

Family is just the Business in Newburgh



Newburgh is a Royal Burgh of just over 2000 inhabitants. Tucked away in the north of the Kingdom of Fife on the banks of the Tay estuary, it is like a principality of its own just on the other side of the border with Perth and Kinross. Situated just 12 miles from Perth and 15 from Glenrothes it's a very friendly place that was just waiting for a butchers' shop to open.

It was a happy coincidence that Graham Cheyne was passing through Newburgh one February day and noticed the vacant butchers' shop. Graham had been enjoying a most unheard of holiday since selling his Ladybank butchers' business in September 2008 and leaving after a further month's hand over period. "Butchering is what I know" claimed Graham so when he saw the opportunity he wasn't long in acquiring the premises and transforming them to re-open it in May 2009. Since then the business has never looked back.





This comes as no surprise since Graham has a sound background in the retail meat industry stretching back over 30 years now. He started as an apprentice with Bill Swan in Rosyth at the age of 16 but by the age of 25 he had his own business when he took over the shop run by Bill and Harry Waters in Ladybank.

The trade in the Ladybank shop was quickly developed and the business grew into a much busier and bigger business. But by 2008 Graham felt that his business was taking up too much time and his family life was being dominated by work so when a good offer for the business came along he accepted that.

However, leisure was not a pastime that Graham was going to accept too readily and after one holiday to Canada and a Festive period that felt most un-Christmas like he was ready for a new challenge.

Less than 20 years ago Newburgh had two butchers' shops but both had closed. Despite warnings that previous butchers had not found trade easy, Graham, his wife Tracy, daughter Donna and their employee Julie, a time served butcher who had worked for him in Ladybank since she was a daughter of the original owners there, all joined up to create the ideal solution for the Royal Burgh's shoppers.

The old butchers' shop was gutted, new floors and ceiling put in, walls relined with coverings from Stockline Plastics, Avery scales and new Arneg cabinets were installed by KRH who also shared the order for equipment with Dalziels. The derelict chemist shop next door was turned into a state of the art bakery and everything was ready to test if Graham Cheynes Quality Foods had come up with a formula that Newburgh would like.



The team: Graham, Tracy, Donna, Nicola and Julie

Happily Cheynes were a hit from day one. Their formula was based on good customer service but that comes naturally to this hard working family. They built up a great rapport with the people of Newburgh, learning everyone's first name while keeping a healthy balance of respect. Personal service is a major quality of this butchers' shop but the quality also extends to the meat, meat products, free range eggs, fruit and vegetable, filled rolls and freshly baked pastry products.

Beef and Lamb is sourced from Scotch Premier and Millers of Speyside, Pork is from Scotch Premier and Irvines, Chicken from Halls, Bacon from D&R Stevenson and pastry from William Sword. Free range eggs come from Donald Peddie and local potatoes are from Daftmill and Rammornie Farms.

Many different sausages are made on the premises with Pork & Chive being the most recent addition to the range. White puddings are from Scottish Champions, HW Irvine, haggis comes from them as well and black puddings are from Charles MacLeod in Stornoway. The Cheese and Garlic Baskets as demonstrated recently by Mike Winrow at New Products evenings have been a big hit and other new additions include Highland Casserole. Both these products are conveniently supplied in ovenable trays.





Pies form a significant part of the trade, providing unique products and reasons to return. Julie is in charge of that and the bakery area is totally separate and kitted out to a high standard. The variety of pies include Chicken Curry, Cheese and Chilli, Macaroni as well as Scotch and Steak n Gravy. Rounds include Chicken and Ham as well as mince and steak. Their steak pies struck gold in the 2011 Scottish Craft Butchers Steak Pie Evaluation and that has given a huge boost to all pastry sales.

This is a true family business. With a 21 year old daughter and wife always in the workplace Graham was adamant that he was the boss. Tracy says it's challenging working with her husband but she wouldn't change that now. Donna left school to work in an Estate Agents but soon she realised she would rather be a butcher like her dad. Donna has completed her Modern Apprenticeship including a Level 2 in Meat & Poultry Processing and has progressed on to a Level 3. She felt that the customer questionnaire included in the Level 3 was especially helpful. Donna's younger sister Nicola is still at high school but even she helps out on Saturdays and during the school holidays.

At Cheynes everyone's day begins at five in the morning when everything starts to prepare for the shop to open at eight but before that there's the family breakfast at 7.15am. The day finishes at 4.45pm or 1.00pm on a Saturday but remembering Ladybank days when work became overpowering the shop is closed both Sunday and Monday so that the family batteries can be fully charged to treat their customers for the rest of the week. They might not run on Duracell but the Cheyne family has tremendous energy for their work and this is thoroughly appreciated by their customers. [More pictures at https://picasaweb.google.com/SFMTA3/CHEYNEQUALITYFOODS#](https://picasaweb.google.com/SFMTA3/CHEYNEQUALITYFOODS#)

