

Aubrey Allen (Butcher), Leamington Spa: Entry form

Take a look at their Retailer of the Year winners' video here:

<https://www.youtube.com/watch?v=Q8wPDrxRH4k>

Winners of Butcher of the Year, Midlands Region and Retailer of the Year 2026.

<https://aubreyallen.co.uk/>

<https://www.facebook.com/aubreyallenchefsbutcher>

<https://www.instagram.com/aubreyallenleamington/>



Entry form:

How has your business contributed to sustainability, community impact, and social responsibility in the past year? (max 15 points)

Plastic bags have been completely removed from our store, replaced with free paper alternatives, and customers are rewarded with loyalty points when they bring their own containers—helping to encourage lasting change in shopping habits.

As a registered Planet Mark business, now in our fifth year, we have consistently reduced our carbon footprint ahead of schedule.

We donate food weekly to the LWS Night Shelter and Helping Hands charity, 52 weeks of the year as well as extra at Christmas.

Our team volunteer together at Christmas to pack and wrap gift boxes for local people (including children) who would not otherwise receive a gift.

We donate gift cards to every local school and charity group that makes a request and often provide food for events to maximise their fundraising efforts.

We sponsor and participate in as many local events as possible including the Leamington Food & Drink Festival (which we have held a stall at every year since it began almost 20

years ago), the Leamington Christmas Tree Festival (helping raise funds <https://www.instagram.com/reel/C0t8CTJMdYc/>) and the annual Panto.

We are a Real Living Wage employer, meaning we pay employees what is considered a wage that meets everyday living costs.

We also operate a profit-related pay scheme: after three years' service, team members share in the company's profits.

We maintain good levels of employee satisfaction: e.g. a survey reported ~85% job satisfaction, described as "world-class."

We support employee wellbeing via workshops (nutrition, financial wellbeing, health, etc.).

As a whole company, over 36% of our staff are female, which is far above the average for the butcher / meat industry.

They promote roles and opportunities in areas of the industry that often have fewer women, helping shift the male-dominated reputation.

What initiatives have you taken to ensure excellent customer service and satisfaction in your store? (max 15 points)

Our butchers and deli team provide tailored advice on cuts of meat, cooking methods, and wine/cheese pairings.

We prepare and package orders for same-day collection, whether ordered over the telephone or on email or via our online gift shop where customers can buy Aubrey's Marvellous Meat Box.

We hold events that customers can't experience in a supermarket such as our Secret Supper Club where they enjoy a five course dinner on a long table on the shop floor.

We are constantly exploring carbon-conscious packaging methods and already minimise packaging impact with recyclable and compostable alternatives.

Our highly trained team, including award-winning butchers and cheesemongers, share expertise that adds value to every shopping experience.

Loyalty points encourage sustainable shopping habits (e.g. bringing your own containers) and every eligible customer receives a gift in their birthday month (currently two free steaks plus a sauce).

We stock only the top 1% of beef from the British Isles and carefully selected farmhouse cheeses, ensuring consistency and excellence. Our team travel to farms and cheese dairies regularly to ensure they understand the products they sell.

Regular tastings and masterclasses allow customers to try products, learn more, and engage with us. Award winning products are given away as a gift so that our guests can discover new favourites.

Customers can reach us via phone, email, and social media, with fast response times.

We actively gather and act on customer feedback to improve our offer.

We provide clear labelling and allergen information, and staff are trained to support individual needs.

Staff training ensures every customer receives the same high level of service.

We work with local suppliers, which customers value for provenance, traceability, and community support.

As a family business of 90+ years, our reputation for honesty and quality underpins customer confidence.

Please provide at least one customer testimonial here:

'I just want to say thank you for contacting me and being so fab.

I love shopping at Aubrey Allen, and this has just confirmed everything that I knew to be true about your customer service. Turkey is now safely in the fridge!

I hope you all have a lovely Christmas'

'I just wanted to pass on our enormous thanks to you and the team for a fabulous evening at the Secret Supper club.

We really enjoyed ourselves and the food and staff were wonderful'

'Thank you so much for preparing a wonderful feast of food that I collected last Saturday (3rd) served as a buffet for my 60th birthday celebrations the next day.

Everything ran so smoothly from the help I was given when initially ordering the food to collecting it the following week.

I received so many compliments for the food from my guests , it was all delicious.'

Please tell us how you keep your staff motivated and what development you offer for team members in your business? (max 15 points).

At Aubrey Allen, we believe our team is the heart of our business, and keeping them motivated is a top priority. We offer a combination of financial recognition, professional development, and a supportive workplace culture to ensure every team member feels valued and inspired.

Profit-Related Pay & Recognition: Team members who have been with us for three years share in company profits, giving everyone a direct stake in our success. We also run performance recognition schemes and celebrate individual and team achievements regularly.

Training & Career Development: All staff receive comprehensive on-the-job training, covering butchery skills, product knowledge, customer service, and food safety. We also encourage progression through mentoring and support for formal qualifications. Many of our butchers have advanced from entry-level positions to award-winning roles within the business. They are encouraged to then go on and enter competitions whether for individual products they have developed or for display competitions.

Workshops & Wellbeing: We provide workshops on nutrition, health, and financial wellbeing to support personal growth alongside professional development. We have a dedicated Wellbeing team in the company who undergo regular Mental Health training and are on hand to provide advice and support to all employees.

Inclusive & Positive Culture: Our team benefits from a supportive environment that values diversity, creativity, and collaboration. We encourage employees to contribute ideas to our “War on Waste” and other sustainability initiatives, giving them ownership over improvements.

Young Talent & Apprenticeships: We actively mentor young talent, including apprentices and trainees, helping to develop the next generation of skilled butchers.

Staff Development - Please provide staff testimonials to support your answer

"I've loved working at Aubrey Allen for the past six years, and it's amazing to see my dedication recognised. Being selected to start the in-house butchery apprenticeship with an accredited training scheme is a dream come true. The team has always supported me, encouraging me to develop my skills and giving me the confidence to take on new challenges. I'm proud to be part of a business that invests in its people and values growth from within."

Chanelle, shop team

How do you choose and collaborate with suppliers to ensure consistency, quality, and innovation? (max 15 points)

At Aubrey Allen, we take great care in selecting suppliers who share our commitment to quality, ethics, and innovation. We work only with trusted partners who can consistently deliver premium meat, cheese, and other products that meet our exacting standards.

Strict Quality Standards: We evaluate suppliers rigorously, ensuring products meet our top 1% grading for taste, provenance, and sustainability. This guarantees that every item in our stores maintains the high quality our customers expect.

Collaborative Relationships: We build long-term partnerships with suppliers, maintaining open communication and working closely to innovate product ranges, trial new lines, and respond quickly to market trends.

Sustainability & Ethical Practices: Suppliers are assessed on their environmental practices, animal welfare standards, and ethical sourcing, aligning with our own sustainability commitments.

Innovation & Product Development: Our supplier collaborations often lead to bespoke products, seasonal specials, or limited-edition ranges, keeping our offering fresh and exciting for customers.

Consistency Across the Business: Regular audits and tasting panels ensure every delivery meets our standards, providing a consistent customer experience.

Please provide at least one supplier testimonial here:

'I was born in Leamington and grew up visiting the butchers, so the honour of working with Aubrey Allen is not one I've ever taken for granted!

From brownies on the counter, to working together during the pandemic providing Covid-safe boxed treats, and now to have my brownies, carrot cake and ice cream stocked at Aubrey Allen is such a privilege.

The amazing support I receive from their friendly team makes every visit and drop off an absolute pleasure'.

From Emily, founder of Emi's Little Bakery.

Please describe the layout, design and atmosphere of your store, and how does it enhance the customer experience? (max 15 points).

Refurb opened our shop window up so customers can immediately see not just the beautiful meat display which is first along the counter followed by our deli section, but through to the whole shop including cheese counter and hot food area.

During seasonal events we hire a local artist to paint the windows, which may include a QR code to online ordering or more info.

he shop is decorated seasonally and during exciting national or local events such as FIFA World Cup, or the upcoming Turn Leamington Pink which is a charity initiative raising money and awareness for Cancer Research.

The layout allows for relaxed browsing whilst ensuring there is a member of the team available at every point for conversation and answering queries. Along those points we have a small number of counter top posters to draw attention to high priority items and a digital TV screen which changes frequently to provide in house promotion.

A member of staff works three days a week purely on pre-packaged items (jars, packs, sauces) and visual merchandising to make sure our customers always enjoy new and exciting displays that are optimised for profits.

F:What is your average basket spend?

£21-25

Judges comments:

Stunning business, the bike outside, drawing you in. Dry aged beef, amazing dining experiences, and incredibly rang business, professional, good looking business

Aubrey Allen is excellent in all areas except I feel the front of the shop, going by the picture, could be better as you can see behind the counter more than seeing the product being sold. I don't agree with baskets outside on the pavement especially where dogs are.

These guys know how to put an entry together and I think this shop will be a wonderful place to visit but I feel that this is more about a great deli than a butchers that is doing all the right things. I would like all finalists for this category to be shouting about regenerative farming methods, direct relationships with farmers, native breeds and nose to tail (using whole animal) as well as being specialist experts in their trades. I am not seeing all this in this entry.

Excellent sustainability initiatives. Clear dedication to service and development of team though would have liked some evidence of KPI's and specific training. Brand and website are excellent. Shop layout looks great but would like more information or evidence of commercial decisions regarding the layout.

A really top class shop. They demonstrate so much of what a retail food businesses needs to be doing to survive and thrive in today's challenging retail landscape. The diversity and lengths they go to to keep and retain staff is why they are such a great business.

Very impressed with the work in the community and care of employees.

