

Autumn 2024

The *Craft* Butcher

Irish National Steak Challenge

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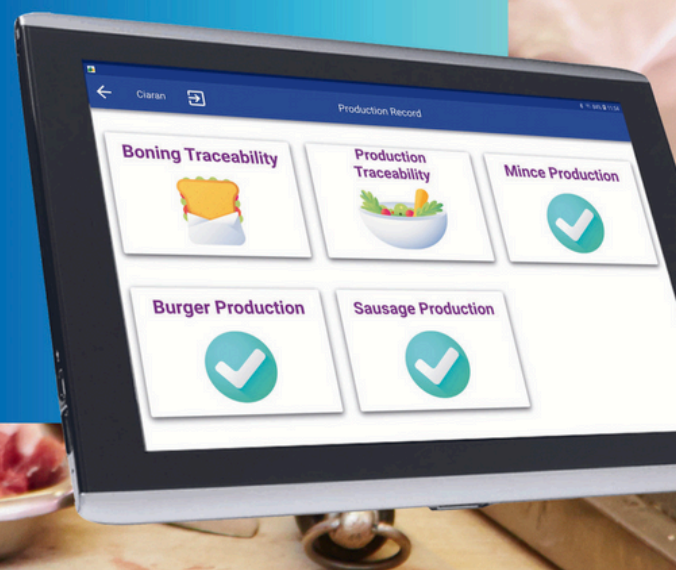
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Irish National Steak Challenge

The Curragh Racecourse
Sunday, Jan 26th 2025

ENTER NOW

ENTRY FEE
FOR ACBI MEMBERS
€100

CATEGORIES:

Ribeye, Striploin, T-Bone,
Fillet, Sirloin

- COOKED LIVE BY
TEAM OF CHEFS

ENTRY FORMS CAN BE FOUND AT



WWW.CRAFTBUTCHERS.IE



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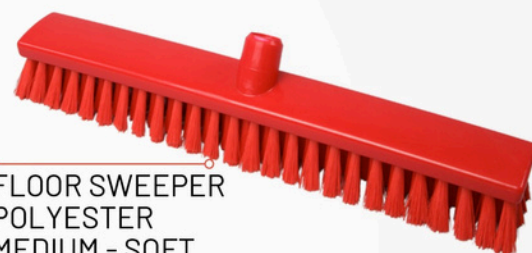
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Financial planning: Executive pensions

Exploring the Benefits of an Executive Pension as a Tax Planning Tool

The Executive Pension offers significant advantages as a tax planning tool due to current pension legislation. Here is why it can be a valuable asset for your financial planning:

- A company can make substantial contributions to an Executive pension on your behalf without incurring benefit in kind (BIK) taxation, making it a tax-efficient strategy.

- Contributions to the Executive pension are fully deductible against corporation tax, providing a tax planning opportunity for the company.
- The company can make up for missed years of contributions, and there are no PRSI liabilities for the company when compensating you in this manner, making it beneficial for self-employed pension planning.

Key Advantages of an Executive Pension:

- Contributions made by your company are deductible against trading profits in the accounting period of contribution, reducing the corporation tax liability.
- Contributions by the company to your Executive pension, although for your benefit, are not considered as a benefit in kind.
- Back-funding for missed years is possible.
- There are no income tax, PRSI, or USC liabilities for employees receiving compensation in this manner.

The funds within the pension grow tax-free.

Always seek professional financial advice!

Customer Experience:

The customer experience represents the impression communicated to customers, showcasing your values and the level of attention you provide them. This greatly impacts how your brand is perceived at each stage and touchpoint of the customer journey.

To improve customer experience, businesses should focus on each stage of the buyer journey, identifying challenges and offering new ways to enhance customer satisfaction. Here are some strategies to promote a customer-centric mindset:

Gather insights from all team members to prioritize customer experience.

- Simplify processes to reduce barriers and focus on effectively meeting customer needs.
- See your product from the customers' point of view.
- Proactively tackle challenges to prevent impacting your audience.
- Allocate resources to train and back up your customer service team.

Customers expect and crave a smooth journey from beginning to end, and they are willing to pay extra for it. Are you ready to provide this standard of service? Are you surpassing customer experience expectations? To succeed in business, this is crucial.



Údarás Sábháilteachta Bia NA hÉIREANN
Food Safety AUTHORITY OF IRELAND

The Food Safety Authority of Ireland have launched a Learning Portal, where you can find training courses, resources, and materials that will help you keep up to date with food safety. The learning materials have been designed so that they can fit into your schedule or can be used as part of staff meetings to keep your staff up to date on food safety topics.



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Taking Stock

It's crucial to keep track of your finances because once money is spent, it's too late to act. Regular stocktaking is the key to staying on top of your business's financial health.

- Stocktaking doesn't have to be a weekly task, but it should be consistent. Whether it's monthly, quarterly, or yearly, maintaining the same intervals is essential for accuracy.
- Plan ahead to ensure that the stocktaking process is efficient and doesn't take up too much time.
- Prior to stocktaking, let your stock levels decrease to the minimum required for operations. Large deliveries should be left untouched, and their weights noted on the stock sheet.
- During stocktaking, price items accurately to avoid discrepancies. For instance, a hind shin with the bone in should be priced as shin, not hindquarter.
- Any delivered stock that has not been paid for should be considered as part of your inventory.
- If you have a freezer, keep a checklist on the door or lid to track items going in and out. This helps streamline the stocktaking process and reduces the need for frequent emptying.

Why Taking Stock Matters:

- Accurate accounts enable you to make informed and accurate business decisions and determine your actual profit margin.
- Identifying theft through stocktaking can help you address discrepancies and prevent future losses.
- Evaluating product performance becomes more effective with stocktaking, allowing you to manage inventory efficiently.
- Stocktaking reveals shortages, aiding in the improvement of your stock ordering process by identifying which products need replenishment.

OPENING STOCK + PURCHASES - CLOSING

STOCK = COST OF SALES

SALES - COST OF SALES = GROSS MARGIN

**GROSS MARGIN X 100 DIVIDE BY SALES = %
MARGIN**

Example: The first time you take stock this will be your **OPENING STOCK**.

Say it comes to a value of €1200.00.

You buy in €3000.00 (**PURCHASES**) that week and you have a **CLOSING STOCK** of €1000.00

Your sales are €6000.00

So, OPENING STOCK	€1200.00
Plus PURCHASES	€3000.00
=	€4200.00

Minus CLOSING STOCK	€1000.00
=	€3200.00
=	COST OF SALES

Sales	€6000.00
Minus	€3200.00
=	GROSS MARGIN
X 100	=280000

Divided by SALES	6000
=	46.66%





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We are currently trialing Gaynor Crispy Kentucky crumb with a number of customers. Wilson's Family Butchers in Rathfarnham use the Gaynor Crispy Kentucky Crumb on turkey/chicken burgers and beef truffles with sliceable pepper sauce.

Here's what Conor in Wilson's has to say:

"Great value! You don't have to use a whole lot as it's got a great flavour. Packaging size is good, and the crumb doesn't stick together". Most importantly from Conor is the fact that his customers "like it and are asking specifically for it"!

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Sausage & Pudding Masterclass

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- Sausage making demo
- Tastings
- Advice from sausage experts



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**The Curragh, Sunday
Jan 26th**



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Craft Butchery Apprenticeship



msletb

Bord Oideachais agus Oiliúna
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Mayo, Sligo and Leitrim
Education and Training Board



Finding it hard to recruit skilled staff for your butcher shop?

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- First class training for staff
- Improved staff retention
- Funding of up to €2,000 annually is available to employers under the Apprenticeship Employer Grant Scheme
- Training and support for workplace mentors
- The Údarás na Gaeltachta apprenticeship scholarship scheme is also available on this programme - funding for both employer & apprentice
- Additional Gender Bursary of €2,666 for employers who employ a female butcher

Intakes: Sligo October 2024, Cork February 2025, Dublin March 2025

For more information contact

juliecahill@msletb.ie or call 1800 100 100



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Government of Ireland



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Recently, we visited Mark Bergin's newly renovated store in Naas, County Kildare.

During our visit, we had the chance to chat with Mark and Maria O'Neill about the store's design and concept. The shop offers a modern twist on a traditional butcher shop, featuring over 10 meters of pre-packed meat and another 10 meters dedicated to groceries and wines. With a range of more than 200 meat products ranging from shin beef to Mark's award-winning breaded chicken, along with unique dry groceries not commonly found in local supermarkets. Maria shared their vision of creating a shop with curb appeal and a distinct shopping experience.

There is a beautiful dry age fridge with sides of beef hanging which reinforces the fact he has not turned his back on his traditional butchery background. All the beef he sells comes from his own family farm.



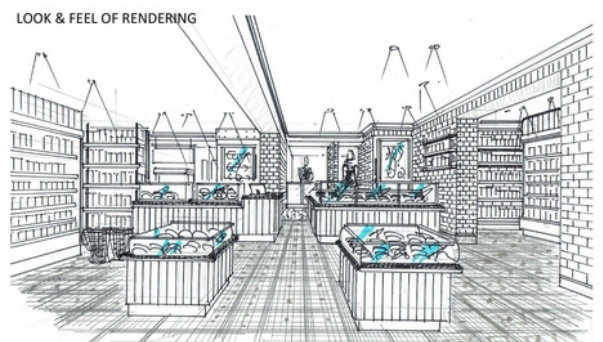
Close to the store entrance, there is a milk vending machine managed by a local dairy farmer. Customers can purchase reusable bottles in-store. Presently, hundreds of litres are being sold weekly, and there are upcoming plans to introduce flavoured milk. Following the store revamp, Mark has observed a **30% sales boost** and anticipates further growth in the future.

The store, conveniently located near the N7 with parking available, is situated next to a bustling fruit and vegetable store. Both stores complement each other, hence the name "The Food Yard." Inside, LED meat lights illuminate all the pre-packed items, enhancing their presentation. Mark praised his exceptional team and their warm greetings to every customer and all their hard work. We extend our best wishes to Mark for the success of the store.



We create a store around your vision

We take a personal approach We get to know you & your business



Your journey from renders, site visits to reality



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Discover the Fresh New Look of Spice O' Life!

We're thrilled to unveil the vibrant new packaging of your favourite Spice O' Life products! Our spices and seasonings have always brought a burst of flavour to your meals, and now they come in a design that's as lively as the aromas and tastes inside each jar. Our new packaging features a sleek, modern design with clear labels, vivid colours, and a window that lets you see the quality you're bringing into your kitchen. It's a feast for the eyes as much as our spices are a feast for your palate!

But that's not all—we're also excited to announce the launch of our brand-new website this month! Our digital makeover will offer you an effortless and engaging way to explore our full range of products. The new interface will provide an enhanced user-experience that makes browsing your favourite Spice O' Life products easier than ever. Whether you're a professional chef, a butcher or home cooking enthusiast, Spice O' Life is dedicated to bringing you the best in flavour and quality.



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NATIONAL

SPICED BEEF COMPETITION

Wednesday

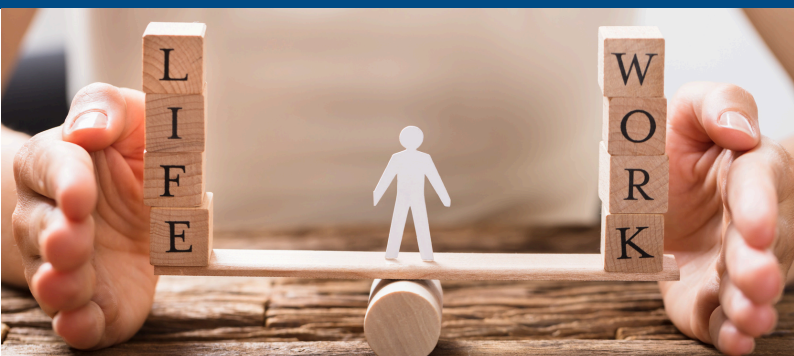
27th November

THE MALDRON
HOTEL PORTLAOISE



Entry Forms can be downloaded from
the ACBI website
www.craftbutchers.ie.

Or alternatively from the members
WhatsApp group.



As a small business owner, there is the challenges of maintaining work-life balance. The demands of business often blur the lines between work and personal life, leading to stress and exhaustion. However, achieving a healthy work-life balance is essential for overall well-being and the sustained success of your business.

- **Establish Clear Boundaries:**

Setting specific working hours and personal time is crucial. Disconnecting during non-working hours allows for relaxation and rejuvenation.

- **Delegate and Outsource:**

Recognize that you can't do everything alone. Delegate tasks to capable team members or outsource certain functions to professionals, freeing up time for personal activities and reducing your workload.

- **Prioritize and Manage Time:**

Identify your top priorities in both business and personal life, focusing your energy on what truly matters.

- **Cultivate Supportive Relationships:**

Build a support network of family, friends, and fellow business owners for advice and emotional support. Collaborate with other business owners to share insights and strategies for maintaining work-life balance.

- **Self-Care and Well-being:**

Schedule time for activities that promote physical and mental well-being, such as exercise, hobbies, or quality time with loved ones.

- **Learn to Set Limits:**

Avoid overcommitting by saying no to tasks that do not align with your priorities. Assess opportunities based on their impact on your business goals and personal well-being.

Managing work-life balance as a small business owner is an ongoing journey that requires conscious effort and self-awareness. By setting boundaries, delegating tasks, and prioritizing effectively, you can achieve a balance between your professional and personal life. Cultivating relationships, self-care, and setting limits are vital for well-being and preventing burnout. Remember, a healthy work-life balance not only benefits your personal life but also enhances your ability to lead and grow your business successfully.



Are you in charge of the butchery counter?

As you look into your walk in cold room do you notice the following?

1. Does your current storage create difficulty in cleaning your floors and walls on a weekly basis?
2. Is your shelving able to hold enough stock or does it end up on the floor?
3. Is your shelving strong enough to hold your stock?
4. Does moving display trays to your cold room require multiple trips?



For more information, please call

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**SAVE
THE DATE**

**Sunday
26th
January**



Team Ireland Demonstration

Team Ireland will prepare and present a range of new products, which will add value to your business. The event will take place in the Curragh race course after the sausage & pudding masterclass.

Attendees can look forward to an engaging showcase featuring innovative solutions tailored to meet modern business needs.

In addition to the product presentations, there will be opportunities for networking. This is a unique chance to gain valuable insights, establish new partnerships, and explore collaborations that could drive your business forward.

The Curragh racecourse provides a stunning backdrop for this exciting event.

Team Ireland currently train every second Sunday. An immense body of work is done in preparation for Paris in 2025. As butchery competitions keep innovating, the team must constantly keep up with their competition. This requires a huge amount of research, practice, and dedication. Each member of the team brings a unique set of skills and experiences, contributing to a collaborative effort that pushes the boundaries of what can be achieved in the realm of butchery.

The camaraderie among the team members fosters a supportive environment where everyone strives to excel, knowing that their collective success hinges on each individual's commitment and passion. As they inch closer to the competition date, their hard work and perseverance will undoubtedly shine through, showcasing the remarkable talent and dedication of Team Ireland.



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