


2017 MINTRAC Paddock to Plate National Training Conference

Value Adding, Trends (and what's next) for Retail Butchers

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Australian Meat Industry Council



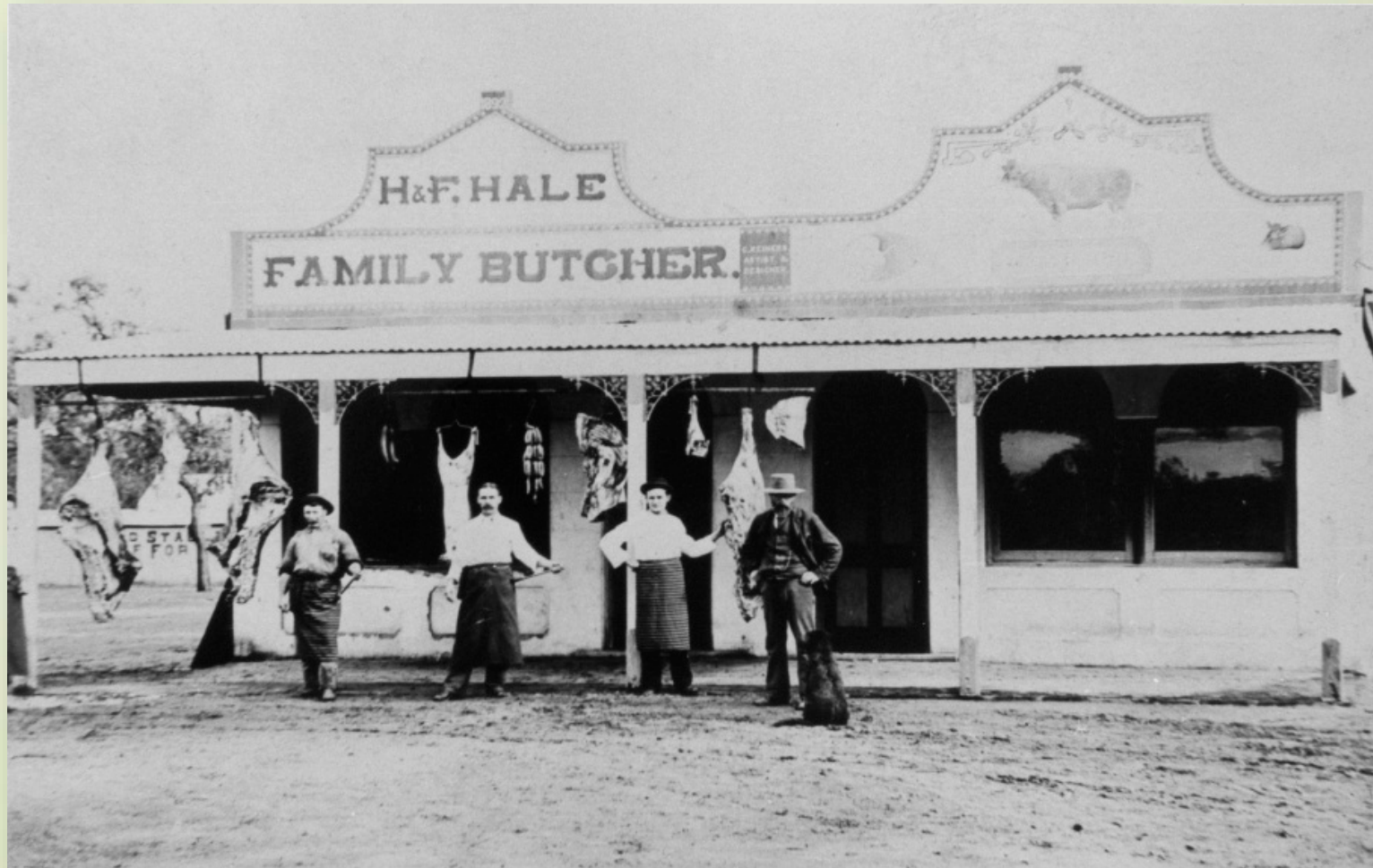


Retail butchery is constantly changing with successful businesses providing quality products, a diverse product range and a focus on superior customer service.

Today's butcher shop owner must be a business manager, a human resource expert and know what the future looks like for his or her business and where the latest trend will take them.

The Retail Butchery Journey

Henry & Frank Hale



The Business Evolution

H&F Hale Family Butcher — *20's to 50's*

Hale's Quality Butchers — *50's to 70's*

Henry's Quality Meats — *70's to 90's*

Hale's Family Butchery — *90's*

Now and into the future

Adelaide Hills Butchery and Fine Foods



In those early years the role of a butcher was...

- a skilled livestock buyer

- a skilled slaughterman

- a skilled butcher

And directly linked to the
Australian lifestyle and diet at the time

Work / Lifestyle & The Australian Diet

20's to 50's

*Farming / Manufacturing / Working Class
(Meat & 3 Veg)*

50's to 70's

*Construction / Working Class / Services
(Migration Influences)*

70's to 90's

*Manufacturing / Agriculture / Services
(Multi Cultural)*

2000's

*Agriculture / Services / Administration
(Global - Food Information)*

A Trend and some Early Influences



The Change at the Service Station



Take Away Coffee



Take Away Coffee

- Coffee Availability (24/7)
- Coffee Varieties and Choices
- Coffee Shop Locations
- Value Added Products
(Cakes, Pastries, Sandwiches & Ice Cream)

Jeremy Francis Hale

- ❖ *Completed his butchery apprenticeship with his Dad.*
- ❖ *Backpacked around the world for 2 years.*
- ❖ *Studied Social Sciences & Marketing.*
- ❖ *Has lots of 'foody' friends, enjoys his lifestyle.*
- ❖ *Wants to reinvigorate/modernise the family business.*
- ❖ *It will be - Adelaide Hills Butchery and Fine Foods.*

The Key Elements of the New Business

- ❖ *Strategic Business Planning.*
- ❖ *Venture Partners / Financial Management.*
- ❖ *HR Management / Rules / Compliance.*
- ❖ *Established Customer Profiles / Marketing Concepts.*
- ❖ *An Extended Product Range.*
 - *Meat / Meat products / Food products / Wine & COFFEE*
- ❖ *A Defined Customer Service Policy & Consistent Messaging.*

The Product Range

- ❖ *Fresh Meats / Aged Cuts.*
- ❖ *Smallgoods / Pates / Terrines / Stocks & Sauces.*
- ❖ *Prepared foods – Casseroles / Pastries & 'Eat in'*
- ❖ *Specialised grocery products / fruits and vegetables.*
- ❖ *Artisan breads & bakery products.*
- ❖ *Boutique wines / Coffee / Newspapers / Magazines*

The Key Features of the Business

- ❖ *The Business will have an 'Artisan Style'.*
- ❖ *There will be prepared and cooked foods.*
- ❖ *There will be varied & ample food displays.*
- ❖ *There will be a shared table.*
- ❖ *There will be food and wine product tastings.*
- ❖ *There will be a focus on customer education.*
 - Food and Wine matching / Cooking / Meat Preparation*

The Hot Customer Topics

- ❖ *Food Provenance – where did it come from?*
- ❖ *Food Ingredients – what am I buying / eating?*
- ❖ *Animal Welfare – were the animals properly cared for?*
- ❖ *Cooking Information – how do I prepare & cook it?*
- ❖ *Food History – do staff have product knowledge?*
- ❖ *Customer Expectations – quality & value for money.*

Future Food Trends

- ❖ *Food Knowledge / Provenance (Tell / Sell the Story).*
- ❖ *Fresh foods / Whole foods.*
- ❖ *Cooking (Never leave the customer alone with the product).*
- ❖ *Food matching / Combinations / Flavour profiles.*
- ❖ *Food Education / Idea sharing.*
- ❖ *Employees will need a range of skills.*

The Gwen Restaurant & Butchery

6600 Sunset Blvd, Los Angeles, CA



*'Bringing together
the knowledge of the chef
and the craft of the butcher'*



*"The scones come out of the oven
at 10.00am"*



Questions / Comments

Thank you

