

Autumn 2009

THE Craft *butcher*

For the Progressive Food Specialist

INCORPORATING BUTCHERSHOP

**ACBI celebrates its
10th anniversary**

The benefits of joining ACBI

**National Certificate in
Butchering Skills**

ACBI at SHOP '09



**Ten years
serving the
craftbutcher**



news

BÄRO brightens up The Butcher's Block

BÄRO, the renowned retail lighting specialists, were delighted to be involved in the opening of the new Butcher's Block store in Dundrum Town Centre.

The new store, which is owned and operated by Cribbins Family Butchers group, is the first store to trade under their new brand – The Butcher's Block. The re-brand is in line with the company's expansion strategy, and there are already plans in place to open another five stores throughout the country over the next 18 months.

BÄRO Lighting has a long-standing relationship with Cribbins Family Butchers and was commissioned to supply the lighting design concept. Alongside retail designers Bradley McGurk, BÄRO played an important role in creating the ambience of the new store. BÄRO supplied Carina recessed down lights over the meat displays, and Bondo fixtures on track suspended to the front of the pre-pack.

Steve Brough, BÄRO's Design and Technical Manager, states: "By choosing the optimum combination of light source and luminaire distribution from within the BÄRO range, we were able to ensure that the appropriate emphasis was given to each element within the shop. Helping to create a well-balanced shopping environment."



New Butcher's Block store in Dundrum Town Centre

Digital displays help to increase sales by up to 317%

Studies by POPAI, the Global Association for Marketing At Retail, have shown that shop displays which incorporate motion can increase sales by up to 317 per cent.

Nothing attracts more attention than movement and sound, and by using digital screens you will draw your potential customer's eye to your product. When people look in your window there is, therefore, a massive opportunity to influence whether they purchase from you or from someone else.

If you are thinking of improving your current display system, Display Specialists Ltd., has a range of equipment to help you display your information in a professional manner.

Display Your Information the Professional Way



Snap Frames
Clean, easily changed, Posterholders in A4, A3, A2, A1 & A0 sizes. **Great new low price!** Snap frame light boxes also available.



Digital Screens
Capture your customers attention with these easy to use eye-catching screens. Perfect for advertise daily specials, seasonal offers and cookery demos.



Taymar Products
A range of dispensers for countertop or wall mounting. A4, A5 & DL sizes.



Cable Kits
Poster pockets and leaflet dispensers on durable steel cables, manufactured from hard wearing 3mm acrylic. For window or wall displays.



Display Specialists Ltd.

Tel: (01) 4018 106

E-mail: info@display.ie Fax: (01) 4018 116

www.display.ie

Unit G5, Greenogue Business Park, Rathcoole, Co. Dublin

in conjunction with **Gerry Owens Design Dundrum**. Call: 087 235 1208 Email: gerry@gerryowensdesign.ie



shop 2009

SHOP 2009

Just some of the highlights for butchers to visit at SHOP 2009

A7A - ASSOCIATED CRAFT BUTCHERS OF IRELAND
 For the first time ACBI will be participating in the SHOP event. The ACBI stand will have a strong emphasis on promoting membership services. There will be a presentation to the very first graduates of the National Certificate in Butchering Skills, as well as a range of demonstrations and seminars.

C13 - WEIGHING MACHINE SERVICES LTD.
 Weighing Machine Services Ltd. are an Irish-owned, family-run business who can supply, service, repair, and hire all types of weighing and labelling machines.





FRESH @ SHOP
 Fresh @ SHOP 09 will play host to a showcase of leading suppliers of fresh and healthy produce, and is the perfect location for suppliers wishing to showcase their offering within this growing sector.

INTERNATIONAL CHEESE AWARDS 2009
 The SHOP cheese awards are now firmly established as the major event in Ireland for the cheese industry. The competition provides a showcase for visitors and professionals to view and sample first hand the tremendous variety of cheeses now available in Ireland.



F27 - BARO LIGHTING
 BARO Lighting has a wealth of expertise in the provision of retail lighting solutions. They work closely with the leading retail designers and lighting partners, so this is a stand to visit if you are thinking of upgrading your lighting.