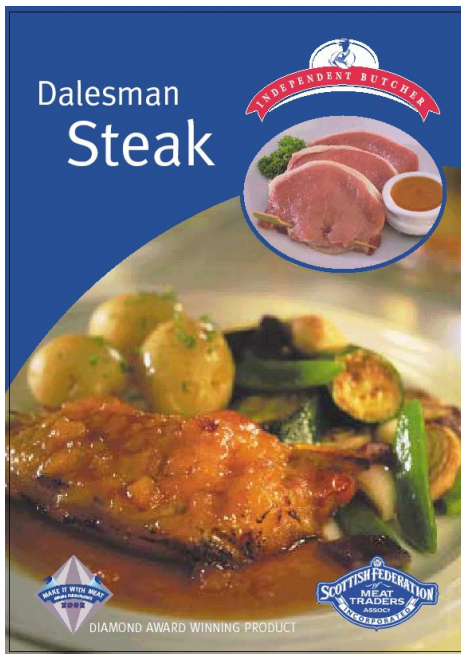




Pork Promotion: Dalesman Steaks

We hope that you fully exploited the potential from the Burns Truffle promotion sent to you in October. You should by now have received the third of four promotions for the Diamond Awards from last year's "Make it with Meat awards."

The Dalesman Steak was the invention of Charles Duncan in Troon. He tells us that this is just one of a number of similar products which he makes that are well received by his customers.



Charles said "The customers are pleasantly surprised that the product is so kitchen ready. We serve it in lidded dishes for greatest convenience. We get good repeat business and of course we majored on all the publicity we got."

You might have noticed from the instructions sent out that Charles obtains a very good price for his Diamond Product. Even if you cannot ask his price the tasty product is well worth trying.