



Good afternoon







Year 1967



*Simon Howie*  
THE SCOTTISH BUTCHER





December 1986



*Simon Howie*  
THE SCOTTISH BUTCHER





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1999 First refurb



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“Top Shop” 2000



2002 New Branding



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2006 Auchterarder Refit



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2006 ... thanks Fred



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2008 ....Time for a change



*Simon Howie*  
THE SCOTTISH BUTCHER





6pm Saturday evening



*Simon Howie*  
THE SCOTTISH BUTCHER





11 pm Saturday



*Simon Howie*  
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Sunday lunchtime



*Simon Howie*  
THE SCOTTISH BUTCHER





Friday Morning



*Simon Howie*  
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# Sainsbury's

1999



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September 2001



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1996



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Raw : Manufacture : Cook



*Simon Howie*  
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A photograph of a large, dark blue corrugated metal building with a gabled roof, identified as Simon Howie Butchers. The building has a brick base and several signs. One sign on the left says "Simon Howie Butchers" with a small logo. A larger sign in the middle says "Simon Howie" in a serif font. On the right, another sign says "BUTCHERS" with a small logo. A white sign on a stone wall to the left of the building reads "Simon Howie Butchers ALL DELIVERIES NEXT ON ROAD". Several cars are parked in front of the building on a gravel lot. The sky is overcast with orange and grey clouds. The year "1997" is printed in white in the bottom left corner of the photo.

1997



*Simon Howie*  
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2002



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2017

26/AUG/2017



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2018



*Simon Howie*  
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2018



*Simon Howie*  
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# The Pudding Room



*Simon Howie*  
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*Simon Howie*  
THE SCOTTISH BUTCHER





Wetlands .... Let nature do the work !

31/MAY/2016





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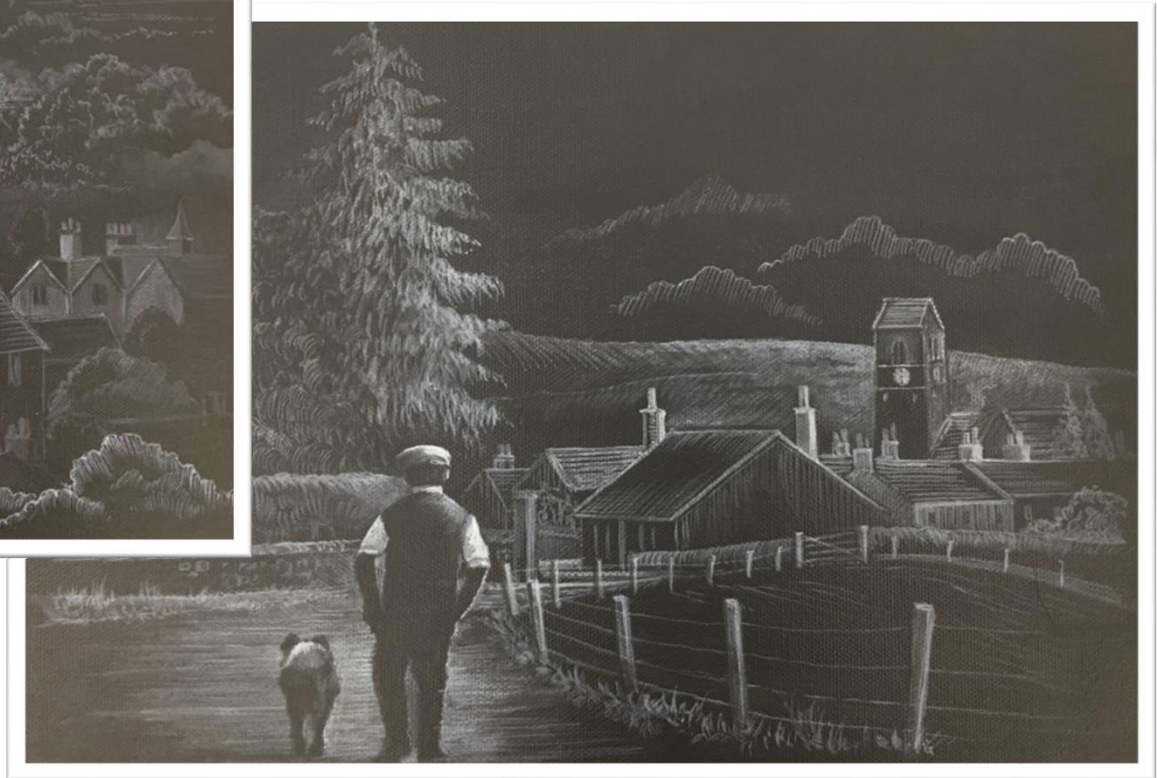
Branding !



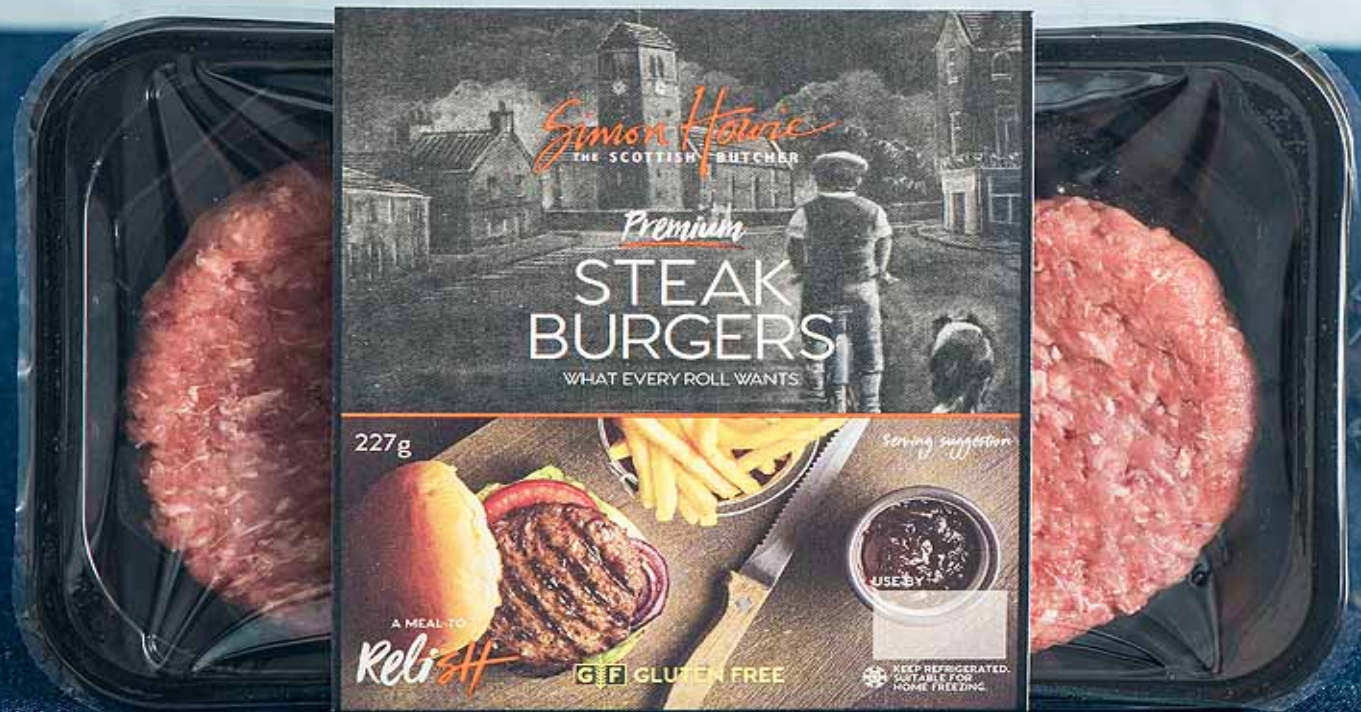
*Simon Howie*  
THE SCOTTISH BUTCHER



## Boy and dog photography has been evolved into a suite of illustrations by local artist Gail Robertson









## Old Packaging



Lorne Sausage 500g



Lorne Sausage 200g



Perthshire Lorne Sausage 270g



Sliced Black Pudding 200g



Sliced Haggis 200g



Breakfast Pack 700g



Wee Breakfast Pack 350g



Pork Links 200g



Beef Links 200g



Smoked Ham Hough 700g



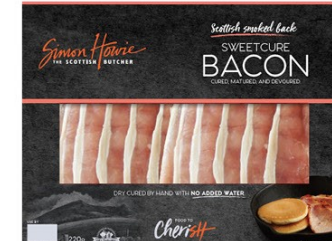
# Premium Range



G F GLUTEN FREE



G F GLUTEN FREE



G F GLUTEN FREE



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THE SCOTTISH BUTCHER



## Brand Elements in Detail

Local artist illustrations of local landmarks to communicate our provenance and quality.



USP - What makes our product special.

Food Photography to add shelf appeal and product communication.

USP - What makes our product special.

USP - What makes our product special.

2nd tier branding - use of Simon Howie initials 'SH'



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# Haggis Range



*Simon Howie*  
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# Burns 2017



21,422 people reached

8.1k Views

Like Comment Share

Physicist Zdzienicki, Shona Fleming

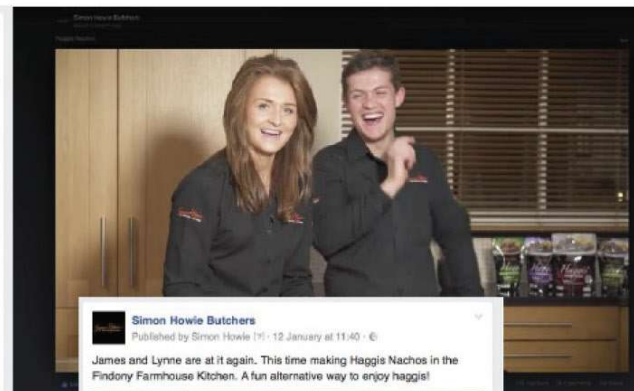
10 shares

View 10 more comments

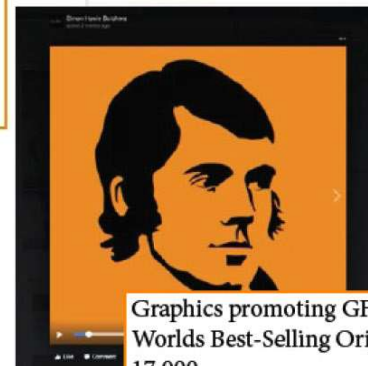
Debbie Rise Haggie cannelloni soup  
Unlike · Reply · Message · 1 · 20 ·

Joan Crammond Chouman My fav

Posts promoting the Shops:  
Reaching over 23,000



James & Lynne  
Cooking Demos  
Haggis Nachos,  
Haggis Pizza  
Burns Supper  
How to cook a  
Haggis x 3  
Reaching over 20,000



Graphics promoting GF Haggis launch and  
Worlds Best-Selling Original reached over 17,000



Other posts including Veggie  
Haggis Parcels and Haggis  
Macaroni etc were all watched by  
over 1000 people each.







*Simon Howie*  
THE SCOTTISH BUTCHER



Many of our staff have over 25 years service







# Farming in Perthshire

25/MAY/2018



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“Breakfast please Grandad”





*Simon Howie*  
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*Simon Howie*  
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*Simon Howie*  
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Thank you and congratulations to SFMTA

