



Ian (left) and Alistair (second left) meet Glen to collect Make it with Meat Awards

## Culloden Butchers fight off the competition

Sales of steak pies have taken off for partners Alistair Paul and Ian McAllister since winning the North of Scotland Steak Pie title in February 2003. They followed that by winning the North's Best Beef Sausage Championship in 2004. The publicity from these awards and the promotion that A & I Quality Butchers have put behind them has paid many dividends for the Culloden business.

Alistair told us "I couldn't believe how much business winning these awards brought our business. All pie sales, indeed everything we sell in the shop, got a boost."

From selling a relatively small amount of pies A & I now have a cabinet especially for pastry goods and this requires to be continually re-stocked to keep up with demand. A new oven has been purchased to ensure supplies. Sales were particularly good over the Festive period and Alistair was relieved that they had taken in six sides of beef just to start them away after the break. "If we hadn't that we would have been struggling to have any hung beef".

Having enjoyed the benefits of publicity A & I don't sit back waiting for their next moment of stardom. Grampian Today filmed their busy trade on Hogmanay but the last minute rush story eventually got focussed on ASDA in Aberdeen and the interviews done in the midst of it all on the 31<sup>st</sup> were not used. Nevertheless A & I have written to Grampian TV thanking them for their interest and pointing out that they are always welcome to come back.





Next up A & I are contributing to the Moray Firth Radio charity auction in February and taking out more space in the Press and Journal.

Alistair Paul and Ian McAllister got together in 1996 to take the outlet at Keppoch Shopping Centre on the outskirts of Inverness. Alistair had worked at Riggs in Inverness before joining Loudon Barras where he met Ian.

Ian worked with Swifts in Dingwall before moving on to Loudon Barras and subsequently Munros in Beaulie

