

KNIFE & STEEL

2016 AMIC Annual Awards Dinner

This year AMIC partnered with the World Butchers Challenge Competition (WBC) to hold our Annual Awards Dinner together to create a night of nights. 350 people attended the Gold Coast gala, with great food and entertainment - celebrating and recognising excellence and individual achievement within our industry. AMIC wishes to thank our major dinner sponsors; Australian Wholesale Meats, AMIST and JMD Ross Insurance. Their support makes a big difference.

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Julian Waghorn, AWM presenting the City Retail Excellence & Shop of the Year Award to David Shaw, Arana Tender Cut Meats



Dave Dooley, Bunzl presenting the Country Retail Excellence & Shop of the Year Award to Len Shaw, Shaw's Meats

The World Butchers' Challenge

This year's competition featured four countries; Australia, Great Britain, New Zealand and - causing much excitement with their inaugural appearance - France. In the week leading up to the actual competition on September 10th on the Gold Coast, butchers gathered from around the world for a six-day study tour covering over 30 retail stores in Sydney, Brisbane, and the Gold Coast.



The competition was well attended by over 700 people from all over Australia and as well as supporters of teams from the visiting countries. The big day itself featured three competitions; *World Butchers' Champion Apprentice*, *World Butchers' Young Achiever* and the big one *World Butchers' Challenge Champion Team*. The main competition was awesome; three hours of creating unbelievable meal offerings with amazing skills on display.

However, there could only be one winner and that was France taking out the major prize. The events of the week generated a huge media focus - locally, nationally and internationally. The *World Butchers' Challenge* will return to the northern hemisphere next time and will continue to build in prestige and size, as there are at least two more countries that will participate.



The theme and product delivery of the Australian team was outstanding



The French team were victorious

Thank you to our Regional & State Competition Sponsors



2016 AMIC Annual Awards Dinner

Each year AMIC Queensland recognises outstanding achievement within our industry, highlighting an individual and/or business that has made a significant contribution. This time we celebrate the McGill Family from Mackay and we were fortunate to have Leslie "Snow" & Beverley McGill as AMIC guests for the evening. The family has operated commercial ventures throughout the whole supply chain. They began in the industry in the 1930s with retail butcher shops, abattoirs and feedlots. Snow McGill then joined other industry identities in the '70s and '80s, ensuring the survival of regional abattoirs that are now a vital component of the supply chain in regional Queensland. Today there are many thriving businesses operating in Queensland that owe a great deed of thanks to Snow and the team who fought a mighty successful battle with the government over a 15 year period – all from within AMIC. Thank you!

The *City Retail Excellence Award* went to David Shaw of *Arana Tender Cut Meats*, with the *Country* award going to Len Shaw of *Shaw's Meats*. We encourage AMIC members to visit these fantastic retail operations and see retail excellence in operation. By the way - David and Len are not related!

We created a new award this year - *Wholesaler of the Year*, which is judged by AMIC members. Congratulations to Murry Valley Meat Co – our inaugural winner. Our business partners in the wholesaling sector provide an outstanding service and to recognise their contributions and results was one of the highlights of the night.

Please see all the winners on our website at this link: <http://bit.ly/2d56w5g>

Thank you to our Major Dinner sponsors



AUSTRALIAN WHOLESALE MEATS
— QUEENSLAND —



The Queensland State Sausage King & Best Butchers Burger Competitions

For the second year in a row, AMIC Queensland held our Sausage King and Best Butchers Burger State Finals at the Brisbane Royal Show (EKKA). Sixty AMIC members presented their award winning products in the Food Hall. Our head judge commented that "Each year the standards just get higher and higher." This year AMIC introduced a Welcome Dinner at the Norman Hotel in Woolloongabba, which most competitors attended.

Congratulations to our winners who will be representing Queensland at the National Finals in Hobart next year.

PICTURE: *Bob Retallick from William Angliss presenting Dennis Russo from Russo's Quality Meats with 1st in Traditional Australian*



Traditional Australian	Traditional Australian Pork	Australian Lamb/ Open Class	Poultry	Continental	Gourmet/ Open Class	Best Butchers Burger
Russo's Quality Meats Mareeba	Kandanga Country Meats Kandanga	Mundubbera Butchering Co Mundubbera <i>Pumpkin, Fetta & Shallot</i>	The Ridge Meats Toowoomba <i>Chicken Tandoori</i>	Aussie Smokehouse Warana <i>Bratwurst</i>	Loveday's Quality Meats Burleigh Waters <i>Smokey Bacon & Maple</i>	Meat at Billy's Ashgrove <i>Gourmet Beef</i>

Australian Wholesale Meats - New Customer Service Investment



AUSTRALIAN WHOLESALE MEATS
— QUEENSLAND —

This year Australian Wholesale Meats decided to step outside the box and try something a little different. At a business level we looked at what we had been successful in over the years and asked ourselves *What do we want to be known for in the industry?* From these discussions a decision was made to invest in someone to specialise in customer service with the intention to give back to our customers. Customer service is what we pride ourselves on and at AWM we felt that we could take it to a new level. As a result we hired Jess Waghorn in a customer relations role.

In her first six months, Jess has been visiting our major suppliers to gain a deeper understanding of the meat industry. At the same time Jess has rapidly become a key member of our national marketing team. The team has updated our online platform; we now have a new website, Facebook, Instagram and email signatures as well as an updated logo and branding. The Company has a vision to bring this

new look and feel into our premises so we have jumped on board in Queensland and given our warehouse a significant facelift.

Via Jess we have supported suppliers as well as customers in projects from re-releasing a wagyu brand to working at the butcher shop at the Brisbane BBQ Festival. We have visited customers across Queensland from Brisbane to Cairns, in the west and all over the state. We are even heading to Darwin and Alice Springs later in the month.

We are proud to have been a major sponsor of the 2016 AMIC Queensland Annual Awards Dinner on the Gold Coast. Every day we hear great business success stories and that night the industry celebrated excellence and outstanding results. Congratulations to all the winners and especially David of Arana Tender Cut Meats and Len at Shaw's Meats in Gympie - two outstanding Independent Retail Butchers.

In the next 12 months we plan to send our customers and key team members on supplier tours across Australia.

This includes visits to Cape Grim in Tasmania, Sovereign Lamb in Victoria and Rivalea in New South Wales to see the home of Murray Valley Pork.

At Australian Wholesale Meats we are excited to be bringing our focus back to our customers. If we can assist any AMIC member please contact us.



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2016 AMIC Queensland Apprentice of the Year

The Apprentice of the Year Competition was held in August at South Bank TAFE, a fantastic resource for our industry, which we are lucky to be able to utilise. Denco have sponsored this competition for a few years now and we wish to thank Richard Codd and his team for their ongoing support. The Apprentice trophy is highly valued with past winners commenting on its WOW factor.

The competition consists of a written test, a skills test and a mystery box component. This year only nine points out of 750 separated the top three contestants.

Congratulations to the 2016 AMIC Queensland Apprentice of the Year Ben Floyd from Rode Meats at Stafford. Ben will now represent Queensland in the Finals Hobart next February.



Winner Ben Floyd of Rode Meats Stafford receiving his trophy from Richard Codd of major sponsor Denco

Member Profile

David Shaw - Arana Tender Cut Meats

David Shaw of Arana Tender Cut Meats is “always looking for new ideas” for his Arana Hills shop in Brisbane’s north. “You need to keep inventing new cuts. It’s a good way to get staff involved and customers appreciate new ideas.” He is also starting to get more involved with social media. “It’s a great way to get your shop out there,” explained David.

The shop has been in Arana Hills for seven years, although they are still serving some loyal customers who have patronised the business for almost 30 years! When David moved to Brisbane from Melbourne where he apprenticed, he “worked all over Brisbane” until settling at a shop in Alderly, which he later purchased with business partner Tom Barnes. When the shopping centre in Alderly closed, David and Tom moved the business to nearby Arana Hills. David bought out Tom five years ago and continues to follow the same motto; *Don’t compromise quality for price.*

David credits their range and quality of product as well as his great staff who have an excellent knowledge of their products in making his shop distinctive. It also helps that the staff is acquainted with their regular customers and can advise them on how to cook various cuts of meat. “Since our refit in May we’ve had an increase in sales of over 30%,” said David.

“Our customers are mostly locals from all walks of life,” said David. “We also supply local sporting clubs with meat trays as well as a local child care centre. We support all the neighbourhood schools with vouchers or meat trays and also community members if they are raising funds for charity.”

David’s wife Rhonda and daughter Adriane are also part of the business. Other staff include a fulltime butcher, counter hand, apprentice and some casuals. “I am in the process of adding another fulltime butcher and apprentice,” said David. Looking forward, “We hope to increase business in the future and expand into perhaps another shop.”

Arana Tender Cut Meats certainly does offer a wide range of products – both meat and others. David said, “As well as an assortment of marinated cuts, sausages, curries, kebabs, schnitzels roasts and more, we sell game meat such as roo, crocodile and venison. We also have black & white puddings and just started selling 4 Real Milk & Yoghurt. And our pies are a big seller!”

Other services include home delivery, free vacuum packing and prize giveaways. David advised that they will soon be introducing loyalty cards.

Arana Tender Cut Meats just won the prestigious AMIC 2016 Retail Excellence and Shop of the Year Award - City but it’s not the first time they have won with AMIC. “We took out the Queensland State Sausage King last year in the Continental category and went on to get 2nd in Australia in the National Finals,” said David proudly. “We have won the Regional Sausage King before as well.”

“Winning Sausage King has been a real boost to business, especially

coming 2nd at the Nationals. We make about 20 varieties of sausages a week although we actually have about 30 different kinds. We make the most popular ones each week and rotate the rest.”

Other awards are for Best Value Added Pork Cut in 2010 and Best New Lamb Cut in 2014. On top of these, Arana Tender Cut Meats has won the Quest News Business Achievers Award *three* times and we were inducted into their Hall of Fame! Not bad for a guy who started out in the business cleaning a butcher shop in 1974.

When not at work (or winning awards), David enjoys spending time with Rhonda, Adriane, his son Eliot and friends. He follows AFL (Tigers) and likes to work on the garden. David’s advice to anyone wanting to get into the industry is to “Put in the hours, sell only quality products, try new ideas and don’t be afraid to get out and see some different shops and products, whether it’s cooking shows online or anything at all.”



Store Manager Dylan Keer & David Shaw

Welcome to New Members

- Sunvalley Fine Foods, David Surman, Warana
- C & M Quality Meats, Matt & Cindy Longhurst, Marsden
- Country Fresh Meats, Chris Marshall, Labrador
- Lillybrook Meats, Greg Heenan, Kallangur
- Al Medina Halal Meats, M. Babu, Inala
- Withcott Meats P/L, Mark McGrath, Withcott
- Peterson’s Quality Meats, Deborah Sandford, New Farm
- Turunga Butchery, Branco Arsenic, Mt Isa
- Tully Tender Cut Butcher, Garry & Ines Galletta, Tully
- Tin Can Bay Meats, Ken and Julie Barker, Tin Can Bay
- Inala Halal Meats, L’Hcen Boukhriss, Inala
- Fresha Meats P/L, Mohamed Aslam, Acacia Ridge
- North Buderim Butchery, Jason Armstrong, Buderim
- Ledgers Country Butchery, Shane Ledger, Woodford
- Halmar P/L, Mark Harris, Comway
- Nambour Plaza Meats, Rick Allchurch, Nambour
- Pure Meats, Brad MacNamara, Robina
- Brighton Meats Selected, Neil Ford, Brighton
- Saville’s Gourmet Butchery P/L, “Matt” Zaid Miller, Broadbeach Waters