



STAR SHOP

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O'GORMAN MEATS

The winner of the ACBI Star Shop Awards for 2013



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meats



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'Gormans 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.