

Barrs Special Brew in Ballymena

There are 7 butchers shops in Ballymena town centre. The town is home to just 29,000 people but services a borough of 60,000 that is obviously a great boost to trade. The newly refitted Barrs shop in the busy north east town's Ballymoney Street is a wonderful demonstration of the confidence that exists within the retail meat trade in the country.

Even with a massive new Tesco's under construction on the edge of town nothing has dented the optimistic outlook of this business. Their new look to a premise that has been a butcher's shop for over 100 years has been an immediate success with customers. A strong feature of this shop is the great visibility of all the stock in the shop.

A large proportion of the extensive counters is devoted to value added and kitchen ready products, in fact there is a very tight display of meat that has not undertaken further enhancement. At the far end there is even a section designated for sales of fish.



Breaded Chicken products

The selection of sausages include Pork with Sweet Cure Bacon and Cabbage. All the spices for the sausages are blended by Barrs but they make good use of Raps marinades with Chilli Willi being the most popular. An interesting product that has a place in most of the areas butcher's displays is Vegetable Roll. This would more accurately be described as sausagemeat with leek and onion but the green flecks through the product certainly draw the attention and the taste buds.

A self service refrigerated unit stretching almost the full length of the shop allows customers to select from a range of poultry, pies and ready to reheat vegetable dishes. In centre of the shop the islands provide a complete meal time solution - rolls, scones, condiments, sauces, chutneys, jams, honey and nicely prepared fresh vegetables that are a real convenience.

The shop that re-opened on Friday 20th September 2007 has reported a massive reaction to the new layout with sales being even better than expected.



Fish display



Prepared vegetables