



**PRESENTING CHEF  
ADRIAN MARTIN**

Meet Chef Adrian Martin, Craft Butchers Product Development Chef. Adrian trained with Neven Maguire at McNear House and is now working on behalf of ACBI for all its members.

Added Value Products is the way forward. Adrian is available to members for new product development, added value products, recipes and culinary skills for butchers.

Adrian has to date worked with Brady's Butchers, Dublin, Carey's Meats, Bandon, Argue Meats, Cavan and is now booked up until the end of September.

The feedback has been more than positive, Adrian can provide proven products to your customers!

*"We were very happy with Adrian. It was a tremendous advantage for us to get a chef's view on what we sell, and he was able to introduce eight new products that are all selling very well. Adrian enhanced the customer experience here and gave the staff valuable tips they can pass on to our customers. Adrian is great value for money and I would recommend him to all ACBI members to give them that extra edge." Martin Carey, Vice President ACBI*

# FREE 2 DAY WORKSHOP

## PRODUCT DEVELOPMENT

### 'BEING DIFFERENT IS THE LIFELINE OF YOUR BUSINESS'

TEAGASC CONFERENCE & TRAINING CENTRE, ASHTOWN, DUBLIN 15



**Tues 20<sup>th</sup> August 7.30 pm – 10pm**

#### Day 1

##### Lamb Shanks:

Time: 15/20 mins. Showing a different approach on selling Lamb Shanks.

##### Herb Crust Rack of Lamb:

Time: 15 mins. Showing a simple way of presenting rack of lamb.

##### Chicken Thighs/Chicken Drumsticks:

Time: 20 mins. Ways of making profit on cheaper cuts of chicken.

##### Homemade Chicken Kiev:

Time: 10 mins. Show butchers how to make Chicken Kiev from scratch.

##### Beef Rolled: e.g. Fillet or Rib eye:

Time: 15 mins. Show ways of cutting back on waste on more expensive cuts.

##### Roasted Vegetables:

Time: 15 mins. New ready meal ideas.

**Wed 21<sup>st</sup> August 7.30 pm – 10pm**

#### Day 2

##### Spring Rolls:

Time: 20/25 mins. Showing how to make two new inexpensive products for your counter.

##### Roulades:

Time: 15 mins. Demonstration; how to roll your own roulades.

##### Leg of Lamb:

Time: 15/20 mins. Different way of presenting product on counter.

##### Prepack Curry:

Time: 15/20 mins. How to make my own – quoted "Best Curry in MacNear House"

##### Half a Chicken Pre-Pack:

Time: 25 mins. Make profit on your small chickens.

##### Stuffed Pork Chop:

Time: 15 mins. Demonstrate different types of stuffing for pork chop.

Time: 10 mins **Discussion on flavoured stuffing's**

Scobies will be there on the night offering:

- An exclusive login for all ACBI Members
- Exclusive offers
- Unique ACBI products
- Easy access to Craft Butcher recipes

**IN ASSOCIATION WITH**



**ADDING VALUE TO FOOD**

*If you cannot attend please send someone from your shop. This workshop will really add to your bottom line!*

**Please R.S.V.P. by mail to  
[julie.cahill@craftbutchers.ie](mailto:julie.cahill@craftbutchers.ie)  
or call 01 - 868 2820**