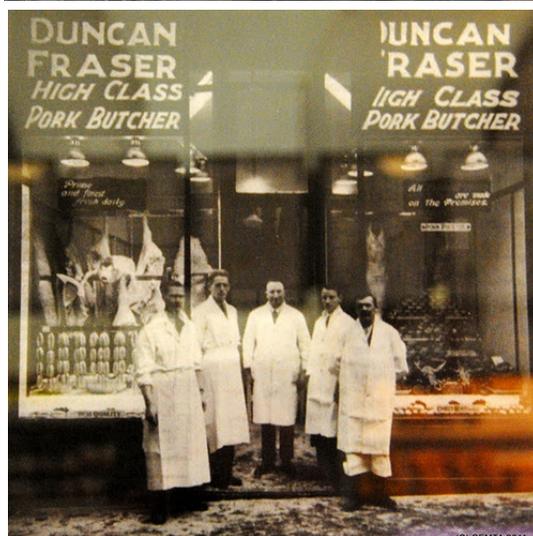


Celebrating 100 Years



Whatever the weather you are assured a warm welcome at Inverness butchers Duncan Fraser and Son. This shop and its 16 members of staff are virtually obsessive about satisfying customers' requirements. You are not left to queue for any time at all, the greeting is sincere and you are afforded 100% of the assistant's attention as you are faced with a grand array of tempting meat and meat products to choose from.



This is nothing new of course. Frasers have built a reputation second to none for Quality and Service. Yes with capitals! They are one of the longest established businesses in the Highland capital and celebrated their 100th birthday in November 2011. That was marked with events and several offers to celebrate their customers' loyalty over the years.

This family run business is still managed by the Fraser family, now in its third generation.



The first shop was established by the late Duncan Fraser in 1911 in the city's Eastgate but the First World War saw Duncan Fraser being called away to fight for his country. On his return he re-established the business and opened a small factory to supply the shop from the cobbled streets of Falcon Square. By the late 1920s the shop had re-located to Queensgate Arcade and it continued to move forward. In 1943 the founder bought over the firm of Davidson & Son, a top quality butcher in its day, at 22/24 Queensgate which is where the shop remains today employing 16 full and part time staff.

It was after the Second World War in 1947 that the founder's eldest son William (Bill) joined the business after completing his National Service. In addition to running the business, Bill has also served as Provost of Inverness from 1992-1996. In 1976 Duncan Fraser's grandson, Duncan, named after his grandfather, also came into the fold after gaining an accountancy diploma in Aberdeen.



On the founder's death the business became a partnership of Bill and his wife Margaret with Duncan being made the third partner in the early 1980s which is how the business continues today.

A 24 foot plus counter runs the length of the shop displaying a superb selection of Specially Selected Scotch Beef and Lamb all sourced from North East Scotland. Pork is supplied by local farmer, CCCC VVVV at Croy. Fresh poultry is Scottish and at Christmas time the business sells Copas Traditional Turkeys from Berkshire alongside other fresh festive fare, again all sourced from Scotland.



The standard of display is exemplary and the shop walls are adorned with some of the many Diamond, Gold, and Silver Diplomas and awards, both National and International, won for a vast array of their products. Some of the most significant achievements were:- Best Burger in Scotland in 2004 for a Lamb, Garlic & Mint Burger. Scottish Pork Sausage Reserve Champion in 2007; then in 2009 North of Scotland Champion for its Steak Pie and Scottish Champion in Cured Products evaluation for its Belfast Style Gammon.

The most recent accolade in 2011 was a Diamond Award for Unsmoked Gammon Joint. *(Right: Mark proudly presents the award winning product.)*

Awards are good for business and Duncan Fraser maintains that it is also good for staff morale:- "They are very important, it's nice to receive the accolade and see the staff recognised for their hard work."

Over 40 different varieties of sausages are made and offered on a rotational basis. Burgers, pies, black & white puddings, haggis, a vast range of cooked meats and potted meat are made on the premises using the finest local ingredients available. A range of kitchen ready products are available as well. Complimenting the meats is a well stocked range of sauces, chutneys, pickles etc.

Despite an impressive selection of innovative products such as Lamb and Asparagus Grills, like many others the main stay of the business is good quality mince and sliced sausage. Customers have grown discerning over the years and steaks and roasts are still major draws for end of week shoppers.





Since 1991 the business has been a proud member of the Guild of Q Butchers. Duncan explained what that means to the business:-



More Pictures at <http://picasaweb.google.com/SFMTA3/FRASERSINVERNESS>

"It's all about sharing ideas and there's always somebody to help you problem solve. The Guild of Q awards heighten our profile locally and we greet lots of visitors who frequent us because they have a Q butcher at home."

Duncan welcomes the fellowship of the independent meat trade taking that sharing philosophy on at a local level too.

Fraser's supply the community of Inverness and a number of hotels, restaurants and B&B establishments within the City as well as the many customers who come from outwith the city including a London restaurant which has recently won a Steak House Award.

Like most businesses in Inverness City Centre footfall is a challenge. The edge of city retail parks and supermarkets may have the free parking and convenience but Duncan Fraser's can look forward to the next 100 years in the knowledge that they can't be beaten when it comes to a fantastic meat eating experience and fanatical customer service. The formula has not changed; Inverness from the Gaelic *Inbhir Nis* means Mouth of the River Ness, and that 'mouth' is sure to have a taste for Duncan Fraser's quality and service for years to come.