marinade Service**

We have a free marinade service available, we have a range of flavours to choose from including orange and basil, mint, sweet chilli, Chinese, piri piri and barbecue, we can add this flavouring to any products you buy from the butchery such as chicken fillets, pork loin steaks etc.

### **Sausage and Burger Range**

Our daily sausage and burger range is changing from Tuesday 6<sup>th</sup> July, available daily in the sausage range are the following:-

Award Winning Pork, Award Winning Stilton,  
Cumberland, Pork & Bacon, Pork & Leek,  
Meat Feast and Low Fat Chicken & Sage

Available daily in the burger range are the following:-

Aberdeenshire Lean Steak Burger Quarter Pounder and Half Pounder  
Pork & Apple Burger  
Lamb & Mint Burger  
Low Fat Smoky Chicken Fillet Burger

### **Saturday Opening Hours**

We are now open from 7am until 4pm on Saturdays, however stocks can be limited on certain lines on a Saturday afternoon however we do welcome orders by telephone if you cant get to us until later in the day, we have an answer phone service where messages can be left when the shop is busy.

### **Cottage Delight Range**

We are now restocked with plenty of lemon curd in the Cottage Delight range, if you haven't tried this yet it really is delicious and a must try, added to the range recently is a Blackcurrant Curd, Chocolate Curd and Orange Curd. We also have luxury fudge, shortbread and cherry cookie crumbles and luxury handmade maple cured ham crisps.

### **Pork Pies, Pies and Cooked Meats**

It was brought to our attention recently that perhaps not all of our customers realise we cook all our own cooked meats and make all our own pies and pork pies here at Haigs, we have a fantastic Rational Oven System which cooks everything to perfection, it really is a state of the art system which even washes itself, if you haven't tried these products yet they are available on our deli.

Haigs

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

Open Tuesday – Friday until 5pm and Saturdays until 4pm.