

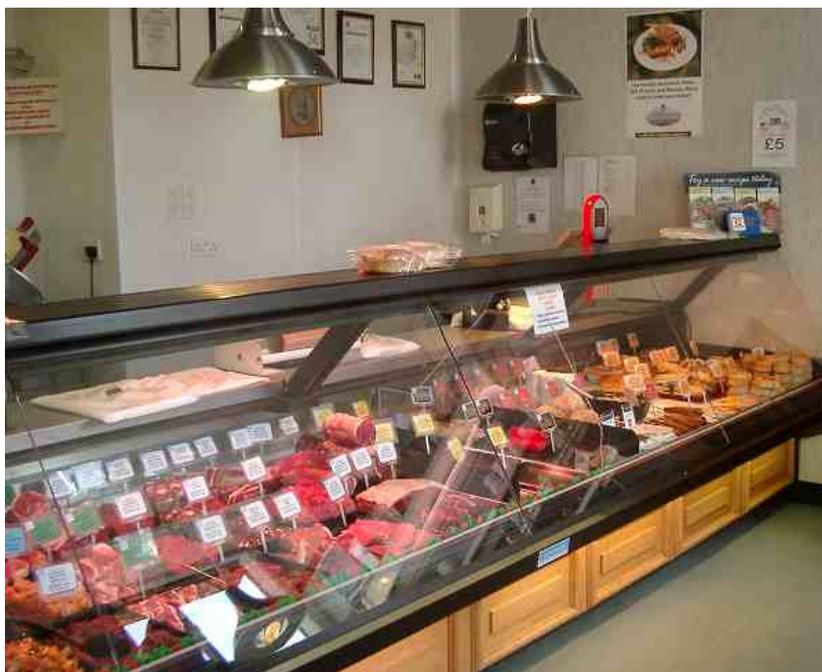
Nothing old in Oldmeldrum shop's approach



Since 1978 Gordon Presly has run Presly & Co, in Market Square Oldmeldrum, a quality assured butcher's business with a staff of five. Sitting prominently at the top of the main street the butcher's shop stands out and attracts a steady business.



Above: Gordon Presly



Gordon explained that all his beef is properly matured and sourced locally (hardly a surprise given Oldmeldrum's position in the centre of Aberdeenshire). Lamb is all bought through ANM's Dornoch plant and the pork he sells is locally reared as well. Sausages are made daily.

Having toured Scotland looking at butchers' shops Gordon has designed an attractive shop that impresses from the moment you enter. The counter displays pour out colour and appeal with an array of fresh meat and meat products.



Everything is done to the highest standard but Gordon has recently turned in another direction, focussing his attentions to finding ways of informing his customers and potential customers just what he sells in his shop.

Gordon approached the Grays School of Art in Aberdeen and for a nominal fee two students have accepted the task of working on a logo and corporate image for the business. If successful Gordon says he might invite them out every month to get fresh ideas from a non-butchery side.



“Seeing this everyday we think we are doing OK, we know what we are doing but nobody else does.”

“We make everything ourselves – we just have to let the public know. We will see how the image and logo develops then there is the marketing side as well. We will give the youngsters a chance to see what fresh ideas they can come up with.”