


# Independent Local Butcher - Customer Leaflets

## PROMOTE YOUR STORE AND YOUR SERVICE


**Independent Local Butcher**  
The Fresh Meat Specialist



- Friendly and efficient personalised service
- Product selection with your important meat purchases
- Advice and assistance in your meal solutions.
- Expert knowledge that only a professional specialist retailer can provide.

**Support your Independent Local Butcher!**

Sponsored by



**Place your Shop Stamp here**

**Code of Conduct**



Your Independent Local Butcher is bound by the rules of the Australian Meat Industry Council and the principles of the Code of Conduct

**Service**  
The Independent Local Butcher is committed to providing superior, friendly service to their customers.

**Professional Reputation**  
The Independent Local Butcher will maintain industry standards, including food safety, and meet community expectations thereby enhancing their professional reputation.

**Product Consistency**  
The Independent Local Butcher will ensure that the product offered is consistent with the expectations of their customers.

**Industry Recognition**  
The Independent Local Butcher logo is recognition by fellow professionals that their business is linked into one association for the betterment of the Australian Meat Industry

**Your Independent Local Butcher status makes you stand out from the competition, so it's a great opportunity to promote your business. The customer leaflet is one of the ways you can promote this status to customers.**

### Features

- A pad of 1000 customer leaflets (back and front page displayed above)
- Each side of the leaflet displays key information about the Independent Local Butcher program
- The ILB logo is prominently displayed to grab customers' attention
- A space to stamp your store details
- Cost: \$24.75 includes GST, postage and packing

### Examples of Uses

- Place the leaflet in customer shopping bags (put your shop stamp on it too)
- Place the notepad of leaflets on your counter for viewing by customers
- Hand out the leaflets during tasting sessions at your store
- Organise a letter-box drop of the leaflet in the local area

**Complete the order form on the reverse side of this sheet.**

**For more information, call your Member Services Officer:**

NSW (02) 9086 2220  
SA (08) 8272 2400

QLD (07) 3352 4600  
WA (08) 9452 7122

VIC (03) 9867 7294  
TAS (03) 6231 3333

# Order Form - Independent Local Butcher Customer Leaflets

Cost per 1000 Customer Leaflets is \$24.75 (including GST and postage)

Please complete your details here and send/fax to AMIC.

Contact Name \_\_\_\_\_ Business Name \_\_\_\_\_

Membership # \_\_\_\_\_ Quantity Required (Multiples of 1000) \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Payment Options  Credit Card (Complete details)  Cheque (Please attach)

Credit Card  VISA  MasterCard  Bankcard

Name on Credit Card \_\_\_\_\_ Credit Card No. \_\_\_\_\_

Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_ Expiry Date \_\_\_\_\_

**SEND:** AMIC PO Box 1208, CROWS NEST NSW 1585 **OR**

**FAX:** 02 9086 2201