

Winter 2013

THE Craft *butcher*

For the Progressive Food Specialist



**Sausage & Pudding
Competition**

**Speciality Foods
Competition**

**Star Shop
2013/14**



- SHOP PROFILE
- PLASTIC BAG LEVY
- COMPETITION RESULTS
- RETAIL PRICE SURVEY

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Opening Remarks

In 1995 there were 22,000 butcher shops in the UK, today there are 6,800, down 69% in 18 years. Over that same period the number of butcher shops in the republic of Ireland has gone from 1,600 to 880, a drop of 45%. As the downward pressure continues it is estimated that by 2020 over 300 shops will close in the Republic of Ireland.

This does not have to happen.

We can see through our members the reality of the market place. We know the butcher shop that has embraced change is successful in fighting back. Over the past year many butcher shops have reinvented their businesses and are back in profit. Margins, stock control, overheads and product ranging are all very critical areas we can help you with.

If you are having difficulties with your bank, as many members are, again, we can help you here. Or if you are simply confused and frustrated and don't know where to start, start with us.

We now have two hundred butchers in the Craft Butcher Certification Program. The future in food is about product innovation, traceability and authenticity.



In February 2014 we will commence monthly butcher workshops in Teagasc. These full day events will deal with product innovation, implementation of current legislation, butchering skills and all other issues that prove relevant to the industry.

I would like to welcome James O' Gorman, Jason Corrigan and Jack Molloy onto the board of ACBI.

And sincerely thank our retiring board members: Stephen Larmer, James Lawlor and Dermot Brady for their commitment over the years.

On behalf of all the team at the ACBI office, Julie, Karen, Dave, Liam, Cathal and Chef Adrian, I would like to wish all our members a happy and peaceful Christmas.

John Hickey
Chief Executive ACBI



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Editor: Dave Lang, Development Manager ACBI
Magazine Design & Print: Outburst Design & Print
Chief Executive: John Hickey
Advertising: Dave Lang, ACBI
ACBI Marketing Executive: Julie Cahill
Contributors: Liam Handy, Julie Cahill, Karen Munnelly, Dave Lang

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 Research Office 1, Ashtown Food Research Centre,
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The **ONLY** Official
Craft Butcher
 Magazine

www.craftbutchers.ie

On The Cover:

Adrian Sheerin, Supreme Sausage Champion 2013/14, McGeough's Oughterard, Speciality Foods Champion 2013/14 and O'Gorman Meats, Castledermot, Star Shop Winners 2013/14

TEXT NUMBERS

The ACBI office sends out text messages to members regularly, but with people changing or losing phones our records go out of date. If you don't receive news by text or email from us and you would like to receive these updates, call 01 8682820 or email julie.cahill@craftbutchers.ie with your details and we will include you in all future messages.

Are you reading your emails?

ACBI send out emails on matters of importance to our members, but the information is only being read by 50% of the people we send it to. It costs the association €30,000 a year to print and post the documentation we provide. If members used email that €30,000 could be spent on projects to benefit Craft Butchers. We can send you documents that you can edit and print yourself.

With smart phones, tablets and notebook PCs, accessing email is very simple and easy. Please help us to help you by using email wherever possible.

Have you got your login for our member page? Call us with your email address and we will set up your login details.

If you have a company website, please send us details and we will put links on our website for you.



ACBI BUSINESS TRACKER

ACBI want to conduct a business tracker to record the fluctuations in overall shop takings this year, in comparison with 2012.

Ideally, 50 shops would take part, which would give a good geographic spread, and the results would be available on the website. Needless to say, no participant's name will appear anywhere in the figures and full confidentiality is assured.

If you take January 2013 as a baseline, any movement up or down would be recorded as a plus or minus percentage.

Preliminary results from members suggest a 5 - 10 per cent decrease on average, but with wide fluctuations depending on various factors. For example, a Dublin member who revamped his premises is reporting a 10 per cent increase in turnover and two other members we have spoken to report increased sales after modernising their shops.

The supermarket price war has wreaked havoc on meat sales in craft butcher shops and the best advice we have is to continue to trade on quality and service.

We feel that information is important and the business tracker will help give a clearer picture. If you are willing to take part, please send your email address to dave.lang@craftbutchers.ie and we will set up a system where we can get your input every month.

NEW BOARD

At the Annual General Meeting of ACBI held on the 27th of November in the Conference Centre, Teagasc, Ashtown the following were elected to the Board of the Association.

Clif Lenihan, Fenelon's, Stillorgan Shopping Centre, Dublin, 01 288 1185 clif@fenelons.ie

Thomas Argue, Argue Meats, 8 Bridge Street, Coochill, Co. Cavan 049555798 arguemeats@live.ie

Martin Carey, 82 South Main St, Bandon, Co. Cork Shop 023 8842107 Mobmcarey_ie@yahoo.ie

Hugh Maguire, Units 3 & 4, Ashbourne Shopping Centre, Ashbourne, Co. Meath. Shop 01 8499919 hughmaguirebutchers@eircom.net

Brendan Mallon, Mallon's Food Hall, Unit 19 Monaghan Shopping Centre, Monaghan, Co. Monaghan

Shop 047 - 816 23 mallons@eircom.net

John Finn, 58 Lower Cork Street, Mitchelstown, Co. Cork, 087 283 4846

James McGeough, Camp Street, Oughterard, Co. Galway Shop 091 - 552 351

connemarafinefoods@eircom.net

Seamus Etherson, 99 Cabra Road, Phibsboro, Dublin 7 Shop 01 868 2046 etherson@eircom.net

Keith Shortt, McArdles, Clanbrassill Street, Dundalk, Co. Louth Shop 042 - 933 4199 keith@mcardlemeats.com

Jason Corrigan, I Fitzmaurice Road, Glasnevin 01 834 4643 jasonjcorrigan@gmail.com

Jack Molloy, 60 Barrack Street, Waterford 051 - 355 552 jack@jackmolloy.com

James O'Gorman, The Square, Castledermot, Co. Kildare 059 9144714 james@ogormanmeats.ie



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For further information on any of the above plans, telephone HMCA on Dublin **01-6130316**

Or alternatively enquire online at

www.hmcaireland.ie/craftbutchers.htm



LAMB COSTING

11/11/2013



Cost 22.4 kg @ €4.70	=	€105.28
Lamb Leg x 2 @€24.99 each	=	€49.98
Lamb Rack X 2 @ €13.99 each	=	€27.98
Centreloin 1.63kg @ €22.00	=	35.98
Sideloin 1.06kg @	=	€23.32
Shoulder/Gigot 3.34kg @ €10.99	=	€36.71
Kidney X 2 @50c each	=	€1.00
Grillsticks X 16 @ €1.00 each	=	€16.00
TOTAL		€190.97
GROSS PROFIT		€85.69
	=	44.87%

DEPT. OF AGRICULTURE INSPECTIONS CONTINUE

Inspectors from the Dept. Of Agriculture, Local Authority Vets and EHOs will be visiting shops, abattoirs and boning halls to check on traceability for all species.. Make sure you have all the relevant documentation in place to ensure you are fully compliant.

1. Poultrymeat Labelling Provisions

These labelling provisions apply to fresh and frozen poultrymeat, whole and cuts, in loose and prepacked form. Poultrymeat labelling must show the following information;

- Species of poultry
- Class A or B
- Total price per unit weight
- "Use-by-date" for fresh poultrymeat, or "best-before-date" for frozen poultrymeat
- Condition displayed (fresh, frozen)
- Recommended storage temperature (-2 to 4 Deg. C.)
- Registration number of slaughter house
- Country of origin (if imported from a third country)
- Details of country of origin if applicable
- Type of farming, if applicable (eg free range, organic)
- Details of additional claims if applicable (eg feed)

2. Chicken Fillets

- a.) Where chicken fillets are sold loose, all relevant labelling information must be clearly displayed beside the tray of fillets.
- b.) Where imported loose chicken fillets are sold in the same premises as Irish fillets, two separate trays must be provided with the appropriate labelling.

(Note: the above requirements apply to all poultrymeat cuts).

3. Free Range Poultry (eg Chicken, Turkeys, Ducks, Geese)

- a.) Only poultry from free range units currently registered with DAFM, or another regulatory body can be termed free range. The specific free range requirements are laid out in the Regulations.
- b.) All registered poultrymeat free range production units are issued with a registration number beginning with "BMC.." The relevant "BMC" number can be produced by genuine free range producers.
- c.) Proof of purchase that such product is from a registered producer or processor is required when a retail premises is inspected by DAFM.

HR/LEGAL SUPPORTS FOR ACBI MEMBERS

ACBI are pleased to announce the formation of strategic partnership with Eamon Murray & Company Solicitors, 6-7 Sheares Street Cork in relation to the provision of advice and legal representation to its members, in relation to HR and employment law and general litigation.

Eamon Murray & Company have over thirty years' experience of employment law and litigation and will provide telephone advice to paid up members. This firm can provide representation at every level, both Court and Employment Tribunals for members on terms to be agreed.

Contact details are as follows;

Emer Murphy Telephone: 021 4937000
e-mail: emer@murraysolicitorscork.ie

Mary O'Callaghan Telephone: 021 4937000
e-mail: mary@murraysolicitorscork.ie

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TRADITIONAL SAUSAGE WINNER

 **Tommy Doherty : Kells**

SPECIALITY SAUSAGE WINNER

 **Adrian Sheerin : Ballymote**

BLACK PUDDING WINNER

 **David O'Malley : Tipperary Town**

WHITE PUDDING WINNER

 **Tommy Doherty, Kells**





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 **James McGeough**

READY TO HEAT WINNER

 **Declan Corry, Corry's Foodhall, Loughrea**

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STAR SHOP

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O'GORMAN MEATS

The winner of the ACBI Star Shop Awards for 2013



The winner of the ACBI Star Shop Awards for 2013/14 is O'Gorman Meats in Castledermot, Co. Kildare. Winners of the "Best Rural Shop" award in 2012, they took the award again and also achieved the accolade of "ACBI Butcher's Shop of the Year".

Three years ago, the family decided to revamp their premises and need to do a total rebuild.

As luck would have it, O'Connell's butchers in the main street were closing due to retirement and the O'Gorman family rented the premises in order to vacate their own shop during refurbishment. What was to be a three month rental became eight months, but the results speak for themselves.

"We wanted to have a standout shop selling the finest meat and produce available locally" said Nicella. "Customer service is so important to us because you can have the finest products in the world but if the customer is not treated properly, they will shop elsewhere".

"We stand over everything we sell in the store, and if we come across a product we like we do our testing and ask our customer's opinion before we stock it".

Jim O'Gorman trained his sons in the business and they are keeping the family traditions of quality, local produce and customer service alive.

O' Gorman Meats is a family run wholesale and retail business set up by James O' Gorman in 1968. James (Jim) started the wholesale business in a small abattoir he built at the rear of his butcher shop on the square in Castledermot.

Through sheer hard work and dedication his business thrived and Jim went on to build and open a new abattoir at Knocknacree, Castledermot.

As Jim is now retired, both his sons Niall and James have continued on the family business, extending the abattoir and building a new boning hall and preparation area which has augmented to a wider scale of business.

In September of 2012, O'Gormans were among the first Craft Butchers in the country to become Certified. "It's great to have the Certified Plaque and cert in the store and we tell our customers we have been independently audited to a very high standard. Quality in everything is our motto, quality products, quality butchering and quality service. With that level of quality behind us we can stand up there with anyone".

O'Gormans make their own sausages and puddings and have won several awards in the National Sausage & Pudding Competitions. "It's great to get an award in the competitions because your customers know you went up against the best sausage and pudding makers in the country" said James.

"To win the Shop of the Year was the icing on the cake for us, all the hard work and planning paid off. It's great to get recognition for your efforts"

With the highest standards of quality and service, O' Gorman Meats supply a large number of traditional butchers, supermarkets, schools, restaurants and hotels in the Leinster area.

O' Gorman Meats are dedicated to becoming a new force in quality Irish meat and protecting the traditional routes of supply, "from farm to fork" to Irish consumers.



All beef, lamb and pork are sourced locally from the traditional Irish farmer and through this route has qualities that cannot be replicated by the more industrialised forms of production.

Qualities such as being locally reared, grass fed, handpicked and protected from stress, help to produce meat of the highest standards. All meat is slaughtered and prepared by highly skilled butchers and hung in

refrigeration for 21 days to give the improved meat quality, taste and tenderness needed. The carcasses are then transferred to the boning hall where they are de-boned and packaged.

O'Gorman's employ a full time chef to work on new product development and to produce recipes for their customers. "You can produce the best beef in the world, but if the customer doesn't know how to cook it properly to get the best

out of it, you are wasting your time. It is so important that cookery skills are kept alive and that we don't become a nation of fast food fans"

The abattoir and boning hall are fully licenced by the Department of Agriculture and also by the Food Safety Authority of Ireland. With a HACCP approved system in place, the highest standards of hygiene is ensured and full traceability on all animals is recorded.

Food Safety Tips **AT CHRISTMAS TIME**

Article written by Mary Daly, member of the FSPA.

1: Purchasing/Shopping

Only buy from reliable Suppliers. Buy Irish & buy from your local Supplier. Your local Butcher will supply you with traditionally cured meats & the best of local produce, and will be able to vouch as to where the meat came from. Traceability is a legal requirement & the customer is entitled to know the source of any meats they buy. Members of the Association of Irish Craft Butchers welcome such queries from customers.

2: Storage

Food should be placed in the fridge straight away & not left at room temperature. Organise your fridge to ensure that all raw meats are on the bottom shelves, if you are tight on space-place drinks in a covered box/case outside the back door.

Golden Rule - do not leave perishable food at ambient temperature.

3: Preparation

Washing the cavity of your turkey will not kill bacteria, only cooking properly will kill bacteria. Experts argue that bacteria can spread by water splashes, however if you use an anti bacterial spray around the sink afterwards there will be no problem. I always wash the cavity of our turkey with a little salted water & dry with kitchen paper. It is safe to stuff the turkey but do not pack tightly-allow room for heat & juices to circulate.

Cooking - start at a high heat for the first 30 to 40 minutes, then lower to 170°C for 3.5 hrs, then remove foil, raise temperature & cook uncovered for the last 30 minutes. Allow to rest for 30 minutes before serving. Pierce the thickest part of the leg-the juices should be clear & golden-no trace of pink. One can buy a simple probe thermometer for under €20.

Leftovers - do not leave leftovers on the counter for the remainder of the day. Remove meat from the carcass & refrigerate. Before using the leftovers, remove from fridge to "relax" for an hour. Diced leftover meats can make a delicious St Stephens Day Pie.

Food Safety Professionals Association

37 Lord Edward Street
Limerick
Email: info@fspa.ie
Website: www.fspa.ie

Contact(s):

PRO @ 086 850 3410

- *The FSPA are a professional body of Food Safety trainers, auditors & consultants, operating nationwide.*
- *The FSPA are a quality assured company, holding ISO 9001:2008 accreditation*

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- "Our sales are up this year and its definitely because of the loyalty" JC-Cork
- "Our customers love the loyalty and its definitely given us an advantage" DM-Kildare
- "Loyalty? Yea it works, definitely" PC-Dublin

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BENEFITS OF MEMBERSHIP



Becoming a member of ACBI will give you access to a wide range of support and services.

- Advice and Support on Business and Workplace issues
- Representation to Regulatory bodies, i.e., FSAI, Dept. of Agriculture, Dept. Of Environment, Bord Bia, NERA
- Staffing, industrial relations and employment law
- Marketing and Individual promotions
- Compliance information on Food safety and hygiene regulations
- Individual promotions
- Confidential, sensible advice from experienced, qualified people re: margins, costings, purchasing, cutting methods, display etc.
- Stationery and Publications, The Craft Butcher Magazine
- Regular product promotions
- HACCP records
- Beef traceability
- Price labels and tickets
- Customised promotional posters and leaflets
- HACCP signage, personalised for each member if needed

Training and Development

- Business development
- Meat cutting and display
- The National Certificate in Butchering Skills
- Training that is relevant to today's butcher shop

Competitions include:

- Star Shop Awards
- National Sausage and Pudding Awards
- Speciality Foods
- Barbecue products
- Spiced beef
- Young butcher

The promotional value of winning or placing in a competition is of great benefit locally to a butcher.

- Branded Material Window material and signage • ACBI-branded carrier bags

ACBI has a range of merchandise that will get across the CraftButcher message and distinguish your business. Our branded non-levy CraftButcher bags are at a special sale price of €11.50 per 1,000 and are also available with the "Certified Craft Butcher" logo. ACBI can also provide customised 'special offer' A3 posters or any other posters you may need for your shop. They are more professional than hand-written posters. They cost €2 for non-laminated posters and €3 for laminated

- Seasonal relevant material to boost sales

The ACBI logo is a recognisable symbol of quality, product knowledge and experience, backed by the training, marketing and support functions of a trade association. You can also avail of discounted rates from ACBI partners in business. If you aren't a member, this is a good time to join!



**We offer a reliable, friendly and fast service...
tailored to Your needs**



IocSave was formed with one thing in mind to save retailers and businesses money, we have the most competitive credit card rates in the Irish market today and our aim is to make sure that these reductions are passed on.

We are delighted to become associated with the Craft Butchers Association and through this relationship we will pass these savings onto their members, offering credit and debit card services throughout the 26 counties.

Our motto is **honesty and integrity**, two things that have become rare in the financial services sector in our modern Ireland. We believe in a personal service, our agents will call to you at a convenient time for you. The consultation process is simple, they will show you where you can make your savings typically 20% and up to 40% are not unheard of.

We supply the most technically advanced terminals on the market which are all Contactless enabled they not only speed up transaction time but also save you more money

due to rebates on cost where contactless transactions take place.

If you are considering setting up a web site, we would be delighted to advise you on the most cost effective way to do so through our industry leading Gateway350 which is an award winning product.

This web gateway gets you online, opening up your shop door to the world.

Contactless debit cards are now becoming the fastest growing phenomena on the market today, consumers are now being issued these by their banks as standard practice so will be expecting to use them in all of their local shops. The advantages to you are numerous, less cash on premises, less cash to lodge at the banks new high rates and speed up transaction time three to one, to name but a few.

To contact your local agent please call 01 2548883 or alternatively visit our web site at www.iocsave.com



December Offer

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20% FREE on your FIRST purchase if you sign up in December!!!!

Contact trevor@sendmode.com or telephone 074 9116059 or 01 6854913 to Sign Up

ARE WE CRAFT BUTCHERS?

When visiting CraftButcher shops throughout the country, it is surprising to see many of the shops not using the CraftButcher brand. Is there no belief in the value of the brand among members? There certainly seems to be a belief in branding among our competitors.

Supervalu, Lidl and other supermarkets, and the online wing of Dawn Meats in Kilmacthomas, all mention their 'traditional craft butchers' in their advertisements for 'dry-aged beef'. CraftButchers have been dry-ageing beef for generations, but seem to keep it a secret from their customers.

Many of them assume their customers know that they age their beef, but you cannot emphasise too often the quality of your locally-sourced product.

Everybody in the world knows about Coca Cola, it's the world's most recognised brand, but it doesn't stop the company spending millions every year on advertising.

So, if the supermarkets see the value of having craft butchers (whether they do or not) perhaps it's time



members of ACBI stand up and say "we are CraftButchers and proud of it!". The association has window branding available to all paid-up members, and CraftButcher carrier bags are available to bring the message home – literally!

*Official insurance brokers of the
Craft Butchers Association of
Ireland*

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Merry Christmas

from Scobie and Junor

Scobie and Junor offer great deals and unique offers for craft butchers across Ireland. Log in to scobiesdirect.com and see what we can do for you.

Have a profitable and peaceful festive season.

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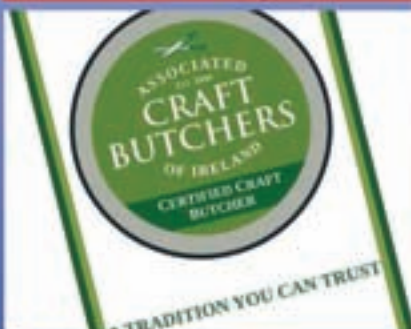
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Ten Tips for Butchers

1 Increase your product range – buy a wine license – sell fruit and veg – put in a fish counter – sell artisan jams and breads. The bigger your product range, the less reason for your customers to go to a supermarket.

6 Get your message out to customers – if you hang beef for 21 days, don't assume everybody knows this – tell your customers. If you buy local produce – tell your customers

2 Start a Loyalty Card System - monitor your customer spending patterns. Encourage them to buy the way you want them to.
finbarr@customerconnectireland.com

7 Find out who your profitable customers are and pitch your specials to them. Target the customers who support your business.

3 Invest in Customer Service Training. Your staff could be selling more to your customers. They could be educating and inspiring your customers. Give them the skills to do so.

8 Involve your staff in your business – teach them basic cookery skills - have them make suggestions to customers – increase the value of each sale.

4 Take a long hard look at your business – could it be done better? Are you doing business as well and as efficiently as you could be? Are you maximising every sale? Is your customer so delighted they will tell

9 Offer alternatives to turkey and ham at Christmas – geese – rib on the bone – leg of lamb – spiced beef – leg of pork- three bird roast. Have plenty of rashers and sausages in stock – sausage meat – goose fat – stuffing.

5 Be different – establish a Unique Selling Point – train your staff to give the customer more than they expect. Make sure your customers talk about your business in a positive way. **STAND OUT FROM THE CROWD**

10 Plan the Christmas work – Work the Christmas plan



Workwear, Washroom Services, Dust Control Mats

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Soap & Fragrance



Toilet Paper



CWS-boco delivering workwear solutions to Craft Butchers in Ireland

C raft Butcher Jacket	Craft Butcher Coat	Craft Butcher Trousers
Craft Butcher Bib Apron	Craft Butcher Skull Cap	Call today on 01-522 8888 for a Free no obligation survey

CWS-boco Craft Butcher Service Includes:

Specialist cleaning	Traceability	Measuring and Design
Locker Service	Repair and Alteration	Weekly Service

CWS-boco additional Craft Butcher Services

Dust Mats (Free Trial)	Logo or Shaped Mat	Tea Towel Service
Roller Towels	Air Fresheners	Food Safe Paper Rolls
Paper Hand Towel	Toilet Cleaners	Bleach/disinfectant

A clean Washroom for your colleagues and customers

CWS provides innovative washroom services with modern, Swiss quality and reliability dispensers. CWS hygiene devices are available in a selection of different colours and can be customised to fit the interiors of your bathrooms. With CWS products you can provide your customers with a clean and hygienic washroom at a low cost.

CWS-boco service includes...

- Bespoke Craft Butcher workwear;
- Weekly laundry, quality control of Craft Butcher workwear
- Free installation of CWS dispensers;
- Free delivery of consumables Re-Fills (paper, soap and cleaning products);
- Delivery and collection of roler towels and feminine hygiene bins;
- We can personalise your workwear with your shop name or logo;

Contact us for a free no obligation survey.

CWS-boco Ireland Ltd
Unit 35, Fonthill Industrial Estate,
Fonthill, Dublin 22

Phone: 01-5228888

Email: direct.sales@cws-boco.com
Web: www.cws-boco.ie



The Scullery

Purveyor of Award
Winning Sauces, Pickles,
Relishes and Plum Puddings.

About Us

- Founded in 2004 by Florrie Purcell.
- 21 quality products.
- Handmade to high standards.
- Only quality ingredients used.
- HACCP Certified.

The Range

- Roast Corn Relish
- Tomato Relish
- Spicy Tomato Sauce
- Beetroot Relish
- Cucumber Pickle
- Onion Marmalade
- Tomato & Chilli Relish
- Sweet Chilli Sauce
- Fiery Chilli Sauce
- Chicken Wing Sauce
- Smokey BBQ Sauce
- Hot & Spicy BBQ Sauce
- Florrie's Ham Glaze
- Cumberland Sauce
- Wild Cranberry Sauce
- Mixed Berry Compote
- Apple Sultana & Cinnamon Compote
- Brandy Butter
- Plum Pudding (pictured)
- Luxury Mincemeat

Unit Sizes

190g
280g
1kg, 2.5kg and 5kg
Puddings: 90g, 380g, 800g, 1.7kg

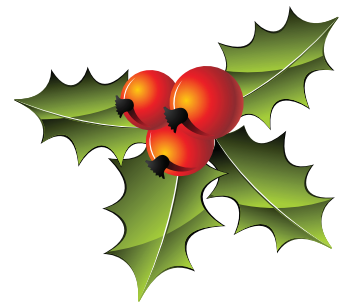
The Food

- Hand made products.
- No artificial colours or flavourings.
- No MSG or GM ingredients.
- Gluten Free (excluding Pudding).



CHRISTMAS:

A TIME TO MAKE YOUR MARK



Every butcher in the country is busy getting planning for Christmas. Planning is the keyword here. If you take the time to work out a plan and stick to that plan your Christmas trade can be smooth and relatively trouble free.

Ordering

You should start your own ordering as early as possible based on previous years trading. Keep records from year to year and make notes of anything that caused problems. Gammons are expensive if ordered late so it is best to decide now how many you will need. Turkeys are always going to be a guesstimate and pricing plays a large part in that.

Preparation

Order books should be got ready now in duplicate and a procedure for order taking set down. The posters you received from ACBI recently should help your customer decide exactly what their order will be. Order turkey bags and bags for life now so that you have them in stock. Order twine, skewers and netting also if needed.

Storage

If you are tight for space and will be doing a big trade, you should look at hiring refrigeration space. CRS provide refrigeration rental short term but you will need space in the yard to site it. Have a look at the space you have and decide if you need everything or could you make space.

Staff

Have a meeting with your staff and explain what you want from them. If everybody is aware of what you want they will be better equipped to deliver. Put your best staff at the front to keep the customer happy. Oversee all aspects of the business yourself. Arrange all days off and closing times well in advance so everybody knows where they stand.

Stock

Speak to your suppliers in good time so you are not looking at the last minute for stock. Arrange your delivery times so you can handle everything and it can be refrigerated immediately. Hang ribs of beef and striploins in time for Christmas. Spiced beef and gammons will need a good run up to be ready. Check do you need extra hooks, bags, labels, etc.

Customers

Make sure your customers know what your arrangements are. Some butchers close all day Christmas Eve, but you need to tell your customer well in advance. Opening hours should be readily visible (use the opening hours poster sent to all members recently). Take a phone number from each customer when ordering so if by any chance they forget to collect, you can contact them.

ACBI Retail Price Survey

December 2013

ALL PRICES ARE PER KG EXCEPT WHERE NOTED

Sponsored by
Gerry Owens Design



€ / Kg	Meath	Wexford	West-Meath	Kildare	Dublin	Louth	Limerick	Cork	Monaghan	Donegal
Round Steak	10.95	10.99	12.49	11.50	13.99	12.80	12.70	11.00	10.50	11.30
Striploin	24.90	24.99	24.95	24.95	24.99	26.00	23.50	25.00	23.50	25.95
Fillet Steak	31.50	33.99	29.95	38.95	39.80	38.00	38.00	34.50	38.50	36.50
Sirloin Steak	16.99	16.99	16.95	17.50	20.86	17.00	17.00	17.99	17.50	18.75
Steak Minced	10.95	9.99	12.49	9.95	13.99	10.50	10.00	8.99	10.00	9.75
T-Bone Steak	21.50	19.99	21.95	21.95	20.86	21.00	19.00	18.99	18.50	18.00
Rib Roast	14.95	14.99	12.25	14.50	13.99	14.00	12.00	12.99	14.00	11.20
Leg of Lamb	9.50	€24 ea	€26 ea	8.75	€30 ea	€20 ea	€25 ea	11.50	10.00	13.00
Fillet of Lamb	€12.50 ea	€12 ea	€12.50 ea	8.95	13.50	€13.95 ea	12.00	11.50	12.75	13.00
Lamb Loin Chops	18.99	17.99	17.95	17.95	24.99	21.00	18.00	18.99	12.99	21.50
Lamb Gigot Chops	13.55	99c ea	13.50	11.50	16.99	14.00	11.50	11.99	12.20	11.95
Loin Pork B/L Chops	8.95	9.99	10.50	8.95	11.94	9.95	9.00	8.64	8.99	9.90
R/L Back Rashers	8.50	9.69	10.45	9.95	11.94	9.50	8.20	9.30	9.20	12.50

Hides €40 to €50 depending on size, weight, pulled or flayed etc.



ACBI PARTNERS IN BUSINESS

ACBI's partners in business have been supporting ACBI for many years – always give them your first call when looking for a competitive quote for goods and services



Rototherm Ltd

Contact: Maria Kenaney
Tel: 00353 (0) 1 466 0260
Fax: 00353 (0) 1 466 0285
Email: Sales@rototherm.ie
www.rototherm.ie



AML Insurances

Insurance and Financial Service Products
Contact: Davide Arigho
Tel: 00353 (0) 1 491 0453



Energia

Tel: 00353 (0) 87 925 8172
Web: www.energia.ie



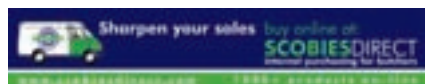
Maria O'Neill Designs

Contact: Maria O'Neill
Tel: 00353 (0) 87 2507964
www.mariaoneilldesign.com



CWS Boco

Craft Butchers branded workwear:
Tel: 00353 (0) 1 460 6000
Email: sales.ie@cws-boco.ie



Scobies Direct

Tel: 00353 (0) 4585 6747
& 1890 301919
Fax: 00353 (0) 45 896 128
Email: info@scobiesdirect.com



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Mobile: 00353 (0) 86 256 2239
Email: amacredmond@bhpsinsurance.ie



Airlux

Unit 1, Ashbourne Ind. Est.,
Ashbourne, Co. Meath.
Contact: Nigel Maxon
Mob: 00353 (0) 87 286 5387
Tel: 00353 (0) 1 835 0866
Fax: 00353 (0) 1 835 1379



C.F. Gaynor

Sponsor of the National Spiced Beef Competition.
Tel: 00353 (0) 1 825 2700.
Email: info@cfgaynor.com



Carton Brothers

Sponsor of the Speciality Foods Competition
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Tel: 00353 (0) 42 969 1100
Fax: 00353 (0) 42 966 9698
Email: processing@cartongroup.ie
Web: www.manorfarm.ie



Gerry Owens Design

16 Clonard Park, Dundrum, Dublin 16
Tel: 00353 (0) 1 295 9138
Mob: 00353 (0) 87 235 1208
Email: gerry@gerryowensdesign.ie
www.gerryowensdesign.ie



Customer Connect

Tel: 00353 (0) 1 4853203
Fax: 00353 (0) 1 526 1434
Mob: 00353 (0) 87 2368956



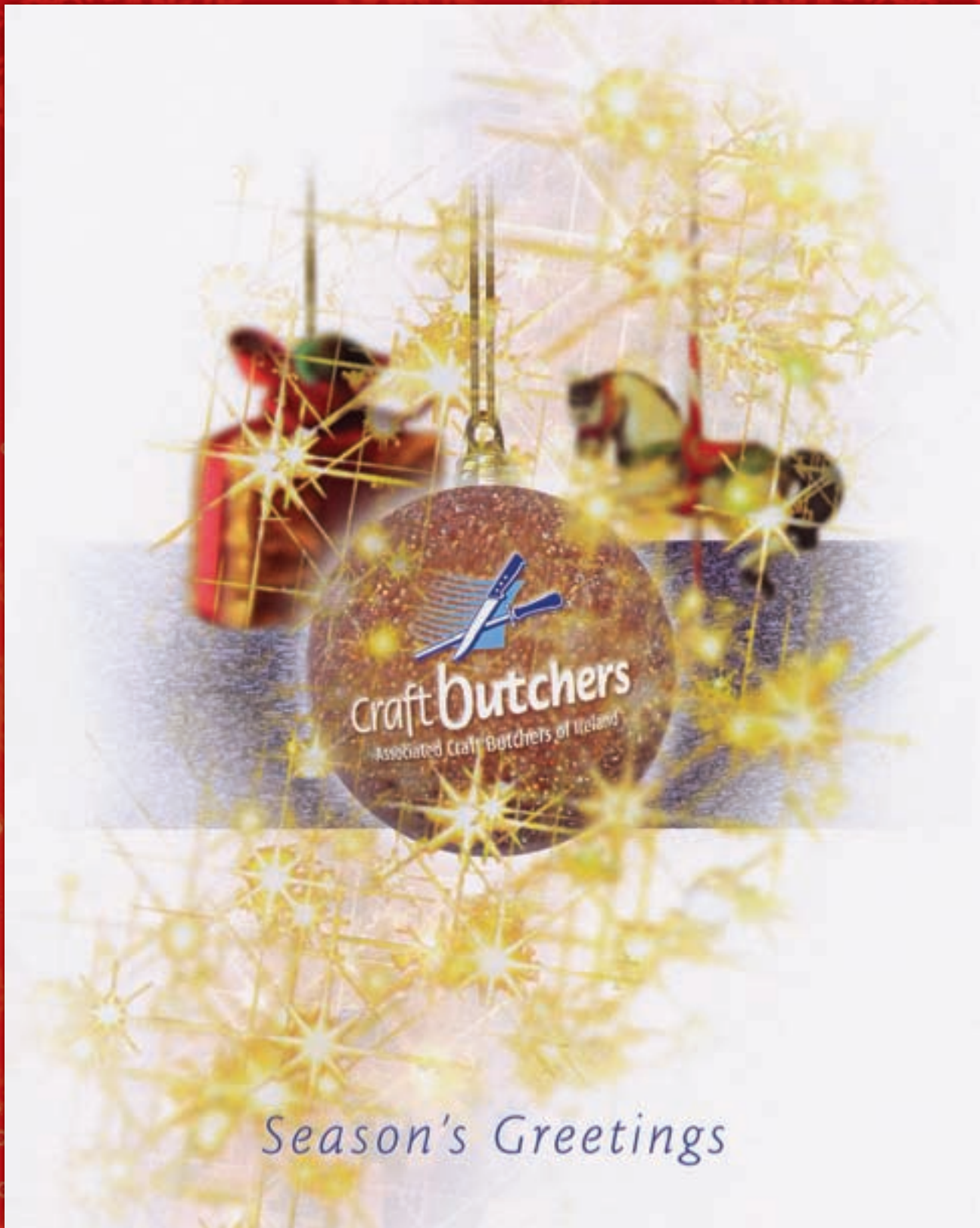
Rosie and Jim

Award Winning Chicken Products
Tel: 00353 (0) 1 4605 900



CBE

Tel: 00353 (0) 94 9373000
Email: sales@cbesoftware.com



Season's Greetings

Associated Craft Butchers would like to wish all our members, partners and friends a

**very Merry Christmas
and a prosperous New Year**