New image generates Port Seton business



Four miles north east of Musselburgh, nestling in the shadow of Cockenzie power station lies the fishing port of Port Seton. The burgh of Cockenzie was created in 1591 by James VI of Scotland. Port Seton harbour was built by George Seton, 11th Lord Seton between 1655 and 1665. Together Cockenzie and Port Seton have a population of over 5500 but for many of those inhabitants it is a dormitory town. McKirdy Brothers is the only butchers' shop serving the communities but sleeping is not something they can be accused of.

McKirdys have traded in and around Edinburgh and the Lothians since 1895 gaining a reputation for selling the very highest quality meat available.



Colin and Richard have traded in Port Seton since 1972 but last year while most were settling down to see how Queen of the South would fair against Rangers in the Scottish Cup Final the brothers were clearing out their existing shop to make way for a major refurbishment.



Colin and Richard McKirdy co-ordinated all the work that was required. The self appointed 'Masters of Works' would oversee local tradesmen that would transform the image of the business within five days. The dedication and response that you get from using locals was amply demonstrated by the fact that work was still being done on the new flooring at midnight on the Tuesday evening.



Next day Watco started the installation of an L-shaped Euro'Cryor serveover display cabinet, a back wall unit and a dairy/ freezer cabinet. The new display cabinet gives much more display area than its predecessor and is air chilled with a coil running under the display surface. Colin maintains that this system achieves lower operating temperatures with the consequential gain in better shelf life:- "Bloom stays better because the air temperature is controlled".
The motors are external and so the noise and temperature in the shop is not an issue either.



The sleek looking serveover counters with their black trim are complimented with classy grey and white walls. The enlarged display area creates ample opportunity to generate added sales, the back wall unit housed cooked meat and pies and the freezer displays ready to fire steak pies.



The effect has been to create a bright and open shop. Customer reaction was fantastic and the effect on sales has been very positive as well.

Colin views the clean, fresh, hygienic feel is a "big plus to customers and such a transformation." The new image has helped to attract new and younger customers while existing customers have come in to say "Wow, what a change".



McKirdys source their meat through Malones in Edinburgh and from Galashiels abattoir. They won the Scottish Haggis Championship in 1998 and as South East Scotland Pork Sausage Champions in 2003 were runners up for the Scottish title. Up to 20 different types of sausages are made on the premises and there is also an extensive range of burgers, all made with natural ingredients.





McKirdy's
Award Winning
High Class Family Butchers
est. 1972



The stylish branding has been developed with the help of Carri Walker at East of Scotland Packaging and the use of wax paper and 20 micron bags but there is more to this butchers shop than initially meets the eye.

On the reverse of their strongly branded bags there is advertising for The Steakhouse Restaurant at 155 Morrison Street in Edinburgh. The Steakhouse was started by the McKirdys in 1999 taking into the city the same top quality steaks that their Port Seton customers had been enjoying.

Colin and Richard split their time between the two concerns taking a three to four week stint at each locations. Colin explained:- "It is good for both businesses to make the connection. The Steakhouse attracts a regular clientele as well as visitors to Edinburgh. Friday and Saturdays are the busiest days but we are open seven days a week."

Whether you choose to eat at McKirdy's Steakhouse or buy the raw ingredients to cook at home the brothers hope that it will be a powerful and pleasurable experience for all.









