New Release

13 June

*For immediate use*

**Getting ‘The Art of the BBQ’ right in Scotch style**

We’re all ready for summer, and so is Quality Meat Scotland (QMS) with its latest summer guide ‘[The Art of the BBQ](https://makeitscotch.com/the-scotch-butchers-club/seasonal-guides)’. This free publication from their renowned Scotch Butchers’ Club, shows consumers how to make the most of the BBQ season.

These top tips help you enjoy a safe and tasty BBQ using the various cuts of Scotch Beef, Scotch Lamb and Specially Selected Pork. This includes preparing your grill, meat cooking times, and meat marinading, along with an array of mouth-watering recipes and accompaniments.

Gordon Newlands, Brand Development Manager at QMS said: “Getting the best out of your BBQ and the meat you’re cooking can really help create memorable get-togethers with family and friends whilst enjoying delicious Scotch Beef, Scotch Lamb and Specially Selected Pork. This guide offers a quick and easy way for people to feel more informed and confident when it comes to cooking outside on a grill and is also a useful conversation starter with local Scotch butchers when deciding on the meat you need.”

“Choosing to cook with the best quality assured Scotch Beef, Scotch Lamb and Specially Selected Pork, means you are getting delicious produce which has been reared to the highest of standards. With the help of our latest BBQ guide, the meat can be cooked it in a way that enhances the eating experience.”

“The Euro 2024 football tournament kicking off is something to look forward to this summer and is the perfect excuse to invite friends round and get the BBQ going. If the weather isn’t playing ball and you don’t fancy standing with your apron on under an umbrella, your oven’s grill is a great alternative - all the recipes we’ve created in our new BBQ guide will work just as well in the kitchen.”

One of the best things about the guide is to encourage people to think beyond the usual BBQ go-to's and to inspire them to add some new cuts of meat to their shopping list and try things they’ve not had before. It also offers al-fresco dining tips and advice from Scotch Butchers’ Club members and chefs.

Scotch Butchers’ Club Ambassador, Grant Duffy, is a fully qualified butcher and butchery manager at Strachan’s Craft Butchers at Blantyre and says: “Our counters are always full of colour and flavour. I encourage everyone to visit their local butcher this BBQ season, for the combination of real quality assurance, advice and inspiration. We love helping our customers find new things to do with fresh red meat at this time of year.”

Ryan Gow, a Scotch Butchers’ Club Ambassador based at John M Munro Butchers at Dingwall offers his top tip: “The key to making the most of cheaper cuts is how you cook them. Rump or minute steaks are great for the BBQ but don’t cook them any more than medium so that they remain juicy and tender.”

Pick up a copy of the BBQ guide when visiting your local Scotch Butchers’ Club butcher, or a digital copy is available [here](https://makeitscotch.com/the-scotch-butchers-club/seasonal-guides).

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**Notes to editors:**

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

Please note that the use of the word Scotch in the Scotch Beef and Scotch Lamb 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](http://www.qmscotland.co.uk) or follow QMS on Facebook or Twitter.