


# 2016 MINTRAC National Meat Retail Trainer's Conference

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

*Paul Sandercock*

*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*

*Harold & Frank Hale*



## The Business Evolution

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

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

Harry'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



## *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 Future Trends*

- ❖ *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*

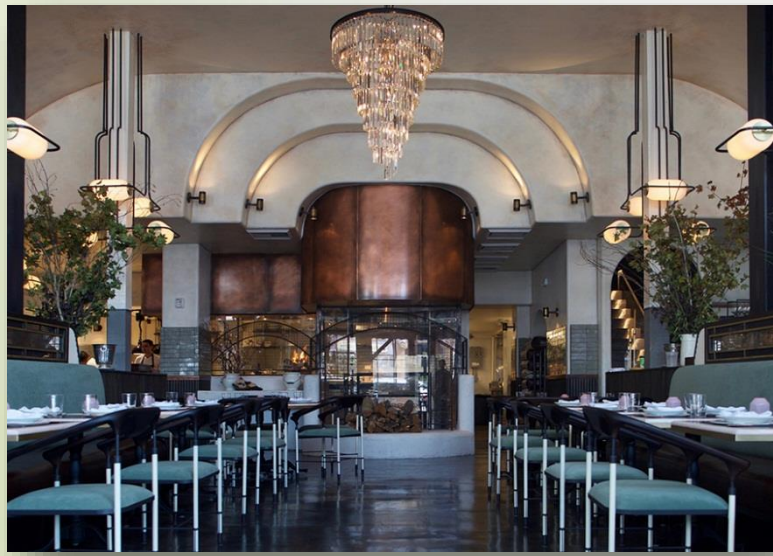


# The Gwen Restaurant & Butchery

6600 Sunset Blvd, Los Angeles, CA



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



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



*Thank you*

